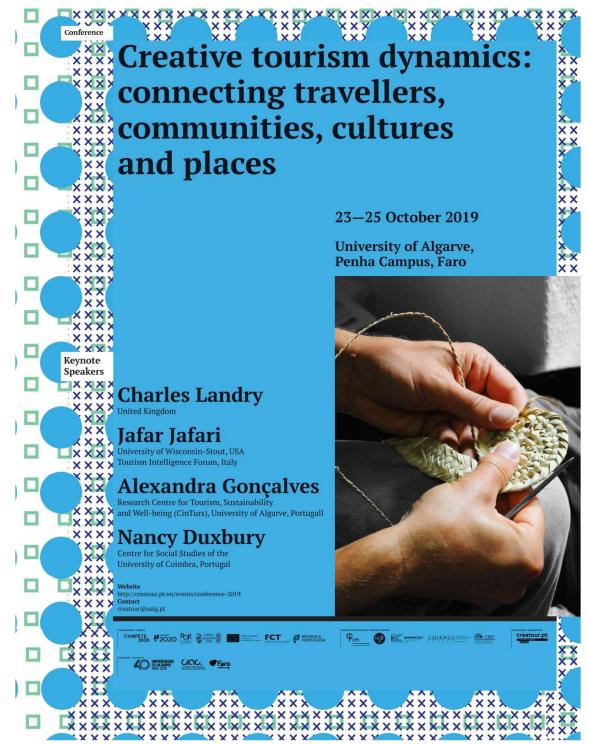
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TECHNICAL INFORMATION

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

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DEVELOPING AN IMPACT ASSESSMENT TOOLKIT FOR CREATIVE SUSTAINABLE TOURISM INITIATIVES

38



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

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