

creatour.pt

Creative tourism dynamics: connecting travellers, communities, cultures and places

**University of Algarve,
Penha Campus, Faro**

Charles Landry

Alexandra Gonçalves
Research Centre for Tourism, Sustainability
and Well-being (CinTurs), University of Algarve, Portugal

Website
<http://creatour.pt/en/events/conference-2019>
Contact
creatour@ualg.pt



TECHNICAL INFORMATION

BOOK OF ABSTRACTS of the

**3rd CREATOUR International Conference and Creative Tourism Showcase:
Creative Tourism Dynamics: Connecting Travellers, Communities, Cultures, and Places**

23, 24, and 25 October 2019

Editors:

Sónia Moreira Cabeça

Alexandra Rodrigues Gonçalves

João Filipe Marques

Mirian Tavares

Publisher:

CIEO – Research Centre for Spatial and Organizational Dynamics / CinTurs

University of Algarve

Gambelas Campus, Faculty of Economics, Building 9

8005-139, Faro

cieo@ualg.pt

www.cieo.pt

Organizers:

Alexandra Gonçalves

João Filipe Marques

Julieta Rosa

Marlene Fernandes

Mirian Tavares

Sílvia Silva

Sónia Moreira Cabeça

Susana Costa

creatour.ualg.pt

Format: Digital

ISBN: 978-989-8859-86-0

University of Algarve, Faro, Portugal

October 2019

Parallel session 4.2 - CREATOUR Project

**WEB-MAPPING AS A NEW TOOL FOR THE CULTURAL MAPPING:
A CASE STUDY OF WEB-MAPPING APPLICATIONS IN SOME CREATIVE TOURISM INITIATIVES
IN THE NORTH REGION OF PORTUGAL**

Vítor Ribeiro

Miguel Pereira

Paula Remoaldo

Ricardo Gôja

Lab2PT (Laboratory of Landscape, Heritage and Territory)

Isabel Freitas

Lab2PT (Laboratory of Landscape, Heritage and Territory) / Portucalense University

ABSTRACT

Creative tourism is a new way of doing tourism and promote creative and innovative destinations for the visitor's through genuine and authentic activities. This form of tourism can develop and improve existing resources and destinations through cultural and creative activities developed by the institutions. The main goal of creative tourism is to provide a new experience and create a visitor connection with the local culture and community. Cultural mapping can be a fundamental tool to complement the experiences created through the activities developed in creative tourism. Cultural mapping can be represented by mapping assets, providing information on recordings and identities of tangible cultural resources, using Geographic Information Systems (GIS) and mapping cultures, traditions and local communities in small towns and rural areas. It is a process of recording, collecting, analysing and synthesizing information, in order to describe the cultural resources, networks, links and patterns of a particular community or group. Cultural Mapping maps projects that can relate to local community creativity and artistic interventions. In the last decades, methods of cultural mapping have been used in various applications and contexts, for different cultural assets, where there is some historical and cultural value and for endogenous communities. These methods are fundamental to creating new conditions for the development of local and regional resources. This article tries to develop a new model for creative tourism, looking for the implementation and integration of new geotechnologies. The collection was carried out through some creative tourism activities organized between July 2017 and July 2019 in the Northern region of Portugal by two pilot institutions of the CREATOUR project titled Development of the Destination of Creative Tourism in Small Cities and Rural Areas (2016-2019). A methodological approach adopted to share the web mapping experience with crowdsourcing tools is presented and some key lessons learned are discussed.

Keywords: Creative Tourism; Cultural Mapping; Web-Mapping

**DEVELOPING AN IMPACT ASSESSMENT TOOLKIT
FOR CREATIVE SUSTAINABLE TOURISM INITIATIVES**

Pedro Costa

Elisabete Tomaz

Maria Assunção Gato

Margarida Perestrelo

Ana Rita Cruz

DINAMIA'CET-IUL - Instituto Universitário de Lisboa (ISCTE-IUL)

ABSTRACT

Creative tourism advocates new experiences for promoters, tourists and communities, as new modes of collaboration, partnership, and organization. Despite being an expanding offer and targeting niche markets, creative tourism is already recognized by the different ways of producing and consuming tourism experiences and for its ability to add value in the territories where they take place. The development of this type of experience in small cities and rural areas not only gives centrality to sustainability issues but also makes it important to observe and discuss the potential impacts of these experiences in this kind of territories.

There are few studies that attempt to measure the impacts of creative tourism activities in accordance with the principles of sustainability, or that seek to develop analytical models appropriate to the particular characteristics of small cities and rural areas. Within the scope of the CREATOUR project, we started to develop a theoretical and methodological framework, aiming to propose a more integrated model, recognizing the several dimensions of sustainability and the specificities of the territories involved and taking into account the different actors involved in creative tourism.

Based on the data gathered from the CREATOUR pilot initiatives, this communication will present the analysis of the perceptions that the different pilots have about the various effects of the implementation of these exploratory experiences, considering the objectives that they established for their realization. This analysis is useful to reflect on the particularities of this type of exercise and to improve our model. The final goal is to propose a more robust toolkit for impact assessment to be presented to all partners interested in developing or updating their creative tourism projects.

Keywords: impact assessment; creative tourism; small cities and rural areas

ENVISIONING PUBLIC POLICIES AND PROGRAMS FOR CREATIVE TOURISM IN SMALL CITIES AND RURAL AREAS IN PORTUGAL: RECOMMENDATIONS FROM CREATOUR EXPERIENCES

Claudia Pato de Carvalho

Centre for Social Studies - University of Coimbra

Pedro Costa

DINAMIA'CET-IUL - Instituto Universitário de Lisboa (ISCTE-IUL)

Alexandra Gonçalves

CIEO/CinTurs - Universidade do Algarve

Carlos Fortuna

Centre for Social Studies - University of Coimbra,

Maria do Rosário Borges

CIDEHUS - University of Évora

Nancy Duxbury

Centre for Social Studies - University of Coimbra