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Analysis of residents' perceptions of tourism and urban landscape: The case of the historic centre of Guimarães (Portugal)

Tourism is increasingly important in territorial development due to the diversity of natural and cultural resources on which it is based, particularly the Landscape. Associate Urban Landscape and Tourism, turns out to be inevitable, allowing the analysis of the interaction of all those who coexist permanently or temporarily, residents and tourists. In this context, it becomes relevant to understand whether the interactions of residents with tourism result in dysfunctions that affect their daily lives or their well-being. Based on Guimarães, a World Heritage City since 2001, this study seeks to assess residents' perceptions of the benefits and possible conflicts resulting from the simultaneous enjoyment of the same space and urban landscape. A questionnaire survey was applied to a sample of 291 residents living in the classified area of the historic centre. The results show that the community has a mostly positive perspective, perceiving the Urban Landscape as a characterizing and differentiating element of their cultural identity. In the end, the main implications and limitations of this study will be presented.

BIOGRAPHICAL NOTES

ALEXANDRA CORREIA, with a PhD in Tourism, is an Assistant Professor of Tourism Studies at Polytechnic Institute of Viana do Castelo. She is the Head of the Master in Innovative Tourism Development.

FLORA SEIXEIRA, with a PhD in Tourism, is an Adjunct Professor of Hospitality and Events Management at Polytechnic Institute of Viana do Castelo. She is the Head of the Course in Hospitality Management.

OLGA MATOS holds a PhD in Archaeology and is an Adjunct Professor at Polytechnic Institute of Viana do Castelo, an integrated researcher at Lab2PT, University of Minho (Portugal), and researcher at REMIT, Portucalense University. She works in Cultural Heritage, Museology, Interpretation and Cultural and Creative Tourism.

**PEDRO COSTA, ELISABETE TOMAZ, MARGARIDA PERESTRELO,
AND RICARDO V. LOPES**

ISCTE – Instituto Universitário de Lisboa / DINAMIA'CET-Iscte

CULTURE.IMPACTS.DIY: A self-assessment toolkit unveiling the multidimensionality of value creation in cultural activities

The question of value and its measurability has always been central in the study of social and economic practices, including cultural activities. However, contemporary structural changes related to the emergence of cognitive-cultural capitalism bring new forms of cultural production, consumption and mediation that challenge the analysis of cultural activities' value(s). Despite the recognition of multidimensionality of its value, impacts of cultural activities are still often underestimated, and evaluation exercises have difficulties in including the diversity of dimensions of value created by these activities, in economic, social, cultural, environmental or participatory terms. Combining work developed by a DINAMIA'CET iscte team in different research projects (CREATOUR, RESHAPE, IMPACTS-AR, ARTSBANK AND STRONGER PERIPHERIES), this presentation addresses value creation processes in culture, based on work developed with artists, cultural promoters, creative tourism agents and public authorities, in recent years, in several territorial contexts, both Portuguese and European, assessing the impact of their activities in their

communities. A new conceptual and analytical approach to assess the impact of cultural activities in a given territory is proposed. A multidimensional impact assessment method, (co)developed with actors in creative fields, is proposed, provided through a toolkit for (self)evaluation of value(s) generated by cultural institutions.

BIOGRAPHICAL NOTES

PEDRO COSTA is Professor at the Department of Political Economy at ISCTE and Director of DINAMIA'CET-iscte (Research Center on Socioeconomic Change and Territory), where he coordinates the 'Cities and Territories' research group. Economist, PhD in Urban and Regional Planning, he works primarily in the areas of territorial development, planning, and cultural economics. His research activity is particularly centered on the study of the relationship between cultural activities, creative dynamics and sustainable territorial development.

ELISABETE TOMAZ (designer, sociologist), MARGARIDA PERESTRELO (sociologist, quantitative methods), and RICARDO LOPES (architecture) are all also working in the 'Culture, Creativity and Territory' thematic line at DC-iscte.

RUBA SALEH

ICHEC Brussels Management School, Belgium

Innovative circular cultural tourism for post-COVID scenarios

This presentation describes the process of selecting innovative circular cultural tourism solutions for deprived remote, peripheral or deindustrialised heritage areas. She will explain how these solutions were developed during the Hackathon of H2020 project Be.CULTOUR and designed into close-to-market projects during the Be.CULTOUR acceleration programme. Six Be.CULTOUR Pilot Heritage Sites (PHS) and 16 Be.CULTOUR Mirror Innovation Ecosystems were selected to participate in Be.CULTOUR Hackathon which took place in Brussels from 7 to 9 September 2022. Selected applicants were given the opportunity to access the Be.CULTOUR Accelerator, a training programme of 4 months in which they will have the possibility to develop their innovative solutions to a close-to-market stage. Starting from the challenges linked to the targeted deprived, remote or over-exploited areas, the speaker will illustrate how the selected participants will develop circular cultural tourism services and/or products that will focus on creating attractive destinations taking into account post COVID-19 pandemic scenarios.

BIOGRAPHICAL NOTE

Dr. RUBA SALEH is lecturer and researcher at ICHEC Brussels Management School. She holds a PhD in Regional Planning and Public Policies from Luav Venice University of Architecture, and a Master's degree in International Cooperation and Development from the European School of Advanced Studies in Cooperation and Development, Pavia, and a B.A. in Architecture from Luav Venice University of Architecture. Her area of expertise includes cultural heritage management, cultural entrepreneurship, contested heritage, circular economy, sustainable business models, participatory processes, and co-design. She is the coordinator of C-SHIP (Cultural Entrepreneurship) professional training program at ICHEC (<https://www.ichec.be/en/c-ship-project>).