XIII
INTERNATIONAL
TOURISM CONGRESS

REINVENTING TOURISM
FOR UPCOMING CHALLENGES

27-29 OCTOBER 2021

ESTORIL - PORTUGAL

PROCEEDINGS

eshte

Escola Superior
de Hotelaria
e Turismo do Estoril

CiTUR

CENTRE FOR TOURISM
RESEARCH, DEVELOPMENT
AND INNOVATION

XIII
INTERNATIONAL
TOURISM CONGRESS

REINVENTING TOURISM
FOR UPCOMING CHALLENGES

27-29 OCTOBER 2021

ESTORIL - PORTUGAL

PROCEEDINGS

SCIENTIFIC COMMITTEE

Argentina	Maximiliano Korstanje	University of Palermo
Australia	Mariana Sigala	University of Souht Australia
Belgium	Anya Diekmann	Université Libre de Bruxelles
Brazil	Alexandra Zottis	CiTUR Brazil
Brazil	Alexandre Panosso Neto	University of S. Paulo
Brazil	Ana Cláudia Padilha	CiTUR Brazil
Brazil	Francisco dos Anjos	University of Vale do Itajaí
Brazil	Mary Sandra Ashton	CiTUR Brazil
Brazil	Rosana Mazaro	Federal University of Rio Grande do Norte
Brazil	Simone Galina	University of S. Paulo
China	Songjun Su	Jinan University
China	Sun Lu	Sichuan Tourism University
Cyprus	Leonidas Efthymiou	University of Nicosia
Cyprus	Sotiroula Liasidou	Cyprus University of Techonoly
Czech Republic	Stanislava Pachrová	College of Polytechnics Jihlava
Ecuador	Eddy Castillo	CiTUR Ecuador
Ecuador	Giovanni Herrera Enríquez	CiTUR Ecuador
Finland	Mário Passos Ascenção	University of Haaga-Helia
Georgia	Marina Metreveli	Georgian Technical University
Italy	Marco Valeri	Niccolo' Cusano University in Rome
Macao, China	Connie Loi	Macao Institute for Tourism Studies
Mexico	Luis Valdez	Sonora Institute of Technology
Poland	Katarzyna Leśniewska-Napierała	University of Lodz
Poland	Tomasz Napierała	University of Lodz
Spain	Alfonso Vargas-Sanchéz	University of Huelva - Enlightening Tourism
Spain	Eva Martín-Fuentes	University of Lerida
Spain	Dolores Gallardo	University of Extremadura
Spain	Francesc Sastre	University of the Balearic Islands
Spain	José Miguel Rodríguez Antón	University Autónoma of Madrid
Turkey	Cafer Topaloğlu	Mugla Sıtkı Koçman University
UK	Allan Williams	University of Surrey
UK	Dag Bennett	London South Bank University
UK	Dimitrios Buhalis	University of Bournemouth - Tourism Review
UK	Irene Garcia Medina	Glasgow Caledonian University
UK	Miguel Moital	University of Bornemouth
USA	Mathew Lee Smith	University of Georgia
USA	Ulrike Gretzel	University of Southern California
Portugal	Maria Cardeira da Silva	Nova University
Portugal	Paulo Rita	Nova University
Portugal	Carla Castro	Polytechnic Institute of Guarda
Portugal	Paulo Revés	Turismo de Portugal
Portugal	Sérgio Guerreiro	Turismo de Portugal
Portugal	Álvaro Lopes Dias	University Lusófona
Portugal	Eduardo Moraes Sarmento	University Lusófona

Portugal	Mafalda Patuleia	University Lusófona
Portugal	Antónia Correia	University of Algarve
Portugal	João Albino Silva	University of Algarve
Portugal	Manuel Serra	University of Algarve
Portugal	Patrícia Pinto	University of Algarve
Portugal	Celeste Eusébio	University of Aveiro
Portugal	Elisabeth Kastenholz	University of Aveiro
Portugal	Maria João Carneiro	University of Aveiro
Portugal	Ana Isabel Moniz	University of Azores
Portugal	Carlos Cardoso Ferreira	University of Coimbra
Portugal	Claudete Moreira	University of Coimbra
Portugal	Fernanda Cravidão	University of Coimbra
Portugal	Lúcio Cunha	University of Coimbra
Portugal	Norberto Pinto Santos	University of Coimbra
Portugal	Jaime Serra	University of Évora
Portugal	Maria do Rosário Borges	University of Évora
Portugal	Noémi Marujo	University of Évora
Portugal	Agustin Cocola-Gant	University of Lisbon - IGOT
Portugal	Eduardo Brito-Henriques	University of Lisbon - IGOT
Portugal	Inês Boavida-Portugal	University of Lisbon - IGOT
Portugal	José Manuel Simões	University of Lisbon - IGOT
Portugal	Margarida Queirós	University of Lisbon - IGOT - Finisterra
Portugal	João Sarmento	University of Minho
Portugal	Paula Remoaldo	University of Minho
Portugal	José Alberto Rio Fernandes	University of Oporto
Portugal	Luís Paulo Saldanha Martins	University of Oporto
Portugal	Artur Cristóvão	University of Trás-os-Montes e Alto Douro
Portugal	Ana Renda	CiTUR Algarve
Portugal	Carlos Afonso	CiTUR Algarve
Portugal	Fernando Perna	CiTUR Algarve
Portugal	Filipa Perdigão	CiTUR Algarve
Portugal	Maria João Custódio	CiTUR Algarve
Portugal	Marisol Correia	CiTUR Algarve
Portugal	Alexandra Malheiro	CiTUR Coimbra
Portugal	Bruno Sousa	CiTUR Coimbra
Portugal	Cândida Silva	CiTUR Coimbra
Portugal	Dália Liberato	CiTUR Coimbra
Portugal	Eduardo Albuquerque	CiTUR Coimbra
Portugal	Eugénia Devile	CiTUR Coimbra
Portugal	Goretti Silva	CiTUR Coimbra
Portugal	Pedro Liberato	CiTUR Coimbra
Portugal	António Fernandes	CiTUR Estoril
Portugal	Carlos Brandão	CiTUR Estoril
Portugal	Catarina Nunes	CiTUR Estoril
Portugal	Cláudia Viegas	CiTUR Estoril
Portugal	Isilda Leitão	CiTUR Estoril
Portugal	João Reis	CiTUR Estoril

Portugal	Nuno Silva Gustavo	CiTUR Estoril
Portugal	Vitor Ambrósio	CiTUR Estoril
Portugal	Teresa Costa	CiTUR Estoril - EJTHR
Portugal	Adriano Costa	CiTUR Guarda
Portugal	Aida Carvalho	CiTUR Guarda
Portugal	Ana Daniel	CiTUR Guarda
Portugal	Cláudia Costa	CiTUR Guarda
Portugal	Elsa Esteves	CiTUR Guarda
Portugal	George Ramos	CiTUR Guarda
Portugal	Gonçalo Poeta Fernandes	CiTUR Guarda
Portugal	João Franco	CiTUR Guarda
Portugal	José Alexandre Martins	CiTUR Guarda
Portugal	Ana Sofia Viana	CiTUR Leiria
Portugal	Anabela Almeida	CiTUR Leiria
Portugal	António Sérgio Araújo	CiTUR Leiria
Portugal	Cátia Malheiros	CiTUR Leiria
Portugal	Dulcineia Ramos	CiTUR Leiria
Portugal	Francisco Dias	CiTUR Leiria
Portugal	João Paulo Jorge	CiTUR Leiria
Portugal	Júlia Fonseca	CiTUR Leiria
Portugal	Lucília Cardoso	CiTUR Leiria
Portugal	Luís Carvalhinho	CiTUR Leiria
Portugal	Luís Lima Santos	CiTUR Leiria
Portugal	Nuno Almeida	CiTUR Leiria
Portugal	Paulo Almeida	CiTUR Leiria
Portugal	Paulo Rosa	CiTUR Leiria
Portugal	Rui Martins	CiTUR Leiria
Portugal	António Silva	CiTUR Madeira
Portugal	Mara Franco	CiTUR Madeira
Portugal	Pedro Correia	CiTUR Madeira
Portugal	Susana Teles	CiTUR Madeira

Index

#1 | Impacts caused by COVID-19 on airports and tourism in the main islands of the Autonomous Region of the Azores

#1 | Impactes causados pela COVID-19 nos aeroportos e no turismo nas principais ilhas da Região Autónoma dos Açores

Jorge Abrantes

Jorge.abrantes@eshte.pt; Estoril Higher Institute for Tourism and Hotel Studies (ESHTE) and Universidade Aberta (UAb)

Rui Quadros

rui.quadros@eshte.pt; Estoril Higher Institute for Tourism and Hotel Studies (ESHTE); rui.quadros@iseclisboa.pt; ISEC Lisboa, Portugal

Abstract

The liberalization of air space between Lisbon and Porto and some of the airports in the Autonomous Region of the Azores (RAA) in early 2015 made a significant change in air transport policy for the region, with direct impacts on tourism.

After the outbreak of the infectious disease COVID-19, caused by a new SARS-CoV-2 coronavirus, significant changes took place at a level hitherto unknown and both Portugal and the RAA were not immune.

Evaluating the consequences of the impacts of the pandemic in the two main gateways of the Azores (São Miguel and Terceira Islands) and estimating the impacts of COVID-19 on tourism and on the airports of the islands that serve them are the main objectives of this investigation.

The methodology will be exploratory, descriptive, and quantitative, based on secondary sources of a statistical nature, as well as scientific publications and reports from the main players in the tourism and air transport in the region.

The results show that, in 2020, the RAA registered significant drops in passengers transported at the Azores airports, namely 62.7% compared to 2019, as well as in guests (-69.9%) and overnight stays (-71.2%). The recovery in 2021 was, however, below the year of 2019, with drops of around 30.8% in passengers and 36.9% and 37.2% in guests and overnights, respectively, with these results being more evident on São Miguel Island rather than on Terceira. Nevertheless, since October 2021, traffic in the airport in Terceira Island surpassed for the first time the figures recorded in the same months of 2019 with overnights having the same behaviour in the months of October and November 2021.

Keywords: Airports; Azores; Aviation; COVID-19 pandemic; Tourism.

Resumo

A liberalização do espaço aéreo entre Lisboa e Porto e alguns dos aeroportos na Região Autónoma os Açores (RAA), no início de 2015, constituiu uma alteração significativa na política do transporte aéreo para a região, com impactes diretos no turismo.

Após o surto de doença infecciosa COVID-19, causado por um novo coronavírus SARS-CoV-2, mudanças significativas ocorreram a um nível até agora desconhecido e onde Portugal, no geral, e a RAA, em particular, não ficaram imunes.

Avaliar as consequências dos impactes da pandemia nos dois principais *gateways* dos Açores (Ilhas de São Miguel e Terceira) e estimar os impactes da COVID-19 no turismo e nos aeroportos das ilhas que os servem são os principais objetivos desta investigação.

A metodologia será exploratória, descritiva e quantitativa, com base em fontes secundárias de natureza estatística, com o foco principal entre 2019 e junho de 2021, assim como, publicações científicas e relatórios dos principais *players* do turismo e transporte aéreo na região.

Os resultados apurados evidenciam que, em 2020, a RAA registou quedas significativas nos passageiros transportados nos aeroportos dos Açores, na ordem dos 62,7% face a 2019, assim como, em hóspedes (-69,9%) e em dormidas (-71,2%). A recuperação verificada em 2021 mostrou-se, contudo, abaixo de 2019 com quebras na ordem dos 30,8% em passageiros e 36,9 e 37,2% nos hóspedes e dormidas, respetivamente, sendo estes resultados mais evidentes na ilha de São Miguel que na Terceira. No entanto, a partir de outubro de 2021, o tráfego no aeroporto da Terceira ultrapassou, pela primeira vez, os números registados nos mesmos meses de 2019, com as dormidas a apresentarem o mesmo comportamento nos meses de outubro e novembro de 2021.

Palavras-Chave: Aeroportos; Açores; Aviação; Pandemia COVID-19; Turismo.

1. Introduction

The Archipelago of the Azores is located in the North Atlantic, 1,600 km from the European continent and west of mainland Portugal, consisting of three groups and nine islands: the Eastern Group (Santa Maria and São Miguel) the Central Group (Terceira, Graciosa, São Jorge, Pico and Faial) and the Western Group (Corvo and Flores) (Visit Azores, n.d.).

According to Average Population Estimates for the year 2020, 242,497 inhabitants live in the Azores, with the largest representation in São Miguel (56.5%) and Terceira (23%) Islands (SREA, n.d.).

In terms of tourism, in 2018, the Azores recorded 2,563,600 overnight stays, around 70%, which is 1,789.3 thousand overnight stays, using hotel services (hotels, apartment-hotels, tourist apartments and inns (SREA, 2019a). In 2019, Azores tourism increased to a record of 3,009.8 overnight stays (SREA, 2020a).

The growth trend was ultimately stopped with the emergence of the COVID-19 pandemic, initially reaching Asian countries and spreading rapidly throughout Europe and the rest of the world (Papanikos, 2020, p. 19).

Regarding overnight stays there were also significant breaks. In 2020 there were only 866.2 thousand overnight stays, with the corresponding accumulated rate of overnight stays falling by 71.2%, with residents abroad recording a drop of 83.3%. Despite the growth in overnight stays registered in 2021, which more than doubled compared to 2020 (118.3%), these are 37.2% below the values of 2019 (SREA, 2022a; 2021a; 2020a).

Just like in tourism airports in the RAA also experienced a sharp drop in transported traffic. In 2019, 3,420,744 passengers were registered, a figure that in 2020 dropped to 1,276,615 embarked and disembarked passengers, that is, a 62,7% reduction compared to the previous year. Traffic grew by 85.4% in 2021 but still remaining 30.8% below the values recorded in 2019 (SREA, 2022b; 2021b; 2020b).

COVID-19 proved that pandemic outbreaks and their globalization have had a much greater destructive impact on the travel and tourism industry than on other sectors of activity (Papanikos, 2020), leading to significant financial losses in companies and markets and causing unprecedented global health and economic crisis. Globally, the travel and tourism sector plays a vital role in job creation, economic, social, and cultural development and, for many cities, regions, and countries, they are a strategic pillar for their economies (McCabe & Qiao, 2020).

Considering the negative results for the RAA, it is intended to assess the consequences of the impacts of the pandemic in the two main airports in the Azores (São Miguel and Terceira) alongside with the impacts on tourism in these islands.

Basically, how did the impacts caused by COVID-19 pandemic affect each of the islands in terms of tourism and air transport? This is the question that we intend to answer given the behaviour observed in these islands during 2020 and 2021.

2. Literature review
2.1. Air transport and tourism in island destinations

Air connectivity is a critical element for economic growth and development, especially for the small island nations. For many remote communities and small islands, access to the rest of the world and to essential services is often only possible by air (ATAG, 2020). In the Caribbean Region, air transport has emerged as the preferred means of travel, both intra and extra-regionally (or even domestic), with tourism being the Caribbean's primary income earner (CDB, 2018). Air connectivity facilitates economic growth and prosperity by enabling trade, tourism, investment, and other economic flows (IATA, 2021a).

As mentioned by ATAG (2020, p. 21) "*For small island states, the economic input provided by international tourists is invaluable*". In Small Island States the air transport supported 2 million jobs (8.7% of all employment) and represented 34.7 billion USD, 10.6% of all GDP in these countries. Forecasts to 2038 shows the impact of air transport and the tourism in Small Island States will grow to 2.6 million jobs (31% more than in 2018) and a 69 billion USD contribution to GDP (a 100% increase) (ATAG, 2020).

The progressive aviation liberalization of air transport services started in 1978 with the Airline Deregulation Act in United States of America come to allow a better and easier movement of passengers and goods between countries, increasing socio-economic benefits as air travel becomes less expensive and more accessible. The increase in air carrier competition, new business models with the development of low-cost carriers, more routes, reduced air fares, and higher traffic volumes made air transport more efficient, permitting additional air services and frequencies.

More regular air connections enable economies to attract more tourists, conduct more trade and attract more foreign investment (CDB, 2018; OECD, 2018). Liberalization results in more frequency, direct and connected flights reducing the time between locations and subsequently the overall transport costs (Crouch, 1994). As mentioned in IATA (2021a, p. 4) "*Aviation is indispensable for tourism, a major engine of economic growth, particularly in many emerging economies*", as well as island economies dependent on tourism. According to this report "*the top 20 most connected countries in the world weighted by GDP, are small states, almost all islands, and highly dependent on inbound tourism*." (p. 46).

The Azores have a good example of how air transport is essential for the development of tourism and its tourist flows when charter flights from Scandinavia to São Miguel began in 2000. In that year, the number of Swedish tourists to the Azores reached 51.4 thousand tourists, having increased to 173.6 thousand tourists in 2001. In 1999, before the charter operation, the number of Swedish tourists was only 5,975 tourists (Abrantes, 2012)

Fageda, Suárez-Alemán, Serebrisky, and Fioravanti (2018) define connectivity as the ability of a network to move a passenger from one point to another with the lowest possible number of connections and without an increase in fare.

Ram, Reeves, and James (2018) consider that connectivity is determined by the availability and cost of air travel. Factors that influence both availability and cost are: (1) regulatory frameworks (where liberalization processes are vital); (2) taxation (where taxes, fees and charges have a direct impact in cost); and (3) availability and use of adequate infrastructure (where inefficiency represents low utilization of equipment's and higher airline overhead and fixed costs).

International Civil Aviation Organization (ICAO, 2015) defined ten key criteria to determine the connectivity index based on utilization rate of connectivity opportunities by air carrier.

On the same way, the IATA Connectivity Index measures access between an airport, region or country, and the global economy (IATA, 2021).

For many islands territories aviation intensity, which is the volume of air passenger journeys adjusted by the population size of the country, is high when compared to other continental countries, due to the insular characteristics of these territories and where air transport tends to be fundamental (and often the only one) (CDB, 2018).

Fageda et al. (2018) evaluated air connectivity in remote regions, including islands, and concluded the low demand may not be enough for stimulate airlines to promote flights to those areas. Therefore, a government policy to guarantee an air connectivity needs to be designed, including discounts to residents and determination of service levels, fares, and subsidies even if possible, distortion of competition can occur.

Air transport has contributed to the development of tourism and air connectivity in many island territories. Some examples help to give more robustness to this interaction. Boopen, Raja Vinesh, Viraiyan, and Robin (2019) evaluated the contribution of air liberalization on tourism development in Mauritius for the period 1970–2015. The results showed that air access liberalization has contributed positively, although price sensitiveness, infrastructure and the island's development level were also considered important issues for stimulate demand.

Ahyudanari (2021) evaluated connectivity in Indonesian airports in order to stimulate additional traffic to the islands. The decision to have scheduled flights to Rote Island, instead of charter flights, increased significantly the number of tourists.

Graham and Dennis (2010) measured the impacts of low-cost operations to Malta as well as Chung and Whang (2011) made it to Korean island tourism and Papatheodorou & Lei (2006) to Great Britain. On the same way, Koo, Wu, and Dwyer (2009) evaluated the impacts and improvements of air travel in Australia and Pearce (1999) in New Zealand.

Regarding Azores, Abrantes (2017), Vieira, Câmara, Silva, and Santos (2019) and Zsembera (2017) concluded that liberalization and low-cost operations increased visitors' choice and consequently expanded the number tourists to the archipelago.

In this way, and from the examples presented above, is understandable the importance of air transport for the development of tourism, especially in island territories. The greater the air transport alternatives, in their different business models, their connectivity and infrastructures, the greater the impacts and the development of tourism in these islands.

2.2. Global impacts of COVID-19 on tourism and airports

The tourism industry was achieving records in international arrivals and revenues until it experienced the 21st century pandemic - COVID-19 (Uğur & Akbıyık, 2020, p. 19).

Coronavirus is not the first to be labeled a pandemic, but COVID-19's rate of infection is much faster than SARS (Severe Acute Respiratory Syndrome) or other types of viruses. The disease originated in Wuhan, Hubei Province, China, in November 2019 and was classified as a pandemic on January 31, 2020, by the World Health Organization (WHO) (Salman, Kamerkar, Jaafar, & Mohamad, 2022).

In response to COVID-19, on April 28, 2020, the World Tourism Organization (WHO) reported that 100% of destinations worldwide had implemented restrictions, 45% of destinations had fully or partially closed the border and 30% of destinations had discontinued all (or some) international flights (UNWTO, 2020). In Europe, 83% of destinations have completely closed their borders to international tourism, whereas in the Americas the proportion was 80%, in Asia and the Pacific 70%, in the Middle East 62% and in Africa it was 57% (UNWTO, 2020).

According to a study revealed by Uğur and Akbıyık (2020) on the impacts of COVID-19 in the tourism industry, tourism sector is easily affected by global crises. With the news release of the new pandemic, many of the tourists decided to cancel or delay their trips.

One of the negative factors in this type of event is the time it takes for people to return to their mobility habits, even after the crisis is over. People are affected by fear, anxiety and insecurity, putting recovery at risk (Uğur & Akbiyik, 2020).

As a new reality in terms of research there are already several studies on the impacts of COVID-19 on tourism. Sharma, Thomas, and Paul (2021) identified 47 scientific studies in 2020 relating tourism and COVID-19 and whose authors, based on 37 of these studies, grouped it into three main clusters: COVID-19 challenges for the global tourism industry, resilience, and transformation in the new global economic order.

This pandemic led to the year 2020 being the worst year for tourism worldwide, with international tourist arrivals falling 72.8% compared to 2019 (a number that worsened in the first quarter of 2021 compared to 2020, with a drop of 82.7%) (UNWTO, 2021a).

Due to an unprecedented drop in demand and the widespread restrictions on mobility, the international tourist arrivals were only 398 million in 2020, contrasting with the 1,466 million records reached in 2019 (UNWTO, 2021a). The crisis has put 100 to 120 million direct tourism jobs at risk, many of them in small and medium-sized companies (UNWTO, 2021b).

According to the UNWTO (2021a), Europe registered a 68.5% reduction in international tourist arrivals, despite a small pick-up in the summer of 2020. The region suffered the biggest drop in absolute terms, with less than 511.2 million international tourists in 2020. The Americas had a 68.5% drop in international arrivals, with Asia and Pacific region representing the largest percentage drop of 84.1% (- 303.3 million international tourists' arrivals).

Also, regarding commercial aviation, the scenario was quite negative, closely following the same effects felt in tourism, leading to the interruption of operation by big and important

aviation companies (Serrano & Kazda, 2020). Data from the International Air Transport Association (IATA, 2021b) showed a decline of 61.1% in the number of regular passengers transported. In 2020, the number was 1,763 million passengers when compared to the record figure of 4,543 million passengers verified in 2019 (IATA, 2021b).

On the other hand, according to data from Airports Council International (ACI), global passenger traffic at the 10 busiest airports in the world decreased by -45.7% in 2020 (ACI, 2021b). Overall, passenger traffic at world airports decreased by -64.6%, which shows the impact of the pandemic, removing more than 6.1 billion passengers from world airports (ACI, 2021a).

In Europe, the traffic movements in 2020 in the European Union, according to Eurocontrol, registered a decrease of -55% compared to the traffic showed in 2019. The traffic of passengers, with estimated global decreases of 1.7 billion passengers, presented the biggest falls in the low-cost segment (63%) and in the traditional air carriers' segment (60%), contrasting with the traffic of cargo planes, the least affected, which decreased only -1% compared to 2019 (Eurocontrol, 2021).

As can be seen, globally, the effects of COVID-19 had major negative impacts on tourism, commercial aviation, and airports, given the mobility restrictions imposed on the movement of people.

As summarized in the WTTC report (2021) on economic impacts and trends for 2021, the travel and tourism industry represented, in 2019, 10.4% of the world's Gross Domestic Product (GDP), 10.6% of employment (creating 1 in 4 new jobs worldwide) and was responsible for 6.8% of all exports. As a result of COVID-19 and restrictions imposed on mobility, tourism GDP fell by 49.1% (which was, in 2020, 5.5% of world GDP) and 62 million jobs in the sector were lost, in particular in Small and Medium-sized Enterprises (SMEs). As mentioned, *"The swift recovery of the sector will only be possible if leaders and public officials have a coordinated response to the resumption of international travel, including clear roadmaps, rules, and mobility protocols, providing certainty and restoring consumer confidence"* (WTTC, 2021, p. 3).

2.3. Impacts of COVID-19 on island territories

Regarding the impact of COVID-19 on islands, within the United Nations, the Small Islands Developing States (SIDS) are more fragile, as their economies depend largely on the tourism industry, representing 30% or more of GDP (United Nations, 2021). COVID-19 brought the end of insular tourism, with the closure of borders and the loss of tourism in air and maritime accesses (cruise ships), having caused the GDP of SIDS to shrink by 4.7% in 2020 (United Nations, 2021).

Constrained by their distance from mainland territories, their relatively smaller size, their small population, and their low economic potential (due to restrictions in terms of space and

resources), small islands find themselves in a delicate situation and always very conditioned in economic development (Briguglio, 1995).

Although some studies are already recurrent, many of them measure the impacts of the pandemic at airports at an operational basis. At the level of island territories, for its global importance, the report "Islands and Covid-19: A Global Survey" deserves special mention as it assesses 83 islands from 52 countries (including RAA and Autonomous Region of Madeira (RAM) survey responses), with the islands implementing measures of very restrictive mobility, often anticipating confinement, but with more positive results in controlling the pandemic than continental territories (Sindico et al., 2020).

Like the RAA, before the pandemic tourism was developing at a rapid pace for most of the islands of the Pacific. The impact of this collapse on the islands of Vanuatu (South Pacific Ocean) and the Samoa archipelago, islands located in the south-central Pacific Ocean, both with economies heavily dependent on tourism, raises very complex questions about duration, self-sufficiency, diversification, sustainability, and the future of tourism itself in island regions (Connell & Taulealo, 2021).

COVID-19 also blocked all tourist activities on Penang Island (Malaysia), one of the most famous destinations in the world. In 2019, 2,920,160 tourists visited Penang, of which 1,452,096 were foreigners. With local confinement, tourist activities ended and all services such as air travel, tours, events, cruises, hotels, and restaurants followed the same direction (Salman et al., 2022).

Also in the Maldives Islands, located in the Indian Ocean, the COVID-19 pandemic had a major impact on the tourist industry (Gu et al., 2021). After a 14.4% increase in tourist arrivals in January 2020, the number of tourists decreased significantly over the year, ending with a drop of 67.4% compared to 2019 (-62.7% in terms of overnight stays). The country was forced to close its borders on March 27, 2020, and between April and June 2020 no tourists entered the territory. Borders were reopened to international tourists on July 15, 2020, and registered a 98.7% decrease in tourists compared to July 2019, with only 1,752 tourists (Ministry of Tourism, 2021).

COVID-19 also devastated Fernando de Noronha (Pernambuco, Brazil) and data obtained from official sources, concerning the period from January to June 2020, show the government's inertia regarding the adoption of mitigating measures in the first six months of 2020 with tourism revenues decreasing 35% compared to the same period in 2019 (Paixão, Cordeiro, & Leite, 2021).

In the case of Europe, the impacts do not differ from other islands and island territories. The European Parliament (2021), in a characterization of the situation and future challenges regarding the islands and ultra-peripheral territories in the European Union (belonging to 13 Member States, including Portugal, in addition to the 3 insular Member States, as is the case Ireland, Malta and Cyprus) considered that the pandemic had a negative impact on island

communities in terms of health crisis, job losses, food security, mobility, travel, and shipments.

According to Duro (2016), the Balearic Islands (Spain) have a great dependence on tourism in the gross domestic product (GDP), being also the province with the greatest seasonality in Spain and with the greatest weight in the outbound markets of the United Kingdom and Germany. The Canary Islands, which are highly dependent on tourism, were also very vulnerable by the pandemic (Duro et al., 2021). Data for 2017 showed a weight of tourism in the GDP of the Balearic Islands of 42.1% and 30.5% in the Canary Islands, being the two autonomous regions with the greatest dependence on tourism (Newtral, 2020). In 2020, the Balearic Islands lost 87.6% of visitors, from 14.1 million in 2019 to 1.75 million in 2020. The Canary Islands also had strong impacts from the pandemic, as mentioned by Duro et al. (2021), recording only 3.94 million visitors in 2020, a decrease of 71.5% compared to 2019 (13.8 million visitors) (Frontur, 2021).

The first case of COVID-19 in Malta occurred on March 7, 2020. Within a few weeks, the government blocked all flights and closed all shops, non-essential services, bars, restaurants, and gyms (Scerri & Grech, 2020). With a tourism impact representing more than 27% on the economy, Malta saw tourist inflows reduced by more than 80% in 2020, compared to a figure of more than 2.7 international visitors in 2019. To stimulate tourism (and the economy) the Maltese government offers 200 euros to anyone staying on the Maltese Islands for three or more days (Reuters, 2021).

Croatia is one of the most popular tourist destinations in Europe, with the tourism sector being a cornerstone for the country's economy. In 2019, the number of foreign tourist arrivals to Croatia reached 17 million tourists and the number of international overnight stays was 84 million. According to the National Bank of Croatia, the tourism sector constitutes almost 40% of the country's export earnings and contributes to 11% of GDP (Payne, Gil-Alana, & Mervar, 2021). As a result of the pandemic and tourism dependency, Croatia will experience one of the largest declines in GDP (up to 10%) among European countries in 2020 (Payne et al., 2021).

According to Papanikos (2020), also in Greece, the beginning of 2020 was a great year until the outbreak of the pandemic in mid-March. The effect of the pandemic on the Greek economy implies losses between 9 and 14% of the gross domestic product (GDP) in 2020, and the impact on tourism will continue to put great pressure on economic resources.

2.4. Impacts of COVID-19 on tourism and airports in Portugal

In Portugal, the first case was registered on March 2nd, 2020, with the first death announced on March 16, 2020. Although many restrictions began to be established, even before March 12th, 2020 (suspension of all face-to-face teaching activities at all levels of education, prohibition on embarking and disembarking cruises, teleworking, and suspension of air

connections (first with Italy, Spain and later to and from other European Union countries)), only on March 18th the first state of emergency is decreed, leading to mandatory confinement and restrictions on circulation on public roads (DN, 2020). Since those initial moments, Portugal has been faced with several waves and successive states of emergency, having been declared 15 times and having been in force for 173 consecutive days (Bizarro, 2021).

The COVID-19 pandemic, as in other countries, brought the tourism industry in Portugal to a standstill, given the limitations imposed at borders and in the transport sector, especially in commercial aviation. According to data published by Turismo de Portugal (2021), tourism activity in Portugal, in the year 2020, showed strong contractions in its main indicators. Guests decreased 61.3%, from 16.6 million to 10.5 million, with the sharpest drop in foreign guests (-75.7%). Overnight stays also had a strong reduction, especially in the foreign market (-74.9%), from 36.7 million overnight stays to 12.3 million overnight stays. Globally, because of a slight fall in the domestic market (-35.4%), overnight stays had an overall decrease of 63%, closely following the behaviour of guests. Preliminary data for 2021 shows that tourist accommodation establishments registered 14.5 million guests and 37.5 million overnight stays, which resulted in increases of 39.4% and 45.2% regarding 2020. Compared to the same period in 2019, guests decreased by 46.4% and overnight stays decreased by 46.6% (INE, 2022).

The Autonomous Region of the Azores (which will be the object of further development in point 4) registered the greatest falls in the international market, both in terms of guests (-84.3%) and overnight stays (-83.7%), representing, in the latter case, less 1,496.6 thousand overnight stays in the archipelago. This situation was closely followed by the Autonomous Region of Madeira (RAM), with a loss of around 5,4 million overnight stays in 2020 (-66.2% than in 2019). Despite the sharp growth in guests and overnight stays from foreign tourists in 2021 (+166.4% and 154.8% in guests and overnights respectively), the values are well below those recorded in 2019 (-41.8% and 41.5% in guests and overnights). In Madeira, it closely follows the same type of behaviour, with an increase in the number of overnight stays from foreign tourists in 2021 (+81.4%) but still 47.3% below the overnight stays in 2019 (DREM, 2022; 2021; SREA, 2022a; 2021a, 2020a).

Portugal Airports (ANA) also showed an abrupt drop in traffic, in accordance with what happened at most European and world airports. In 2020, almost 18 million passengers passed through the ten airports of the ANA network, 41.2 million less than in the previous year, that is, an annual decrease of 69.6% compared to 2019. Passenger traffic in ANA network went back to 1998 levels and movements registered a decrease of less 57.5% (-246.4 thousand movements compared to 2019). In 2021, Portuguese airports handled 24.8 million passengers, 39% higher than in 2020, but 58% lower than in 2019 (ANA, 2021; Expresso, 2022).

3. Methodology

In this research, much of the information to be worked on will be of an operational and statistical point of view, given the topicality of the issue. Therefore, the methodology will be, above all, exploratory, descriptive, and quantitative.

Initially, a literature review was carried out with focus on the main impacts of the pandemic on tourism and airports, both on an international scale and in national and regional terms, with a special incidence on the RAA. In a second stage, a statistical analysis will be carried out where secondary sources of statistical nature will be privileged, whether in terms of tourism, accommodation, air transport and airports, in addition to other scientific publications related and relevant to the theme, such as reports from the main players in the tourism and air transport in the region.

The time horizon will focus on the years 2019 (pre-pandemic) and 2020 and 2021 (during the pandemic) in order to highlight the impacts suffered in the RAA and, in particular, in São Miguel and Terceira Islands, the main points of entry into the archipelago. This situation will not invalidate the inclusion of data from 2018, when appropriate to praise the growth seen until the beginning of the pandemic.

Although the information collected and worked on is available for public consultation, its aggregation and interconnection and the establishment of correlations between the variables will help to better understand the relationships between air transport, essential for island territories, and tourism.

4. Results and discussion

The pandemic situation in the RAA, as briefly illustrated in point 2.4., had a strong negative impact on the region's economy.

The Portuguese National Institute of Statistics (INE, 2021), in the presentation of results for the year 2020, listed some of the main reasons that led to the generalized decline in tourism. The various restrictions on mobility, with an impact on demand both by residents in Portugal and by residents in the main markets that send tourists to Portugal, whether due to confinement or the closure of borders, led to the inability of the population and tourists to move. On the other hand, many of the intentions to seek tourist services did not materialize for fear of risk of infection, lack of vaccines and the need for social distance. These measures to combat the pandemic forced the temporary closure of many tourist establishments, with strong impacts on the economy and employment.

In terms of tourism, the Azores recorded in 2018, in the different means of tourist accommodation, 2,563,600 overnight stays, with around 70%, that is, 1,789.3 thousand overnight stays, using hotel services (hotels, apartment-hotels, tourist apartments and inns (SREA, 2019a). In 2019, Azores increased to a record of 3,009,800 overnight stays (with

1,896.1 thousand overnight stays in traditional hospitality) (SREA, 2020a). The effects of the pandemic led to sharp drops in overnight stays in 2020, which were reduced by 71.2%, i.e. less 2.14 million overnight stays. Guests closely followed this trend with a drop of 69.9% compared to 2019 (SREA, 2021a; 2020a). In 2021, despite the recovery compared to 2020 (+118.3% in overnight stays), they were 37.2% below 2019, a figure closely monitored by guests (-36.9%) (SREA, 2022a; 2021a).

Also, in terms of revenue from hotel units, there are quite disastrous effects, with an almost 75% drop in overall revenue in 2020, with the bed occupancy rate falling to 23.4%, a drop of 25 percentage points compared to the figures achieved in 2019 (SREA, 2021a; 2020a). Even so, the recovery in 2021 keeps hotel revenues 35.2% below 2019, with the bed occupancy rate 10.7 percentage points lower than in 2019 (SREA, 2022a; 2021a).

Table 1 - Main Tourism Indicators in the Azores (2018-2021)

Indicators	2021	2020	2019	2018	Change 2021/2019	Change 2020/2019
Guests (10^3)	613,0	292,9	971,8	840,5	-36,9%	-69,9%
% domestic market	65,1%	72,5%	47,2%	48,0%	17,9 p.p.	25,3 p.p.
Overnights (10^3)	1 891,0	866,2	3 009,8	2 563,6	-37,2%	-71,2%
% domestic market	60,8%	66,4%	40,6%	40,8%	20,2 p.p.	25,8 p.p.
Revenue (Hotels) (10^3 €)	67 701,6	26 359,0	104 512,5	94 512,9	-35,2%	-74,8%
Bed Occupancy Rate (Hotels)	37,7%	23,4%	48,4%	47,7%	-10,7 p.p.	-25 p.p.

Source: Own elaboration based on SREA data (SREA, 2022a; 2021a; 2020a; 2019a)

It is relevant to look at the behaviour of the national market which, due to its proximity and greater mobility, was responsible for 72.5% and 66.4% of guests and overnight stays, respectively in 2020, maintaining its weight in 2021 (representing 65.1% of guests and 60.8% of overnight stays in that year). In 2019 and 2018, these figures did not exceed 50%, and in the case of overnight stays, the weight was around 40%.

Air transport for the Autonomous Region of the Azores (RAA) between 2019 and 2020 also had an abrupt drop regarding boarding, landing and passengers in transit. In 2019, the transport of 3,420,744 passengers was registered among embarked and disembarked. Regarding 2020, 1,276,615 passengers embarked and disembarked, demonstrating a 63.6% reduction compared to 2019, as previously mentioned (SREA, 2021b; SREA, 2020b). The recovery started in 2021, with embarked and disembarked passengers increasing by 85.4% compared to 2020, however, shows that traffic is 30.8% below the 2019 values, a 1.05 million fewer passengers embarked and disembarked (SREA, 2022b; 2021b; 2020b).

Bearing in mind the group of embarked and disembarked passenger traffic in the RAA (excluding transit passengers), high levels of reduction can be verified, but with lesser expression in the inter-island:

Table 2 - Passengers transported by air in the Azores (2018-2021)

Passengers	2021	2020	2019	2018	Change 2021/2019	Change 2020/2019
Inter-Island	1 213 592	656 275	1 422 434	1 370 587	-14,7%	-53,9%
Nationals	1 031 192	558 552	1 635 229	1 495 266	-36,9%	-65,8%
Internationals	122 007	61 788	363 081	384 786	-66,4%	-83,0%
Total	**2 366 791**	**1 276 615**	**3 420 744**	**3 250 639**	**-30,8%**	**-62,7%**

Source: Own elaboration based on SREA data (SREA, 2022b; 2021b; 2020b; 2019b)

Once again, it appears that the international market, given the mobility limitations, presented more accentuated rates of decrease rather than in the national and inter-island market.

As São Miguel and Terceira Islands are the main air access gateways to the islands, it is important to analyze the impacts verified by the pandemic on these airports and on these islands, both in terms of passengers, and in terms of tourists and overnight stays.

Table 3 - Passengers transported by air at the airports on São Miguel and Terceira Islands (2019-2021)

Passengers	Air Transportation - São Miguel Island				
	2021	2020	2019	Change 2021/2019	Change 2020/2019
Embarked Passengers	626 060	346 423	1 004 974	-37,7%	-65,5%
Disembarked Passengers	623 853	343 454	994 638	-37,3%	-65,5%
Transit Passengers	17 792	11 007	27 542	-35,4%	-60,0%

Passengers	Air Transportation - Terceira Island				
	2021	2020	2019	Change 2021/2019	Change 2020/2019
Embarked Passengers	272 315	135 256	362 292	-24,8%	-62,7%
Disembarked Passengers	270 628	135 760	359 893	-24,8%	-62,3%
Transit Passengers	19 511	28 765	61 982	-68,5%	-53,6%

Source: Own elaboration based on SREA data (SREA 2022c; 2022d)

João Paulo II airport (in São Miguel Island) being the main airport in the RAA shows a decrease in 2020 compared to 2019 in embarked and disembarked passengers (65.5% in both), and also, although to a lesser extent, in passengers in transit 60%. Similarly, passengers boarded on Terceira Island (Lajes airport), compared to 2019, had breaks throughout the line, that is, in embarked passengers (62.7%), in disembarked (62.3%) and in transit passengers (53.6%) (SREA, 2021b; SREA, 2020b). The two main RAA gateways had, as the figures above identify, abrupt drops in traffic, in line with what was happening in other national airports and throughout Europe. The recovery in both airports in 2021 shows, even so, a faster recovery in Terceira Island with drops compared to 2019 in the order of 25%, while in São Miguel Island these drops were, on average in embarked and disembarked traffic, of 37.5% (SREA, 2022c; 2022d; 2021b).

The monthly analysis of disembarked passengers (criterion used) for São Miguel and Terceira Islands makes it possible to highlight the impacts of COVID-19 on air traffic to these islands and evaluate the evolution of traffic monthly.

Figure 1 - Passengers disembarked per month at São Miguel and Terceira airports (2019-2021)
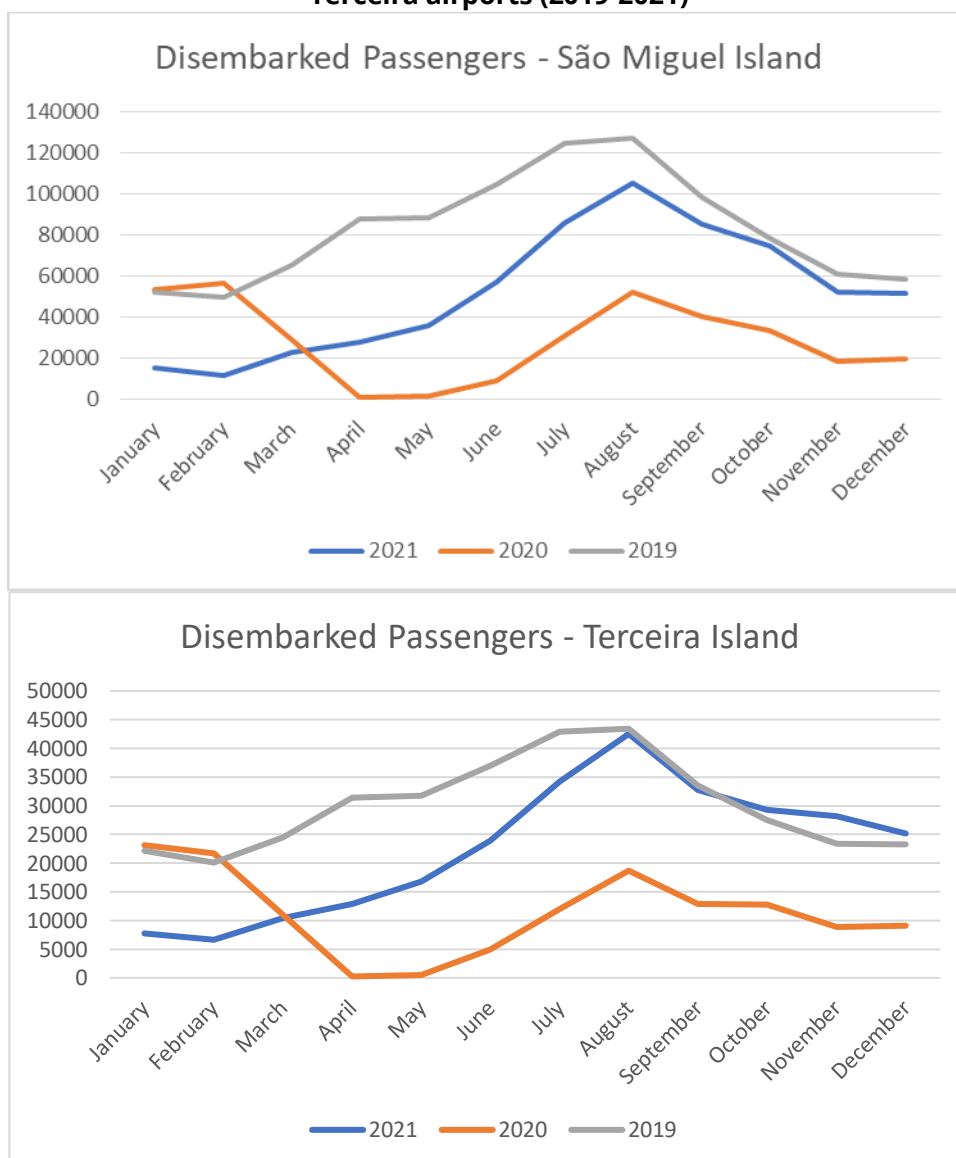
Source: Own elaboration based on SREA data (SREA, 2022c; 2022d; 2021b; 2020b)

In the first months of 2020 (January and February) the figures of disembarked passengers for both islands exceeded those of the previous year, with a good year being expected in terms of commercial traffic at João Paulo II (São Miguel) and Lajes (Terceira) airports. The impact of COVID-19 led to insignificant figures in the months from April to June (with minimums of 633 and 246 passengers disembarked in April 2020, in São Miguel and Terceira, respectively, due to aggressive lockdowns). The recovery initiated in the summer months is far below the figures achieved in 2019. The figures verified in August 2020 (52,215 passengers in São Miguel (-58.9%) and 18,669 in Terceira (-57%)) are lower than those seen in January and February at both airports.

Data recorded in 2021 show a recovery in traffic at both airports, month after month. In Terceira, there is a faster recovery in traffic. After October 2021 the traffic exceeded for the first time the number of passengers transported in the same period of 2019 (+6.6%), keeping the same trend in November (+20.5%) and December (+8.2%). In São Miguel Island,

disembarked traffic remained negative every month compared to 2019, although in October the fall was only 4.8% regarding October 2019 (SREA, 2022c; 2022d; 2020b).

Regarding behaviour in tourism, there is a marked reduction in activity on both islands, as evidenced by the decrease in the number of overnight stays and the reduction in the volume of revenue from the hospitality industry.

Table 4 - Guests and overnight stays on São Miguel and Terceira Islands (2019-2021)

São Miguel Island									
Guests			Overnights			Guests	Overnights	Guests	Overnights
2019	2020	2021	2019	2020	2021	% 2021/2019		% 2020/2019	
624 093	177 557	364 384	2 073 282	533 706	1 212 945	-41,6%	-41,5%	-71,5%	-74,3%
Revenues									
2019		2020		2021		Revenues 21/19 (%)		Revenues 20/19 (%)	
77 809 956 €		17 507 031 €		47 216 926 €		-39,3%		-77,5%	
Terceira Island									
Guests			Overnights			Guests	Overnights	Guests	Overnights
2019	2020	2021	2019	2020	2021	% 2021/2019		% 2020/2019	
143 545	47 661	96 437	391 980	140 296	261 765	-32,8%	-33,2%	-66,8%	-64,2%
Revenues									
2019		2020		2021		Revenues 21/19 (%)		Revenues 20/19 (%)	
11 930 377 €		3 733 239 €		8 355 878 €		-30,0%		-68,7%	

Source: Own elaboration based on SREA data (SREA, 2022a; 2021a; 2020a)

The data obtained show a greater impact on São Miguel Island, with drops of more than 70% (74.3% in overnight stays and 77.5% in hospitality income), with this decrease, although accentuated, more attenuated on Terceira Island (64.2% in overnight stays – 10,1 percentage points less – and 68.7% in accommodation income – 8.8 percentage points less than on São Miguel Island). The same recovery trend was felt in 2021, with values better than in 2020, but still well below those recorded in 2019, with Terceira Island again showing a faster level of recovery. While overnight stays on São Miguel Island were -41.5% compared to 2019 (-33.2% on Terceira Island), revenues were 39.3% and 30% on São Miguel and Terceira Islands, respectively.

Losses of income, due to the absence of guests and overnight stays, are evident in an industry and in a region that is already heavily affected by strong seasonality.

Monthly data collected for both São Miguel and Terceira Islands allow the verification of the impacts of Covid-19 on overnight stays (selected indicator) in the different means of accommodation.

Figure 2 - Overnight stays on São Miguel and Terceira Islands per month (2019-2021)
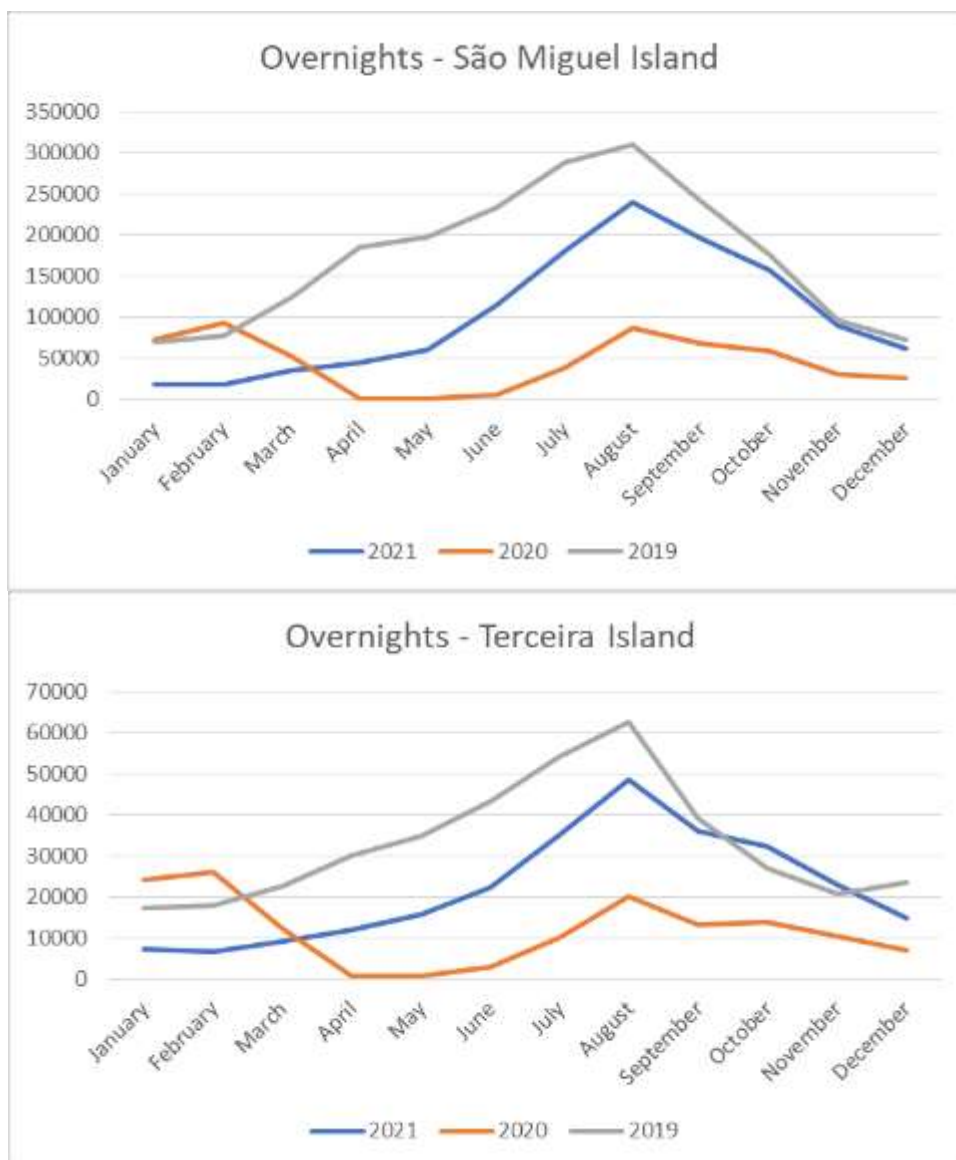
Source: Own elaboration based on SREA data (SREA, 2022a; 2021a; 2020a)

As can be seen, the months of January and February 2020 presented on both islands, levels of overnight stays higher than those recorded in 2019, which made it possible to foresee an excellent tourist year in the RAA.

The beginning of the pandemic from March 2020 dictated the months of April, May, and June to register derisory values of overnight stays. In the case of São Miguel, the number of overnight stays in May was 964 nights (562 in Terceira), while in May 2019 this figure had been 197,460 overnight stays. In August 2020, São Miguel reached the highest number of post-pandemic overnight stays (87,222), still lower than the value calculated in February of that year (93,008). The same behaviour happened in Terceira, with 20,131 overnight stays in August 2020, compared to 25,961 in February (or even 24,053 in January 2020).

Data for 2021, point out to a recovery in overnight stays in both Islands although they remain at levels below those recorded in 2019, with Terceira Island showing a faster level of recovery than São Miguel Island especially after summer.

As happened with disembarked passengers in Terceira Island, the number of overnight stays in the month of October 2021 exceeded for the first time the number of overnight tourists in the same period of 2019 (+19.9%), the same happened in November (+10.7%). However, the month of December once again showed lower values than those recorded in 2019 (-3.7%). In São Miguel Island, all months were below the values of 2019, with an approximation in November, whose value was only 6% below that year.

Considering the concentration level of the number of overnight stays on the different islands (Figure 3), it appears that the islands of São Miguel and Terceira are responsible for about 80% of all overnight stays in the RAA (81.9% in 2019 dropping to 77.7% in 2020 and returning to 81,5% in 2021). In the comparative analysis between these two islands, it is possible to glimpse a loss of relative weight in relation to São Miguel (although recovered in 2021), an opposite situation to that observed in Terceira (with additional 2.5 percentage points between 2019 and 2021) (SREA, 2022a; 2021a; 2020a).

Figure 3 - Concentration of overnight stays on São Miguel and Terceira Islands (2019-2021)
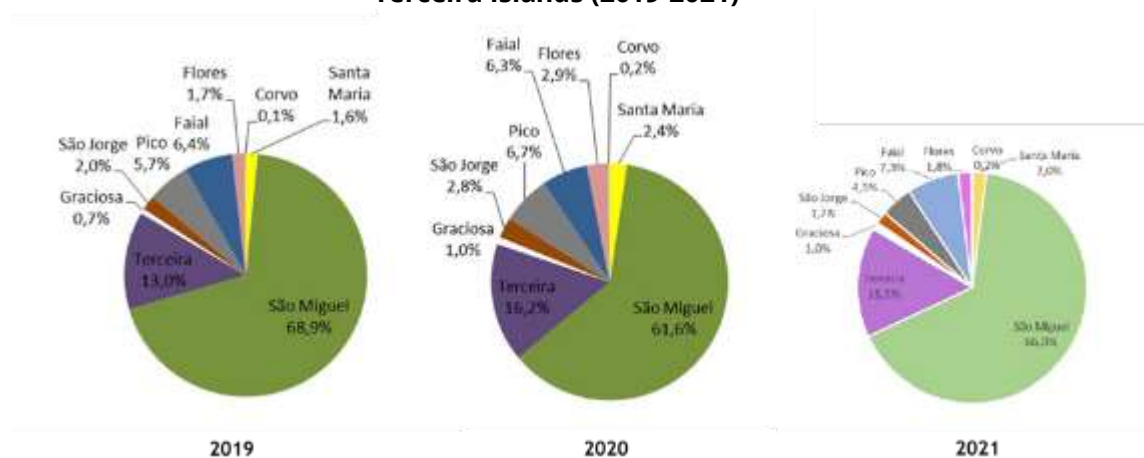
Source: Retrieved from SREA (SREA, 2022a; 2021a; 2020a)

The correlation between overnight stays and disembarked passengers throughout the series (2019 – 2021) point out to values of 0.9784 for São Miguel Island and 0.9589 for Terceira Island, that is, a strong correlation between these variables.

Even being aware of possible limitations in the calculation and processing of data, the information collected clearly shows the impacts suffered in the RAA by the harmful effects of COVID-19 and, in particular, in the main gateways to the Region. The effects of insularity, with the use of air transport as a privileged means of travel, is directly reflected in tourism. The few passenger flights operated during the period from April to June 2020 had an adverse impact on tourism activity and the region's economy.

5. Conclusions

The growth trend that the world tourism (and air transport) showed at the beginning of 2019, pointing out to another record, was ultimately stopped with the emergence of a lethal and infectious pandemic (COVID-19), initially affecting Asian countries, but rapidly spreading across Europe and, finally, to the rest of the world (Papanikos, 2020).

In Portugal, in order to sustain the rapid contagion, the Portuguese Government decided to implement a set of measures, which included contingency plans, based on successive "states of emergency", which introduced restrictions on the free movement of people, on their mobility and, at the same time, closing spaces and borders, in addition to other public health measures, from social distancing to the mandatory use of masks, among others.

These measures had disastrous effects on service sectors, including tourism, to which the Azores were not immune. The collected data show significant breaks in its main tourism indicators, as well as in air and airport transport.

The ongoing vaccination process and the controlled opening of some markets, as immunity begins to be achieved, is a hope of reopening markets and the economy and where tourism, especially in the islands, is essential.

The slow recovery of the economy and tourism, according to concerns expressed by seven local business organizations, "*given the timid and uncertain recovery that the tourism sector has been showing, with the fluidity of decisions of the issuing markets and the shortage of demand, with the exception of the national market, even so not very intense*." (Açoriano Oriental, 2021, p. 6) will keep businesses and the social sector under considerable pressure. In addition to the fact that many of the proposed measures affect financial and labor policies, the associations are also calling for an acceleration of the vaccination process in São Miguel and the carrying out of a multi-year plan to promote the region. Even so, many will be those who prefer to take a vacation in proximity. According to Couto et al. (2020) 84.2% of Azoreans would prefer to vacation in the RAA.

Similarly, the survey carried out by the Azores Tourism Observatory on the impact of COVID-19 on tourism companies (OTA, 2021) showed that around 69.2% of companies had a turnover reduction of more than 70%. But, looking ahead, 86.8% of companies considered equally important to innovate the offer by investing in new technologies and new distribution channels, while 83.5% advocated that innovation will have to come through creative tourism experiences. As for the three aspects that companies considered the Azores tourism would urgently need to invest, as an incentive to the development of tourism, air accessibility, better inter-island coverage and a promotion and activities plan that promotes new segments and mitigates seasonal effects are emphasized.

Industry managers must carefully assess the effects of epidemics on business and develop new management methodologies to deal with the crisis, although during 2020-2021, support for public and private policies must be coordinated to sustain pre-COVID-19 operational levels of the sector (Škare, Soriano, & Porada-Rochoń, 2021).

Despite the strong negative impacts of COVID-19, the sector and its managers in the Azores are willing to prepare for the recovery that the figures seem to show.

6. Research implications

In the same way that Abrantes (2017), Vieira et al. (2019) and Zsembera (2017) researched and concluded about the importance of liberalization processes and the entry of low-cost airlines into the Azores market and their positive impacts on the RAA tourism, a completely opposite scenario has been lived, highlighting the negative consequences of this pandemic.

The present research, although presenting an exploratory nature, based on secondary data, intends to offer a different perspective on the analysis of the pandemic context through its evolution and comparison of the two main airports and tourist destinations in the Azores. Even knowing the limitations resulting from exploratory and temporal methodological frameworks, the investigation allows us to identify the evolution felt over the months and where, in terms of tourist, these reflexes were equally active. It will be important to verify what impacts the new Omicron variant will have in the region that was beginning to show signs of vitality and recovery of the performance achieved before the pandemic. The behaviour of disembarked passengers and overnight stays on the Terceira Island after October 2021 above the values recorded in the same months of 2019 (except overnights in December) began to anticipate good prospects for the year of 2022.

The present investigation has some limitations, either from its statistical framework or from the limitation of data. Greater disarticulation of data in markets of a local (inter-island), national and international nature would have been interesting. If it is certain that this information exists from the point of view of embarked and disembarked traffic, tourism statistics look at other more immediate realities for the respective sector. The need to take care of data capable of conjugation with each other and allowing for correlation, as calculated, led to the inclusion of more global data.

The comparison with other Azorean Islands would make the investigation richer, although, in these cases, the effects at the level of airports would be more delayed due to the lack of direct flights to the national or international market. Likewise, the comparison with Madeira and Porto Santo would also help to contextualize the negative impacts of COVID-19 on tourism and on the respective airports at the national level.

Nonetheless, it is considered to be future guidelines that may allow a comparison with the research carried out.

References

Abrantes, J. (2017). Turismo e Transportes: Impactos na Acessibilidade aos Destinos Turísticos. In F. Silva & J. Umbelino (Eds.), *Planeamento e Desenvolvimento Turístico* (pp. 135-147). Lisboa: Lidel.

Abrantes, J. (2012). *Turismo e transportes: estudo de frota de uma companhia aérea*. (Relatório Profissional para a obtenção do Título de Especialista em Turismo e Lazer). Escola Superior de Hotelaria e Turismo do Estoril, Estoril. https://comum.rcaap.pt/handle/10400.26/4728

ACI (2021a). *The impact of COVID-19 on the airport business and the path to recovery*. ACI World. https://bit.ly/3rpRI6K

ACI (2021b). *World data reveals COVID-19's impact on world's busiest airports*. ACI World. https://bit.ly/3Hi9Tlx

Açoriano Oriental (2021, July 7th). *Empresários apreensivos com lenta retoma do turismo*. Ano CLXXXVI, 21225, 6.

ANA (2021). *Relatórios de gestão e contas - 2020*. ANA - Aeroportos de Portugal. https://www.ana.pt/pt/institucional/publicacoes-e-relatorios/relatorios-de-gestao-e-contas

ATAG (2020). *Aviation: Benefits Beyond Borders*. Geneva, Switzerland: Air Transport Action Group.

Bizarro, T. (2021). *Fim do Estado de Emergência em Portugal*. Euronews. https://pt.euronews.com/2021/04/28/fim-do-estado-de-emergencia-em-portugal

Boopen, S., Raja Vinesh, S., Viraiyan, T., & Robin, N. (2019). Air access liberalization, marketing promotion and tourism development. International *Journal of Tourism Research*, *21*(1), 76-86. https://doi.org/10.1002/jtr.2242

Briguglio, L. (1995). Small Island developing states and their economic vulnerabilities. *World Development*, *23*(9), 1615-1632. https://doi.org/10.1016/0305-750X(95)00065-K

CDB (2018). *Air Transport Competitiveness and Connectivity*. Caribbean Development Bank. https://www.caribank.org/publications-and-resources/resource-library/thematic-papers/air-transport-competitiveness-and-connectivity

Chung, J.Y., & Whang, T. (2011). The impact of low-cost carriers on Korean Island tourism. *Journal of Transport Geography*, *19*(6), 1335-1340. https://doi.org/10.1016/j.jtrangeo.2011.07.004

Connell, J., & Taulealo, T. (2021). Island tourism and COVID-19 in Vanuatu and Samoa: An unfolding crisis. *Small States & Territories*, *4*(1), 105-124.

Couto, G., Castanho, R.A., Pimentel, P., Carvalho, C., Sousa, A., & Santos, C. (2020). The Impacts of COVID-19 Crisis over the Tourism Expectations of the Azores Archipelago Residents. *Sustainability*, *12*(18), 7612. doi:10.3390/su12187612

Crouch, G. (1994). The Study of International Tourism Demand: A Survey of Practice. *Journal of Travel Research*, *32*(4), 41-55. https://doi.org/10.1177/004728759403200408

DN (2020, June 1st). *Cronologia de uma pandemia em português. Os três meses que mudaram o país*. Diário de Notícias. https://bit.ly/3sBZ4XJ

DREM (2022). *Dormidas no alojamento turístico aumentaram 81,4% face a 2020, mas ficaram abaixo do nível de 2019*. Direção Regional de Estatística da Madeira. https://bit.ly/3KP2rjE

DREM (2021). *Estatísticas do Turismo da Região Autónoma da Madeira - Ano de 2020*. Funchal: Direção Regional de Estatística da Madeira.

Duro, J. A. (2016). Seasonality of hotel demand in the main Spanish provinces: Measurements and decomposition exercises. *Tourism Management*, *52*, 52-63. https://doi.org/10.1016/j.tourman.2015.06.013

Duro, J. A., Perez-Laborda, A., Turrion-Prats, J., & Fernández-Fernández, M. (2021). Covid-19 and tourism vulnerability. *Tourism Management Perspectives*, *38*, 100819. https://doi.org/10.1016/j.tmp.2021.100819

Eurocontrol (2021). *Aviation Intelligence Unit: Think Paper #8 - 1 January 2021*. Eurocontrol. https://www.eurocontrol.int/sites/default/files/2021-02/eurocontrol-think-paper-8-impact-of-covid-19-on-european-aviation-in-2020-and-outlook-2021.pdf

Expresso (2022, January 27th). *Os aeroportos portugueses movimentaram mais 39% de passageiros que em 2020, mas menos 58% que em 2019, antes da pandemia*. Expresso.pt. https://expresso.pt/economia/2022-01-27-aeroportos-portugueses-movimentaram-224-milhoes-de-passageiros-em-2021

Fageda, X., Suárez-Alemán, A., Serebrisky, T., & Fioravanti, R. (2018). Air connectivity in remote regions: a comprehensive review of existing transport policies worldwide. *Journal of Air Transport Management*, *66*, 65-75. https://doi.org/10.1016/j.jairtraman.2017.10.008

Frontur (2021). *Movimientos turísticos en fronteras (FRONTUR)*. Secretaria de Estado de Turismo. https://www.dataestur.es/general/frontur/

Graham, A., & Dennis, N. (2010). The impact of low-cost airline operations to Malta. *Journal of Air Transport Management*, *16*(3), 127-136. https://doi.org/10.1016/j.jairtraman.2009.07.006

Gu, Y., Onggo, B. S., Kunc, M. H., & Bayer, S. (2021). Small Island Developing States (SIDS) COVID-19 post-pandemic tourism recovery: A system dynamics approach. *Current Issues in Tourism*, Ahead-of-Print, 1-28. https://doi.org/10.1080/13683500.2021.1924636

IATA (2021a). *Air Connectivity: Measuring the connections that drive economic growth*. International Air Transport Association. Available: https://www.iata.org/en/iata-repository/publications/economic-reports/air-connectivity-measuring-the-connections-that-drive-economic-growth/

IATA (2021b). *Outlook for the global airline industry - April 2021 update*. International Air Transport Association. https://www.iata.org/en/iata-repository/publications/economic-reports/airline-industry-economic-performance---april-2021---report/

ICAO (2015). *Utilization Rate of Connectivity Opportunities by Air Carriers (Concept Paper)*. International Civil Aviation Organization. https://www.icao.int/sustainability/Documents/Connectivity/SDG_Indicator_Connectivity.pdf

INE (2022). *Resultados Preliminares de 2021: Dormidas aumentaram 45,2% face a 2020, mas diminuíram 46,6% comparativamente com 2019*. Instituto Nacional de Estatística. https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=521191614&DESTAQUEStema=55581&DESTAQUESmodo=2

INE (2021). *Estatísticas do Turismo 2020: Contração da Atividade sem precedente histórico*. Instituto Nacional de Estatística. https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=473148906&DESTAQUESmodo=2

Koo T.T., Wu C.L., & Dwyer L. (2009). Transport and regional dispersal of tourists: Is modal substitution a source of conflict between low-fare air services and regional dispersal? *Journal of Travel Research*, *49*(1),106-120. doi: 10.1177/0047287509336468

McCabe, S., & Qiao, G. (2020). A review of research into social tourism: Launching the Annals of Tourism Research Curated Collection on Social Tourism. *Annals of Tourism Research*, *85*, 103103. https://doi.org/10.1016/j.annals.2020.103103

Ministry of Tourism (2021). *Monthly Statistics - December 2020*. Ministry of Tourism - Republic of Maldives. https://www.tourism.gov.mv/statistics/publications/year-2020

Newtral (2020). *Baleares y Canarias, las comunidades más expuestas a la caída del turismo*. Newtral.es. https://www.newtral.es/baleares-canarias-ccaa-expuestas-caida-turismo/20200623/

OECD (2018). *Defining, Measuring and Improving Air Connectivity. International Transport Forum*. https://www.itf-oecd.org/sites/default/files/docs/defining-measuring-improving-air-connectivity.pdf

OTA (2021). *O impacto da COVID-19 nas empresas turísticas.* Observatório do Turismo nos Açores. https://otacores.com/inquerito/o-impacto-da-covid-19-nas-empresas-turisticas/

Paixão, W., Cordeiro, I., & Leite, N. (2021). Efeitos da pandemia do COVID-19 sobre o turismo em Fernando de Noronha ao longo do primeiro semestre de 2020. *Revista Brasileira de Pesquisa em Turismo*, *15*(1), 1-20. DOI: http://dx.doi.org/10.7784/rbtur.v15i1.2128

Papanikos, G. T. (2020). The impact of the Covid-19 pandemic on Greek tourism. *Athens Journal of Tourism*, *7*(2), 87–100. https://doi.org/10.30958/ajt.7-2-2

Papatheodorou, A., & Lei, Z. (2006). Leisure travel in Europe and airline business models: A study of regional airports in Great Britain. *Journal of Air Transport Management*, *12*(1), 47-52. https://doi.org/10.1016/j.jairtraman.2005.09.005

Parlamento Europeu (2021). *Le isole dell'unione europea: situazione attuale e sfide future*. Parlamento Europeu. https://bit.ly/3JngAEK

Payne, J. E., Gil-Alana, L. A., & Mervar, A. (2021). Persistence in Croatian tourism: The impact of COVID-19. *Tourism Economics*, 1354816621999969. https://doi.org/10.1177/1354816621999969

Pearce, D.G. (1999). Towards a geography of the geography of tourism: Issues and examples from New Zealand. *Tourism Geographies*, *1*(4), 406-424. https://doi.org/10.1080/14616689908721334

Ram, J., Reeves, D., & James, R. (2018). *Air Transport Competitiveness and Connectivity in the Caribbean*. CDB Working Paper No. 2 (CDB /WP/18/02). Barbados: Caribbean Development Bank.

Reuters (2021). *COVID-battered Malta to pay tourists who visit this summer*. Reuters. https://www.reuters.com/world/europe/covid-battered-malta-pay-tourists-who-visit-this-summer-2021-04-09/

Salman, A., Kamerkar, U., Jaafar, M., & Mohamad, D. (2022). Empirical analysis of COVID-19 induced socio cognitive factors and its impact on residents of Penang Island. *International Journal of Tourism Cities, 8*(1), 210-222. https://doi.org/10.1108/IJTC-05-2020-0091

Scerri, M., & Grech, V. (2020). The Spanish flu, COVID-19 and Malta's reactions: Contrasts and similarities. *Early Human Development*, 105252. https://doi.org/10.1016/j.earlhumdev.2020.105252

Serrano, F., & Kazda, A. (2020). The future of airports post COVID-19. *Journal of Air Transport Management*, *89*, 101900. https://doi.org/10.1016/j.jairtraman.2020.101900

Sharma, G.D., Thomas, A. & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism Management Perspectives*, *37*, 100786. https://doi.org/10.1016/j.tmp.2020.100786

Sindico, F., Sajeva, G., Sharman, N., Berloius, P, & Ellmoor, P. (2020). *Islands and Covid-19: A Global Survey*. Strathclyde Centre for Environmental Law and Governance (SCELG). https://strathprints.strath.ac.uk/75109/

Škare, M., Soriano, D. R., & Porada-Rochoń, M. (2021). Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change*, *163*, 120469. https://doi.org/10.1016/j.techfore.2020.120469

SREA (2022a). *Estatísticas do Turismo: janeiro a dezembro 2021*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3q934gg

SREA (2022b). *Estatísticas dos Transportes - 2020*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3KEBcbB

SREA (2022c). *Passageiros Embarcados, Desembarcados, em Transito, por Ilha, Tipo de Voo, Ano e Mês - Ilha da Terceira*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3q4HKIy

SREA (2022d). *Passageiros Embarcados, Desembarcados, em Transito, por Ilha, Tipo de Voo, Ano e Mês - Ilha de São Miguel*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3t7SQ1m

SREA (2021a). *Estatísticas do Turismo: janeiro a dezembro 2020*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3KHVOj4

SREA (2021b). *Estatísticas dos Transportes - 2020*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3KEBcbB

SREA (2020a). *Estatísticas do Turismo: janeiro a dezembro 2019*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3CDIMR7

SREA (2020b). *Estatísticas dos Transportes - 2019*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/37gBNSj

SREA (2019a). *Estatísticas do Turismo: janeiro a dezembro 2018*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3q2p0JE

SREA (2019b). *Estatísticas dos Transportes - 2018*. Serviço Regional de Estatísticas dos Açores. https://bit.ly/3I8s5OL

SREA (n.d.). *Estimativas da População Média*. Serviço Regional de Estatística dos Açores. https://bit.ly/3w5iR3p

Turismo de Portugal (2021). *Turismo em números - dezembro 2020*. Travel BI by Turismo de Portugal. https://travelbi.turismodeportugal.pt/pt-pt/Documents/Turismo%20em%20Portugal/turismo-em-numeros-dez-2020.pdf

Uğur, N. G., & Akbıyık, A. (2020). Impacts of COVID-19 on global tourism industry: A cross-regional comparison. *Tourism Management Perspectives*, *36*, 100744. https://doi.org/10.1016/j.tmp.2020.100744

United Nations (2021). *COVID-19 in SIDS | Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States*. United Nations. https://www.un.org/ohrlls/content/covid-19-sids

UNWTO (2021a). *World Tourism Barometer*. Volume 19, Issue 3, May 2021. Madrid, Spain: World Tourism Organisation.

UNWTO (2021b). 2020: *Worst Year in Tourism History with 1 Billion Fewer International Arrivals*. UNWTO. https://www.unwto.org/news/2020-worst-year-in-tourism-history-with-1-billion-fewer-international-arrivals

UNWTO (2020). *100% of Global Destinations now have Covid-19 Travel Restrictions, UNWTO reports*. UNWTO. https://www.unwto.org/news/covid-19-travel-restrictions

Vieira, J., Câmara, G., Silva, F., & Santos, C. (2019). Airline choice and tourism growth in the Azores. *Journal of Air Transport Management*, *77*, 1-6. https://doi.org/10.1016/j.jairtraman.2019.02.009

Visit Azores (n.d.). *Férias nos Açores — Descubra os Açores durante umas férias em Portugal.* Visit Azores. https://www.visitazores.com/en/the-azores/the-9-islands/geography

WTTC (2021). *Travel & Tourism Economic Impact 2021: Global Economic Impact & Trends 2021 - June 2021*. World Travel & Tourism Council. https://wttc.org/Portals/0/Documents/Reports/2021/Global%20Economic%20Impact%20and%20Trends%2020 21.pdf?ver=2021-07-01-114957-177

Zsembera, J. (2017). *O turismo nos Açores e a liberalização do espaço aéreo. Análise das perceções das partes interessadas na ilha de São Miguel*. [Dissertação de Mestrado, Universidade Aberta]. Repositório Comum. https://repositorioaberto.uab.pt/bitstream/10400.2/7287/1/TMG/MBA_JanineZsembera.pdf

#5 | Reinventing entrepreneurship education programmes during challenging times: The case of the Tourism Creative Factory Food Edition

#5 | A reinvenção de programas de educação para o empreendedorismo em momentos desafiantes: o caso do *Tourism Creative Factory Food Edition*

Francisco Banha

fmbanha@ualg.pt; Universidade do Algarve/CinTurs – Centro de Investigação em Turismo, Sustentabilidade e Bem-Estar/CEFAGE – Centro de Estudos Avançados e Formação em Gestão e Economia da Universidade de Évora, Portugal

André Rui Graça

andre.graca@ubi.pt; Universidade da Beira Interior/Centro de Estudos Interdisciplinares do Século XX – Universidade de Coimbra, Portugal

Francisco Miguel Banha

fmbanha@gesbanha.com; Universidade Católica Portuguesa, Portugal

Abstract

Covid-19 has brought disruption to many industries. Arguably, tourism has been one of the most affected. Considering the need to adapt and be resilient, this paper intends to detail, analyse and provide insight into how the Tourism Creative Factory (TCF) education for entrepreneurship programme has changed in order to deal with the pandemic reality and prepare entrepreneurs to tackle the present and future challenges. Since 2016, the TCF has been an ideation programme promoted by Turismo de Portugal. In 2020-2021 it had to reinvent itself. The TCF "food edition", focused on ways to find solutions and business models that redefine the gastronomic experience and still be viable in uncertain times.

Tourism and entrepreneurship are two concepts that stand closely related in today's world, as they are both characterised by dynamism. The presentation and analysis of this specific case study and the results of its 2020-2021 edition, through the prism of hospitality studies, will not only provide an account of how the tourism sector may proceed to damage control and start to prepare for its recovery and pave the way for the post-pandemic world but also how entrepreneurship education has responded to the challenges posed by covid-19.

Keywords: Entrepreneurship education; Tourism Creative Factory; Gastronomy; Portuguese tourism.

Resumo

A pandemia de Covid-19 afetou várias indústrias. Possivelmente, o turismo terá sido uma das mais fustigadas. Tendo em consideração a necessidade de adaptação e resiliência este artigo pretende detalhar, analisar e demonstrar como o programa de educação para o empreendedorismo Tourism Creative Factory mudou para lidar com realidade pandémica e

preparar os empreendedores para desafios presentes e futuros. Desde 2016, o TCF tem sido um programa de ideação promovido pelo Turismo de Portugal. 2020-2021 teve de reinventar-se. A "food edition" do TCF focou-se em formas de encontrar soluções e modelos de negócio para redefinir a experiência gastronómica e manter a viabilidade de negócio em épocas de incerteza.

Turismo e empreendedorismo são dois conceitos que andam de mãos dadas no mundo de hoje, uma vez que ambos de caracterizam pelo dinamismo. A apresentação e análise deste caso de estudo e dos resultados da edição de 2020-2021, através do prisma dos estudos sobre hotelaria, irá não só contribuir com sugestão acerca de como o sector poderá proceder a controlo de danos e preparar o caminho para a retoma, como também especificar o modo como a educação para o empreendedorismo respondeu aos obstáculos colocados pelo Covid-19.

Palavras-chave: Educação para o empreendedorismo; Tourism ~Creative Factory; Gastronomia; Turismo português.

1. Introduction

The current paper addresses a case study on entrepreneurship education and tourism. Empirical evidence will be intertwined with theoretical presuppositions. Thus, the analysis of the case study will enable us to reach comprehensive conclusions. Our main goal is to add to the literature on both fields of hospitality and entrepreneurship education.

Since the beginning of 2020, Covid-19 has brought disruption to many industries. The governmental action enforced to prevent its spread has partially or stalled many economic sectors or increased in them an atmosphere of uncertainty and volatility. Arguably, tourism has been one of the most affected sectors.

Considering the need to adapt (Hartman, 2020) and be resilient in the face of adversity (Lee et al, 2020), we intend to analyse and provide insight into how the Tourism Creative Factory (TCF) education for entrepreneurship programme changed in order to deal with the pandemic reality and prepare entrepreneurs to tackle future challenges. In its 2020-2021 edition, the programme had to reinvent itself not only to function but also to stay relevant for its participants. As we will explain in detail, the solution was the creation of the "food edition" (focused on gastronomy), the use of endogenous resources, and the ability to find solutions and business models that could potentially redefine the gastronomic experience and can still be viable in these uncertain times.

Indeed, tourism and entrepreneurship are closely related in today's world. Among many other aspects, they are both characterised by dynamism. The presentation and analysis of this specific case study and the results of its 2020-2021 edition, through the prism of hospitality studies, will not only provide an account of how the tourism sector may proceed to damage control and start to prepare for its recovery while paving the way for the post-

pandemic world (something that we are yet to see) but also how entrepreneurship education responded to the challenges posed by covid-19. It should also be mentioned that, to carry out this study, we will resort both to conventional literature as well as data provided and compiled by GesEntrepreneur and Turismo de Portugal (TdP).

2. Background

Entrepreneurship (and, specifically, the sub-area of entrepreneurship education) has been recognised, since the late 1990s/early 2000s, by various national and supranational organisations (such as the UN, the EU and local governments) as an important pillar of economic and social development – in both developed and developing countries. Even though much has been discussed and written about entrepreneurship and its multiple facets, there is in Portugal a certain disconnection between the institutional discourse on entrepreneurship education (EE) and actual political effort concerning the continuous implementation of EE programmes in compulsory education (Banha, 2020). Indeed, although EE is mentioned in dozens of documents from the European Commission, the OECD, the UN, the last three national governments, the Direção Geral da Educação and the Portuguese Assembly of the Republic[1], structured public policies on entrepreneurship education and its implementation in Portugal are yet to be carried out (Banha, 2020).

However, entrepreneurship skills have continuously been listed by the EU as a Key Competence for Lifelong Learning (first in 2006 and, more recently, in its 2019 updated document). In 2016, Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport stated about EE that:

> "Today, the question is not whether entrepreneurship skills can be taught or should be a fully-fledged part of education. The question is how best to spread entrepreneurship education and improve it, so that as many young Europeans as possible can benefit from it and gain better aptitudes as well as attitudes. This is why I have made entrepreneurship education the central priority of my work to ensure that young people acquire better skills and that Member States successfully modernise their education systems. Students who do an entrepreneurship course, and especially those who experience hands-on practical activities, gain skills that help them innovate, communicate, think critically and, most importantly, navigate their professional and social lives" (Junior Achievement Europe, 2016: 2)

EU's stance reveals that EE is not only relevant to youths, but that it is also important for everyone, regardless of their age - at a personal and a societal level, and across all industries (Banha, 2020). As it was extensively identified by Korber and McNaughton (2018), resilience is an important part of entrepreneurial life. Several authors (such as: Etzioni, 1986; Schindehutte and Morris, 2001; Balboni and Bortoluzzi, 2015; and McDonald and Bremner, 2020) pointed to the intrinsic relationship between entrepreneurship and

---

[1] European Commission 2006a, 2006b, 2011, 2013,2015, 2016, 2019; Direção-Geral da Educação, 2016; OECD, 2013; Lackéus, 2015; Ministério da Educação, 2009.

adaptation/pivoting. By the same token, scholars have recently directed their attention to the connection between tourism and resilience (Lee et al., 2020) and the need to prepare tourism to become ever-more adaptative (Hartman, 2020). The following concept of economic resilience is a good theoretical hook to bear in mind:

> "Economic resilience, an important application of resilience, is defined as the ability of an economy to respond to hazards and disturbances, including inherent capabilities that enable communities to avoid negative impacts (Rose, 2004) and adaptive capacities to withstand changes in economic conditions and maintain economic standards of living (Martin, 2012). Researchers have measured economic resilience by the level of economic vitality (e.g., employment and homeownership rates), diversity (e.g., non-dependence on single economic sectors), and equality in compensation (e.g., gender and race/ethnicity income equality) (Cutter, Ash, & Emrich, 2014; Martin, 2012; Rose & Krausmann, 2013; Sherrieb, Norris, & Galea, 2010)" (Lee et al., 2020).

In recent years, Portugal made the most of its touristic potential. This was only achieved through investment – from big players, of course, but also from a multitude of enterprises carried out by small companies. While big investors focused on a more traditional approach to hospitality, new small businesses created (mainly), boutique projects. Tourism's outlook main or secondary income source also changed. Indeed, in since the early 2010s, the tourism industry has also been increasingly perceived as attractive to young investors wanting to create value. Moreover, "Portuguese wines, Portuguese cuisine, and Portuguese chefs have become internationally renowned, which has increased the number of wine tourists and gastro tourists" (Madeira, Palrão & Mendes, 2021: 3).

These initiatives and businesses centred around tourism provide plenty of case studies in terms of creativity and innovation in the fields of hospitality and tourist experience. Therefore, tourism has become one of the fastest-growing economic industries in the country. According to recent data, the tourism sector was bound to continue to grow. It was expected to present a weight of 17% of the Portuguese GDP and 20.9% of employment by 2025 (WTTC, 2016). According to Turismo de Portugal, the tourism sector has been the largest economic export activity in Portugal in 2019, accounting for 52.3% of services exports and 19.7% of total exports (Turismo de Portugal, 2019). Madeira, Palrão and Mendes (2021: 3) claim that "restaurants and similar services accounted for 79% of companies in the tourism sector, 62% of turnover, and 73% of the number of people working in the sector".

However, the Covid-19 pandemic changed the paradigm (at least for the time being). Since the pandemic is still a reality, there are no studies yet that demonstrate its impact clearly. Nevertheless, Portuguese companies in the hospitality area have claimed to have lost, in 2020, on average, 60% of their revenues when compared to the same period in 2019 (AHRESP, 2021). In addition, dozens of small companies applied for state support or filed for bankruptcy during this year and a half. This scenario is, alas, aligned with the WTTC predictions that "over 121 million jobs will be impacted in the global Travel & Tourism sector, with a loss of $3.4 trillion in global GDP" (WTTC, 2020: 5). Indeed: "many players within the

Travel & Tourism sector, small and large, have been forced to furlough or lay off a significant portion of their workforce" (WTTC, 2020: 5). In the first months of the 2020 lockdowns, the Portuguese Restaurants and Hotel Owners Association (AHRESP) warned that "75% of restaurants stopped working for about two months, and only 25% were partially active, using takeaway and/or delivery" (Madeira, Palrão & Mendes, 2021: 3).

However, it should be noted that the situation of this economic sector (which struggled to reinvent itself and encompass the impact of lockdowns and restrictions) brought about a significant leap, i.e., especially when it came to the acceleration in the adoption of digital and logistic solutions. The pandemic circumstance provoked changes in the evolution of the demand, as well as in health and hygiene protocols, digitisation, and sustainability (WTTC, 2020). Thus, coping mechanisms had to be created:

> "In response to COVID-19, changing regulations and customer demands, businesses will need to re-evaluate their operating models in the short-term and, in some cases, their business models altogether. From the "quick wins" such as launching virtual payment platforms to avoid paying in cash or enhancing cleaning and hygiene best practices; to the more complex task of reconsidering what in-person meetings will look like in the future and whether new business or pricing models will be needed to maintain profitability; no industry is immune" (WTTC, 2020: 11).

Although all possible challenges generated significant problems for the tourism and hospitality industry, they can also be regarded as opportunities to innovate, improve and review better practices; "COVID-19 is proving to be an unexpected catalyst in the Travel & Tourism sector's quest for innovation and the integration of new technologies. Amid stay-at-home orders, digital adoption and consumption are on the rise" (WTTC, 2020: 3). Indeed, a McKinsey & Co. report confirms that, in 2020, "staying in is the new going out": "The pandemic has accelerated the use of digital channels—such as online delivery, click and collect, and contactless ordering—but it has also changed eating habits and overall consumer lifestyles." (Khan et al., 2020: 2). This behavioural change in the consumer is corroborated by a Deloitte positioning paper that states: "Understanding and responding to consumers' changing behaviours will be essential to the recovery of the hospitality sector. Organizations will need to reimagine the customer experience and re-engage with customers to build and maintain their trust" (Deloitte, 2021: 3).

Returning to the link between EE and tourism and hospitality, this whole context of uncertainty and change in daily life led also to adaptation in this connection – not only because EE programmes had to remain relevant, address problems and help signal opportunities, but also because life started to happen differently. Before the pandemic, the favourable conditions in the tourism and hospitality sector were responsible for the increase in the number of educational programs offered by schools and higher education institutions in that field, as demand soared (Airey, 2005; Wang et al, 2013; Airey, 2016).

The Portuguese public structure for tourism, Turismo de Portugal, has a network of vocational schools that prepare students to comply with high standards in the industry and encourage them to seek innovation. In the tourism industry, innovation is often divided into five categories: Product or service innovations; Process innovations; Managerial or organisational innovations; Marketing innovations; and Institutional innovations (OECD & European Union, 2005; 2018; Hall, 2009). The twelve TdP schools, which have been inspired by the best international institutions (such as EHL Lausanne Tourism School), have been providing the different Portuguese regions with graduates that have received intensive training but need to refine or periodically update their skills. In addition, the TdP schools are also important infrastructures and ecosystems in which all things related to tourism and hospitality are discussed and fostered (Turismo de Portugal, 2021).

Before we proceed to the explanation of how our case study addressed the turbulence of 2020-2021, we must provide context about the origins and background of the Tourism Creative Factory.

2.1. Tourism Creative Factory

In line with the principles of *Estratégia Turismo 2027*, TdP created the Fostering Innovation in Tourism (FIT) programme. This initiative created a bridge between TdP and business incubators, therefore promoting education programmes pertaining to business ideation and acceleration. The goal of the FIT programme is to empower the community with the necessary knowledge and motivation to develop and shape business models related to tourism and, ultimately, enable entrepreneurs to engage with the entrepreneurial and economic ecosystem.

According to TdP, the FIT programme has two strands: one related to ideation, which is carried out in partnership with the TdP schools; and another dedicated to acceleration and open innovation – which is promoted by the business incubators network. This is where our case study comes into play. The Tourism Creative Factory, provided by the EE-specialised company GesEntrepreneur, is an ideation course, open to any applicant, that started in 2016.

In terms of methodology, the TCF programmes/courses last approximately 10-14 weeks and, since their inception, have traditionally been organised into 6 phases (that address tourism business, product design, marketing, finance, and management): (i) call for proposals; (ii) boot camps; (iii) regional demonstration days (whenever possible); (iv) business modelling; (v) mentoring; and (vi) national demonstration day. Just like the FIT Programme, TCF is also decentralised, i.e. the different stages (especially the first three) try to cover and reach as much territory as possible. The TCF also attempts to lower or circumvent the main barriers present in the Portuguese entrepreneurial ecosystem (Banha et al., 2017).

TCF had, so far, six editions. According to reports given by GesEntrepreneur to TdP (and validated by this institute), in 2019, the hard numbers boiled down to: involvement with 8

TdP schools (seven on Portugal's mainland and one in the Azores), 316 project applications, 189 projects (approved after the first stage), and 281 entrepreneurs.

Moreover, the Tourism Creative Factory programme was the genesis of some successful businesses (across the whole country) that contribute to changing the landscape of travel and accommodation services. Some examples deserve to be mentioned. Amicis Gin was created in 2016. After a partnership with a business angel, the brand was created. The product utilises endogenous resources from the Beiras regions in its formula and has already a solid implementation in the Portuguese market. Coimbra Airport Shuttle is also an example of success. Given the fact that the Portuguese mainland is served mostly by three airports (in Porto, Lisbon, and Faro – which serves specifically the Algarve), this service allows unprecedented access to people from the Centro region to both Porto and Lisbon airports. Another example is Eco Soul Guest House Ericeira,a small and cosy Guest House, inserted in the World Surfing Reserve of Ericeira. Abrigo Queijo Serra da Estrela DOP, is one of the latest investments made by a public venture capital firm and consists of a Museum that will gather and show all the material and immaterial heritage of the ancestral manufacture of Serra da Estrela Cheese. Finally, TryPortugal, which attracted funding from a venture capital firm, also built a reputation as being a provider of customised experiences in the context of active tourism, using as background the cultural and natural heritage of the country.

As it can be seen, throughout the years, the TCF courses hosted and helped develop a broad range of ideas related to the tourism and hospitality areas. However, in 2020-2021, the TCF programme pivoted its approach and strategy and reinvented itself – both concerning education methods and the topics that the courses should address. Thus, the solution found to circumvent the obstacles of these changing times was to carry out activities using telematic media and hybrid methods. Moreover, the Tourism Creative Factory initiative was adapted to focus specifically on one aspect of hospitality that, as the final part of this paper will address, could still survive and thrive: gastronomy.

As we will see in more detail in the next section, the adoption of these methods allowed the course to function and did not hinder potential participants to submit their proposals and take part in the activities. In addition to the pandemic context, it should also be noted that a TCF edition focused on gastronomy, in 2021, is all the more pertinent given the fact that the Coimbra region was awarded the title of European Region of Gastronomy by the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT).

3. The "Food Edition"

The main objective of the TCF Food Edition 2020-2021 was to provide all future entrepreneurs with the best practices of ideation programs in the Gastronomy Area. This

programme was part of the Tourism Training Talents initiative[2] (awarded by the World Tourism Organization), as an ideation and modelling course, created in conjunction with the TdP network of schools, with the intent of creating sustainable business proposals aligned with the principles of Estratégia de Turismo 2027. Thus, the main goal was to promote innovation and tourism experience in the areas of Gastronomy and Wine Tourism – a concept that also promotes the resources and structures of the territory – by supporting entrepreneurs in the process of developing their business ideas.

This first thematic edition of the TCF programme opened a call for proposals with the following eligible business areas: regional gastronomy and catering; local products; wine tourism; kitchenware; haute cuisine; marketplaces; and digital marketing solutions. According to information provided by TdP via GesEntrepreneur, a total of 80 project proposals were submitted. Out of those 80 proposals, 63 were pre-selected to participate in the TCF course. The following table details the nature of the eligible projects, as well as their provenance[3]:

Table 1 - TCF Food Edition 2020-2021 Projects (by Category and Region)

Category	-	Region	-
Regional Gastronomy	35	Lisbon	16
Wine tourism	4	North	13
Haute cuisine	3	West	8
Digital Marketing	5	Centre (Beiras)	7
Restaurant Business	9	Azores, Madeira and Sul	6

Source: TdP/GesEntrepreneur, 2021

Following a series of inspirational talks with experts in various fields of tourism and hospitality ("Food Talks"), the second step of the course was a 16-hour short-course/boot camp. The registered participants were pre-selected and the ideas in the various business areas were verified. After contact and remote interviews, 56 projects were advanced to the boot camp. Due to the restrictions imposed during the first six months of 2021, the "Idea Boost" boot camp was carried out entirely in digital format. Although in this circumstance,

---

[2] According to TdP: "The Tourism training talent (TTT) programme implemented by the national Portuguese tourism organization represents an excellent example of capacity building programme developed to prepare the future generations of tourism workforce. The comprehensive training programme is strategically built around the National Tourism Plan and takes into consideration the future needs of the sector. This project contributes to the improvement of the competitiveness of the sector and the positioning of Portugal as a leading tourism destination" (Turismo de Portugal, 2018).

[3] It is also worth mentioning that this TCF edition had an international dimension, with the highest number of applications filled by foreigners so far. The TCF food edition received applications from 4 Colombians, 5 Brazilians, 1 Mexican, 1 Canadian, and 1 Italian. Effectively, EE programmes can also serve as vehicles for the inclusion of migrant communities in Portugal – a topic that has been in the international political agenda for a few years and will probably continue (Benton et al., 2021). Indeed, as argued by Banha and Saúde (2021), entrepreneurship education can help citizens become more aware of socially relevant topics.

as usual, the boot camp blended a strong hands-on approach with moments to develop networking skills and interaction between all parts involved.

After the boot camp, the business modelling phase allowed participants to develop their ideas and hone their concepts, in order to prepare them to be business-ready. This stage consisted of an integrated course, with fifty hours of high intensity and quality training, with modules and sessions in the following areas: (i) productization; (ii) canvas business model; (iii) introduction to digital marketing and branding; (iv) tourism licensing; (v) trademark and patent registration; (vi) business and finance basics; (vii) law for entrepreneurs; (viii) communication and pitching. This part of the course relied heavily on the presentation of concepts, models and tools to participants by certified tutors, so participants could think about their own ideas through theoretically-validated prisms.

Between the boot camps and the demonstration day, a set of seven masterclasses with renowned chefs, restauranteurs, and communication specialists allowed participants to access first-hand knowledge and the results of many years of experience. Finally, on June 30, 2021, 28 projects were presented on the demonstration day to an audience and a jury filled with politicians, decision-makers, business angels and other people involved in the entrepreneurial ecosystem.

The TCF Food Edition and its participants (both students and tutors), despite all the difficulties, managed to carry out the initiative successfully. According to TdP via GesEntrepreneur, the course included a two-day bootcamp, 15 training sessions, 7 masterclasses, 100+ hours of training, and 100+ hours of one-to-one mentoring sessions. The same source confirms that, the TCF Food Edition programme managed to help, at least, 35 projects to the point of being ready to be tested by the market[4].

Since its inception, the TCF programme has been rooted in a learning-by-doing methodology (Banha, 2016: 129-142), as described in Figure 1:

---

[4] One of the proposals that reached the final stage, entitled SARA, aims at providing services in the Food Safety control area - both in the food industry and in food services – by helping people to comply with regulation (EU) 382/2021). So far, the entrepreneur that participated in the TCF Food Edition program managed to obtain: (i) a contract with Turismo de Portugal for the implementation of the SARA software – Automation and Food Registration System - in the TdP Network of Schools (a measure that will benefit over 3000 people) and (ii) 25k€ of financing, within 48 months, from a banking institution, to develop the IT platform and promote it in the HORECA market.

Figure 1 - Learning-by-doing methodology
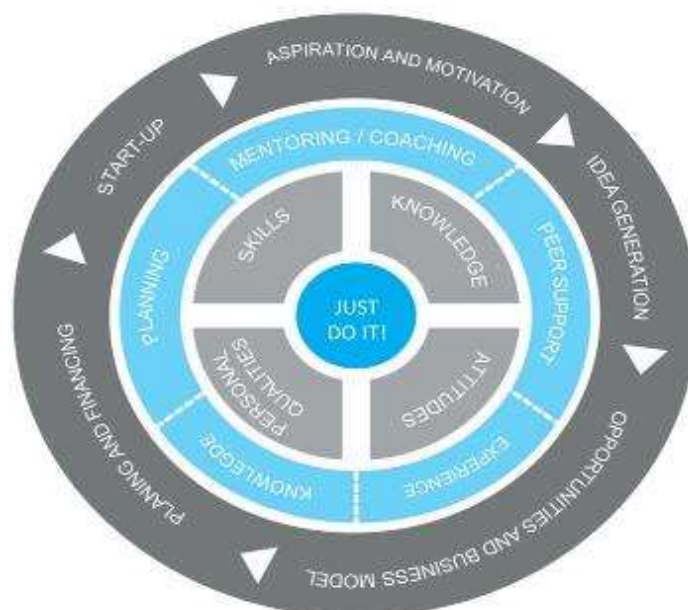
Source: GesEntrepreneur, 2021

Although the TCF initiative has continuously improved – through curriculum research and development – the 2020-2021 edition introduced some variables with which the programme had to cope. The methodology and its contents (still) reflected much of the aggregated experience of thousands of hours in the field and continuous learning from the TCF team. Yet, teaching materials (which should be suited to their target audience) had to be reworked and methods had to change in order to comply with restrictions. Furthermore, with lockdowns in full swing, it made sense to adopt telematic communication tools and encompass the situation to make a smooth transition to a hybrid learning method (which will be part of the next TCF Editions, since it proved advantageous in many circumstances, regardless the situation of health emergency).

Thus, parts of the course had to migrate to the digital environment. Due to social distancing, digital learning took a huge leap forward in 2020. Digital meeting platforms substituted classrooms and offices. In Portugal, all educational levels were affected and had to adapt during this crisis, and EE programmes, if they wanted to continue to function, could be no exception. Facing volatility and a transformed reality, the TFC managed to produce positive outcomes and stay true to the foundations of its programme, while resorting to digital education and making the most of its possibilities.

4. Conclusion and discussion

Even if no one knows exactly what the "new normal" will look like, it is pretty much established that markets will not go back to how it was before the pandemic. Many changes in daily life will be structural. As mentioned before, tourism set back a lot because of the pandemic and will be one of the industries where things will have to change in many ways

to avoid the types of losses that have been occurring since 2020 and to adapt to whatever may come in terms of public health policy.

However, during the most challenging times of 2020 and 2021, the food/gastronomy sector of the hospitality industry was one of the few that managed to continue working. Not as usual, though. It had to reinvent itself and cater to substantial changes in demand and logistics. In short, the restaurant and gastronomic experience had to be reimagined altogether. The aforementioned report by McKinsey & Co. stated that "To win in the next normal, European restaurants will need to embrace innovation in their channel strategy, menu offerings, and business model" (Khan et al., 2020: 1). In this "survival manual", the authors identified ten trends that are shaping the present of the restaurant sector: (i) changes in the habits and lifestyle of consumers, i.e. people stay in rather than go out; (ii) growth in digital ordering and delivery, as a consequence of the first trend[5]; (iii) the need to enhance the dining-in experience (both in restaurants and at the client's place); (iv) exploration of food trends, i.e. provide for the existing demand while trying to create even more; (v) optimise delivery menus, i.e. create products that travel well and use/create appropriate packaging; (vi) focus on value-for-money options, since consumers and becoming more and more financially aware; (vii) exploration of the meal-kit option, given that cooking at home has increased as a result of lockdowns and some clients would be willing to put some effort into cooking pre-made meal kits; (viii) physical transformation of restaurants (such as creating larger take-away areas, or provide a more streamlined experience); (ix) the rise of the delivery-only model, through delivery-only kitchens that only respond to ordered meals; (x) innovative partnerships between old and new stakeholders in the food-service (Khan et al., 2020: 2-6).

Unlike hotels or other types of lodging, the restaurant sector does not necessarily need to wait for the end of lockdowns and other measures to continue to innovate and continue to walk its path. "In times of crisis or post-crisis, competitiveness among market players increases as demand decreases" (Madeira, Palrão & Mendes, 2021: 3). Thus, "the solution to internal crises [in restaurants] involves corrective measures, but in external crises, entrepreneurs do not have control over the business environment and are, therefore, dependent on government support and measures" (Madeira, Palrão & Mendes, 2021: 3). Yet, adaptation and resilience, as well as proactive (rather than passive) strategies can play roles. According to Madeira, Palrão and Mendes study it was "detected not only the entrepreneurs' perception of the ability to withstand such a shock but also their capacity to recover, which is one of the definitions of resilience" (Madeira, Palrão & Mendes, 2021: 10), proving that not all hope is lost.

---

[5] It is worth mentioning that the digitisation of the ordering process poses new challenges, especially in terms of digital platform design and payment systems. In addition, large influxes of delivery orders also allowed the rise of businesses around delivery-only kitchens (that do not carry the costs of physical restaurants.

As mentioned, the TCF food edition intended to prepare entrepreneurs for their present reality and the future[6]. What the TCF programme did by choosing to focus on the specific topic of gastronomy was the guarantee that in a time when the hospitality industry is at stake, entrepreneurs can still see a silver lining in the F&B sector. Moreover, there was a coincidence between the premises of the TCF food edition and the proposals put forward by its participants, and the identified trends in the F&B business.

Ultimately, this case study and our enquiry suggest that EE is as relevant (if not more) during times of crisis as in less turbulent moments. Like other sectors of education, EE courses and programmes must adapt its methods, but stay as true as possible to their goals and nature. We also conclude that even though the TCF focused on a specific topic – rather than covering a large spectrum within the hospitality industry, as it used to – that did not directly compromise the participation rate, the benefits of various stakeholders that took part in TCF, or the odds of promising outcomes of the programme (in terms of the number of projects ready to be tested by the market and/or investors). This positive experience (that is, to some extent, a by-product of the need for the TCF team to leave its comfort zone) opens an encouraging avenue for the future appearance of vertically integrated EE projects linked to tourism in Portugal, dedicated to specific issues and topics.

The TCF food edition example showed that EE was quick to respond on two fronts: (i) digital transition; and (ii) identification of a lifeline. This proactivity, along with the transfer and provision of the best knowledge available and best international practices, can indeed make a difference and play important roles in a post-emergency reality. In fact, EE, *per se*, may be used as a tool to cope with this crisis. Another aspect worth mentioning is that EE helps "consolidate competencies of creativity, proactivity, group work, planning, division of tasks, focus on problem-solving, which are fundamental to full and active citizenship" (Banha, Saúde & Flores, 2021).

The presentation of this case study, which is at the intersection between EE and the hospitality industry, and everything that came along with it, also provides a testimony of how these two sectors co-existed during the height of the covid-19 pandemic. For that reason, the conclusions and the topics brought to the fore in this paper may inspire future studies about how Portugal may start to prepare for its recovery, persist as testimonies of an era marked by uncertainty, or be part of a broader research that complements the information gathered here with more elements.

---

[6] Many small and medium-sized restaurants fail during their first four years, meaning that it is also important to devise strategies and enable entrepreneurs with skills to maintain their businesses beyond five years (Madeira, Palrão & Mendes, 2021).

References

AHRESP (2021). https://ahresp.com/2020/12/inquerito-impacto-covid-novembro-2/

Airey, D. (2005). Growth and Development. In D.Airey & J. Tribe (Eds.), *An International Handbook of Tourism Education* (pp.13-24). Elsevier.

Airey, D. (2016). Tourism education: Past, present, and future. *Turisticko Poslovanje*. 2016. 9-12. 10.5937/TurPos1617009A

Banha, F. (2016). *Educação para o Empreendedorismo: Cartas a um Professor… O Triunfo dos Empreendedores*. Lisbon: bnomics.

Banha, F., Almeida, H., Rebelo, E., & Orgambídez-Ramos, A. (2017). The Main Barriers of Portuguese Entrepreneurship Ecosystem: Interpretive Structural Modeling (ISM). *Tourism & Management Studies, 13* (2), 60-70.

Banha, F. (2020). *Implementação de Programas de Educação Para o Empreendedorismo: Processos de Decisão no Caso Português* [Doctoral Thesis, University of Algarve].

Banha, F., Saúde, S., Flores, A. (2021), Entrepreneurship Education: A Dimension of Citizenship Education. In S. Saúde *et al.* (Eds.) *Teaching and Learning Practices That Promote Sustainable Development and Active Citizenship* (pp. 107-132). IGI Global.

Balboni, B., & Bortoluzzi, G. (2015). Business Model Adaptation and the Success of New Ventures. *Journal Of Entrepreneurship, Management and Innovation*, 11(1).

Benton, M., Batalova, J., Davidoff-Gore, S., & Schimdt, T. (2021). *Covid-19 and the State of Global Mobility in 2020*. Migration Policy Institute.

Deloitte. (2020). *The Future of Hospitality: Uncovering opportunities to recover and thrive in the new normal.* Available at: https://www2.deloitte.com/content/dam/Deloitte/ca/Documents/consumer-industrial-products/ca-future-of-hospitality-pov-aoda-en.pdf.

Direção Geral da Educação. (2016). *Perfil dos Alunos À Saída da Escolaridade Obrigatória*. Available at: Lisbon, Portugal, https://dge.mec.pt/sites/default/files/Curriculo/Projeto_Autonomia_e_Flexibilidade/perfil_dos_alunos.pdf

Etzioni, A. (1986). Entrepreneurship, adaptation, and legitimation: A macro-behavioral perspective. *Journal of Economic Behavior & Organization*, *8*(2), 175-189.

European Commission. (2006a). *Recommendation of the European Parliament and of the Council of 18 December 2006 on Key Competences for Lifelong Learning*.

European Commission. (2006b). *The Oslo Agenda for Entrepreneurship Education in Europe.*

European Commission. (2011). *Entrepreneurship Education: Enabling Teachers as a Critical Success Factor*.

European Commission. (2013). *Entrepreneurship 2020 Action Plan - Reigniting the Entrepreneurial Spirit in Europe.* Available at: http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2012:0795:FIN:en:PDF

European Commission. (2015). *The Outward Looking School and Its Ecosystem*.

European Commission. (2016). *Entrepreneurship Education at School in Europe. Eurydice Report.*

European Commission. (2019). *Key Competences for Lifelong Learning*.

GesEntrepreneur. (2021). https://en.gesbanha.com/gesentrepreneur/.

Hartman, Stefan. (2020). Adaptive tourism areas in times of change. *Annals of Tourism Research*, 7,

Junior Achievement Europe. (2016). *Skills for life and work: annual report*. Available at: http://jaeurope.org/index.php?option=com_attachments&task=download&id=468:JA-Europe-Annual-Report-2016-web

Khan, H., Laizet, F., Moulton, J., & Youldon, T. (2020). *Reimagining European restaurants for the next normal.* McKinsey & Company

Korber, S., & McNaughton, R.B. (2018). Resilience and entrepreneurship: a systematic literature review. *International Journal of Entrepreneurial Behavior & Research*, 24(7) 1129-1154.

Lackéus, Martin. (2015). *Entrepreneurship in Education: What, Why, When, How*. OECD and European Commission.

Lee, Y.A., Kim, J., Jang, S., Ash, K., & Yang. E. (2020). Tourism and Economic Resilience. *Annals of Tourism Research*, 87.

Madeira, A., Palrão, T., & Mendes, A. S. (2021). The Impact of Pandemic Crisis on the Restaurant Business. *Sustainability*, *13* (40).

Ministério da Educação. (2009). *Relatório Síntese: Projeto Nacional Educação para o Empreendedorismo*. Available at: https://www.dge.mec.pt/sites/default/files/ficheiros/relat_sintese_pnee_2006_2009web.pdf

OECD. (2013). *Entrepreneurial Ecosystems and Growth-Oriented Entrepreneurship – Summary Report of an International Workshop, organized by the OCDE and the Netherlands Ministry of Economic Affairs.*

Schindehutte, M., & Morris, M. H. (2001). Understanding strategic adaptation in small firms. *International Journal of Entrepreneurial Behaviour and Research*, 7(3), 84-107.

Turismo de Portugal. (2017). *Estratégia Turismo 2027*.
Available at: https://estrategia.turismodeportugal.pt/sites/default/files/Estrategia_Turismo_Portugal_ET27.pdf.

Turismo de Portugal (2019).
http://www.turismodeportugal.pt/pt/Turismo_Portugal/visao_geral/Paginas/default.aspx

Turismo de Portugal (2021). Available at: https://escolas.turismodeportugal.pt/p/6-motivos-para-nos-escolher/

Turismo de Portugal (2021). Available at: https://escolas.turismodeportugal.pt/p/tourism-creative-factory/

Turismo de Portugal and GesEntrepreneur. (2021). *TCF Food Edition Report*.

Wang, Jie & Ayres, Helen & Huyton, Jeremy. (2013). Is Tourism Education Meeting the Needs of the Tourism Industry? An Australian case study. *Journal of Hospitality & Tourism Education*, *22*, 8-14.

WTTC. (2016). *Travel & Tourism economic impact 2015 - Portugal.* World Travel & Tourism Council.

WTTC. (2020). *To Recovery and Beyond: The Future of Travel & Tourism In The Wake Of Covid-19*. World Travel & Tourism Council.

#8 | Tourism experiences in low-density territories: The case of the Historical Village of Trancoso

#8 | Experiências turísticas em territórios de baixa densidade: o caso da Aldeia Histórica de Trancoso

Maria João Guedes Castanheira

8019@alunos.eshte.pt; Escola Superior de Hotelaria e Turismo do Estoril, Estoril, Portugal

Francisco António dos Santos da Silva

francisco.silva@eshte.pt; Centre for Geographical Studies, IGOT, Universidade de Lisboa; Centre for Tourism Research, Development and Innovation – CiTUR; Escola Superior de Hotelaria e Turismo do Estoril, Portugal

Abstract

In a context of high competitiveness between destinations, the promotion of tourism based on authenticity, uniqueness, and enhancement of the tourist experience has been considered an approach that can play a relevant role in the development of low-density peripheral territories. The investment in tourism experiences can be an adequate strategy for the development of low-density territories. The main purpose of this study is to analyse the importance of investment in tourism experiences at the Portuguese Historical Village of Trancoso. The methodology includes the application of questionnaires which were applied to Trancoso visitors and interviews with three groups of stakeholders: researchers and specialists, local community, and responsible for territory management. The results show that the availability of specific tourism experiences products is low in the studied destination. However, these products were found to be considered strategic by visitors and stakeholders. The main contributions from this study are the need to increase in diversification and differentiation of products, using endogenous resources, and engaging the local community. This strategy has the potential for providing a more authentic and fulfilling tourism experience to visitors while contributing to the economic and social conditions of the community as a whole.

Keywords: Tourism experiences; Low-density territories; Sustainability; Tourism planning; Historical Village of Trancoso.

Resumo

A aposta no turismo de experiências é cada vez mais assumida como uma estratégia importante para o desenvolvimento de muitos territórios de baixa densidade. Suportado nessa premissa, foi desenvolvido este estudo que apresenta com principal objetivo analisar a importância na aposta no turismo de experiências na Aldeia Histórica de Trancoso. Recorrendo ao método dedutivo e a uma metodologia mista, tanto qualitativa como quantitativa, foram aplicados questionários aos visitantes de Trancoso e realizadas entrevistas a três grupos de *stakeholders*. Os resultados revelam que a oferta de turismo de experiências ainda é muito limitada no destino em estudo, mas que é muito valorizada pela procura e considerada estratégica pelos *stakeholders* entrevistados. Os contributos podem ser tanto ao nível da diversificação e diferenciação da oferta, como na valorização dos recursos endógenos e no envolvimento da comunidade local. De facto, esta é uma verdadeira estratégia *win-win*, ganham os visitantes que podem usufruir de experiência turística mais autêntica e gratificante, e ganha a comunidade no seu todo, tanto a nível social como económico. Contudo, essencialmente devido à pequena escala (procura e oferta) e limitações em termos de acessibilidades, competências profissionais e capacidade de empreendedorismo das comunidades locais, a aposta no turismo de experiências é uma realidade ainda insipiente e difícil de implementar, o que tem reflexos na sustentabilidade do setor do turismo em muitos dos territórios de baixa densidade. Acresce que, a análise de apenas um caso de estudo apresenta limitações em termos de generalização dos resultados.

Palavras-chave: Cidade de Trancoso; Experiências turísticas; Planeamento turístico; Sustentabilidade; Territórios de baixa densidade.

1. Introduction

In a highly competitive market, the success of tourism and its organisations depends on the ability to enhance tourism experiences, which act as a key factor in promoting tourist destinations and products (Pine & Gilmore, 1998). Destination planning is a dynamic and complex process that involves meeting the needs of an increasingly competitive sector with demanding and informed tourists, but also taking into consideration a number of paradigms of today's society, such as sustainable development, the resilience of territories, and commitment to good governance through the involvement of all stakeholders and especially the local community (Silva, 2017). Also relevant is the need to focus on innovation and creativity as key elements to attain the success of destinations and the appreciation of tourism experiences (Li, et al., 2017; Vanolo, 2014; Silva & Lopes, 2020).

In many of the low-density territories, tourism emerges as an opportunity to revitalize and diversify the economy, powered by its endogenous resources with a strong focus on culture, nature, and authenticity (Fernandes, 2022; Lugosi, 2014). These factors crossed with highly customised and low-scale services, supported by co-creation, personalized service,

hybridization of products and creative tourism contribute to tourist experience appreciation, enhancing the competitiveness and attractiveness of these destinations (Kastenholz et al, 2012; Silva & Lopes, 2020). In this sense, co-creating tourist experience becomes a challenge for the management of these areas through the involvement and interaction between tourists, the local community and the tourism sector itself (Prahalad & Ramaswamy, 2004).

Cultural tourism is considered a key element in the revitalization of destinations through the development of new products and tourism activities that take into account the motivations of visitors, the interests of the local community, local history and traditions, and the identity of a people, helping to diversify the existing tourism offer in these areas (Carvalho, 2017). Consequently, these areas have established themselves as an alternative to the most sought-after destinations and increasingly massified, a situation that has been reinforced by the crisis provoked by the COVID -19 pandemic (UNWTO, 2021).

The main objective of this article is to contribute to the understanding of the importance of tourism experiences as a factor of enhancement of the Historical Village of Trancoso, analysing the contribution and the importance of this type of tourism to the territory.

Three hypotheses were made for the present study: H1 - There are peculiarities in low-density destinations and, in particular, in the Historical Villages of Portugal that justify the development of a differentiated approach and strategy in the planning and management of these destinations; H2 - Although it is a relatively broad and controversial concept, the valorisation of tourism experiences is crucial for the sustainable development of many destinations and for improving visitor satisfaction and engagement; H3 - The Historical Villages of Portugal are an important brand and have proven to be a quality and distinctive destination.

Based on the assumptions presented, which justify a model for the development of tourism in low-density areas with great heritage value (Fernandes, 2021), a case study based in a village situated in central Portugal, Trancoso, was used to try to analyse the importance of tourism experiences as a valorisation factor for this destination which is integrated as part of the Historical Villages of Portugal network.

2. Tourism experiences in low-density territories

According to Pine and Gilmore (1998), a tourism experience occurs when an organisation intentionally engages customers in such a way that it creates a memorable experience. Experiences are individual, emotionally meaningful, they occur in response to stimulation and result from observation, but mainly participation in activities (Schmitt, 1999). What makes them memorable depends essentially on the quality and intensity of the experience lived by the consumer, which is remembered and reconstructed by the tourist in admiration of a particular trip (Pizam, 2010, Tung & Richie, 2011). Factors such as tourists' involvement, visiting and interacting with cultures different to the visitors' usual environment, innovation,

co-creation, surprise, authenticity, interaction with the local community, challenge and creativity can contribute to the creation of memorable experiences.

According to Binkhorst (2005), tourists increasingly seek to actively participate in tourist experiences, contributing to the creation of memorable tourism experiences. Thus, arises the importance of promoting memorable and valuable experiences since these, unlike goods and services that are external to the individual, experiences are intrinsically personal, existing in the mind of the consumer who has been engaged at various levels, either physical, emotional, intellectual, or even spiritual (Pine & Gilmore, 1998).

As claimed by Silva and Lopes (2020), technology, innovation, and creativity can be assumed as critical factors in tourism planning and enhancing the identity and authenticity of a destination. These characteristics are essential in a very competitive market, as they will improve the tourist experience in these territories. To make a destination more competitive and meet the consumer's needs, destination management must focus on the development of strategies based on territorial governance, promoting a balance between the community, the tourists, and the territory, ensuring the sustainability of the destination, improving the quality of life of the local community, and enhancing the tourist experience (Silva, 2017). In a competitive market environment, focusing on diversification, differentiation, and specialization of tourism products is a strength that increases the quality and authenticity of each destination (Richards, 2019). In this sense, the quest for low-density areas as tourist destinations emerges as an alternative to massified areas, where authenticity is key for the visitor's tourist experience (Hall, 2011).

The term low-density territory is based on a series of criteria such as population density, demography, settlement, socio-demographic characteristics, and accessibility (ADC, 2021). Given the development limitations of low-density territories, tourism is seen as a solution, as it helps to diversify these areas by revitalising and enhancing their cultural, natural, and landscape heritage (Moreira & Reis, 2017), through strategies based on the involvement of the local community and the preservation of natural, historical and cultural heritage, towards sustainability and environmental conservation, contributing to the construction of valuable tourist experiences (Silva & Lopes, 2020).

Focusing on creative tourism and developing creative resources inherent to these destinations can be an opportunity to strengthen low-density areas (Fernandes, 2022). The emphasis on creative tourism in small destinations is based on co-creation combined with knowledge sharing through the establishment of networks between these territories as a driving force for their development, which can be an opportunity to create unique and alternative models to large scale areas and be recognised on a global scale (Richards, 2019).

In Portugal, many of these territories are in the interior or on some islands, highly associated with population ageing and depopulation, which severely limits the development of these regions. The need to promote an integrated regional development strategy and the

enhancement of the interior is reflected in the importance of territorial cohesion as a fundamental aspect for low-density territories, helping to mitigate regional asymmetries, enhance their resources and strengthen their competitiveness based on sustainability (ADC, 2021).

The rural tourist experience is composed and co-created by tourists, the local community, and tourism services suppliers based on a range of resources, attractions, and services available on that tourism destination (Kastenholz et al, 2012). According to Chambers (2009), the increasing demand for rural tourism experiences is due to the great interest and contact with the cultural and natural heritage of these areas, their authenticity and uniqueness, and the appreciation of the connection between local community and visitors. It is important to appreciate the importance and the potential of the resources of rural areas and to include creativity as a central and differentiating element (Moreira & Reis, 2017). Furthermore, creativity is a driving force promoting valuable rural tourism experiences through the interaction between the local community and tourists (Cloke, 2007).

Creative tourism offers visitors the opportunity to develop their creative potential through active participation in experiences and activities that are distinctive of the destination being visited, promoting contact with the local community and its culture (Richards, 2011). The involvement of tourists with the local community allows them to learn about the culture, traditions, and local way of life and contribute to the co-create of the tourist experience. As a result, the demand for experiences in which visitors can participate and learn grows, stimulating the development of new products, ideas, and services (Cloke, 2007; Phi & Dredge, 2019).

Currently, tourists play an active role in shaping their experience at their destinations, meaning that they are co-creators of their own tourism experience, as it results from the interaction and connection between the visitor, the service providers, and the local community (Tynan & McKechnie, 2009). Focusing on the tourist as a co-creator of the tourism experience enables tourism agents and touristic destinations to improve their tourism offers, adding value not only for the tourist but also to the destination itself (Grissemann & Stokburger-Sauer, 2012). Co-creation acts as a fundamental tool for creating valuable tourist experiences (Phi & Dredge, 2019), but it is important to ensure greater interaction and information sharing between tourists, the community, and tourist entities. (Binkhorst, 2005).

In conclusion, the development of tourism in low-density areas depends on the promotion of authenticity and differentiated experiences based on co-creation and the involvement of all stakeholders to respond to the increasing competitiveness between different destinations (Fernandes 2022; Page, 2015).

3. Portuguese Historical Village of Trancoso

The Historical Villages of Portugal network is a non-profit private association focused on the development of tourism, founded in 2007 with the support of public and private partners, and is currently based in Belmonte (AHP, 2021). Its main objective is to promote and manage the tourism development of the network and the brand of the Historical Villages of Portugal, playing an important role in promoting and enhancing the area through events, conferences, and other projects to promote the region (ibid.). One of the objectives of the network is to create a common identity for all the villages, focusing on values such as history, culture, and heritage.

Trancoso is a town and municipality with an area of 362 km^2 situated in the inner centre of northern Portugal, belonging to the Guarda district and to the Intermunicipal Community of Beiras and Serra da Estrela - CIM-BSE. From a demographic point of view, Trancoso, with its 9878 inhabitants in 2021, has a low population density (27.3 inhabitants/km^2 compared to the national average of 111.7), like many inland areas, and is facing a progressive decline and aging of the population (INE, 2021). Between 2011 and 2021, the municipality experienced a population decline of 1459 inhabitants (-14.8%), with the youngest population under 25 years old representing only 21.5% of the total resident population (compared to 25.6% national average) and the population aged 65 years or older representing 30.2% (19.15% national average) (INE, 2021). In the village of Trancoso, the population is 3420 inhabitants, which represents a decrease of -6.7% between 2011 and 2021 (ibid.).

The economy is heavily based on the primary sector, i.e., agriculture, livestock, hunting, and forestry, and there is a slight contrast between the more home-based production, characterized by small-scale farming as a means of subsistence, and, to a lesser extent, by more industrialized production on larger areas, focused on products such as chestnuts, olive oil, wine, and blueberries (CMT, 2018).

Trancoso has an enormous historical, architectural, cultural, and heritage diversity, enhanced by the surrounding landscape. This ancient medieval town has a unique and emblematic historical centre, characterised by its cultural, historical, architectural, civil, and religious heritage (CMT, 2021). The inclusion of Trancoso in the Historical Villages network in 2003, due to its authentic and genuine characteristics and the state of conservation of its heritage, allowed the growth and development of tourism in the area, and at the same time an increase in hotel units and the creation of urban facilities (PORDATA, 2021). Moreover, being part of the Historical Villages of Portugal network gives Trancoso a competitive advantage over other inland areas (CMT, 2021).

In general, the total number of tourists attended at the Trancoso tourist office has increased. In 2018, a total of 26 076 tourists were counted and in 2019, 27 057, with the months of March and July recording a greater influx compared to January (CMT, 2021). According to the Municipal Master Plan (PDM) of Trancoso (Portuguese Republic, 2021), the tourist potential

of the area is relatively high, offering a diversified and differentiated tourism supply of nature tourism, adventure tourism, cultural tourism, and gastronomic tourism, offering its visitors an unforgettable journey with a series of authentic tourist experiences. This plan highlights as objectives "to enhance agroindustry and agrotourism as anchor sectors for the sustainable economic development of the municipality" and "to promote and strengthen spaces dedicated to tourism, culture, and leisure in a perspective of complementarity" (República Portuguesa, 2021: 180).

4. Methodology

Based on the literature review, which highlighted the fact that there are common characteristics in the development of low-density territories and that tourism can assert itself as a relevant and invigorating sector of the regional economy, three research hypotheses were formulated in this study: H1 - There are characteristics of low-density territories and, in particular, of the Historical Villages of Portugal that justify the development of a differentiated approach and strategy for the planning and management of these destinations; H2 – Besides being a relatively broad and controversial concept, the enhancement of experience tourism is essential for the sustainable development of many destinations and for improving visitor satisfaction and engagement; H3 - The Historical Villages of Portugal are a valuable brand and have established themselves as destinations of quality and differentiation.

For this case study, a mixed approach was used to collect, analyse and process information through the use of qualitative and quantitative methods, with interviews and questionnaires applied to different groups. According to Ramseook-Munhhurrun and Durbarry (2018), the combination of these two techniques proves to be very useful in tourism research, as they provide more solid results and increase the validity of the collected data, especially when the triangulation approach is used to analyse the results (Khoo-Lattimore, et al., 2017).

The use of these two methods allowed for the widening of the stakeholder groups to be considered in the research, involving visitors, the local community, experts, and researchers in experience tourism and representatives of the territory.

A qualitative analysis methodology was used for the interviews, to understand, together with the stakeholders, the contribution of experience tourism in low-density territories, namely in the Historical Village of Trancoso. Three groups of stakeholders were interviewed: i) representatives of the territory management (n=3); ii) researchers and experts in tourism experience (n=2); and iii) representatives of the local community (n=2).

The semi-structured interviews were considered most appropriate as they allow greater flexibility of dialogue between the interviewer and the interviewee, leading to a better in-depth exploration of the topic under analysis (Beedie, 2018). With this in mind, a script with 16 open-ended questions with opinion questions that have the same basis was given to

different stakeholders, so that different opinions on the same topic could be compared. The questionnaire was structured considering four dimensions of analysis: i) characterization of the respondents; ii) valorisation of experience tourism as an opportunity for the development of the territory of the Historical Villages of Portugal; iii) the relationship of the community regarding tourism; and iv) valorisation measures.

The interviews were undertaken in November 2020, and later were tape-recorded and transcribed. The questionnaire was aimed at visitors over the age of 17 who had already visited the Historical Village of Trancoso. The limitation of the group of people studied is justified by the fact that the main objective of the survey is to analyse the tourist experience of visitors to Trancoso's Historical Village.

Based on the literature review, from the defined hypotheses and objectives, an original survey instrument was developed to analyse quantitative information regarding visitors' profiles, their visit motivations, and the elements that can improve the tourism experience. The questionnaire was structured in six analytical dimensions: i) respondent characterization; ii) visit to Trancoso; iii) respondents' motivations; iv) appreciation of tourism experience as an opportunity towards the development of Historical Villages in Portugal; v) the relationship between the community and tourism; and vi) appreciation measures. For the final script, 23 questions were considered, most of which were closed answer questions, and for some the Likert-scale with 5 levels was applied. Three open-ended questions were also considered to give respondents the opportunity to express their opinions, allowing a more qualitative approach.

The simple random sampling method with autonomous response was used, assuming an unknown population. The questionnaire was applied online between October and December 2020, and 142 validated responses were obtained, corresponding to a confidence level of 95% and a margin of error of 8.2%.

5. Results and discussion

Based on the content analysis of the interviews, the data obtained was summarised in charts, taking into account each dimension of analysis, with responses divided according to groups of stakeholders and interviewees. To facilitate reading and comparison, the information was summarised by highlighting the main aspects and the most relevant phrases in the statements of each interviewee.

After characterising the respondents (Q1 to Q3), they were asked about the importance of experience tourism as an opportunity for the development of low-density territories.

It was found that each visitor visited the Historical Village of Trancoso an average of 11 times. However, most respondents indicated that they had visited it only once. It was found that the respondents who visited Trancoso the most (Q1) are those who visited their family and

friends, and for this reason stay more nights in the area, which explains the reason why the average is 11.3, while the mode is only 1.

There are a considerable number of visitors who come to Trancoso very often, because they have accommodation or because they have family and friends, which justifies the high average visit per year of the respondents, while most of them come only once (Table 1).

Table 1 - Number of visits to Historical Village of Trancoso

Q1 – How many times did you visit Historical Village of Trancoso?			
	Average	Mode	Median
n = 142	11.3	1	2

Most respondents (86,6%) visited the Historical Village of Trancoso with family or friends (Q2), and most visits to the area (Q3) were made autonomously 84,5% (Table 2).

Table 2 - With whom did they do the visit and how was it organized?

Q2 – With whom did you realize the last visit to the Historical Village of Trancoso?			
	Family or Friends	Alone	Others
n	123	9	10
%	86.6%	6.3%	7%
Q3 – How did you organize your last visit?			
	Autonomously	Visit organized by friends	Organized tour
n	120	13	9
%	84.5%	9.2%	6.3%

All of them agreed that this aspect is essential for the competitiveness and sustainability of these destinations, which should be achieved by giving more value to their endogenous resources and involving the population.

Regarding the main challenges, difficulties, and solutions in implementing an approach to planning and managing low-density territories based on the enhancement of the tourist experience of its visitors, respondents pointed out the difficulty of creating a network of synergy, cohesion, articulation, and cooperation between all stakeholders, as well as the lack of know-how and human resources. As a result, the interviewees agreed on the importance of creating networks to improve and promote the tourism offer in these regions, as in the specific case of the Historical Villages of Portugal network. They contemplate this network as a distinguished and attractive brand, synonym of quality and sustainability, based on the

adoption of strategies in which tourism behaves as a tool for the sustainable development of communities.

Concerning the revitalisation and diversification of the region's offerings, it is observed that, in the case of Trancoso, there is still an insufficient supply of services and activities capable of enhancing the territory's resources, of providing high-value experiences to visitors and stimulating a longer stay in the area. Although some improvement is already recognised in terms of accommodation and restaurants, there are several limitations and a set of proposals are suggested, namely: i) the development and diversification of services and tourism products; ii) valorisation of experience tourism iii) to improve the promotion of the destination; iv) enhance networking and the involvement of all actors; v) to improve the accessibility of the area; vi) to invest in the qualification of human resources; vii) to improve the currently available information (routes, itineraries and points of interest); viii) engage the local community in the planning and management process and the tourism offer; and ix) to think of the territory as a whole, where tourism just takes apart but which must be connected with an economic, social, and environmental system where various activities and valences interact.

Regarding the results of the questionnaires, it is worth highlighting that the majority of visits to the region were carried out independently (84.5%) and with family or friends (86.6%), and that the main information sources are "Family and friends" and the "The Historical Villages of Portugal website" (59.2% and 23.2% respectively). Concerning the context of visiting the Historical Village of Trancoso, the results reveal that most visitors go on "Holiday, recreation and leisure" (64.8%). Nevertheless, it should be noted that 21.8% of respondents travel to visit family and friends.

Most visitors do not stay lodged in the Historical Village of Trancoso (74%). This result explains the lack of capacity to retain tourists, as mentioned by the respondents. In their opinion, to increase the length of stay, it is essential to enrich and vary the tourism offer in the region. Among people who stayed in the Historical Village of Trancoso, 11% of respondents stayed in local or tourist accommodation and 15% stayed with relatives or friends.

Regarding the reasons for visiting the Historical Village of Trancoso (Figure 1), among the most important are: "Culture, history and heritage" (72.8%), "Nature and landscape" (45.7%), "Integrated territory into the Historical Villages of Portugal" (43.5%) and "Escape from everyday life" (26.1%).

Figure 1 - Visitor's motivations
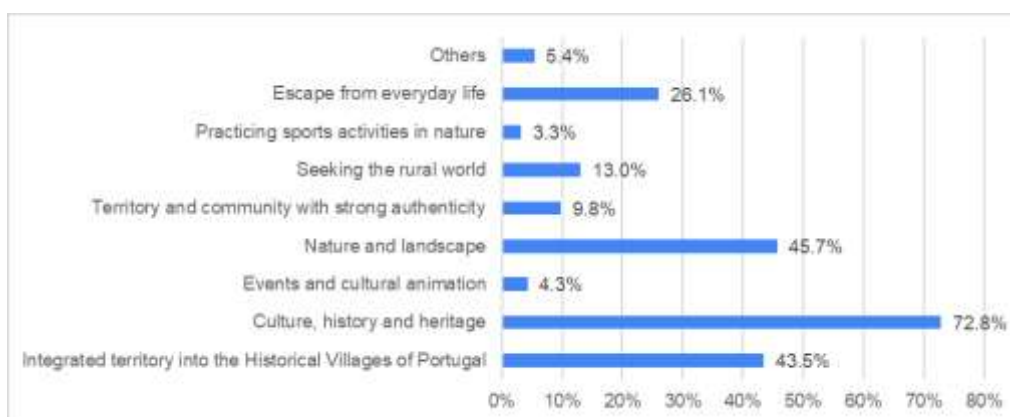
This data is consistent with the responses to the question of what they liked the most, highlighting: i) "History and culture of the village" (54.3%); ii) "Landscape and surrounding nature" (45.7%); iii) "The overall built heritage" (45.7%); iv) "Regional gastronomy" (31.5%); and v) "Peace and safety" (28.3%). This data also endorses the results of the surveys regarding the most valued and sought-after experiences by visitors to Trancoso's Historical Village, spotlighting the existing historical and cultural heritage.

Regarding the key elements to enrich the visit, respondents highlighted: i) "Authenticity, identity and genuineness of the region" (51.4%); ii) "Learning about the region and heritage" (50.7%); iii) "Safe, inclusive and accessible land" (33.1%); iv) "Revitalization of values and traditions" (29.6%); and v) "Interaction between residents and tourists" (28.9%). These elements confirm not only the opinion of the respondents, but also the information obtained from the literature review on visitors' motivations for tourism experiences in rural areas, as the demand for tourism experiences in rural areas is related to the appreciation of the cultural and natural heritage of these areas, their authenticity, and the interaction between local the community and its visitors (Chambers, 2009).

Figure 2 - Aspects that enhanced the tourist experience
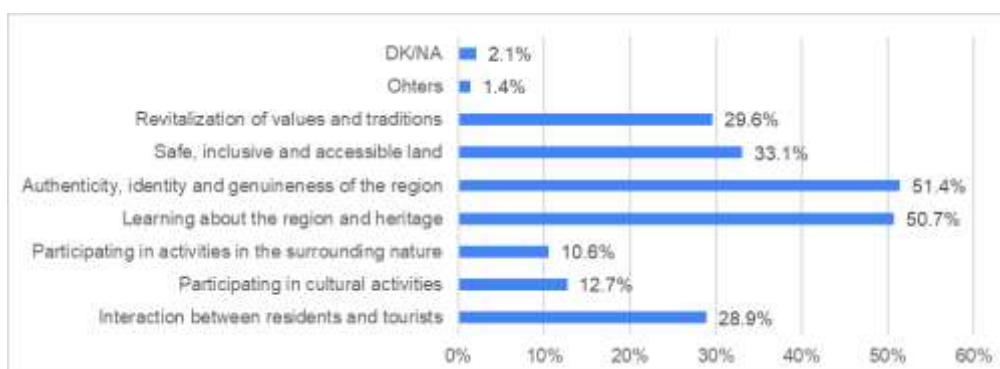
One of the aspects to be considered when dealing with experience tourism in low-density territories is the interaction between the local community and its visitors, which according to the results of the questionnaires is an important element to better the tourist experience.

When asked about the importance of promoting the development of the tourism offer in the region, especially in terms of activities that engage visitors and stimulate interaction with the community and local heritage, the indication of "Very Important" (corresponding to class 5 on the Likert scale of 1 to 5) stands out by the respondents (corresponding to 62.7% of the responses). This rating is consistent with respondents' input on the importance of experience tourism for small-scale regions.

Analysis of the results shows that about 71.1% of visitors did not engage in any activities with the local community, which explains the rating of the level of interaction with the community as mostly adequate (35.9%). However, the evaluation of the contribution and importance of the local community reveals that they are imperative elements to improve and enhance the tourist experience of the visitor, which is also confirmed by statements of the respondents: "the local community is the guarantor of the authenticity of these territories, and these highly prized experiences".

It was considered important to verify whether there were statistically significant differences about the variables related to tourist experience and interaction with the population (Q9, Q11, Q13 and Q14), considering three independent groups/variables: i) the context of the visit (considering two groups: "tourism/leisure"; and "others", which includes visiting family members and for work reasons); ii) duration of the visit (one day; more than one day); and iii) the number of visits (just one visit; more than one visit). After testing for homogeneity of variance using Levene's test, the parametric Student's t-test was applied, assuming that significant differences exist when the p-value is ≤ 0.05 (reject the null hypothesis). As represented in table 1, there are significant statistical differences only in the two dependent variables directly related to contact with the local community during the visit (Q11 and Q13). By analysing the data in the table, crossed with the averages for each of the variables, it can be noted that the tourism experience is significantly more meaningful in terms of interaction with the community (Q11 and Q13) for the group in which the visit is longer than one day, and in Q11 those who visit the territory in a tourism or leisure context have a significantly lower interaction with the community, than those who come for work or family reasons.

Table 3 – Statistically significant differences (t-Student)

Question / Variable	n	Average	Standard deviation	Visit context	Visit duration	No. visits
				p-value		
Q9 - Importance of promoting development and valuing the tourist experiences, actively and with interaction with the community.	140	4.52	0.744	0.41322	0.48752	0.27918
Q11 - During your visit, what level of interaction did you have with the local community?	139	3.37	0.979	**0.02874**	**0.00001**	0.71116
Q13 - How does contact and interconnection with the local community contribute to improving the tourist experience?	134	4.01	1.073	0.50628	**0.00750**	0.16530
Q14 - How important is contact with the local community to enhance the tourist experience?	137	4.21	0.935	0.93740	0.09282	0.06383

Regarding the importance of integrating Trancoso into the Historical Villages of Portugal network, most respondents (70.4%) rated this premise as "Very important" (5 on the Likert scale). This data was confirmed by opinions expressed by the respondents: "The main advantage is the visibility that the network provides". Indeed, by being part of the Historical Villages of Portugal network, Trancoso has greater notoriety and visibility, than it would not have as an individual. The network allows greater dissemination of the region and, consequently, greater dynamism and boost of the tourism offer, reaching a greater number of visitors.

When analysing what respondents liked least during their visit, they highlighted aspects such as: i) the closing of tourist facilities, ii) the lack of tourism promotion; iii) accessibility/mobility; and iv) the preservation and maintenance of its heritage. These limitations are also consistent with the aspects mentioned in the interviews.

6. Concluding remarks

This research allowed the validation of the three proposed hypotheses, including information about the analysed case study and presented a set of solutions to promote tourism and the sustainable development of Trancoso, integrated in the Historical Villages of Portugal. The study concluded that experience tourism has the capacity to act as a vehicle for the development of low-density territories, especially in Trancoso, as it can enhance the diversification of the existing tourist experience on offer by valuing its resources, enabling the economic development of the region and improving the quality of life of its citizens.

It has also been noted that low-density territories are increasingly sought after as an alternative to mass destinations, as they offer visitors the opportunity to have an experience where authenticity is essential (Richards, 2019). The valorisation of tourism resources can be

a key factor for small areas, especially through the development of sustainable and differentiated strategies based on the local community, heritage, and personalized services (Silva & Lopes, 2020). The focus on creative tourism as an opportunity to develop and strengthen these territories can in turn be seen as a means of promoting creative tourism experiences that enable the development of networks (Richards, 2019).

The specifics of low-density territories justify the need for a differentiated focus on endogenous resources, through the development of specific approaches (Fernandes, 2022). Therefore, territorial governance is required through the involvement and interaction of all stakeholders and the valorisation of tourism resources, which will be key to the co-creation of tourism experiences and differentiated planning and management models (Kastenholz et al., 2012; Prahalad & Ramaswamy, 2004; Silva & Lopes, 2020).

Tourism involves the co-creation of a tourist experience that benefits all stakeholders and strengthens a destination's competitive advantage by improving the tourist experience on offer, which will be reflected in visitors' satisfaction (Grissemann & Stokburger-Sauer, 2012; Minkiewicz, et al., 2014; Payne, et al., 2008; Prahalad & Ramaswamy, 2004). It is crucial that tourism planning in these low-density territories considers sustainability, community, and territorial enhancement, supported by the administration, technology, and creativity, as key elements to strengthen the competitiveness and authenticity of these destinations, while valuing the tourist experience of visitors and improving the quality of life of residents (Li, et al., 2017; Silva & Lopes, 2020; Vanolo, 2014).

Due to its small scale and lack of human and financial resources, networking in these territories becomes even more important. The Historical Villages of Portugal network is a good example of a combined and cross-sectoral strategy, which is essential to promote synergies between different regions and valences (AHP, 2021). Furthermore, some of the current trends in tourism dynamics can be seen as opportunities for the development of these destinations, through the valorisation of their endogenous resources, creative tourism, and the appreciation of tourism experiences with high value and authenticity (Fernandes, 2022). All these factors are essential for promoting greater territorial cohesion and trying to mitigate the trend of ageing and depopulation of these areas (Richards, 2019).

7. Research implications

The development of low-density regions is currently an area of research quite relevant and extensive. Even if limited to the contribution of tourism itself, a wide field for studies emerges. The characterisation of these areas, and in particular the tourism sector, is a relatively well-developed area of research, so it's considered relevant the use of case studies to contribute to this topic, studies that can contribute to a broader and more general knowledge of this cluster of territories, which have many similarities but can also be quite unalike.

The limited number of questionnaires was a weakness of this study, in part because the population was limited to those who had already visited the area and since it was carried out during the COVID-19 pandemic. The limited use of face-to-face questionnaires in the area also made it impossible to obtain a larger number of responses from international tourists and to extend the interviews to more representatives of the local community.

References

ADC - Agência para o Desenvolvimento e Coesão (2021). *Plano Global de Avaliação do Portugal 2020*. Portugal: Agência para o Desenvolvimento e Coesão I.P.

AHP - Aldeias Históricas de Portugal (2021). *Aldeias Históricas de Portugal*. Available at: https://aldeiashistoricasdeportugal.com/en/

Beedie, P. (2018). Qualitative research: an application to tourism. In: R. Durbarry (ed), *Research methods for tourism students*. New York: Routledge, pp. 141-174

Binkhorst, E. (2005). *The Co-creation tourism experience*. Sitges: Whitepaper Co-Creations

Bucci, A., Sacco, P. L., & Segre, G. (2014). Smart endogenous growth: cultural capital and the creative use of skills. *International Journal of Manpower*, 35(1/2), 33-55. DOI: https://doi.org/10.1108/IJM-08-2013-0193

Carvalho, G. (2017). Turismo Cultural. In: F. Silva e J. Umbelino (Coord.), *Planeamento e Desenvolvimento Turístico*. Lisboa: Lidel, pp. 349-361.

CMT - Câmara Municipal de Trancoso (2018). *Diagnóstico Social de Trancoso 2018*. Rede Social Município de Trancoso. Trancoso: Município de Trancoso

CMT - Câmara Municipal de Trancoso (2021). *Turismo*. Available at: https://www.cm-trancoso.pt/turismo/

Chambers, E. (2009). From authenticity to significance: Tourism on the frontier of culture and place. *Futures*, 41(6), pp. 353-359. DOI: 10.1016/j.futures.2008.11.003

Climate-Data.Org (2020). *Clima Trancoso*. Available at: https://pt.climate-data.org/europa/portugal/trancoso/trancoso-7006/

Cloke, P. (2007). Creativity and tourism in rural environments. In G. Richards & J. Wilson (eds.), *Tourism, creativity and development*. Londres: Routledge, pp. 37-47

Fernandes, G. P. (Ed.) (2022). *Challenges and New Opportunities for Tourism in Inland Territories: Ecocultural Resources and Sustainable Initiatives*. IGI Global. DOI: 10.4018/978-1-7998-7339-6

Flick, U. (2005). *Métodos qualitativos na investigação científica*. Lisboa: Monitor

Grissemann, U. S. & Stokburger-Sauer, N. E. (2012). Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. *Tourism Management*, 33(6), pp. 1483-1492. DOI: 10.1016/j.tourman.2012.02.002

Hall, C. M. (2011). A typology of governance and its implications for tourism policy analysis. *Journal of Sustainable Tourism*, pp. 437-457

INE – Instituto Nacional de Estatística (2021). *Censos 2021 – resultados preliminares*. Available at: https://censos.ine.pt/scripts/db_censos_2021.html

Kastenholz, E. Carneiro, M. J. Marques, C. P., & Lima, J. (2012). Understanding and managing the rural tourism experience - The case of a historical village in Portugal. *Tourism Management Perspectives*, 4, pp. 207-214. DOI: 10.1016/j.tmp.2012.08.009

Khoo-Lattimore, C. Mura, P. & Yung, R. (2017). The time has come: a systematic literature review of mixed methods research in tourism. *Current Issues in Tourism*, 22(13), pp. 1531-1550. DOI: 10.1080/13683500.2017.1406900

Li, Y. Hu, C. Huang, C. & Duan, L. (2017). The concept of smart tourism in the context of tourism information services. *Tourism Management*, 58, pp. 293-300

Lugosi, P. (2014). Mobilising identity and culture in experience co-creation and venue operation. *Tourism Management*, 40, pp. 165-179. DOI: 10.1016/j.tourman.2013.06.005

Meyer, C. & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), pp. 116-126

Minkiewicz, J., Evans, J. & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1-2), pp. 30-59. DOI: 10.1080/0267257X.2013.800899

Moreira, F. J. & Reis, J. (2017). Os Espaços Rurais e o Turismo. In F. Silva e J. Umbelino (coord.). *Planeamento e Desenvolvimento Turístico*. Lisboa: Lidel, pp. 435-464.

Page, S. (2015). *Tourism management* (5 ed.). New York: Routledge

Payne, A. F., Storbacka, K. & Frow, P. (2008). Managing the co-creation of value. *Journal of the Academy of Marketing Science*, 36(1), pp. 83-96. DOI: 10.1007/s11747-007-0070-0

Phi, G. T. & Dredge, D. (2019). Collaborative tourism-making: An interdisciplinary review of co-creation and a future research agenda. *Tourism Recreation Research*, 44(3), pp. 284-299. DOI: 10.1080/02508281.2019.1640491

Pine, J. & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), pp. 97-105

Pizam, A. (2010). Creating memorable experiences. *International Journal of Hospitality Management*, 29(3), pp. 343. DOI: 10.1016/j.ijhm.2010.04.003

PORDATA (2021). *Alojamentos turísticos: total e por tipo de alojamento*. Fundação Francisco Manuel dos Santos. Available at: https://www.pordata.pt/Municipios/Alojamentos+tur%c3%adsticos+total+e+por+tipo+de+alojamento-746

Prahalad, C. K. & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), pp. 5-14. DOI: 10.1002/dir.20015

Ramseook-Munhhurrun, P. & Durbarry, R. (2018). Mixed methods and triangulation. In R. Durbarry (ed.), *Research methods for tourism students*. New York: Routledge, pp. 114-120. DOI: 10.4324/9780203703588-10

República Portuguesa (2021). Município de Trancoso, Aviso n.º 2674/2021 - Revisão do Plano Diretor Municipal de Trancoso. *Diário da República*, II série, 29, de 11 de fevereiro de 2021, pp. 175-250

Richards, G. (2011). Creativity and tourism: The state of the art. *Annals of Tourism Research*, 38(4), pp. 1225-1253. DOI: 10.1016/j.annals.2011.07.008

Richards, G. (2019). Creative tourism: opportunities for smaller places? *Tourism & Management Studies*, 15, pp. 7-10. DOI: 10.18089/tms.2019.15SI01

Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), pp. 53-67. DOI: 10.1362/026725799784870496

Silva, F. (2017). Planeamento e Desenvolvimento Turístico. In F. Silva e J. Umbelino (Coord.), *Planeamento e Desenvolvimento Turístico*. Lisboa: Lidel, pp. 21-46

Silva, F. & Lopes, T. (2020). Application of smart tourism to nature-based destinations. In L. C. Carvalho, L. Calisto e N. Gustavo (eds.), *Strategic business models to support demand, supply and destination management in the tourism and hospitality industry*. Hershey, PA: IGI Global, pp. 1-20. DOI: 10.4018/978-1-5225-9936-4

Tung, V. S. & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), pp. 1367-1386. DOI: 10.1016/j.annals.2011.03.009

UNWTO. (2021). *International Tourism and Covid-19.* World Tourism Organization. Available at: https://www.unwto.org/international-tourism-and-covid-19

Vanolo, A. (2014). Smartmentality: The smart city as disciplinary strategy. *Urban Studies* 51(5), pp. 883-898. DOI: 10.1177/0042098013494427

#12 | The events in the touristic dynamization of the Madeira Island post-COVID-19

#12 | Os eventos na dinamização turística do destino Madeira no pós-covid-19

Ana Isabel Abreu

ana.abreu.9550@alunos.eshte.pt; Estoril Higher Institute for Tourism and Hotel Studies (ESHTE), Portugal

João Reis

Joao.reis@eshte.pt; Estoril Higher Institute for Tourism and Hotel Studies (ESHTE); Centre for Tourism Research, Development and Innovation (CiTUR), Portugal

Abstract

COVID-19 has had nefarious effects on tourism activities and events. The cancellation or postponement of many events resulted in a need to plan and implement several measures that would ensure the recovery of tourism and the survival of events. Even though we cannot estimate a date for the return of touristic activities and events in Madeira, as well as in other tourism destinations, this pandemic constitutes a great opportunity for these sectors to reinvent themselves, restructure and adapt to this new world crisis. Therefore, this investigation purposes to understand the role of events in the recovery of Madeira Island as a tourism destination in a post-pandemic scenario.

The new main tendencies of tourism development are presented in the literature review and the relevance of events in the touristic destinations' dynamization, specifically during and after pandemic.

In terms of the methodology, the research includes results from surveys done to locals and tourists about the events held in Madeira, as well as to organizing companies and entities that oversee them. It is simultaneously highlighted the development of an intervention program, with actions that seek the tourism and events dynamization in this region, in a post-COVID-19 scenario.

The main results show an increasing concern with matters of sustainability, security, hygienization, the implementation of COVID-19 testing, and requirement of a vaccination passport. Furthermore, there is a higher interest in the domestic market, in the diversification of the events' offer, and in the acquisition of the Clean & Safe quality stamp.

The guidelines provided by this investigation to Madeira Island will be relevant for the reorganization of future events in this region, and to the promotion of this destination's recovery in a future post-pandemic outline.

This theme adds value to the organization and management of Madeira Island and other similar destinations, as there is not much available information about events and tourism in a post-pandemic scenario. In addition, it provides essential tools to reorganize these two areas and boost their recovery.

Keywords: COVID-19; Events; Madeira Islands; Tourism.

Resumo

A COVID-19 tem produzido efeitos nocivos nas atividades turísticas e nos eventos. A supressão ou adiamento de muitos dos eventos originaram a necessidade de planear e implementar diversas medidas que garantam a recuperação do sector turístico e a sobrevivência dos eventos. Ainda que não possamos estimar a data para o regresso das atividades turísticas e dos eventos na Madeira, à semelhança dos restantes destinos turísticos, a pandemia constitui uma grande oportunidade para estes setores se reinventarem, restruturarem e se adaptarem a esta nova crise mundial. Assim, esta investigação pretende compreender o papel dos eventos na recuperação da Ilha da Madeira como destino turístico num cenário pós-pandémico.

Na revisão bibliográfica, são apresentadas as principais tendências de desenvolvimento turístico e a relevância dos eventos na dinamização dos destinos, nomeadamente durante e após um cenário pós-pandémico.

Metodologicamente, a pesquisa inclui os resultados dos questionários efetuados aos residentes e turistas dos eventos realizados no destino Madeira, bem como às empresas que os organizam e às entidades que os regulam. Destaca-se, igualmente, a elaboração de um programa de intervenção, com ações que permitam dinamizar os eventos e o turismo na Região num cenário pós COVID-19.

Os principais resultados indicam uma preocupação cada vez maior com as questões da sustentabilidade, segurança e higienização, implementação da testagem à COVID-19 e exigência do passaporte de vacinação. Ademais, existe maior interesse no mercado interno, na diversificação da oferta de eventos e na obtenção do selo de qualidade *Clean & Safe*.

As orientações que esta investigação faculta à Madeira serão relevantes para reorganizar os futuros eventos nesta região e para impulsionar a recuperação deste destino num cenário pós-pandémico.

Este tema acrescenta valor à organização e gestão da Ilha da Madeira e de outros destinos semelhantes, visto que não existe muita informação sobre eventos e turismo no cenário pós-pandémico, para além disso, fornece ferramentas essenciais para reorganizar estas duas temáticas e dinamizar a sua recuperação.

Palavras-chave: COVID-19; Eventos; Região Autónoma da Madeira; Turismo.

1. Introduction

This article focuses on the events' importance for the tourism dynamization in Madeira's Islands, namely through an intervention program, which includes measures and actions leaning towards providing a boost to tourism and events, after COVID-19.

The indispensability of these adopted measures taken to mitigate COVID-19, such as social distancing, the usage of masks, the general hygienization, and frequent lockdowns, have also interfered in the touristic activities' development, in particular those related to events.

Madeira as a destination organizes a variety of events throughout the year, which greatly contribute to mitigating the tourism seasonality. Considering the pandemic's negative effects on tourism and events, there are multiple questions to be analyzed regarding these two sectors, to allow their resumption in the post-pandemic period, since this region is highly dependent on tourism.

Furthermore, this investigation focuses on the trends in tourism development and also on the events' importance for the destinations' dynamization, both during and after COVID-19. It is also supported by the results obtained through questionnaires applied to residents and tourists attending events held in Madeira, as well as to organizing companies and entities that regulate them. Lastly, the most important actions to be implemented in Madeira are presented, in the hope that these might assist other tourist destinations as well.

2. Literature review
2.1. The trends in tourism development

The new consumer's profile is increasingly informed, demanding, experienced, and less faithful. Seeks for a differentiated, qualified, personalized, authentic, and sustainable sector and, expresses a greater respect for the environment and the local community (Carvão, 2009; Ramos & Costa, 2017; Cetron, 2001).

According to Cunha & Abrantes (2013:157), the touristic demand trends comprehend *"(...) new preferences, greater sophistication, increased individualism of the consumers and a greater variety of services provided by the increased usage of information and communication technologies (ICT)"*.

According to these authors the consequences of future trends regarding touristic demand can be identified: i) changes in travel purchase habits, ii) daily routine's transformation, iii) greater demand for unique experiences, iv) vacations' split into short-term trips, v) the growing concern with sustainability. On the other hand, the most relevant touristic supply trends, among others, are: i) greater concern with sustainability. ii)personalization and differentiation's increase, iii) market segments' diversification, iv) implementation of new management strategies, v) a more innovative global organization through partnerships, vi) new products' creation, vii) greatest competitiveness, viii) massive technology usage (competitive advantage), ix) flexibility and innovation and x) co-creation of experiences.

Regarding the market segments' diversification, the following are presenting growth: i) *dinks (double/dual income, no kids)*,ii) single individuals, essentially those under 35 years old, iii) *silver* (active people aged between 50 and 65, iv) *YUPS* (young professionals in cities), v) Generation X (1965 - 1981), vi) *.COM* (Internet natives aged between 15 and 30), vii)young people and young families (Moutinho, 2000; Cetron, 2001). According to these authors, the sector with more visibility for these new markets is the *"affordable luxury"*, which offers products and services considered luxurious and refined, even though with a much lower price and therefore, accessible to these new segments.

The evolution of tourism is characterized by the personalization of supply, demand segmentation, and the specialization of products and services, presenting a greater concern with visitors (Cunha & Abrantes, 2013). Thus, in the implementation of new innovative management and organization strategies (global and of partnership), new instruments are highlighted, based on territorial development, and planning tools focused on the consumer, such as the DMO's (Destination Marketing Organization) and the DMC's (Destination Management Company). Therefore, new organization and management strategies of the destination should cover territory positioning, market segmentation, quality, authenticity, flexibility and, innovation with special emphasis on safety, ethics, and sustainability that create a competitive advantage in destinations (Ramos & Costa, 2017; Costa & Brandão, 2008).

For the touristic supply to be competitive, it is essential that it adapts to demand and its variations, as well as to the increasing usage of new information and communication technologies that assist in the touristic activities'. Consequently, the greatest challenge for tourism companies is characterized by the union between innovation and tradition, maintaining tradition, even when innovating through new products or business processes (Buhalis & Ujma, 2005; Hayashi, 2009).

2.2. The events

Events may be classified according to: i) their scope (international, national, regional, or local), ii) their periodicity (periodical or sporadic), iii) their promoter's nature (official or private), iv) their size (major events, mega-events, branded events, and local events), v) their format (cultural, sports and business events), vi) their geographic coverage (the origin of the participants), vii) their location (space) and, viii) their customer (payment). (Bowdin et al., 2006; Gonçalves & Umbelino, 2017).

According to their typology, events are distinguished as: i) private events (social with a family character), ii) commercial and business events (of organizational nature), iii) educational events (with a scientific purpose), iv) sports events (with competitive specifics), v) political events (related to the protocol or political nature), vi) cultural events (with the aim of celebrating history and culture), vii) special events (with the purpose of portraying specific

rituals or specific celebrations) and, viii) tourism events (with the aim of attracting tourists and project the image and values of a destination). (Cunha & Abrantes, 2013; Marujo, 2015; Getz, 2005).

In the touristic dynamization of a destination, events positively affect several sectors, such as: i) social-cultural sector(preserve traditions, strengthen regional values, encourage the local community's participation and improve the locals' quality of life), ii) environmental sector (increase environmental awareness, promote essential services' modernization and promotes infrastructures' renewal), iii) administrative/political sector (capture investment, increase national or international prestige and improve the destination's image), iv) tourism/commercial sector (promote the destination in terms of tourism, increase tourists flow and encourage the creation of new accommodations and attractions), v) economic sector (increase economic activity and job creation) and, vi) psychological sector (increase local pride, community spirit and fosters experiences in the destination) (Deery & Jago, 2010; Marujo, 2015;Cunha & Abrantes, 2013).

2.3. Tourism and events: during and after COVID-19

The COVID-19 pandemic is caused by the SARS-COV-2 virus and may trigger severe respiratory infections, such as pneumonia. This disease appeared in December 2019, however, it spread worldwide at the beginning of 2020, and gained its pandemic status on March 11th, by decision of the World Health Organization. It was considered endemic on February 8th, 2022, in some European countries (Pancini, 2022; Katzourakis, 2022). Its primary source of contamination is between human beings, through both direct and indirect contact (SNS24, 2020).

In order to contain the pandemic spread, several countries have implemented different measures, such as: i) mandatory use of masks, ii) rules of social distancing (greater than two meters), iii) movement restrictions and, iv) borders, airports, and marinas' closure. As a result, numerous events and journeys were canceled or postponed to control the COVID-19's rapid spread. This resulted in several negative impacts on national economies and employment worldwide.

With this pandemic break out and the consequent mobility restrictions imposed by governments, tourism was severely affected. According to World Travel & Tourism Council (WTTC, 2020), in tourism and travel sector, the European Union lost 545.58 billion Euros of the GDP and 11.5 million jobs, presenting a 37% reduction in the domestic tourists' arrival and 59% of international tourists, during 2020. Regarding Portugal's situation, in November 2020, the hotel industry registered a decrease of 76.7% in accommodation and 76.3% in guests, translating into loosing 950.600 overnight stays and 415.700 guests, respectively (INE, 2020). In what concerns the Autonomous Region of Madeira, GDP decreased by around 2.2% in 2020, which is the equivalent to about 110 million Euros monthly (Gomes, 2020).

After the applied restriction measures are lifted, companies will continue to deal with the characteristic challenges of a slow recovery. For this reason, there is a set of actions to be considered in order to respond to the pandemic crisis, specifically as follows: i) staff training with the new ways of working, ii) attempt to regain tourists' confidence, iii) costs reduction, iv) rethink and diversify the revenue, v) innovation introduction in tourism, vi) operational performance's improvement, vii) increase usage of technology in order to automate and simplify processes, viii) risk management and the breach of contract insurance, ix) cybersecurity insurance, x) targets identification, xi) flexibility and organizational agility increase, including the diversification of products and services and also, xii) a greater concern with environmental sustainability and social responsibility, innovating with new business models (Weiss & Keane, 2020; Deloitte, 2020).

In anticipation of COVID-19's consequences, destinations must follow several recommendations: i) redefine their touristic supply, emphasizing security and ensuring a sustainable long-term perspective, ii) avoid price competition, iii) adjusting the current structure, considering the uncertainty and fear as fundamental points to choose whether to visit a country, considering crisis management, iv) increase marketing actions, v) support tourism-related companies, especially the SMEs (Small and medium enterprises), v) investing in innovation and digitalization, vi) ensure the international tourism's safe return, vii) ensure a greater communication with domestic tourism, viii) increase the concern with health and hygiene, ix) redefine travel policies, x) communicate detailed information regarding the infrastructures, auxiliary services available at the destination, as well as the real time situation, to the markets of origin (Guerreiro, 2020; Oliver Wyman, 2020; Rahman, et al, 2021; Bulchand-Gidumal, 2022).

The Portuguese government implemented several public health measures aiming to safeguard the population, considering the epidemiological situation. Regarding tourism itself, "Clean & Safe" stamp was introduced, is valid for a year and was developed by Tourism of Portugal. It has the purpose of creating greater security and confidence in the using of certain touristic attractions and in overnight stays (hotel establishments). In addition, several measures have been implemented in order to reduce the COVID-19's spread, contributing to the tourism recovery, in particular: i) mandatory curfew and public roads circulation ban, ii) limitation of the number of places on camping facilities to 2/3 their capacity, iii) prohibition of boarding and disembarkation of passengers in Portuguese ports, iv) obligation for the restaurant and catering establishments to comply with their tables being 1.5 meters apart, v) prohibition of group gatherings larger than five people, vi) obligation of golf courses to meet the recommended health guidelines, vii) prohibition for night clubs and bars to open, viii) social events' limitation, with weddings and baptisms limited in terms of guest numbers, ix) obligation to present a COVID-19 negative test, held up to 72 hours before boarding, when entering the archipelago of Madeira or performing the test upon arrival and fulfillment of one of this options, to enter the Azores Archipelago: presentation of a COVID-19 negative

test or performing the test upon arrival complying with required prophylactic isolation (VisitPortugal, 2020). In addition, tourism companies have come to assume greater flexibility, ensuring the guarantee of vouchers, promotions of the local touristic offers and direct cancellations available. For that reason and because of the Pfizer vaccination approval by the European Union, on December 21st, 2020, there was a demand increase regarding traveling to Europe (Ley, 2020).

The COVID-19 pandemic had a strong impact on the tourism sector, mainly, in a decrease of hotels and restaurants' revenue. Furthermore, this pandemic brought changes to the consumers' behavior, especially in their preference for diversified and sustainable tourism, based on the cultural and territorial diversity of Europe (Marques Santos et al., 2020). Consequently, and despite tourism's future being uncertain at the moment, long-term challenges will be converted into opportunities, and this sector will naturally adapt, recover and return even stronger (Oliver Wyman, 2020).

The World Health Organization, on May 29th,2020, created several recommendations for the events sector in order to support professionals in the area to make decisions as to cancel, postpone or hold an event. According to WHO (2020), the risk factors' evaluation must consider the event's size, capacity, and location, number, and characteristics of its participants (origin, age, and health status), expected duration, expected interactions between participants and the host country's National Health System capacity. In that sense, there are several measures to be implemented in order to prevent and control the pandemic before the event, on the day of the event and, after the event. Consequently, at planning stage, there should exist indispensable measures, such as: i) permanent contact with all stakeholders and health authorities; ii) development of a plan and security, preparation and response matrix; iii) capacity and existing resources assessment (Personal Protective Equipment (PPE), human resources and an isolation room); iv) evaluation of the conditions and practicality of the event to be presential or to be transformed into an on-line format; v) training on the procedures to be adopted provided to employees (WHO, 2020; APECATE, 2020).

During the event there must exist: i) a constant verification of social distancing; ii) various cleaning and/or disinfection points always available; iii) flow regulation regarding the entry of people; iv) the event's duration regulation; v) active observation of all participants and their possible symptoms; vi) applications usage to control social distancing (online check-in); vii) promotion of preventive actions, such as the correct usage of masks; viii) staff's functions reassignment for those belonging to a risk group, allowing less contact with other people; ix) available isolation space for participants and staff; and x) flexible refund policies' provision (WHO, 2020; APECATE, 2020).

In the post-event phase, there should exist continuous connection between the organizer and health authorities, with the aim of redirecting possible suspicious cases to the competent authorities and better understanding possible chains of contamination with an

event detailed report, including information on participants and staff attending (WHO, 2020; APECATE, 2020).

According to Sousa (2020), there are ten fundamental points to consider when organizing an event during the pandemic, such as: i) emphasis on the participant in order to understand the best model to apply to the event (in-person, virtual or hybrid); ii) focus on health and safety being crucial that the event has health safety conditions available, and provides a risk contingency plan with procedures to be adopted if suspected cases are detected; iii) preference for *"Small, Small"*, that is, events of a small dimension focused mainly on local or regional events; iv) greater usage of outdoor spaces; v) greater preference for low density locations; vi) growing organization of hybrid events; vii) enhancement of new skills highlighting the need of learning those new skills, such as the ability to manage risk, creativity, empathy and resilience; viii) greater usage of holograms and/or virtual reality; ix) focus in content and communication; and x) greater stakeholders' flexibility in order to convey confidence to the participant and/or customer.

In summary, COVID-19 negatively impacted the events' sector, particularly regarding the produced revenue decrease. However, this pandemic emerged as an opportunity for the events area to reinvent itself and contribute to the good of society and to the world (Rowen, 2020). An international example that clearly illustrates this, is the Burning Man music festival that was developed in a digital format. For this event, several products and services were available in a "*virtual world*", such as showrooms, immersive experiences and, music. Similarly, at a national level, the Drive-In Comic Con Portugal Sessions was an event that innovated, as it was focused on an open-air cinema so that the public could watch the movies with the required social distance.

According to Knorre (2020), in the post-COVID-19, people will change their travel habits since they will travel, mainly, in order to visit friends and family, preferring short journeys, remote and/or nature related sustainable destinations, self-knowledge and well-being journeys, and one-day short visits. Furthermore, tourists *"(...) will look for closer, safer destinations which offer certain hospitality conditions that were not a priority before. And the companies of the sector will have to try and adapt to position themselves according to this reality (...)"* (Pinto, 2020, cited by Figueira et al., 2020:1).

For Prideaux, Thompson & Pabel (2020), the recovery from the pandemic will take longer than in previous crises and will depend on the COVID-19's evolution and also on the global efforts to quell it. According to these authors, for the improvement of tourism after COVID-19, strategies should focus on a circular economy model in order to reduce greenhouse gas emissions and prevent global warming. In addition, the touristic activities' resumption after the pandemic has been supported, at first, by domestic tourism and later by international tourism, which returned after the vaccine's administration and the vaccination certificate's creation. In this sense, there will be several trends for tourism's future, including the following: i) increased security and hygiene concerns; ii) new protocols development

regarding sustainability; iii) greater promotion of domestic tourism; iv) greater communication transparency; v) more jobs creation; vi) higher focus on human resources' qualification; vii) improvement of tourist services and products' quality; and, viii) definition of a cultural heritage value proposal (Oliver Wyman, 2020; IPDT, 2020).

Regarding future tourists' profile, they will have greater conscience and will develop new features and preferences, such as: i) an increasing usage of innovative forms of transportation with lower greenhouse gas emissions (Carbon Offsetting); ii) increasing spending; iii) greater demand for innovation in tourism; iv) higher individualization in business journeys (Meetings, Incentives, Conferences & Exhibitions - MICE); v) greater preference for slow tourism; vi) greater demand for less popular destinations; vii) greater wish of discovering local culture and gastronomy; viii) greater demand for nature consequently, increasing wellness journeys; and, ix) greater demand for destinations with sustainable practices and certifications, such as the Porto Santo's Island that was awarded in 2019 as a *Smart Fossil Free Island* (IPDT, 2020; Hall, Scott & Gössling, 2020).

State Secretary of Tourism, Rita Marques, mentioned in "*Covid-19 and Tourism: and from here on out?"* Webinar (ESHTE, 2020) that the tourism sector is an important growth and wealth promoter agent in Portugal. Therefore, she stated that it is essential for companies to acquire the Clean & safe stamp, developed by Turismo de Portugal in order to transmit an aligned, assertive and positive image. In addition, she emphasized the word trust, as the central point of this pandemic, being reinforced through international recognition obtained by Portugal, such as being the first country to achieve the Safe Travel stamp from the World Travel & Tourism Council (Expresso, 2020).

Tourism and Culture Regional Secretary of Madeira's Regional Government, Eduardo Jesus, believes that the national market will be vital after COVID-19, due to its proximity and greater trust in the destination. Therefore, Regional Government has created a set of measures, namely, the good practices' certification for the tourism sector, nicknamed *"COVID Safe Tourism Destination"* which involves several establishments such as restaurants, hotels and, tourist entertainment (Gomes, 2020).

Regardless of tourism's future unpredictability, COVID-19 presented an opportunity to reinvent and adapt this sector, having greater focus on prioritizing markets, specially the domestic one, and also a greater concern with sustainability, safety, and hygienization. In this sense, the destinations' rebuilding and tourism's resumption will require a better-coordinated approach and a more sustainable, innovative, and equitable development model. However, this recovery will depend on the destination as some are more vulnerable than others, especially those with greater seasonality and greater dependence on tourism (Guerreiro, 2020).

The events sector constituted of millions of international professionals, faces a sharp decline due to the pandemic. Consequently, there were events that reinvented themselves and

others that were canceled or postponed. Although the future of events is still very uncertain, it will depend on tourists and the local community's perception, on the evolution of the pandemic, and on the implemented measures. For Tavares (2020), the in-person events' recovery will be gradual, as in a *"(...) short period of time, it is expected that online will have exclusive control over the events organization and management"*. According to this author, online events will play *"(...) a crucial role in the logistic problems' resolution, in the digital interaction' promotion and in the reduction of costs (...)"*. Furthermore, this author believes that hybrid events will be the solution during a period and emphasizes the importance of considering potential technological partners in the future as well as other solutions at an international and/or local level.

In contrast, when in-person events restart, and during a significant period, there will be participants who will physically attend and others who won't, for various reasons including insecurity and concern. Therefore, there are several considerations to be retained by companies when resuming the in-person events in the post-pandemic, namely: i) greater attention to health and safety standards; ii) better social distancing management considering people's flow (staff and/or participants); iii) greater attention to catering since buffets will no longer be a sustainable option; iv) available spaces capacity decrease, considering the option to create a hybrid event; v) greater usage of technology that decreases contact; vi) a greater focus on content, emphasizing the benefits of the in-person; vii) greater interest in networking, considering the decrease of contacts; viii) bigger training for the events' organizing teams; ix) greater concern with flexibility and refund policies; x) events' reduced time; xi) greater focus on local and regional markets, xii) greater preference for outdoor events; and, xiii) more sustainable events' creation. Regarding stakeholders, there will be greater demand for financial security, prioritizing those who comply with environmental and sustainability policies (Eventsforce, 2020; MeetingMax, 2020; López & Nieves, 2020; Freeman, 2020). Therefore, events after the pandemic will be different and, for that reason, organizers must embrace changes and create opportunities to innovate themselves.

The events sector's recovery will depend on the hotel establishments and flight routes' opening, on the lifting of circulation restrictions and of entry regarding some countries, on people's confidence to attend events and, on the existing freedom to organize them. However, the attendance to in-person events will be lower, mainly due to insecurity and uncertainty. Therefore, it becomes pertinent that events are virtually transmitted (López & Nieves, 2020). Consequently, considering that the events' future is uncertain, the organizers will: i) have greater consideration for security and risk management; ii) provide further training to their employees; iii) use more technology; iv) focus more on contracts; v) reorganize layouts, such as making sure there is sufficient ventilation indoors; vi) ensure minimal surfaces requiring contact; vii) lower people's density in space; and, viii) communicate in a much more effective and transparent way, conveying the in-person

events' benefits. Furthermore, in the post-COVID-19, there will be greater preference for virtual and hybrid events (Drury et al, 2021).

3. Methodology

In this investigation, a document analysis of the few bibliographic references available was carried out and several surveys through questionnaires were applied to the resident community (267), the events tourists (270) and, to the events companies in Madeira (15), resulting in a total of 552 answers. There were also five interviews with tourism stakeholders, as was the Tourism and Culture Regional Secretary. The sample had a confidence level of 95% and an error margin of 6%. Furthermore, the results were obtained using IBM SPSS Statistics 23, performing a descriptive analysis of the obtained data.

This methodology was selected with the aim of obtain the stakeholders opinion regarding the events' importance to the destination Madeira's tourism in the post-COVID-19. Also, to create an intervention program with measures and actions to allow the events and tourism recovery in Madeira. Additionally, the aim to answer some questions, such as, the general opinion regarding the event's importance to RAM (Autonomous Region of Madeira); the COVID-19 impact on tourism and events; and the recommended actions and strategies to be adopted by the Regional Government in order to promote the events in the post-COVID-19.

In this sense, through the analysis of the questionnaires and interviews' results, several key questions related to the issue were answered and collected, in the events and tourism's importance context to Madeira as a destination in the post-COVID-19. Furthermore, the future visions regarding events were analyzed regarding the obstacles to be confronted by events companies in the post-pandemic, the measures to be implemented by the regional government and also, suggestions were presented towards the events and tourism sector recovery, among other associated themes, which will be converted into a set of guidelines for the events' reorganization in this destination, in order to boost the post-pandemic tourism recovery.

4. Results and discussion
4.1. The impact of COVID-19 in the destination

Regarding the consequences of the pandemic for the destination, most of the local surveyed community evaluates the impact as very negative (69%), 15% as a little negative, 6% as neither positive nor negative, 6% as a little positive, and 4% as very positive. Contrarily, 84% of tourists evaluate the impact as very negative, 10% as a little positive, 3% as neither positive nor negative, 2% as very positive, and 1% as a little positive.

Nevertheless, it is worth highlighting that, of the total resident community surveyed, 77% considers the possibility of attending an event in the next 12 months if the pandemic is under control and the virus becomes a part of our lives. Mainly, because they would feel safer

(45%), the lack of interaction (38%), already having scheduled plans to attend an event (9%) and also due to having a higher income (6%). In contrast, 23% of the respondents do not consider attending an event, mainly because they feel insecure (50%), they have no scheduled plans to attend an event (44%) and also due to no disposable income (6%).

If COVID-19 hypothetically has a cure through drugs that fight the virus, 79% of the community surveyed is considering participating in events in the next 12 months, essentially because they would feel safer (62%), the lack of interaction (26%), already have scheduled plans to attend an event (7%) and also due to having higher income (5%). Whereas 21% of the respondents does not consider participating in an event, because they have no scheduled plans to attend one (53%) and also, because they feel insecure (47%).

Conversely, if the surveyed residents would take the vaccine, 79% would consider attending an event in the next 12 months, mostly because they feel safer (70%), the lack of interaction (21%), already having scheduled plans to attend an event (7%) and also due to higher income (2%). However, 21% does not consider attending an event, mainly because they feel insecure (58%), with no scheduled plans to attend an event (38%) and due to having no disposable income (4%).

Finally, if COVID-19 is eradicated, 87% of residents are considering attending an event in the next 12 months, because they feel safer (60%), the lack of interaction (28%), already having scheduled plans to attend an event (9%) and also due to higher income (3%). However, 13% do not consider attending an event because they have no scheduled plans to attend one (50%), they feel insecure (47%) and also due to having no disposable income (4%).

It should be highlighted that, regardless of the scenario, in general, the residents' community would be willing to attend events, mainly because they feel safer and because they lack interaction.

4.2. Statement *"the events sector will be the first to dynamize the tourism in Madeira in the post-pandemic"*

Regarding the previous statement, 40% of the residents' community agrees, 30% totally agrees, 16% neither agrees nor disagrees, 6% disagrees and 6% totally disagrees. Alternatively, 78% of the surveyed tourists believe that events will be the first to boost Madeira's tourism after the COVID-19, while 22% do not believe that this possibility exists.

It is worthy to highlight that, of the total tourists surveyed, 98% considers returning to the destination in order to attend post-pandemic events, mainly because they already have scheduled plans to attend one (29%), they want to return for entertainment and leisure reasons (23%), they feel safer (20%) and because they are willing to meet and experience new cultures (18%). Alternatively, 2% of the respondents does not consider returning because they do not feel safe (7%) and they have no scheduled plans to attend an event (33%).

4.3. Actions to implement in order to dynamize Madeira's tourism and events in the post-COVID-19

Regarding the actions to implement towards tourism, the residents' community selected the vaccination passport (10.5%), the incentive to nature and/or sustainable tourism (8.6%), hygienization and safety insurance on events' venues (8.1%), Clean & Safe stamp acquirement (6.5%) and the domestic tourism's encouragement (6.4%). Contrarily, tourists from events in the RAM opted for the incentive to nature and/or sustainable tourism (9%), vaccination passport (9%), promotional offers (8%), domestic tourism's encouragement (8%), and filling forms upon arrival (4%). In contrast, events companies preferred the actions to be focused essentially on the vaccination passport (32%), presentation of two negative tests upon arrival (16%), filling forms upon arrival (11%), Clean & Safe stamp acquirement (11%) and mandatory quarantine (2%) (Figure 1).

Figure 1 - Actions to implement towards dynamizing tourism
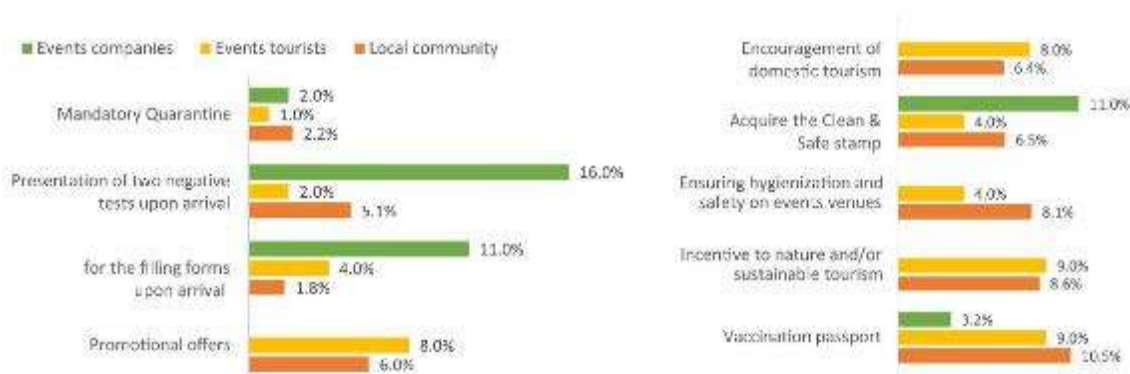
Source: the authors

Regarding the actions to be implemented in order to dynamize events, Madeira's questioned population has selected COVID-19's rapid testing (10.4%), events' offer diversification (6.1%), creation of innovative events (6%), reduction of the events space capacity (4,8%) and sustainable events' organization (3.7%). Contrarily, and according to tourists, there should exist the rapid testing to COVID-19 (11%), organization of sustainable events (8%), creation of innovative events (7%), the events' offer diversification (6%) and creation of hybrid events (3%). In contrast, events companies only claim that rapid testing to COVID-19 is essential (27%) (Figure 2).

Figure 2 - Actions to implement towards dynamizing events

Source: the authors

It should be noted that, for one interviewee, *"events will continue to take place in the RAM, affirming the necessary security in the current context, and guaranteeing its realization in a hybrid format, appealing to digital as a complement to the event under the in-person form"*.

4.4. Intervention program to dynamize tourism and events in the post-pandemic

An intervention program is presented below, with measures and actions to be adopted by the Madeira's destination. This program was created in order to dynamize the post-COVID-19's tourism and events, which includes eight areas of intervention, based on the carried our research (Table 1).

Table 1 - Intervention program

Measures:	Actions:
I. Air and sea accessibility Preserve the currently important routes for tourism, strengthen promotional offers, and control arrivals and departures in the region with specific security tools.	• Incentives for airlines and touristic operators. • Reinstatement of maritime travel between the mainland and the RAM, through operation incentives. • Request of a vaccination passport/COVID-19 digital certificate **or** • Submission of two negative tests upon arrival **or** • Filling in forms upon arrival **or** • Mandatory quarantine.
II. Sustainability as the engine of tourism development Invest in sustainability as a reference to dynamize tourism, events, and the economy, preserving the local heritage, reducing negative impacts on the environment, and ensuring benefits.	• Educate visitors and residents about sustainability's importance as an engine for tourism development. • Encouraging social responsibility practices. • Incentives to nature and sustainable tourism. • Trails' requalification for the nature tourism practices. • Ensure sustainable practices in the events' organization. • Creation and development of mobile apps to control the ecological footprint of visitors and assistance with more sustainable practices.

III. Outbound markets Keeping the focus on the main tourist markets for the Madeira destination, while investing in the domestic market.	• Establishment of promotional offers to tourists, particularly in the field of domestic and inbound tourism.
IV. Events Maintain the investment in tourism-related events in the most relevant calendar dates for the region and diversify their offer.	• Diversification of the events offer. • Creation of innovative events. • Organization of sustainable events. • Development of more virtual experiences. • Creation of hybrid events. • Digital event incrementation.
V. Promotion and dissemination Reinforce the digital promotion's spread and distribution, ensuring goals set for each market.	• Greater use of digital content in communication, promotion, and commercialization. • Creation of a strategic plan of territorial marketing. • Creation of communication campaigns with the aim of raising awareness for sustainable practices. • Promotion directed to younger audiences, such as the digital nomads.
VI. Tourist experience Integrate into the touristic supply, content and events that promote the touristic experience, creativity, innovation, and reinvention.	• Enhancement of co-created experiences. • Virtual tours' creation. • More digital experiences' creation. • Development of immersive experiences, using all five senses.
VII. Hygienization and security Emphasize the importance of hygienization and security of the places and services provided.	• Decrease in space capacity. • Greater hygiene and safety of places. • Obligation of hygiene measures recommended by Directorate-General for Health and Institute of Health Administration. • Change the spaces' layout. • Usage of floor signs in order to maintain social distancing. • Greater use of robotics, virtual reality, and artificial intelligence. • Use of interactive voice systems. • Decrease in sales of physical sponsorship products, such as badges and banners.
VIII. Quality in the supply made available Continuous promotion of the quality standards achieved and its monitorization.	• Clean & Safe stamp's acquirement. • Risk management plan development. • Obtaining quality certifications. • Implementation of a monitoring plan.

Source: the authors

5. Final considerations

This paper portrays tourism and events' sector, during and after the COVID-19's pandemic, with reference to the measures and actions to be developed in the future. Through the carried-out analysis, it is verified as fundamental that destinations, mainly Europe's outermost regions, such as Madeira, change their dynamics and implement new measures and respective actions, in order to dynamize tourism and events in the post-COVID-19. In this sense, the focus on Madeira's tourism development should be based on eight pillars, such as: i) mainly accessibility, ii) sustainability, iii) market issuers, iv) events, v) promotion

and diffusion, vi) tourism experience, vii) hygienization and security and, viii) quality of the tourism supply. Therefore, it is expected that after the COVID-19's pandemic, people may initially feel insecure to travel or participate in events. However, and as analyzed above, people present as reasons for participating in events, essentially: i) lack of social interaction, ii) already having scheduled plans to attend an event and, iii) having a higher income. In this sense, the events' resumption is expected to be gradual, accompanied by innovation and reinventions in this sector and in touristic activities in general, with new tools and strategies, requiring mandatory hygienization measures and enhancement of security.

Regarding the events and according to Sandra Vilanova[7], *"(...) after COVID-19 we must continue to invest in events' diversity and also in their quality."* Attempting to transmit that, *"the developed events (...) are safe"*. Therefore, after the COVID-19's pandemic, a greater diversity of events is expected to emerge, with investment in hybrid and in-person events, and greater events' promotion with an emphasis on their safety.

The guidelines expressed in this investigation will allow RAM and other destinations in the peripheral areas of the European Union to reorganize their events, thereby contributing to promote the destination's recovery in a post-pandemic scenario.

References

APECATE (2020). *COVID-19: Guia geral de boas práticas para o setor dos Congressos e dos Eventos*. Available at: https://www.meetingsinportugal.com/news/apecate-apresenta-manuais-de-boas-praticas.

Bowdin, G., Allen, J., Harris, R., McDonnell, I. & O'Toole, W. (2006). *Events Management*. Nova Iorque: Taylor & Francis, pp. 3–26.

Buhalis, D. & Ujma, D. (2005). Intermediaries: travel agencies and tour operators. In: D. Buhalis & C. Costa. *Tourism Business Frontiers: Consumers, products and industry*. Oxford: Elsevier, pp. 171-180.

Bulchand-Gidumal, J. (2022). Post-COVID-19 recovery of island tourism using a smart tourism destination framework. *Journal of Destination Marketing & Management*. DOI: 10.1016/j.jdmm.2022.100689.

Carvão, S. (2009). Tendências Do Turismo Internacional. *Turismo e Património*, pp. 17–32.

Cetron, M. (2001). The world of today and tomorrow: the global view. In: A. Lockwood & S. Medlik. *Tourism and Hospitality in the 21st Century*. Oxford: Elsevier, pp. 18-28.

Costa, C. & Brandão, F. (2008). Novas dinâmicas e novas formas de gestão para o sector do turismo ao nível local: o caso da criação de Observatórios Regionais de Turismo. In: *I Seminário Turismo e Planeamento do Território*. Lisbon, Portugal: Center for Geographical Studies.

Cunha, L. & Abrantes, A. (2013). *Introdução ao Turismo* (5ª ed.). Lisbon: Lidel.

Deery, M. & Jago, L. (2010). Social impacts of events and the role of anti-social behaviour. *International Journal of Event and Festival Management*, 1(1), pp. 8–28. DOI: 10.1108/17852951011029289.

Deloitte (2020). *Reshaping the future*. Available at: https://www2.deloitte.com/pt/pt/services/consulting/Portugal-20-21-reshaping-the-future.html.

Drury, J.; Rogers, M.; Marteau, T.; Yardley, L.; Reicher, S. & Stott, C. (2021). *Safety Science*. DOI: 10.1016/j.ssci.2021.105243

---

[7]Councilor of the Ribeira Brava's city council, responsible for the Tourism and Culture department of this municipality, in the scope of the interview held on March 25, 2021.

ESHTE (2020). *Webinar "Covid 19 e Turismo: e daqui em diante?"* [video]. Available at: https://www.youtube.com/watch?v=rQ6KXiK9x5s&ab_channel=EscolaSuperiordeHotelariaeTurismodoEstoril=.

Eventsforce (2020). *7 Ways Events Will Change in a Post COVID-19 World*. Available at: https://www.eventsforce.com/blog/7-ways-events-will-change-in-a-post-covid-19-world/.

Expresso (2020). *Covid-19. Avizinham-se «meses especialmente difíceis» para o turismo - Rita Marques*. Available at: https://expresso.pt/coronavirus/2020-10-28-Covid-19.-Avizinham-se-meses-especialmente-dificeis-para-o-turismo---Rita-Marques.

Figueira, L., Baptista, C., Santos, N. & Dionísio, M. (2020). Turismo e Crise Sanitária Mundial: um olhar sobre a adaptação resiliente. *Turismo Mundial, Crise Sanitária e Futuro: visões globais partilhadas*. Polytechnic Institute of Tomar.

Freeman (2020). *The {new} normal, Considerations for Business Events in a Post-COVID 19 World*. Available at: https://www.naftz.org/wp-content/uploads/2018/12/Considerations-for-Business-Gatherings-Post-Covid-19-freeman.pdf.

Getz, D. (2005). *Event Management and Event Tourism*. (2ª ed.). New York: Cognizant Communication Corporation.

Gomes, T. (2020).*Madeira. Numa ilha que vive do turismo, como se vive sem turistas?*. Available at: https://24.sapo.pt/atualidade/artigos/madeira-numa-ilha-que-vive-do-turismo-como-se-vive-sem-turistas.

Gonçalves, S. & Umbelino, J. (2017). Os Eventos e a Animação Turística. In: F. Silva & J. Umbelino (coord.). *Planeamento e Desenvolvimento Turístico*. Lisbon, Lidel.

Guerreiro, S. (2020). *Rebuilding tourism: an OECD perspective*. Available at: https://travelbi.turismodeportugal.pt/pt-pt/Paginas/Rebuilding-Tourism-An-OECD-Perspective.aspx.

Hall, C. M., Scott, D. & Gössling, S. (2020). Pandemics, transformations and tourism: be careful what you wish for. *Tourism Geographies*. Routledge, 22(3), pp. 577–598. DOI: 10.1080/14616688.2020.1759131.

Hayashi, A. (2009). Do You Have a "Plan B"?. *MIT Sloan Management Review*.

INE (2020). *Atividade turística acentuou contração em novembro*. Available at: https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=415204491&DESTAQUESmodo=2&xlang=pt.

IPDT -Turismo e Consultoria (2020). *Guia Para a Retoma do Turismo*. Porto. Available at: https://www.ipdt.pt/ebook-retoma-turismo-covid/.

Katzourakis, Aris (2022). COVID-19: endemic doesn't mean harmless, in *Nature*, 601, 485 (2022). Available at:https://doi.org/10.1038/d41586-022-00155-x

Knorre, J. (2020). *Turismo pós-pandemia: 8 tendências que estão prestes a chegar ao seu feed do Instagram*.Available at: https://www.skyscanner.com.br/noticias/turismo pos-pandemia-tendencias-de-viagem.

Ley, S. (2020). *COVID-19: Insights sobre o impacto das viagens, Europa - novembro*. Available at: https://www.sojern.com/blog/covid-19-insights-on-travel-impact-europe-november/.

López, R. &Nieves, R. (2020). Aprender en la crisis para planificar el turismo de reuniones y eventos. *Turismo pos-COVID-19: Reflexiones, retos y oportunidades*. La Laguna: CajaCanarias-Ashotel Tourism Chair of the University of La Laguna. DOI: 10.25145/b.Turismopos-COVID-19.2020.

Marques Santos, A., Madrid González, C., Haegeman, K. & Rainoldi, A. (2020). *Behavioural changes in tourism in times of COVID-19*. Available at: https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/behavioural-changes-tourism-times-covid-19.

Marujo, N. (2015). *Turismo, Turistas e Eventos: Da Teoria à Prática*. Castelo Branco: Publishers, RVJ.

MeetingMax (2020). *Predictions on how the events industry will shift after the Coronavirus pandemic - The event Industry after COVID-19.* Available at: https://meetingmax.cc/updates/blog/event-industry-after-covid-19/.

Moutinho, L. (2000). *Strategic Management in Tourism*. Nova Iorque: CABI Publishing. DOI: 10.1079/9780851992822.0079.

Oliver Wyman (2020). To Recovery & Beyond: The Future of Travel & Tourism in the Wake of Covid-19. *World Travel and Tourism Council*.

Pancini, Laura (2022). Países da Europa vão tratar covid como endemia; entenda o que muda, in *Exame*, 08/02/2022. Available at:https://exame.com/ciencia/covid-endemia-o-que-muda/

Prideaux, B., Thompson, M. &Pabel, A. (2020). Lessons from COVID-19 can prepare global tourism for the economic transformation needed to combat climate change.*Tourism Geographies*, 22(3), pp. 667–678. DOI: 10.1080/14616688.2020.1762117.

Rahman, M., Gazi, Md., Bhuiyan, M. & Rahman Md. (2021). Effect of Covid-19 pandemic on tourist travel risk and management perceptions. PLOS ONE. DOI: 10.1371/journal.pone.0256486.

Ramos, D. & Costa, C. (2017). Turismo: tendências de evolução. PRACS: Revista Eletrônica de Humanidades do Curso de Ciências Sociais, pp. 21–33. DOI: 10.18468/pracs.2017v10n1.p21-33.

Rowen, I. (2020). The transformational festival as a subversive toolbox for a transformed tourism: lessons from Burning Man for a COVID-19 world. *Tourism Geographies*, 22, pp.695–702. DOI: 10.1080/14616688.2020.1759132.

SNS24 (2020). *COVID-19*. Available at: https://www.sns24.gov.pt/tema/doencas-infecciosas/covid-19/.

Sousa, C. (2020). *Navegar pela pandemia*. Available at: http://www.eventpointinternational.com/pt/item/3-news/4701-e-book-navegar-pela-pandemia-dez-ideias-a-ter-em-conta-ao-organizar-eventos-no-futuro-proximo?page=0.

Tavares, A. (2020). *Como é que o coronavírus vai impactar o setor dos eventos*. Available at: https://beamian.pt/coronavirus-impacto-eventos/.

VisitPortugal (2020). *COVID-19 | Medidas Implementadas em Portugal*. Available at: https://www.visitportugal.com/pt-pt/content/covid-19-medidas-implementadas-em-portugal.

Weiss, E. & Keane, J. (2020). Future in Flux: How to outmaneuver uncertainty in a new era of travel. *Accenture*.

WHO - Word Health Organization (2020). *Key Planning Recommendations for Mass Gatherings in the Context of COVID-19: Interim Guidance, 19 March 2020*. Available at: https://www.who.int/publications-detail-redirect/10665-332235.

WTTC - World Travel & Tourism Council (2020). *Recovery Scenarios 2020 & Economic Impact from COVID-19*. Available at: https://wttc.org/Research/Economic-Impact/Recovery-Scenarios.

#16 | Main trends of agritourism development in the post-pandemic period

#16 | Principais tendências do desenvolvimento do agroturismo no período pós-pandemia

Marina Metreveli

metrevelimarina7@gmail.com; Georgian Technical University, CiTUR. Polytechnic of Leiria, Georgia

Abstract

The purpose and objectives of the research paper were driven by the fact that Georgia is ready to develop agritourism and rural tourism, particularly in the post-pandemic period. As a result, the main purpose of the paper is to identify and assess the prospects and needs for the development of agritourism in Georgia.

The theoretical framework of the paper is based on the author's analysis of scientific works of the world scientists and international and national organizations, as well as government reports and strategic documents.

The study used the methods of analysis and synthesis. A pilot study was conducted to see if there was a demand for agritourism services. The questionnaire was examined by a group of 5 tourism experts. A total of 104 people participated in the survey.

As for the findings of the paper, the paper summary describes the opportunities for agritourism development in Georgia and evaluates the strategic trends for the development of agritourism in the post-pandemic period.

It is considered that the practical and social implications of the research in the knowledge management process is the feedback from the questionnaire used in the article, which may go beyond the pilot study, cover more respondents, and be used for a large-scale study in the post-pandemic period not only in Georgia, but also in South Caucasus region.

As for the value of the research, it may be said that the study is a tool for improving employment and economic incomes of local people and communities through sustainable tourism development in different parts of the country.

Keywords: Agritourism; Post-pandemic period; Rural tourism; Sustainable development.

Resumo

O propósito e os objetivos do trabalho de pesquisa foram impulsionados pelo facto de que a Geórgia está pronta para desenvolver o agroturismo e o turismo rural, principalmente no período pós-pandemia. Como resultado, o principal objetivo do artigo é identificar e avaliar as perspetivas e necessidades para o desenvolvimento do agroturismo na Geórgia.

O referencial teórico do artigo é baseado na análise pelo autor de trabalhos científicos de cientistas mundiais e organizações internacionais e nacionais, além de relatórios governamentais e documentos estratégicos.

O estudo utilizou os métodos de análise e síntese. Foi realizado um estudo piloto para verificar se havia, de facto, procura por serviços de agroturismo. O questionário foi examinado por um grupo de 5 especialistas em turismo. Um total de 104 pessoas participaram na pesquisa.

Quanto às conclusões do artigo, estas descrevem as oportunidades para o desenvolvimento do agroturismo na Geórgia e avaliam as tendências estratégicas para o desenvolvimento do agroturismo no período pós-pandemia.

Considera-se que as implicações práticas e sociais da pesquisa no processo de gestão do conhecimento ressaltam do feedback do questionário utilizado no artigo, o qual pode ir além do estudo piloto, abranger mais respondentes e ser utilizado para um estudo em larga escala no pós-pandemia, não só na Geórgia, mas também em toda a região do Sul do Cáucaso.

Quanto ao valor da pesquisa, pode-se dizer que o estudo é uma ferramenta para melhorar o emprego e a renda económica das populações e comunidades locais, por meio do desenvolvimento do turismo sustentável em diferentes partes do país.

Palavras-chave: Agroturismo; Período pós-pandemia; Turismo rural; Desenvolvimento sustentável.

1. Introduction

Before the Covid-19 pandemic, tourism was one of the fastest growing and most sustainable socio-economic branches in many countries of the world. In the past decade, tourism services accounted for 7% of worldwide trade, generating millions of jobs both directly and indirectly. It should be noted that most profit from tourism was gained from urban areas. Rural tourism, on the other hand, will offer a variety of socio-economic benefits, such as boosting the sustainability of rural communities, solving demographic issues, reducing migration, retaining cultural values, and so on, provided it is properly supported and promoted.

The Hague Declaration on Tourism recognizes the tourism's unique contribution to the significant improvement of living standards and quality of life around the world. At the same time, it should be emphasized that tourism is an effective force in promoting world peace and globalizing cultures, and that no branch of the global economy can replace it in terms of development effects (Metreveli, 2011).

The pandemic's devastating impact on the tourist industry has had an impact on global economy. Therefore, the future development of tourism will remain a key challenge of

ongoing scientific and political disputes for at least a few more years. A number of jobs and earning a fair income rely on the tourism sector, which has become a major source of social pressure in countries that rely heavily on tourism.

As António Guterres, the Secretary-General of the United Nations noted, "This crisis is also an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; to ensure the fairer distribution of its benefits and to advance the transition towards a carbon-neutral and more resilient tourism economy" (United Nations, 2020).

The World Tourism Organization (WTO) considers that "in the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever. Tourism in rural areas offers important opportunities for recovery as tourists look for less populated destinations and open-air experiences and activities" (Tourism and Rural Development, 2020).

Through the extension of tourism products and markets, rural tourism, including agritourism, can play an important role in the post-pandemic development of the tourism sector, as well as in the development of rural society and economic diversification. This is because rural tourism is "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling, and sightseeing. Rural Tourism activities take place in non-urban (rural) areas with the following characteristics: i) low population density, ii) landscape and land-use dominated by agriculture and forestry and iii) traditional social structure and lifestyle" (UNWTO).

The paper aims to evaluate the opportunities and needs of agritourism development in Georgia. On the example of Georgia, it also examines an expert opinion suggesting that agritourism services will improve in the post-pandemic period.

2. Literature review

Agritourism development is an object of interest for many researchers and the world scientists are studying its role in various aspects.

One of the most important roles of agritourism is supporting sustainable development, what, at the same time, must be balanced with various needs of stakeholders. For instance, Andéhn, M., & L'Espoir Decosta (Andéhn et al., 2021), when studying the various issues of agritourism, point out that "agritourism is emerging as a common solution to sustain agriculture-based communities bereft of economic viability. Drawing from the intersecting literature of product country-of-origin and destination branding, we use a case study to show how agritourism in Messinia, Greece, creates and houses a multitude of meanings suitable for tourism consumption. The study highlights the challenge for the destination to

sustainably convey experiential authenticity and interpreting its role in a greater product geography to sustain that capability."

The definition of agritourism, among other tings, determines the role of agritourism in the development of agriculture and agricultural regions (Metreveli, 2006). Agritourism, according to M. Metreveli, is a type of tourism that is based on agricultural objects. A farm receiving the tourists must be located in an ecologically clean setting, in beautiful nature, with historical and cultural landmarks scattered around the area, and must produce 40% of the food required by the tourists. The development of this type of tourism needs the preservation of traditional agricultural technologies in the territory of the farm, which are equally appealing to tourists.

Other researchers see the development of eco-friendly tourist activities as one of the most important trends in modern tourism development. The eco-friendly tourist activities are primarily linked to the natural resources and biodiversity of cultural heritage, which are also associated with the development of agritourism and rural tourism. When discussing agritourism in Poland, researchers Sadowski, A., & Wojcieszak, M. M. (2019), highlight its cultural and natural context, assuming that "the cultural and natural attractiveness of a destination is an important exogenous development component; another finding was that the intensified efforts undertaken by the farmers to access EU funds were not focused on areas with valuable natural or cultural resources and an untapped agritourism potential; instead, they were oriented at regions dominated by semi-subsistence or family farms. For a large part of farmers, the new form of support is about to become a source of additional incomes."

Based on the study conducted at the farm level aiming at evaluating how the various approaches of comparative advantage affect the degree of economic activity associated with an agritourism firm, the scientists (Van Sandt et al., 2019) found that "the county's entrepreneurial spirit and scenic byways increase the propensity to adopt agritourism, but natural endowments and agglomeration are the primary drivers of agritourism economic activity."

When studying the international tourists' demand for agritourism in Armenia, the researchers point out that "Armenia has a rich history and culture, beautiful nature, delicious cuisine, Armenian villages have a traditional way of life and ethnic diversity. All these factors are important for developing agritourism in rural places offering various activities for tourists: participation in agricultural activities, farming, animal care, hunting, fishing, horseback riding, beekeeping, carpet weaving, handicrafts, harvesting, winemaking, making national dishes, baking bread, also visiting historical and cultural places, participation in various festivals, etc."

The tourists' proposals to develop agritourism in this country are interesting: "making everything more natural and fresher, doing good marketing, organizing pieces of training for local people and farmers, etc." (Tovmasyan et al., 2020)

According to the paper „Analysis of Agritourism and Rural Tourism Situation in the North East of Romania" (Stoian et al., 2019), while describing the modernization of agricultural tourism initiated in Romania in the 1990s, states that the development of rural tourism legislation and a focus on European standards has played an important role in the successful development of agritourism in many Romanian regions. At the same time, the researchers have analyzed the tourism development in the north-eastern region of Romania, which has a rich history and tradition and whose tourism development might contribute to the economic growth of the region, while also promoting Romania and its rich traditions.

Other scientists (Morea et al., 2021) analyze the role of agritourism development in the growth of the incomes of Romanian farmers and argue that "it can also serve as instrument to revive regional economy and conserve rural societies and landscapes; proximity to mass touristic attractions creates a high-competition economic climate for agritourism enterprises. At the same time, the researchers conclude that the success of agritourism enterprise could be enhanced by increasing training level of the staff in order to overcome competition from other accommodation and leisure providers and establish sustainable strategies for agritourism development."

Roman, M., & Golnik, B. (2019) conducted a questionnaire-based survey to study the development of agritourism in Lombardy Region (Italy) and found that "people are generally satisfied with the presence of tourists. Residents consider them as the chance to improve local economy, create new jobs and make the region more famous. They see some threats, such as more pollution or noise, but chances of development are much bigger. One of the most important aspects of tourism in Lombardy is growth of agritourism."

The results of the empirical study conducted in Poland revealed that "the owners of Polish agritourism farms, when focusing on the material components of their offer, should also recognize the need to design memorable experiences for their clients" (SIECZKO et al., 2020).

According to the survey of 2020 developed by the Georgian Civil Society National Platform for the Eastern Partnership "Challenges of tourism industry during the pandemic, social-economic analysis of the situation and recommendations for tourism development", growing public interest in environmental protection and sustainable development of wild natural sites in the country is due to increased awareness of these concerns. A sustainable tourism product and service that is focused on environmental preservation will play an increasingly crucial role in motivating potential tourists. Consequently, more sustainable and ecological types of open-air tourism will be encouraged in the post-pandemic period, i.e. agritourism, ecotourism, which will be increasingly appealing to traveling families.

2.1. Opportunities and needs of agritourism development in Georgia

The development of agriculture and rural areas is crucial for the sustainable and inclusive economic growth of the country. The rural economics of Georgia is underdeveloped and less diversified.

According to the data of the National Statistics Office of Georgia for 2020, 41% of the total population of Georgia lives in rural areas, with 75% of them employed, mainly in agriculture (Agriculture and Rural Development Strategy of Georgia, 2021-2027). However, agriculture is less productive than other branches of the economy: in 2019, 38.1% of labor was employed in agriculture, while the sector's share in GDP was 7.1% (Georgian Labor Market Analysis, 2020).

The rural economy is often underdeveloped due to a lack of diversification and low productivity of agriculture in rural areas. It should be noted that Tbilisi, the capital of Georgia, generates more than half of the country's total added value, reflecting a high level of urbanization of the economy and highly concentrated activities in Georgia.

The standard of living in rural and urban settlements differs greatly. In 2019, 23.7% of the rural population was below the absolute poverty line, while this value in urban areas was 16.4% (National Statistics Office of Georgia, 2020). The average monthly income of rural households in the same year was 961 GEL, which was 15% less than the average monthly income of urban households (1132 GEL).

The main problem of rural development is the migration and outflow of young people from the rural areas (ISET Research Institute, 2019). There are limited human, material, and financial resources available to grow and diversify the rural economy. The rural population has limited access to both financial resources needed to realize new business initiatives and vocational education and training. This is particularly true with female villagers. The poor state of basic, social and tourist infrastructure is seen as a significant impediment to rural development (Georgian Agriculture and Rural Development Strategy, 2021-2027).

It is this strategy that sees tourism, namely agritourism, as an opportunity to diversify the rural economy and create alternative employment for rural residents. Agritourism is a type of rural tourism with farming as its main attraction: it offers tourism services on a farm, local food production, tourists' participation in agricultural activities and familiarization with old rural agricultural customs. Agritourism facilities are located in an ecologically clean environment, in the countryside, near historical and cultural monuments, and provide tourist lodging, among other services.

The rich cultural heritage and diverse traditions of Georgia related to rural life provide a solid foundation for agritourism development. Each region of the country has its unique customs and features of agricultural production.

During the last few decades, a number of governmental documents outlining the efforts to develop agritourism in Georgia have been produced. In this regard, see Table 1, which clearly shows the importance of agritourism in agricultural development.

Table 1 - Tourism and Agriculture Development Policy, Agritourism Institutional Framework and Development Programs

Year	Stages of agritourism development in Georgia (1999-2020)
1999	*The first attempt to introduce and develop agritourism in Georgia following the restoration of the country's independence* "Agritourism development aimed to improve the infrastructure in agricultural areas and rural living conditions, generate additional sources of income for agricultural suppliers (peasants), produce ecologically pure food products, generate jobs, protect the natural environment, increase the number of tourists and incomes in the regions and attract holiday-makers and visitors." (Decree of the President of Georgia #627 of November 21, 1999)
2004	*Definition of agritourism under the legal act* "Agrotourism is a type of tourism that develops based on three fields: tourism, agriculture and ecology." "An agritourism center is a place, settled area, village or settlement, which, with its level of agricultural development, ecological, climatic and historical-cultural traditions and monuments and other tourist resort potential, is a geographical area to improve one's health, gain a better cognition and have a direct contact with rural life. Every village of Georgia, with its unique landscape, way of life, unique cultural and historical monuments, protected areas and rural farms, has a strong potential to develop agritourism." (Decree of the President of Georgia №385 August 8, 2003)
2005	*Definition of agritourism in academic literature* "Agritourism: when a tourist arrives to live as a local resident, work in the field with a local resident, milk a cow, cultivate the land, eat with him/her, or be a member of the host family for a period of time." (Kirvalidze N. Tourism and Ecology, [Family Tourism Business], - Union of Mountain Lovers, - Tbilisi, -2005).
2010	*The importance of agritourism in the tourism diversification* Under the strategy, it is important to develop the mechanisms to diversify the tourism sector and develop domestic tourism, which will contribute to the development of various types of tourism in the country, including agritourism. (2010-2017 Regional Development Strategy of Georgia).

2014	*The importance of agritourism in tourism in the Regional Development Strategies* Agritourism is recognized as a development tool in practically all Regional Development Strategies for 2014-2021. "The natural diversity of Kakheti provides the opportunities for agritourism development in all municipalities of Kakheti." (2014 – 2021 Regional Development Strategies).
2015	*Agritourism as a direction of non-agricultural development* Strategy for Agricultural Development in Georgia 2015-2020 sees agritourism as a means of diversification and development of the non-agricultural sector. "Agriculture alone cannot generate enough jobs for rural people. Therefore, the government intends to assist the growth of rural non-agricultural businesses in such areas as services, processing, agritourism, etc." (Strategy for Agricultural Development in Georgia 2015-2020).
2015	*Agritourism as an activity in the protected areas* To provide the agritourism infrastructure in the territory of Tusheti National Park, Cooperative "R.K Alazani Head" was allowed an area of 1000 sq.m. of the National Park for 49 years. (Decree of the Government of Georgia №2205).
2018	*Agritourism as a tool for social and economic empowerment of local people* „The establishment of Machakhela National Park in mountainous Adjara is an important precondition for the local people to use te existing potential of eco-tourism and agritourism." (Machakhela National Park Management Plan)
2019	*Agritourism under the Protected Areas Development Strategy* The Strategy intends plans to create new agritourism products (Development Strategy for the Protected Areas System of Georgia (2018-2030) and Action Plan (2018-2021).
2019	*Agritourism's potential in the development of upland settlements* Agritourism, as mentioned in the Strategy, is a direction with a good development potential. (Strategy for the development of mountainous settlements in Georgia for 2019-2023).

Source: https://info.parliament.ge/file/1/BillPackageContent/29136

Despite the foregoing, the governmental studies and strategic documents have consistently failed to consider tourist expectations or be customer oriented. As evidence, we would point to the data from a study presented at the World Economic Forum in 2013 (The Travel & Tourism Competitiveness Report 2013), which found that Georgia, with 14 characteristics of tourism business, among 140 countries of the world, has the problems directly related to and affecting the successful development of tourism. Of them, Pillar 12.04 - Degree of customer orientation - is particularly important for our study. With this index, Georgia ranks the 118th. It should be noted that Georgia still faces such a sad reality. (Metreveli, 2015).

Table 2 - Tourism and Agriculture Development Policy, Agritourism Institutional Framework and Development Programs

Pillar	Characteristic	Rank	Point
12th	Affinity for Travel & Tourism	4.8	53
12.04	Degree of customer orientation	3.9	118

Source: https://info.parliament.ge/file/1/BillPackageContent/29136

Following the foregoing, the goal of our pilot study of the needs for agritourism development is to conduct a survey of potential tourists interested in agritourism products in order to identify the key motivations and requirements for their participation in agritourism.

3. Methodology

The paper, in the attempt to identify the prospects for agritourism development in Georgia, used the methods of analysis and synthesis. Namely, the results of the empirical studies conducted by the National Statistics Office of Georgia, Georgian National Tourism Administration, and Georgian Civil Society National Platform for the Eastern Partnership, and the findings of relevant studies and strategic documents of other organizations were analyzed.

The pilot study was planned to examine the potential demand for agritourism services in Georgia, and a questionnaire primarily with closed-ended questions was developed for this purpose. The questions primarily focused on identifying basic knowledge of the population about agritourism, in particular, if they had general understanding of agritourism services and products; whether they believe that the development of agritourism might help improve the standards of living and local economy for the people in the region; and the increased demand for tourism products in the post-covid period. The survey also asked the questions about the people's readiness and motivation to use agritourism products, as well as the importance of agritourism development in maintaining a sustainable environment, etc. At the end of the questionnaire, an open-ended question asked the individuals to give additional feedback. The questionnaire was tested by a group of five tourism experts. The main survey was carried out using social media and other internet-based platforms. A total of 104 people participated in the survey.

A systematic approach to the assessment of the consequences of the branch growth and statistical methods were used as study methods. We used materials of the National Statistics Office of Georgia for the purposes of our study.

4. Results and discussion

4.1. Findings of the pilot study of the demand for agritourism services in Georgia

The tension created by the Covid-19 pandemic and other threats make people wish to relax in a peaceful and safe setting. As compared to other types of tourism, the open rural environment offers more or less favorable opportunities to meet current restrictions and regulations. In such a case, focusing on the availability of safe tourism services can help with the diversification of tourism services and the development of national economies, while also lowering the risk of a pandemic in nations that rely heavily on tourism (Metreveli et al., 2020).

It should also be noted that an expected lockdown of the countries in case of pandemic complications may once again stop international travel and potential revenues from foreign tourism. Therefore, it is critical to stimulate domestic tourism and identify the prospects for the national economic growth.

In view of the foregoing, we believe that the development of rural tourism, including agritourism, is very important. At the same time, we believe that people's demand for this type of tourism will increase significantly as compared to the past.

To test this expert opinion/hypothesis, we carried out a pilot survey among the population. We developed a questionnaire mainly with close-ended questions and the last open-ended question for the respondents to give additional feedback.

The goal of the questionnaire-based survey was to identify the demand for agritourism among the potential tourists to Georgia.

The survey was conducted through social media and other internet-based platforms. 104 respondents participated in the survey.

The relevance of agritourism or rural tourism is recognized by 95.2 percent of respondents, which is critical in analyzing the survey results.

95.2% of the respondents wished to participate in agritourism during their tourist trips. This finding suggests that the demand for agritourism will likely be high in the future in case of adequate proposals and customers' awareness.

Figure1 - Reasons for participating in agritourism
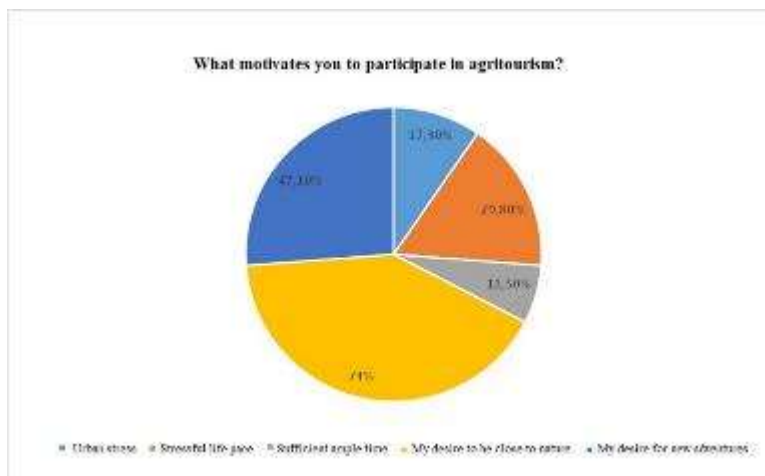
To the question what motivated the respondent to participate in agritourism activities (a question with several possible answers to tick), most respondents (74%) wished to rest in nature, 47.1% wished new adventures, while 29.8% wished to escape from the stressful pace of life. Only 17.3% of respondents named urban pressure as a reason to seek relief in agritourism (see Fig. 1).

Making and tasting food turned out to be most attractive for the respondents (76%), and the exhibition and sale of agricultural products is another interesting activity (48.1%); next ranks the participation in agricultural shows (38.5%) and gaining agricultural education (31.7%) when receiving agritourism services. (Fig. 2)

Figure 2 - Desirable kinds of touristic services/products when receiving agritourism services
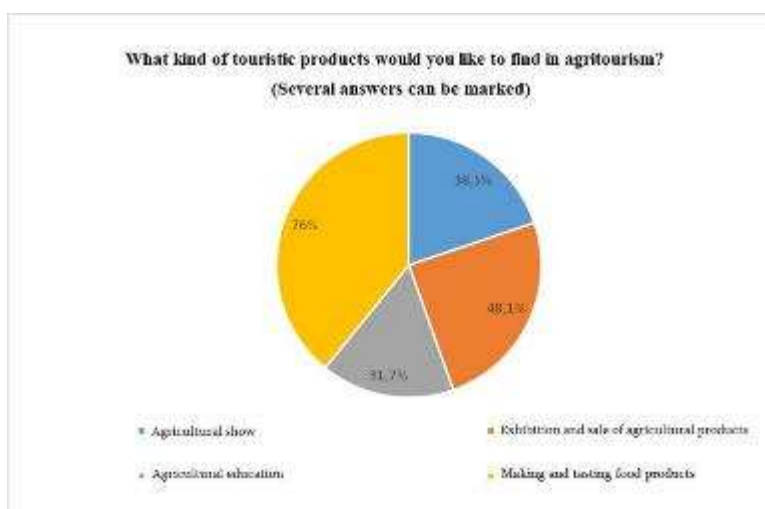
82.7% of respondents consider the participation in agritourism activities to be totally beneficial for people; 66.3% and 29.8% think that such participation is pleasant and more or less pleasant during the leisure, respectively.

Approximately 57% of the respondents said that they had an excellent impression by spending time on an agritourist farm; 13.5% had a very good impression and 12.5% had a fair impression (total 83% of the respondents) (Fig. 3).

Figure 3 - Impressions of spending time in agritourism
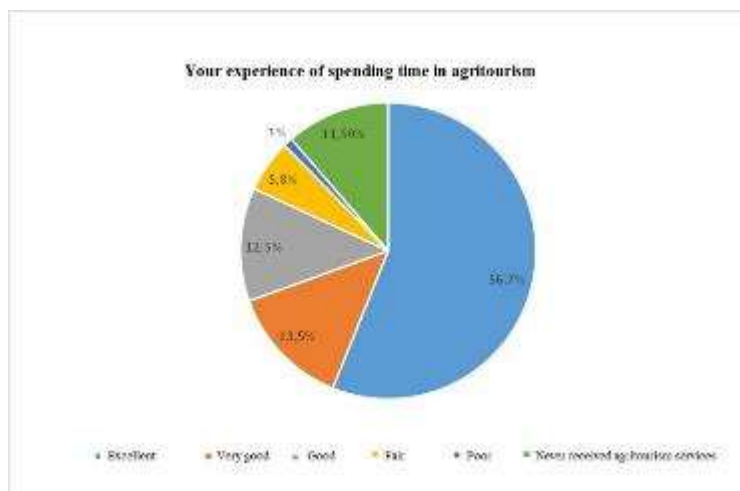
71.2% of the respondents think that the cost of agritourism services is lower than that of recreation in a non-agricultural region; 96.2% states that more urban people should participate in agritourism activities.

The findings of the survey above clearly show that the vast majority of the respondents have a positive attitude towards agritourism activities, which suggests that agritourism services will be in demand among the tourists if offered in a proper way.

To the question if the demand for agritourism products would increase significantly in the post-covid period, 56.7% of respondents answered positively, 34.6% agreed to this opinion partially, 3.7% hesitated and only 2% disagreed.

It should be noted that at present, only tour operators offer such services to tourists.

As for the quality of agritourism services in Georgia, about 57% of the respondents' rates it as average, 26% as good, very few think it is excellent or super (Fig. 4), evidencing the need for better-quality agritourism services in the country.

Figure 4 - Quality of agritourism services in Georgia

How would you rate the agritourism service quality in Georgia?

1% — 1.9%

26%

56.7%

= Excellent = Very good = Good = Fair = Poor
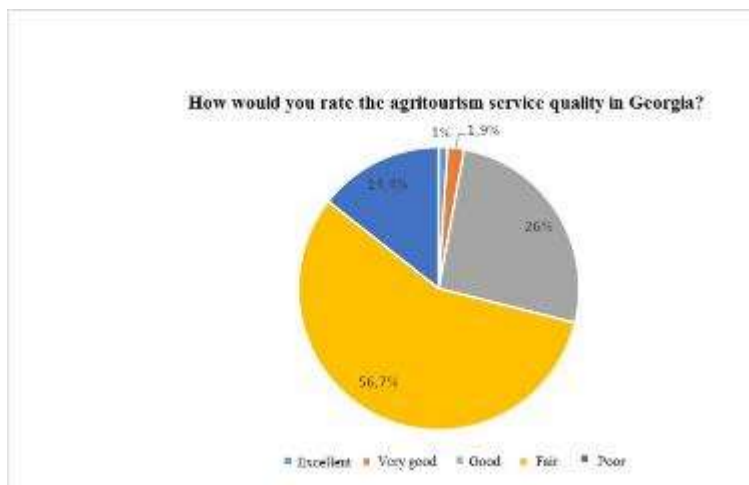
34.6% of the respondents state that they wish to spend three days in agritourism; 25% would spend two days, four or more days are desirable to spend by 24%, and 16.3% would spend only one day. It seems that when offering tourism services, diverse types of agritourism should match the relevant number of days, as a number of agritourism products are associated with specific activities and seasonality. (Metreveli, 2015)

Figure 5 - Opinions regarding the economic effect of agritourism

Do you think agritourism may contribute to the development of local economy or comunity?

= It can produce a great effect   = It can produce somewhat great effect   = It can produce fair effect
= It can produce only little effect   = It cannot give any effect
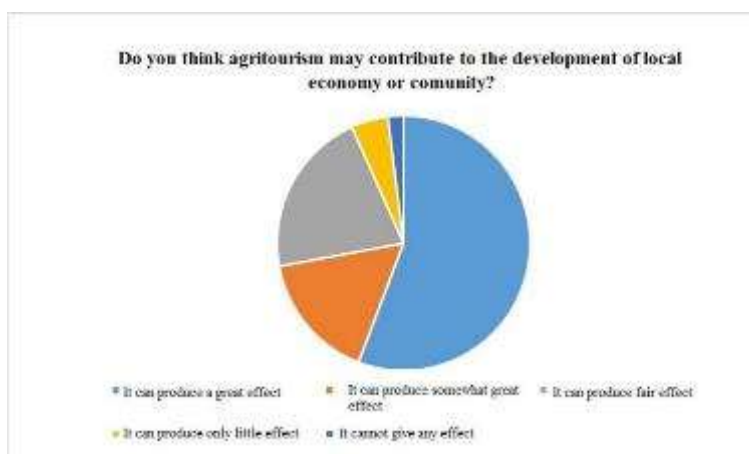
The findings of different studies evidence that agritourism can be critical in the development of a regional/rural community and economy in particular, and in the growth of national economy in general. To the question inquiring about the importance of agritourism, the respondents answered as follows: 55.8% believe that agritourism can make difference; 16.3% think that the effect of agritourism may be more or less significant; 21.2% assume that agritourism can have a moderate impact; 4.7% think that the effect of agritourism is little and only 2% of the respondents think that agritourism may not have impact at all (Fig. 5).

Tourists have always showed a keen interest in the natural environment, and Covid-19 pandemic has further increased this interest. Therefore, it is clear that the countries whose natural environment is favorable for agritourism activities have good opportunities to gain benefit. 99% of the respondents in Georgia believe that the local natural environment

provides favorable opportunities for agritourism development. At the same time, about 70% of respondents fully agree and about 23% partially agree that agritourism will help Georgia protect its natural environment. 80.8% of respondents fully agree and 13.5% partially agree to view agritourism as a type of ecological and sustainable tourism (Fig. 6). For the purposes of relevant campaigns and agritourism activities, it is important to note that only 50% of respondents wish to participate in touristic activities related to the environmental protection and sustainable development.

Figure 6 - Views of agritourism as of an environmental and sustainable tourism variety
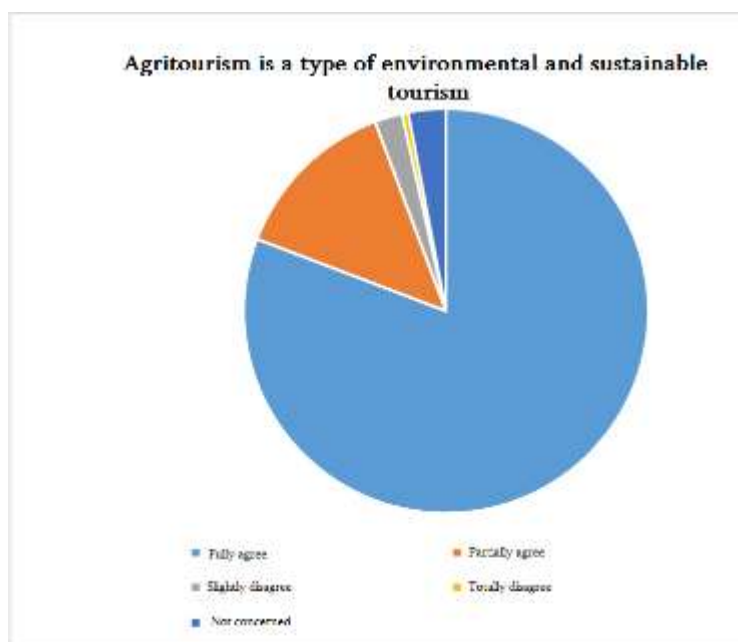
It should be noted that the representatives of different age groups participated in the survey, with around 10% of respondents aged <22 years, 24% of respondents aged 46-55 years and approximately 27% of the respondents aged 56 years or older. Other respondents were almost evenly distributed across the age groups of 22-35 and 36-45. If considering that 85.6% of the respondents are employed and 83.7% live in urban areas, it is clear that agritourism is attractive for all age groups mostly because of stressful urban life.

The classification of the respondents' answers to open-ended questions revealed the opinion describing the main findings of the study suggesting that Georgia is interested in the development of agritourism alongside agriculture, as Georgian people have been engaged in farming for many centuries, and that the country has rich and versatile traditions, and both, local travellers and foreign visitors show a growing interest in acquainting and participating in them.

However, most respondents are interested in all kinds of information about agritourism and develop interesting views about a single database to receive the relevant information about the locations and types of agritourism services, which will allow the tourists to make a good choice.

5. Concluding remarks

International organizations and scientific circles think that the development of agritourism is important in the post-pandemic period.

The development of agritourism is associated with both, the economic development of villages and regions and job generation on the one hand and the environmental activities and travelers' education on the other hand (Metreveli, 2012).

The pilot study conducted in Georgia proved the feasibility of our hypothesis as evidenced by the coincidence of our opinion with the motivations and desires of potential tourists.

The need for the given study was also associated with very important accents made in Davos Economic Forum 2013 about the failure of tourism in Georgia to be focused on tourists.

Following the above-mentioned, it is important to extend the study to cover tourist motivations, the issue mostly ignored in strategic governmental documents, thus impeding the branch development.

The findings of the study can be used by the politicians in development strategies of rural tourism, including agritourism, particularly in the post-pandemic period, in diversification of tourist products and ways to offer them by tour operators, as well as integration of agritourist services with the farmers'/farms' major activities.

The main contribution of the study is to identify and evaluate the opportunities of agritourism development in Georgia and develop a questionnaire to study the demand for agritourism services, which can be expanded and used for large-scale studies in the country.

References

Andehn, M., & L'Espoir Decosta, J.N.P. (2021). Authenticity and Produqct Geography in the Making of the Agrutourism Destination. *Journal Of Travel Research* , 1282-1300. https://doi.org/10.1177/0047287520940796

Ministry of Economy and Sustainable Development of Georgia. (2020). Labor Market Information System. *Plan for the Future. Georgian Labor Market Analysis*. (pp. 11-12). http://www.lmis.gov.ge/Lmis/Lmis.Portal.Web/Handlers/GetFile.ashx?Type=UserReport&ID=ac0b9ff3-fa1b-41d3-87b5-b526452b16e1

ISET Policy Institute. (2020). *On Agritourism*. Regulatory Impact Assessment, RIA. *The draft of law of Georgia*.

Metreveli, M. (2006). *English-Georgia Explanatory dictionary of tourism terms.* Tbilisi: Favorite print.

Metreveli, M. (2012). *Environment and Ecotourism Management*. Tbilisi: Publishing house Favoriti Printi.

Metreveli, M. (2015). Prospects to improve the Tourist Market Operation in Georgia. *Local versus Global.* (pp.353-361) Bucharest: Strategica. International Academic conference.

Metreveli, M., Santos, Luís Lima., Gomes, Conceição., Mendes, Alexandra. (2020) Covid-19 and its impact on hotel business. *XII International Tourism Congress 2020*. (pp. 503-519). Feevale (Brazil) Centre for Tourism Research, Development, and Innovation (CiTUR).

Ministry of Environment and Agriculture (2019). *Georgia Agriculture and Rural Development strategy 2021-2027.* Ministry of Environment and agriculture. https://mepa.gov.ge/Ge/PublicInformation/20395

Morea, A., Vidican, R., Crisan, I. (2019). Current National and Regional Trends for Romanian Agritourism. *Scientific Papers: Management, Economic Engineering in Agriculture & Rural Development*. 417-422.

Program "A Joint Action for Women's Economic Empowerment in Georgia (JAWE)", Evaluation and Analysis of Agritourist Market of Georgia (2000). Tbilisi: (pp. 9-10) https://info.parliament.ge/file/1/BillPackageContent/29136

Roman, M., & Golnik, B. (2019). Current status and conditions for agritourism development in the Lombardy region. *Bulgarian Journal of Agricultural Science*, 25(1), 18–25.

Sadowski, A. & Wojcieszak, M. M. (2019). Geographic differentiation of agritourism activities in Poland vs. cultural and natural attractiveness of destinations at district level. *PLoS ONE*, 14(9), 1–22. https://doi.org/10.1371/journal.pone.0222576.

Sieczko, A., Parzonko, A. J. & Bienkowska-Golasa, W. (2020). Principles of the experience economy in designing an agritourism product. *Agricultural Economics/Zemedelska Ekonomika*, 66(4), 175–182. https://doi.org/10.17221/209/2019-AGRICECON

Stoian, M., Marcuta, A., Niculae, I., & Marcuta, L. (2019). Analysis of Agritourism and Rural Tourism Situation in the North East of Romania. *Scientific Papers: Management, Economic Engineering in Agriculture & Rural Development*, 19(3), 535–541.

The Travel & Tourism Competitivness Report. World Economic Forum 2013. http://www3.weforum.org/docs/WEF_TT_Competitiveness_Report_2013.pd

Tourism and Rural Development (2020). UNWTO RECOMMENDATIONS ON TOURISM AND RURAL DEVELOPMENT. *A Guide to Making Tourism an Effective Tool for Rural Development*. Madrid.

Tovmasyan, G., Avetisyan, S., Tatosyan, K., Mirijanyan, L., Galustyan, I., & Rushanyan, A. (2020). Analysing the Demand of Agritourism for International Tourists in Armenia. Marketing & Management of Innovations, 4, 90–101. https://doi.org/10.21272/mmi.2020.4-07.

United Nations (2020). Policy Brief: COVID-19 and Transforming Tourism, UN.

UNWTO. United Nations World Tourism Organization from https://www.unwto.org/rural-tourism

Van Sandt, A., Low, S., Jablonski, B. B. R., & Weiler, S. (2019). Place-Based Factors and the Performance of Farm-Level Entrepreneurship: A Spatial Interaction Model of Agritourism in the U.S. Review of Regional Studies, 49(3), 428–453.

#21 | The impact of the COVID-19 pandemic on hostels in the city of Lisbon

#21 | O impacte da pandemia covid-19 nos *hostels* da cidade de Lisboa

João Reis

Joao.reis@eshte.pt; Estoril Higher Institute for Tourism and Hotel Studies (ESHTE); Centre for Tourism Research, Development, and Innovation (CiTUR), Portugal

Jorge Abrantes

Jorge.abrantes@eshte.pt; Estoril Higher Institute for Tourism and Hotel Studies (ESHTE) and Universidade Aberta (UAb)

Abstract

This paper intends to assess how the pandemic has affected the market and the number of active hostels in the city of Lisbon and whether there was (or not) a reduction in the accommodation capacity for this type of local accommodation.

In August 2019, the city of Lisbon reached 135 hostels, many of them located in the historic areas of the city. The recent pandemic caused by the new SARS-CoV-2 coronavirus has profoundly changed the market, with the tourism and tourist transportation sectors being heavily penalized for its effects.

The methodology will be exploratory, descriptive, and quantitative and will have into consideration two observation moments, in August 2019 (pre-pandemic) and in August 2021 (during the pandemic). For this observation, georeferencing with the use of ArcGIS software will be used, based on the addresses of the existing hostels in these periods.

The results obtained show high inactivity of many of the existing hostels with about half of the hostels closed or left the market as a result of the current pandemic situation, retraction in demand, and restrictions on mobility.

This investigation presents some limitations, as it only geospatially locates the hostels. Despite the disruptive context experienced with COVID-19, additional information from hostel managers will help to deepen the reasons and economic impacts of the pandemic and would assist new entrepreneurs to better understand the reality of the hostel business, its opportunities, and, in particular, its potential weaknesses.

The investigation applied to the city of Lisbon is original as it allows to evaluate the impact of COVID-19 on the city's hostels. It contributes to a greater understanding of the hostel market and intends to provide a different perspective in analyzing the context of the pandemic through the comparison, at two different moments the impacts of this business model.

Keywords: ArcGIS; COVID-19 Pandemic; Georeferencing; Hostels; Lisbon.

Resumo

Este artigo pretende avaliar de que forma a pandemia veio afetar o mercado e o número de *hostels* em atividade na cidade de Lisboa e se houve (ou não) uma redução na capacidade de alojamento nesta modalidade de alojamento local.

Em agosto de 2019, a cidade de Lisboa contabilizava 135 *hostels*, muitos deles situados nas zonas históricas da cidade. A recente pandemia causada pelo novo coronavírus SARS-CoV-2 veio alterar profundamente o mercado, com os setores do turismo e dos transportes a serem altamente penalizados pelos seus efeitos.

A metodologia será exploratória, descritiva e quantitativa e tem em consideração dois momentos de observação, em agosto de 2019 (pré-pandemia) e em agosto de 2021 (durante a pandemia). Para esta observação, será utilizada georreferenciação com a utilização do *software* ArcGIS, com base nas moradas dos *hostels* existentes nesses períodos.

Os resultados apurados evidenciam uma elevada inatividade de muitos dos *hostels* existentes, com cerca de metade dos *hostels* encerrados ou que deixaram o mercado devido à atual situação de pandemia, retração da procura e restrições à mobilidade.

Esta investigação apresenta algumas limitações, uma vez que apenas localiza os *hostels* geoespacialmente. Apesar do contexto disruptivo vivido com a COVID-19, informação adicional dos gestores dos *hostels* ajudaria os novos empreendedores a compreender melhor a realidade do negócio de *hostel*, as suas oportunidades e, em particular, as suas potenciais fragilidades.

A investigação aplicada à cidade de Lisboa é original, pois permite avaliar o impacto do COVID-19 nos *hostels* da cidade. Contribui para uma maior compreensão do mercado de *hostel* e pretende dar uma visão diferente na análise do contexto da pandemia, comparando, em dois momentos distintos, os impactos neste modelo de negócio.

Palavras-chave: ArcGIS; Georreferenciação; *Hostels*; Lisboa; Pandemia COVID-19.

1. Introduction

With the legal framework of hostel activity in local accommodation, the city of Lisbon, like the country as a whole, witnessed strong growth in the number of units year after year. In 2019, the number of hostels in the city of Lisbon reached 135 units when in 2012 there were only 49 (Abrantes, 2013; Abrantes & Reis, 2021). Nevertheless, despite this growth, its use for tourist purposes in Portugal is recent, with the first unit opening in 2005.

The new SARS-CoV-2 pandemic, better known as COVID-19, has deeply changed the world's tourism, affecting the sectors related to travel and accommodation. When the new pandemic was announced, many tourists decided to cancel or postpone their journeys (Uğur & Akbıyık, 2020). As Richards and Morrill (2020) refer, the effects were severe with many countries

closing their borders, airlines rescheduling their operations, and many of them, leaving the market. The frequent lockdowns, the borders and numerous services closures, the reduction and limitation of mobility and movement by populations and tourists particularly resulted in abruptly constrain the economies of different countries, impacting on the record growth and development of the world's tourism verified until then and, so, also demonstrated in Portugal.

The year 2020 was the worst for tourism worldwide with international tourists' arrival registering only 398 million people, representing a loss of 1,068 million compared to the record value of 1.466 million arrivals in 2019 (i.e., -72.8%) (UNWTO, 2021).

Portugal was not immune to the COVID-19 pandemic. As referred by the Instituto Nacional de Estatística (INE, 2021a), tourism activity suffered an unprecedented contraction, with the number of non-resident tourists' arrivals amounting to 6.5 million in 2020, a decrease of 73.7% in comparison with 2019. On the other hand, the numbers of guests in all types of touristic accommodations went from 16.6 million to 11.7 million (-60.4%). This decrease was more significant in touristic accommodations guests, which include local accommodations (-61.6%). Overnight stays shrank by 61.1%, reaching 30.3 million overnight stays (INE, 2021a). In the Lisbon Metropolitan Area (LMA) overnight stays reduced by 71.8%, with a drop of 77.5% just to the foreign market (INE, 2020; INE, 2021a).

Hostels also had significant decreases in their activity with 333.3 thousand guests in 2020 (-70.2% compared to 2019 when the number of guests reached 1.1 million), while overnight stays loss exceeded 1.5 million (755.9 thousand overnight stays compared to 2.3 million in 2019, a decrease of 67.5%). The LMA registered the largest share of overnight stays in hostels with 45.2% (INE, 2020; INE, 2021a).

As mentioned by INE (2021b), *"the pandemic's control measures forced the temporary closure of some establishments".* This situation arised from the *"several restrictions on mobility with an impact on demand either in Portugal's residents, or residents in the main tourists' outbound markets to Portugal".* Likewise, INE (2021b) also recognizes that a lot of the touristic services demand has not materialized in 2020 because, as a precaution, people tried to reduce the risk of infection.

Given this very disappointing scenario of the tourism reality, the main goal of this research is to carry out a comparative analysis of hostels in the city of Lisbon (Portugal) in a pre and "post"-pandemic environment (meaning during), to verify which hostels will not be operating or closed due to COVID-19's effects. A georeferenced analysis will be conducted through the usage of maps to facilitate visualization and interpretation.

2. Literature review

Tourism-aimed hostels have their origins at the beginning of the 20th century, when many movements and organizations promoted the occupation of free time by the young

population (Nagy, 2018). However, the origin of hostels, according to O'Gorman (2009), dates back to the period between at least 1800 B.C. and the times of the Hammurabi code, that is, the periods of Mesopotamia and the beginning of hospitality.

Throughout many years of social, cultural, and economic development of humanity, hostels did not have any tourism function, but mostly religious motivations, which are at the origin of the first hostels (O'Gorman, 2009), either during the Crusades or related to pilgrimages (such as the well-known Santiago de Compostela) (O'Gorman, Conti, & McAlpine, 2008). Other hostel purposes included study motivations associated with university residences (so, in the vicinity of the first universities (Mishra, 1994)), and social motivations, as a result of society's development, industrialization, and urbanization. In this last case, hostels would serve as support centers for the homeless or as medical support centers, functioning as hospices (Busch-Geertsema & Sahlin, 2007).

From a tourist point of view, the origin of hostels, as framed above, dates back to 1912, when the German professor Richard Schirrmann installed the first youth hostel (Jugendherberge) in the Altena's Castle (Germany). His goal was to encourage young people to enjoy environments and places outside the home environment during school holidays and/or their organized study visits (McCulloch, 1992; Nagy, 2018; Timothy & Teye, 2009).

The opening of the first Youth Hostel led to the emergence of new units, not only in Germany but also internationally. In the following year, there were already 83 Youth Hostels, which registered 21.000 overnight stays, reaching 500.000 in 1921. In 1933, the existing 2.124 Youth Hostels represented more than 4.5 million overnight stays (Nagy, 2018).

The first privately-run hostels appeared only many years later, at the beginning of the 1980s, in Australia (McCulloch, 1992), highly associated with youth tourism, independent tourism, and backpackers.

In Portugal, despite the inauguration of the first Youth Hostel in 1959, at the fort of Catalazede, in Oeiras, near Lisbon (Catalão, 2008), the first hostel of private management, in Lisbon, only appeared in 2005 (the "Lisbon Lounge Hostel"), much earlier than any legal framework in Portugal for this new tourism business model.

Only in 2008, by the means of the Decree-Law No. 39/2008 of March 7th, which approved the legal framework for the establishment and commercial undertaking of tourism ventures (Legal Regime of Tourist Enterprises, RJET) the first reference to local accommodation – which included hostels – and their different types (houses, apartments, and lodging establishments, later joined into the typology of rooms through Law No. 62/2018 of August 22nd) was made. Decree-Law No. 128/2014 of August 29th, established the definition and Legal Framework for the Exploration of Local Accommodation (RJAL), taking into consideration that *"the dynamics of demand and supply of the accommodation market allowed the rise and thrive of a set of new housing realities"* and that *"these new realities arise now, not as a residual phenomenon, but as a global and consistent phenomenon".* In article 14, of Decree-

Law No. 128/2014 of August 29th, hostel is referred as a unit that is predominantly based on dormitories, but later redefined in paragraph 6 of article 3 of Law 62/2018 of August 22nd, by emphasizing that the number of users in dormitory rooms must be greater than the number of users in a room (Turismo de Portugal, 2018). Although many of the operating requirements for hostels were defined by Decree-Law No. 63/2015 of April 23rd, an update was introduced by Law No. 62/2018 of August 22nd and, later, by the Ordinance (Portaria) No. 262/2020 of November 6th putting forward new conditions at the functioning and identification of local accommodation establishments.

The definition of hostel has not been consensual over the years. A lot of the existing literature is related to Youth Hostels, as the origin of the concept. Bunda (2014, p. 4) considers, that the understanding of hostel is a recent concept. Also, hostel business and customers are only beginning to consolidate. Or, as defended by Bahls (2018, p. 304), it is a "under development concept".

Bourget (2012) considers that the word hostel has *"the virtue of generating different reactions, from terror to memorable moments and everything that happens in between".*

The definition of *hostel* by Hostelmanagement.com (s.d.) considers:

> "A hostel is a budget-oriented, shared-room ("dormitory") accommodation that accepts individual travelers (typically backpackers) or groups for short-term stays, and that provides common areas and communal facilities. To be considered a hostel, the property must provide short-term, shared (dormitory-style) accommodation for individual travelers, though many hostels also provide private rooms. The word "dormitory" refers to a room where travelers independently book individual beds in a shared room as opposed to booking entire rooms like in a hotel or guesthouse."

Looking at the above definition, some common points about what a hostel is can be identified: i) the pleasant and relaxed atmosphere, ii) the affordable prices, iii) the equipment and shared facilities (bar, lounge, kitchen, etc.) and shared rooms (dormitory), and, not least important and highly valued by the millennial generation, iv) the sharing of experiences and knowledge with other travelers (i.e. the possibility to meet and share moments with many other travelers who think and act in the same way) (Abrantes, 2016; Bunda, 2014; Moisa, 2010; Oliveira-Brochado & Gameiro, 2013; Tavares & Brea, 2018, Tavares et al., 2021, Volante, 2011). Borovskaya and Dedova (2014, p. 143) have made it clear that those looking for a hostel seek above all socialization, experience and communication, factors that are greatly more significantly valued than the overnight stay itself.

Furthermore, the informality in this type of accommodation and the greater propensity of younger generations for technology (connecting generation) and sharing, lead to hostels providing a wide range of options regarding accommodation (various dorm types, male dorms, female dorms, and mixed dorms, private rooms (with or without a private bathroom), suites, etc.) and social areas, suitable for social interaction between customers (Sun et al., 2014; Veríssimo & Costa, 2018; 2019).

Tavares and Brea (2018) summarized the main characteristics of the hostels with a focus on cost-effectiveness and location outweighing all others (Tavares et al., 2021). Even considering research limitations in touristic hostels as a recent phenomenon the conclusions point to a strong representativeness for this of accommodation in the city centers.

Other researchers have also contributed to the definition of hostel although with an emphasis on backpackers and young tourists (youth travel) looking for cheaper accommodations due to limited budgets (Timothy & Teye, 2009, p. 213; Nash, Thyne, & Davies, 2006; Richards & Wilson, 2003).

The importance of the millennial market for hostels[8], represented by highly technologically skilled tourists, and in pursuit of high-quality experiences, has led to an evolution of the traditional backpacker towards innovative flashpackers, namely more technologically active tourists, with higher budgets and who travel with backpacks by their own choice and not for budget reasons (Hannan & Diekmann, 2010; Paris, 2012).

The supply has also been able to adapt, and, according to Douglass (2013), the "hybridization" of the accommodation market, has led to the growth of products that combine hotel services with the informality and friendliness of a hostel. In this sense, new tendencies and patterns of accommodation have emerged, combining the elegance, modernity and services of a hotel (free Wi-Fi, complimentary breakfast, restaurant, bathroom, and private rooms) with the informality and highly relaxed atmosphere of a hostel, which Holliday (2014) defined as "Poshtels". Pedrol (2019) reinforced this concept, defining it as a "fresh twist on the traditional backpacker experience".

COVID-19's impact on hostels has been devastating. This tourism accommodation typology, which is highly based on dormitories and socialization areas, has been confronted with social distance requirements, a situation with a strong impact on its business model that lead to closures (Richards & Morrill, 2020). According to STR (2020), the bed closure rate in hostels, for April and May 2020 varied significantly from market to market and depended on the flexibility of the imposed restrictions. For example, in Edinburgh the shutdown was complete for two months (100%). In the city of London, the closure increased from 81.3% in April to 85.7% in May, while in Amsterdam the closed beds' rate for the same months went from 23.3% to 31.6%. However, Berlin demonstrated an opposite behavior going from 15.6% of beds closed in April to only 4.1% in May 2020 (though, with bed occupancy levels below 7%).

The constraints imposed by the pandemic, led many units to consider closing, selling, or diversifying the activity (HMN, 2020). According to WYSE, almost 50% of units closed in Europe (WYSE, 2020c). A study carried out by WYSE (COVID-19 Travel Business Impact Survey) in July 2020 shows that social distancing was responsible, on average, by 52% of the decrease in the offered capacity, representing revenue losses of 66% (WYSE, 2020b). According to the

---

8 According to World Youth, Student & Educational (WYSE) Travel Confederation (WYSE, 2020a) the millennial market will represent 70% of the total hostels' customers. In 2015, the average expense of those market customers in hostels was approximately 1.522 Euros.

global booking site Hostelworld, about 13 percent of the 17.700 properties featured on its website in December 2019 were temporarily or permanently closed by December 2020 (Petri, 2021).

Richards and Morrill (2020, p. 63) refer that many of hostels in Lisbon were reconverted during the "lockdown", learning how to counter that closure tendency. A report carried out by the national television RTP (Rádio e Televisão de Portugal) in 2020 showed that a third of the hostels could close in Portugal, mostly in the capital, Lisbon, as the pandemic's restrictions resulted in the occupancy rate falling more than 80% (RTP, 2020).

The hygiene and public health issues, especially in units based on dormitories and with usage limitations, the location in city centers, and the lack of resources of many independent hostels may dictate a profound change into the paradigm of this business model. According to a survey carried out by GlobalData, 43% of young people, between 18 and 24 years old, are extremely concerned about the outbreak, a value which rises to 48% for the ages between 25 and 34 years old, two of the age groups that represent the main segment of hostels (HMN, 2020). Likewise, a study carried out by STR shows that almost 70% of hostels' tourists have changed their consumption habits in terms of tourist accommodation. Thus, a large majority do not want, for now, to stay in hostels, when compared to pre-covid times, preferring short-term rentals and small hotels (with less than 50 rooms) as accommodation alternatives (Rodrigues, 2020).

Nevertheless, the global hostel market is expected to grow from 4.37 billion USD, in 2020, to 5.2 billion in 2021, an increase of 19%. This situation considers the reopening of many hostels and their adaptation to the new reality of the COVID-19 pandemic, including putting in place restrictive measures for the virus spread, social distancing, and remote work. The growth rate of the Global Hostels Market is 3.6%, with an estimated value of $6.0 billion by 2025. (The Business Research Company, 2021). In 2019, the hostel business represented 6.08 billion USD (The Business Research Company, 2020).

Specifically in the Lisbon's case, the diversity of the city's touristic offer has been able to enhance the multiplicity of experiences in multicultural environments, knowing how to reach diverse audiences and offer a wider and qualified choice in hostels (Turismo de Lisboa, 2009, p.5).

Local Accommodation in Lisbon, which hostels belong to, had revenue drops between 75% and 80% in 2020 and between 55% and 60% in 2021, according to the sector's association, which guarantees that there are 3.500 inactive accommodations (Diário de Notícias, 2022).

AirBnb accommodation in Lisbon suffered a revenue loss of more than 113 million euros in 2020, due to the COVID-19's pandemic. The occupancy loss in all districts has declined 28% in Lisbon with central districts more affected, as less tourists visiting these districts (Fleer & Matera, 2021).

An analysis from the beginning of the first lockdown on March 18th, 2019 estimated a negative impact on Airbnb hosting during that year between $140m and $160m, with half of the overall Lisbon area loss concentrated in only two neighborhoods: Santa Maria Maior (lower Alfama) which has lost $48m and Misericórdia (Bairro Alto, Baixa, Chiado) which has lost $38m (Merzenich, 2021). These areas are also the ones where the hostels' concentration is higher.

Despite the limitations imposed by the pandemic, Lisbon remains a highly demanded travel option. According to Hostelworld (2020), Lisbon made up 8% of the online searches carried out by tourists between April and October 2020, with a 42% increase in the total searches during the previous year. The estimate revealed by eDreams (2020) at the end of 2020, placed Lisbon in the 1st place in the top 10 destinations with most bookings for 2021 (based on 2020's bookings). However, the successive changes imposed by the pandemic suggest that many difficulties will influence the city's tourism in 2021, from which hostels will not be an exception as shown by previous results.

3. Methodology

The legal framework of hostels and the obligation to register them on an electronic platform came to provide greater visibility and validity to this type of touristic accommodation. This obligation, together with the publicity of the registration number on the reservations websites from online travel agencies (OTAs) and accommodation, also contributed to conveying high solemnity to the market.

The methodology followed here was exploratory, descriptive, and quantitative and considered two observation moments: i) August 2019 (pre-pandemic), and ii) August 2021 (during the pandemic). For these observation moments, the existing hostels were georeferenced with the help of ArcGIS software and based on their addresses and postal codes.

The compilation of the hostels used in this study considered not only their registration with Turismo de Portugal, the Portuguese national tourism authority, but also (and mainly) the listings available at the main OTAs used by hostel users, such as Hostel World (which integrates Hostel Bookers), Hostels Club, and Booking.com. Even knowing the potential scientific limitations in using OTAs, Oliveira-Brochado and Gameiro (2013), as well as Martins, Rachão, and Costa (2014), among other researchers, carried out research using these online travel agencies as a basis, given the difficulty in evaluating other sources with credible, updated, systematized and scientifically reliable information. Potential duplications were removed due to many hostels being listed in the various OTAs. To maintain consistency with the survey carried out in August 2019, and for analysis purposes, all units offering bedrooms, regardless of their amount and capacity, were considered.

This investigation focused exclusively on the supply side. Although there are other studies in Portugal with a greater focus on hostel's offer, such as Abrantes and Reis (2021), Cró and Martins (2018), and Saraiva (2013) for the city of Lisbon, these were not included. Furthermore, other cities with significant hostel accommodation were not considered.

The list of hostels was georeferenced using the geocoding functionality (Geocode Addresses) available in ArcGIS. This functionality allowed to map out the hostels' location from their addresses (Esri, n.d.). Where automatic geocoding presented mapping difficulties, the hostels' locations and/or geographic coordinates were consulted through Street View functionality (from Google Maps). Maps with information obtained in the two observation moments will be presented in the next chapter, since, in the case of August 2021, the map will have information of the units in operation, new units that have emerged in the market and those closed and/or left the market.

This spatial distribution of hostels and their evolution has still a very limited investigation and, in most cases, the focus is put on hotels and urban tourism. For example, Hory et al. (2017) analyzes hostels in Budapest in terms of architectural aspects and space organization. There are, however, some investigations framing hostels and hotels at accessibility level, agglomeration effects, development levels, and characteristics of hostels and hotels (Cró & Martins, 2018). There is a highly visible relationship between hotels and peer-to-peer accommodation. Boros et al. (2018) evaluated the spatial standards of hotels and Airbnb and their prices in the city of Budapest, whereas Gutiérrez et al. (2017) spatially framed it to Barcelona and, Heo, Blal, and Choi (2019) to Paris. Another study (Martínez-Caldentey, Murray, & Blázquez-Salom, 2020) shows the spatial distribution of the accommodation offered by Airbnb in the city of Madrid, with a strong representation of the "*historic quarter*" and greater competitiveness between tourist and residential rental.

4. Results and discussion

In 2012, 49 hostels were identified in the city of Lisbon, located especially in the historical area (Abrantes, 2013; Abrantes & Reis, 2021). Over the years, hostel accommodation increased its presence, and, in August 2019, the city had 135 units, with a strong downtown *(Baixa)* concentration (Figure 1). Nonetheless, it was anticipated hostel expansion to other areas with less expected tourism demand. Figure 1 reflects this reality by revealing, (on the left side) a spatial expansion of hostels to more peripheral neighborhoods such as Encarnação (due to its proximity to the airport), but also to Alto dos Moinhos and Benfica, areas traditionally with reduced tourist vocation. In any case, Figure 1 (on the right side) confirms the strong concentration of hostels in the historical and central part of the city, following some existing studies about the location description of hostels in the city.

Figure 1 - Distribution of the hostels in the city of Lisbon (2019)
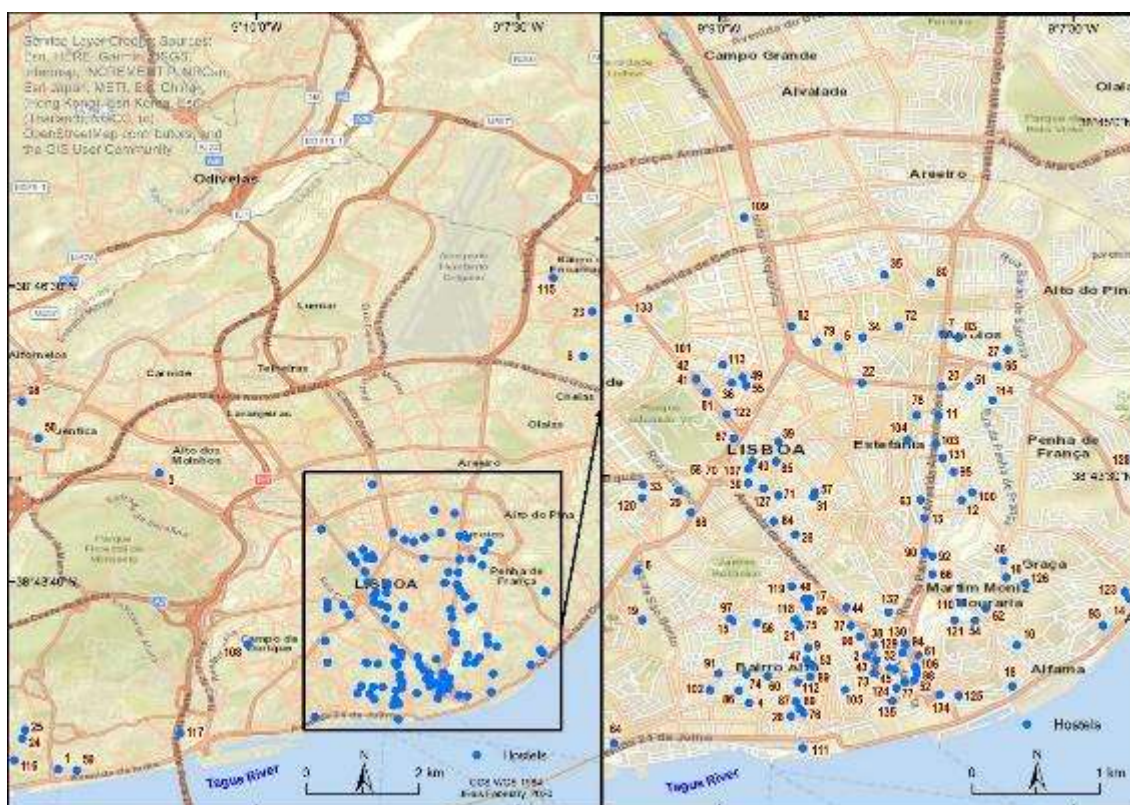
No.	Hostel name	No.	Hostel name	No.	Hostel name
			Legend		
1	Riverside Belém	46	Graça 28	91	Poiais
2	5 Sins Chiado	47	Grapes & Bites	92	Prime
3	7 Rivers	48	Gspot Party *Hostel*	93	Riverside
4	7 Seas	49	Hans Bricker	94	Rodamon
5	Absolut Morning	50	Happy Mike	95	Room Gani
6	ACM	51	Holla	96	Rossio
7	Aikybom	52	Home	97	Royal Prince
8	Airport	53	Host'Bell	98	Royalty Benfica
9	Alface	54	*Hostel* do Castelo	99	SafeStay
10	Alfama Patio	55	Hub Lisbon Patio	100	Saint-Jordi
11	Ambiente	56	Hub New Lisbon	101	Santos
12	Angels	57	HUUX	102	Selina Secret Garden
13	Aristheu	58	Hype	103	Seven Hills
14	Arte	59	In Belém	104	Shangri-La
15	Arty	60	Inn Chiado	105	Shiado
16	Auristela's	61	Inn Possible	106	Sky Beds
17	Avenida	62	Johnies Place	107	So Far So Homely
18	B.mar	63	Just Lisbon	108	Star
19	Back to Lisbon	64	Kab+1	109	Stay with me
20	Bagetti	65	Keep Inn Touch	110	Suave
21	BA	66	Knock	111	Sunset Destination
22	Be Estefânia	67	Landscape	112	Surf in Chiado
23	Beatriz	68	Liberty	113	Swallow
24	Belém	69	Lisb'on	114	Sweet Dreams
25	Belém Backpackers	70	World	115	Terminal 4
26	BlueSock	71	Liv'in	116	Terrace
27	Brother's Rooms	72	Live Lisboa	117	The Dorm
28	Calling	73	Living Lounge	118	The Independente
29	Castilho 63	74	Locals	119	The Loft
30	Central	75	Lookout	120	The Mulberry Tree
31	Chillout	76	Lost Inn	121	This is Lisbon
32	City Center	77	Lounge	122	Top
33	Coolpeople	78	Love	123	Train
34	Corujinha	79	Metro	124	Travellers House
35	De Leite	80	Mini *Hostel*	125	Tu & Eu

36	Delight	81	Music Hall	126	Tuk Tuk
37	Destination	82	Nest House	127	Urban Garden
38	Downtown Design	83	Nicely	128	View
39	Dukostel	84	NLC	129	Vistas de Lisboa
40	Easy (EY)	85	Nomad 64	130	we Love F**** Tourists
41	Football	86	Oasis Backpackers	131	We Love
42	Forever	87	Old Town	132	Welcome
43	Golden Tram 242	88	Open World	133	White House
44	Goodmorning	89	Passport	134	Will be Friends
45	Goodnight	90	PLBH Bycicle *Hostel* 28	135	Yes!

Source: the authors, based on information collected from specialty OTAs

As mentioned before, the current pandemic had a negative impact on the hostel market business in the city of Lisbon. The survey, carried out in August 2021, shows a completely different reality from the levels of growth to which the market had become accustomed.

Figure 2 maps both the new hostel units opened after August 2019 (18 hostels) identified by the caption "New hostels" and, the units that already existed at that date captions "*Hostels*" (opened units) and the "Closed Hostels". The figure continues to highlight a stronger demand in more central locations. However, there are some changes, not only in the Encarnação area (close to the airport), but also the emergence of more marginal locations, such as the areas close to Odivelas and beyond the greater touristic area of Belém.

Figure 2 - Distribution of the hostels in the city of Lisbon (2021)
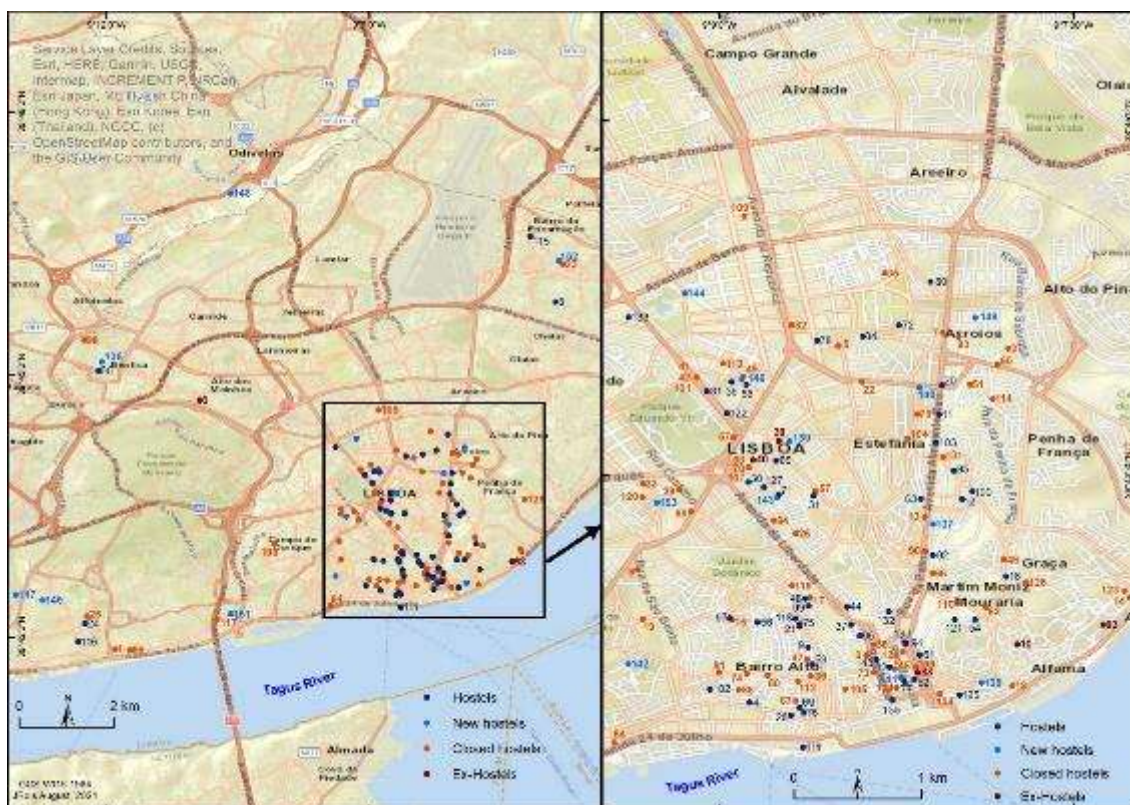
	Legend (New Hostels)				
No.	Hostel name	No.	Hostel name	No.	Hostel name
136	7 Luz	142	Draper Startup	148	N&N
137	Be Intendente	143	Green Heart	149	Park
138	Charming Episode	144	Green View	150	Reiki Lovers
139	City Alfama	145	Help Yourself	151	SwissLisbon
140	D&N	146	Hub Lisbon Nomad	152	Terminal 3
141	Draft	147	Impact House	153	Vita Portucale

Source: the authors, based on information collected from speciality OTAs

The 2021 survey (Figure 2) reveals that, from the 146 units with potential activity in the hostel business (excluding the seven units, identified as "Ex-Hostels", that changed their business model), 71 were closed, which corresponds to almost half (48.6%) of the total.

From the exploratory contacts made with some hostel units, the main reasons for the postponement or delay of reopening were i) lack of demand caused by mobility restrictions and border closures, and frequent lockdowns, and ii) restrictions on occupancy in dormitories. As a matter of fact, it is noticeable in the survey that many of the dorms were offered entirely to families, therefore avoiding contact between strangers.

The biggest limitations in the city center may also be associated with restrictions imposed by the new Municipal Regulation for Local Accommodation and respective limitation areas approved by the Public Notices Nos. 17706-C/2019 and 17706-D/2019, published in the Diário da República No. 214/2019, which completely limit the opening of new units in the quarters of *Bairro* Alto/Madragoa, Castelo/Alfama/Mouraria, Colina de Santana and Baixa/Avenida da Liberdade/Avenida da República/Avenida Almirante Reis and, lay down

some restriction in the quarter of Graça and in the surrounding area of the Avenida Almirante Reis – Bairro das Colónias (CML, 2019)[9].

The behavior of the hostel business model observed in Lisbon does not deviate from that shown in other studies. Though different moments of observation will result in distinct conclusions, it is clear that hostels have greatly suffered in their activity, with many remaining closed, both in Portugal and abroad (STR, 2020; RTP, 2020; WYSE, 2020c).

Between 2012 and August 2019 almost 25% of all hostels left the activity, either by closing and/or, as often happens, by changing their business model whether into a real estate investment, a long-term lease, or converting into standard hospitality accommodation models (double, triple or even suite rooms) (Abrantes & Reis, 2021). It is expected that due to the continued restrictions resulting from the COVID-19 pandemic, the need for a greater social distance, and the impacts on the occupation of dormitories, many of the currently closed hostel units will opt for alternatives of monetization. Others were forced to reinvent themselves by offering new services as all-inclusive, long-term stay options and co-working space, as mentioned in Petri (2021).

5. Conclusions

The obtained results and their spatial observation in the maps, which consider two observation periods (before and during the COVID-19 pandemic), show that:

- Hostels are an unquestionable reality, being an important part of the accommodation offer in Lisbon and a valid option in the different alternatives presented to tourists.

- Hostels choose more central locations and older areas of the cities, and this is no exception in Lisbon, especially due to better transportation and accessibility options and shorter travel times.

- The location of hostels in Lisbon is heavily concentrated in the downtown[10] area but, as new units open, a broader scattering into other areas is observed. Nonetheless, peripheral areas still demonstrate more significant difficulties in implementation and attractiveness.

- The pandemic had a disastrous effect on hostel activity with almost 50% remaining closed as of August 2021.

- Restrictions to mobility and border closures, successive and frequent lockdowns and, limitations imposed to the activity of hostel units have been identified as some of the biggest obstacles to reopening.

---

[9]An absolute containment area is understood as one that presents a ratio between the number of local accommodation establishments and the number of permanent dwellings equal to or higher than 20% while a relative containment area presents a ratio or higher than 10% and less than 20%.
[10]Abrantes and Reis (2019) found an identical spatial distribution in relation to the evolution of hostels in Oporto, with a strong activity concentration in downtown Oporto.

Location is a key success factor in hostel accommodation. Abrantes (2014) and Araújo (2018) showed that hostels are centrally located and close to each other. Tavares et al. (2021) concluded that location overlaps all the other features when customers choose a hostel.

This exit from the market or temporary closure has important economic effects on the city of Lisbon. The lack of data for hostels' economic and social impacts leads to the evaluation of other complementary accommodation types, especially at the level of local accommodation where hostels are an integral part as previously presented.

The current pandemic and resulting public health situation do not leave much room for maneuver to current hostels. As Richards and Morrill (2020) reaffirm, "*it seems that future hostels will have to revisit their business model and probably define the existence of single rooms as a priority in the foreseeable future*".

6. Research implications and limitations

Most scientific works using georeferencing refer to the relationship between hotels and alternative means of accommodation (such as Airbnb). The use of georeferencing to hostels has been more limited, although some studies at a national level in the cities of Lisbon and Oporto can be identified.

The present investigation intends to offer a different view to the context of the COVID-19 pandemic by comparing, at two distinct moments, its impacts on the hostel business model. Though acknowledging the limitations resulting from exploratory methodological frameworks, the study allowed to spatially identify the areas in the city of Lisbon where those impacts were more decisive.

Despite some exploratory contacts being established, given the inactivity of a significant part of the units, it was not possible to deepen the reasons and economic impacts of the pandemic in the market. For example, to understand the rationale behind the decision of some units to leave the market, where market saturation, boosted by the COVID-19 pandemic, led to total and temporary closure of many units. This information would help new entrepreneurs to better understand the reality of hostel business, its opportunities, and, in particular, its potential weaknesses. Therefore, future research could examine the reasons behind the closure or change of business by some hostel units. Future studies might also look into comparing the reality in the city of Lisbon with other national cities or other European capitals. At a national level, the city of Oporto arises as a good example given some characteristic similarities between the two cities. A comparison investigation would also assist to contextualize the negative impacts of COVID-19 in hostels.

The current study is exclusively focused on the supply side. Consequently, the incorporation of motivations and reasons that lead to choosing a particular hostel over other housing units would help to understand the preference for units located in the historical center of cities. At the same time, incorporating those aspects could also contribute to identifying other

reasons that are equally important factors when selecting a hostel, especially those related to the current pandemic and its respective restrictions on meeting and social distance.

References

Abrantes, J. (2013). Impacto das companhias aéreas de baixo custo no desenvolvimento dos *hostels* nas cidades de Lisboa e Porto. *Revista Percurso*, *1*(5), 111-127.

Abrantes, J. (2014). Hostels e centros históricos das cidades: Envelhecimento ou rejuvenescimento?. *Tourism and Hospitality International Journal*, *3*(4), 355-383.

Abrantes, J. (2016). O contributo das companhias aéreas de baixo custo para o desenvolvimento dos hostels nas cidades de Lisboa e Porto. [PhD thesis, University of Lisbon-Institute of Geography and Spatial Planning]. University of Lisbon Repository. https://repositorio.ul.pt/handle/10451/24633?locale=en

Abrantes, J., & Reis, J. (2019). A evolução dos hostels na cidade do Porto. In *Science, Culture and Sustainable Tourism Congress*. (Proceedings Book, Lisbon, November 26-27th, 2018, p. 49). Lisbon.

Abrantes, J., & Reis, J. (2021). A evolução dos hostels na cidade de Lisboa. *Revista Turismo & Desenvolvimento*, *36*(2), 287-301. https://proa.ua.pt/index.php/rtd/article/view/4615

Araújo, M. (2018). "Este foi o melhor hostel em que já estive!" – Explorando a experiência em serviços no contexto dos hostels. [PhD thesis, University of Aveiro]. University of Aveiro Repository. https://ria.ua.pt/handle/10773/24882

Bahls, A. (2018). Hostel, uma proposta de revisão conceitual para a abordagem de futuras pesquisas. *Revista Turismo: Visão e Ação*, *20*(2), 294-310. Doi:10.14210/rtva.v20n2.p294-310

Boros, L., Dudás, G., Kovalcsik, T., Papp, S., & Vida, G. (2018). Airbnb in Budapest: Analysing Spatial Patterns and Room Rates of Hotels and Peer-to-Peer Accommodations. *GeoJournal of Tourism & Geosites*, *21*(1), 26-38.

Borovskaya, I., & Dedova, M. (2014). Creativity in hospitality industry: Study of hostels in St. Petersburg. *Coactivity: Philosophy, Communication, 22*(2), 137-144. http://dx.doi.org/10.3846/cpc.2014.12

Bourget, K. (2012). Trendy hostels emerge as budget busters. Hotel News Now. https://www.costar.com/article/1467248929

Bunda, B. (2014). The Business of Beds: An Exploration of Hotel and Hostel Business Strategy. [Honors Scholar Thesis. University of Connecticut, U.S.A.]. https://opencommons.uconn.edu/srhonors_theses/350/

Busch-Geertsema, V., & Sahlin, I. (2007). The Role of Hostels and Temporary Accommodation. *European Journal of Homelessness*, *1*, 67-93.

Catalão, C. (2008). Movijovem e mobilidade juvenil. *Revista Turismo & Desenvolvimento*, *9*, 175-182.

CML (2019). Regulamento Municipal do Alojamento Local. Câmara Municipal de Lisboa. http://www.cm-lisboa.pt/viver/urbanismo/alojamento-local

Cró, S., & Martins, A.M. (2018). Hotel and hostel location in Lisbon: looking for their determinants. *Tourism Geographies*, *20*(3), 504-523. DOI:10.1080/14616688.2017.1360386

Decree-Law n.º 128/2014 do Ministério da Economia (2014). Diário da República: Série I, n.º 166. https://dre.pt/application/conteudo/56384880

Decree-Law n.º 39/2008 do Ministério da Economia e Inovação (2008). Diário da República: Série I, n.º 48. https://dre.pt/application/conteudo/247248

Decree-Law n.º 63/2015 do Ministério da Economia (2015). Diário da República: Série I, n.º 79. https://dre.pt/application/conteudo/67059141

Diário da República (2019). Aviso n.º 17706-C/2019 do Município de Lisboa. Série II, n.º 214. https://dre.pt/application/conteudo/125933895

Diário da República (2019). Aviso n.º 17706-D/2019 do Município de Lisboa. Série II, n.º 214. https://dre.pt/application/conteudo/125933896

Diário de Notícias (2022, February, 17th). Há 3.500 alojamentos locais inativos em Lisboa. *Diário de Notícias.* https://www.dn.pt/local/ha-3500-alojamentos-locais-inativos-em-lisboa---associacao-14597615.html

Douglass, H. (2013). *The sharing market – commercial hostels in Europe.* HVS. https://www.wysetc.org/wp-content/uploads/2013/07/hvs-the-sharing-market-e28093-commercial-*hostels*-in-europe-1.pdf

eDreams (2020). *eDreams ODIGEO reveals top travel trends for 2021.* eDreams ODIGEO. https://www.edreamsodigeo.com/press-releases/2020/12/edreams-odigeo-reveals-top-travel-trends-for-2021/

Esri (n.d.). *What is geocoding?.* Esri. http://desktop.arcgis.com/en/arcmap/10.3/guide-books/geocoding/what-is-geocoding.htm

Fleer, J., & Matera, M. (2021). *Impact of Covid-19 on Tourism and Hospitality: Evidence from Airbnb.* Carcavelos, Portugal: Nova SBE.

Gutiérrez, J., García-Palomares, J., Romanillos, G., & Salas-Olmedo, M. (2017). The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona. *Tourism Management, 62,* 278–291. http://dx.doi.org/10.1016/j.tourman.2017.05.003

Hannan, K., & Diekmann, A. (2010). From backpacking to flashpacking: developments in backpacker tourism research. In K. Hannam & A. Diekmann (Eds.). *Beyond backpacker tourism: mobilities and experiences* (p. 1-7). Bristol, U.K.: Channel View Publications.

Heo, C., Blal, I., & Choi, M. (2019). What is happening in Paris? Airbnb, hotels, and the Parisian market: A case study. *Tourism Management, 70,* 78-88. https://doi.org/10.1016/j.tourman.2018.04.003

HMN (2020). Many backpacker hostels could be in a struggle to survive. Hotel Management Network. https://www.hotelmanagement-network.com/comment/*hostels*-covid-19-backpackers/

Holliday, K. (2014). *'Postels' and 'braggies': Travel trends of 2015.* CNBC. http://www.cnbc.com/2014/11/04/poshtels-and-braggies-travel-trends-of-2015.html

Hory, G., Major, Z., Mullner, P., & Benko, M. (2017). Exploration of spatial design issues at backpacker hostels in Budapest's historic center: Informality, density, and adaptability. *Frontiers of Architectural Research, 6,* 157–168. http://dx.doi.org/10.1016/j.foar.2017.02.005

Hostelmanagement.com (n.d.). Definition of hostel. Hostelmanagement. https://*hostel*management.com/glossary/*hostel*.html

Hostelworld (2020). Hostelworld reveals current Travel Whislist. Hostelworld. https://www.*hostel*worldgroup.com/~/media/Files/H/*Hostel*world-v2/press-release/hostelworld-reveals-current-travel-wishlist.pdf

INE (2020). *Estatísticas do Turismo – 2019.*Lisboa: Instituto Nacional de Estatística, I. P..

INE (2021a). *Estatísticas do Turismo – 2020.* Lisboa: Instituto Nacional de Estatística, I. P..

INE (2021b). Estatísticas do Turismo 2020: Contração da Atividade sem precedente histórico. Instituto Nacional de Estatística. https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=473148906&DESTAQUESmodo=2

Law n.º 62/2018 da Assembleia da República (2018). Diário da República: Série I, n.º 161. https://dre.pt/application/conteudo/116152179

Martínez-Caldentey, M. A., Murray, I., & Blázquez-Salom, M. (2020). En la ciudad de Madrid todos los caminos conducen a Airbnb. *Investigaciones Turísticas, 19,* 1-27. https://doi.org/10.14198/INTURI2020.19.01

Martins, M. R., Rachão, S., & Costa, R. (2018). Electronic word of mouth: Does it really matter to backpackers? Booking website reviews as an indicator for hostels' quality services. *Journal of Quality Assurance in Hospitality & Tourism, 19*(4), 415–441. https://doi.org/10.1080/1528008X.2018.14299

McCulloch, J. (1992). The Youth Hostels Association: Precursors and contemporary achievements. *The Journal of Tourism Studies, 3*(1), 22-27.

Merzenich, J. K. (2021). *Quantifying Covid-19 impact on Airbnb hosting: Lisbon as a case study.* Nova SBE. https://run.unl.pt/bitstream/10362/122672/1/2020-21_fall_41967_justus-karl-merzenich.pdf

Mishra, A. (1994). *Students and the hostel life: A study of university students.* New Delhi, India: Mittal Publications.

Moisa, C. (2010). The distinctiveness of the youth travel product. *Annales Universitatis Apulensis Series Oeconomica, 12*(2), 638-648.

Nagy, G. (2018). The nexus between hiking and youth hostels (1907–1933): A historical analysis of the evolution of the German youth *hostel* movement. *Journal of Outdoor Recreation and Tourism, 23,* 59-66. https://doi.org/10.1016/j.jort.2018.07.006

Nash, R., Thyne, M., & Davies, S. (2006). An investigation into customer satisfaction levels in the budget accommodation sector in Scotland: a case study of backpacker tourists and the Scottish Youth *Hostels* Association. *Tourism Management*, 27, 525-532. https://doi.org/10.1016/j.tourman.2005.01.001

O'Gorman, K. (2009). Origins of the commercial hospitality industry: from the fanciful to factual. *International Journal of Contemporary Hospitality Management*, *21*(7), 777-790.

O'Gorman, K., Conti, Arch. M., & McAlpine, D. (2008). Hospitality in necessitudine: hospices, hostels and hospitals. *Hospitality Review*, *10*(2), 28-35.

Oliveira-Brochado, A., & Gameiro, C. (2013). Toward a better understanding of backpacker' motivations. *Tékhne – Review of Applied Management Studies*, *11*(2), 92-99.

Paris, C. (2012). Flashpackers: an emerging sub-culture?. *Annals of Tourism Research*, *39*(2): 1094-1115. http://dx.doi.org/10.1016/j.annals.2011.12.001

Pedrol, J. (2019). Poshtels: modern luxury at affordable prices. Medium. https://medium.com/the-hotels-network/poshtels-modern-luxury-at-affordable-prices-b242554fe918

Petri, A. (2021, September 14th). Hostels, Havens for the Thrifty, Fight to Survive the Pandemic. The New York Times. https://www.nytimes.com/2021/09/14/travel/hostels-pandemic.html

Portaria n.º 262/2020 da Economia e Transição Energética (2020). Diário da República: Série I, n.º 217. https://dre.pt/application/conteudo/147814581

Richards, G., & Morrill, W. (2020). The impact and future implications of COVID-19 in the youth travel sector. *ATLAS Tourism and Leisure Review*. Volume 2020-2, 57-64.

Richards, G., & Wilson, J. (2003). *New Horizons in Independent Youth and Student Travel*. A report for the International Student Travel Confederation (ISTC) and the Association of Tourism and Leisure Education (ATLAS). International Student Travel Confederation (ISTC).

Rodrigues, G. (2020). *Hostels sofrem mais com a pandemia*. Out of the Box. https://outofthebox.pt/hostels-sofrem-mais-com-pandemia/

RTP (2020). Crise no alojamento local leva ao encerramento de vários hostel. RTP. https://www.rtp.pt/noticias/economia/crise-no-alojamento-local-leva-ao-encerramento-de-varios-hostel_v1282603

Saraiva, A. (2013). Hostels independentes: o caso de Lisboa [Master's Thesis, Estoril Higher Institute for Tourism and Hotel Studies]. Common Repository. https://comum.rcaap.pt/handle/10400.26/4425

STR (2020). *COVID-19 impact on European hostel performance*. STR. https://str.com/data-insights-blog/covid-19-impact-european-*hostel*-performance

Sun, X., Wang, P., Lepp, A., & Robertson, L. (2014). Symbolic Consumption and Brand Choice: China's Youth Hostels for the International Travel Market. *Journal of China Tourism Research*, *10*, 51-68. DOI 10.1080/19388160.2013.870950

Tavares, F., & Brea J. (2018). Determinantes de preferência nos hostels na cidade do Porto, em Portugal. *Revista Espacios*, *39*(48), 1-23, ISSN 0798 1015.

Tavares, F., Condurú, O., Santos, E., & Tavares, V. (2021). Touristic preferences of hostel guests during COVID-19 times: The case of Oporto. *Strategic Change*. 30, 169–177. DOI: 10.1002/jsc.2401

The Business Research Company (2020). Hostels Global Market Report 2020-30: COVID-19 Growth and Change. Research and Markets. https://www.researchandmarkets.com/reports/5024090/hostels-global-market-report-2020-30-covid-19#relb0-4987860

The Business Research Company (2021). Hostels Global Market Report 2021: COVID-19 Growth and Change to 2030.Research and Markets. https://www.researchandmarkets.com/reports/5321373/hostels-global-market-report-2021-covid-19#rela1-5024090

Timothy, D., & Teye, V. (2009). *Tourism and the lodging sector* (1st edition). Burlington, MA, U.S.A.: Butterworth-Heinemann.

Turismo de Lisboa (2009). Hostels. A qualidade a um preço acessível. *Revista do Turismo de Lisboa*, *63*, 5.

Turismo de Portugal (2018). *Alojamento Local – Regime Jurídico (Guias Técnicos)*. Direção da Valorização da Oferta. Turismo de Portugal I.P.

Uğur, N. G., & Akbıyık, A. (2020). Impacts of COVID-19 on global tourism industry: A cross-regional comparison. *Tourism Management Perspectives*, *36*, 100744. https://doi.org/10.1016/j.tmp.2020.100744

UNWTO (2021). *World Tourism Barometer*. Volume 19, Issue 3, May 2021. Spain: Madrid.

Veríssimo, M., & Costa, C. (2018). Do hostels play a role in pleasant millennial travellers? The Portuguese case. *Journal of Tourism Futures*, *4*(1), 57-68. DOI 10.1108/JTF-12-2017-0054

Veríssimo, M., & Costa, C. (2019). Unveiling the key features of a positive service experience at *hostels*. *International Journal of Contemporary Hospitality Management*, *31*(11), 4276-4292. https://doi.org/10.1108/IJCHM-03-2018-0255

Volante, P. (2011). O segmento low-cost da indústria hoteleira em Portugal: o caso dos *hostels*. [Master's Thesis in Management, ISCTE- Business School]. ISCTE-IUL repository. https://repositorio.iscte-iul.pt/handle/10071/4068

WYSE (2020a). Hostel accommodation in 2021, according to buyers. WYSE Travel Confederation. https://www.wysetc.org/2020/10/*hostel*-accommodation-in-2021-according-to-buyers/

WYSE (2020b). Social distancing equates to 66% drop in revenue for youth travel accommodation. WYSE Travel Confederation. https://www.wysetc.org/2020/07/social-distancing-equates-to-66-drop-in-revenue-for-youth-travel-accommodation/

WYSE (2020c). Staff cuts, location closures and short survival periods. WYSE Travel Confederation. https://www.wysetc.org/2020/04/staff-cuts-location-closures-and-short-survival-periods/

#27 | Perspectives of developing agritourism in Georgia

#27 | Perspetivas do desenvolvimento do agroturismo na Geórgia

Ana Gvaramadze

Ann.gvaramadze@gmail.com; Doctoral student, Georgia

Abstract

In today's world it is no longer debatable how essential the development of tourism is for any country. As we know, there are many forms of tourism and each of them occupies an extremely important place in the economic, social, and environmental development of the country. Among them is agritourism, which plays a huge role in the development of agricultural activities. It is an essential element of sustainable development and rural transformation. In Georgia, as a post-Soviet country, the tourism business began to develop quite late. Consequently, agritourism has been gaining ground lately. The aim of the article was to find out the condition of agritourism development in Georgia through a qualitative research method and to outline development perspectives. In addition, paper discussed the differences among the definitions of ecotourism, agritourism and rural tourism. Paper, therefore, highlights the challenges that Georgia faces in terms of agritourism. As a result of the research, the direction in which agritourism can be developed in Georgia was identified and recommendations were developed. Today, rural and agritourism is widely seen by local government and international cooperation partners as a means of regional development and as an alternative source of employment in agriculture and mountainous regions.

Keywords: Agritourism; Rural tourism; Region of Georgia.

Resumo

No mundo de hoje, já não é discutível quão essencial é o desenvolvimento do turismo para qualquer país. Como sabemos, existem muitas formas de turismo e cada uma delas ocupa um lugar extremamente importante no desenvolvimento económico, social e ambiental do país. Entre eles está o agroturismo, que desempenha um papel relevante no desenvolvimento das atividades agrícolas. É um elemento essencial do desenvolvimento sustentável e da transformação rural. Na Geórgia, como país pós-soviético, o negócio do turismo começou a ser desenvolvido bastante tarde. Consequentemente, o agroturismo só vem ganhando espaço nos últimos tempos. O objetivo do artigo foi descobrir a condição do desenvolvimento do agroturismo na Geórgia, por meio de um método de pesquisa qualitativa, e traçar perspetivas de desenvolvimento. Além disso, o artigo discutiu as diferenças entre os conceitos de ecoturismo, agroturismo e turismo rural. O documento destaca, portanto, os desafios que a Geórgia enfrenta em termos de agroturismo. Como resultado da pesquisa, a direção na qual o agroturismo pode ser desenvolvido na Geórgia foi identificada e recomendações foram desenvolvidas. Hoje, o turismo rural e agroturístico

é amplamente visto pelos governos locais e parceiros de cooperação internacional como um meio de desenvolvimento regional e como uma fonte alternativa de emprego na agricultura e nas regiões montanhosas.

Palavras-chave: Agroturismo; Turismo rural; Região da Geórgia.

1. Introduction

It is widely known that tourism is a type of business that brings economic growth and development to all countries. The economic, political, and social importance of tourism is known to any society. In the 21st century, tourism is established as a field of sustainable economic development. It also has a beneficial impact on various areas, which itself leads to, for example, the creation of new jobs, the development of infrastructure, the preservation of monuments of cultural value, etc. Tourism is the largest industry and one of the leading sectors of the economy as a strong and stable source of income. Consequently, it is an attractive business area for entrepreneurs, which ultimately brings the desired results for the country. Naturally, the role and importance of tourism is increasing day by day, which is very useful for tourism product or service providers and on the other hand, is an opportunity for consumers to satisfy their own needs and desires. The aim of the work was to find out the condition of agritourism development in Georgia and to outline the development perspectives through a qualitative research method. For these objectives there were set the following tasks:

- Clarification of the definition of agritourism;
- Identification of agritourism activities;
- Characterization of agritourist farms;
- Discussion of the historical context of the formation and development of agritourism in Georgia;
- Identification of the problems and barriers that cause malfunctions of the agritourism system to receive tourists;
- Revealing current trends and future prospects.

To clarify these tasks, the qualitative method of research was used, since it involves any type of research that makes inferences where no statistical procedures or other means of quantitative evaluation are considered. (Potter, 1996) Qualitative analysis relies on natural ways of thinking (Strauss, 2002). Also, for the research was used the method of qualitative research for the analysis of the literature to find out various scientific opinions on the characteristics of agritourism, both by Georgian and foreign researchers. For more analyses secondary information sources were used to analyze available resources.

2. Literature review

Needless to say, there is a lot of scientific literature on agritourism, but the opinions of several scientists or researchers on agritourism and its characteristics, which are presented below, have been essential throughout the research.

Agritourism is a means of recreation that we spend on the farm. However, it is said that the agritourism industry includes many services and agritourism and rural tourism should not be distinguished. (Sznajder, 2009) Therefore, the difference between agritourism and agriculture, and the understanding of these terms is broader and more comprehensive. Some researchers argue that agritourism should take place on working farms, while others include non-working farms as well as farmers 'markets and agricultural markets. (Chase, 2018)

In recent years, agritourism and rural tourism are no longer associated solely with agriculture, as they include numerous activities and services.

The website of the National Center for Agricultural Law Research in the United States offers a definition of agritourism as a crossroads for tourism and agriculture. In more detail, agritourism can be defined as a form of commercial enterprise that connects agricultural products with tourism to attract visitors to a farm, ranch or other agricultural business for entertainment or study. Which is to generate income for a farm, ranch or business owner.

There are a lot of benefits of agritourism. The first benefit is received by the farmer, who has an increased income, a direct connection with the market, adapts to seasonality, has a direct connection with consumers. As for the community, this is transparency - because they can directly see where and how the crop comes from, the opportunity for education for both teenagers and adults, and the best fun for the type of vacationers who prefer to spend time in nature in other forms of tourism. (Lindsey, 2018) The potential of agritourism and its positive aspects for rural revitalization is huge. Agritourism is a point of contact between tourists' demand for well-being, rediscovery of nature and the offer of typical agricultural products and tourism services. (Ammirato, 2013)

No matter how successful the agritourism program may seem, if we offer the agritourist the usual product, accommodation, and standard tourist services, then such agritourism will not be successful. Agritourism mainly revolves around three important factors - farm tours, small food items and livestock. Agritourism is a journey where a person can experience and share the rural way of life with other farmers, where the tourist is not only a spectator, but for some time becomes a partner in various aspects of agriculture. (Subhashini, 2016)

Agritourism is widely discussed by Georgian scientists as well. Lobzhanidze Manana talks about the factors hindering the development of agritourism and ways to solve them. The author believes that there is no analysis of factors hindering agritourism, preconditions are created for how to develop but there is no unified centralized system that ensures the proper functioning of agritourism across the country.

The Association of Organic Farms "Elkana" is a farmers' association, and its goal is to contribute to improving the socio-economic situation of the population of Georgia and environmental protection by developing viable (sustainable) organic farms and increasing the self-activity of the rural population.

2.1 Identifying definitions and activities of agritourism

Authors in various literatures offer a peculiar definition of agritourism. There is also a discussion of how eco and agritourism are the same, what are the essential differences or similarities between them. More often, agritourism and rural tourism are equated with each other, as for eco-tourism, it is a more inclusive form of tourism. From our point of view, one of the earliest best definitions of ecotourism was offered by the International Ecotourism Society (TIES) in 1991, which was interpreted as follows:

> "Ecotourism is a trip to natural areas that ensures the protection of the environment and the well-being of the local population."

With the development of ecotourism, naturally the definition of the term has also changed and nowadays most researchers agree that it is a recreation in a natural environment where the environment is not harmed. It is a form of tourism that involves visiting sacred, relatively untouched, relatively pristine natural areas that are typically less commercially impacted by mass tourism.

If we refer to the definition of agritourism, it can be considered as a point of contact between tourism and agriculture. Regardless of the terminology, any definition of agritourism should include the following four factors:

- It combines the basic elements of tourism and agriculture;
- Attracts community members to visit agricultural sites;
- Is designed to increase farm income;
- Provides visitors with relaxation, entertainment and / or educational experiences.

As for rural tourism, it is closest to agritourism in its essence, because even in this form of tourism, the main thing is that the tourist has direct contact with the rural population, local products, and activities, as well as agritourism.

In general, rural tourism offers a possible solution when the economic situation is deteriorating in a region and the rural population is also reduced.

We believe that overall, rural tourism, agritourism and ecotourism have a lot in common. And which type of vacation tourists choose, it already depends on what the visitor wants, who chooses the vacation according to different wishes. Still there is not much difference between agritourism and rural tourism, but there is undoubtedly a big difference between ecotourism and agritourism, even in the sense that ecotourism means relaxing in the wild, untouched nature.

And to summarize agritourism activities, it includes: farm stands or shops, U-pick, farm stays, tours, on-farm classes, fairs, festivals, pumpkin patches, corn mazes, Christmas tree farms, winery weddings, orchard dinners, youth camps, barn dances, hunting or fishing, guest ranches, and more.

2.2 Identifying types of agritourism farm

The market power of agritourism is influenced by numerous external components and mechanisms in the development of rural life. It is an important element of sustainable development and rural transformation. There are three main characteristics that distinguish agritourism from conventional tourism. The first feature is the ability to meet human needs through their direct participation in the production of food, as well as their involvement in rural family life and rural society in general. The second characteristic feature of agritourism in relation to traditional tourism is the ability to meet human cognitive needs within the production of agriculture or ethnography. The third characteristic of agritourism is the ability to meet emotional needs, it is the desire to have direct contact with domestic animals, plant and animal products, to get an out-of-town experience. Typically, agritourism is characterized by three functions: Socio-psychological; Economic; Spatial and environmental.

Maraka and Nompilaki (2012) mention that rural tourism and agritourism are the main forms of tourism that by their very nature offer and provide us with products and services, and they themselves use local resources and products. Rural and agritourism services are mostly employed with a small number of employees, who often rely on their own family labor or local people.

Agritourism is related to various factors:
- Cultural factors: tradition, language, religion and culture;
- Ecological factors: flora, fauna and ecosystem;
- Social factors: hosts and visitors;
- Physical factors: natural resources and infrastructure.

Part of the income on the agritourism farm comes from tourism and the rest from farm production. The ratio between the income from agritourism and the total income of the farm shows the importance of agritourism for the farm. The more income from agritourism, the more profitable all this is for the farm. Agrarian tourism farms try to make their production wider and ecologically / environmentally friendly as it meets the needs of tourists / visitors. Agrarian tourism farms can be classified according to the type of agrarian tourism operation:
- Stay on the farm: farm house and so-called hut, wooden, bungalow accommodation;
- Day Farms: Farm Tours, Farm Restaurants, U pick-ups;

Another type of classification is by type of agro-cultural operation:
- Mixed farms: number of plants (vegetables, fruits, herbs, grains, etc.)

- Horticultural farms: Horticultural crops such as vegetables, flowers and fruits are grown on these farms;
- Mono crop farms: tea, cinnamon, coffee, bananas;
- Hybrid farms: crops and livestock - both farms are united;
- Livestock.

As can be seen from the above, various activities can be carried out on farms. It is possible to stay on the farm for a long time, but only for one day as well. When planning an agrarian tourism farm, it is mandatory to understand its basic principles and requirements: a) have something to be visited by tourists b) something to do for them / activities and c) something that tourists can buy.

Agritourism is no longer just an activity where farmers provide housing for tourists and modest services. It is more and more connected with the directions of mass tourism. New technologies allow agritourism to reach a wider audience, while travelers have the opportunity to evaluate, compare and book preferred hotels.

2.3 Prospects for the development of agritourism in Georgia

Georgia is a country of traditional agriculture. During the Soviet era, it was the main supplier of citrus, wine and tea to the Soviet Union, and exports even exceeded imports by that time. After the collapse of the Soviet Union and independence in 1991, Georgia's transformation into a market economy and its political orientation toward the West continued in an unstable way. This was accompanied by civil wars (in Abkhazia and South Ossetia), military conflicts in the occupied territories, the loss of traditional markets (Russian embargo in 2005), high unemployment, and labor migration, especially from the mountainous region to cities and beyond.

In Georgia, as a post-Soviet country, the tourism business began to develop quite late. Consequently, agritourism has been gaining ground lately. This issue is discussed by Khartishvili and co-authors in the article: "Rural Tourism in Georgia in Transition" and note that today, rural and agritourism is widely seen by local government and international cooperation partners as a means of regional development and as an alternative source of employment in agriculture and mountainous regions. The concept of agritourism is also recognized by the Organization for Economic Co-operation and Development (OECD) as a potential tool for the protection of nature and cultural landscapes and sustainable regional development.

Despite the long history of rural tourism development in Europe, this form of tourism has only recently emerged in post-Soviet countries, most of which still face the challenges of decentralization processes and regional development and local sustainable concepts. Georgia has significant natural health resources along with local cultural heritage, which

gives it the basis to set agritourism as an important activity for solving local problems and sustainable development.

The definition and understanding of alternative forms of tourism has been discussed since 2006, when a project on rural tourism development was implemented in Georgia by the Swiss Agency for Development and Cooperation (SDC). The project was implemented by the Association of Organic Farms "Elkana". It has promoted rural tourism as an additional source of income for farmers and rural residents. The project approved the creation of the first rural tourism network in Georgia in 2007.

There are no exact statistics on agritourism revenues in Georgia, but the abundance of so-called guest houses in recent years is noticeable to everyone. Undoubtedly, their development was due to the growing demand for agro or rural tourism. Currently, rural tourism in Georgia included nature tourism, agritourism, food and wine tourism. More and more commonalities have emerged in Georgia between agritourism and rural tourism, and today they are already considered in a common sense. Among them, visiting farms is the most popular activity.

3. Methodology

The validity and reliability of any research is determined by a properly selected research methodology. There are quantitative and qualitative research methods, however, these methods involve the use of a variety of research techniques. Qualitative methods of research are interdisciplinary and widely used in almost all social sciences. The qualitative method of research was considered relevant to the chosen goals and objectives, because we answered the questions not "how many" or "how much", but "why" and "how"? A qualitative method of research helped us in the analysis of the scientific literature to analyze in more depth the definitions of agritourism, types of agritourism and farms. Based on secondary sources, we have identified the prospects for the development of agritourism in Georgia.

4. Results and discussion

The study revealed that:

- Currently, agritourism in Georgia is at an early stage of development and gets considerable support. To promote it, special state programs have been established, supported by state structures and public or private organizations. The European Union promotes Georgia's agricultural development through the ENPARD program. This program has been implemented in Georgia since 2013, which aims to reduce rural poverty. The program assists both the Government of Georgia and non-governmental organizations. The purpose of the EU assistance in the Strategic Agreement for 2017-2020 is presented as follows:

"Increasing the competitiveness of agricultural and food products, improving rural employment and living conditions, diversifying the economy and developing infrastructure."

The EU will provide assistance to this program under the ENPARD in the following key areas:

- Improving the efficiency of agricultural institutions;

- Increasing rural employment and improving living conditions by strengthening farmers' cooperatives;

- Promoting the diversification of economic and social opportunities in rural areas.

- Agritourism has become an integral part of a wide range of government organizations and their strategic documents. The 10-year plan of the Georgian National Tourism Development Strategy, adopted in December 2015, focuses on authentic visitor experience, quality services, public and private sector investment, and better partnerships with government, industry, NGOs, and the public. While the strategy deals with nature and cultural conservation and the unique authentic visitor experience, there is no clear reference to alternative forms of tourism such as rural, agro and ecotourism. In 2012, the Georgian National Tourism Administration (GNTA) began promoting rural and wine tourism by identifying and marking wine routes in the country. NGOs such as the Organic Farming Association Elkana, the Ecotourism Association, or the Wine Tourism Association are implementing projects to achieve rural tourism development goals. For example, by revaluing traditional products and creating rural diversity and creating links between organic product chains and tourism. Most of the associations depend on external funds and projects, which unfortunately are often unstable. Cooperation between associations and government institutions is essential for sustainable development. The success of Qvevri wine in Georgia, which launched a "new wave" of agritourism activities in Georgia and popularized "Marani Wine Tours", is the result of cooperation between the government and private and non-governmental agencies. Wine tourism can be linked to such types of tourism as agritourism and ecotourism. Development of wine tourism will play an important role in diversifying the viticulture and winemaking sector in Georgia, in this regard it is necessary to reveal the attractive environment of agritourism, wine brand and wine tourism.

- Georgia is rich in tourist places: 102 resorts, 182 promising resort locations, more than 2000 mineral healing waters, as well as healing mud-halides, more than 12000 historical and architectural monuments (3 of which are included in the list of UNESCO World Heritage Sites), 11 national parks, 3 protected landscapes, (Aragvi Protected Landscape, Tusheti Protected Landscape and Truso Protected Landscape) Based on the available resources, we can conclude that the development of agritourism in Georgia will be quite promising.

- Georgia's Agricultural Development Strategy 2015-2020 states that it is important to promote agritourism, as it will create new jobs in rural areas, promote economic diversification and agricultural development, as the current situation in agro-culture is directly related to the poverty rate in the country.

Given the evolution of agritourism in Europe, we can say that rural tourism in Georgia is at an early stage of its development and is looking for more effective approaches and efforts.

5. Concluding remarks

To summarize all the above discussed science papers, articles or studies, agritourism can bring many benefits to the development of the country: The first benefit is received by the farmer, who has an increased income, a direct connection with the market, adapts to seasonality, has a direct connection with consumers. Secondly, it is a kind of transparency that attracts tourists because they can directly see where and how the crop is coming from. Third, for tourists it is an opportunity to get an education for both teenagers and adults, and the best fun for those types of vacationers who prefer to spend time in nature in other forms of tourism.

One of the important factors for the development of agritourism is the selection of tourism farm types. There is a great potential for farm development in Georgia. All of this requires proper planning.

In addition, the development of agritourism products and services requires the integration of the local community into the planning and management processes. We can take as an example newly developed hiking trail in Khevsureti, Racha-Lechkhumi and Zemo Svaneti. Many other mountainous regions of Georgia also need more integration of the local community. This collaboration is also essential for regular monitoring and maintenance of trails. In addition to focusing on winter season offers, resort areas should establish better connections with local agro or rural tourism entrepreneurs.

Agritourism should be developed both locally and internationally. To do this, you first need to raise awareness. Strong agribusinesses promote their services through their own websites and also use international internet booking systems. Due to the lack of a central leading structure of agritourism in Georgia, the visibility of this type of tourism product is limited in both the international and domestic markets. Existing associations do not have a clear common mandate for marketing in the agritourism market as this is not their core mission and priority. Agritourism needs a website accessible to all, where it will be possible to present products with their unique nature.

6. Research implications

The development of agritourism has a positive impact on agriculture and to avoid various problems it is necessary to take into account a number of factors:

- Preserve the natural environment;

- Maintain the traditional way of life of the local population;

- Tourists should take care of natural resources.

When planning an agritourism farm, it is mandatory to take into account its basic requirements and principles, how diverse activities can be offered to visitors, what types of activities they can engage in, and what unique items can be purchased on the farm.

Agritourism faces many challenges in Georgia, first there is no legislation that regulates legal relations, defines what agritourism means and its subjects, as well as what areas of activity it covers and what requirements must be met by a farmer who decides to start an agribusiness. At this stage, there is no general vision or long-term strategy for the development of rural tourism and, consequently, the development of individual projects is somewhat spontaneous and fragmentary. There are no legal norms that regulate or grant the farmer the status of an agritourism entity according to the relevant rules. There is no overall vision and long-term strategy for agritourism development.

Ultimately, it is clear that Georgia has great potential to combine cultural heritage and natural recreational resources. This will develop rural tourism, agritourism and increase the level of tourism development in the country in general.

References

Ammirato , S., & Felicetti , A. M. (2013). *The Potential of Agritourism in Revitalizing Rural Communities: Some Empirical Results*. Berlin, Heidelberg Springer.

Chase, L. (2018, April 18). *What Is Agritourism and Why Does It Matter?* . https://learn.uvm.edu/foodsystemsblog/. https://learn.uvm.edu/foodsystemsblog/2018/04/18/what-is-agritourism/ .

Khartishvili, L., Muhar, A., Dax, T., & Khelashvili, I. (2019). Rural Tourism in Georgia in Transition: Challenges for Regional Sustainability. *Sustainability*, *11*(2), 410. https://doi.org/10.3390/su11020410

Lindsey , M. (2018, December 3). *BENEFITS OF AGRITOURISM*. Homestead on the Range. https://homesteadontherange.com/2018/12/03/benefits-of-agritourism/.

Maraka , M., & Nompilaki, P. (2012). *How To Establiish A Rural Touriism Busiiness*. Athens.

Potter, W. J. (1996). *An Analysis of Thinking and Research about Qualitative Methods*. Lawrence Erlbaum Publications, New Jersey.

Strauss, A. a. C. J. (2002). *A Grounded Theory Research.* . Sage Publications, London.

Subhashini. (2016, November 19). *THE WORLD OF AGRITOURISM*. Economics For World Welfare. https://subhashini05.wordpress.com/2016/09/23/the-world-of-agritourism/.

Sznajder, M., Przezbórska L., & Scrimgeour, F. (2009). *Agritourism*. CABI Publishing.

University of California Agriculture and Natural Resources. (n.d.). *Agritourism*. UC Small Farms. http://sfp.ucdavis.edu/agritourism/.

#32 | The importance of ecotourism for the sustainable development of tourism in Georgia

#32 | A importância do ecoturismo para o desenvolvimento sustentável do turismo na Geórgia

Salome Bestaeva

Bestaevasalome11@gmail.com; Doctoral Student, Georgia

Abstract

The development of ecotourism is an important tool for solving environmental problems in the modern world.

From the second half of the twentieth, tourism actively developed, more and more people had the opportunity to travel. The development of mass tourism was followed by the destruction of natural ecosystems, the destruction of biodiversity and in some cases irrational use of natural resources and the massive influx of tourists.

With the beginning of the twenty-first century, the modern world has faced great problems, it has become necessary to take active measures to preserve nature, flora, and fauna.

Ecotourism is a responsible trip to nature, the flows of which are organized, and its main purpose is nature conservation and conservation. Today, ecotourism is the fastest growing area of tourism, which in itself has a positive effect on the preservation and protection of existing nature.

The importance of ecotourism development in Georgia increased especially during the pandemic, when borders were closed, and locals were forced to travel within the country. The article discusses the history of ecotourism development in Georgia, its perspectives and importance in preserving biodiversity and preserving a unique, cultural-historical heritage.

Keywords: Ecotourism development in Georgia; Conservation of biodiversity; COVID-19.

Resumo

O desenvolvimento do ecoturismo é uma ferramenta importante para a solução dos problemas ambientais do mundo moderno.

A partir da segunda metade do século XX, o turismo desenvolveu-se ativamente, mais e mais pessoas tiveram a oportunidade de viajar. O desenvolvimento do turismo de massa foi seguido pela destruição dos ecossistemas naturais, pela destruição da biodiversidade e, em alguns casos, pelo uso irracional dos recursos naturais e pelo afluxo maciço de turistas.

Com o início do século XXI, o mundo moderno enfrentou grandes problemas, tornou-se necessário tomar medidas ativas para preservar a natureza, a flora e a fauna.

O ecoturismo é uma viagem responsável à natureza, cujos fluxos são organizados e que tem como principal objetivo a conservação e conservação da natureza. Hoje, o ecoturismo é a área de turismo que mais cresce, o que por si só tem um efeito positivo na preservação e proteção da natureza existente.

A importância do desenvolvimento do ecoturismo na Geórgia aumentou especialmente durante a pandemia, quando as fronteiras foram fechadas e os habitantes locais foram forçados a viajar dentro do país. O artigo discute a história do desenvolvimento do ecoturismo na Geórgia, suas perspetivas e importância na preservação da biodiversidade e na preservação de um patrimônio histórico-cultural único.

Palavras-chave: Desenvolvimento do ecoturismo na Geórgia; Conservação da biodiversidade; COVID-19.

1. Introduction

The development of ecotourism is an important tool for solving environmental problems in the modern world.

From the second half of the twentieth sauna tourism actively developed, more and more people had the opportunity to travel. The development of mass tourism was followed by the destruction of natural ecosystems, the destruction of biodiversity and in some cases the destruction of irrational use of natural resources and the massive influx of tourists.

With the beginning of the twenty-first century, the modern world has faced great problems, it has become necessary to take active measures to preserve nature, flora, and fauna.

Ecotourism is a responsible trip to nature, the flows of which are organized, and its main purpose is nature conservation and conservation. Today, ecotourism is the fastest growing area of tourism, which in itself has a positive effect on the preservation and protection of existing nature.

If we consider ecotourism as one of the fastest growing and most interesting areas of the tourism business, we will see that in the post-pandemic period, the flow of tourists in this direction will increase even more. Governmental and legislative changes are necessary for the development of ecotourism. Introduce new regulations that will promote the active and rational development of ecotourism. Ecotourism is a unique way of solving the social and economic problems of the peripheral regions, and it also contributes to the preservation and protection of natural, cultural, and ethnic resources.

In the article we tried to study ecotourism in Georgia in depth. We have analyzed and researched the basic principles, the establishment and development of which will contribute to the growth of tourists and solve the existing problems in the respective regions.

2. Literature review

The development of ecotourism has been active since the 1992 UN-sponsored conference on environmental protection in Rio de Janeiro. The development of tourism began in the early 20th century, when the European population was given the economic opportunity to travel. For a long time, tourism was out of control, causing great damage to specific tourist destinations. (1.6)

Today, ecotourism is one of the fastest growing areas of tourism, as too many countries have faced the fact that large tourist flows have deteriorated or even destroyed a particular landscape that was previously very attractive to tourists.

It should be noted that different authors define ecotourism differently, there is no clear definition of ecotourism yet. It is often referred to as green tourism, natural tourism, ethical tourism, below are the most famous definitions of ecotourism.

- Ecotourism - this is a responsible trip to natural areas that protects the environment, ensures the well-being, involvement, and education of the local population. (Source: The International Ecotourism Society)
- Ecotourism - is a responsible trip to nature that protects the environment, ensures the social and economic well-being of the population, creates and shapes knowledge for all stakeholders involved. (Source: Global Ecotourism Network)
- Ecotourism - Tourism that has minimal impact on nature and focuses on creating natural impressions (Source: ACS Distance Education)
- Ecotourism - Ethical tourism that aims to ensure equality, eliminate social injustice, protect human rights, animal welfare and protect the environment. (Source: Institute for Tourism)

3. Trends in the development of ecotourism in the world and in Georgia

According to the UN World Tourism Organization, ecotourism is the fastest growing area of tourism, characterized by a 30% increase. Interest in ecotourism has increased since then, and interest in nature conservation and conservation has increased.

Resources needed for the development of ecotourism are natural landscapes, inaccessible and exotic places, protected areas, and parks. Ecotourism development trends show that countries can also reap huge economic benefits by conserving, protecting, and caring for ecotourism resources. (7,12)

If we look at the development trends of ecotourism, we will clearly see that more and more people are trying to avoid active, noisy recreation and relax in nature. When talking about ecotourism, it is necessary to distinguish between recreation in nature and ecotourism, because recreation in nature, which is not formed like ecotourism products, is followed by a negative impact on nature. Ecotourism cannot be developed properly if the main purpose of

its formation and organization is not to protect and care for the environment. There are basically two types of ecotourism, the first which takes place in protected areas and reserves, the second which takes place outside it. (13)

I would like to mention the main distinguishing factor that makes ecotourism the most diverse direction of tourism. The main goals of the formation of other tourist destinations besides ecotourism are commercial, companies, agencies, government organizations are trying to generate revenue and strengthen the economy.

The main purpose and task of the formation of ecotourism is to protect the environment, which is why ecotourism routes do not have a mass character. It should be noted that the formation of ecotourism products and services is also different, there are separate methods and approaches that are necessary for the correct and sustainable development of ecotourism.

4. Problems and challenges in ecotourism

Sustainable development of ecotourism is a complex and long-term process. The most difficult challenge for the sustainable development of ecotourism is environmental protection and conservation. The development of ecotourism in the world has a growing trend so it is very difficult to maintain biodiversity against the background of growing flows.

The challenge after the development of ecotourism is the control of flows and the rational use of resources. The main purpose of the formation of ecotourism is to protect the environment and preserve biodiversity, so it is important that the relevant services ensure the control of tourist flows so as not to destroy the existing natural and cultural resources.

One of the important challenges in the formation of ecotourism is to ensure the involvement of local people and their interest in environmental issues. It is known that the local population does no less harm to the environment where ecotourism routes are planned, so it is necessary to raise the awareness of the local population and change their daily activities to ensure the protection of the environment. (10)

The formation of sustainable development of ecotourism routes is impossible without raising the awareness of the population, so the relevant services should ensure the level of education of the local population and the establishment of high social responsibility.

One of the main problems in the formation of ecotourism routes is the lack of professional staff. As mentioned above, the formation of ecotourism products and services requires relevant knowledge and qualifications, so it is necessary to share international experience in the formation of ecotourism routes, accommodation, and food facilities.

In the formation of ecotourism routes, it is necessary to create appropriate legislation that will facilitate the proper planning and organization of ecotourism products, will help preserve biodiversity and conserve natural resources.

5. The importance of the development of ecotourism in the modern world

At the end of the twentieth century, the development of tourism became irreversible, tourist flows increased, the number of flights increased and the number of visitors to specific destinations increased. Growing tourist flows have had a negative impact on natural and cultural resources. Uncontrolled tourism has damaged and, in some cases, destroyed natural and cultural resources, so it became necessary to make optimal decisions.

According to the World Tourism Organization, ecotourism is a process of tourism, the development of which is vital to ensure the conservation of biodiversity in the world. (12, 15)

Today, more and more countries are trying to develop ecotourism routes to ensure the economic stability of the country and the protection of natural resources, conservation.

The development of ecotourism is an important opportunity to solve existing environmental problems. By forming ecotourism routes, it is possible to maintain social, economic, and cultural sustainability.

The formation of ecotourism routes helps to raise the education and awareness of the local population. Ecotourism is also a tool for maintaining the social sustainability of the local population, which significantly improves the living standards of the local population in the face of access to additional income.

Ecotourism is a powerful opportunity to solve economic problems, as there is a growing demand for recreation in nature, hence the growing interest in ecotourism routes, which allows to increase revenues from ecotourism.

The greatest achievement of the development of ecotourism is the raising of eco-awareness, as well as high social self-awareness and responsibility towards environmental issues for both travelers and locals.

6. Opportunities for ecotourism development in Georgia

The development of ecotourism in Georgia has been active for the last decades. Up to 10% of the territory of Georgia is occupied by national parks and reserves. From year to year the number of ecotourists and protected areas is growing.

Protected areas and national tourism agencies try to offer ecotourists a variety of ecotourism routes. The ecotourism routes in Georgia are really diverse, and include species such as speleotourism, bird watching, extreme rafting and other interesting destinations. (16)

The National Tourism Administration tries to develop ecotourism routes along with other tourist destinations, therefore takes care of the marketing and promotion of ecotourism

routes, so European tourists, especially German tourists, are highly interested in ecotourism routes in Georgia.

The formation of ecotourism routes plays an important role in improving the economic and social situation in Georgia. An example is the formation of tourism products and services in Martvili canyons. After the development of the tourist infrastructure at the facility, the interest of both domestic and foreign tourists in the destination increased, which led to the development of tourism infrastructure in the Samegrelo district, improving the social and economic situation of the population.

Georgia is rich in natural and cultural resources, all parts of Georgia are characterized by unique natural, historical, and cultural resources, based on which it is possible to form interesting and diverse ecotourism routes, which will improve the economic situation of the local population, reduce migration from rural to urban areas, promote natural landscapes. Environmental conservation will also help to popularize the country as an ecotourism destination in the international market. (13)

There are many national parks and reserves in Georgia, the development of which is a prerequisite for improving the condition of the local population and preserving biodiversity.

 In my opinion, the most important achievement of the formation of ecotourism routes, in addition to conserving natural resources, is to raise public awareness and change their attitudes towards nature.

The impact of the coronavirus on tourism and related sectors was severe. The pandemic has negatively affected all areas of the economy, especially tourism, and epidemiological fears and closed borders have led to a halt in this area. According to the Georgian National Tourism Administration, tourist flows fell by 0.7% in February, but the damage caused by the pandemic has not yet been determined, as we still have to fight the virus and comply with the restrictions. Many countries have remained hopeful of developing domestic tourism due to the current situation. The Statistics Service of Georgia has not yet published the statistics of the second quarter of 2020 local tourism, although compared to the first quarter, the number of tourist arrivals will certainly be reduced. The aim of our research was to determine the impact of the pandemic on the development of domestic tourism, as it is not yet possible to deal with the damage caused by the pandemic to the tourism industry in Georgia.

7. Methodology

In order to study the above-mentioned problem, we have selected a quantitative study in order to accurately calculate and measure the existing problems in the field of ecotourism in Georgia. The data we obtained was so accurate that we were able to detail the ecotourism problems and the new opportunities that emerged after the pandemic.

We used a quantitative and qualitative research method in the study, followed by respondents who traveled within the country during a pandemic. We asked them pre-prepared questions, which were included in one questionnaire. After the research, we summarized the data and analyzed in detail the opinions of the respondents on the development of ecotourism.

8. Concluding remarks

The pandemic has had a negative impact on all sectors of the economy, with particularly dire consequences for the tourism industry. Coronavirus has posed many new challenges to the world, with Georgia still struggling to maintain economic sustainability, which in turn involves investing more resources in the development of domestic tourism. Our research has shown that there is a tourism resource in the country that can provide relief from the critical situation and have a positive impact on the incomes of the local population. It should be noted that despite the pandemic, the tourist season in Tusheti took place and the population was able to earn some income. Of course, open borders would be an opportunity for them to earn more income, but the development of domestic tourism in the face of a pandemic has made a major contribution to maintaining economic stability. In our opinion, after the epidemic, the necessary tourist information should be provided to the local population, as well as tourist routes should be created based on the opportunities of the local population.

I would like to emphasize once again that ecotourism is a new business opportunity for Georgia, so the relevant bodies should work in this direction. Sharing international experience, optimizing the protection of natural and cultural resources, using Georgian unique biodiversity as a tourism product are important measures, the development of which will inevitably lead to the growth of both domestic and foreign tourists and, most importantly, will solve the economic and social problems in ecotourism places of Georgia.

9. Results and discussion

The study revealed that:

- The modern developed world is unimaginable without ecotourism, promoting its development in terms of ensuring the preservation of the biodiversity of a vital country, in terms of forming a healthy society and improving the socio-economic situation.
- Georgia's rich and diverse natural potential is a unique opportunity for the formation of ecotourism routes. In our country there are untouched landscapes, inaccessible destinations on the basis of which it is possible to form niche and unique ecotourism routes, which is a prerequisite for achieving socio-economic sustainability for the country.

In my opinion, the development of ecotourism in Georgia provides a solution to many problems that are so difficult for the population, especially those who live in the mountains far from the city.

The following recommendations are important for the development of ecotourism:

- Create new national parks and protected areas that will be as attractive as possible for both domestic and foreign tourists.
- Establish tourism standards of appropriate standards in national parks and protected areas.
- Develop marketing and promotional activities in target countries to ensure international promotion of national parks and protected areas in Georgia.
- Establish a body that will control the flow of tourists and the rational use of existing natural and cultural resources.
- Train the local population, take active and regular measures to ensure the eco-awareness of the local population.

Ecotourism is a unique tourist destination that provides environmental protection and biodiversity conservation, its sustainable development will help improve the socio-economic situation of the local population, develop infrastructure, raise public awareness, and popularize the country in the international market.

References

1. Fanneli D.A. 2005. „*Ecotourism*".(59-80)
2. Higham J. 2007. „*Critical issues in ecotourism*".(158-185)
3. Ballantyne R. Packer J.2013. „ *International Handbook on Ecotourism*" (43-66)
4. Shivers J. Hapler J. 2012. „*Strategic recreation Management*" (16-23)
5. Williams S. Lew A.A. 2015. „*Tourism Geography*" (105-125)
6. Kelly Dr. Bricker S. 2011. „ *Trends and Issues for Ecotourism and Sustainable tourism*" (9-10)
7. Swarbrooke J. Beard C. Leicke S. Pomfret G. 2003. „*Adventure Tourism*" (199-247)
8. UNESCO, 1971. „ *Biosphere Reserves*" (3-6)
9. Touhino A. Hynonen A. 2001. „*Ecotourism-imagery or reality. Reflections on concepts and practices in Finnish Rural Tourism"* (1-3)
10. Jing Y. Fucai H. 2011. „*Research on Ecotourism based on Economic Models*" (1-5)
11. Wood M.E. 2002. „*ECOTOURISM: principles, practices and policies for sustainability"* (17-19)
12. Center for Responsible Travel, 2008. „*Responsible travel: Global Trends and statistics"* (1-4)
13. Sheyvens R. 1999. „*Ecotourism and the empowerment of Local communities*" (1-6)
14. Lawrence T.B. Wickins D. Philips N. 1999. „*Managing legitimacy in Ecotourism*" (1-10)
15. UNWTO/ETC,2015. „*Exploring Health Tourism*" (60-65)
16. Wall G. 1997. „ *Is Ecotourism Sustainable* ? " (1-15)
17. Grenier D. Kaee B.c. Miller M.L. Mobley R.W. 1993. „*Ecotourism, landscape and urban planning".* (1-17)
18. Garrord B. Willson J.C. 2014. „ *Nature on the edge? Marine Ecotourism peripheral coastal areas*". (1-15)
19. Primack R.B. Bray D. Galetti I. Ponciano H.A. 1998. „*Timber Tourists and Temples*" (111-125)
20. Weaver D.B. 2001. „*Global Growth and Magnitude of Ecotourism*" (63-73)
21. Eagles P.F.J.   2001. „*Ecotourism Impacts"* (359-433)
22. McKercher B. 2001. „*The Business of Ecotourism*" (525-579)
23. Weaver D.B. 2001. „*Methodologies, Research and Resources"/Education and Training* „(627-639)
24. Hamele H.2018. „ *Sustainable Tourism Certification in Europe to create synergies amongst tourism Business, Destinations and Operators*"(1-2)

#42 | Requalification of public spaces and tourism development: The case of Vizela – Northern Portugal

#42 | Requalificação de espaços públicos e desenvolvimento turístico: o caso de Vizela - Norte de Portugal

Jorge Coelho

jorgecoelho.x@gmail.com; Polytechnic Institute of Viana do Castelo, Portugal

Filipe Costa

fcosta@nidusars.pt; Lusíada University, Portugal

Abstract

On the assumption that intervening in the physical space has a bigger purpose than a simple formalization, was developed research on the requalification of the city centre of Vizela.

The main objective was to assess how architectural projects and interventions enhance a better quality of life for the residents and a better experience for visitors and tourists.

The concepts of space, place, identity, architecture, tourism, and development were analyzed and related in order to support the research. Concerning methodology was chosen the deductive method aiming to clarify the content of formulated assumptions.

Regarding that the architectural project for the requalification of Vizela city centre was developed with the purpose of enhancing the immateriality associated to the essence of the city and its people, as well as recovering the physical and sensory balance of spaces, were analyzed the results, to conclude that the implemented interventions are complying with the established purposes. It was also concluded that political decisions, at a municipal level, to materialize the investment and implement the requalification, were courageous given the pandemic context.

In the future it will be helpful to analyze the opinions of those whose needs involve using the analyzed spaces: residents, local traders, visitors, and tourists.

Keywords: Architecture; Development; Spaces; Tourism.

Resumo

Partindo do pressuposto de que intervir no espaço físico tem um propósito maior do que uma simples formalização, foi desenvolvida investigação sobre a requalificação do centro da cidade de Vizela.

O objetivo principal foi avaliar como os projetos e intervenções arquitetónicas proporcionam uma melhor qualidade de vida aos residentes e uma melhor experiência aos visitantes e turistas.

Os conceitos de espaço, lugar, identidade, arquitetura, turismo e desenvolvimento foram analisados e relacionados para fundamentar a pesquisa. Quanto à metodologia, optou-se pelo método dedutivo com o objetivo de esclarecer o conteúdo dos pressupostos formulados.

Relativamente ao facto de o projecto de arquitectura de requalificação do centro da cidade de Vizela ter sido desenvolvido com o intuito de valorizar a imaterialidade associada à essência da cidade e das suas gentes, bem como recuperar o equilíbrio físico e sensorial dos espaços, foram analisados os resultados, tendo-se concluído que as intervenções implementadas estão de acordo com os propósitos estabelecidos. Concluiu-se também que as decisões políticas, de nível municipal, para concretizar o investimento e implementar a requalificação, foram corajosas face ao contexto pandémico.

Futuramente será útil analisar as opiniões daqueles cujas necessidades envolvem o uso dos espaços analisados; residentes, comerciantes locais, visitantes e turistas.

Palavras-chave: Arquitetura; Desenvolvimento; Espaços; Turismo.

1. Introduction

Today we live in a global world, without limits, surrounded by imaginary experiences, hypnotized by the noise of distant, ephemeral and contentless relationships. Therefore, it becomes even more important to claim our place in the world and create a real awareness of it, which can only be achieved through the act of being, experiencing, experimenting. This allows us to recognize ourselves in its forms of use, in its unique and inimitable characteristics, where true memory is creased and serves as a reference, making us travel through senses that transport us to lived moments and serve us as a safe port in this journey that is life (Costa, 2017).

This article focuses on the requalification of the city centre of Vizela, a small city in Northern Portugal, trying to gauge how the interventions were designed and what results were obtained in the meantime with their implementation. Whether in fact the decisions, the architectural project and its effective execution resulted or not in places to be, to stay and experience.

2. Literature review
2.1. Space, place, and identity

A historical city, and particularly its historical centre, is not so only because of the relevance of history and geography. It is not possible today to understand a reality which is susceptible of being rated, with all cultural, political, sociological, and economic implications, if the contemporary living realities of the interventions are not considered as well, regarding what is understood as urban environments, or living urban landscapes. Are these built and lived spaces over time by successive generations that have bequeathed them from one to the other, leaving their own mark on those spaces and where the balance of the space as a whole is to also be noticed in a perceptive of preserved adaptation between the relevance of its historical-cultural values and the quality of life of today's urban people. In other words, the ontological category of any urban space cannot cease to be a complex of existing but living environments (Oliveira, 1998).

It is essential to understand the bonds between the built space and society, which are fundamental for the functional interaction between subject and environment. Also important is to understand the space, and its identity, as a place for diverse everyday activities and current events and also as memory linking to past images, where remembrance and affectivity between city and person show (Costa, 2017).

We should keep in mind that the identity basis is as powerful as economic and technological transformation for the historical record (Castells, 2002). For this author, identity is the process by which social actors acknowledge themselves and acquire meaning, especially through a certain cultural attribute or set of cultural attributes. Identity cannot be seen merely as a list of characteristics, but, instead, as a symbolic construct which conjugate elements both of memory and of projects acquired and developed by social practice, in which representations and feelings of identity show as self-definitions, and, at the same time, factors of collective cohesion (Costa, 2017). Identity is formed as a process of historically appropriate identifications which give meaning to a social group, together with a significant structure so that it can assume itself as unity (Cruz, 1993).

Through identity and social identification, across a set of beliefs, values, and experiences that people build, always within the scope of social relations that we develop with others, life and social contexts in which we move make sense. In this way, any social actor recognizes himself, others and everything that surrounds him. In this mutual growth between actor, society and space, time naturally clarifies the commonplace, elementary in this process of appropriation, recognition and rooting that defines us, where senses are used as tools in this appropriation in constant renewal. This place, understood as space of contents, values and meanings, is ours, a place of memories and experiences that fill our individual and collective soul, a material and immaterial stage in the daily life of societies (Costa, 2017).

Space is defined as a set of objects and relations based on them, not specifically between them, with the objects being intermediary for concrete relations (Santos, 1988). Space built

by man can improve human feelings and perceptions, and, in the absence of books or formal instruction, architecture is a key to understanding reality (Tuan, 1983).

The urban space becomes, par excellence, the place for collective memory (Halbwachs, 1980 cit in Hebbert, 2005). This position is also defended by Rossi (1982, cit in Hebbert, 2005), as, according to his understanding, it can be said that the city is itself the collective memory its people, and like memory it is related to objects and spaces. This same author also considers that the city is the locus of collective memory, this being the predominant image of the city, regarding both architecture and landscape.

Although this discussion on identity is not exempt of controversy, we agree with the position shown by the different cited authors, but also with the defended by Serrão (2007) regarding social memory, and that underlies the concordance, as he points that it is built on spatial-temporal referential, which, in the end, is what happens with the construction of identity.

Despite all that has been mentioned, it is important to notice that, if the search for memory is also the search for identity, it can easily be concluded that memory and identity are closely related (Costa, 2017). In this perspective, the transforming and uprooting effects which begin to profoundly hit social memory can also reflect on identities. Memory is, therefore, considered as a powerful operator in the construction of identity, by providing the group a meaning for its past and future, by identifying it and contributing to the construction of its identity (Fernandes, 2002). Therefore, of high importance for this article, is a process of identity formation intrinsically linked to a social and collective memory that consists not only in the evocation of episodes and references from the past, but also in the construction and reconstruction of the lived experience, in close relationship with the socio-cultural and spatial-temporal context, the city being a privileged setting for that relationship.

And more than the city, understanding the place means to see it not simply as a sum of objects, but as a system of relations (subjective-objective, appearance-essence, mediate-immediate, real-symbolic), so as to witness the dialectical pairs, new and old, traditional and modern, exogenous and endogenous; ultimately, changes and permanencies (Costa, 2017). To Tuan (1983), place is marked by three words: perception, experience, and values, being places as cores of values, so they can be totally perceived through experiences of one's own intimate (insider) and external (outsider) relations. For this author, space changes into place as it acquires definition and meaning.

To Santos, B.S. (1994), the understanding of place should be seen in a more integrating perspective, of social construction, considering it from the historical and dialectical materialism, involving a permanent change, as a result of society's logic and technical innovations which continuously change space. Santos, M. (1988) considers that space is a set of objects and relations based on those objects, not specifically between them, with the objects being intermediary for concrete relations. For the author, objects help to materialise

a series of relations, and space is the result of human action on space itself, mediated by objects, both natural and artificial.

Analysing these two considerations, space and place are closely connected, and place is a social construction, the basis for the reproduction of life, and it can be analysed under the triad inhabitant-place-identity. Besides that, the author defends that it is fundamental to consider place as the stage of events, due to its real, practical, sensitive, and concrete dimension, therefore it becomes elementary to consider it as a construction woven by social relations of the living space, ensuring a network of sense and significance, woven by history and culture. Therefore, it involves social life, identity, and acknowledgement (Costa, 2017).

As a spatial concept of analysis, place becomes relevant in the contemporary period, not as simple means of localization or a physical basis, but as a socio-spatial construct, built on the relations between individuals and the territorial basis where they live and where an introspection of values is developed and conditions the actors' way of living (Costa, 2017). Space is where men gather, feel, live, think and get emotional (Santos, 1996, cit in Arroyo, 1996).

Following this, Costa (2017) considers that all experiences connected to architecture are multisensory; the characteristics of space, matter, scale, and light reinforce the existential experience, our sense of belonging to the world, and that is essentially an experience of reinforcement of personal identity. Pallasmaa (2005) even states that an architecture which intensifies life must simultaneously provoke all senses and merge our image of individuals with our experience of the world.

In what regards the city, Costa (2017) considers that its shape is not just a spatial structure, as there is a necessary relation between the elements which make it up and its space, as a result of the historical, social, economic, and political conditions under which society creates its space and social and cultural appropriation determines its shape. For this author, in the city, square is the place par excellence, as it is stage for public life, social interaction, stories, and marks which bond us, and it carries the burden of identity and appropriation in a timeless permanent manner. For Lamas (2004), the square is the intentional public place of permanency, gathering, commerce and circulation, where important festive events, commemorations and manifestations take place and where architecture is in the spotlight.

2.2. development and tourism

Despite the complexity of the concept of development, defended by Sharpley and Telfer (2002), for considering it to be multidimensional, embracing not only economic growth and traditional social indicators, such as health, education and inhabitation, and which also seeks to confirm the political and cultural integrity and freedom of all individuals in society, from the previous analysis it is understood an intrinsic connection between what is regarded as development, generally speaking, to the relation between society and built space, essential

both for personal and collective construction, as well to the creation of places full of identity, due to cultural, political, sociological and economic implications.

Regardless of the degree of complexity which might be ascribed to the concept of development, it is considered in this article that it is relevant to notice what Bilhim (2004) advocates, as he mentions that development should be understood as a dynamic process of accomplishing the potential of all human being, which presuppose transformations or changes in the social and economic structures of a society, in order to optimize them and, thus, achieve certain social goals in a social project which is changeable in time and space. In addition to that, and according to Lopes (2006), development must be for people, not for some, but for all of them, wherever they live, and, therefore, the space variable cannot stay out of consideration, since it is explicitly taken into account, in the concept of development, the place where people live.

With the certainty that places reflect the singularity of the existing elements, whether cultural or historical, influenced and shaped by the social and economic dynamics based on the construction of identity, the opinion of Matos (2000) is corroborated here, as he considers that the temporal sustainability of development must, on one hand, lean on the territorial existing endogenous resources and, on the other hand, lean on the exogenous support which often proves essential to the beginning of economical relaunch.

Besides the economic and social content associated to these interpretations, it is important to highlight that, in a specific plan, local development also implies the appreciation of culture, ways of living, traditions, and local cosmologies (Azevedo, 2002, cit in Bartholo et al., 2009).

In this context, tourism is widely considered as a means to achieve development in destination areas. In fact, the raison d'être of tourism, the justification for its promotion in any area or region, whether in the industrialized world or in the less developed, is its alleged contribution to development (Sharpley and Telfer, 2002). It is even considered tourism to be a way of harnessing the territory's own resources, assuming itself as one of the activities that can best do it, constituting an important factor of development (Reis, 2012).

And understanding that tourism is, in its essence, the experience of emotions provided by the fruition of the elements which make up and characterise the several resources, in all their natural diversity, conditioned by personal experience and by each tourist's expectations, it is relevant to emphasize, therefore, that tourist development should not be only economical, quantitative, but should also respect the host communities' values and life quality, as well as cultural demands and visitors' satisfaction (Vieira, 2007). Thus, it is understood that tourist development should help communities to achieve superior goals, such as the well-being of the population, being related to coherences regarding spatial surroundings (Machado, Coelho and Brázio, 2011).

Thus, there is the need to opt for the qualification of physical space, converting it into a space for relations, and in that way to access the status of public space - far from the idea of

anonymous space, out of social itineraries and appropriation phenomena. The public space felt and understood, of social relation and demand, must be based on projects which ensure a multifunctionality that generates dynamics in the domain of institutional, public and private activities, and simultaneously, grant spaces open to multiculturalism (Paiva, 2012).

These are convictions that lead to corroborate what Correia (2007) defends, when he states that public space is by definition a space for gathering, and, therefore, it is essential to recover squares, to revitalize historical centres and degraded spaces, to value heritage elements which are the soul of the city, because it is where interclassist, intergenerational and intercultural purposes reveal.

3. Methodology

Concerning methodology, was chosen the deductive method, regarding that deduction goes from general to particular knowledge, aiming to clarify the content of formulated assumptions (Carvalho, 2009). Also, because it starts from principles recognized as true and indisputable and makes it possible to reach conclusions in a purely formal way, that is, by virtue of its logic alone (Gil, 2008). A case study was carried out, on the assumption of it being a good practice case, which lacked confirmation. The architectural project was analysed and visits were made to the requalified places. The necessary literature review was also carried out and it was developed on themes like space, place, identity, architecture, tourism, and development.

4. Results and discussion
4.1. Case study: Vizela - Northern Portugal

The municipality of Vizela, in the Northern region of Portugal, is made up of 5 parishes, covering an area of 24,7 km2. In the tourist and cultural field, Vizela presents a diversified offer. Its identity is particularly related to culture, as a result of both historical events and of the development inherent to the latest policies regarding culture and tourism. The cultural dynamics of Vizela is nowadays characterized for its tradition and modernity. The presence of thermal waters dates back to the 18th century, as the first facilities were created in 1785. In Vizela the spa is equipped with all that is necessary to respond to current needs. Regarding religious tourism, S. Bento das Peras sanctuary stands out. As for gastronomic offer, the highlight goes to Bolinhol, which is a unique cake, having its genesis in 1884. The authenticity is present in the material and immaterial heritage, as well as in diverse leisure spaces, where natural elements stand out. The most significant are Padrão do Tratado de Tagilde, which evokes the oldest military allegiance in the world, between Portugal and England; the Roman Bridge, established as National Monument; D. Luís Bridge, built in 1871; Bica Quente, where the first vestiges of Roman occupation were found; Parque das Termas, a leisure park with an area of 7.5 ha, built between 1885 and 1886 (Câmara Municipal de Vizela, 2020).

In this article the study object is the historic centre of Vizela, with the aim to analyse the interventions carried out in Praça da República (Republic Square; the main square) and Jardim Manuel Faria (main city garden), preceded by an architectural project which, according to its authors, is the result of the restlessness from a global world, but mainly of the problematic that was learned from the reflection about the built space, where the design was defined as a defining gesture of senses, identity generator, of rooting and projection. From the analysis, and according to the descriptive memory of the architectural project developed for Vizela`s city centre, which is explained, as a decisive tool in this case study, was proved that the need for an intervention in Republic Square was consensual.

With that intervention, it was important to erase the elements that separated the square, which divided it and prevented it from presenting itself as a comprehensive place, capable of receiving any and all experiences, more or less permanent. It was also important that the square would become unequivocal, capable of portraying its people. Despite being characterized as devoid of senses, be it because of the devaluation of identity elements and the physical and sensory imbalance, be it due to the lack of accuracy in the basic principles of appreciation of social and cultural relations, the square should be the physical reference of all the inhabitants, as it bears the people's history and soul, and, at the same time, is decisive for the construction of a place of collective memory (Nidus Ars, 2019).

Over time, the square has evolved, both functionally and morphologically, and some of its characteristics emerged as a result of the pressures that society imposed on it, exemplified by the disconnection of its relationship with the surrounding built space and by the cut-outs caused by automobile appropriation. These did not value the square in any way, as space to be in and socialize. This lack of humanization was evident, both in the inconsistency of the square and in the lack of organization of the elements which were part of it, what sent primary and identity elements to loneliness and forgetfulness, and they were no longer felt, only remembered (idem).

Figure 1 - The main square: before the interventions

Font: Google

Unlike the square, the Manuel Faria Garden, colourful, balanced, and harmonious, embraces and brings near the simple act of stay, so any intervention in this space should ensure that its collective sense would not disappear. In spite of that, a careful observation did not fail to mention some contradictions resulting from interventions carried out over time, from the disuse and the need to open and readjust, taking into account the changing paradigm of the city itself. Besides that, among its characteristics, the lack of a natural connection with the surrounding spaces was obvious, namely with Dr. Abílio Torres Street, the main street, and with the square. In fact, garden, and square, appeared as two distinct spaces and with their own characteristics, but that complement each other, so this relationship should be highlighted (ibidem).

And still according to the descriptive memory of the project, its limits were also intervened. In a natural approximation exercise to Republic Square and Dr. Abílio Torres Street, the three spaces were "stitched", since, despite their differences, regarding both use and function, they emerge as a set which is the "heart" of the city.

Despite the identified needs, it is important to understand that intervening in the physical space, be it public or private, always has a bigger purpose than its simple formalization. It is an action that allows treating, reorganizing, and valuing the way people experience spaces, providing them with sense and making them real, tangible and intemporal places (Costa, 2017). The space becomes a place as it acquires definition and meaning (Tuan, 1983).

To ensure a conscious intervention, to which time is insensitive, became the need to divide the intervention on the square in two phases, as one can read in the descriptive memory of the project. In a first phase, the dialogues and experiences of the square would be worked on, while, at the same time, the underground would be explored and studied, with all the necessary caution and accuracy. The intention was for the square to acquire sense, which could be accomplished through pavement geometry, using tiles symbolizing the Roman mosaics which exist underground. By embracing the historical and cultural heritage of the city, the square retrieves the water, a thermal symbol, and brings it back to surface through small water jets on the pavement, therefore referring to the origins of Vizela and making justice to the main development factor of old times.

Regarding Bica Quente, a fountain of thermal water and a major identity symbol of the square, there was a disturbing silence involving it. The bench that surrounded it, with his back to it, closed Bica Quente, leading to the loss of an engaging and continued narrative between Bica Quente, square and actor. Formalizing the intervention in Bica Quente was a way of responding to the will of bringing it nearer the people. Last, but not least, the project comprehended repositioning the "Vizela Romana" sculpture, a symbol of major relevance in Vizela, previously located in the transition space between garden and square, as a way of "anchoring" it to the city "main stage" (Republic Square) and its "living room" (Manuel Faria Garden), due to the fact that the sculpture was placed with its back to the square and was only sensed by those in the garden.

In what concerns the Manuel Faria Garden, the presented proposal intended, essentially, to solve some questions regarding the interior of the garden. It aimed at solving the mutism towards the exterior, by opening the garden to a constant dialogue with the city. To the west, the permeability with Dr. Abílio Torres Street is accomplished by positioning a central staircase in the garden, thus becoming a main entrance to it, in a natural interaction from there to "Vizela Romana", in the square, and extending, visually, up to S. Bento's mountain, where the patron saint oversees the city. Concerning permeability of the garden to north, the limit is broken, and the garden is extended towards the square, in a design similar to the previously existing, and the boundary between both spaces is eliminated, resulting in an approximation, both physical and sensory, even more evident with the absence of automobiles in the linking area between both spaces. The garden will remain unchanged, both from the sensory and from the morphological point of view, where all the existing elements will remain, although with the necessary regeneration, except for the elements which no longer answer the needs of the city. Still regarding the garden, it is important to mention that there has been a project for the recovery and treatment of the bandstand, as well as for relocating sanitary facilities and reconfiguring the water mirror, with jets, thus ensuring the sensory balance of all the elements that take part in the simple act of being and stay.

Figure 2 - The project: square, garden, and surrounding streets
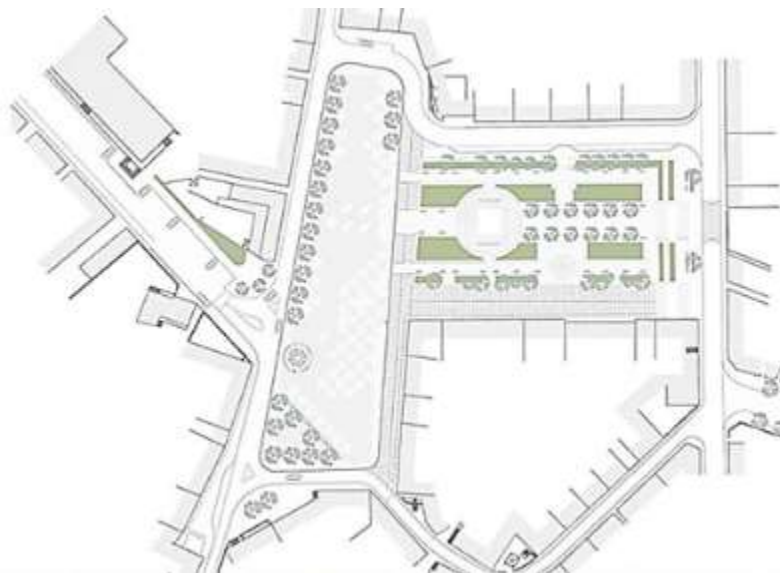
Font: Nidus Ars

Clearly mechanized, square, and garden were submissive to an inconsequential automobile occupation. The intervention in the heart of the city required restructuring streets and parking space. The project mentions that streets should be reorganized under the premise

of accepting its mechanization, with changes in streets layout, parking places and directions of automobile circulation, thus making the relation between mechanized and humanized spaces more equitable, so as to ensure a better traffic flow without disregarding the parking issue in the city centre.

According to the project, to the west of the square, automobile circulation is accessible only to residents and to loading and unloading vehicles. The square is no longer surrounded by car traffic, which brings it nearer the garden and the buildings, thus enhancing a more involved fixation of people, without exhaust fumes and noise, and reducing insecurity. To take all the advantages from the square, the project predicted that all the existing vegetal structure should be removed, thus creating a more inclusive permanency; all trees should be removed as well, both for safety reasons and for the impossibility of controlling the growth of roots, which systemically damage the pavement; to north and east of the square, new trees should be placed, so as to ensure comfortable areas of shadow and to provide dynamism throughout the year, with the changing colours of leaves and the variation in the treetops; to the west, trees would not be replanted, thus enabling continuity and permeability to the garden.

Analysed the project, it is necessary to mention the interventions, or constructions, that were carried out from March 2020 and inaugurated in the beginning of May 2021. From the study, after visits to the spaces which underwent intervention, it was possible to confirm that the project was fulfilled and the spaces under analysis are now coherent not only with the project, but also with each other and the city, becoming now places to be, or stay, and not just pass by, where there is more comfort for those who these places were redesigned for, that is, the people. Thus, it is concluded that residents and visitors or tourists now have access to these public places where they can enjoy them with more quality - quality of life for the former and quality of experiences for the latter.

Nevertheless, and after gathering information from the architect in charge of the project, as well as from the public declarations of the Mayor of Vizela, in different public events, was noted that there were different challenges to overcome, as expected. Here are highlighted the main three challenges: 1) to obtain financing to the necessary works/constructions; 2) to manage the relation between resident population and the political decisions on the spaces to be requalified; 3) to ensure that those spaces would be full of identity. As a result from institutional and political efforts, carried out by the Municipal Executive, the amount needed for the works (€ 1.843.085,00), according to the City Hall of Vizela, was obtained in its almost totality through FEDER financing (European Fund for Regional Development), being the Municipality only responsible for the payment of exceptional or unforeseen works. The management of the relationship of the resident population with the political decisions on spaces to be requalified, despite never being easy in processes that imply changes, was made through public presentations of the architectural project, with clarifications, and the project was available for public consultation and collection of peoples proposals for one

month. The guarantee of preservation and creation of identity was established in the project, which, in turn, was developed with basis on historical and archaeological research.

Figure 3 - After the interventions: square, garden and its surroundings

Font: Câmara Municipal de Vizela

Figure 4 - Square detail: before the requalification

Font: Google

Figure 5 - Square detail: after de requalification

Font: Authors of this study

5. Concluding remarks

Regarding that the architectural project for the requalification of Vizela city centre was developed with the purpose of enhancing the immateriality associated to the essence of the city and its people, as well as recovering the physical and sensory balance of spaces, in order to, not only ensure a better future for everyone, but also to enable the protection of collective memory, were analysed the results, to conclude that the interventions, foreseen in the project and already implemented, are complying with the established purposes. The undertaken study also shows that practice is respecting and confirming theory, since spaces were transformed in places with identity, places to stay and not only to pass by.

Also relevant to mention in the conclusions is the fact that political decisions were made so as to enable moving forward with the project, after a period of public consultation, and, at the same time, that courage was shown by the Municipal Executive body in materialize the investment, even if reimbursed, in a pandemic context.

In a global way, this project and these interventions result in a natural approximation between Republic Square, Manuel Faria Garden and Dr. Abílio Torres Street, in visual relationship with the city's patron (São Bento das Peras), because although different in use and function, they complement each other, emerging as an immaterial set, wrapped in smells, colors, textures, sounds and light that make us navigate in time. It is this centre, and the senses that awaken, that generates the identity that feeds the soul of all people from Vizela, the heart of the city of Vizela, and allows a much better tourist experience.

6. Research implications

From this study, the importance of requalifying public spaces seems evident, given the visible direct influence on their experience, when they are transformed into places with a higher level of comfort. Places to be, to stay and enjoy, individually or in community. And this must always be the added value to be reflected in the objectives of projects and interventions similar to the one studied here.

Nevertheless, it is considered that a new study will be helpful, in the future, namely to analyse the opinions of those whose needs involve using and/or enjoying the spaces mentioned, that is, of residents, local traders, visitors and tourists. Because, despite having found positive results so far, it is important to carry out the necessary monitoring.

References

Arroyo, M. (1996). A trama de um pensamento complexo: espaço banal, lugar e cotidiano. In A. Carlos and A. Fani (org), *Ensaios de Geografia contemporânea: Milton Santos obra revisitada* (pp.55-62). São Paulo: Hucitec.

Bartholo, R., Sansolo, D. and Bursztyn, I. (2009). *Turismo de base comunitária: diversidade de olhares e experiências brasileiras*. Rio de Janeiro: Letra e Imagem.

Bilhim, J. (2004). *A Governação nas autarquias locais*. Porto: Sociedade Portuguesa de Inovação, S.A.

Boullón, R. (2006). *Planificación del espacio turístico*. Ciudad de México: Editorial Trillas.

Correia, N. (2007). *O conceito Polis e a requalificação urbana*. Lisboa: Ministério do Ambiente e Ordenamento do Território e Desenvolvimento Regional.

Costa, F. (2017). *Um lugar, sítio de identidade e apropriação: Praça Maior - Largo da Oliveira* (Non edited Masters dissertation). Lusíada University, Portugal.

Fernandes, A.T. (2002). *Memória e Identidade em Comunidade Autárquica: Arouca na encruzilhada do passado e do futuro*. Porto: Câmara Municipal de Arouca.

Gil, A.C. (2008). *Métodos e técnicas de pesquisa social*. São Paulo: Atlas.

Hebbert, M. (2005). The street as locus of collective memory. Environment and Planning. *Society and Space*, 23: 581-596.

Lopes, A.S. (2006). Encruzilhadas do desenvolvimento: falácias, dilemas, heresias. *Revista Crítica de Ciências Sociais*, 75: 41-61.

Machado, R., Coelho, J. and Brázio, M. (2011). Planear o turismo localmente: O caso do monte de Santa Luzia em Viana do Castelo. In *Proceedings of the 2nd International Congress on Tourism*, Barcelos, Portugal, 7-8 Outubro 2011 (pp. 65-87). Barcelos, Portugal: IPCA - Polytechnic Institute of Cávado-Ave.

Matos, A. (2000). *Ordenamento do território e desenvolvimento regional* (PhD final thesis). http://www.dge.ubi.pt/fmatos/tese.pdf. [Accessed the 18th of March 2021, 21:45]

Nidus Ars (2019). *A Praça da República e o Jardim Manuel Faria - intervir no espaço físico e sensorial: reflexão e memória descritiva*. Vizela: Nidus Ars, Lda.

Oliveira, J. (1998). Memória, herança, património e paisagem. *Cadernos de Geografia*, 17: 123-129.

Paiva, B. (2012). *Design e Urbanidade – Cumplicidades do Programa Polis* (Non edited PhD final thesis). Técnica University of Lisbon, Portugal.

Reis, P. (2012). *Desenvolvimento local: O binómio turismo/áreas rurais nas estratégias de desenvolvimento local*. Coimbra: Exedra.

Santos, B.S. (1994). Modernidade, identidade e a cultura de fronteira. *Tempo Social, Ver Social*, 5 (1-2): 31-52.

Santos, M. (1988). *Metamorfoses do espaço habitado*. São Paulo: Hucitec.

Sharpley, R. and Telfer, D. (2002). *Tourism and development - concepts and issues*. Clevedon: Channel View Publications.

Tuan, Y. (1983). *Espaço e Lugar: A perspectiva da Experiência*. São Paulo: DIFEL.

Vieira, J.M. (2007). *Planeamento e ordenamento territorial do turismo - Uma perspectiva estratégica*. Lisboa: Verbo.

#44 | The development of cultural hiking tourist routes in mountain tourist destinations

#44 | O desenvolvimento de roteiros turísticos de caminhada cultural em destinos turísticos de montanha

Diana Foris

diana.foris@unitbv.ro; Transilvania University of Brasov, Faculty of Food and Tourism, Brasov, Romania; CiTUR Portugal

Ana-Madalina Comsa

comsaanamadalina@yahoo.com; Transilvania University of Brasov, Faculty of Food and Tourism, Brasov, Romania

Abstract

The purpose of this research is to develop the concept of cultural hiking routes, considering both the values of the cultural heritage and the natural tourism potential. A qualitative marketing research was conducted based on the in-depth interview method. The concept of "cultural hiking routes" was appreciated and received with great interest by the interviewed specialists. The respondents consider that the implementation of this concept and the promotion of these new routes will increase the number of tourists and will lead to the increase of the appreciation regarding the tourist patrimony at the level of the tourist destination Brasov. The study has both theoretical and practical implications. Based on the research results, five cultural hiking trails were designed for Brasov, one of the most popular mountain tourist destinations in Romania. This paper proposes a new approach to thematic tourist routes in mountain tourist destinations to improve the cultural experience of the visitors.

Keywords: Cultural heritage; Natural tourist potential; Tourist destinations; Tourist routes; Tourism stakeholders.

Resumo

O objetivo desta investigação é desenvolver o conceito de percursos pedestres culturais, considerando tanto os valores do património cultural como o potencial turístico natural. Realizou-se uma pesquisa qualitativa de marketing, com base no método de entrevista em profundidade. O conceito de "roteiros culturais" foi apreciado e recebido com grande interesse pelos especialistas entrevistados. Os inquiridos consideram que a implementação deste conceito e a promoção destas novas rotas irão aumentar o número de turistas e irão levar ao aumento da valorização do património turístico ao nível do destino turístico Brasov. O estudo tem implicações teóricas e práticas. Com base nos resultados da pesquisa, cinco percursos culturais foram projetados para Brasov, um dos destinos turísticos de montanha mais populares da Roménia. Este artigo propõe uma nova abordagem aos roteiros turísticos

temáticos em destinos turísticos de montanha, para melhorar a experiência cultural dos visitantes.

Palavras-chave: Património cultural; Potencial turístico natural; Destinos turísticos; Rotas turísticas; Interessados do turismo.

1. Introduction

A mountain destination can be defined as a geographical, economic, and social entity incorporating companies, organizations, activities, areas, and infrastructure developed to meet the special needs of the mountain tourists [1]. Tourism based on snow activities, adventure tourism (hiking, climbing, rafting, cycling), cultural tourism, ecotourism, etc., are part of mountain tourism [2]. Mountain tourist destinations have natural resources and attractions, but it offers tourists a multitude of tourist attractions that they can visit. Regarding natural resources and attractions, the tourists are attracted to landscape, flora, fauna, watercourses, etc. Tourists are also interested in visiting tourist attractions such as cultural, historical, architectural attractions (museums, cathedrals, theaters, monuments, festivals, art, etc.), but they are also attracted by the people of the place and their culture, folk elements, customs, as well as local gastronomy, recreational possibilities, etc. Tourists want to experience as much as possible a touristic destination when they decide to visit it, but they do not always have time to enjoy everything their chosen destination has to offer.

Overall, at the level of mountain destinations, aspects of mountain tourism are intertwined with those of cultural tourism. But how can a tourist experiment both types of tourism? How can a tourist cover a wider palette of natural attractions and sights in a short stay? There are questions that tourism specialists and managers of a mountain destination should provide answers and, of course, should find solutions to solve this kind of problems. Tourists must be fully enjoyed of everything, or of as many things as possible of what a tourist destination has to offer. Starting from the above-mentioned questions, a solution can be the thematic tourist routes, which are a simple way to promote and cover a wider palette of tourist attractions and activities at a destination level. Moreover, a new type of thematic route can be created, namely the cultural hiking route, which ensures binding of mountain tourism by cultural tourism.

The purpose of this research is to develop the concept of cultural hiking routes, considering both the values of the cultural heritage and the natural tourism potential.

2. Literature review

The main source of mountain tourism is the natural beauty, in global tourism markets it is noticed the growing enthusiasm of people to spend their holidays in close connection with nature, so the mountain tourism gains more and more land [3]. Moreover, the interest in mountain tourism not only helps to diversify the tourist activities but also to a better knowledge of nature and to raise awareness among tourists on issues related to nature. The sustainability of the mountain tourism depends not only by the behavior of tourists on the mountains, but also by the interactions of mountain tourism with mountain communities and the rest of the tourism industry [4]. The effects of the mountain and the development of tourism in terms of economic and social areas are considered to be very important [5].

The cultural tourism is as an economic activity using socio-cultural goods and assets to attract visitors [6] as a phenomenon based on visitors' motivations and perceptions rather than on the site attributes [7]. The cultural tourism, in terms of demand, is representative of the desire of tourists to experience and consume directly different cultural landscapes of past and present, performances, food, crafts and participatory activities [8].

The tourist routes are means of directing the visitor's experience by providing an intentional route [9]. The tourist routes are found to be more present at the level of tourist destinations, starting from the fact that the expectations and demand of tourists to experience more and more increase. Timothy and Boyd concept the tourist routes in a hierarchy with the experienced aspects of the basic route, modeled by the different types of routes, their settings, their extent, and their rationale, all operating in the broader environmental policy. By placing visitors' experience at the center of their model, underlines the primacy of the route interpretative function [10]. Trails and tourist routes are treated in the work of several authors: tourism routes [11, 12, 13], cultural routes [14, 15], heritage trails [16, 17, 18, 19, 20, 21, 22], interpretive trails [23, 24], literary trails [25], food trails [26, 27], wine trails [27,28], beer trails [29], thematic walking tours [30].

Themed tourist routes and cultural routes are increasingly ubiquitous in the tourist landscape. Although their role and usefulness as applied tourism products has been analyzed, they remain sub-theorized in the academic literature [31].

At the level of a mountain tourist destination there are mountain tourist routes, sometimes cultural routes, or thematic routes. Such routes are designed by destination managers and tour operators to maximize cultural landmarks, activities and attractions found at a destination. Many destinations use thematic tourism to develop new tourism products, focusing on various consumer segments, to expand and improve the tourist experience.

The thematic route is not a new concept and many of today's popular routes are based on ancient pilgrimages or trade routes and hiking trails, so new types of themed routes have been developed to meet the growing need to create localized products, diversified and to meet the demand for individualized tourist experience [31]. The concept of "thematic route"

means a route that connects natural or artificial attractions, based on a certain theme, and that are accessible to tourists [32]. This creates a sequence of attractions to be visited in order and a thematically structured narrative through which tourists can understand the place and its story and see the diversity of the destination and additionally tourists following real and virtual markers that direct the gaze and manage the experience [31].

3. Methodology

Considering the research problem, namely to develop the concept of cultural hiking routes, taking into account both the values of the cultural heritage and the natural tourism potential, the research objectives were set, as follows: (O1) Identifying the opinion of the specialists regarding the concept of cultural hiking routes at the level of the mountain tourist destination Brasov; (O2) Identification of cultural, natural objectives and attractions for the development of cultural hiking routes in Brasov, (O3) Development of cultural hiking routes in Brasov.

Brasov is one of the most popular mountain tourist destinations in Romania, both nationally and internationally, being known for its views, the relief conducive to adventure tourism, cultural richness, to which is added the geographical position in central Romania. The city of Brașov, a cosmopolitan city with many accommodation and public catering units, has numerous historical and cultural objectives, including at administrative-territorial level also Poiana Brașov, a tourist resort, recognized for its mountain sports and skiing facilities, having ten marked and approved mountain tourist routes and a ski area that includes seven ski slopes equipped with cable transport facilities. Moreover, in the municipality we find a cultural route "The route of the holly shrines" and a thematic path "Butterflies and flowers on the Tampa mountain" is arranged. At the level of Brașov county, the project "Thematic Trail Trigger – ThreeT" (Initiation of thematic routes) [33] is underway, being centered on the principle of sustainability of cultural tourism and ecotourism. The "Three T" project takes place in the period 2018-2022, being included in Priority Axis no. 4 within the European funding program INTERREG EUROPE, which has as investment priority the conservation, protection, promotion, and development of natural and cultural heritage [33].

In order to implement the first objective O1- Identifying the opinion of the specialists regarding the concept of cultural hiking routes at the level of the mountain tourist destination Brasov, qualitative marketing research were performed based on the in-depth interview method.

The selection of participants was based on the following criteria: specialization (to ensure the representativeness of several categories of tourism specialists in both the public and private sectors) and experience in the field of tourism (see Table 1).

Table 1 - Categories of respondents in the qualitative research- Specialists

The Respondent's Position /Specialization	Organization	Code Number
Director	Braşov City Hall	1
Counselor	Brasov County Council	2
University Profesor	Transilvania University Brasov	3
President	APDT	4
Museum Director	The Ethnographic Museum Braşov The Urban Civilization Museum of Braşov	5
Coffe Shop Director	Coffe Shop downtown Braşov	6
Restaurant Director	Restaurant downtown Braşov	7
Travel Agency Director	Travel Agency	8
Shop Director	Souvenir Shop	9
Restaurant Director	Restaurant downtown Braşov	10

The interviews were conducted by a qualified moderator using the interview guide designed to ensure the purpose of the research and which includes a number of 10 questions. The participants were provided with information about the context and the purpose of the study.

In order to fulfill the objectives O2- Identification of the existing attractions at the destination of Brasov and O3- Development of cultural hiking routes in Brasov, the existing attractions at the destination of Brasov were identified and five variants of cultural hiking routes in Brasov were created.

4. Results and discussion

The research results are structured taking into account the objectives, based on the answers to the research questions.

(O1) To the first question "Do you consider that in Braşov the elements specific to cultural tourism or mountain tourism predominate?" the opinions of the respondents were different. Five of the respondents consider that in Braşov elements specific to cultural tourism predominate. They claim that the city of Brasov is characterized by culture and that the predominant type of tourism in this city is cultural. The other half of the respondents consider that cultural elements are intertwined with the natural/mountain ones. They look at Brasov as a whole, where the natural setting embraces the city's culture.

To the question: "What does the expression cultural hiking bring to your mind?" respondents used various elements to describe "cultural hiking", but all pointed out that this expression makes them think of a walk through the culture of a city, an area, a village. Five of the respondents view the cultural hike as a walk through a friendly setting, where you breathe fresh air and receive a lesson about the culture of the area from a local guide or even a local.

It should be noted that most of the respondents were not limited to the city of Brașov but extended the view of this type of hiking in Brașov County: "I view the walk through the culture of Viştea village as a cultural hike" (#5); "The route of the holly shrines in Brasov is such a hike" (#1).

Regarding the way in which the respondents perceive the idea of linking the cultural objectives to the mountain attractions through coherently created and well-defined thematic routes, all the respondents consider that it is a very good idea. Some respondents claim that such routes would attract a larger number of tourists to the city of Brasov. "Tourists like to experience new things, so these routes would be welcome in this city" (#8).

At the request of the moderator that the respondents identify other elements that such a route should include, all respondents consider that it is more than necessary that such a route also contains an element of local or traditional gastronomy. They claim that it is necessary for the tourist to be able to have dining options on such a route. Therefore, such a route must contain at least one natural, a cultural and a gastronomic element (traditional restaurant). Moreover, 7 of the respondents believe that the tourists should be guided by local guides, maybe even locals, to make a walk a story.

To the question: "Do you think that tourists would appreciate the existence of such a thematic route in the tourist offer of Brasov?", All respondents consider that tourists would appreciate such a route. Five respondents believe that the tourists would actually request such a route, and the opinion of others is that the tourists already go on such routes, but in a chaotic way, so it would be good to implement such a route because the tourists can enjoy all the beauty of Brasov. In addition, the respondents underlined the fact that, if such routes will be implemented in Brasov, a plan will have to be made to promote them, so that tourists will be informed of their existence.

To the question: "Do you think that the development of cultural hiking routes will have an influence on tourism in Brasov? If so, what would it be?", All respondents believe that the development of such routes will have a positive influence on the tourism in the city of Brasov. Four respondents do not consider that the development of such routes will lead to an increase in the number of tourists, believing the city will be better known from a tourist point of view and that this will better promote the cultural elements of the city. Six respondents believe that these routes will bring more tourists to Brasov, especially foreign tourists who want to experience as much as possible of what the destination offers: "It will be a new tourist package, of interest, and tourists will request such routes" (#4). However, even if they believe that such routes can add to the tourism of Brasov, 2 respondents expressed concern about the occurrence of local problems, generated by the increase in the number of tourists, such as traffic congestion: "These routes will increase the number of tourists and this will make traffic difficult in the central area" (#3).

To the question: "Do you think that cultural hiking routes should be signposted? If so, how?", The respondents' opinions were divided. Eight respondents answered yes to this question. Regarding the way of signaling this type of route, five of them are of the opinion that a street signaling similar to the one used for signaling mountain routes should be thought of, with the specification of not using the same colors (to avoid confusion with mountain ones), and the other three considered that the signaling of such routes should be done "according to the European Norms" (#1, #4, #6). The two respondents, who do not consider it necessary to signal these routes, are of the opinion that there should be maps, leaflets and signs to "highlight those routes" (#3, #5).

Regarding the way in which the respondents perceive the need for homologated tourist routes to be developed at the level of Brașov destination, all respondents consider that Brașov needs homologated routes. One of the respondents pointed out the existence of the thematic route "The route of the holly shrines" which is approved and the thematic path "Flowers and Butterflies on the Tâmpa", considering that "only two thematic routes are too few for a tourist destination such as Brasov" (#1). Six respondents believe that Brasov needs more creativity when it comes to tourism: "Approved routes are good, but it is necessary to work on a promotion plan for them" (#2).

At the request of the moderator that the respondents identify the organization or organizations that should deal with the development of cultural hiking trails in Brasov, most respondents believe that Brasov City Hall together with Brasov County Council and tourism associations in Brasov should deals with the implementation and development of these routes. Furthermore, it was emphasized that a Destination Management Organization (DMO) should be set up to "take over the coordination of tourism" (#4). Three respondents considered that, in addition to the state institutions, "should be involved in the implementation of these routes also travel agencies, as well as accommodation and dining units" (#6, #8, #10). Of note is the recommendation made by one of the respondents, regarding the need to request the consent of the locals before starting the design and development of new routes at the destination: "Before implementing new routes, locals should be asked if they agree with this. The changes are welcome but we must make sure that we do not disturb through our actions" (#3); also, the note of one of the respondents regarding the need for research to design and develop such routes: "Extensive research should be done with the help of academia and hence the idea of new tourist routes" (#4).

At the end of the interview, when asked by the moderator if the respondents have anything to add, half of the respondents consider that the idea of developing cultural hiking trails in the municipality is very good, and should be extended to Brasov county: "we have enough cultural objectives at the county level that deserves to be involved in such a route"(#2, #5); "This county enjoys a beautiful natural setting that is worth visiting" (#1). Moreover, this concept can be replicated in other counties in Romania, at national level: "if these routes are

developed in Brasov county, other counties will certainly take a model and the idea will be embraced by the whole country" (#4, #8).

(O2) The cultural, natural objectives and attractions for the development of cultural hiking routes identified in Brasov are the following: cultural/historical objectives: The First Romanian School Museum Complex, The St. Nicholas Church, The Black Church, The Weavers' Bastion, The White Tower, The Black Tower, The History Museum, The Ethnography Museum, The Museum of Urban Civilization, The Art Museum, The Mureșenilor House Museum, The Junilor House, The Brașov Fortress, The Sforii Street, The Ecaterina Gate, The Schei Gate, The Blacksmiths' Bastion, The St. Bartholomew's Church; hiking: The Tâmpa Mountain - 2 routes (Serpentine Road, Gabony Steps), The Solomon's Stones, The Old Road of Poienii Brașov, The Forest Road to Poiana Brașov, The Poiana Brașov through Tâmpei Saddle, "La Iepure" Area; gastronomy - local restaurants: Bistro de l'Arte, La Ceaun, Casa Hirscher, Sergiana, Casa Românească, Capra Neagră, Şura Dacilor, Coliba Haiducilor, Vânătorul, Stâna Turistica, Medieval Salon, cultural cafes: Villa Kuschmann Waldkafe, Pharmacy Cafe , Typography, Cafeteria, Art and Coffee Gallery, Jurnal Cafe; souvenir shops: Authentic, King Art, Souvenirs, Folk art & Souvenirs; thematic routes: Flowers and Butterflies Trail, The Shrines Road.

(O3) The development of cultural hiking routes in Brasov aims to link cultural tourism with mountain tourism. Such a route connects several tourist objectives in the Municipality of Brașov, both cultural, natural, gastronomic objectives, as well as souvenir shops or traditional Romanian products. The design of the routes was made taking into account four important aspects: to capture a specific theme (cultural, historical, etc.) - found in the name of the route; degree of difficulty: low, medium, difficult; ensuring a unifying topography of the route, the tourist objectives were linked in the order in which they are in space, so that there is a fluency; to meet the demand for individualized tourist experience for several categories of tourists - it takes into account the age of tourists, their place of origin and their expectations regarding the tourist destination. The tourist experience can be accentuated if the route is presented in the form of a story, by a local guide or a local.

Five variants of cultural hiking routes were created at the level of the tourist destination Brasov.

T1. "Walking through old Brasov, history and tradition": Livada Postei – The White Tower - The Black Tower - Junilor House - Museum Complex of the First Romanian School - St. Nicholas Church - Romanian House Restaurant – The Solomon's Stones.

It is a route with a low degree of difficulty, accessible to several age categories and which includes several cultural objectives to which an objective from the natural/mountainous setting of the city and a Romanian restaurant have been linked. This route includes elements from the old fortress of the city, an element related to the local gastronomy and, of course, important elements from the history of the city. The route is presented by a local guide or a

local, who will create a story from the history and traditions of Brasov, remembering the legends of the place.

T2. „History and nature of Brasov": The Museum of Ethnography - Republicii Street – The County History Museum – The Tâmpa Mountain (on the Serpentines road / on the thematic path Butterflies and Flowers) - Tâmpa Belvedere - cable car descent - Authentic Souvenir Shop - Sergiana Restaurant.

It is a route with a medium degree of difficulty in which cultural objectives are linked to the natural ones on Mount Tâmpa, including a traditional Romanian restaurant and a souvenir shop. Mount Tâmpa is located in the middle of the city, it offers from above a beautiful panorama over Brasov and it is an important part of the city's history. The estimated time to climb this mountain is about an hour and a half on the Serpentines road or an hour on the themed path Butterflies and Flowers. The route is presented by a local guide, who will present the culture/history of the city from above, remembering the legends of the place. Mount Tâmpa has many legends, an aspect that can be a topic of interest for both Romanian and foreign tourists.

T3. „Brasov - Open-air Museum": The Black Church – The Ecaterina Gate – The Schei Gate - Sforii Street – The Weavers' Bastion – The Alley Under the Tâmpa – The Tâmpa Mountain (cable car ascent / descent) - La Ceaun Restaurant – The Museum of Urban Civilization - King Art Souvenir Shop.

It is a route with a low degree of difficulty and includes cultural objectives, mountain elements, local gastronomy and a souvenir shop. It is a route that captures an important part of the city's history, it visits the most important objectives in the old fortress of Brasov. The route is presented by a local guide or a local, who will present aspects of the history of Brasov from a height, on Mount Tampa.

T4. "In the footsteps of Brasov history": Pietrele lui Solomon - Poiana Brasov (hiking on the Old Road of Poienii) - Șura Dacilor Restaurant - descent from Poiana Brasov to Livada Poștei by bus – The Black Church – The County History Museum (Council House) – The Museum of Urban Civilization.

It is a route with a medium degree of difficulty, which starts with a hike on the Poiana Brasov's Old Road. The route links cultural objectives with natural ones, including a traditional Romanian restaurant. The estimated time to travel on the mountain route is one hour. From Livada Poștei, on their way to the cultural objectives, the tourists will go for a walk through the culture and history of the city, having the opportunity to observe the architecture of the city. The route is presented by a local guide, who will present aspects of the culture/history of the city, how the population of Brasov once lived, remembering the local legends. The legends related to Solomon's Stones are little known, as well as the history of the Old Road to Poiana Brașov.

T5. "Going back in time, The Brasov Fortress": Livada Postei – The Casa Mureșenilor Museum – The Greek Church, the Brâncoveni tombs, Crucea din Cutun – The Blacksmiths 'Bastion – The Ecaterina Gate – The Schei Gate – The Weavers' Bastion - Tâmpa Mountain on the Serpentines road/on the thematic path Butterflies and Flowers) - Republicii street - Bistro de l'Arte Restaurant - Souvenir Shop.

It is a route with a medium degree of difficulty, which includes many cultural elements of the old Fortress of Brasov, it offers a view from above on the old Fortress, as well as the gastronomic experience and a souvenir shop. It is a route that offers tourists the opportunity to learn a lot about the city-fortress that was Brasov. The route is presented by a local guide or a local.

5. Concluding remarks

The cultural hiking routes are a means of highlighting the cultural heritage and the natural tourist potential of a destination and to guide the visitor's experience by providing a sequence of tourist attractions and natural attractions to be visited in a thematically structured order, so that tourists can understand and see the diversity of the destination.

The concept of "cultural hiking routes " was appreciated and received with great interest by the interviewed specialists. The respondents consider that the implementation of this concept and the promotion of these new routes will have the effect of increasing the number of tourists and will lead to the increase of the appreciation regarding the tourist patrimony at the level of a mountain tourist destination. A cultural hiking route must contain at least one natural, a cultural and a gastronomic element. When designing cultural hiking route, it is advisable to consider the following aspects: the route should capture a specific theme (cultural, historical, etc.); degree of difficulty: low, medium, difficult; ensuring a unifying topography of the route (tourist objectives will be linked in the order in which they are in space); the route responds to the demand for individualized tourist experience for several categories of tourists (age of tourists, place of origin, etc.). The tourist experience can be accentuated if the route is presented in the form of a story, by a local guide or a local. This concept can be applied at local level but can also be replicated at area/county level.

6. Research implications

The study has both theoretical and practical implications. Based on the research results, five cultural hiking routes were designed for Brasov, one of the most popular mountain tourist destinations in Romania. Each of the five designed routes captures the history of the city, the cultural side, as well as the natural side of Brasov. In Brasov, a recognized destination for both mountain tourism and cultural tourism, the mountain/natural side is part of its culture and history. Therefore, nature embraces the culture and history of a mountain tourist destination. Regarding the theoretical implication, this study helps to strengthen existing

studies on the conceptualization of cultural hiking routes and provides the basis for future research. The authors aim to continue research on this topic, including quantitative studies, and to investigate the presence of other variables in these studies, such as tourist preferences regarding cultural hiking routes, and to expand research to other destinations.

References

1. Flagestad, A., & Hope, C. A. (2001). Strategic success in winter sports destinations: A sustainable value creation perspective. Tourism Management, 22(5), 445-461.

2. Kuscer, K. (2014). Determining Indicators of Mountain Destination Development. Tourism Analysis, 19(4), 441-460.

3. Dogan, M. (2012). A Case for Alternative Tourism: Mountain Tourism. 2nd Interdisciplinary Tourism Research Conference, 267-277.

4. Jurigova, Z., & Lencsésová, Z. (2015). Monitoring System of Sustainable Development in Cultural and Mountain Tourism Destinations. Journal of Competitiveness, 7 (1), 35-52.

5. Ungureanu, A. (2015). The importance of romanian tourism for the national economy. Ekonomika poljoprivrede, 62(3), 849-868.

6. Fyall, A., & Garrod, B. (1998). Heritage tourism: At what price?. Managing Leisure, 3(4), 213-228.

7. Poria, Y., Butler, R., & Airey, D. (2001). Clarifying heritage tourism. Annals of Tourism Research. 28(4), 1047-1049.

8. Chhabra, D., Sills, E., Healy, R. (2003). Staged authenticity and heritage tourism. Annals of Tourism Research, 30(3), 702-719.

9. Bozic, S., Tomic, N. (2016). Developing the Cultural Route Evaluation Model (CREM) and its application on the Trail of Roman Emperors, Serbia, Tourism Management Perspectives, 17, 26-35.

10. Timothy, D. J., & Boyd, S. W. (2014). Tourism and Trails. Bristol: Channel View Publications.

11. Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas – Vibrant hope or impossible dream? Tourism Management, 25, 71-79.

12. Lourens, M. (2007). Route tourism: A roadmap for successful destinations and local economic development. Development Southern Africa, 24, 475-490.

13. Hardy, A. (2003). An investigation into key factors necessary for the development of iconic touring routes. Journal of Vacation Marketing, 9, 314-330.

14. Ispas, A., Constantin, C. P., & Candrea, A. N. (2015). An examination of visitors' interest in tourist cards and cultural routes in the case of a Romanian destination. Transylvanian Review of Administrative Sciences, 11(46), 107-125.

15. Zabbini, E. (2012). Cultural routes and intangible heritage. Alma Tourism, 5, 59-80.

16. Al-hagla, K. S. (2010). Sustainable urban development in historical areas using the tourist trail approach: A case study of the cultural heritage and urban development (CHUD) project in Saida, Lebanon. Cities, 27, 234-248.

17. Cheung, S. C. H. (1999). The meaning of a heritage trail in Hong Kong. Annals of Tourism Research, 26, 570-588.

18. Hayes, D., & MacLeod, N. (2007). Packaging places: Designing heritage trails using an experience economy perspective to maximize visitor engagement. Journal of Vacation Marketing, 13, 45-58.

19. MacLeod, N. E. (2004). Seeing places: A critique of the heritage trail as a visual interpretation of place. In C. Aitchison & H. Pussard (Eds.), Leisure, space and visual culture: Practices and meanings (pp. 61-77).

20. Merantzas, C. (2015). Assessing local cultural heritage through a walking trail: The case study of the Theodoros Papagiannis museum of contemporary art (Helliniko Ioanninon, Epirus, Greece). Museum Management and Curatorship, 1-22.

21. Wagner, L., & Minca, C. (2015). Topographies of the Kasbah Route: Hardening of a heritage trail. Tourist Studies, 1-27.

22. Marschall, S. (2012). Sustainable heritage tourism: The Inanda heritage route and the 2010 FIFA world cup. Journal of Sustainable Tourism, 20, 721-736.

23. Atalay, S. (2015). Exploring interpretive trails. Journal of Community Archaeology & Heritage, 2, 85-88.

24. Taylor, E. P. (2015). Alternate routes: Interpretive trails, resistance, and the view from East Jerusalem. Journal of Community Archaeology & Heritage, 2, 106-120.

25. Saretzki, A. (2013). Literary trails, urban space and the actualisation of heritage. Alma Tourism, 8, 61-77.

26. Anderson, A., & Law, L. (2012). An advanced framework for food trail performance. Journal of Vacation Marketing, 18, 275-286.

27. Mason, R., & O'Mahony, B. (2007). On the trail of food and wine: The tourist search for meaningful experience. Annals of Leisure Research, 10, 498-517.

28. Jaffe, E., & Pasternak, H. (2004). Developing wine trails as a tourist attraction in Israel. International Journal of Tourism Research, 6, 237-249.

29. Slocum, S. L. (2015). Understanding tourism support for a craft beer trail: The case of Loudoun County, Virginia. Tourism Planning & Development, 1-18.

30. Markwell, M., Stevenson, D., & Rowe, D. (2004). Footsteps and memories: Interpreting an Australian urban landscape through thematic walking tours. International Journal of Heritage Studies, 10, 457-473.

31. MacLeod, N. (2017). The role of trails in the creation of tourist space. Journal of Heritage Tourism, 12(5), 423-430.

32. Nagy, K. (2012). Heritage Tourism, Thematic Routes and Possibilities for Innovation. Club of Economics in Miskolc' TMP, 8(1), 46-53.

33. Brasov County Council, Interreg Europe - ThreeT, Thematic Trail Trigger, Available online:https://site.judbrasov.ro/page_Interreg%2520Europe%2520-%2520ThreeT_592.html , accessed on 5 June 2020.

#57 | The COVID-19 pandemic crisis in Fernando de Noronha tourism

#57 | A crise da pandemia de COVID-19 no turismo de Fernando de Noronha

Wilma Paixão
wilmabarros@gmail.com; Universidade Federal de Pernambuco, Brazil

Itamar Cordeiro
itamar_cordeiro@yahoo.com.br; Universidade Federal de Pernambuco, Brazil

Nathália Körössy
nathaliakorossy@gmail.com; Universidade Federal de Pernambuco, Brazil

Abstract

The pandemic caused by COVID-19 imposed sudden changes in society. More than a year after the first disease cases, its effects on the economy, particularly in tourism, are incalculable. The sector seeks to recover from the worst year in its history, with a loss of more than US$ 1.3 trillion in revenue, and fears the long-term consequences for millions of workers, especially in destinations where tourism prevails as the main means of subsistence. The present study aimed to analyze the repercussions of the COVID-19 pandemic crisis in Fernando de Noronha (Brazil), observing the changes caused in the visitation and public collection of the Archipelago. To this end, data obtained from official sources between July 2020 and April 2021 were analyzed. The results show that, although some actions taken by the Government may have contributed to the control of the disease and signs of recovery have been seen for the year 2021, the drop of more than 68% in the number of visitors in 2020 compared to 2019 worsened the situation of vulnerability faced by islanders and already has repercussions on the provision of services to the population, including those related to basic needs, such as health and education.

Keywords: Coronavirus; COVID-19; Fernando de Noronha; Tourism.

Resumo

A pandemia causada pela COVID-19 impôs mudanças bruscas na sociedade. Passado mais de um ano dos primeiros casos da doença, seus efeitos na economia, particularmente no turismo, são incalculáveis. O setor busca se recuperar do pior ano de sua história, com uma perda de mais de 1,3 trilhões de dólares em receitas e teme as consequências a longo prazo para milhões de trabalhadores envolvidos na atividade, especialmente em destinos onde o turismo impera como principal meio de subsistência. O presente estudo objetivou analisar as repercussões da crise da pandemia da COVID-19 em Fernando de Noronha (Brasil), observando as alterações provocadas na visitação e na arrecadação do Arquipélago. Para tanto, foram analisados dados obtidos em fontes oficiais entre julho de 2020 a abril de 2021. Os resultados evidenciam que, embora algumas ações tomadas pelo Poder Público possam ter colaborado para o controle da doença e que sinais de recuperação sejam vistos para o

ano de 2021, a queda de mais de 68% no número de visitantes em 2020 em relação a 2019 agravou a situação de vulnerabilidade enfrentada pelos ilhéus e já repercute na prestação de serviços à população, inclusive sobre aqueles relacionados a necessidades básicas, como saúde e educação.

Palavras-chave: Coronavírus; COVID-19; Fernando de Noronha; Turismo.

1. Introduction

The COVID-19 pandemic has had unprecedented impacts on society (Rodrigues et al., 2020). Although it is not possible, up to this point, to determine the consequences in the medium and long term, the disease, which emerged in China in the last days of 2019 (WHO, 2020b), caused the death of more than 3 million people around the world by April 2021 (Our World in Data, 2021).

In addition to the deaths, COVID-19 also had unfolding economic effects. The COVID-19 explosion gradually paralyzed the world's primary wealth production and trade hubs (Trigo, 2020), causing a reduction in household income and expenditure (Chakraborty & Maity, 2020). With international travel systems stopped and leisure spaces closed, the crisis strongly hit the tourism sector (Andrade, 2020). In April 2020, 100% of tourist destinations in the world had displacement restrictions (UNWTO, 2020a), in addition to gross drops in the number of commercial flights operated globally (Petchenik, 2021). Due to the crisis, the capital's dependence on tourism showed its weaker side. Economies developed from the sector's production chain lost their primary source of income (Panosso Netto et al., 2020).

In some areas, the abrupt containment of tourism causes even more severe social problems, as the survival of entire communities depends on the activity (UNWTO, 2021e). Destinations experiencing particularly dependent relationships with tourism are at the heart of the socioeconomic struggle that the COVID-19 pandemic has brought to the surface. It is the case of tourism in island destinations, such as the Fernando de Noronha Archipelago.

In 2020, the article "Effects of the COVID-19 pandemic on tourism in Fernando de Noronha in the first semester of 2020" (Paixão et al., 2021) brought to light the repercussions of the COVID-19 pandemic in the Archipelago in the first half of 2020. Continuing the analyzes carried out and considering the course of more than a year of the pandemic, this article aims to update the analysis of the impact of the crisis caused by the COVID-19 pandemic on the destination, estimating the changes induced in visitation and the public revenue from July 2020 to April 2021. For this purpose, three specific objectives were defined:

- Raise the events and reactions verified in the Fernando de Noronha Archipelago in counterpoint to those in Brazil and the world;

- Identify the changes that the travel restrictions established due to the COVID-19 pandemic caused in the visit to the Archipelago;

- Consider the loss of revenue caused by the pandemic for the Archipelago Administration in 2020 and its effects on the 2021 budget.

Therefore, the work will be structured in six sections: introduction, literature review, methodology, results and discussion, final considerations, and research implications.

2. Literature review

Contact and human interaction are part of humanity and, even in the presence of COVID-19, as soon as possible, the displacements and the movement of people will return to normal (De Sá & Gastal, 2020). However, the vast losses charged during the crisis have repercussions on the supply of jobs in the tourism sector and the state's financial health (Carneiro & Allis, 2021).

The emergence of COVID-19 in December 2019 in China (WHO, 2020b) changed the world tourist map as it has never seen before. Data from the World Tourism Organization (UNWTO) reveal a drop of more than 74% in the arrival of international tourists in 2020 when compared to 2019, representing a financial loss of more than USD 1.3 trillion and the return of the activity to a plateau of 30 years ago (UNWTO, 2021c, 2021b). Still, the organization FlightRadar point to a 42% drop in commercial flights comparing 2020 to 2019 (Petchenik, 2021). In Brazil, a report by the National Civil Aviation Agency (ANAC) indicates a reduction of 52.5% in the number of passengers between the same periods in the domestic market and 72% in the international market (ANAC, 2021).

In this context, the UNWTO reveals that the tourism sector is facing its worst crisis, about ten times worse than the economic crisis of 2009, putting at risk between 100 to 120 million jobs in the world, in addition to a setback in efforts aimed at achieving the UN Sustainable Development Goals (UNWTO, 2020f, 2021b). According to the Organization, the activity will take 2.5 to 4 years to return to 2019 levels (UNWTO, 2021b).

With such a crisis, actions must be taken at all operational levels to manage and reduce risk, raise awareness among those involved and act in preparation for effective response (UN, 2012). Local governments must be the first to act (UN, 2012). The development of actions that promote resilience in a situation of crisis or vulnerability is a healthy option aimed at anticipating these occasions (Costa & Sonaglio, 2017). Amorim et al. (2020) consider that local valuation is an alternative that results in the provision of communities and the rise of truly sustainable tourism, increasingly urgent and necessary for the recovery and survival of the sector, especially in periods of crisis.

Destinations that have a relevant share of their economic production linked to tourism are at the center of the crisis caused by the COVID-19 pandemic, to the point where the UNWTO is calling for priority vaccination in Small Island Developing States (SIDS), due to the value chain tourism reach, in some cases, 90% of all local production. (UNWTO, 2021e).

It is the same situation in the Fernando de Noronha Archipelago, with about 95% of its economically active population working in areas related to tourist activity (Dourado, 2020). Paixão et al. (2021) highlight that, after a period of inertia by the public authorities regarding the adoption of measures in the first moments of the pandemic in the Archipelago, the changes in the tourist flow generated financial losses with the potential to impact fundamental actions for the destination, especially in the local community welfare, hospital and health care, social assistance, the development of sport and leisure, among others.

3. Methodology

This research was exploratory-descriptive, with the primary statistical treatment of the collected data.

Considering this article seeks to continue the survey previously carried out in the document "Effects of the COVID-19 pandemic on tourism in Fernando de Noronha in the first semester of 2020", its methodology is similar. However, from creating the first article to this one, some platforms had their addresses changed. Therefore, the methodological procedures were changed to meet the new reality in some points.

The fulfillment of Goal 1 resulted in elaborating a timeline configured according to the 2020 (http://portalsinan.saude.gov.br/calendario-epidemiologico-2020) and 2021 (http://portalsinan.saude.gov.br/calendario-epidemiologico-2021) epidemiological calendars released by the Ministry of Health. We sought to list the primary information disseminated (inter)nationally about the disease and its initial effects on tourist activity globally and locally. For this purpose, data were obtained from the following national and international data sources: World Health Organization (WHO) website, "Our World in Data" platform, World Tourism Organization (UNWTO) website; Ministry of Health website, Coronavirus Panel website, Ministry of Tourism website; Fernando de Noronha Archipelago website, Journalist blog Viver Noronha, Government of the State of Pernambuco blog.

The identification of the effects on visitation to the Archipelago (Objective 2) was based on: i) the historical series of the number of flights between January 2012 and April 2021, obtained from the National Civil Aviation Agency; ii) revenue data for the State District of Fernando de Noronha obtained from the Pernambuco Transparency Portal and; iii) the District Collection.

Finally, the effects of the loss of revenue caused by the pandemic for the Administration of the Archipelago in the year 2021 (Objective 3) was considered based on the analysis of expenses provided for in the Annual Budget Law (LOA) for the District of Fernando de Noronha in 2020 and 2021.

4. Results and discussion

This research collected information to map the evolution of COVID-19 in Fernando de Noronha concerning Brazil and the world and the responses given by the public management of the Archipelago in facing the crisis caused by the disease (Chart 1). This mapping allowed the study to continue on the effects and repercussions of the COVID-19 crisis in the Fernando de Noronha Archipelago in the first six months of 2020.

It was observed that, between July and August (epidemiological weeks 27 to 35), Fernando de Noronha maintained strict travel restrictions similar as the rest of the world. However, after a quarantine period of more than five months and the readjustment of sanitary protocols, the Archipelago joined more than 50% of the world's tourist destinations. It reopened for tourism at the beginning of September 2020.

It should be noted that tourism in Fernando de Noronha was reopened after listening to business people and local associations. Although, the airlines involved in the operation of the activity had not, until that moment, disclosed the return of their actions, suggesting a failure in the communication between the public administration and the tourist chain in the destination. Thus, tourism was supposed to return without any airline operating in the area.

Regarding the actions taken by the public authorities to reduce the consequences of the pandemic on the population of Noronha, a movement at the state level must be highlighted. About three months after the release by the Ministry of Tourism of "Aldir Blanc" (cultural incentive law) resources, a public notice of R$ 50,000 for cultural workers in the Fernando de Noronha Archipelago was announced. The value, however, is not enough for the demand of the segment that, a few weeks later, protests against the prohibition of cultural activities in the destination.

As evidenced by the UNWTO and reiterated by inquiries from part of the population of Fernando de Noronha, the pandemic, in addition to putting at risk more than 100 million jobs worldwide, also affects the entire world food system, as highlighted by the WHO in a statement in October de 2020. In the same week, in Fernando de Noronha, a social project by local farmers expands the number of members so that organic food can be grown to guarantee food security. As for the local Government, there was only one support action for people in vulnerable situations, through the distribution of essential food products.

Table 1 - Timeline of key events related to tourism and the COVID 19 pandemic from July 2020 to April 2021

WEEK	BRAZIL/WORLDWIDE	FERNANDO DE NORONHA
27/2020	Brazil researches COVID-19 antibodies (Brazil. Ministry of Health, 2020c)	-
28/2020	-	Fernando de Noronha surfing championship is held online (Marinho, 2020d).
29/2020	-	Part of the Archipelago's services, such as beach huts and gyms, are authorized to reopen (Marinho, 2020b); Fernando de Noronha Airport implemented new security measures against COVID-19 (Marinho, 2020h).
30/2020	Resources from the "Aldir Blanc" Law will be transferred by Plataforma +Brasil to projects in States and municipalities (Brazil. Ministry of Tourism, 2020b); Research shows that national destinations should be the most visited by Brazilians in the post-pandemic (Brazil. Ministry of Tourism, 2020).	Fernando de Noronha adopts stricter measures for residents and employees who land on the island (Fernando de Noronha, 2020c); The administration of Fernando de Noronha offers 1023 basic food products kits to ensure food security for local families (Fernando de Noronha, 2020j).
31/2020	40% of destinations reduces international travel restrictions (UNWTO, 2020d)	-
32/2020	Brazil registers 100,000 deaths from the disease (Brazil. Ministry of Health, 2021b);	ICMBio announces the reopening of Noronha National Marine Park for residents (Marinho, 2020g).
33/2020	-	-
34/2020	-	With no provision for in-person classes, School in Fernando de Noronha initiates protocol for the sector (Fernando de Noronha, 2020a);
35/2020	-	Document carried out by business people and associations suggests the reopening of tourism in Noronha foreseeing two tests for COVID-19 and isolation of visitors (Marinho, 2020c); The Government of Pernambuco announces the gradual resumption of tourism in Noronha on September 1st. Only people who have had COVID-19 can visit the Archipelago (Fernando de Noronha, 2020g).

36/2020	Brazil shows a drop in the COVID-19 death curve (Brazil. Ministry of Health, 2020a); According to WHO research, the pandemic risks decades of progress in the Sustainable Development Goals related to health care (WHO, 2020e).	Despite the partial release of tourism, airlines do not expand operations to Noronha. Azul informs that it will increase the number of flights in October, and Gol does not present a forecast (Marinho, 2020a).
37/2020	50% of the world's tourist destinations ease travel restriction measures (UNWTO, 2020c)	Protests in Noronha and Recife call for a broad reopening of tourism on the island. Protesters claim protocol limits visitor entry (Marinho, 2020j)
38/2020	OMT highlights the potential of domestic tourism in the recovery of tourist destinations around the world (UNWTO, 2020h).	-
39/2020	-	Gol announces the resumption of flights to Fernando de Noronha from October (Marinho, 2020e); Fernando de Noronha announces total opening to tourism on the island (Fernando de Noronha, 2020d).
40/2020	World hits the 1 million deaths mark by COVID-19 (Our World in Data, 2021).	Fernando de Noronha prepares structure for testing COVID-19 on tourists (Fernando de Noronha, 2020e).
41/2020	-	On the first day of the whole opening for visitors, Fernando de Noronha receives tourists from all over the country (Fernando de Noronha, 2020i).
42/2020	-	A project increases agricultural production on the island (Marinho, 2020i);
43/2020	WHO highlights that the pandemic affects the entire world food system (WHO, 2020d).	-
44/2020	International tourism is down 70%, while travel restrictions affect all world regions (UNWTO, 2020e).	Aldir Blanc Law includes cultural workers from Fernando de Noronha through Secult-PE (Fernando de Noronha, 2020h).
45/2020	WHO informs that vaccines are in the final stages of testing (WHO, 2020f);	-
46/2020	Federal Government launches "Tourism Recovery" plan (Brazil. Ministry of Tourism, 2020a)	-
47/2020	-	-

48/2020	WHO highlights the impacts of the COVID-19 pandemic on world aviation (WHO, 2020c)	-
49/2020	United Kingdom is the first country to approve the vaccine and is already planning to start vaccination (WHO, 2020a); 70% of the world's tourist destinations reduce travel restriction measures. Brazil keeps its borders partially closed (UNWTO, 2020b).	-
50/2020	National Immunization Plan is delivered to the Federal Supreme Court. The plan does not inform dates to start vaccination (Brazil. Ministry of Health, 2020d); UK starts vaccination (WHO, 2020a).	-
51/2020	International tourism returns to 1990 levels after a drop of more than 70% (UNWTO, 2020g).	Fernando de Noronha initiates a new protocol for visitors' entry to the Island (Fernando de Noronha, 2020f).
52/2020	Brazil temporarily restricts entry of foreigners (Brazil. Ministry of Health, 2020b).	Epidemiological study in Fernando de Noronha enters final phase (Fernando de Noronha, 2020b).
53/2020	-	Government closes the Port of Fernando de Noronha on New Year's Eve to avoid crowding due to the COVID-19 pandemic (Marinho, 2020f).
1/2021	The number of flights and passengers increases in Brazil (Brazil. Ministry of Tourism, 2021c).	-
2/2021	Ministry of Tourism starts research on retaking travel in the country (Brazil. Ministry of Tourism, 2021b).	Fernando de Noronha presented tourist flow in 2020. In 2020, Noronha received a total of 33,836 tourists, a decrease in tourism of more than 68% compared to 2019 (Fernando de Noronha, 2021b).
3/2021	Vaccination starts in Brazil (Brazil. Ministry of Health, 2021a).	Fernando de Noronha starts vaccination (Fernando de Noronha, 2021c); Fernando de Noronha confirms the first death by COVID-19 (Marinho, 2021d).
4/2021	UNWTO report informs that international tourism fell 74% in 2020, the worst in the history of activity (UNWTO, 2021a).	Residents of Fernando de Noronha faced difficulties in going to work after bus suspension to avoid contagion by COVID-19 (Marinho, 2021h).

5/2021	The world reaches over 100 million cases of COVID-19 (Our World in Data, 2021)	-
6/2021	-	-
7/2021	-	Health Surveillance in Noronha inspects boat trips to avoid crowding (Fernando de Noronha, 2021e).
8/2021	WHO releases COVID-19 strategic response plan with lessons learned throughout 2020 (WHO, 2021a).	Artists from Fernando de Noronha protest against the ban on cultural performances (Marinho, 2021a).
9/2021	WHO analyzes the possible effects of variants on vaccines developed for COVID-19 (WHO, 2021b).	Fernando de Noronha starts using rapid test to detect COVID-19 (Marinho, 2021c).
10/2021	-	-
11/2021	-	The Noronhense Tourism Council registers a postponement of 80% of trips to Fernando de Noronha in one week. Change is an effect of the increase in COVID-19 cases in the country (Marinho, 2021b).
12/2021	Marcelo Queiroga is sworn in as the new Health Minister, the fourth in a year of pandemic (Brazil. Ministry of Tourism, 2021a); OMT calls for Small Island Developing States to be given priority in vaccination for the recovery of their tourist activities (UNWTO, 2021e).	Noronha administers a second dose of the COVID-19 vaccine to the elderly, people with comorbidities, and health workers (Marinho, 2021f).
13/2021	Globally, international tourists' arrival drops 87% in January (UNWTO, 2021d).	Fernando de Noronha reduces the number of flights per week and extends restrictive measures (Marinho, 2021e).
14/2021	-	-
15/2021	-	Fernando de Noronha vaccinates another priority group against COVID-19 (Fernando de Noronha, 2021d)
16/2021	-	The second death by COVID in the territory of Noronha is confirmed(Marinho, 2021g, 2021d);
17/2021	-	Fernando de Noronha promotes action on mandatory use of masks (Fernando de Noronha, 2021a)

Source: The authors, based on survey data, 2021.

In epidemiological week 49, after nearly a year of the first COVID-19 cases and more than 1 million deaths, the first vaccine against the virus is approved in the United Kingdom.

However, in Brazil – and Fernando de Noronha – vaccination only starts about five weeks later. That same day, the first COVID-19 victim from Noronha died.
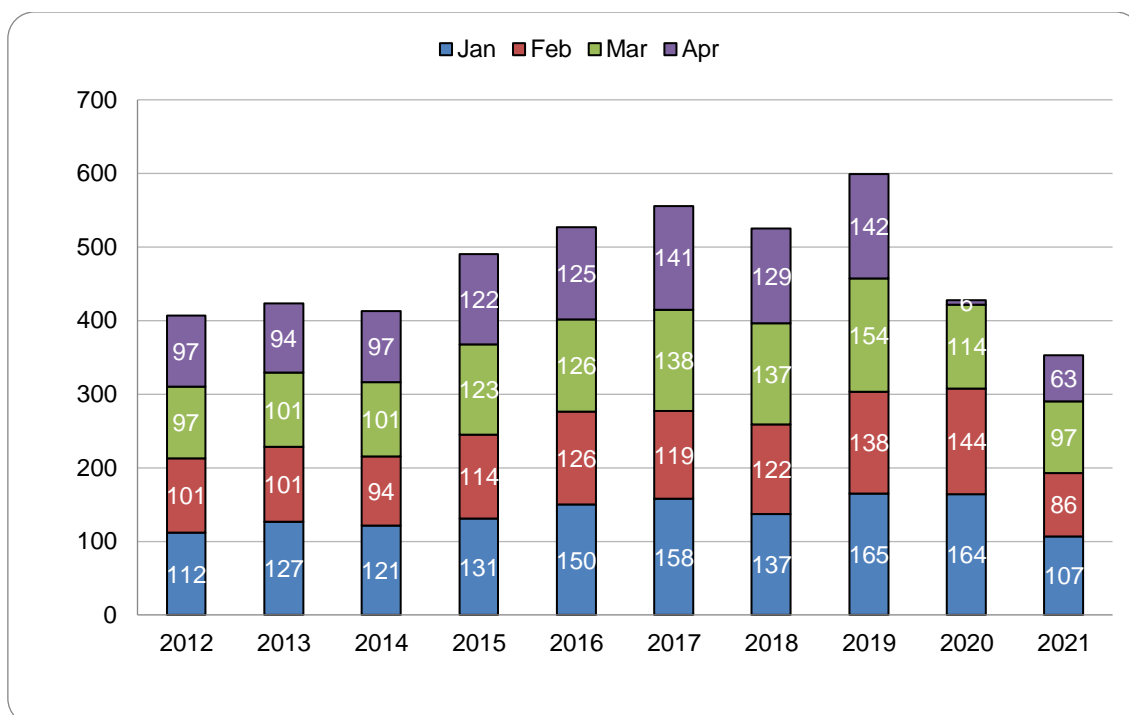
Between epidemiological weeks 2 and 4 of 2021, the administration of Fernando de Noronha and the UNWTO present their tourist flows for the year 2020. For the Archipelago, the drop was 68% compared to 2019; on the other hand, international tourism suffered a fall of 74% globally.

Although it was observed, along the timeline, that the Administration of the Fernando de Noronha Archipelago sought to establish safety protocols, track infected people and carry out epidemiological studies that contributed to controlling cases and reducing deaths from the disease (63% lower the Brazilian average), it is possible to infer that external factors, linked to the threat of the COVID-19 pandemic, might have affected the local tourist activity. With the fear that new variants could have effects on the vaccines developed for COVID-19 and the increase in the number of cases and deaths in Brazil, in the 11th epidemiological week of 2021, the Noronhense Tourism Council registers an 80% postponement of trips to Fernando de Noronha in a week, showing that crisis management, although carried out locally, must take into account global dimensions.

This information can also be seen from Graph 1, which shows the historical series (2012: 2021) of flights to Fernando de Noronha Airport between January and April. It can be seen that, although the year 2021 shows a reduction in the number of flights compared to previous years, it is only in April - right after the travel rebooking records - that the fall is accentuated, being less than half of the numbers registered in the year 2019. Graph 1 also clarifies that the flights reported to the Archipelago are still lower than those registered for 2012, almost a decade ago.

Graph 1 - Historical series (2012: 2021) of flights to Fernando de Noronha Airport between January and April

Legend: Jan, Feb, Mar, Apr

| Year	Jan	Feb	Mar	Apr
2012	112	101	97	97
2013	127	101	101	94
2014	121	94	101	97
2015	131	114	123	122
2016	150	126	126	125
2017	158	119	138	141
2018	137	122	137	129
2019	165	138	154	142
2020	164	144	114	6
2021	107	86	97	63

Source: The authors, based on survey data, 2021.

Notwithstanding the drop in the number of flights in 2021 about the historical series, it is worth noting that the aviation data destined for Fernando de Noronha in 2021 already surpasses those registered in 2020 after the reopening of tourism in the Archipelago. From the reopening on September 1st 2020 to December 31st of the same year, the region registered 199 flights. In the first four months of 2021, this number was 353, an increase of 77.4%.

Graph 2 shows the estimated trend for the number of flights that could have been received in Fernando de Noronha in 2020 in a non-pandemic scenario. To obtain this number, the equation calculated for the trend line (80.467x + 1007.8) was applied, with x = 9 (2020 is the ninth year of the sequence). It is estimated that there was a drop of 1,060 flights in 2020, a reduction of 61.20%. This number surpasses the 42% drop in commercial flights in 2020 compared to 2019 by FlightRadar. It is also higher than the 52.5% reduction in the passengers for national flights registered by ANAC in the same period. Still, it represents approximately the 68% drop in the number of tourists between 2019 and 2020 reported by the Archipelago Administration and is less than the 74% reduction in international tourism written by the UNWTO.

Graph 2 - Historical series (2012: 2020) of the sum of flights made to Fernando de Noronha Airport and linear trend curve for flights in 2020 in a scenario without a pandemic.
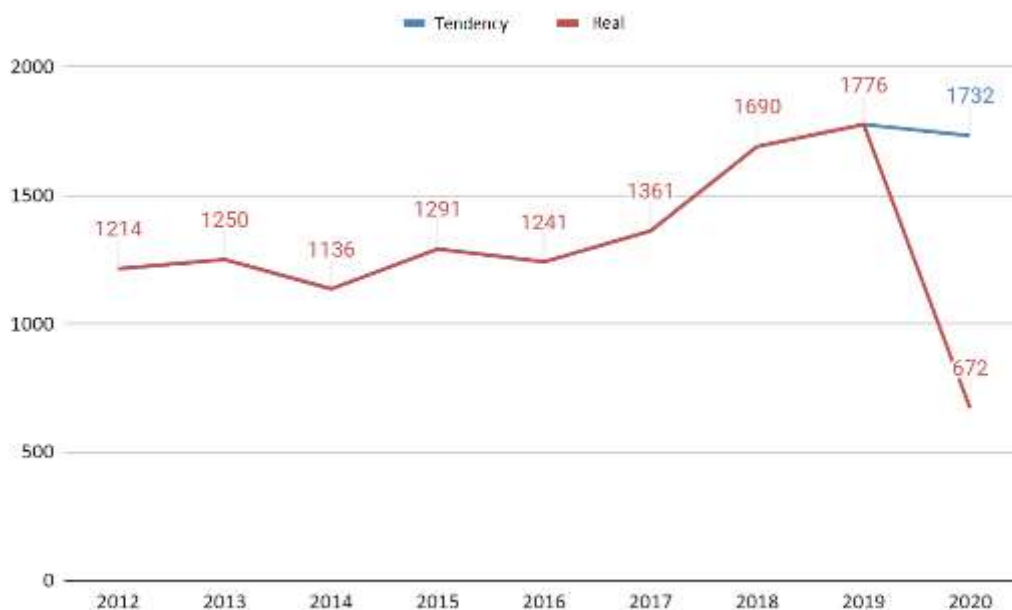
Source: The authors, based on survey data, 2021.

Although aviation data in Fernando de Noronha do not differ a lot from the global average, it should be taken into account that the Archipelago has more than 90% of the economically active population working in activities related to tourism. Thus, the drop in statistics in this sector could profoundly impact the local economy.

Table 2 brings data on the District of Fernando de Noronha revenue between 2012 and 2021 (until April). It is possible to observe that the District Revenue for the year 2020 was 56.4% lower than the estimated in the Budget Law, which is equivalent to a loss of more than BRL 33 million. It is the worst tax collection since 2014. It is mainly due to the Environmental Preservation Fee, a district administration resource that in 2019 represented more than 90% of the district's annual revenue, reaching the lowest result in the historical series in 2020, with only 28.8% of the district's yearly income.

Also, although the year 2021 shows a decrease to previous years, there is a recovery in district revenue to approximately the same levels as in 2020, which had the first 2.5 months of regular tourist activity, and 2017.

Table 2 - Historical series (2012: 2021) of revenue from the District of Fernando de Noronha

YEAR	District Revenue provided for in LOA (BRL), in thousands (10^3)	District Revenue in the Year (BRL), in thousands (10^3)	District Revenue January to April (BRL), in thousands (10^3)	District Revenue January to April in relation to LOA (%)	Rate per Year (BRL), in thousands (10^3)	Rate per year in relation to LOA (%)	January to April Rate (BRL), in thousands (10^3)	January to April Rate in relation to LOA (%)
2012	33, 971	19,612	7,725	22.74%	11,765	34.63%	4,649	13.69%
2013	39,679	19,147	6,152	15.51%	12,869	32.43%	4,110	10.36%
2014	23,164	22,317	6,808	29.39%	15,833	68.35%	5,244	22.64%
2015	19,395	27,407	8,543	44.05%	21,189	109.25%	6,655	34.31%
2016	30,887	32,931	10,370	33.58%	25,281	81.85%	7,944	25.72%
2017	34,617	40,990	13,252	38.28%	30,842	89.09%	10,046	29.02%
2018	46,336	45,702	15,077	32.54%	35,366	76.33%	11,504	24.83%
2019	45,207	52,521	17,634	39.01%	41,475	91.75%	13,964	30.89%
2020	58,792	25,626	14,130	24.03%	16,938	28.81%	10,994	18.70%
2021	45,576	-	**13,478**	**29.57%**	-	-	**10 607 006.63**	**23.27%**

Source: The authors, based on data from the Pernambuco Transparency Portal, 2021.

However, even if it is possible to conceive a recovery in tourism in 2021 compared to the numbers registered in 2020, the damage caused by changes in the tourist flow and interruption of activities in the Fernando de Noronha Archipelago should reverberate over time. It is because the BRL 33 million lost in revenue over the last year has repercussions on planned projects for the population and the destination.

Taking the 2020 LOA as a reference, considered it was planned before the knowledge about the pandemic, the forecast values for the year 2021 had a reduction of 21.05%, in the sum of resources from the two sources of financing of the Archipelago: "State Treasury" and "Other Resources", as can be seen in Table 3.

Table 3 - Origin of resources provided for in the Annual Budget Law of 2020 and 2021

ORIGIN OF RESOURCES	2020 (BRL)	2021 (BRL)	DECREASE (BRL)	RANGE (%)
State Treasury	27,235,100.00	22,341,600.00	4,893,500.00	-17.97
Other Resources	58,791,700.00	45,575,600.00	13,216,100.00	-22.48
TOTAL	86,026,800.00	67,917,200.00	18,109,600.00	-21.05

Source: The authors, based on data from the Pernambuco Annual Budget Law, 2021.

Table 4 deals with how each of the actions planned for the Fernando de Noronha Archipelago had its feasibility partially or fully compromised by the reductions in resources foreseen, in the two financing sources, for the year 2021.

Table 4 - Statement of expenditures by project provided for in the Annual Budget Law with resources from 2020 and 2021

ACTION	PLANNED RESOURCES FOR 2020 (BRL)	PLANNED RESOURCES FOR 2021 (BRL)	RANGE (%)
Public Health Actions and Services Provided by the State District of Fernando de Noronha	2,058,200.00	791,900.00	-61.52
Concession of Transport Voucher and Food Aid to Employees of the State District of Fernando de Noronha	162,900.00	132,200.00	-18.85
Conservation of Public Heritage in the State District of Fernando de Noronha	280,000.00	328,500.00	17.32
Construction. Renovation. and Expansion of Physical Units. within the State District of Fernando de Noronha	70,000.00	1,000.00	-98.57
Employer Contributions from the State District of Fernando de Noronha to FUNAFIN	127,500.00	0.00	-100.00
Develop Activities Related to Sport and Leisure in the State District of Fernando de Noronha	14,500.00	1,000.00	-93.10
Development of Hospital and Outpatient Care in the State District of Fernando de Noronha	4,461,000.00	3,240,000.00	-27.37
Development of Primary Health Care in the State District of Fernando de Noronha	252,400.00	237,200.00	-6.02
General Charges of the State District of Fernando de Noronha	7,194,100.00	660,100.00	-90.82

Promotion and Support to Councils within the State District of Fernando de Noronha	370,000.00	375,900.00	1.59
Management of Activities of the State District of Fernando de Noronha	50,310,700.00	47,462,400.00	-5.66
Maintenance of the Ombudsman of the State District of Fernando de Noronha	5,000.00	1,000.00	-80.00
Maintenance of Information and Communication Technology in the State District of Fernando de Noronha	4,044,100.00	1,103,500.00	-72.71
Maintenance of Security Operations Related to the Port of Fernando Noronha Airport	5,000.00	5,000.00	0.00
Maintenance of Public Spaces in the State District of Fernando de Noronha	10,000.00	100,000.00	900.00
Operationalization of Urban Services in the State District of Fernando de Noronha	14,845,700.00	12,009,700.00	-19.10
Preservation of the Historical and Cultural Heritage of the State District of Fernando de Noronha	14,100.00	126,100.00	794.33
Promotion of Social Assistance Actions in the State District of Fernando de Noronha	250,000.00	207,000.00	-17.20
Promotion of Sustainable Development by Fernando de Noronha	5,300.00	1,000.00	-81.13
Promotion of Elementary Education in the State District of Fernando de Noronha	189,600.00	201,000.00	6.01
Promotion of High School in the State District of Fernando de Noronha	762,800.00	502,000.00	-34.19
Promotion of Pre-School Education in the State District of Fernando de Noronha	588,900.00	302,000.00	-48.72
Promote Conservation and Sustainable Management of APA Fernando de Noronha	5,000.00	1,000.00	-80.00
TOTAL	**86,026,800.00**	**67,789,500.00**	**-21.20**

Source: The authors, based on data from the Pernambuco Annual Budget Law, 2021.

Of the 23 actions, only six did not reduce investment for 2021 compared to 2020. Those are mainly related to maintaining and conserving public spaces in the Archipelago. Although there is not enough data in this research to define the reason for the increase in investment

in this field, it is evident that the reduction of tourism in the region provides a unique and rare moment to carry out works that were not viable before due to the high flow of people in the area.

Nevertheless, the drop in revenue, resulting from the closure of the Archipelago to tourism, resulted in a reduction in investment in many other categories. It is worth highlighting that relevant actions for the development of the Archipelago, especially concerning improvements in the social sphere, had essential budget cuts, highlighting the impact of the pandemic on the local population. We call attention to the following actions:
• Public Health Actions and Services (-61.52%);
• Construction, Renovation, and Expansion of Physical Units (-98.57%);
• Development of Activities Related to Sport and Leisure (-93.10%);
• Development of Hospital and Outpatient Care (-27.37%);
• Maintenance of Information and Communication Technology (-72.71%);
• Promotion of High School (-34.19%)
• Promotion of Pre-School Education (-48.72%).

Thus, we confirm the prospect exposed by Paixão et al. (2021) in which the impacts of the pandemic aggravate existing problems for the local community, with a reduction in capital invested in education projects, sports, and leisure activities, hospital care, and health services.

5. Final considerations

This article sought to continue the reconstitution of the impacts of the new Coronavirus in the Fernando de Noronha Archipelago, considering the period from July 2020 to April 2021 and assessing the socioeconomic repercussions of the interruption of tourism and subsequent changes in the destination.

After the initial moment of the crisis, for which the public management of the Archipelago was not prepared, as evidenced in the first article of this series, this document showed that restrictive measures and safety protocols established by the Administration of Fernando de Noronha collaborated to control the disease locally. About the resumption of tourism, it is essential to say that Fernando de Noronha presented significant drops in the number of visitors in the same way as other tourist destinations in the world.

However, one factor is of fundamental concern. Unlike most tourist destinations, Fernando de Noronha lives an exceptional reality: tourism is the mainstay of the local community, without which work activities are almost entirely ceased. That said, there was a slight emphasis, both in the media and in the local Government, on actions carried out to give subsistence to the islanders. Furthermore, the social impacts, which at the time of the first survey were only estimated, are already concrete and directly affect the provision of services to the population.

6. Research implications

As an exploratory study, this research did not propose to provide answers to the situation of Fernando de Noronha, especially given the unforeseen and surprising situation experienced globally with the COVID-19 pandemic. However, given the data obtained and the perception of the aggravated vulnerability of the population of the Archipelago of Fernando de Noronha, this article made even more apparent the need to develop public policies to support the local community and to rethink how tourism is developed in the destination.

For future studies, it is suggested to carry out a diagnosis to understand the actual extent of the destination's social, economic, and ecological conditions and to support the identification of appropriate instruments for its improvement.

References

Amorim, F. A., Eme, J. B., Finkler, R., Rech, T., & Conto, S. M. (2020). Tourism and sustainability: reflections in moments of pandemic COVID-19. *Revista Rosa Dos Ventos - Turismo e Hospitalidade*, *12*(Especial), 1–10. https://doi.org/10.18226/21789061.v12i3a04

ANAC. (2021). *Air Transport Demand and Supply Report*. https://www.gov.br/anac/pt-br/assuntos/regulados/empresas-aereas/envio-de-informacoes/relatorio-demanda-e-oferta-do-transporte-aereo

Andrade, A. L. (2020). *Tourism leads consumer spending cuts, according to Accenture*. Portal Panrotas. https://www.panrotas.com.br/coronavirus/pesquisas-e-estatisticas/2020/05/turismo-lidera-corte-de-gastos-do-consumidor-segundo-accenture_173618.html

Brazil. Ministry of Health. (2020a). *Brazil presents a drop in the death curve by COVID-19*. News. https://www.gov.br/saude/pt-br/assuntos/noticias/brasil-apresenta-queda-na-curva-de-obitos-por-COVID-19

Brazil. Ministry of Health. (2020b). *Brazil temporarily restricts entry of foreigners*. News. https://www.gov.br/saude/pt-br/assuntos/noticias/brasil-restringe-temporariamente-entrada-de-estrangeiros

Brazil. Ministry of Health. (2020c). *Largest Brazilian survey on COVID-19 concluded*. News. https://www.gov.br/saude/pt-br/assuntos/noticias/concluida-a-maior-pesquisa-brasileira-sobre-a-COVID-19

Brazil. Ministry of Health. (2020d). *National Immunization Plan delivered to the Supreme Court*. News. https://www.gov.br/saude/pt-br/assuntos/noticias/plano-nacional-de-imunizacao-foi-entregue-ao-supremo-tribunal-federal

Brazil. Ministry of Health. (2021a). *Ministry of Health opens vaccination campaign against COVID-19, sending doses to the states*. News. https://www.gov.br/saude/pt-br/assuntos/noticias/ministerio-da-saude-abre-campanha-de-vacinacao-contra-a-COVID-19-com-envio-de-doses-aos-estados

Brazil. Ministry of Health. (2021b). *Coronavirus Panel*. https://COVID.saude.gov.br/

Brazil. Ministry of Tourism. (2020a). *Federal Government launches the Resumption of Tourism*. News. https://www.gov.br/turismo/pt-br/assuntos/noticias/governo-federal-lanca-a-retomada-do-turismo

Brazil. Ministry of Tourism. (2020b). *Resources from the "Aldir Blanc" Law will be transferred by Plataforma +Brasil*. News. https://www.gov.br/turismo/pt-br/assuntos/noticias/recursos-da-lei-aldir-blanc-serao-transferidos-para-estados-e-municipios-pela-plataforma-brasil

Brazil. Ministry of Tourism. (2021a). *Marcelo Queiroga is sworn in as Minister of Health*. News. https://www.gov.br/saude/pt-br/assuntos/noticias/marcelo-queiroga-toma-posse-como-ministro-da-saude

Brazil. Ministry of Tourism. (2021b). *MTur starts research on retaking travel in the country*. News. https://www.gov.br/turismo/pt-br/assuntos/noticias/mtur-inicia-pesquisa-sobre-retomada-de-viagens-no-pais

Brazil. Ministry of Tourism. (2021c). *Number of flights and passengers increases and reinforces the resumption of tourism in the country*. News. https://www.gov.br/turismo/pt-br/assuntos/noticias/numero-de-voos-e-passageiros-aumenta-e-reforca-retomada-do-turismo-no-pais

Brazil. (2011). Law N° 12.527 from 18th November 2011. *Diário Oficial Da União*. http://www.planalto.gov.br/ccivil_03/_ato2011-2014/2011/lei/l12527.htm

Carneiro, J., & Allis, T. (2021). How Does Tourism Move During The COVID-19 Pandemic? *Revista Brasileira de Pesquisa Em Turismo*, *15*(1), 1–23.

Chakraborty, I., & Maity, P. (2020). COVID-19 outbreak: Migration, effects on society, global environment and prevention. *Science of the Total Environment*, *728*, 1–7. https://doi.org/10.1016/j.scitotenv.2020.138882

Costa, S. P., & Sonaglio, K. E. (2017). Tourism management in times of crisis and vulnerabilities. *Revista de Turismo Contemporaneo*, *5*(1), 98–117.

De Sá, F., & Gastal, S. (2020). Mobility, immobility and a-mobility: to discuss Tourism in times of COVID-19. *Revista Brasileira de Pesquisa Em Turismo*, *15*(1), 2144–2144. https://doi.org/10.7784/rbtur.v15i1.2144

Dourado, M. L. (2020). *Coronavirus to accelerate changes in Fernando de Noronha's life and tourism*. Turismo de Valor. https://jc.ne10.uol.com.br/colunas/turismo-de-valor/2020/04/5606312-coronavirus-deve-acelerar-mudancas-na-vida-e-no-turismo-de-fernando-de-noronha.html

Fernando de Noronha. (2020a). *Still no provision for in-person classes, Escola Arquipélago, in Fernando de Noronha, begins adapting to the protocol for the sector*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2474

Fernando de Noronha. (2020b). *Epidemiological study in Fernando de Noronha enters fourth phase*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2513

Fernando de Noronha. (2020c). *Fernando de Noronha adopts stricter measures for residents and employees who land on the island*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2469

Fernando de Noronha. (2020d). *Fernando de Noronha announces total opening to tourism on the island*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2485

Fernando de Noronha. (2020e). *Fernando de Noronha prepares structure for testing COVID-19 on tourists*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2491

Fernando de Noronha. (2020f). *Fernando de Noronha has a new protocol for the entry of visitors to the Island*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2512

Fernando de Noronha. (2020g). *Government of Pernambuco announces resumption of tourism in Noronha*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2477

Fernando de Noronha. (2020h). *Aldir Blanc Law includes cultural workers from Fernando de Noronha through Secult-PE*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2503

Fernando de Noronha. (2020i). *On the first day of full opening for visitors, Noronha receives two flights with tourists from all over the country*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2496

Fernando de Noronha. (2020j). *Pernambuco's Department of Social Development, Children and Youth allocates food products to the population of Noronha*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2470

Fernando de Noronha. (2021a). *Action at Noronha airport alerts tourists to the mandatory use of masks*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2542%0A

Fernando de Noronha. (2021b). *Fernando de Noronha presents tourist flow in 2020*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2514

Fernando de Noronha. (2021c). *Fernando de Noronha starts vaccinating health professionals and 30 elderly people over 75 who live on the island*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2516

Fernando de Noronha. (2021d). *Noronha vaccine another priority group against COVID-19*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2540%0A

Fernando de Noronha. (2021e). *Health Surveillance in Noronha inspects boat trips to avoid crowding*. Acontece Em Noronha. http://www.noronha.pe.gov.br/comAcontece.php?cod=2524

Marinho, A. C. (2020a). *Despite the partial release of tourism, airlines do not expand operations to Noronha.* Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/08/31/apesar-de-liberacao-parcial-do-turismo-empresas-aereas-nao-ampliam-operacao-para-noronha.ghtml

Marinho, A. C. (2020b). *Beach huts are released and fitness centers may reopen in Noronha*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/07/15/barracas-de-praia-sao-liberadas-e-academias-de-ginastica-podem-reabrir-em-noronha.ghtml

Marinho, A. C. (2020c). *Document with suggestions for the reopening of tourism in Noronha foresees two tests for COVID-19 and isolation of visitors*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/08/25/documento-com-sugestoes-de-reabertura-do-turismo-em-noronha-preve-dois-teste-para-a-COVID-19-e-isolamento-de-visitantes.ghtml

Marinho, A. C. (2020d). *In times of pandemic, Noronha has an online surfing championship*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/07/08/em-tempos-de-pandemia-noronha-tem-campeonato-de-surfe-online.ghtml

Marinho, A. C. (2020e). *Gol announces resumption of flights to Fernando de Noronha*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/09/21/gol-anuncia-retomada-de-voos-para-fernando-de-noronha.ghtml

Marinho, A. C. (2020f). *Government closes the Port of Fernando de Noronha on New Year's Eve to avoid crowding due to the COVID-19 pandemic*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/12/29/governo-fecha-o-porto-de-fernando-de-noronha-no-reveillon-para-evitar-aglomeracao-devido-a-pandemia-da-COVID-19.ghtml

Marinho, A. C. (2020g). *ICMBio announces the reopening of the National Marine Park of Noronha to residents from Saturday*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/08/03/icmbio-anuncia-reabertura-do-parque-nacional-marinho-de-noronha-para-moradores-a-partir-de-sabado.ghtml

Marinho, A. C. (2020h). *New security measures against COVID-19 are implemented at Fernando de Noronha Airport*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/07/18/novas-medidas-de-seguranca-contra-COVID-19-sao-implantadas-no-aeroporto-de-fernando-de-noronha.ghtml

Marinho, A. C. (2020i). *Project Noronha Terra increases agricultural production on the island due to the COVID-19 pandemic*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/10/14/projeto-noronha-terra-aumenta-producao-agricola-na-ilha-devido-a-pandemia-da-COVID-19.ghtml

Marinho, A. C. (2020j). *Protests in Noronha and Recife call for a wide reopening of tourism on the island*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2020/09/08/protestos-em-fernando-de-noronha-e-no-recife-pedem-reabertura-ampla-do-turismo-na-ilha.ghtml

Marinho, A. C. (2021a). *Artists from Fernando de Noronha protest against the ban on cultural performances*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/02/25/artistas-de-noronha-fazem-protesto-por-conta-da-proibicao-das-apresentacoes-culturais.ghtml

Marinho, A. C. (2021b). *Noronha Tourism Council registers postponement of 80% of trips to Fernando de Noronha in one week*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/03/15/conselho-noronhense-de-turismo-registra-adiamento-de-80percent-de-viagens-para-fernando-de-noronha-em-uma-semana.ghtml

Marinho, A. C. (2021c). *Fernando de Noronha starts using rapid test to detect COVID-19; result comes out in 15 minutes*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/03/03/fernando-de-noronha-comeca-a-utilizar-teste-rapido-para-detectar-COVID-19-resultado-sai-em-15-minutos.ghtml

Marinho, A. C. (2021d). *Fernando de Noronha confirms the first death by COVID-19*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/01/22/fernando-de-noronha-confirma-a-primeira-morte-por-COVID-19.ghtml

Marinho, A. C. (2021e). *Fernando de Noronha has a reduction in the number of flights per week*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/04/01/fernando-de-noronha-tem-reducao-de-voos-por-causa-do-agravamento-da-pandemia-da-COVID-19.ghtml

Marinho, A. C. (2021f). *Noronha administers a second dose of COVID-19 vaccine to the elderly, people with comorbidities and health workers*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/03/24/noronha-aplica-2o-dose-da-vacina-contra-COVID-19-em-idosos-pessoas-com-comorbidades-e-trabalhadores-da-saude.ghtml

Marinho, A. C. (2021g). *First death by COVID in the territory of Noronha is confirmed by the Island Administration*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/04/19/primeira-morte-por-COVID-ocorrida-no-territorio-de-noronha-e-confirmada-pela-administracao-da-ilha.ghtml

Marinho, A. C. (2021h). *Noronha workers complain about bus suspension to reduce coronavirus infection*. Blog Viver Noronha. https://g1.globo.com/pe/pernambuco/blog/viver-noronha/post/2021/01/25/trabalhadores-de-noronha-reclamam-de-suspensao-dos-onibus-para-evitar-contagio-da-COVID-19.ghtml

Ministry of Tourism. (2020). *National destinations are the most targeted by tourists in the post pandemic*. Últimas Notícias. http://www.turismo.gov.br/últimas-notícias/13634-destinos- nacionais-são-os-mais-visados-pelos-turistas-no-pós-pandemia.html

Our World in Data. (2021). *Our World in Data*. https://ourworldindata.org/

Paixão, W., Cordeiro, I., & Körössy, N. (2021). Effects of the COVID-19 pandemic on tourism in Fernando de Noronha in the first semester of 2020. *Revista Brasileira de Pesquisa Em Turismo*, *15*(1), 2128. https://doi.org/10.7784/rbtur.v15i1.2128

Panosso Netto, A., Oliveira, J. L., & Severini, V. F. (2020). From overtourism to stagnation. Reflections on the Coronavirus Pandemic and Tourism. *Cenário: Revista Interdisciplinar Em Turismo e Território*, *8*(14), 17–34. https://doi.org/10.26512/revistacenario.v8i14.32002

Petchenik, I. (2021). *Commercial flights down 42% in 2020*. Aviation Business. https://www.flightradar24.com/blog/commercial-flights-down-42-in-2020/

Rodrigues, K. F., Carpes, M. M., & Raffagnato, C. G. (2020). Preparedness and response to Brazil's disasters in the COVID-19 pandemic. *Revista de Administração Pública*, *54*(4), 614–634. https://doi.org/10.1590/0034-761220200291

Trigo, L. G. (2020). Travel and tourism: from imagined scenarios to disruptive realities. *Revista Brasileira de Pesquisa Em Turismo*, *14*(3), 1–13.

UN. (2012). *How to Build More Resilient Cities: A Guide for Local Public Managers*. http://www.unisdr.org/files/26462_guiagestorespublicosweb.pdf

UNWTO. (2020a). *100% of global destinations now have COVID-19 travel restrictions*. News. https://www.unwto.org/news/COVID-19-travel-restrictions

UNWTO. (2020b). *COVID - 19 related travel restrictions: A Global review for Tourism (Eighth Report)*. https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-12/201202-Travel-Restrictions.pdf

UNWTO. (2020c). *COVID - 19 related travel restrictions: A Global review for Tourism (Seventh Report)*. https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-09/200909-travel-restrictions.pdf

UNWTO. (2020d). *COVID - 19 related travel restrictions: A Global review for Tourism (Sixth Report)*. https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-07/200730-travel-restrictions.pdf

UNWTO. (2020e). *International Tourism down 70% as travel restrictions impact all regions*. All Regions. https://www.unwto.org/news/international-tourism-down-70-as-travel-restrictions-impact-all-regions

UNWTO. (2020f). *International tourist numbers could fall 60-80% in 2020*. https://www.unwto.org/news/COVID-19-international-tourist-numbers-could-fall-60-80-in-2020

UNWTO. (2020g). *Tourism back to 1990 levels as arrivals fall by more than 70%*. All Regions. https://www.unwto.org/news/tourism-back-to-1990-levels-as-arrivals-fall-by-more-than-70

UNWTO. (2020h). *UNWTO highlights potential of domestic tourism to help drive economic recovery in destinations worldwide*. All Regions. https://www.unwto.org/news/unwto-highlights-potential-of-domestic-tourism-to-help-drive-economic-recovery-in-destinations-worldwide

UNWTO. (2021a). 2020: Worst Year in Tourism History with 1 Billion Fewer International Arrivals. *News Release*, 2020–2021.

UNWTO. (2021b). *COVID-19 and Tourism - 2020: a year in review* (Issue January). https://www.unwto.org/COVID-19-and-tourism-2020

UNWTO. (2021c). *International Tourism and COVID-19*. Dashboard. https://www.unwto.org/international-tourism-and-COVID-19

UNWTO. (2021d). *Tourist arrivals down 87% in January 2021 as UNWTO calls for stronger coordination to restart Tourism*. All Regions. https://www.unwto.org/news/tourist-arrivals-down-87-in-january-2021-as-unwto-calls-for-stronger-coordination-to-restart-tourism

UNWTO. (2021e). *Vaccinate SIDS to restart tourism kickstart recovery, UNWTO urges*. All Regions. https://www.unwto.org/news/vaccinate-sids-to-restart-tourism-kickstart-recovery

WHO. (2020a). *COVID-19 Weekly Epidemiological Update - December 8th 2020*. https://www.who.int/publications/m/item/weekly-epidemiological-update-8-december-2020

WHO. (2020b). *Emergencies preparedness, response Pneumonia of unknown cause – China*. https://www.who.int/csr/don/05-january-2020-pneumonia-of-unkown-cause-china/en/

WHO. (2020c). *Weekly epidemiological update - December 1st 2020*. https://www.who.int/publications/m/item/weekly-epidemiological-update---1-december-2020

WHO. (2020d). *Weekly epidemiological update - October 20th 2020*. https://www.who.int/publications/m/item/weekly-epidemiological-update---20-october-2020

WHO. (2020e). *Weekly epidemiological update - September 21st 2020*. https://www.who.int/publications/m/item/weekly-epidemiological-update---21-september-2020

WHO. (2020f). *Weekly epidemiological update - November 3rd 2020*. https://www.who.int/publications/m/item/weekly-epidemiological-update---3-november-2020

WHO. (2021a). *COVID-19 Strategic Preparedness and Response Plan (SPRP 2021)*. https://www.who.int/publications/i/item/WHO-WHE-2021.02

WHO. (2021b). *The effects of virus variants on COVID-19 vaccines*. Feature Stories. https://www.who.int/news-room/feature-stories/detail/the-effects-of-virus-variants-on-COVID-19-vaccines

#60 | Affirmation and development of luxury hospitality in Cascais
#60 | Afirmação e desenvolvimento da hotelaria de luxo em Cascais

Laura Cruz
lauracruz@edu.ulisboa.pt; Institute of Geography and Spatial Planning (IGOT); Estoril Higher Institute for Tourism and Hotel Studies (ESHTE), Portugal

Abstract

The present study aims to analyze the strategy of the luxury hotel offer in the territory of Cascais to recover and sustain the image of the destination, realizing its viability and implications. Considering the strategic goal of the destination to intensify quality tourism, especially the hotel dimension, it is relevant to investigate the recovery process and the image sustain of the luxury hospitality offer in Cascais considering the pandemic context and the high reputation of the destination. It was also intended to study the dynamics and trends of luxury hotels, to characterize the luxury tourist and to understand the strategies and paradigms of growth during and after COVID-19. Based on a qualitative methodology, five interviews were conducted with tourism and hotel specialists, in the year of 2021. The study's findings demonstrate that the hotel's strategies are based mainly in the quality of service provided and in the value proposition delivered to the client, through qualified labor, training, well-defined procedures and the diversification of experiences. In a post-pandemic phase, those that are unable to adapt to new trends such as digital marketing and sustainability, may have to renew their concept and how they operate and communicate.

Keywords: Cascais; COVID-19; Luxury hospitality; Tourism; Destination image.

Resumo

O presente estudo pretende analisar a estratégia da oferta hoteleira de luxo no território de Cascais para recuperar e sustentar a imagem do destino, percebendo a sua viabilidade e implicações. Tendo em conta o objetivo estratégico do destino de intensificar o turismo de qualidade, em especial na dimensão hoteleira, é relevante investigar o processo de recuperação e a imagem que sustenta a oferta hoteleira de luxo em Cascais face ao contexto pandémico e a elevada reputação do destino. Pretende-se também estudar a dinâmica e tendências dos hotéis de luxo, caracterizar o turista de luxo e compreender as estratégias e paradigmas de crescimento durante e após o COVID-19. Com base numa metodologia qualitativa, foram realizadas cinco entrevistas com especialistas de turismo e hotelaria, no ano de 2021. Os resultados do estudo demonstram que as estratégias do hotel se baseiam principalmente na qualidade do serviço prestado e na proposta de valor entregue ao cliente, através da mão de obra qualificada, formações, procedimentos bem definidos e diversificação de experiências. Numa fase pós pandemia, os hotéis que não conseguem se adaptar às novas tendências, como o *marketing* digital e a sustentabilidade, podem ter que renovar seu conceito e a forma como operam e comunicam.

1. Introduction

In a period that the hotel industry and several sectors of the tourism industry are suffering drastically from the global pandemic "SARS-coV-2", the reorganization of strategic planning with tourism governance is essential in order to ensure a recovery and reconstruction of the initial conditions of the destination, assuming as priority factors, the protection, security, ease of transport and stability of the supplier. Although reactive and simplistic dominant models are more frequently used in relation to the economic changes, it is only more recently that a proactive and more holistic approach has been adopted to deal with the problems arising from the crisis and chaos in affected tourist destinations. Therefore, the existence of prevention and setup plans based on forecasts is conceived as a highly effective measure, which must be implemented by any organizational and management structure to avoid or limit the severity of change induced by spontaneous, sudden and mostly unpredictable events (Mateos & Mendoza, 2019).

On the sphere of tourism, Vargas-Sanchéz (2017) addresses the management of tourist destinations, highlighting the importance of permanent monitoring and reinvention of products and business models, in order to achieve the competitiveness of a destination. In the IN-RES-TUR model (results drivers), influenced and guided by the digital environment, the author is based on what we can count on (resources, attractors and support services); who we want to attract (potential market); what we can offer (experiences/emotions, exchanges, loyalty, accessibility) and how we offer (communities, conversation, co-creation and personalization). In this sense, and considering that the hotel industry is "part of the tourism system, consisting of people and organizations providing accommodation, food - and drink - related services, and experiences to tourists at destinations" (Lugosi, 2016, p. 434), it is necessary to look to the consumer's needs, increasingly experienced and demanding, especially in a period of instability in public health, in which the attitudes and behavior of tourists are of greater significance. In addition, it is necessary to look at the factors of permanent innovation and reinvention of business models, which are fundamental to generate value with margin and a remunerative volume together (Middleton et al., 2009; Vargas-Sanchéz, 2017).

In this sense, and in the specific case of the municipality of Cascais, the territory under study, it is considered a consolidated and internationally recognized tourist destination, through the wealth and diversity of resources and attributes related to the natural, historical, cultural and architectural heritage that satisfy the numerous market segments and niches. From the parishes of Carcavelos to Cascais, these coastal towns began as a second holiday residence, serving as a seasonal tourist destination, where several luxury four and five star hotels were concentrated, including international hotel brands, along the main Atlantic beaches and urban areas in the Lisbon region (Câmara Municipal de Cascais, 2015b). In this context and

considering the strategic aim of the destination of intensifying quality tourism, in particular the hotel dimension (besides support services, as well as residential tourism), the importance of investigating the process of recovery and sustainability of the image of a luxury hotel offer in Cascais in the context of a pandemic and the high reputation of the destination. In its methodological approach, an introduction is carried out through a bibliographic review, in order to understand the opinion of experts on the tourism and luxury hospitality areas, as well as the collection and analysis of qualitative data through semi-structured interviews mainly carried out to hotel professionals.

Hence, this research intends to analyze the current strategy of the luxury hotel offer in the territory of Cascais for the recovery and support of the image of the destination, realizing its feasibility and implications. In addition, a set of secondary objectives was defined: i) Study the luxury hotel dynamics in the destination; ii) Analyze the trends of accommodation offer in the luxury segment; iii) Characterize the luxury tourist who stays in the hotels of the destination; iv) Understand the growth strategies and paradigms during/post pandemic.

2. Luxury hospitality and destinations development
2.1. Planning and development of tourist spaces

Planning processes in the domain of the tourism phenomenon integrate a complex scheme of endogenous and exogenous variables resulting from the combination of actions and interactions of all producing agents, in time and space, that make up the dialogical game of contemporary tourism (Fratucci, 2009). "Each of the agents of tourism spaces acts and reacts in a specific and particular way, assuming specific and differentiated positions and roles, contributing to the complexity and dynamism of those spaces" (Fratucci, 2009, p. 392). According to the same author, for an understanding and ordering of these spaces it is necessary to consider the variables developed by the action and interaction of tourists, market operators, public authorities, direct and indirect workers in the sector and the host community with the other systems that form the meta-system where they are inserted. According to Silva (2017), in the stage of diagnosis of tourist spaces it is common to use different approaches, tools and management models to support the planning process, according to the specificities of each situation. As for examples, there are political, economic and technological factors (PEST), as well as SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and benchmarking. The intensive collection of information, through statistical data, studies and reports, questionnaires, interviews between producer agents and all those involved in the destination, are essential to analyze the dynamics of the outbound markets, competing destinations, reputation and positioning of the destination, strategic products, accessibility, visitor satisfaction levels, sector competitiveness, resources, demand, and supply.

The quality of tourist spaces is related to an adequate use and management of resources in which public policies have a decisive role (Cabral et al., 2014). The development of better

environmental, social, and cultural conditions, based on sustainability principles, as well as the quality of life of communities and the tourist experience, favor a good balance between planning and spatial management (Marujo & Carvalho, 2010). In this sense, the organization and regulation of the territory and the process that aims to establish guidelines and actions to promote progress over time share the same objectives and are strongly interlinked. It should be noted that, with the current context of globalization and technological advances, the need to incorporate the notion of virtual space and the flexibility of socio-economic dynamics requires that territorial management be taken into account, with a set of associated general principles that vary according to a given context and time (*e.g.* democratic, integrated, functional, prospective) (Silva, 2017). According to Costa (2006), the reinvention of tourism planning has become a priority, due to significant changes in tourism activity such as global competition at the expense of regional competition, the fast development of unsustainable mass tourism practices and power imbalances between stakeholders.

According to the territorial paradigms of Portugal, coastal areas (Algarve and Alentejo Coast) and historic urban areas (mainly Lisbon and Porto) stand out, which have faced the territorial planning of tourism. The development of these territories, designated as fragile, present a tourist pressure and high load capacity limit, in which the integrity of natural and cultural resources are reasons for attractiveness. Risks of de-characterization and requalification lead to planning and development intervention and to territorial management instruments focusing on strategies and promoting conditions of sustainability. A regular update of these instruments is essential, together with the integration of tourism management and marketing perspectives, which aim to define action strategies in the market, that is, in the different segments, taking into account what the destination can offer the most appealing and distinctive from the competition. The optimization and use of spaces and the physical and human environment, based on the interests of different "consumers", goes through the basis of sustainable marketing, which is important to consider in order to facilitate the positive co-creation of attractive and unique experiences as a whole (Portugal & Kastenholz, 2017).

2.2. Luxury hospitality in the 21st century

Representing an important element in the competitiveness of tourist destinations, the hotel sector experienced strong growth between 2014 and 2019, as both consumers and businesses became more confident about their finances and spent more liberally on luxury goods, including travel (Attila, 2016; IBISWorld, 2020). Recently, the luxury industry has been associated with excessive consumption and widespread lack of consideration for environmental issues, added to the fact that, with the growing influence of Millennials (generation born between the years 1977-1993) and Gen Z (1993-2005), there is an increasing concern for the social impacts of their luxury purchases. In this sense, this industry has been making progress regarding ethical and sustainable products and experiences (MOF Team, 2019; Turner, 2015).

Luxury experiences in general, including high-end food and beverage, hyper-personalization of products, exclusive vacations and luxury hotels, represent one of the most significant trends that characterize the luxury market and that are based in a consumer behavior's transformation, increasingly environmentally and socially aware, assigning to digital channels significant importance as sources of inspiration and sales (Amatulli et al., 2021; BCG, 2020). The concept of luxury in travel and tourism has in fact undergone changes from traditional luxury products, such as five-star resorts, to a wide variety of unique and exclusive experiences (Bakker, 2005). Thus, currently, luxury can mean a panoply of things such as: mass market, not traditional, but personal, authentic and experiential (Yeoman & McMahon-Beattie, 2006).

According to Goeldner (2000), the main implications of the 21st century in tourism and hospitality are related to high population growth, more demanding consumers, more fragmented markets, greater environmental awareness, and a significant revolution in travel distribution. However, it is important to note that the sudden outbreak of the COVID-19 virus, beginning in December 2019, has severely affected the hotel industry globally, currently having greater implications, constituting one of the main turning points in terms of the reformulation of the hotel operational part (Pillai et al., 2021; Rivera, 2020). Also, understanding the consumer confidence constitutes the sector's restarting engine and will enable the hotel industry to have an improved image of decision-making and consumption behaviors (Rivera, 2020). The incorporation of standard health and safety protocols, from check-in to check-out of guests, has revealed special attention from previous public health disasters, such as the outbreak of SARS (Severe Acute Respiratory Syndrome) during 2002 and 2003 in East Asian countries. Hence, these standards are factors that influence travel decisions regarding public spaces, airports, hotels, restaurants, tourist attractions, and so on (Chebli & Ben Said, 2020).

Regarding technological evolution since the beginning of the century (in terms of automation and robotics; interconnectivity of electronic devices; co-working between humans and machines), the development of society has been influenced at an unprecedented pace,

impacting the human condition in a mind-blowing way (Pillai et al., 2021; Tutek et al., 2018). The most recent components of the industrial revolution, such as the human-cyber-physical system (HCPS), internet of things (IoT) and internet of service (IoS), have significantly contributed to the quality of service provided in several hotels, including from the luxury segment, such as: improving food safety through the implementation of sensors that identify/examine diseases and assess the freshness and hygiene of food; and IoT controls synchronized with guest devices that facilitate post-checkout cleaning (avoiding person-to-person interactions) as well as allowing lighting to be controlled by mobile phone, motorized curtains, smart thermostat and door lock sensors (Alcácer & Cruz -Machado, 2019; Demir et al., 2019; Mogelonsky, 2020; Nadkarni et al., 2019).

According to the authors Tutek et al. (2018), the "new luxury in hospitality" is still essentially centered on the human being, but with a transformative impact on the individual, focusing on the following perspectives: 1) Purpose; 2) Personalisation; 3) Experiential; 4) Balanced disconnection of technologies; 5) Seamless Journey. To fully deliver the 'new luxury' to customers, it is important to emphasize the consumer's journey and emotions as the essence, combined with the full integration of critical elements. "A symbolic search for authenticity, identity, roots, memories, emerges, simultaneously with an emotional search for multiple sensations, stimuli to the imagination, through sounds, smells, atmospheres and environments that awaken the most varied senses" (Botelho, 2015, p. 35).

2.3. Luxury hospitality development in Cascais

The modernization of the hospitality industry in Cascais, along with the marina inauguration, the development of Estoril Congress Center and the thermal complex from 1990 onwards, has revitalized this region in terms of the touristic brand, as well as the successive events that took place, with different types related to fashion, golf, nautical, motor sports, among others (Carvalho, 2012). Furthermore, the beauty and natural wealth, the solar and maritime climate, the proximity to Lisbon and its accessibility are reasons for tourist attraction in the municipality of Cascais, factors that date back even before the existence of a tourist activity (Encarnação, 1990).

According to Pordata (2020) and SIGTUR - Geographic Information System for Tourism of Portugal (2021), there are currently 13 accommodations in the luxury segment in Cascais-Estoril, out of a total of 42 units in the municipality, which positions Cascais as an international brand as a "premium resort", and the locations within the district with more establishments, mainly of high category. Table I presents the list of existing units in the municipality, sorted by age, from Palácio Estoril hotel (opened one year before the Casino in 1930) to the most recent apartment hotel also located in the parish of Estoril, the Intercontinental Cascais -Estoril (which opened in 2014).

Table 1 – Luxury accommodations in the municipality of Cascais

Name	Beds	Guestrooms	Parish	Opening Year	Typology
Hotel Palácio Do Estoril	319	161	Estoril	1930	Hotel
Farol Design Hotel	66	33	Cascais	1976	Hotel
Senhora Da Guia, Cascais Boutique Hotel	82	42	Cascais	1984	Hotel
Hotel Albatroz	93	50	Cascais	1987	Hotel
Fortaleza Do Guincho Relais & Châteaux	54	27	Cascais	1998	Hotel
Hotel Quinta Da Marinha	396	198	Cascais	1999	Hotel
Hotel Cascais Miragem	381	192	Cascais	2004	Hotel
Grande Real Villa Itália Hotel & Spa	250	125	Cascais	2007	Hotel
Sheraton Cascais Resort	664	192	Cascais	2007	Apartment hotel
The Oitavos Hotel	288	144	Cascais	2010	Hotel
Martinhal Lisbon Cascais Family Hotel	144	72	Cascais	2011	Hotel
Pestana Cidadela Cascais - Pousada & Art District	252	126	Cascais	2012	Inn
Intercontinental Estoril	284	84	Estoril	2014	Apartment hotel

Source: SIGTUR (2021); Turismo de Lisboa (2021)

It should be noted that, in terms of typologies, there are ten hotels, two apartment-hotels and one inn, included in the luxury segment. The "Portuguese Riviera" (or Estoril Coast) has developed significantly with a progressive tourist flow, with the exception of the current pandemic time in consequence of COVID-19, and with hotel projects of international brands under development such as the "Legacy Hotel Cascais, Curio Collection by Hilton" scheduled to open in 2023 (Hilton, 2021).

The concept of luxury in the hotel industry is evolving and has changed over time in the region, attracting tourists from leisure and business segments, whose main outbound markets are the United Kingdom, Spain, France, Germany, and the Netherlands (Associação Turismo de Cascais, 2020). Different types and concepts of hotels coexist, since 19th century mansions remodeled with exclusive pieces of designer furniture and contemporary workpieces to boutique hotels and units focused on health and well-being, gastronomy, golf and family. Also noteworthy are hotels built in historic monuments such as the 17th century fortress inn with an Art District, surrounded by studios, galleries, and museums, and also the charming hotel built as Guincho fortress at the same time, featuring a Michelin star restaurant since 2001. Other gastronomic icons stand out in tourist developments, with a strong commitment to increasingly specific and qualified catering, attracting chefs and high-profile brands (Plano Estratégico de Turismo para a Região de Lisboa 2020-2024, 2019)

Over the years, the tourist heritage has allowed the hotel industry to relate tradition to innovation, refinement, and *glamour* to excellent service, resulting in hospitality of a high reputation (ARHCESMO, 2021; Cascais City Council, 2015a). The focus on promoting golf

products, nautical tourism, and iconic hotels in Cascais is part of the international promotion initiatives integrated in the Lisbon region. In addition, the image reputation it has achieved by strengthening its international position, based on the commitment to developing a differentiated offer with a focus on luxury, represents a future challenge (Plano Estratégico de Turismo para a Região de Lisboa 2020-2024, 2019).

3. Methodology

This investigation uses a qualitative method, based on semi-structured interviews, aiming to deepen and verify with specialists in the area of tourism and hospitality with a link to the destination under study. Considering, in this case, a purposeful sample, qualitative research involves an interpretive and naturalistic approach (Denzin & Lincoln, 2011). In this context, a set of questions was planned for the interviewees in order to facilitate the response process, including open-ended questions of personal opinion, in a model adapted to different themes to be addressed, while allowing to obtain relevant information for the study. The option of using interviews as a method of investigation, although being one of the most common and effective ways of trying to understand the human being and a preferred research method in the context of Social Sciences (and, inherently, also tourism), is justified by the acquisition of qualitative and informative data, through experiences, opinions and knowledge that are related to applied research, allowing to explore ideas and test answers (Altinay & Paraskevas, 2008; Bell, 1997; Braga, 2015). When the data started to become redundant, with no scope for new materials, and the information became repetitive for the objectives under analysis, it was considered that it would be enough to interrupt the use of the application of more interviews (Marshall & Rossman, 2011; Patton, 2002).

Based on the theoretical fundaments of the state of the art of this study, five interviews were conducted during the month of April 2021, by video call (through "Zoom" program), to the person responsible for meetings, incentives, conferences, and exhibitions of Cascais Tourism Association (ATC) and to four sales and marketing directors, namely, from the Palácio Estoril hotel, Intercontinental Estoril, Farol Hotel and Pestana Cidadela Cascais. Table II shows the names of the interviewees with the respective abbreviations used to analyze the results, their professional position and details regarding the date, time, duration, and format of the interviews.

Table 2 – Description of interviewees and interviews

Interviewees	Position	Date	Time	Duration
Maria Alves (MA)	*Head of MI & Leisure*, Cascais Tourism Association	05/04/2021	10h30-11h26	54:15:00
Manuel Guedes de Sousa (MG)	Sales Director, Palácio Estoril	06/04/2021	11h30-12h00	30:05:00
Pedro Lopes (PL)	Sales Director, Intercontinental Estoril	07/04/2021	11h00-11h31	31:40:00
Teresa Saramago (TS)	Sales Director, Farol Hotel	19/04/2021	15h00-15h45	45:07:00
Joana Soeiro (JS)	Lisbon Area Manager/ General Manager, Pestana Cidadela Cascais	22/04/2021	14h30-15h02	32:45:00

The average duration of the interviews was approximately 40 minutes, and the first interview was carried out to the tourism official organization responsible for the international promotion of the diversity of tourist products that characterizes the offer in Cascais, which enabled to collect data about the region's current strategy to sustain the luxury hotel image and future measures in view of the region's tourist recovery. The remaining interviews allowed to obtain the perspective and opinion of hotel specialists on the current situation and the consequent readjustment of the available offer for the luxury consumer, considering the new trends and evolution of the sector in the destination. It should be noted that the four hotels have a distinct concept of luxury, the first being a classic and family hotel, the second a modern apartment hotel of the international brand "Intercontinental", the third a boutique hotel that belongs to the "Design Hotels" chain and consists of a 19th century renewed mansion. The fourth hotel, in turn, consists of an inn managed by "Pestana Pousadas" group, inserted in a historic monument from the 17th century and with an emphasis on art, in a minimalist style.

Regarding the dimensions of the interviews, those were mainly applied in five sections, as follows: i) characterization of the interviewee and his connection with the luxury segment/territorial planning; ii) dynamization of the luxury hotel industry in Cascais; iii) perception of trends in the behavior of the accommodation offer at the destination; iv) hotel itself (profile of the luxury tourist, reasons for choosing the hotel, relationship between hotels in the destination); v) luxury hotel growth strategies and paradigms after COVID-19. According to these realities, a total of fourteen questions were asked, which allowed a greater insight into the importance of luxury hotels in the Cascais region, as a strategic lever for its development and positioning in the destination.

Finally, after the data analysis and collected information, there was a crossover and assimilation of results between the different realities, proceeding to the justification of the outlined objectives and answering the starting question with foundation.

4. Results analysis

Based on the interviews, it was possible to develop an investigation that responds to the outlined objectives, allowing us to understand the current strategy of the luxury hotel offer in the territory of Cascais for the recovery and support of the destination's brand image, in addition to the factors that hoteliers and tourism specialists consider it essential for the progressive tourist development in the destination. Therefore, the analysis of the obtained results and the crossing of information are based on the answers related to the interviews carried out in the different dimensions, considering the approached topics in the state of the art. Abbreviations referring to the names of respondents are used, as demonstrated in the previous table, in order to specify the responses obtained.

The opinion that the concept of luxury has many interpretations and is debatable is consensual among the interviewees, which corroborates the opinion of several authors about the multidimensional concept of luxury (Tutek et al., 2018; Yeoman & McMahon-Beattie, 2006). TS shares the view that luxury has evolved a lot and therefore we often have to fragment what luxury is today versus what luxury was 10, 15 or 20 years ago. She also mentions that the greatest luxury is time, since that we don't buy it and don't sell it and is often related to what we do with our time, such as the experience that a hotel can provide to all customers.

Regarding the dynamization of the luxury hotel offer in the municipality of Cascais (a destination that has a different profile from Lisbon, mainly due to its geographic location and size), it was found that the importance of promoting luxury tourist developments is essential and, in JS' opinion, operating hotels in this segment has a pro-shareholder or pro-asset owner advantage, which is the profitability of the business. In the past, the customer often considered that Cascais was a place of passage, where people stayed overnight in Lisbon and had their hotel experience in the city center and moved afterwards to tour the surrounding towns, such as Cascais, Sintra and Queluz. Changing the customer's focus to doing the opposite (staying in Cascais and visiting Lisbon) represents being an easier and more frequent dynamic nowadays. Customers prefer much more to what Cascais has to offer as a tourist destination for all its factors, that is, location (close to Lisbon and Sintra), high quality hotel offer, security, historical, cultural, and natural aspects. About eight years ago ATC began to participate in the destination promotion through international forums in search of exactly this customer, through the DMCs (Destination Management Companies).

The diversification of luxury accommodation in this geographic area (*e.g.* boutique, charm, inns, resorts) is generally a measure to promote the offer of excellence, however, according to TS, the contemporary tourist will identify himself with certain principles and seek above all a local experience, what is authentic and what will differentiate that specific moment in his life. More and more, customers will look for accommodations that they identify with, that is, with the principle that is linked to the hotel concept itself. From the perspective of MG and, considering the existence of five-star hotels of different types and the strong growth of

local accommodation in the last 3 to 4 years, there is still potential for further development in the county since it would be sustainable and related to different concepts for different segments. As TS mentions, the investors must be very careful with this exponential increase in hotel units. MA also refers that it could somehow influence a greater demand for luxury, the existence of more international hotel chains, which would help to promote and position Cascais abroad.

Concerning the trends in the offer of accommodation, it was found that some are transversal to all types of hotels, mostly well-being and security components. Furthermore, digital marketing and sustainability were mentioned as leading trends, especially in a post-pandemic phase. MA mentions that digitalization started to be in fact very important and pertinent exactly to assess what kind of customer is looking for the destination and in the promotion itself. In turn, with regard to the sustainability pillar, MG states that the concern of customers, especially the younger generation, for principles of sustainability and social responsibility, will be increasing. PL states that even hotels that are not fully sustainable have to be concerned and involved in projects. JS points out that this leap will be too fast for the direct customer to choose based on these kinds of assumptions. In this perspective, the author Brito-Henriques (2020) also argues that a recalibrated tourism will depend on the strength to tread a path of greater sustainability, assuming the costs of resizing the sector (that is, through lighter tourism with less affluence of tourists; slower, with longer journeys and longer stays; closer, due to short-term domestic tourism; and less dependent on air transport).

In the dimension that intends to explore the internal vision of each hotel and also the joint relationship to promote the region, it is verified that the applied strategy of each unit to sustain an image of luxury hotels is mainly based on the quality of service provided and the proposal of value delivered to the customer. PL and JS state that this image is achieved through qualified labor, training, well-defined procedures and then the diversification of a set of experiences. From the perspective of MG, customer loyalty and return/repurchase is essential, since in a charming hotel like the Palácio Estoril, it is important and represents one of the few ways to compete with the most modern hotels and international chains. Respondents argue that the relationship of luxury hotels in Cascais is open, healthy, and dynamic, as they participate in events, share experiences and there is a greater exchange of points of views that contribute for constant improvements. JS notes that specially in large events, "the destination ends up working together because it realized early on, that everyone benefits that way".

Regarding the profile of the luxury tourist in Cascais, ATC refers that it is important to know who the key audiences are, based on a profile of interests and the type of hotel industry they are looking for, differentiating luxury between the conventional and the authentic. There is an audience of an age group between 60-65 years old who are still looking for the conventional and then, between 30-50 years old, there are types of "personas" such as

foodies (looking for gastronomic experiences), ordinaries (digital nomad), and well-being (which seek well-being and sustainability, what is organic). In the case of Pestana Cidadela, for instance, the dimension of luxury presents three main profiles of clients: 1) A forty-year-old couple with good purchasing power and who stay at the destination to enjoy a combination of products as beach and some type of gastronomy, good lifestyle; 2) Retired people, who travel outside of peak seasons (e.g. Nordic countries and England); and 3) Corporate client, young and combining the meeting segment or corporate needs.

Regarding the impact of the COVID-19 pandemic on luxury hotels and the growth strategies and paradigms in a recovery phase, it can be seen that there is a consensus on the dramatic effect of the pandemic situation in relation to tourism, including hotels in general, nationally and internationally. TS mentions that there will be a natural selection, that is, those units that are not able to adapt to new trends may have to renew their concept and the way they operate and communicate. Hence, the findings of the study support Costa (2006)'s argument, in which the reinvention of tourism planning is a priority due to significant changes in tourism activity. In general, the hotel professionals interviewed are positive about the future of luxury hotels in Cascais and, according to MG, the destination is on the front line to be very successful, as we represent a safe country in all aspects (although it will take a few years to re-establish tourism). In turn, JS says that we will be able to witness the development of hotels that have more contact with nature, such as eco-hotels, built with recyclable materials that protect nature and keep a very strong connection with the environment.

5. Conclusion

Considering the current and future context, the entities promoting the destination (*e.g.* ATC) assume a highly relevant role in order to guide, influence and involve all stakeholders of the Cascais ecosystem, reinforcing the coherence of the brand and the identity of the destination, thus how to motivate cooperative behavior, with positive results in the value chain and in the global offer. In this sense, several diagnostic projects for strategic planning are essential, including market studies, benchmarking, identification of target audiences, development of promotional videos. According to Delloite Development LLC (2019), this company leveraged several links to help the village establish a collaborative and effective Smart-City concept, composed of several partner cities, especially in the domains of mobility, public infrastructure management, civil protection and waste management. This commitment to innovative solutions improves the experience of those seeking the destination and residing, in finding a healthier, more sustainable, more prosperous environment that is more responsive to society's daily needs.

The interviews conducted with hotel professionals in the luxury segment who are involved in the destination allowed us to analyze the market dynamics, reputation and positioning of the destination, such as strategic products. The findings suggest that to sustain an image of

luxury hotels in Cascais, the strategy is based mainly on the quality of service provided and the value proposal delivered to the customer, through qualified workforce, training, well-defined procedures and the diversification of a set of experiences. In a period of instability in the tourism sector, those units that are unable to adapt to a new consumer profile and new ways of traveling may have to renew their concept and the way they operate and communicate. The reinvention of tourism planning is in fact a priority with the significant changes in the activity in the destination (Costa, 2006). The study's findings contribute scientifically to the tourist activity, with the perspectives of hotel specialists and the Cascais Tourism Association, allowing the adjustment of strategies related to the resurgence and development of the hotel industry, especially in the luxury segment, in an increasingly adapted destination. to new technologies and sustainability.

An investment in the ultimate luxury with the planning of international chains, requalification of the marina in order to obtain greater capacity for yachts, restructuring of the town center in terms of commerce, modernization of the railway line, are factors that depend on the choices made by the autarchy itself, in terms of the development of the county, but which influence a greater future demand for luxury and international positioning of the destination.

Regarding the main limitations of the study, the exclusion of local accommodation is evidenced, which represent an increasing diversity and growth in the destination. There is a high demand, by a certain type of audience, for these units that include luxury apartments, houses with a swimming pool and with greater privacy. In this sense, we propose future investigations on broader samples including other types of accommodation with a focus on the luxury segment. In the same context, another current of research refers to the study of the reorganization of the planning of tourist spaces in relation to the development of high-end hotels in particular destinations such as Cascais.

References

Alcácer, V., & Cruz-Machado, V. (2019). Scanning the Industry 4.0: A Literature Review on Technologies for Manufacturing Systems. *Engineering Science and Technology, an International Journal*, 22(3), 899–919. https://doi.org/10.1016/j.jestch.2019.01.006

Altinay, L., & Paraskevas, A. (2008). Analysis of qualitative data. Em L. Altinay & A. Paraskevas (Eds.), *Planning Research in Hospitality & Tourism* (pp. 167–193). Butterworth-Heinemann. https://doi.org/10.1016/B978-0-7506-8110-0.50012-0

Amatulli, C., De Angelis, M., & Stoppani, A. (2021). The appeal of sustainability in luxury hospitality: An investigation on the role of perceived integrity. *Tourism Management*, *83*. https://doi.org/10.1016/j.tourman.2020.104228

ARHCESMO. (2021). *Hotéis da Região*. ARHCESMO. https://www.hoteleirosdoestoril.com/pt/hoteis/cascais

Associação Turismo de Cascais (Ed.). (2020). *Estudo Perfil do Turista 2019*. https://associados.visitcascais.com/estudos/estudo-perfil-do-turista-2019/

Attila, A. T. (2016). The Impact of the Hotel Industry on the Competitiveness of Tourism Destinations in Hungary. *Journal of Competitiveness*, *8*(4), 85–104. https://doi.org/10.7441/joc.2016.04.06

Bakker, M. (2005). Luxury and tailor-made holidays, travel and tourism analyst. *Mintel International Group Ltd*.

Bell, J. (1997). *Como realizar um projecto de investigação: Um guia para a pesquisa em ciências sociais e da educação* (pp. 1–156). Gradiva. https://repositorioaberto.uab.pt/handle/10400.2/8169

Boston Consulting Group. (2020). *How Luxury Goods Can Rebound in the New Realit*. https://www.bcg.com/fr-ca/industries/retail/luxury-goods

Botelho, G. (2015). Diferenciação, Serviço, Emoção: Nuances do Turismo de Luxo. *Revista BizMix*, 35–36.

Braga, J. (2015). *Refuncionalizando a Casa Solarenga: Uma Grounded Theory*. https://repositorio-aberto.up.pt/handle/10216/83349

Brito-Henriques, E. (2020). COVID-19, turismo e sustentabilidade: Tudo está interligado. *Finisterra*, *55*(115), 205–210. https://doi.org/10.18055/Finis20311

Cabral, J., Cavaco, C., & Martins, C. S. (2014). Espaços turísticos e ordenamento do território: Desafios ao planeamento e à gestão integrada. *Revista Turismo & Desenvolvimento*, *21–22*, 205–206.

Câmara Municipal de Cascais. (2015a). *Cascais entre os destinos com melhor reputação hoteleira em Portugal*. /noticia/cascais-entre-os-destinos-com-melhor-reputacao-hoteleira-em-portugal

Câmara Municipal de Cascais (Ed.). (2015b). *Plano Estratégico de Desenvolvimento Urbano*. https://data.cascais.pt/pt-pt/PEDU

Carvalho, C. (2012). 21st century Cascais: How the waves of time forged a cultural heritage also enjoyed by tourists. *European Journal of Tourism, Hospitality and Recreation*, *3*, 323–347.

Chebli, A., & Ben said, F. (2020). The impact of Covid-19 on tourist consumption behaviour: A perspective article. *Journal of Tourism Management Research*, *7*(2), 196–207. https://doi.org/10/1/JTMR-2020-7%282%29-196-207.pdf

Costa, C. (2006). Tourism management dynamics: Trends, management, and tools. Em *Tourism management dynamics: Trends, management and tools*. Butterworth-Heinemann/Elsevier.

Delloite Development LLC. (2019). *Command center approach to drive efficiencies at Cascais*. Delloite Development LLC.

Demir, K. A., Döven, G., & Sezen, B. (2019). Industry 5.0 and Human-Robot Co-working. *Procedia Computer Science*, 158, 688–695. https://doi.org/10.1016/j.procs.2019.09.104

Denzin, N. K., & Lincoln, Y. S. (Eds.). (2011). *The SAGE Handbook of Qualitative Research* (4.ª ed.). Sage Publications.

Encarnação, J. (1990). Para uma história do turismo no Estoril. *III Congresso Nacional de Turismo*, 64–73. https://estudogeral.sib.uc.pt/handle/10316/13803

Fratucci, A. C. (2009). Refletindo sobre a gestão dos espaços turísticos: Perspectivas para as redes regionais de turismo. *Revista Turismo em Análise*, *20*(3), 391–408. https://doi.org/10.11606/issn.1984-4867.v20i3p391-408

Goeldner, C. R. (2000). International Millennium Conference: Tourism and Hospitality in the 21st Century. *Journal of Travel Research*, *39*(1), 96–97. https://doi.org/10.1177/004728750003900113

Hilton. (2021). *Hilton Prepares to Double Portugal Portfolio*. Hilton Press Center. https://newsroom.hilton.com/corporate/news/hilton-plans-three-new-hotels-in-portugal

IBISWorld. (2020). *Global Hotels & Resorts—Industry Data, Trends.* https://www.ibisworld.com/global/market-research-reports/global-hotels-resorts-industry/

Lugosi, P. (2016). Hospitality. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 433–436). Springer International Publishing. https://doi.org/10.1007/978-3-319-01384-8_101

Marshall, C., & Rossman, G. (2011). *Designing qualitative research*.

Marujo, N., & Carvalho, P. (2010). Turismo, planeamento e desenvolvimento sustentável. *Turismo & Sociedade*, 147–161.

Mateos, M. R., & Mendoza, Á. G. (2019). Strategic planning and governance in the recovery of touristic destinations affected by unnatural disasters. State of the question. *Investigaciones Geograficas (Spain)*, *72*, 235–254. https://doi.org/10.14198/INGEO2019.72.11

Middleton, V. T., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in travel and tourism*. Routledge.

MOF Team. (2019). *The Luxury Report 2020 & Beyond*. https://matterofform.com/news/articles/the-luxury-report

Mogelonsky, L. (2020). Why Hoteliers Should Make Guestroom IoT a Top Priority (After COVID Safety Measures). https://hoteltechnologynews.com/2020/07/why-hoteliers-should-make-guestroom-iot-a-top-priority-after-covid-safety-measures/

Nadkarni, S., Kriechbaumer, F., Rothenberger, M., & Christodoulidou, N. (2019). The path to the Hotel of Things: Internet of Things and Big Data converging in hospitality. *Journal of Hospitality and Tourism Technology*, 11(1), 93–107. https://doi.org/10.1108/JHTT-12-2018-0120

Patton, M. Q. (2002). *Qualitative Research & Evaluation Methods* (4.ª ed.). SAGE Publications, Inc. https://us.sagepub.com/en-us/nam/qualitative-research-evaluation-methods/book232962

Pillai, S. G., Haldorai, K., Seo, W. S., & Kim, W. G. (2021). COVID-19 and hospitality 5.0: Redefining hospitality operations. *International Journal of Hospitality Management*, *94*, 102869. https://doi.org/10.1016/j.ijhm.2021.102869

Plano Estratégico de Turismo para a região de Lisboa 2020-2024. (2019). Roland Berger Strategy Consultants.

PORDATA (Ed.). (2020). *Alojamentos turísticos: Total e por tipo de alojamento*. https://www.pordata.pt/Municipios/Alojamentos+tur%C3%ADsticos+total+e+por+tipo+de+alojamento-746

Portugal, L. B., & Kastenholz, E. (2017). Paradigmas Territoriais dos Destinos Turísticos em Portugal: O caso das Áreas Costeiras e Áreas Urbanas Históricas. In F. Silva & J. Umbelino, *Planeamento e desenvolvimento turístico* (pp. 393–408). Lidel.

Rivera, M. A. (2020). Hitting the reset button for hospitality research in times of crisis: Covid19 and beyond. *International Journal of Hospitality Management*, *87*, 102528. https://doi.org/10.1016/j.ijhm.2020.102528

Silva, F. (2017). Planeamento e Desenvolvimento Turístico. In F. Silva & J. Umbelino, *Planeamento e Desenvolvimento Turístico* (pp. 21–47). Lidel.

Turismo de Portugal. (2021). *SIGTUR - Sistema de Informação Geográfica do Turismo*. https://sigtur.turismodeportugal.pt/

Turner, A. (2015). Generation Z: Technology and Social Interest. *The Journal of Individual Psychology*, *71*(2), 103–113. https://doi.org/10.1353/jip.2015.0021

Tutek, E., Simatic, A., & Roth, C. (2018). *Rethinking Luxury in Hospitality*. Horwath HTL.

Vargas-Sanchéz, F. (2017). Territórios de Inovação e Turismo. In F. Silva & J. Umbelino, *Planeamento e Desenvolvimento Turístico* (pp. 21–47). Lidel.

Yeoman, A., & McMahon-Beattie, U. (2006). Premium pricing and luxury. *Journal of Revenue and Pricing Management*, 319–328.

#65 | Tourism and regional economic development: Tourists products as an instrument

#65 | Turismo e desenvolvimento económico regional: os produtos turísticos como instrumento

Sara Fernandes

a14193@alunos.ipca.pt; Polytechnic Institute of Cávado and Ave, Portugal

Vânia Costa

vcosta@ipca.pt; Polytechnic Institute of Cávado and Ave; CiTUR; GOVCOPP; UNIAG, Portugal

Abstract

The tourism sector, entitled as the largest sector in the world, currently presents an accelerated growth, being an important social and economic phenomenon with differentiating characteristics and which is based on an entrepreneurial development, with positive effects, when properly planned and implemented no territory. Despite the slowdown in the tourism sector resulting from the Covid-19 pandemic, with significant falls, tourism has shown a great capacity for recovery and several forecasts point to this crisis being temporal and, after the pandemic, the sector will resume with appropriate adaptations of security, technology, competitiveness and human capital. Given the importance of tourism as a factor of regional development, this study has as main objective to study tourism and regional development, focusing on tourism products as an instrument of regional economic development. The methodology applied follows a bibliometric literature review and analysis approach that encompasses the analysis of the theoretical research published on the topic under study. A review of nineteen articles published between 2001 and 2020, allows us to conclude by consensus that studies on tourism and its impact on regional development are positive, contributing to the development of the territory, an improvement in the quality of life of the resident population, and even, the growth of the economy.

Keywords: Economic development; Regional development and territorial development; Tourism; Tourism products.

Resumo

O sector do turismo, intitulado como o maior sector do mundo, apresenta actualmente um crescimento acelerado, sendo um importante fenómeno social e económico com características diferenciadoras e que se baseia num desenvolvimento empresarial, com efeitos positivos, quando devidamente planeado e implementado, em território. Apesar do abrandamento do sector turístico resultante da pandemia de Covid-19, com quedas significativas, o turismo tem demonstrado uma grande capacidade de recuperação e várias previsões apontam para que esta crise seja temporal e, após a pandemia, o sector retomará

com adaptações adequadas de segurança, tecnologia, competitividade e capital humano. Dada a importância do turismo como factor de desenvolvimento regional, este estudo tem como principal objectivo estudar o turismo e o desenvolvimento regional, centrando-se nos produtos turísticos como instrumento de desenvolvimento económico regional. A metodologia aplicada segue uma abordagem de revisão e análise bibliométrica da literatura que engloba a análise da investigação teórica publicada sobre o tema em estudo. Uma revisão de dezanove artigos publicados entre 2001 e 2020, permite-nos concluir por consenso que os estudos sobre turismo e o seu impacto no desenvolvimento regional são positivos, contribuindo para o desenvolvimento do território, uma melhoria da qualidade de vida da população residente, e mesmo, o crescimento da economia.

Palavras-chave: Desenvolvimento económico; Desenvolvimento regional e desenvolvimento territorial; Turismo; Produtos turísticos.

1. Introduction

Tourism is one of the fastest-growing and most emphasized sectors of activity in the world context. It is also an important social and economic phenomenon, with distinct characteristics and based on a dynamic development, with positive effects, when properly planned and implemented in the territory. Such positive effects can act directly or indirectly and can be seen from several perspectives, with significant improvements, essentially, in the socio-psychological and economic fields. Economic development when allied to tourism can generate broad and local initiatives, which allow not only the development of the territory in question, but leverages the economy, creates jobs and sustains, in most territories, tourism products and tourist entertainment activities (Nikolovski & Dimoska, 2015).

Tourism products are a key instrument in regional economic development. In this sense, for tourism development, it is essential to create infrastructures to support the resources and transformation of tourism products in the context of the territories, which consequently contribute to regional development. However, given the nature and intangibility of tourism products, their identification and valuation may be a more complex process and difficult to demonstrate and quantify their value in the local, national and international market.

According to Smith (1994), the tourism product results from a complex production process, allowing the application of the process approach to the evaluation of the contribution of tourism to the regional domestic product. From the point of view of tourism, the author's approach raises the importance that tourism products have in the creation of a value chain in the tourism sector, although his analysis does not allow to determine the typologies of economic activities involved, highlighting a challenge of the proportional effect of the economic growth created by the sector.

For Nikolovski and Dimoska (2015) tourism is an entrepreneurial sector, capable of creating opportunities in several areas of activity sectors, so it is necessary to value it. Through it,

different opportunities with an entrepreneurial nature can be identified, scaled and marketed in a tourism product that is current, dynamic, consumable, and able to boost the economy in the territory where it is being developed.

Human behaviour, the desire and motivation to travel are much broader and more complex, as tourism markets are increasingly segmented, creating a complete picture of tourism travel. Consequently, tourism needs need to be consolidated and translated into authentic and individual tourism products, to be promoted by commercial enterprises as something viable to acquire and that guarantees a unique and differentiated experience.

Vellas (2007) considers that the economic benefits of tourism can be analyzed through the wage per inhabitant, the creation of employment opportunities, the influence in the balance of payments, as well as in the investments made and, consequently, in the development that all these factors have in the growth and consolidation of the sector. It should also be noted that the territory, as a tourist destination, uses tourism as a means of exporting intangible products, goods and services (Vellas, 2007, cited by Nikolovski & Dimoska, 2015).

In this context, the present study aims at a review and organization of the published academic literature, which is a necessary step for the development of research in this area. This systematization of the literature provides an analysis of the publications produced over the past nineteen years, on tourism and regional development and the influence of tourism products on regional economic development. Throughout the study, it is intended to describe and analyze the main features of the published literature, contributing to a reflection of the current state of the art.

This article is structured and subdivided into the following sections: after the introduction comes section two which is dedicated to the description of the methodology; section three which describes the results obtained in the study of the importance of tourism and regional development, as well as tourism products, act as an instrument of regional economic development and; finally, section four which brings together some general conclusions and implications of this literature review.

2. Methodology

The main objective of this study is to study tourism and regional development, as well as tourism products as a tool for regional economic development. In this sense, the study follows an approach of literature review bibliometric literature that encompasses the analysis of theoretical research published under the theme under study. The object of the research is classified as descriptive, since it intends to describe tourism and regional development, focusing on tourism products as an instrument of regional economic development.

The research analyzes scientific articles that are published in academic journals. The methodology, involved the selection of the databases, followed by the identification of

keywords for the search criteria that are intended to develop, being the approach to tourism and regional development, applying tourism products as an instrument of regional economic development. In the last moment of the methodology, the main journals and authors that approach the theme to be studied are identified as a result of the research. The databases used were SCOPUS, B-ON and Google Scholar, considering only publications in the area of tourism. The search was conducted during November 2020 by combining keywords such as "tourism products", "economic development", "regional development" and "territorial development". The search was carried out in the fields "abstract, keywords and title" restricting itself to the areas "Social Sciences and Humanities". Even though there is some literature in this area in different languages, we restricted the object of the study only to Portuguese and English language publications, published in indexed scientific journals and academic journals, between the period 2001 and 2020. The search was carried out using the specific words and sections mentioned above. As the main limitation, we identified the selection of keywords, as well as the temporal space of the publications.

From the search results we selected, through abstract and keywords 142 articles, published in one hundred thirty-three scientific journals, highlighting: Routledge Taylor & Francis Group (27 articles), Sustainability (5 articles), Current Issues in Tourism and Journal of Sustainable Tourism (with the publication of 4 articles each), Brazilian Journal of Tourism Research and Tourism Management (with 3 articles each), European Planning Studies, Internationa Journal of Tourism Research, Journal of Travel Research, Local Environment, Development & Development Journal, Sage Publications, Scandinavian Journal of Hospitality and Tourism and Tourism Geographies (with 2 articles each) and other scientific journals with only one published article (119 scientific journals).

Analyzing the publication dates of the selected articles we conclude that there is a growth in the number of publications over time, although the year 2018 stands out with the largest number of publications and a decrease from this date. Specifically, 13 articles were published in 2018, 12 articles in 2016, 9 articles in 2015 and 2013, 8 articles in 2012 and 2013, 7 articles in 2014, 6 articles in 2011 and 2018, 5 articles in 2019, 3 articles in 2007 and 2020, 2 articles in 2002, 2003, 2005, 2008 and 2009, and 1 article in 2001 and 2004 (Figure 1).

Figure 1 - Survey results per year
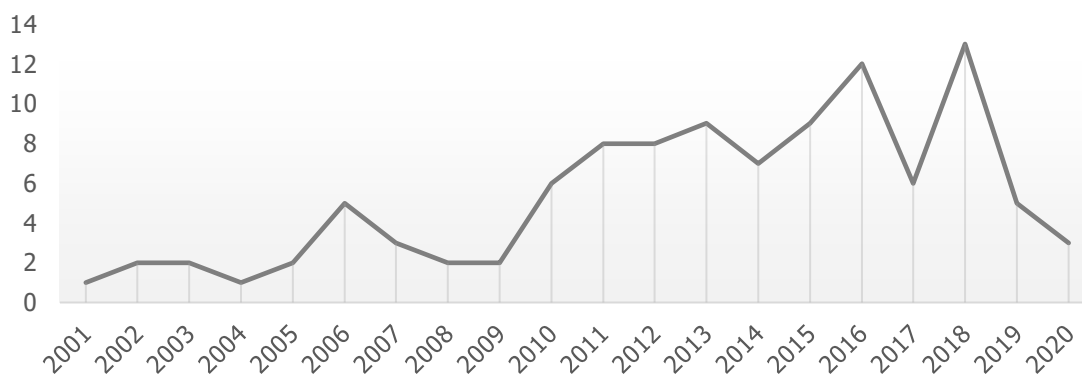
Analyzing the publication dates of the selected articles we conclude that there is a growth in the number of publications over time, although the year 2018 stands out with the highest number of publications, and a decrease from this date on.

3. Literature review
3.1 Tourism as a means of territorial development

In the literature, there is a large number of articles dedicated to the study of the tourism potential of the territory as a means of regional economic development, considering the planning and development of actions that improve the territory and provide greater quality of life. Currently, there is a tendency for each territory to differentiate itself through its components, placing special attention on the tourism destination, tourism clusters, tourism landscapes and the regional tourism product that must be developed and implemented in a strategic way (Horb, 2016).

When we analyze tourism as a means of development of a territory, as well as a means of economic development, we must consider that the initial context about a territory provides the construction of an image around tourism, both nationally and internationally, which is verified as being a factor of progress. This "boom" of development arises in the Post Second World War, a period that was marked by moments such as the Cold War, decolonization and, consequently, the development of political, economic and social problems (Malta & Faria, 2016).

It is necessary to clarify the general view that is attributed to tourism, as a means of promoting development, through its ability to create jobs and, consequently, wages. But it is also important to consider that it is a fundamental promoter of the economic development of a territory, through its economic relevance and the credible global entities, which see it, as a means of sustenance, being them the United Nations (UN) and the Organization for Economic Cooperation and Development (OECD) (Malta, 2011, cited by Malta & Faria, 2016).

Tourism, when put in vogue by these institutions, represents one of the most promising economic activities for global development, focusing especially on its constant economic growth, through revenues generated by accommodation, catering and tourist entertainment activities. The tourism sector was, for decades, considered a usual activity, however, and phase to the current situation, tourism is seen as a development strategy, overlapping its ability to reduce economic and social inequalities. Cañada and Gascón (2007) state that the binomial between tourism and development is more complex than it appears to be. Not all strategies implemented in tourism development, present positive results, which can put an end to a territory, as a tourism product. (Cañada and Gascón, 2007, cited by Malta & Faria, 2016).

Ashley (2000) states that tourism can enable the development of the territory and contribute to economic growth when: i) consumers travel to the destination, which generates the opportunity to sell goods and services; ii) it is an opportunity for the diversification of local economies; iii) it promotes remote areas that have great attractiveness due to their natural beauty and historical and cultural heritage (Ashley, 2000, cited by Malta & Faria, 2016).

The tourism potential of the territory is a broad concept that should be explored. It encompasses most of the natural, ethnographic, cultural, gastronomic, craft and historical resources that serve as the main requirement for the development of various types of tourism. Considering Horb's (2006) point of view, the tourism potential of the territory can be analyzed through two main levels: i) the general view, where the geographical aspects and the potential of the territory can be directly used to analyze and statistically map the territory and ii) the extended view, which states that components can be added to the tourism product of the territory that is being worked on. As a rule, these components promote the development of the sector, creating political and economic stability in and around the territory, as well as improving the general level of education and culture of the population (Horb, 2006). According to the author, several concepts can be associated with tourism, as well as, with territory development, among them: regional tourism development, tourism development in the region, and regional tourism development. These concepts seem similar, however, while the first two express a gradual improvement of tourism and recreational activity with the desire to make tourism better, the last concept puts the tourist destination in a very ambitious goal, where it is not intended to stagnate.

Tourism and regional development are intrinsically linked. The policy associated with tourism becomes a tool for territorial development and supports the economy in its development and job creation (Zama net al., 2010, cited by Bujdosó, Pénzes, Madaras & Dávid, 2015). At the same time, tourism has become a determining factor in supporting regional economic development. When measured at the regional level it is a complex and multifaceted activity, contributing positively to regional development. Consequently, regional tourism development can generate overall economic growth, being able to create activities, contribute to proper land use planning and attract residents and tourists to the

regions where tourism is developing (Dritsakis, 2004, cited by Bujdosó, Pénzes, Madaras & Dávid, 2015).

3.2 Tourism Products as a tool for Regional Economic Development

Tourists are confronted daily with a wide range of tourism products in the regions they visit. For the entities responsible for tourism and hospitality services the central question is "What makes an experience unique for tourists?" and "What are their real expectations of the tourist about the destination?". Thus, it is essential to be aware of the importance of innovating and diversifying tourism products, which aim to provide unique and differentiated experiences for different types of markets and target audiences (Xu, 2010).

The tourism product is based on the perception, interest and curiosity that the tourist establishes about it. In most sectors operating in the global market, the product can be seen, touched and experienced before it is purchased and consumed. In the tourism sector, the process is different and human curiosity is handled to create a competitive position in the tourism market (Nikolovski & Dimoska, 2015). According to the same authors, the tourism product is mainly understood by tourists as an experience that integrates a complete package, where, as a rule, attractions of the destination, facilities, basic travel services, brands and the price to be paid for the experience are included. Thus, the tourism product is understood as a total tourism experience, or as a specific product that is consumed concretely in an establishment, which provides the acquisition and enjoyment of the product. We should also consider that the tourism product is not seen by all tourists in the same way, which proposes that intangibility is often involved in the concept of tourism products. As a rule, tangibility can be a constituent part of a tourism product, but it never integrates the tourist activity that is being experienced.

The development of primary tourism products in a territory is a complex process due to the various elements associated with the tourism product. Smith (1994) argues that primary tourism products are a complex amalgam of elements, which together structure the tourism product, including physical elements such as climate and local biodiversity, services, hospitality, tourists' choices and their involvement in the experience. It should also be noted that, among tourism products, some have a higher level of tangibility than others (Smith, 1994, cited by Benur & Bramwell, 2015).

Benur and Bramwell (2015) state that the development of a primary tourism product in a territory is determinant for the success of the destination, for the creation of revenue, through the expenditures made by visitors. Numerous reasons prove that the binomial between the tourism product and regional economic development is central to the development, growth and consolidation of territories. Still, there is a particular need for territories, as tourism destinations, to develop their main tourism products, focusing on what the territory has best to offer and, at the same time, taking into account what tourists are looking for (Benur & Bramwell, 2015).

The territories develop fundamental strategic options so that the tourism developed in the place is as diversified as possible. That is, if there is a large concentration or diversification of products, to make them more stable and consolidated it is necessary to create segments or niches of tourism that go according to the market size that is intended to build for a particular product (Benur & Bramwell, 2015).

When we approach regional economic development we must also consider the concentration of tourism products that involves the existence of not just one, but a few tourism products in the territory, which strengthens and enhances the image of a strong, coherent destination that is familiar with its tourism product. Through this, it is possible to create revenue and consequently supports tourism businesses, encouraging greater knowledge of the market, with greater coordination of facilities that provide support services for the tourism product, facilitating economies of scale, promoting development and consequently creates standardized packages (Benur & Bramwell, 2015).

The diversification and consolidation of primary tourism products promote the offer of varied products, which enhances and adds an expanded value to the experiences that tourists can enjoy. In this way, it is possible to attract new and different tourists, who have not experienced the tourism product so far (Moraru, 2011, cited by Benur & Bramwell, 2015).

Through the thematic and the space where tourism products are developed, it is possible for synergies to arise, allowing a greater variety of tourism products. Most of the time synergies arise through the compatible attachment that occurs between attractions. The main difference between thematic and spatial synergies is how the primary tourism products are applied. In thematic synergies, there are several tourism products with the same theme that come together, to become more dynamic and have greater competitiveness in the market. Spatial synergies are formed through agglomeration or the creation of tourism clusters, where several tourism products can promote and encourage with greater pretension the territory where they are inserted. Thus, the synergies between tourism products and territories are positive, as they share a common marketing image, which allows them to be more competitive and attract potential tourists (Benur & Bramwell, 2015).

The economic development of the tourism sector has made possible the development of tourism products. It is consensual that in the literature there is no exact definition regarding the concept of tourism product, but it is easy to realize that there are common lines so that the product captures the attention of the tourist and, consequently, creates jobs and tourism revenue, coming from various sectors such as accommodation, catering and tourist entertainment activities. Sharma (2007) states that a tourism product is everything that is used in the promotion of the product, and can be individual or combined resources that are conducive to the constitution of a tourism product (Sharma, 2007, cited by Xu, 2010).

Once the tourism product is defined and the region is specialized in marketing it, it is necessary to create products and services to support the tourism offer, such as accommodation and catering. In general, the process of creating a tourism product follows a process that includes different specialized elements, highlighting: i) initial stage, the existence of a motivation to travel; ii) base, where resources and attractions are the basis of a tourism product, but also a territory; iii) creation process, where it must be inherent the existence or creation of infrastructures, facilities and services, as well as the development of activities and specific experiences, and the result of this process can be understood as the tourism offer of the region we are promoting; iv) communication, which occurs after the created offer, and where it is necessary to communicate to markets and target audiences its existence so that they establish a correct image and positioning. Also, the values that the tourism product transmits must be communicated to stimulate the consumption of the product; v) result, which is nothing more than the consumption of tourism products in the region (Masip, 2006).

It should be noted that the process of creating a tourism product is complex and requires the existence of a management organization that can lead, coordinate, structure, develop and implement the process. It is also necessary that all issues related to the process of creating a product are structured so that it can guarantee success, taking into consideration the economic perspective, social development and environmental protection (Masip, 2006).

It should also be noted that tourism suffered strong consequences due to Covid 19. On December 1, 2019, the first case of contagion by Covid19 appeared in Wuhan, in the province of Hube - China, having been detected as a case of pneumonia caused by coronavirus. It immediately caused a public health emergency with international concern, given its contagion and evolution process. At the beginning of 2020, a health emergency is declared and on March 11, 2020, the World Health Organization declares the state of a pandemic (Garcez, Correia & Franco, 2021).

Since it is a highly contagious virus and its expansion goes beyond expectations, it appears that it has reached all countries in the world, bringing consequences to millions of people and causing an inconsiderable number of deaths. As an unknown virus, with no availability of medication and vaccines to prevent its expansion, health entities recommend the practice of mandatory quarantines and social distancing. The main measures implemented immediately were the restriction of travel and mobility, crowding of people, as well as awareness campaigns. All factors had a direct impact on the economy, namely in the tourism sector (Garcez, Correia & Franco, 2021).

It should be noted then that the tourism sector was the first sector to close its doors when the first outbreak emerged, one of the last to resume its activity in full, since it is characterized by the movement of people. In the same way that the economic consequences on society are denoted, it is possible to verify, in all the analyzed literature, that tourism had

impacts beyond what was expected, noting that the tourist industry will never be the same after the long outbreak of Covid19, demonstrating that it created a global crisis (Pinto, 2021).

Tourism is governed by individual mobility, that is, through travel and has a direct and profound impact on the health of visitors. In addition, it appears that, when traveling, the concept of individual and collective security is implicit, which was put aside in the face of the measures applied to prevent the pandemic, completely changing society (Pinto, 2021).

Since tourism is a particularly vulnerable industry, it generated a complex impact without precedent seen before and with long-term structural consequences on a global scale (Garcez, Correia & Franco, 2021). According to the World Tourism Organization, in the first quarter of 2020 alone, there was a 22% decrease in international arrivals worldwide, which translated into a loss of 67 million arrivals (UNWTO, 2022).

The main consequence will be proof that in the future trips will be much more thought out, planned and, in certain cases, carried out only when there is no recourse to another method, if we analyze travel in a business context. Business tourism will be one of the most affected globally, since working from home has replaced the need to travel to carry out the tasks assigned to the position that each worker performs (Pinto, 2021).

Given this analysis, it appears that tourist destinations will have to resize, reformulate and restructure according to the current needs of visitors. As for the main challenges for the future of the tourism sector, it appears that safety and hygiene levels will have to be raised. Hotels, resorts, large tourist cities, as well as their main attractions will have added challenges, in order to avoid large agglomerations of visitors in the places and, consequently, to avoid physical contact (Pinto, 2021).

Another challenge that arose in the midst of a pandemic, a factor of the Covid19 virus and that will go beyond expectations is to find the balance between automated systems and digital procedures with human contact, which is the lever of tourist activity. It is necessary to note economic, social, ecological and even political sustainability as one of the biggest post-Covid19 challenges in society (Pinto, 2021).

In the specific case of Portugal, a study was developed and a questionnaire was applied that aims to determine the risk and safety perceptions of the Portuguese in the context of a pandemic, as well as their travel behavior, also considering the factor availability to accept the security measures and the restrictions implemented (Pinto, 2021).

The study was carried out through a questionnaire, where male and female individuals, residing in Portugal, aged 18 years or older, were surveyed, resulting in a sample of 1902 valid responses, in the period between February 2020 and February. of 2021 (Pinto, 2021).

As main results, it was found that the pandemic caused by Covid19 has a great impact on the perception of security, influencing the way the Portuguese currently see travel. During this pandemic period, 90% of respondents indicated that safety is to be considered, as it is a

serious issue both in national and international travel, considering that traveling is risky (Pinto, 2021).

In view of this situation, the perceived risk is considered as the visitor's feeling of uncertainty and the possible negative consequences related to travel, as well as tourist products and services, considerably affecting the choice of a destination and the travel behavior that tourists experience. see themselves doing. Given the scenario of high contagion by Covid19, the fear of getting sick during a trip is mentioned, with travel to unknown destinations and contact with also unknown people being considered a high risk for health (Garcez, Correia & Franco, 2021) .

The Portuguese showed high levels of risk perception associated with travel and felt worried, even when considering the possibility of traveling within our country. When considering the travel to international destinations where it increased even more, manifesting an aggravation with the increase of the disease and the passage of time, with no expected end for the end of the pandemic. Another factor that determined the dimension of the pandemic is the inherent risk to psychological health, which is driven by the anxiety caused by the pandemic (Pinto, 2021).

Claudia Seabra, a researcher at the University of Coimbra, indicates that an unexpected result was obtained, intrinsically related to tourism, which involved large crowds. Then, in the summer of 2020, the highest levels of insecurity took place, when the country recorded fewer deaths and cases of contagion. This is explained by the strong tourist demand associated with the season. Residents considered that the time was favorable for carrying out activities and thus causing a greater risk (Seabra, cited by Pinto, 2021).

3.3 Methodologies for tourism studies and regional development

Most studies on tourism and regional development apply varied methodologies (Table 1). Qualitative studies are based on the application of documentary analysis or interviews and, on the other hand, studies of a quantitative nature collect data from statistical indicators? or the application of questionnaire surveys.

Table 1 - Data collection methodologies of the study of tourism and regional development

Methodology of data collection		Empirical research
Qualitative Interviews Documentary analysis		Briassoulis, H. (2003); Horb, K. (2016); Kropinova, E. G., Zaitseva, N. A., & Moroz, M. (2015); Lorentzen, A. (2009); Masip, J. D. (2006); Milne, S., & Ateljevic, I. (2001); Monica, B., Patrick, L., & Ionut, D. (2013); Nikolovski, B., & Dimonska, T. (2015); Paci, R., & Marrocu, E. (2014); Soares, É. B. S., Emmendoerfer, M. L., & Monteiro, L. P. (2013); Tarasionak, A. (2014); Xu, J. B. (2010).

Source: Own elaboration

4. Conclusions

The present study has as main objective to perform a literature review concerning the theme of tourism and regional development, focusing on tourism products as a tool for regional economic development. Articles published between 2001 and 2020 were analyzed. This research was conducted using the SCOPUS, B-ON and Scholar Google databases, using the keywords "tourism products", "economic development", "regional development" and "territorial development".

Over the last few years, it has been seen that tourism represents one of the world's most important industries, showing accelerated growth worldwide. This is possible through the decrease in the cost of travel, the increase of domestic markets for low cost flights, the revenue generated by accommodation, restaurants and tourist entertainment activities, among others. The tourism sector is a global phenomenon that has been studied in several areas, with the central objective of understanding the logic behind the movement of tourism and its associated activities. The free flow of capital and people also contributes positively to the growth of the travel market, creating business opportunities. It is possible to state that tourism is a social phenomenon that triumphs on its own, but due to the current society we live in it has been easier to develop and implement. Increasingly, tourism is seen not only as an economic activity, but as an activity that instils knowledge, provides moments of leisure, helps the progress of educational level and allows travel, to create the business.

In methodological terms, there is an almost equal prevalence of quantitative studies, as well as qualitative, mainly using econometric models, to assess the regional and social-economic impacts on the development of a territory. Currently, the studies focus mainly on defining tourism as a development sector of a territory, combining with it resources that are possible to develop and implement, as well as generate revenue and, consequently, create better living conditions for the resident population.

Thus, given the importance of the study of the sector, the results obtained show evidence of a growing interest by academics in the field of tourism as a means of development of a territory, since 2001. Overall, we can conclude that all the studies analyzed suggest that tourism when allied to regional development has a positive impact on the regional economic growth of the territories. Thus, overall, through the literature review of the selected articles, we can conclude that we found substantial evidence that tourism plays an important role in regional economic development as well as contributes to improving the quality of life of residents in developing territories. A synthesis of the literature on the effects of tourism on regional development provides a state of the art in this field and a basis for researchers to consider a set of comparable conceptual dimensions in future research. The existence of comparable dimensions that can be replicated and analyzed in empirical research will add depth and rigour to studies in this area.

References

Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, *50*, 213–224. https://doi.org/10.1016/j.tourman.2015.02.005

Briassoulis, H. (2003). Crete: Endowed by nature, privileged by geography, threatened by tourism? *Journal of Sustainable Tourism*, *11*(2–3), 97–115. https://doi.org/10.1080/09669580308667198

Bujdosó, Z., Pénzes, J., Madaras, S., & Dávid, L. (2015). Analysis of the spatial trends of Romanian tourism between 2000-2012. *Geographia Technica*, *10*(2), 9–19.

Cárdenas-García, P. J., & Sánchez-Rivero, M. (2015). Tourism and economic development: Analysis of geographic features and infrastructure provision. *Current Issues in Tourism*, *18*(7), 609-632.

Garcez, A., Correia, R., & Franco, J. (2021). Tourism and COVID-19 Impacts and Implications no.pdf. 16th Iberian Conference on Information Systems and Technologies, 13.

Horb, K. (2016). Tourism Potencial of the Territory in Regional Economic Development. *Часопис Соціально-Економічної Географії*, *20*(1).

Kropinova, E. G., Zaitseva, N. A., & Moroz, M. (2015). Approaches to the assessment of the contribution of tourism into the regional surplus product: case of the Kaliningrad region. *Mediterranean Journal of Social Sciences*, *6*(3 S5), 275-275.

Lorentzen, A. (2009). Cities in the Experience Economy. *European Planning Studies*, *17*(6), 829–845. https://doi.org/10.1080/09654310902793986

Malta, G. A. P., & Faria, D. M. C. P. (2016). Perspectivas Da Redução Da Pobreza Pelo Turismo: Proposta Metodológica Para a Análise Do Projeto De 65 Destinos Indutores Do Desenvolvimento Turístico Regional Em Minas Gerais (2007 / 2010). *RDE - Revista de Desenvolvimento Econômico*, *1*(39), 759. https://doi.org/10.21452/rde.v3i35.4417

Masip, J. D. (2006). Tourism Product Development: A way to create value - The case of La Vall de Lord. *IV International Doctoral Tourism and Leisures Colloquim*, *April*, 1–14. http://www.esade.edu/cedit2006/pdfs2006/papers/tourism_product_development_dds__esade_3r_may_2006.pdf

Milne, S., & Ateljevic, I. (2001). Tourism, economic development and the global-local nexus: Theory embracing complexity. *Tourism Geographies*, *3*(4), 369–393. https://doi.org/10.1080/146166800110070478

Monica, B., Patrick, L., & Ionut, D. (2013). Regional Economic Growth Through Tourism. The Case of Region West. *Journal of Chemical Information and Modeling*, *53*(9), 1689–1699.

Nikolovski, B., & Dimonska, T. (2015). Tourism Entrepreneurship Opportunities and the Economic Development. *International Scientific Journal*, *17*(September).

Paci, R., & Marrocu, E. (2014). Tourism and regional growth in Europe. *Papers in Regional Science*, *93*(S1), S25–S50. https://doi.org/10.1111/pirs.12085

Petrevska, B. (2012). Tourism in the Global Development Strategy of Macedonia: Economic Prespectives. *UTMS JOURNAL OF ECONOMICS*, *66*, 37–39.

Pinto, C. (2021). Scientists analyze the impacts of Covid-19 on world tourist activity. Obtained on March 15, 2022, University of Coimbra: https://noticias.uc.pt/artigos/cientistas-analisam-os-impactos-da-covid-19-na-atividade-turistica-mundial/

Romão, J., & Nijkamp, P. (2018). Spatial impacts assessment of tourism and territorial capital: A modelling study on regional development in Europe. *International Journal of Tourism Research*, *20*(6), 819–829. https://doi.org/10.1002/jtr.2234

Silva, V. H. da, Chagas, M. M. das, & Júnior, S. M. (2016). Classificação de Residentes em Relação ao Apoio para o Desenvolvimento de Destinos Turísticos Costeiros. *Associação Nacional de Pesquisa e Pós-Graduação Em Turismo*.

Smith, S.L.J. (1994). The Tourism Product. *Annals of Tourism Research*, 21(3), 582-595.

Soares, É. B. S., Emmendoerfer, M. L., & Monteiro, L. P. (2013). Gestão pública no turismo e o desenvolvimento de destinos turísticos em um estado da Federação Brasileira: uma análise do planejamento estratégico do turismo em Minas Gerais (2007-2010). *Monteiro / Tourism & Management Studies Número*, *9*(2), 50–56.

Strachulski, J. (2017). O desenvolvimento econômico local: da perspectiva econômica a perspectiva sociocultural / The local economic development: of the economic perspective the sociocultural perspective. *Caderno de Geografia*, *27*(49), 304. https://doi.org/10.5752/p.2318-2962.2017v27n49p304

Tarasionak, A. (2014). Strategic planning of tourist destinations: new approach towards territorial organization of tourism in Belarus. *Geografijos Metraštis*, *47*, 25–36.

UNWTO. (2022) *Impact assessment of the covid-19 outbreak on international tourism.* Obtido em 16 Março de 2022, de World Tourism Organization: https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism.

Xu, J. B. (2010). Perceptions of tourism products. *Tourism Management*, *31*(5), 607–610. https://doi.org/10.1016/j.tourman.2009.06.011

Zoran, J., Shtefan, B., Uros, G., Mirchevska, T., Biljana, A. & Dichovska, P. (2015). Tourism Entrepreneurship Opportunities and the Economic Development. *International Scientific Journal*, *17*(September).

#80 | Nature sports, a tourist product. The case of Madeira Island Ultra Trail

#80 | Desportos de Natureza, um produto turístico. O caso do *Madeira Island Ultra Trail*

João Prudente

prudente@staff.uma.pt; *Universidade da Madeira, CiTUR, Portugal*

Catarina Fernando

catarina.fernando@staff.uma.pt; *Universidade da Madeira, CiTUR, Portugal*

Hélder Lopes

hlopes@staff.uma.pt; *Universidade da Madeira, CiTUR, Portugal*

Abstract

Madeira, known for its unique nature and climate, allows the practice of mountain and sea sports. The Madeira Island Ultra Trail (MIUT) is a good example of the different international sports events and shows how attractive this destination is for these products. Nature Sports is a strategic tourism product and the MIUT is vital in promoting Madeira as a destination. The study aims to characterise the event, the participants, and the type and duration of stay, as well as analyse the participation of residents in the event and understand how it increases the flow of tourists and contributes to the economic and social development of Madeira. The following data were collected from the participants, who were interviewed by email and through the organisation's website: most of the participants (75.37%) are male, between 30 and 49 years old (74.57%) and have a higher education (64.14%). Most are non-local (75.22% are accompanied by (30.51% one; 15.77%, two; 12.29%, three; 27.4% four or more people). Participants stayed mainly in hotels (33.86%) and local accommodations (33.31%), with stays of 5 to 7 nights (43.28%) or more nights (21.07%). The results show that the MIUT triggers added value for local and regional development.

Keywords: Nature; Nature Sports; Sport Events; Tourism; Tourism Product.

Resumo

A Madeira, conhecida pela sua natureza e clima únicos, permite a prática de desportos de montanha e de mar. O Madeira Island Ultra Trail (MIUT) é um bom exemplo dos diferentes eventos desportivos internacionais e mostra a atratividade deste destino para estes produtos. O Desporto de Natureza é um produto turístico estratégico e o MIUT é vital na promoção da Madeira como destino. O estudo pretende caracterizar o evento, os participantes, o tipo e duração da estadia, bem como analisar a participação dos residentes no evento e perceber de que forma aumenta o fluxo de turistas e contribui para o desenvolvimento económico e social da Madeira. Os seguintes dados foram recolhidos junto dos participantes, que foram entrevistados por email, e através do site da organização: a maioria dos participantes (75,37%) é do sexo masculino, tem entre 30 e 49 anos (74,57%) e

possui ensino superior (64,14%). A maioria são não locais (75,22% são acompanhados por (30,51% uma; 15,77%, duas; 12,29%, três; 27,4% quatro ou mais pessoas). Os participantes ficaram maioritariamente em hotéis (33,86%) e alojamento local (33,31%), com estadias de 5 a 7 noites (43,28%) ou mais noites (21,07%). Os resultados mostram que o MIUT desencadeia valor acrescentado para o desenvolvimento local e regional.

Palavras-chave: Natureza; Desportos de Natureza; Eventos desportivos; Turismo; Produto turístico.

1. Introduction

Madeira, known for its vibrant nature, breathe-taking landscapes, and good weather, is a good place to practise mountain and sea sports. In the Madeira Tourism Strategic Plan (RAM, 2016), nature Sports are designated as a strategic tourism product, as they can be considered a tool to promote Madeira as a destination. International sports events that have taken place in Madeira in recent years, such as the Ultra Skyrunning Madeira, the Madeira Island Ultra-Swim (open water swimming) the Madeira Ocean Race (sea canoeing), and the Madeira Island Ultra Trail (MIUT) show how attractive the destination is for these products.

Sporting events can be used as strategic tools to promote a specific tourist destination (Oh, 2002; Candrea, Ispas, 2005). These events, which have both economic and social impacts, are generally used to increase tourist attractiveness and, consequently, to boost the local and regional tourist flows. (Getz, 2008; Getz, 2002; Candrea & Ispas, 2005; González-Garcia, Camacho, González-Serrano, Sanz, 2016).

This paper is not at all about evaluating major sporting events, such as the Olympics or the World Cup, in which tourists intentionally travel to a destination just to participate; but rather about nature sporting events in which tourists travel primarily to participate or accompany a participant. Because of the way nature sports events are usually run and where they take place, they can contribute to a sustainable local development strategy. Specifically in Madeira, they have enabled the exploration of the natural features of the vast natural park. While mega events such as the Olympics or the World Cup are fascinating to many and mostly mentioned in tourism literature (Gibson, 2002), the regional dimension sport events or specific events such as the Madeira Island Ultra Trail are less explored.

The link between tourism and sports, associated to the concept of active tourism, has allowed the incorporation of sports practices and events in tourism activities, thus new products. This study aims to show that the MIUT event is currently an example of a tourism product that contributes both to the promotion of destination attractiveness and to sustainable regional development.

A survey methodology was used. A survey sent by email to all the participants was used to collect data. Participants were characterised based on their gender, age, place of residence,

country of origin, whether they travelled in company, where they stayed and how long they stayed (Press Power, 2019).

2. Literature review

2.1. Sport and Tourism

Over the years, the link between tourism and sporting events has developed into a mutually beneficial association, making sports tourism an internationally recognized and much sought-after market (Getz, 2002).

Sport tourism, especially in the perspective of active participation, can contribute to the shaping of a distinct sports culture that highlights the uniqueness of a destination and influences tourists' choices. For visitors, this means the initial experience of sporting activities (Pigeassou, 2004), which is intended, is surpassed, and transformed into an experience that is associated with a lifestyle and a philosophy of life. As mentioned by Getz (1991), events can be the most common means for visitors to satisfy their desire to taste food and learn about local traditions. As more and more tourists are attracted to these sporting events, they are used to promote tourism in certain destinations (Oh, 2002).

2.2. Nature Sport and Active Tourism

Due to the current urban lifestyle, many people are forced to seek nature-related activities to find balance and a better quality of life. Laing & Frost (2017) point to the connection between organising activities in nature and people´s mental, health, and social well-being.

Leslie (2019) states that the many tourism services, physical activities, and sport products available are directly related to natural heritage.

According to Getz (2008), sporting events offer the opportunity to increase the tourist appeal of the host region, and researchers have been studying this issue since the 1990s.

Among tourists of sports events, it is important to distinguish between travellers who are active participants in the event and travellers who are only spectators. Gibson (1998) distinguishes the former as active tourists and the latter as part of sports event tourism. As Peric, Vitezic, Mekinc (2019) point out that despite the World Tourism Organization definition of sports tourism, the sport is the original reason for the trip, in practice it is observed that tourists engage differently in the sporting activity and there are indeed different reasons for the trip. Thus, these authors distinguish between tourists who travel to participate in the sporting activity (active participants), or to visit and attend the sporting activity or the related attractions, as these attractions can be the primary or secondary purpose of the trip. In events like the Madeira Island Ultra Trail, the majority of tourists who arrive to participate in the event are usually accompanied by family members who are there only to participate in

the event. For an event such as the World Cup or the Olympics, tourists travel to watch the event.

2.2.1 Sporting events as tourism products

The success and participation of athletes in some sporting events, which were originally only local or regional sporting events, have attracted foreign participants and, because of their quality, have become tourist products that are integrated by official bodies in the promotion and marketing of a destination. This is mentioned by Hudson (2003) when he states that destination managers are beginning to market, promote or associate the event as part of a destination's attraction package. According to Hudson (2003), for a sporting event to become a marketable product, it must appeal to a specific target segment, have quality and be affordable to the potential consumers.

According to Getz (2002), a sporting event must be viewed from two different perspectives: the consumer's perspective and the destination's perspective. While the consumer's perspective involves travelling for the purpose of participating or attending a particular event, the destination's perspective focuses on developing and marketing of events for sporting tourism events for economic and social benefits.

Getz & McConnell (2014) refer to the *2010 Special Report on Trail Running* conducted by the Outdoor Foundation, which not only profiled trail runners, but also found that they have a natural tendency to participate in other outdoor activities. It also showed that they have a passion for the outdoors and for activities in the natural environment. The most popular options are: running, day hiking, cycling, and camping. The majority (63.5%) were male, and more than half (51.9%) had a university degree.

3. Methodology

The methodology used to collect data was a survey sent by email to all the participants. Of the 2743 surveys sent, a total of 1969 responses were validated (Press Power, 2019). In addition, the organisations' website was consulted, where the survey data and statistical data of the participants were easily accessible.

4. Results and discussion

Most of the participants (75.37%) were male (Fig.1). Of all the participants, the majority were aged between 30 and 49 (74.57%), 8.8% were under 30 and 0.15% were over 70 (Fig.2). These results are consistent with what can be found in the literature (Prudente et al., 2020; Getz & McConnell, 2014; IJspeert, Ruth, 2017).
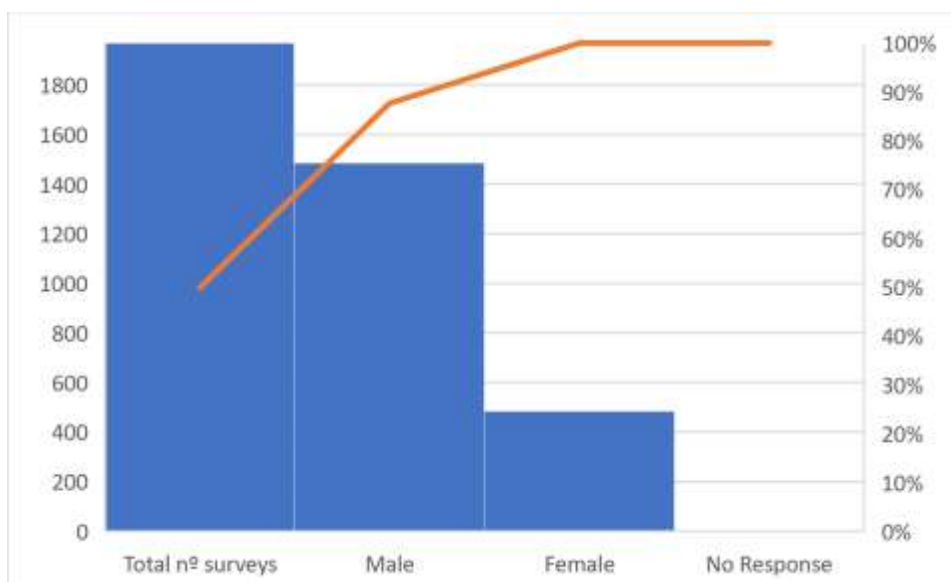
Figure 1 - Gender of survey respondents

Figure 2 - Breakdown of participants' age groups
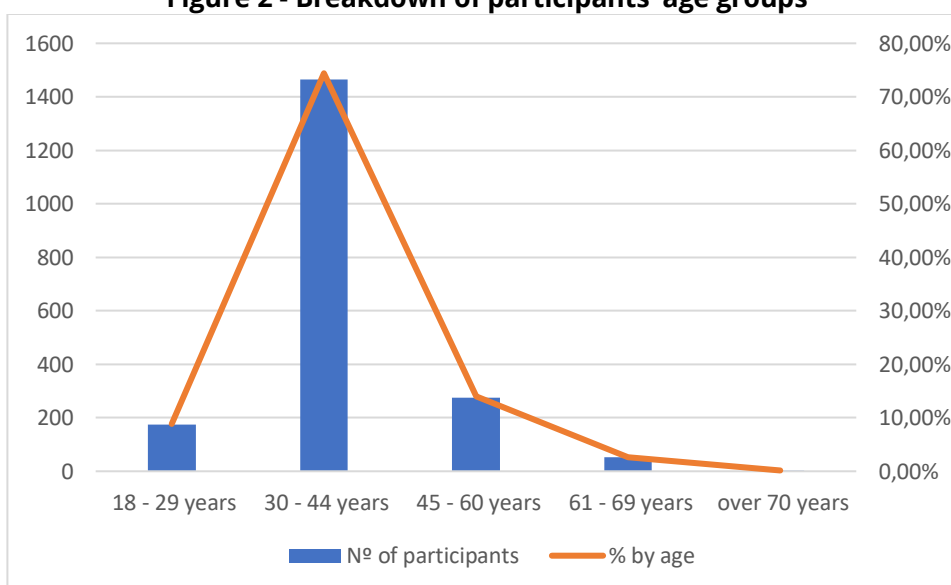
As can be seen in Fig.3, most of the participants are non-residents (75.22%) and come from 57 countries with France, mainland Portugal, Spain, and Poland being the most represented (Fig.4). These countries also represent the main markets of tourists coming to Madeira; except for the United Kingdom which had only 27 participants (1.84%). The local participants represented only 24.78% of the total. This fact allows us to associate the international

participation with a greater diffusion of knowledge about the destination, since it coincides with the main source markets. Due to the great diversity and number of countries represented, it can be presumed that these international participations are the result of good propaganda to a specific audience, whether they are athletes who usually participate in the World Trail Circuits or simply athletes who participate in this event to travel as tourists, as noted by Getz (2002) and Hudson (2003).

Figure 3 - Breakdown of resident or non-resident participants
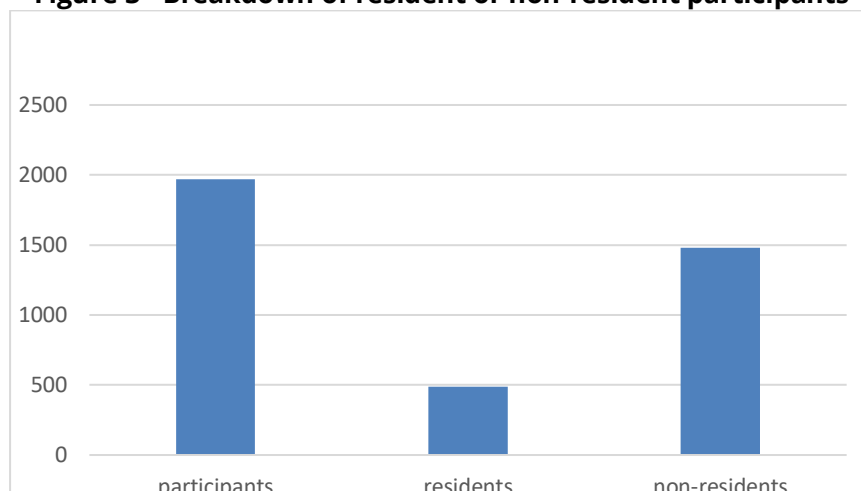
Figure 4 - Breakdown of the national origin of participants
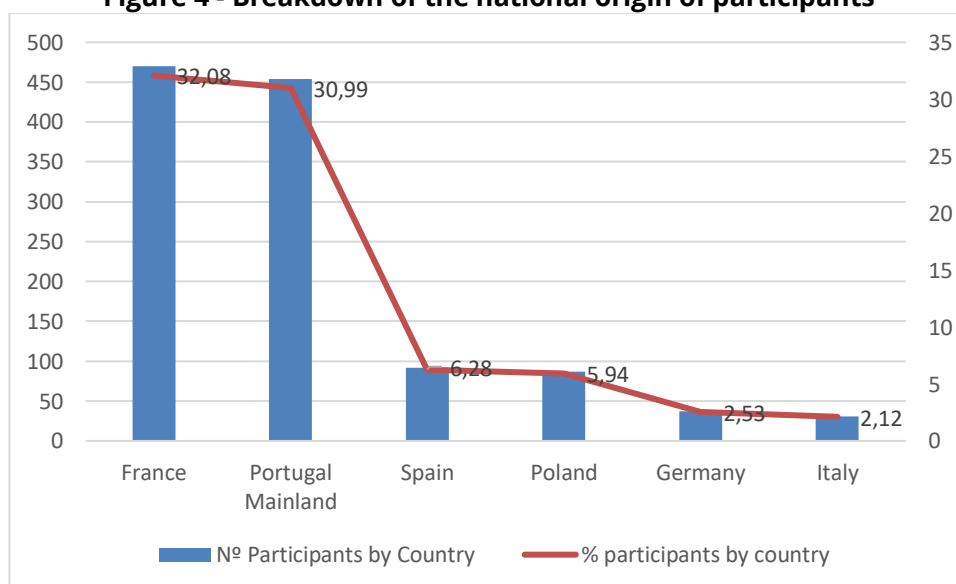
It is worth highlighting is the small number of MIUT participants who travelled alone (14.20%) and the considerable number of participants who travelled accompanied by four or more people (27.24%) (Fig.5). These results confirm that the MIUT is a sporting event that has the potential to promote a region, as well as attract tourists (Getz, 2008), for it creates a desire among participants to travel and enjoy an active holiday in the company of family or friends.

Figure 5 - People travelling to accompany the participants
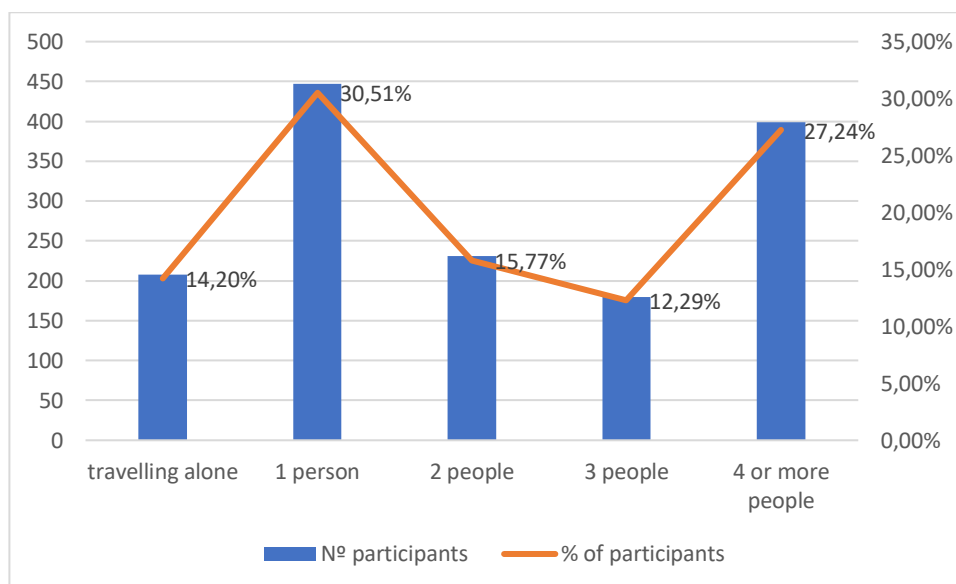
Considering the number of MIUT participants and the tourists accompanying them, it is interesting to note what type of accommodation they prefer (Fig.6) and the how long their stay lasts (Fig.7). From our results we conclude that local accommodation is the ideal type of accommodation for four or more people, hence the significant value (33.31%), which is not far from the figures we obtained for participants travelling accompanied by three or more people (39.53%).

Figure 6 - Types of accommodation used
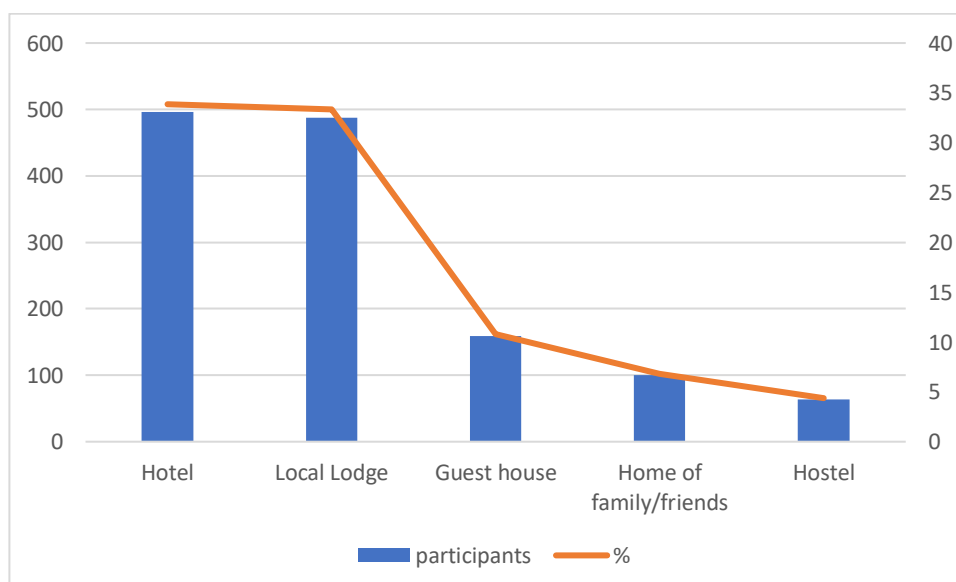
Because no specific data were collected on the geographical location of the accommodation used, it is not possible to determine nor understand their distribution over the area. In addition, our analysis is further limited because the accommodation used before and after the events are also unknown. From the existing literature and attempting to characterise

these active tourists of sporting events, who have a great attachment to nature, it is expected that they prefer accommodations near places where they can better enjoy the natural environment and participate in authentic gastronomic experiences and traditions (Leslie, 2019; Gibson, 1998; Getz, 2008; Hudson, 2003; Soares and Nunes, 2020).

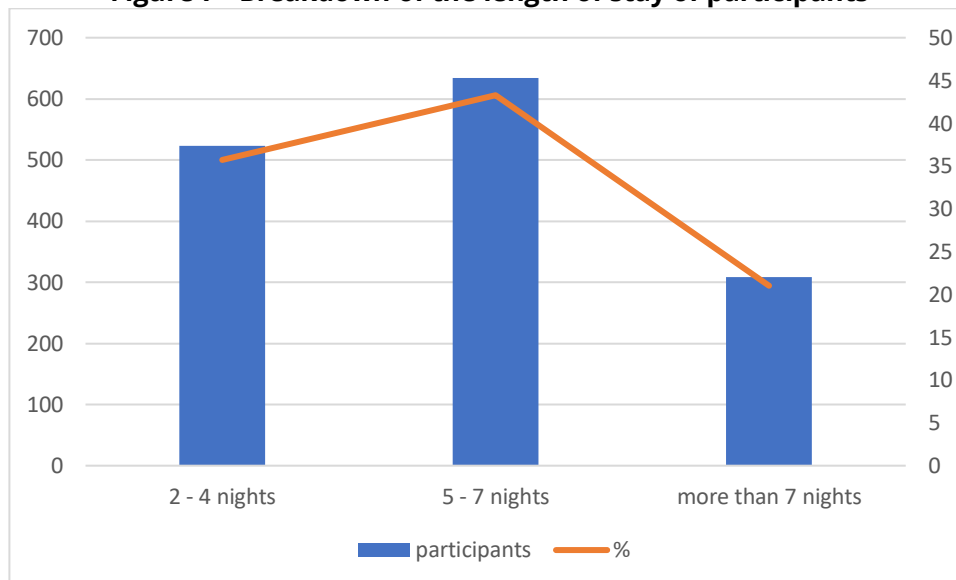**Figure 7 - Breakdown of the length of stay of participants**

5. Concluding remarks

The study shows that the MIUT is an attractive product due to the number of participants and tourists that accompany them. In addition, the large number of different target markets shows that the promotion and marketing of this attractive product has been consolidated, thus establishing it as a tourism product. Since it takes place in nature and involves so many volunteers and participants, most of whom have higher education and prefer nature for their usual sports practice, it is presumed that they care about the environment and respect and follow the rules when using natural areas for sports practice. The MIUT contributes to sustainable tourism as it takes place in rural areas and promotes them. Moreover, after the sporting event, participants, and their companions, who have chosen to stay longer - five to seven days or more are expected to want to get to know the area better and experience its traditions and gastronomy.

6. Research implications

For a more in-depth study, the other data collected in the survey should be analysed and more information about the motivation to participate should be collected. Regarding accommodation, it would be important to know exactly how many nights were booked before and after the event and where the participants stayed. In addition, the activities carried out during the stay, apart from the participation in the event, is another variable worth investigating.

The study conducted shows the MIUT is undoubtedly a product of sports tourism, since it promotes the destination and highlights its most characteristic features: the breath-taking landscapes and forest, as well as the different sections of the *Caminho Real (Royal Path)*. The latter is gradually becoming a tourism product with great potential.

The study has shed light on the event and has attracted more volunteers to participate in the organization, which will guarantee the ever-increasing quality of the event. The MIUT not only strengthens the link between the event and the rural population, but also provides MIUT organizers and Madeira Tourism entities with additional information that can be used in the promotion and marketing of the destination.

References

Candrea, A. N., & Ispas, A. (2005). Promoting tourist destinations through sport events. The case of Braşov. Journal of Tourism - Studies and Research in Tourism 10(10):61-67

Getz, *D*. *Special events*. In *Managing Tourism*, *ed* S Mede-lik. *PP. 67*, *123*. *Oxford*: Butterworth-Heinemann, 1991

Getz, D.. *Sport event tourism: planning, development and marketing*, in Hudson, S., *Sport and adventure tourism*, The Hawthorn Press, 2002.

Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism management*, 29(3), 403-4

Getz, D. & McConnell, A. (2014) Comparing Trail Runners and Mountain Bikers: Motivation, Involvement, Portfolios, and Event-Tourist Careers, *Journal of,Convention & Event Tourism*, 15:1, 69-100, DOI: 10.1080/15470148.2013.834807

Gibson, H. (1998). Active sport tourism: Who participates?. *Leisure Studies*, *17*, 155–170.

Gibson, H. J. (2002). Sport tourism at a crossroad? Considerations for the future. In S. Gammon, & J. Kurtzman (Eds.), Sport tourism: Principles and practice. Eastbourne: LSA.

González-García, Parra-Camacho, González-Serrano & Añó-Sanz (2016). Los eventos Deportivos como potenciadores del turismo en gran canaria: un análisis desde la percepción social. *Rev. Intercon. Gest. Desport.*, Rio de Janeiro, 6 (1): 108-120

Hudson, S. (2003) *Sport and adventure tourism*, The Haworth Hospitality Press

IJspeert, Ruth (2017). Charactherizing active sport tourists: millennials versus Baby boomers. Master Thesis. School of Tourism and Hospitality Management Sant Ignasi- Ramon Llull University

Laing, J., & Frost, W. (2017). Nature and Well-being:Explorer Travel Narratives of Transformation. In *NatureTourism*. Edited by Edited ByJoseph S. Chen, Nina K.Prebensen. Routledge, London.

Leslie A. Howe (2019) Not everything is a contest: sport, nature sport, and friluftsliv, Journal of the Philosophy of Sport, 46(3), 437-453, Doi: 10.1080/00948705.2019.1622126

Oh, Ick-Keun (2002) *Effective tourism marketing approaches to sporting events: Lessons from 2002 World Cup*, Journal of Sport Tourism, p.45-67.

Perić, M., Vitezić, V. (2019). Comparing Business Models For Event Sport Tourism: Case Studies in Italy and Slovenia. *Event Management*, Vol. 23, nº3, pp. 379–397.

Pigeassou, Charles. (2004). Contribution to the Definition of Sport tourism. Journal of Sport & Tourism, 9(3), 287–289. http://doi.org/10.1080/1477508042000320205

Press power (2019). Estudo do impacto económico MIUT 2019

Prudente, João, Lopes, Helder, Noite, João, Rodrigues, Ana, Vieira, Sara, Alves, Ricardo and Fernando, Catarina. "Hikes and Levadas in Madeira: Characterizing Visitors and their experience" European Journal of Tourism, Hospitality and Recreation, vol.10, no.2, 2020, pp.154-164. https://doi.org/10.2478/ejthr-2020-0013

RAM. (2016). *Estratégia para o turismo da madeira 2017–2021*, Região Autónoma da Madeira. Available access online: https://estrategia.turismodeportugal.pt/sites/default/files/Doc_Estrategico_Turismo_RAM_0.pdf

Soares, Jorge and Nunes, Naidea. "walks and canyoning as mountain sport products in nature tourism" European Journal of Tourism, Hospitality and Recreation, vol.10, no.1, 2020, pp.41-55. https://doi.org/10.2478/ejthr-2020-0004

#84 | Tourism in border territories and the challenges between cooperation and resilience. Approach to the border between Central Portugal and Spain

#84 | O turismo nos territórios fronteiriços e os desafios entre cooperação e resiliência. Abordagem à fronteira entre o centro de Portugal e Espanha

Gonçalo Fernandes

goncalopoeta@ipg.pt; Escola Superior de Turismo e Hotelaria- ESTH/IPGuarda & CITUR, Portugal

Abstract

The heritage of central Portugal with Spain, associated with its history, cultural diversity and natural resources generate relevance and international recognition. They constitute arguments for the construction of a growing tourist function in these territories and foster attractiveness and entrepreneurship. The expansion of tourism stimulates the economy, preserving values and identities and generating new uses and functions. Furthermore, it promotes the consolidation of relations between communities and their mobility along the border. The border, due to the resources it holds and its cultural hybridity, generates attractions which gain tourist and recreational significance, promoting economic and social opportunities for local communities. There is a growing significance of tourism and leisure activities, due to the increase in mobility, cooperation and the dissemination of border resources and heritage. The relations between communities and their resilience in the face of the forms of cooperation and the valorisation of heritage as a functional strengthening of the border. This study seeks to reflect on the meaning of the border and tourist activities, framed as a political/administrative interaction, as a result of the intersection of cultures and geographies, as an action of permeability and mobility.

Keywords: Borders; Heritage; Tourism; Cooperation; Resilience.

Resumo

O património do centro de Portugal com Espanha, associado à sua história, diversidade cultural e recursos naturais, gera relevância e reconhecimento internacional. Constituem argumentos para a construção de uma função turística crescente nestes territórios e fomentam a atratividade e o empreendedorismo. A expansão do turismo estimula a economia, preservando valores e identidades e gera novos usos e funções. Além disso, promove a consolidação das relações entre as comunidades e a sua mobilidade ao longo da fronteira. A fronteira, devido aos recursos que possui e ao seu hibridismo cultural, gera em si atracões que ganham significado turístico e recreativo, promovendo oportunidades económicas e sociais para as comunidades locais. Existe uma importância crescente das atividades turísticas e de lazer, devido ao aumento da mobilidade, cooperação e divulgação

dos recursos e património fronteiriço. As relações entre comunidades e a sua resiliência, face às formas de cooperação, promovem a valorização do património como reforço funcional da fronteira. Este estudo procura refletir sobre o significado da fronteira e das atividades turísticas, enquadradas como interação político/administrativo, como resultado de encontro de culturas e geografias, como ação de permeabilidade e mobilidade.

Palavras-chave: Fronteiras; Património; Turismo; Cooperação; Resiliência.

1. Introduction

Borders can generally be understood as regions where economic and social life are directly and significantly affected by the proximity of an administrative division, whose political, financial and cultural differences imply territorial specificities and pose their own challenges to management (Fernandes & Cravino, 2021). Borders, as political boundaries and contact zones, represent two basic implications: one refers to the material barrier effect through the creation of means of controlling border flows that can have immediate social and economic effects; a second is a result of the perception of the border based on historical features of identity and linguistic and cultural diversities, which in themselves generate differences and separation.

Tourism development is seen as an instrument for the diversification of economies in peripheral and often underdeveloped regions. From both nature and tourism perspectives, travel destinations should not be limited by political borders and these, because of their heritage and cultural hybridities, can represent destinations for visitation (Campesino & Jurado, 2014; Fernandes, 2014; Timothy, 2006; Trigal, 2005). There is a growing significance of tourism and leisure activities, due to the increase in mobility, cooperation and the dissemination of border resources and heritage, as well as the incorporation of technologies in the qualification and promotion of these territories. The creation of the Schengen space enhances and expands mobility, without border controls, generating positive effects on tourism and leisure activities among the citizens of colliding countries.

The Luso-Spanish border is taken as an object, in particular, the border between central Portugal and Spain, highlighting the existing dynamics and forms of cooperation for the construction of a space of resilience, given the existing constraints and heritage values, capable of generating new attractions and functions in the oldest European border.These spaces present, due to their history and natural heritage, resources of great value, of which the international rivers, the classified natural areas, the castles and fortifications, the historical villages, the traditions and festivities, the gastronomy and the presence of different cultures stand out at the central Iberian border. This study aims to identify the tourist potentialities of the border area between central Portugal and Spain, the support policies and the dynamics to be considered to enhance its valorization and development.

2. The border as a space for contact, mobility, resilience, and cooperation

Each border carries its own identities and imaginaries as a result of its geography, historical and political evolution, and the cultural elements of its communities. They are spaces of exchanges, cultural hybridisms, and specific heritages as a result of their functions, flows and social interactions generated over time (Sofield, 2006; Dominguez et al., 2013). It should be emphasized that the border does not disappear as an identity with the physical separation line but can acquire new meanings for those who live it every day. According to Sahlins (1996) and Timothy (2015), border populations increasingly participate in constructing and redefining the meaning of the border and, consequently, its organization. Indeed, the peripheral approach to the border forces it to understand how individuals and communities appropriate their borders and identities to be used as political and development arguments (Sahlins, 1996; Calderón, 2017; Medeiros, 2018).

Border regions present a double peripherality, both in terms of their geographical positioning and in relation to the decision-making centers, thus presenting social, economic and structural disadvantages (Lange, 2011; Fernandes, 2014). Moreover, these regions were for decades marginalized in the face of the decision centers and limited by a real and legal barrier (the raia), aggravating their socio-economic condition that, in the 1960s, dubbed the Iberian Raia as the "frontier of underdevelopment" (Cabero Diéguez & Caramelo, 2001; Lange, 2011; 2012).

Given the reduced dynamics, translated by demographic and socioeconomic indicators below the national average, these regions have been one of the main concerns of development and cohesion of the European Union, promoting the development of support and aid programs, capable of reducing the identified development deficits and the problem of their marginalization before differentiated and competing proximity contexts (Medeiros, 2009; Fernandes & Natário, 2020).

In the last three decades, we have witnessed strategies of de-frontetization between Portugal and Spain, which have promoted and facilitated mobility between the two sides of the border, and an increase in institutional relations (formal and informal), benefiting from support and cooperation programs of the European Union and the openness of communities and political representatives to the creation of channels of dialogue and rapprochement. From these processes, the following advances stand out, due to their importance:
- Increased access and ease of movement;
- Increased institutional relations;
- Creation of specific support programs for territorial cohesion;
- Increased socio-cultural relations and activities;
- Awareness of communities to increase partnerships and formal and informal relationships;

- Increased community support infrastructures;
- Political effort to establish collaborative foundations;
- Decrease in the mental perception of the border as a barrier.

The relations, fundamentally through commercial exchanges, have been registering changes through the incorporation of diverse social connections, cooperative and sometimes in solidarity, which allow their communities to maintain themselves and generate functions for economic and social well-being. The valorization of the heritage and its respective identities allow the promotion of new attractions, supported beyond commercial relations in tourism and leisure practices that tend to be widespread and diversified. Cooperation tends to be a vitalizing factor, generating instruments that reduce the weaknesses that these lines tend to represent. In these processes, employment opportunities and socio-professional integration of communities are promoted, as shown by the use of tourism resources, the generation of services associated with natural and cultural resources, and the cooperative strategies of local governance and the impulses of the respective communities (population and businesses) (Calderón, 2015, 2017; Fernandes & Natario, 2020).

We can consider that the spaces, the lands, and the frontier people live their daily routine of invading geographical, linguistic, fiscal, and political (or obedience) limits. They live in a kind of territory where, from here to there, more than oppositions and rivalries, complicities predominate. In fact, the conflict associated with the separation is complemented (or interspersed) by the conjugation of interests between residents from one side and the other, taking benefit of contextual advantages, as in the case of smuggling, favored by price differences, tax burden, and prohibitions (Ribeiro & Valente, 2013).

In this context, tourism as a development factor in border spaces has been increasingly recognized over time (Prokkola, 2008, 2010; Fernandes, 2014; Kovácks et al., 2020), due to the fact that many peripheral border areas hold great potential for the development of tourism and leisure activities. Their heritage is preserved and with authenticities that provide differentiating experiences (a consequence of their relative isolation) and allow the diversification of economies in these peripheral and often underdeveloped regions (Timothy & Saarinen, 2013; Dominguez et al., 2013), so it is a privileged area for action and support by European Union policies and programs. Cross-border cooperation has been an important tool to achieve the objectives of the European Spatial Development Perspective (ESDP), as well as to implement the objectives of the Lisbon and Rotterdam processes to achieve sustainable growth and territorial cohesion in Europe. Particularly in achieving the goal of cross-border cooperation (ESPON, 2007; Medeiros, 2018), more fluid cross-border relations have been promoted between governments and regional and local administrations along the Spanish-Portuguese border.

3. Mobility, tourism, and leisure on Portugal central border with Spain

The border region of Portugal and Spain is historically described as disadvantaged and depressed, constituting a peripheral territory in the face of the main centers of economic activity and political decision, which has promoted the socioeconomic deregulation of these spaces (Cabero Diéguez, Campesino Fernández & Trigal, 1995; Trigal, 2005; Medeiros, 2010, 2016; Fernandes, Natario & Braga, 2014; Calderón, 2015). The concern with the development of the Luso-Spanish border became more significant with the accession of the two Iberian countries to the European Community, through reconfigurations related to intrinsic weaknesses, remoteness from major centers of economic activity, political decision-making, and demographic devitalization. Over the years, social and economic deregulation has been aggravated because the development strategies that these areas have followed have not achieved the desired effectiveness. In particular, European programs have not achieved the goals of development and territorial cohesion (Fath & Hunya, 2001; Arencibia & González, 2013; Fernandes, 2019). The specificity of the social, economic and territorial problems of these regions has been recognized along with the need to create more socially and territorially equitable interventions for their cohesion (Hidalgo, Dominguez & Benzinho, 2014). In recent years, there has been a dynamic favorable to the "defronteirization" by new structures and the recovery of resources and communities of interest (Calderón, 2017). In addition, many initiatives have emerged and sought to encourage cooperation between regions in order to counter their depopulation and fragile productive structure (Fernandes, Natario & Braga, 2014; Lange, 2012).

Figure 1 - Location of the border territory of Central Portugal with Spain
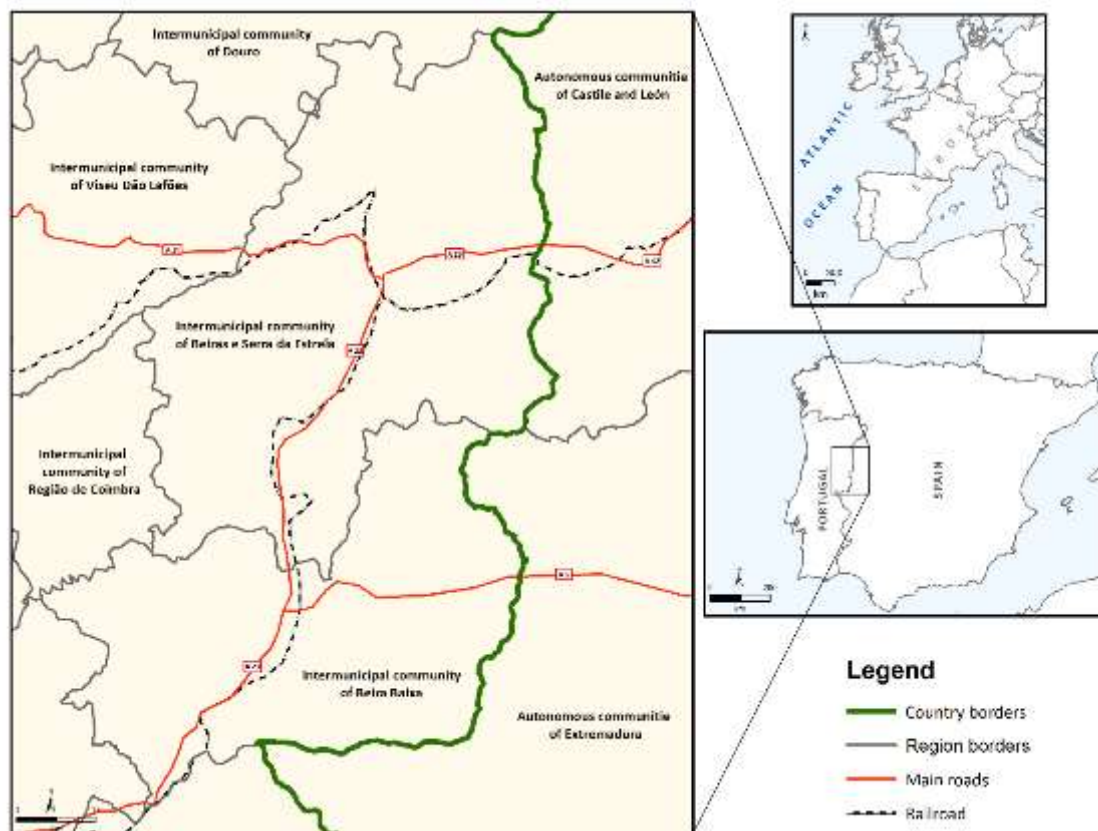
Source: Author elaboration

The concern over the development of the Luso-Spanish border became more significant with the accession of the two Iberian countries to the European Community, through reconfigurations related to intrinsic weaknesses, remoteness from major centres of economic activity, political decision-making, and demographic devitalisation. *Portugal and Spain are among the oldest nation states in Europe, and each has a strong sense of national unity and mission. After the April 1974 revolution in Portugal and the death of Franco in 1975, a democratic transition took place in both Iberian countries. There occurred then their return to international incorporation, from which they had been relatively isolated during the dictatorship era* (Martins, 2007, p.12). Over the years, social and economic deregulation has been deepened because the development strategies that these areas have followed have not achieved the desired effectiveness. In particular, European programmes have not achieved the objectives of development and territorial cohesion (Arencibia & González, 2013; Fernandes, 2019; Fath & Hunya, 2001). The specificity of social, economic, and territorial problems in these regions has been recognised, along with the need to create more socially and territorially equitable interventions for their cohesion (Hidalgo, Dominguez & Benzinho, 2014). In recent years, there has been a dynamic favourable to the "de-fronteirisation" by new structures and the recovery of resources and communities of interest (Calderón, 2017). In addition, many initiatives have emerged and sought to encourage cooperation between regions in order to counter their depopulation and weak productive structure (Fernandes,

Natario & Braga, 2014; Lange, 2012;). The unquestionable improvements created by the programmes in terms of infrastructure and equipment, formal and informal approaches between entities, agencies, and the funds available, have led to significant improvements in cooperation and cohesion. These developments have effects on the national scale, with border regions experiencing problems of depopulation and economic inertia (Calderón, 2015; Moral et al., 2016), thus keeping border effects and associated context costs in place.

The relations in the cross-border space have acquired a growing importance and increased their influence in the European political, economic, and cultural evolution. In the case of the border of Portugal and Spain, it is possible to speak of a porosity that is historical, with approximation of the territory(ies), either through public policies (community, national, regional, and local) or through private investments. In general, it can be considered that the border between Portugal and Spain presents (in both countries) very similar characteristics, as it evolves progressively, where regions and municipalities establish partnerships and the border increases its permeability, as the proximity of people is also reinforced and the forms of institutional and business cooperation evolve (Hernandez- Ramirez, 2017). The border presents itself as multi-peripheral in terms of its geographic positioning, its relationship with the decision-making centers, its capacity to mobilize and valorize resources, effective territorial integration, and investments, thus presenting structural disadvantages (Medeiros, 2018).

The restrictions arising from the presence of national borders have always had a negative impact on the development of tourism in these regions, generating inertia and mistrust to effectively use the potential of these territories. The main problems that can be identified for the weak dynamism of tourism on this border stem from the following situations:

- Lack of studies on the tourism sector and the resources that support the activity, capable of developing guidelines for the development of strategies and construction of a differentiated tourism product, making effective use of investments in infrastructure and existing services;

- Perception of conflicts between tourism and community identities, showing lack of integration with local culture and ways of life;

- Lack of an integrating cross-border network between public institutions, tourism support agencies and other organizations (including private entities) to support common efforts to manage benefits and invest in new tourism products and markets;

- Insufficient dissemination and promotion of border region attractions and means of access and stay, including transport, hotel networks and tourist facilities, routes, festivities and traditions - Joint marketing strategy for diversified products and services;

- Dependence on external tour operators, transport and travel companies that originate outside the region and disregard working niche markets or specific products, which should tend to have a global market scale.

Heritage stands out as a differentiating resource for the territories and a strategic element in the design of new products aimed at capturing specific segments of tourism demand, fosters the collective identity of the receiving communities, strengthens feelings of mutual aid and cooperation and encourages conservation and sustainable use actions. Thus, heritage valuation becomes a reference factor for local development, capable of generating territorial balance as a result of the attraction it generates and the activities it brings about in its economic and social appropriation, among which tourism and leisure activities take on relevance. At the same time, heritage symbols (castles and bastions, for example), which have constituted life and history on the border, and which also represent tourism resources, are strengthened and preserved. This is why the border itself can become a destination and the main attraction for tourists (Mayer et al., 2019; Timothy, 2005, 2006).

Thus, in addition to the known tourism products (rural, ecotourism, agrotourism, gastronomy etc.) that can be found in border areas, it is possible to develop a new product, which can be known as "border tourism", "cross-border tourism" or "tourism on the border", and which satisfies a very diverse demand, eager to consume the history and heritage of border areas for tourism (Jurado-Almonte & Pazos-García, 2016). Border tourism is characterised by the fact that the destination is located at the same border and that tourist activity focuses on visiting spaces/attractions that belong to different states. The tourist visit is an experience of rediscovering, contemplating and participating in the cultural singularities, as well as the historical heritage, which is sometimes marked by cultural and political confrontations of the past and local hybridisms. Campesino Fernández (2016) distinguishes and emphasises what are potentialities and tourism products for the case of la Raia, or the Iberian border. He states that, for the most part, the natural and cultural heritage of the border remains a "potential resource with attractive and expected profitability" that has not been transformed into tourism products. However, its history has generated a remarkable historical and cultural legacy.

In this context, it is necessary to systematise a set of factors and opportunities (in accordance with Jurado-Almonte & Pazos Garcia, 2018) to be considered for border development:

- Important financing instruments (INTERREG V-A Programme 2014-2020), which will have a special impact on the strengthening of local development structures and the modernisation of economic activities already in place;

- Heritage sites that requires greater awareness and dissemination, namely religious and military monuments and historical infrastructures (bridges, roads and viaducts, among others);

- Enhancement of the cultural and natural heritage which, in addition to its legal protection, will be subject to qualification processes, safeguarding its historical and cultural value, affecting the new functions and uses for which tourism is privileged. To highlight the concerted strategy around Wine, Gastronomy and the UNESCO World Heritage Site and the BIOFRONTEIRA project, framed within the Protecting the Environment and Promoting Resource Efficiency of Cross Border Cooperation;

- Presence of two international rivers, with great ecological value and classified as international natural parks (Douro and Tagus), generates an attraction potential to develop aquatic activities, navigation, active tourism, sport fishing and bird watching, among others;

- Articulation of the cities in constructive strategies to promote the discovery and valorisation of the border heritage – Cencyl Cities Network (The heritage of the Cencyl Cities – includes 440 elements classified as Goods of Cultural Interest and National Heritage);

- The historical border element, with cultural hybridisms, differentiated and complementary commerce and services and the possibility of visiting the old Portuguese and Spanish border posts, taking advantage of the offer and services on both sides of the border;

- The existence of some brands for the promotion of regional products and the promotion of tourism in this territory. To highlight the actions promoted with the name Lat. 60, the gastronomy associated with the wines and meat products of some provinces and municipalities;

- Financing and support for the creation and development of business initiatives related to rural and inland tourism (active leisure and itineraries), which articulate tourist resources and products with the projection of the border.

Challenges and positions arise, both in the consolidation of cooperation and in the strategic development capacity of the border as a destination and in the development policies, which generate social cohesion and equity. In this sense, joint policies and strategies enable to:

- Promote a network of classified natural spaces, including UNESCO World Geoparks;

- Enable compatibility in the uses for leisure and tourism of the important water reservoirs in this territory, namely in the reservoirs of the Tagus and Douro river basins;

- Create articulated spatial planning instruments on both sides of the border, establishing joint rules for the protection and enhancement of natural and cultural heritage;

- Strengthen associations and cross-border cooperation between public administrations, non-profit institutions and entrepreneurs;

- Change mentality towards a more tourism-oriented local culture in which quality and different tourism products are promoted.

Mobility of proximity, in leisure and tourism contexts, tends to gain expression, fostered by accessibility improvements, by the qualification of heritage resources, by the dissemination and promotion of services and events, and by the differentiated experiences achieved. The widening of the offer of recreational and touristic spaces and assets, enhance the attraction of the borders, their communities, and visitors from other geographies. In this context, the expansion of services, experiences, and sightseeing spaces has been promoted, adding value to the border and expanding its social function. The support of community programs, with emphasis on INTERREG and POCTEP, have strengthened its interconnection, as well as the valorization of its resources and the expansion of services, which today constitute new opportunities for its communities.

4. Concluding remarks

In Europe, the importance of tourism as an economic factor has increased substantially. Especially in less developed peripheral and cross-border regions, tourism can help to diversify economic structures and strengthen competitiveness. The EU supports the development of tourism in these regions through its regional policies and funding programmes. In this context, cross-border cooperation between adjacent countries and regions plays an important role, particularly in removing border obstacles, promoting material and non-material exchange and strengthening territorial cohesion. The EU's cross-border policies help considerably in encouraging cross-border cooperation and developing integrated border regions. In general terms, borders and administrative boundaries are understudied components of tourism mobility, being traditionally perceived as mobility territories for other destinations and not as tourist destinations themselves. The historical recognition of borders, their political relations, cultural hybridisms, historical heritage and natural resources bring new interests to these spaces and their functioning. The heritage, material and immaterial, of central Portugal with Spain, associated with its history, cultural diversity and natural resources generate relevance and international recognition. They constitute arguments for the construction of a growing tourist function in these territories and foster attractiveness and entrepreneurship. The expansion of tourism stimulates the economy, preserving values and identities and generating new uses and functions. Furthermore, it promotes the consolidation of relations between communities and their mobility along the border, allowing exchanges and the desired sustainability.

5. Research implications

The evaluate of the potential of tourism in border territories and the dynamics that it can promote, given their heritage, the infrastructures created, and the existing services is determinant for the definition of territorial strategies and the promotion of the welfare of the cross-border communities. These territories have been perceived as spaces of flows (passage/permeability) and not as destinations, which requires concerted policies and strategies between the colliding countries in their promotion and valorisation. The support for cooperation and the interests of the relationship between communities, institutions and companies, potentiate their study and the investments to be promoted. The factors that have conditioned a greater knowledge and promotion of border tourism are identified, and lines of action and resources that support the expansion of this activity and the promotion of entrepreneurial initiatives that generate development for their communities are listed. In a borderless Europe, the dynamics of movement encourage greater integration of citizens (European Commission, 2015) and build new spaces for tourism and leisure, in which border regions gain significance.

References

Arencibia, A. & González, C. (2013). *La Cooperación Transfronteiriza*. POCTEP 2007-2013. Salamanca: Amarú Ediciones.

Cabero Diéguez, V. & Caramelo, S. (2001). The Evolution of the Spanish-Portuguese Border and the Process of European Integration. *Anais... Congress of the European Regional Science Association*, 41, Zagreb.

Cabero Diéguez, V.; Campesino Fernández, A. J. & López Trigal, L. (1995). "El conocimiento de las franjas fronterizas. Aportación de los geógrafos españoles". *Boletín de la Asociación de Geógrafos Españoles*, n. 21-22, p. 93-106.

Calderón, F. J. (2015). Reviewing the Spanish-Portuguese border: Conflict,interaction and cross-border cooperation. *Estudios Fronterizos, nueva época*, v. 16, n. 31, enero-junio.

Calderón, F. J. (2017). Fronteras intraeuropeas, desactivación fronteriza, cooperación transfronteriza e instituciones: El caso de La Raya ibérica [Borders within Europe, border deactivation, cross-border cooperation and institutions: The Iberian Raya case]. *Estudios Fronterizos,* v. 18, n. 36, p. 78-101. DOI: 10.21670/ref.2017.36.

Campesino Fernández, A-J. & Jurado, J. M. (dir.) (2014). Turismo de Frontera (III). Productos turísticos de la Raya ibérica. Edición de la III Jornada de Turismo de Frontera, Huelva, 3-4 de abril, 2014, Servicio de publicaciones, Universidad de Huelva.

Campesino Fernández, A-J. (2016). Paisajes del agua y turismo fluvial en la Raya ibérica. In: VERA, J. F.; OLCINA, J. & HERNÁNDEZ, M. (eds.). Paisaje, cultura territorial y vivencia de la geografía. Libro homenaje al profesor Alfredo Morales Gil. Universidad de Alicante, p. 47-72. Doi: https://doi.org/10.14198/LibroHomenajeAlfredoMorales.

Dominguez, L.; Aliste, J.; Ibáñez Martinez, M. L.; Natário, M. & Fernandes, G. (2013). *Estudio Socioeconomico de la Frontera entre Portugal y España. Salamanca*: Edita Riet.

ESPON (2007). Cross-Border Cooperation. Cross-Thematic Study of INTERREG and ESPON activities. Luxembourg: INTERACT and ESPON.

European Commission (2015). Europe without borders. The Schengen area. DOI:10.2837/78709

Fath, J. & Hunya, G. (2001). Cross-Border economic co-operation on present and future EU borders, a summary of findings, Enlargement. Research Bulletin, n. 2.

Fernandes, G. (2014). Regiões de fronteira e desenvolvimento turístico: desafios, estratégias e utopias para a BIN-SAL 1492. A JANGADA DE PEDRA – Geografias Ibero-Afro-Americanas. Colóquio Ibérico de Geografia, 11 a 14 de novembro 2014 , Universidade do Minho, Portugal.

Fernandes, G.; Natario, M. & Braga, A. (2014). Entrepreneurship and structural constraints to development of the bordering municipalities of beira interior norte. Proccedings Renaissance of 11w Regions of Southern Europe held, 20 Cong. APDR, Évora.

Fernandes, G. (2019). Rural depopulation, social resilience and context costs in the border municipalities of central Portugal. Dichotomies of social reorganization vs absence of public policies. *Economía Agraria y Recursos Naturales* - Agricultural and Resource Economics, v. 19, n. 1, p. 121-149.

Fernandes, G. & Natário, M. (2020). Entrepreneurship in Border Territories: Context Costs, Resilience, and Logics of Action of the Companies and Entrepreneurs – Study of the Border Municipalities of Beira Interior in Portugal and Salamanca in Spain. In: Dantas, J. & Carvalho, L. (eds.). Handbook of Research on Approaches to Alternative Entrepreneurship Opportunities. Hershey, PA: IGI Global, p. 129-152.

Fernandes, G. P. & Cravino, I. G. (2021). Borders as a Space for Mobility, Cooperation, and Tourism: Dynamics, Resources, and Policies at the Central Portugal and Spain Border. In G. Fernandes (Ed.), *Challenges and New Opportunities for Tourism in Inland Territories: Ecocultural Resources and Sustainable Initiatives* (pp. 30-47). IGI Global. http://doi:10.4018/978-1-7998-7339-6.ch003

Hernández-Ramírez, J. (2017). Turismo en la frontera: patrimonialización y cooperación transfronteriza en una periferia de la Unión Europea. Etnográfica, v. 21, n. 2, DOI: 10.4000/etnografica.4940

Hidalgo, A.; Dominguez, J. & Benzinho. C. (2014). Costes de Contexto Tranfronterizos en el ámbito Empreserial-Territorio BIN-SAL, Diputacion de Salmanca. Salamanca: OAEDER.

Lange, E. (2011). EGTC – a 'Breath of Fresh Air' for Practical Cross-Border Cooperation. Tracing the Legal Cross-Border Co-operation from the European Level to the Galicia-North of Portugal Cross-Border Region, Regional Studies Association Annual International Conference. Newcastle.

Lange, E. (2012). De 'Países Subdesenvolvidos' à 'Fronteira do Subdesenvolvimento' – Contributo para um Debate Conceitual do Desenvolvimento. Anais... 18th APDR Congress - Innovation and Regional Dynamics, Faro, p. 47-59.

Jurado-Almonte, J. M. & Pazos-García, F. J. (2018). La Frontera como Recurso Turístico. Posibilidades del Bajo/Baixo Guadiana. Revista de Estudios Andaluces, n. 35, p. 1-34.

Kovács, Z.; Vida, G.; Lados, G. & Tóth, B. (2020). The Potentials of Cross-Border Tourism Development in the Lower-Tisa Valley. *GeoJournal of Tourism and Geosites*, XII, v. 28, n. 1, p. 360-375, 2020. DOI: 10.30892/gtg.28128-475.

Mayer, M.; Zbaraszewski, W.; Pieńkowski, D.; Gach, G. & Gernert, J. (2019). Cross-Border Tourism in Protected Areas Potentials, Pitfalls and Perspectives. *Geographies of Tourism and Global Change*, Springer Nature Switzerland.

Martins, R. C. (2007). Fronteira e função: o caso europeu, Mare Oceanus. Atlântico: Espaço de Diálogos, ["Frontier and function: the European case," Mare Oceanus. Atlantic: Space Dialogues], Edited by Maria Manuela Tavares Ribeiro, Coimbra, Almedina/CEIS20.

Medeiros, E. (2009). The Cross-border cooperation in Raia Ibérica Geographical synthesis of INTERREG-A territorial impacts. Lisboa: CEG, 2009.

Medeiros, E. (2010). Old vs Recent Cross-Border Cooperation: Portugal-Spain and Sweden-Norway. AREA, v. 42, n. 4, p. 434-443.

Medeiros, E. (2016). Territorial Cohesion: An EU Concept. European Journal of Spatial Development, n. 60, p. 1-30

Medeiros, E. (2018). Should EU cross-border cooperation programmes focus mainly on reducing border obstacles. Documents d'Anàlisi Geogràfica, v. 64, n. 3, p. 467-49, Territorial Cohesion.

Moral, S.; Cañero, P.; Jimber, J. & Orgaz, F. (2016). Turismo fronterizo como motor de desarrollo de la frontera. Una revisión de la literatura. *International Journal of Scientific Managment Tourism*, Vol. 2, nº 2, p. 249-265.

Prokkola, E-K. (2008). Resources and barriers in tourism development: cross-border cooperation, regionalization and destination building at the Finnish- Swedish border. Fennia, Helsinki, v. 186, n. 1, p. 31-46.

Prokkola, E-K. (2010). Borders in tourism: the transformation of the Swedish–Finnish border landscape. Current Issues in Tourism, v. 13, n. 3, p. 223-238. DOI: 10.1080/13683500902990528.

Ribeiro, M. T. & Valente, I. M. (2013). Portugal Europe: Spaces Border and Crossborder Cooperation «Portugal Europe: Spaces Border and Crossborder Cooperation». Horga, I. & Landuyt, A. (Coords.) Comunicatin the EU policies beyond the bordes. Oradea: Oradea Uniersity Pressa, p. 123-132.

Sahlins, P. (1996). Frontières et identités nationales, la France et l'Espagne dans les Pyrénées depuis le XVIIe siècle. Paris: Belin.

Sofield, T. (2006). Border Tourism and Border Communities: An Overview. Tourism Geographies. v. 8, n. 2, p. 102-121.

Timothy, D. J. (2005). Tourism and Political Boundaries in an Age of Globalization. Anais... Conference on Border Tourism and Community Development Conference, Xishuangbanna, China, p. 6–9.

Timothy, D. J. (2006). Relationships between tourism and international boundaries. In: WACHOWIAK, H. (ed.). Tourism and borders. Contemporary issues, policies, and international research. Aldershot: Ashgate, p. 9-18.

Timothy, D. J. & Saarinen, J. (2013). Cross-border co-operation and tourism in Europe. In: Costa, C.; Panyik, E.; Buhalis, D. (orgs.). Trends in European tourism planning and organisation. Bristol: Channel View, p. 64-74,

Timothy, D. J. (2015). Border and tourism. Encyclopedia of Tourism online. Springer Publishing House.

Trigal, L. (2005). La Raya Ibérica como espacio de atracción y cooperación, in: La Raya Ibérica Centro-Sur nº 21 – Papeles de Economia Española, economia de las comunidades autónomas, fundación de las cajas de ahorros, Madrid, p.11-13.

#85 | Territory, tourism, and educational pathways. Articulation of interests for geoconservation at Estrela Geopark

#85 | Território, turismo e percursos educativos. Articulação de interesses para a geoconservação no Estrela Geoparque

Gonçalo Fernandes

goncalopoeta@ipg.pt; Escola Superior de Turismo e Hotelaria ESTH/IPGuarda & CITUR, Portugal

Abstract

Estrela Geopark (EG) comprises a geographically defined territory, with well-known geological and geomorphological resources and own ways of life. The diversity of glacial vestiges, the wealth of its heritage, and the character of its landscape make a unique geography, whose structured approach allows the creation of a strong brand with touristic, patrimonial, and cultural potential. This study systematizes the logic of action and education practices for sustainable tourism and responsibility behaviors in Estrela Geopark. Analyses outdoor activities, and how they can contribute to the development and interrelation with the communities, in particular, promote new training contexts and contribute to the dissemination of geoconservation strategies and good practices. The educational programmes aim to empower communities in the areas of citizen science of knowledge, sensitivity and attitudes for the preservation and enhancement of ecocultural resources, and sustainable tourism, taking into account the fragility of many of the resources.

Keywords: Estrela Geopark; Geoconservation; Tourism; Heritage; Educational Pathways.

Resumo

O Estrela Geoparque (EG) compreende um território geograficamente definido, com recursos geológicos e geomorfológicos bem conhecidos e modos de vida próprios. A diversidade dos vestígios glaciares, a riqueza do seu património e o carácter da sua paisagem fazem da Serra da Estrela uma geografia única, cuja abordagem estruturada permite a criação de uma marca forte com potencial turístico, patrimonial e cultural. Este estudo sistematiza a lógica de ação e práticas educativas para o turismo sustentável da responsabilidade no Estrela Geopark. Analisa as atividades ao ar livre e como estas podem contribuir para o desenvolvimento e interação com as comunidades, promovendo novos contextos de formação e a disseminação de estratégias e boas práticas de geoconservação. Os programas e percursos educativos visam capacitar as comunidades nas áreas da ciência cidadã do conhecimento, promovendo atitudes para a preservação e valorização dos recursos ecoculturais, face à sua fragilidade e à sustentabilidade turística.

Palavras-chave: Estrela Geoparque; Geoconservação; Turismo; Património; Percursos educativos.

1. Introduction

Estrela Geopark (EG), through the development of educational programs and pathways, aims to stimulate contact with the geological and geomorphological heritage of the Serra da Estrela territory, in an outdoor learning approach, educating and raising awareness of the participants to the importance of geoconservation, heritage enhancement and tourism sustainability. Tourism plays an important role in the management and conservation of natural areas, so the link between protected areas and tourism activity is vital for their sustainability and enhancement as a territorial asset. In this context, it promotes the understanding of the history and evolution of the Earth and life, in the context of a natural mountain laboratory. The Geopark's educational pathways allow, in the scope of outdoor activities, to promote the geographic knowledge of the mountain, its resources and environmental implications associated with the populations' lifestyles and the impacts that tourism practices generate in the territory. The diversity of glacial remains, the richness of its heritage and landscape makes Serra da Estrela a unique geography, whose structured approach will strengthen its knowledge, the importance of its functions and its touristic, heritage and cultural potential (Castro et al., 2017; Gomes et al., 2017).

The structuring of educational routes aims to stimulate curiosity and interest in the geosciences, contributing to the conservation and enhancement of the natural and cultural heritage of Estrela (Tracana et al., 2021). In this context, routes were developed that address the issues of tourism, with a view to promoting education for its sustainable development in space and time. The practices developed allow the dissemination of geodiversity, biodiversity, and mountain lifestyles, stimulating interest in discovery/knowledge of the mountain, attitudes, and tourism practices with concerns for protection and preservation, enhancing the sustainability of its resources.

This work seeks to describe the strategies promoted for the preservation of environmental values, developed in an involving and critical way, based on a participatory scientific approach and a greater responsibility of intervention in the protection of ecosystems. Logics of dissemination of knowledge, strengthening of attitudes of geoconservation and valuation of resources are identified, through the implementation of interpretative pathways. The forms of action and educational practices for sustainable tourism and for responsible behavior and sense of belonging to the territory and its values are systematized.

2. Territory, geoeducation and tourism enhancement in heritage conservation

Geoeducation and geotourism have gained relevance in tourism development projects, especially in low density territories with recognized heritage value. The guided interpretation of the territory allows the construction of learning about the valuation of endogenous resources, the landscape, and the logics of tourism development (Frey et al., 2006).

Education and science play a key role in the conservation and maintenance of geological and cultural diversity, stimulating research in the territory and actively contributing to the existence of a network of joint initiatives (publications, information exchange, conferences, joint projects, etc.). The dissemination of heritage values has *per si* educational value and a relevant contribution to education, facilitating the teaching activity and the development of field work (Brilha, 2004, 2005; Fernandes et al., 2016). The promotion of educational strategies using the heritage resources of the region, in an integrated approach and designed in coordination with the programmatic frameworks of the different educational cycles, foster stimulating educational resources for the teaching process outside the classroom, generating experiences and learning in situ. In this collaborative context is encouraged the articulation of schools and school groups in a synergistic connection with the Geopark in the construction of active and experiential models, generators of transversal learning and valorization of the territory (Eder & Patzak, 2004; Fernandes et al., 2021; Gomes et al., 2018).

The relationship between geoconservation, science and tourism should be established in various directions, enabling an integrated approach to the territory, in its natural and human dimensions and their interactions, promoting knowledge, raising awareness of heritage values and building attitudes and tourism practices that enhance the destination and allow its sustainable use. This scientific knowledge, coupled with principles of preservation and sustainable uses, leverage value to the territory, promoting a deeper knowledge of its physical and natural history, its functional and heritage relevance, fostering perceptions and tourism practices that promote its sustainability (Hose, 2000, 2012; Fernandes et al., 2021). In this context, it is sought, through the development of educational programs, stimulate direct contact with the geological and geomorphological heritage of Serra da Estrela, educating and raising awareness among students of different cycles for the importance of its conservation, promoting knowledge of the history and evolution of the Earth, life, and its people. These practices promote, in addition to science, responsible attitudes towards the environment, enhancing a perception of value for tourism activities, present and future, as citizens and future professionals.

The social fruition of the geological heritage is mainly achieved in national parks and similar structures (natural parks, natural monuments, and natural reserves, depending on the legal framework) where it is supported through informative and interpretative actions, namely interpretative panels, brochures, leaflets, field guidebooks, websites, museums, and interpretative centres (Henriques et al., 2011). Geoconservation plays an important role in science, education, and geotourism, promoting an entire process of inventorying, cataloguing, and sharing that promotes the tourist qualifications of the territories and their enjoyment, as a tourist space for interpretation and learning. One of the important issues that has attracted many researchers in the field of geotourism in recent years is the

sustainability issue and how tourists view the exploitation and conservation of endogenous resources (Dowling, 2011).

Mokhtari et al. (2019) observed that there is a positive and significant relationship between the tourists' education level and positive environmental reactions to geotourism resources. In this context, there is also a relationship between environmental behaviours and geotourism knowledge. An educational strategy is necessary to be set up in partnership with schools, universities, and local councils, in order to develop training packages and courses for local teaching staff and students, to organise events for public awareness in natural and cultural heritage. Geoeducation has to develop its own structure and tools based on results of scientific research. It has to be considered in a broader frame as part of education for nature conservation and ultimately an important part of education for sustainable development (Hose, 2005; Newsome & Dowling, 2018).

Geoeducation plays, as a constructive process and diffuser of knowledge, a relevant educational role in society, focused on raising awareness about the importance of geological forms and their value as a cultural, social, and tourist asset. In the context of the sustainable use of natural and cultural heritage, the UNESCO Geoparks are expected to implement projects to preserve the quality of the environment, promote science, education, and welfare of communities as well as to promote tourism (Miskiewicz, 2016; Zouros, 2004).

Geoparks provide an opportunity for education through touristic availability of natural and cultural resources, in particular that are geologically and geomorphologically significant (Zouros & Mc Keever, 2008). Geoeducation is focused on the knowledge of the history of our planet, as well as the influence of abiotic nature on human development (Catana & Alves, 2008; Farsani, et al., 2011; Hose, 2012). The educational promotion strategies using regional heritage resources, in an integrated approach designed in coordination with the programmatic frameworks of the different teaching cycles, are stimulating educational resources for the teaching process outside the classroom, generating experiences and learning in situ. The possibility of extending knowledge outside the school environment is of particular importance to the development of young students (Mokhtari et al.,2019; Świercz & Smorzewska, 2015). In this collaborative context, the articulation of schools and higher education institutions is encouraged, in a synergistic connection with Geopark in the construction of active and experimental models, generators of cross-sectional learning and territorial valorization.

3. Estrela Geopark Territory - resources and pathways for the promotion of science, tourism and geoconservation

3.1. Territory, resources, and its touristic enhancement in Estrela Geopark

The Serra da Estrela, by the richness of its heritage, the diversity of glacial remains, biodiversity, its ways translate a unique Geography whose structured approach will allow the

creation of a strong perception and identity with touristic, heritage and cultural potential. In the context of sustainable development of Serra da Estrela territory and based on the principle of conservation of natural and cultural heritage, the Estrela Geopark implements projects to enhance natural spaces, develops a network of Science and Education for Sustainability, promotes environmental education projects, strengthens relationships with the community, improving tourism and associated activities.

Estrela Geopark (composed territorially by the municipalities of Guarda, Seia, Gouveia, Celorico da Beira, Fornos de Algodres, Manteigas, Belmonte, Covilhã and Oliveira do Hospital, encompassing an area of 2,737.72 km2 and housing 171,668 inhabitants - Figure 1) have the mission to contribute to protection, enhancement of the natural and cultural heritage. It will promote the perspective of further development and dissemination of scientific knowledge, promoting tourism and sustainable development of the territory. Parallel to the tourism valorization, educational / pedagogical contexts are developed, as well as the scientific deepening, in view of the natural laboratory that these spaces contain, fostering new interests, new audiences and demands.

Figure 1 - Location of the Estrela Geopark, administrative division, altimetry, and hydrographic network
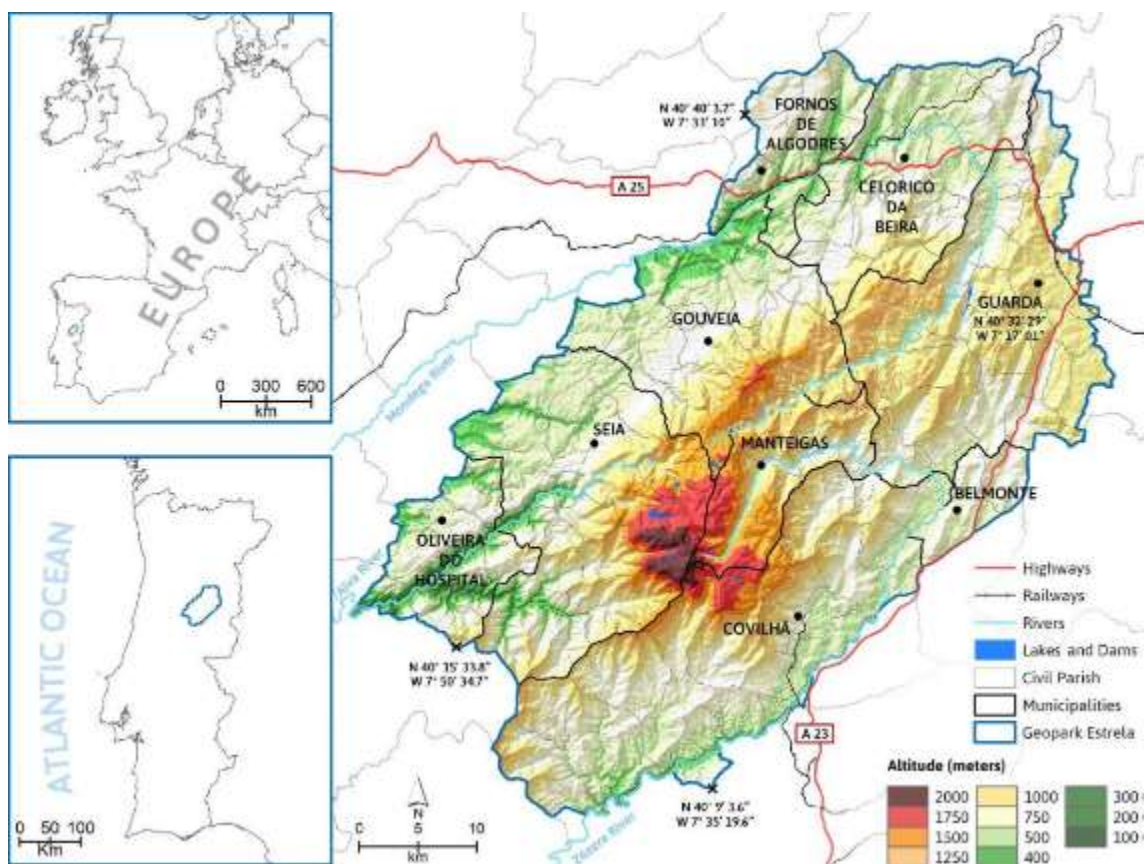
Source: Associação Geopark Estrela - AGE

Geotourism seeks to attract the public and generate socio-economic benefits, based on the creation of a tourism infrastructure to support some elements of the geological heritage present in a region. To do this, it must be planned and must be locally beneficial in socio-environmental and economic terms (Dowling, 2015).

Geoparks being UNESCO territories, whose education is one of the vertices of its vision, non-formal education, in particular, turns these spaces into real living laboratories. This Education is promoted through activities with a well-defined objective, based on the programmatic contents addressed in formal education, thus constituting a complement to what is taught in schools and other institutions of formal education (Cascais & Terán, 2011).

The Estrela Geopark presents a prominent set of glacial and fluvioglacial geosites showing the effects of glacial erosion and accumulation across spatial scales, from landscape to micromorphological features. The selected geosites also allow the identification of the importance of glacial geoheritage to the present-day landscape organization and dynamics, showing that the Geopark is alive and dynamic, with the knowledge on its geodiversity being a key for good management and territorial planning. The existence of a large variety of lithologies and petrographic types of granites inside the territory provides an added value to

the periglacial heritage. In this category, some geosites showing the effects of slope processes, mainly debris flow activity (relict and contemporary) was also included, essentially due to their pedagogical significance relating to geohazards.

The heritage of the Estrela Geopark, especially the architectonic, has developed in close connection with geological traits of the territory. Granite marks the architectonic (historical and cultural) heritage, especially outstanding in castles, civil and religious buildings. Slates and schists are also used mainly in the metasedimentary areas, originally reflecting lower income communities (Table 1).

Table 1 - Heritage elements of geopark territories and assets in the tourist strategy to promote the destination and its sustainability

Civil	Civil and architectural heritage, evidenced by the materials used, frontage architecture and functional structures. The organization of the settlement, the water management structures and the division of properties.
Religious	Diversity of elements, with different meanings and monumentalities associated with the Catholic religion and the Jewish presence, generating in some municipalities elements of international interest, materialized in the existing architecture and symbolic elements.
Military	Composed of forts, castles, walls and bridges, dating from the Roman Empire, as a defensive structure and control of the mountain territory over the adjacent areas.
Archaeologic	Diverse set of elements that show the human presence in these territories and the forms of their appropriation since prehistory, Rome and Medieval times. Some elements have great preservation and historical and scientific value in understanding the occupations and forms of human presence.
Mining	Mining complexes, which represent different extractive moments and historical contribution, with significant and specific importance for the local economy, technological evolution, and historical preservation.
Textile	Sets of factories and wool processing plants, revealing the strong link between agropastoralism, the abundance of water and the holding of specialized knowledge in the production of woolen yarns and fabrics. Some of these units are still active and others of historical relevance turned into Museums (*Real Fábrica de Panos*- Covilha).
Rural	Composed of traditional activities linked to agropastoralism, structures for dividing the property and respective walls, ponds, and dams, set of utensils and mechanism that last over time and represent the specific mountain ways of life
Festivities and Traditions	Religious and pagan festivities, many associated with vegetative cycles, or solar moments (solstices and equinoctials). Promotion of local products, crafts, and mountain-specific traditions (sacred and profane)
Pastoralism	A striking element of Serra da Estrela's economic activity, giving meaning to two regional symbols, Cheese and Dog. The cheese corresponding to a valued gastronomic product and recognized for its organoleptic characteristics. The dog is a symbol for the protection of herds, their conduct and an element of struggle and support for shepherds and the most isolated communities on the mountain.

(Source: elaboration by the authors).

Industrial heritage associated to textile (wool) and dairy activities, are key for understanding the cultural background of the people from the Estrela Mountain and the evolution of the

landscape, due to the links between economic activities and land use dynamics. On the other hand, mining played a very large role in the economy of the region and is still of significance in some areas. The mining heritage, which has also been included in some geosites, shows the direct relation between society and geological resources, being especially significant to promote education and discussion on sustainability.

3.2. Geoeducation and interpretative pathways at Estrela Geopark

Educational tourism should enable the coexistence of people of different cultures through a participative pedagogy, in which participants are encouraged to engage in an experiential interaction with the territory. This goal is achieved in EG through the development of educational programs and the creation of a network of interpretative paths. The pathways allow people not only to visit the territory but also to have access to scientific knowledge and eco-cultural information about the geosites among others through interpreted tours and interpretative panels (Fernandes et al., 2021)

In this context, we seek, through the development of educational pathways to promote direct contact with the geological and geomorphological heritage of Serra da Estrela, the ways of life and cultural representations of their communities. It is crucial to develop awareness and education processes of the participants for the importance of conservation of the geological and cultural heritage, promoting knowledge of history and evolution of the Earth and its people. These practices promote, in addition to scientific knowledge, responsible attitudes towards the environment, enhancing a perception of value for tourism activities, present and future, as citizens (Fernandes et al., 2021; Newsome & Dowling, 2018; Tracana et al., 2021).

The educational programmes and pathways aim to empower communities in the areas of citizen science of knowledge, sensitivity and attitudes for the preservation and enhancement of ecocultural resources, and sustainable tourism practices, given the fragility that many of the resources present. In this context, pedagogical paths and programmes were structured for the different levels of education, which aim to stimulate curiosity and interest in the geosciences, contributing to the conservation and enhancement of the natural and cultural heritage of Estrela (Table 2). The practices developed allow the dissemination of information about geodiversity, biodiversity, and mountain lifestyles, stimulating interest in the discovery and knowledge of the geopark's territory. Programmes promote tourism attitudes and practices with protection and preservation concerns, enhanced resource preservation, and their sustainability. Methods for the logical dissemination of knowledge, strengthening geoconservation attitudes, development of resources are identified, and guidance in analysing the functions and effects of their use on the environment and community. The logic of action, education practices, and geoconservation are systematized for sustainable tourism and for responsible behaviour and a sense of belonging with the territory and its values.

Table 2 - Pedagogical pathways of Estrela Geopark according to levels of education

General goals	Pedagogical Pathwyas (PP)
• Encourage and promote direct contact with the geological heritage, integrating biodiversity and culture; • Raising awareness of the protection and conservation of the natural and cultural heritage, contributing to education for sustainability; • Foster scientific literacy; • Generate learning attitudes of environmental appreciation.	**1st Cycle** PP1 "Discovering Zêzere and its relationship with human activity" PP2 "Discovering Alva and its surroundings" PP3 "Discovering Mondego and its ways of life" **2nd Cycle** PP1 "The Space and Time of the Estrela Geopark" PP2 "Places that tell us stories" PP3 "Granite and the human landscape" PP4 "The first communities in the Estrela Geopark" PP5 "The Mountain: experiences and traditions" PP6 "The Estrela Water Castle" PP7 "Between Açor and Estrela mountains" PP8 "Pastoralism and wool in the identity of Estrela" **3rd Cycle** PP1 "Estrela Geodynamics" PP2 "Rocks and Biodiversity: what relationship?" PP3 "Man and his geography" PP4 "Natural resources, population and population"
	Secondary education PP1 "The geological evolution of the Estrela Mountain" PP2 "Estrela Landscape diversity" PP3 "Geology and human occupation" PP4 "The Water in the Estrela" PP5 | PP5 | 2 days "From the Rocks to life in Serra da Estrela" PP6 | 2 days "Tourism and space consumption" PP7 | 2 days "The geography of Estrela: relief and human occupation PP8 "The marks of the last glaciation" PP9 "The Zêzere Glacier Valley" PP10 | 2 days "A trip through the Serra da Estrela glacial PP11 | 2 days "Geodiversity in Serra da Estrela"

(Source: Associação Geopark Estrela - AGE, 2018)

The different pedagogical pathways allow, in an integrated approach to the territory and guided by the learning references established by the Ministry of Education, for the different study cycles to establish a direct link with science, with the local communities, and with the resources for tourism and associated practices. In this context, training processes are articulated among science, geoconservation, and tourism in an engaging way, in a logic of outdoor learning, so that participants experience raised awareness about heritage values, present activities, environmental concerns, and the geoconservation of Serra da Estrela. Public disclosure of the geosciences only benefits when direct and indirect relationships are established, whether with biodiversity, culture, or other aspects of daily life.

In the approach to tourism and concerns with its sustainability, different interpretations are established, with transversal character and levels of conceptualization, according to the

different cycles, in a process of coherence with the curricular goals and looking for an evolutionary systematization of the issues related to resources and tourist infrastructure, leisure, and heritage. At the level of basic education students, management and sustainability of resources, impacts of tourism, and sustainable development are addressed. For secondary education, analyses and reflections on tourism and spatial planning, environmental policies, and their relationship with tourism are promoted, as well as new opportunities for the rural world. Estrela Geopark has promoted synergistic conjugations between nature and mountain lifestyles, conservation and economic activities and governance and the academic community, generating collaborative networks and building a territory of science, education and tourism. Study interests are established or renewed on the territory, its resources and current dynamics, from a perspective of applied research and knowledge transfer to society. They constitute cooperative approaches that foster self-esteem and a qualified image of the territory and the various resources it holds. These combinations have received leverage, stimulus and financial support from management/governance entities in the realization of events, dissemination of local products and the enhancement of tourism. The growing participation of entities responsible for nature protection and biodiversity conservation is developed through the elaboration of interpretative panels, placement of signs, support for training actions and collaborations in tourism projects and valorisation of natural resources (geological, water, forest), promoting their approximation to local communities.

In the field of tourism, they provide an in-depth knowledge of the resources and associated tourist products, an increasing participation of communities in the valuation and geoconservation, and an increase of capacities and qualifications on the development of sustainable tourism and entrepreneurship activities.

Geo-heritage may also play an educational role in society so as to raise awareness about the extent of the influence of geological forms and processes on our history. The strategies promoted in a diversified way allow the construction of collaborative networks, which support collective strategies for the preservation, education, and promotion of tourism. Interpretation is one of the great tools for promoting the preservation and enhancement of the geological heritage (Fernandes et al., 2017; Stueve, Cooks & Drew, 2002)

These activities, adapted to different groups and ages, include recreational actions dedicated to geodiversity (educational games, photography, contests) and more formal initiatives such as field classes, workshops, seminars, and/or laboratory activities that promote multidisciplinarity. In this way, aspects of biodiversity, culture, and ways of life in the region are integrated, promoting a broad and rigorous knowledge of Serra da Estrela and raising awareness of sustainable tourist appropriation of its resources. The most efficient way to achieve geoconservation is to increase public awareness about the value of geo-heritage sites (scientific, aesthetic, educational, tourism, economic, intrinsic) through promotion and

interpretation via geotourism (Burek & Prosser, 2008; Hose, 2000, 2012; Hose & Vasiljevic, 2012).

4. Concluding remarks

Estrela Geopark mission is to contribute to the protection, enhancement and promotion of natural and cultural heritage, with special emphasis on geological heritage, in order to deepen and disseminate scientific knowledge, promoting tourism and sustainable development of Serra da Estrela. Overall, the Geopark fosters the development of an integrated development strategy, allied to geoconservation, education and tourism, supporting the construction of development strategies for the welfare of the community and for a valuable participation in the tourism promotion of the region. The implementation of a geoconservation strategy supported by scientific criteria and the creation of a science and education network for sustainability allows deepening the knowledge of the territories in a transversal way, enhancing the connection with Universities and Research Centers. The active articulation with municipalities and schools allows the monitoring of interventions, adapting joint strategies and promoting sustainability initiatives in the appropriation of this UNESCO classified mountain territory. The educational tours, by their interpretative logic and knowledge transfer, in an experience of living the territory and getting to know its heritage, contribute to geoconservation and to the valorization of local communities. They correspond to the promotion of factors of the destination Estrela Geopark, encouraging flows of visitors, national and international, promoting its recognition and contributing to the dynamization of tourism and associated services.

5. Research implications

The development of educational pathways in areas of relevant heritage value allows their proper interpretation, promoting scientific knowledge and raising awareness for their preservation, given the historical and natural values presented. Currently, these pathways/trails are of growing interest in the promotion and development of tourism, constituting attractions that combine the discovery of heritage, scientific dissemination, and outdoor physical activity. Its territorial coverage, the diversity of associated heritage elements and the correct signalling add value, combining the interest of the visit, geoconservation, and the sustainability of tourism.

References

AGE (2018) – Programas Educativos Estrela Geopark (Ensino Básico e Secundário). http://www.geoparkestrela.pt/application/views/assets/documents/doc_conteudos/Programas_educativos_Ensino_Basico_18_19.pdf

Brilha, J. (2004). A importância dos Geoparques no Ensino e Divulgação das Geociências. Universidade do Minho.

Brilha, J. (2005). Património Geológico e Geoconservação: a conservação da Natureza na sua vertente geológica. Universidade do Minho

Burek C. V. & Prosser C. D. (2008). The history of geoconservation: an introduction. Geological Society, Special Publications 300 (2008), pp. 1-5

Cascais, M.G.A. & Terán, A. F. (2011). Educação formal, informal e não formal em ciências: contribuições dos diversos espaços educativos. XX Encontro de Pesquisa Educacional Norte Nordeste, Universidade Federal do Amazonas – UFAM, 23 a 26 de agosto de 2011, Manaus-AM

Castro, E.; Vieira, G.; Loureiro, F.; Patrocínio, F.; Firmino, G.; Gomes, H. & Fernandes, M. (2017). Managing the Estrela Aspiring Geopark a framework for promoting geoheritage conservation, Conference Ciência 2017 (https://www.researchgate.net/publication/322716225_Managing_the_Estrela_Aspiring_Geopark_A_framework_for_promoting_geoheritage_conservation

Catana, A. & Alves, R. (2008). Geoparques e Geoturismo Conceitos para um desenvolvimento Sustentável. 46º. Congresso Brasileiro de Geologia, Brasília.

Dowling, R. K. (2011). Geotourism's global growth. Geoheritage, 3, pp. 1–13. DOI:10.1007/s12371–010–0024–7.

Dowling, R. K. (2015). Geotourism's contribution to sustainable tourism. In M. Hughes, D. Weaver, & C. Pforr (Eds.), *The Practice of Sustainable Tourism: Resolving the Paradox*, London: Routledge, pp. 207–227.

Eder, W. & Patzak, M. (2004). Geoparks – geological attractions: A tool for public education, recreation and sustainable economic development. Episodes, 27 (3), pp. 162-164.

Farsani, N. T.; Coelho, C.; Costa, C. & Neto, C. (editors) (2011). Geoparks and Geotourism. New Approaches to Sustainability for the 21st Century. Universal publishers, 207 p.

Fernandes G., Tracana R.B., Castro E., Fernandes M. (2021) Geoeducation and Tourism in Estrela UNESCO Global Geopark (Portugal) and Its Contributions to the Construction of a Sustainable Destination. In: Mandić, A. &, Petrić, L. (eds) *Mediterranean Protected Areas in the Era of Overtourism*. Springer, Cham. https://doi.org/10.1007/978-3-030-69193-6_7

Fernandes, G. P., Castro, E., & Tracana, R. B. (2021). Tourism as a Strategy for Geo-Education and Cultural Valorization of Territories: Promoting Ecocultural Values and Geoconservation in Estrela Geopark, Portugal. In Brandão, F.; Breda, Z.; Costa, R. & Costa, C. (Ed.), *Handbook of Research on the Role of Tourism in Achieving Sustainable Development Goals* (pp. 117-137). IGI Global. http://doi:10.4018/978-1-7998-5691-7.ch007

Fernandes, G. P.; Castro, E.; Gomes, H. & Fernandes, M. (2021). New Training Contexts for Geoeducation and Tourism: Action and Education Strategies in the Qualification of Estrela Geopark Communities in Portugal. In Costa, V. G.; Moura, A. A. & Mira, M. (Eds.), *Handbook of Research on Human Capital and People Management in the Tourism Industry* (pp. 329-349). IGI Global. http://doi:10.4018/978-1-7998-4318-4.ch016

Fernandes, G.; Castro, E.; Firmino, G & Ferreira, A. (2016). Geoparks and regional and local development: aspiring Estrela Geopark. *European Geoparks Conference*, DOI: 10.13140/RG.2.2.28770.94405

Fernandes, M.; Castro, E.; Loureiro, F.; Patrocinio, F.; Firmino, G.; Vieira, G. & Gomes, H. (2017). Geodiversity and Geo-education in the constrution of tourist and leisure territories: the case of Estrela Aspiring Geopark (EAG). 14ª European Conference of UNESCO Global Geoparks, Azores, Portugal.

Frey, M. L.; Schafer, k; Buchel, G. & Patzak, M. (2006). Geoparks: A RegionalEuropean and Global Policy, In Geotourism DOI: 10.1016/B978-0-7506-6215-4.50014-2

Gomes H.; Castro E.; Loureiro F.; Patrocínio, F.; Firmino, G.; Vieira G. & Fernandes M. (2018). The Geoconservation Strategy in Estrela Geopark. Proccedings 8th International Conference on UNESCO Global Geoparks, Italy.

Gomes, H.; Fernandes, M.; Castro, E. & Vieira G. (2017). The (serra da) Estrela Aspiring Geopark (Portugal): preserving geoheritage, while promoting science and its links to local communities. *Geophysical Research Abstracts* Vol. 19, Conference Paper, EGU General Assembly.

Henriques, M. H., Reis, R., Brilha, J. & Mota, T. (2011). Geoconservation as an Emerging Geoscience, *Geoheritage*, Vol.3, pp.117–128, DOI 10.1007/s12371-011-0039-8, 2011.

Hose T. A. (2000). European "Geotourism" – geological interpretation and geoconservation promotion for tourists. In: *Geological Heritage: its conservation and management*, Barettino D.; Wimbledon W. A. P & Gallego E. (eds.), Madrid, Spain, pp. 127 – 146.

Hose, T. A. & Vasiljevi, D. (2012). Defining the nature and purpose of modern geotourism with particular reference to the United Kingdom and South-East.

Hose, T. A. (2005). Geoturismo europeo. Interpretacíon geológica y promoción de la conservación geológica para turistas. In: Barretino, D; Winbledon, W.A.P & Gallego, E. (eds.). *Patrimonio geológico: conservación y gestión. Istituto Tecnológico Geomineiro de España*, Madrid.

Hose, T. A. (2012). 3gs for modern geotourism. Geoheritage 4 (1 e2), 7, 2012.

Miśkiewicz, K. (2016). Promoting geoheritage in geoparks as an element of educational tourism. In Szponar A. & Toczek-Werner S. (eds), Geotourism: organization of the tourism and education in the geoparks in the Middle-Europe Mountains. University of Business in Wrocław

Mokhtari, D., Roostaei, S., Khodadadi, M., Ahmadi, M., Ebrahimi, O. & Shahabi, H. (2019). Evaluation of the Role of Environmental Education in Manesht and Ghelarang Geotourism Destination, Iran, Journal of Quality Assurance in Hospitality & Tourism, pp. 203-218. DOI: 10.1080/1528008X.2019.1616039

Newsome, D. & Dowling, R. (2018). Geoheritage and Geotourism. Chapter 17 Geoheritage: Assessment, Protection, and Managemen Book. Elsevier Inc, pp. 305-321. DOI: 10.3390/geosciences8040136

Stueve, A.M.; Cooks, S. & Drew, D. (2002). The Geotourism Study: Phase I. Executive Summary. Washington: Travel Industry Association of America.

Świercz, A. & Smorzewska, E. (2015) Selected examples of interactive teaching methods in the Centre of Geoeducation in the city of Kielce (Poland). Procedia - Social and Behavioral Sciences 174. pp. 680 – 686. DOI: 10.2777/193011

Tracana, R., Fernandes; G., Castro. M. & Fernandes, M. (2021). Geoeducação e práticas pedagógicas na valorização do território. O Estrela Geopark (Portugal) como recurso didático e suas estratégias de divulgação das geociências e do geoturismo in Brancher, V. R.; Drehmer-Marques, K. C. & Nonenmacher S. (Eds) Práticas e metodologias no ensino de ciências. Santo Ângelo: Metrics, 2021. DOI 10.46550/978-65-89700-33-3

Zouros, N. & Mc Keever, P. (2008). The European Geoparks Network. Proceedings. 3rd International UNESCO Conference on Geoparks, Osnabrück. Escher, H.; Härtling, J.; Kluttig T.; Meuser H. & Mueller K. (eds), 11-12.

Zouros, N. (2004). The European Geoparks Network. Geological heritage protection and local development, *Episodes*, Vol. 7, n° 3, pp. 165-171.

#96 | Resilient business models in different contexts: Wine and tourism sectors

#96 | Modelos de negócio resilientes em diferentes contextos: os setores do vinho e do turismo

Teresa Costa

teresa.costa@esce.ips.pt; Polytechnic Institute of Setúbal, Portugal; CITUR, Centre of Tourism Research, Development and Innovation; CICE, Centre for Research in Business Sciences, Portugal

Fernando Valente

fernando.valente@estsetubal.ips.pt; Polytechnic Institute of Setúbal, Portugal; CINEA, Centre for Energy and Environment Research, Portugal

Tiago Pinho

tiago.pinho@esce.ips.pt; Polytechnic Institute of Setúbal, Portugal; CICE, Centre for Research in Business Sciences, Portugal

Nuno Teixeira

nuno.teixeira@esce.ips.pt; Polytechnic Institute of Setúbal, Portugal; CICE, Centre for Research in Business Sciences, Portugal

Pedro Anunciação

pedro.anunciacao@esce.ips.pt; Polytechnic Institute of Setúbal, Portugal; CICE, Centre for Research in Business Sciences, Portugal

Abstract

The literature refers a complex phenomenon in terms of responding to crises or disasters and some studies point out the strategic ability and the design of business model as key factors for entrepreneurial resilience. Considering the crisis on business wine sector caused by pandemic situation, this study aims to answer the question "Are some business models more resilient in crisis contexts? To answer this question this research pretends to identify resilient business models in different contexts and understand appropriate strategies. Through a methodology of multiple case studies based on qualitative data, gathered in focus groups and by interviews with wine producers and regional business stakeholders, it was built a frame of resilient business models according with Osterwalder and Pigneur (2010) canvas model.

The study's results suggest that the research on business models on wine sector remains an underdeveloped field. Notwithstanding, results suggest that some business models are more resilient in turbulent contexts than others.

Keywords: Business Models; Resilience; Tourism; Wine Sector.

Resumo

A literatura refere um fenómeno complexo em termos de resposta a crises ou desastres e alguns estudos apontam a capacidade estratégica e o desenho do modelo de negócios como fatores-chave para a resiliência empreendedora. Considerando a crise no setor vitivinícola

gerada pela situação de pandemia, este estudo visa responder à questão "Alguns modelos de negócios são mais resilientes em contextos de crise?" Para responder a esta questão, esta pesquisa pretende identificar modelos de negócios resilientes em diferentes contextos e compreender estratégias adequadas. Através de uma metodologia de múltiplos estudos de caso, com base em dados qualitativos, recolhidos em focus groups e por entrevistas com produtores de vinho e stakeholders do negócio regional, foi construído um quadro de modelos de negócio resilientes de acordo com o modelo canvas de Osterwalder e Pigneur (2010).

Os resultados do estudo sugerem que a pesquisa sobre modelos de negócios no setor vitivinícola ainda é um campo pouco desenvolvido. Não obstante, os resultados sugerem que alguns modelos de negócios são mais resistentes em contextos turbulentos do que outros.

Palavras-chave: Modelos de Negócios; Resiliência; Turismo; Setor Vitivinícola.

1. Introduction

We live in a competitive economic environment, rapidly changing and increasingly uncertain. This context makes business decisions complex and difficult. Companies are faced with new information and new technologies of production and communication, shorter product lifecycles, global markets, and tougher competition.

In this hostile business environment, exacerbated by the covid19 pandemic, companies must be able to manage the design and launch of new value propositions, multiple distribution channels, complicated supply chains, costly deployments of new technologies, strategic partnerships and remain flexible enough to react to changes in the market.

The market is constantly challenging companies to improve their competitiveness and adapt or transform their businesses. Business opportunities are continually evaluated, and companies combine their own resources and skills with those of key partners to establish an effective customer-centric value proposition.

In an adverse context, difficult to predict and sometimes, disruptive, as is currently the case, the ability to overcome challenges implies that companies reinforce the use of appropriate tools and methods that support the delivery of competitive products and services with greater added value, at the right time and price, in a consistent and sustainable way.

It is this ability to adapt to the context, with strategic flexibility and organizational resilience that the reconfiguration of competitive conditions is possible. This requires very quick analysis and understanding of contexts, changes in the positioning of the various actors operating in the market, especially from the behavior of customers. It also requires the ability to learn, change, and use new knowledge, both in strategic reconfiguration and business model.

Thus, the ability to design products or services and deliver them competitively in the market requires a clear strategic definition, as well as the design, implementation, and management of new business models.

The interest in business models has grown in the last two decades, especially since the internet boom (Magretta, 2002), in part, because they are associated with the reinforcement of the company's competitive advantage. According to Casadesus-Masanell and Ricart (2010), a business model refers to the logic of the company, the way it works, and how it creates value for its stakeholders. And this applies to any sector of activity where the wine sector is no exception.

In a globalized market, intense competition in the wine sector leads to critical management issues for wine producers. Due to the unique characteristics of the product, owners, and managers, in the wine sector, need to critically review their business models, establish strategies, and measure their performance.

In this competitive environment, business models tend to be often too complex (Casadesus-Masanell & Ricart, 2010). To make them more operational and easier to understand, several authors (Zott & Amit 2013; Osterwalder & Pigneur, 2010; Ritter & Letti, 2018) have focused on business models that establish relationships between a set of components. For example, Osterwalder and Pigneur (2010) explained, in detail, the business model and the interconnections between its components, which is currently one of the most cited and used models by companies (Aydin et al., 2020) and which also inspired conducting this study.

The main objective that is intended to achieve is the identification of resilient business models and understanding appropriate strategies to respond to adverse and abruptly changing contexts, through a methodology of multiple case studies applied to the wine sector in the Setúbal region.

This article is organized as follows: after this introduction, section 2 presents a review of the relevant literature on business models, organizational resilience, and the wine sector, offering a theoretical basis for framing the cases under study. The following section focuses on the case study methodology – data collection, description, and comparison of models. At the end, the results are discussed, the conclusions, contributions and limitations of this study are presented.

2. Literature review
2.1. Business models - conceptualization

The concept of a "business model" emerged in the second half of the 1990s but has been particularly intensified in recent years, being the subject of interest and study by numerous academics (Zott & Amit, 2010; Zott, Amit & Massa, 2011; George & Bock, 2011; Lambert & Davidson, 2013; Bocken et al., 2014; Gassmann et al., 2016; Foss & Saebi, 2017).

From this effort to conceptualize the business model, the system concept has been widely used by several researchers as an important key to understanding the concept. Table 1 presents a set of contributions from several authors in this effort.

Table 1 - Contributions to the conceptualization of the business model (BM)

Autores	Business Model Conceptualization (BM)
Afuah and Tucci (2001)	A BM can be conceptualized as a dynamic system made up of components and links between components.
Anderssen et al. (2009)	They consider BM in terms of agents, activities, and exchanges of resources between them, adopting the objective modeling of the business and information systems school of thought.
Itami and Nishino (2010)	They consider that a BM is composed of two elements: a business system and a profit model, the first is a system (the production/delivery system) that a company plans - within and beyond its limits - to deliver its products or services to your target customers.
Baden-Fuller and Haefliger (2013)	They consider BM as a system that involves relationships of cause and effect that allow them to identify who the customer is, and to commit to their needs, delivering satisfaction and monetizing value.
Gassmann (2016)	It considers that an BM has several components and that these components have interrelationships with each other. They structure the logic of value generation, capture and delivery in three axes that make up a triangle: value (value), to whom to deliver (who), what to deliver (what), how to deliver (how).
Abdelkafi and Tauscher (2016)	They used systems dynamics principles to describe a BM for sustainability as reinforcing feedback between the value created for customers, the value captured by the company, and the value for the natural environment.
Velu (2017)	It considers BM as a system, adopting a theoretical framework, to articulate how the evolution of BM takes place. He postulated four characteristics of a BM that are evident in systems thinking: distinctions between components, the part of a whole system, relationships between components, and the ability to be seen from different perspectives.
Osterwalder (2004)	It considers that the BM is a conceptual tool that contains a set of elements and their relationships and allows for the expression of a company's money-making logic. It is the description of the value that a company provides to one or several customer segments, the architecture of the company and its partner network for creating, marketing, and delivering that value, as well as profitable and sustainable revenue generation.
Osterwalder and Pigneur (2010)	They consider that the business model describes the logic of creation, delivery, and value capture by an organization
Zott and Amit (2010)	They expanded the notion of a business model as a holistic system, highlighting the interdependencies between company-centric organizational activities, emphasizing the importance of "system level" and "purposeful design"
Zott and Amit (2013)	They developed the construction of a system - content, structure and governance - in an attempt to achieve a comprehensive view of the business model as a system of activities.

Halecker and Hartmann (2013)	They understand that BM is a system that comprises a set of interdependent elements and their interconnections. This systemic vision allows for a more effective analysis, understanding, design and development, providing a more adequate management of the organization and allowing to "simulate" or "experiment" the behavior in the development of current and future businesses.

Source: adapted from Liu et al (2021)

Because the business model is a complex adaptive resilient system (CARS), the two concepts are anchored in systems theory: interconnectivity and dependence between system elements and holism (the whole, or a set of elements, is more than the sum of its parts) should therefore be considered in its conceptualization.

Several approaches have been designed to identify sets of elements, blocks, areas, or components that any business model must consider. Johnson, Christensen and Kagermann (2008) define a set of four blocks. Teece (2010) defines six essential elements to build a business model. Wikström et al. (2010), address five sets of elements. Osterwalder and Pigneur (2010) develop a model based on 4 blocks and 9 components.

As this is the approach to be used in the empirical part of this study, we will detail this last model in a synthetic way. According to the authors, the tool they developed (business model canvas) allows the description, visualization, evaluation and alteration of existing business models or the creation of new models under a common and easily understandable language.

The tool consists of a visual map that will guide the organization in creating, changing, or developing the business model. The model is composed of nine basic components divided into four blocks: customers (value proposition), value offering (customer segment, channels, and relationships), infrastructure (key resources, key activities, and main partnerships) and financial viability (cost structure and revenue sources). Table 2 presents in greater detail the nine components of this model.

**Table 2 - The nine components of the canvas business model
(Osterwalder and Pigneur, 2010)**

Blocks/macro areas	Components	Synthetic Description
Offer (what?)	Value Proposition (VP)	Describes the set of products and services that create value for a specific customer segment.
Client (who?)	Customer segments (CS)	Various groups of people or organizations that a company aims to reach.
	Channels (CN)	Describes how a company communicates and tries to influence its customer segments to deliver a value proposition.
	Customer relationship (RC)	Describes the types of relationships a company establishes with specific customer segments.
Infrastructure (how?)	Key Resources (KR)	Describes the most important assets for the functioning of the business model.
	Key Activities (KA)	Describes the most important things a company must do to make its business model work.
	Key Partnerships (KP)	Describes the network of suppliers and partners that make the business model work.
Financial Viability (how much?)	Cost Structure (CS)	It describes all the resources involved in operating a business model, as well as their cost.
	Income flow (IF)	Represents the money that a company generates from each customer segment

Source: adapted from Osterwalder and Pigneur (2010).

In practice, the tool is relatively easy to use and has been adopted by many entrepreneurs in the creation, remodeling, or adjustment of their business models to the changes that are taking place in their competitive environments. Osterwalder and Pigneur (2010) recommend the use of a large surface and self-adhesive papers, so that all members of the team can collaborate, align, and illustrate ideas, promoting understanding, discussion, creativity, and analysis, in modeling the business.

2.2. Crisis and organizational resilience

In recent years, systems theory has been adapted to model increasingly complex problems where it is sometimes impossible to predict an outcome. Thus, there is a growing trend regarding the need for these systems to accommodate changes in the environment in order to preserve themselves. Thus, complex adaptative systems (CAS)reveal an adaptive, dynamic behavior, seeking self-preservation and often its evolution (Meadow, 2008). Efforts to understand human-infrastructure interactions and long-term sustainability in organizational environments in complex crisis contexts have led to a further extension of systems theory to include the notion of resilience as well. (Meadow, 2008; Sheridan, 2008; Haimes, 2009).

According to several authors, the organization's ability to absorb, adapt to changing environments, survive and strengthen itself in times of crisis, as well as to anticipate, avoid and adjust to disruptions and changes are important issues related to organizational resilience (ISO, 2017; Gonçalves et al., 2019; Ortiz - de - Mandojana & Bansal, 2016).

Resilience combines the organization's ability to rebuild effectiveness after a disruption in response capability development. (Burnard & Bhamra, 2011). Several studies indicate that resilience requires the organization's ability to manage the environmental requirements that are changing, implies the ability to change and learn and use new knowledge. (Carpenter et al., 2001; Gallopín, 2006; McDonald, 2006; Staber & Sydow, 2002).

Over the past two decades, a great deal of effort has been made by a number of academics to understand and address resilience in an organizational context. Table 3 presents a systematization of the different approaches.

Table 3 - Approaches to resilience

Approach	Contributions	Authors
Managerial mitigation	Stresses the importance of management techniques employed to reduce both exposure and vulnerability through smart business practices.	Alesch et al. (2001)
Organisational adaptability	Focus on understanding and overcoming barriers to organisational adaptability and maintaining positive adjustment under challenging conditions dependent on organisational structures and controls.	Sutcliffe and Vogus (2003)
Supply-chain resilience (SCRES)	SCRES can be created through four key principles: (1) resilience can be built into a system in advance of disruption (i.e., re-engineering), (2) a high level of collaboration is required to identify and manage risks, (3) agility is essential to react quickly to unforeseen events, and (4) the culture of risk management is a necessity. Characteristics such as agility, availability, efficiency, flexibility, redundancy, velocity, and visibility are secondary factors.	Christopher and Peck (2004)
Redundancy vs flexibility in supply chains	Improving flexibility instead of redundancy in a supply-chain context. Flexibility requires building organic capabilities that can sense threats and respond to them quickly. Resilient companies build flexibility into each of five essential supply chain elements: the supplier, conversion process, distribution channels, control systems and underlying corporate culture.	Sheffi and Rice (2005)
Supply chain resilience and the importance of balancing forces of change against management controls	A portfolio of balanced resilience depends on developing capabilities and reducing vulnerabilities. Supply chain resilience can be assessed in terms of two dimensions: vulnerabilities and capabilities. Resilience is defined as the desired balance between vulnerabilities and capabilities, where it is proposed that firms will be the most profitable in the long term.	Pettit et al. (2010)

	Practitioner focused work derived from common themes in different disciplines.	
Conceptual models' approach to organisational resilience	Some characteristics help create organisational resilience: acuity; ambiguity tolerance; creativity and agility, stress coping; learnability.	Gibson and Tarrant (2010)
	Demonstrate that resilience arises from a complex interplay of organisational elements or capabilities that contribute to resilience when adapting to a significant change.	
Model for crisis strategic planning	The type of resilience achieved depends on the approach to crisis strategic planning. To be resilient in times of crises, organisations need to: (1) have leaders able to inspire people with a sense of hope and direction, (2) have an organisational culture that values disciplined planning, (3) plan and make decisions carefully and structured effectively and (4) have teams able to recognise patterns and integrate information to make sense of a chaotic situation.	Vargo and Seville (2011)
Supply-Chain Resilience Framework (update)	Following Pettit et al. (2010) 's conceptual foundations, proposes a measurement instrument that helps managers implement the Supply Chain Resilience Framework. The balance between vulnerabilities and capabilities must be measured to assess the current level of resilience.	Pettit et al. (2013)
Resilience systems analysis	The approach focus on (1) adding elements that address the complexity and inter-linkages of different risks; (2) consider the uncertainty and change by exploring long-term trends; (3) merging risk forecasting with critical reflection on how the system has performed in the past; (4) focusing on the system, not the risk; and, (5) understanding the importance of power relations in helping or hindering resilience and taking into account both large scale and small scale shocks (low impact events, like illness, can also have a devastating impact on people's lives).	OECD (2014)
Framework to facilitate stakeholder collaboration	The disaster management principles should be integrated into the destination management plans to enhance tourist destinations' resilience to natural disasters. The success of such integration depends on the extent of tourism stakeholder collaboration.	Filimonau and Coteau (2019)

Source: Burnard et al. (2018), adapted and updated by Costa, Calisto & Umbelino (2021)

2.3. The wine and tourism sector

Tourism is a human activity, a phenomenon of mobility that has been proving to be an engine of transformation of territories and societies. Enotourism is one of the types of tourism that is associated with the use of wine resources in a certain region. It constitutes one of the new forms of Tourism emerging in contemporaneity. According to the 2027 Tourism Strategy (ET27), which constitutes the strategic reference for Tourism in Portugal for the next decade, the objective of the 2019-2021 action program for wine tourism is to make wine tourism a priority for the country's tourism development, boosting gastronomy and wines, national tourist assets.

Before, however, analyzing the connection between the areas of wine and tourism, we will proceed with a brief characterization of the wine sector in Portugal and in the region of Setúbal, in the last decade.

2.3.1. The wine

Portugal is a country with a vast history and culture in the wine sector. It is thought that the appearance of wine in Portugal took place over 4000 years ago and came from vines planted in the Tagus and Sado valleys. Over the centuries, wine and the culture of vines thus assumed an important role in the lives of people who passed through the Iberian Peninsula and particularly through portuguese territory.

In the last two decades, the wine industry in Portugal has undergone significant changes in several domains, whether in terms of production techniques, promotion and internationalization models, distribution, and business models. We will analyze some recent indicators related to vines and wine, considering the evolution of the national whole and the Setúbal region, as this is the region on which the empirical study carried out for this work focuses.

Thus, in the last decade, there has been a substantial decrease in the planted area, both in the national territory (-19%) and in Setúbal, although in this region, in a more attenuated form (13%). Figure 1 shows the evolution discussed above.

Figure 1 - Evolution of the Total Vine Area - Portugal and Setúbal region (ha)

Source: Instituto da Vinha e do Vinho (IVV) (https://www.ivv.gov.pt/np4/7179.html)
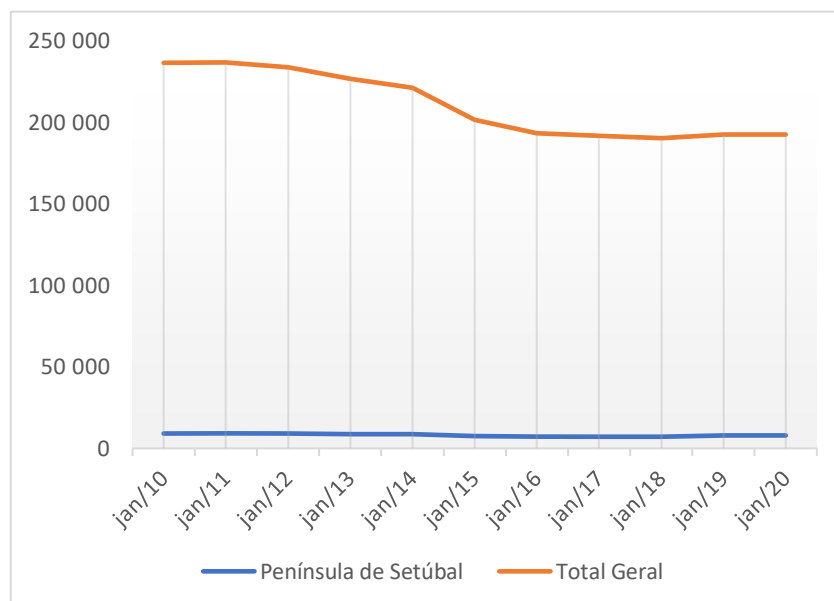
Regarding wine production, it can be seen that it suffered natural fluctuations over the decade, both nationally and in the Setúbal region, registering a slight growth trend, as can be seen in figure 2.

Figure 2 - Evolution of Total Production and in the Setúbal region

Source: Instituto da Vinha e do Vinho (https://www.ivv.gov.pt/np4/163.html)
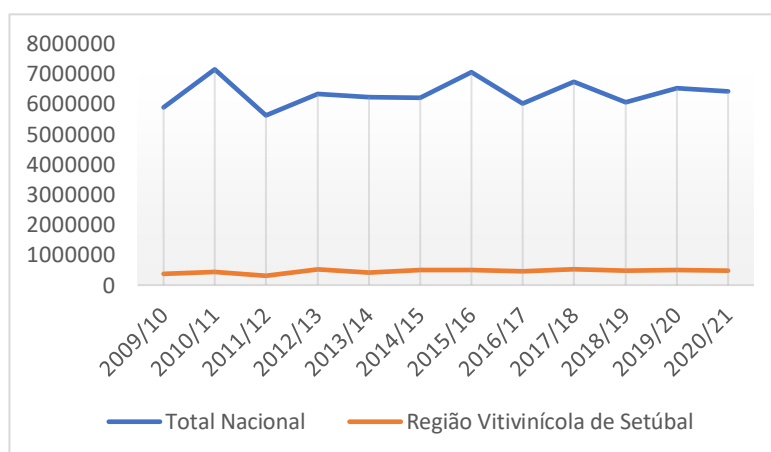
The evolution of sales in the national market of certified wine by region / distribution channel is shown in Figure 3. Total sales show an increase until 2019 and a decrease in 2020 because of the Covid 19 pandemic. Analyzing the evolution by distribution channel, the catering channel suffered a very sharp decrease and, conversely, the distribution channel saw an increase in sales which is not sufficient to prevent a drop in total sales, as mentioned above.

Figure 3 - Evolution of sales by distribution channel

Source: Instituto da Vinha e do Vinho (https://www.ivv.gov.pt/np4/163.html)
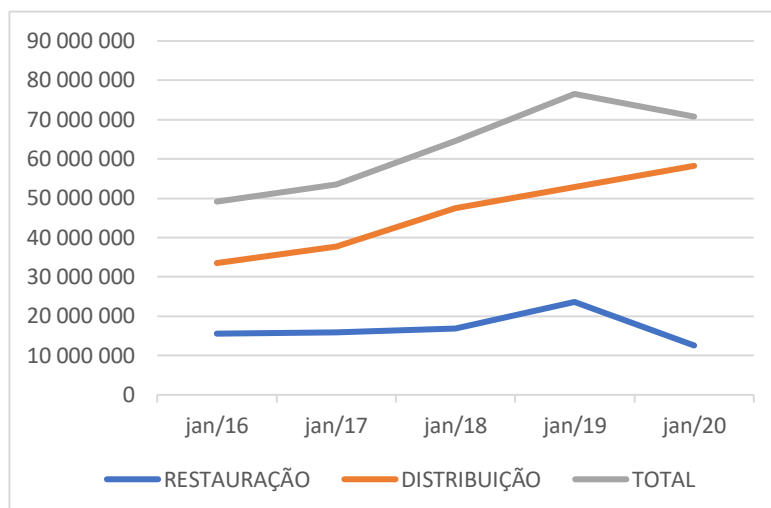
Analyzing the data for the 1st quarter of 2021, there is a recovery in turnover, compared to the 1st quarter of 2020 in the Setúbal region (+12%), despite the decrease at national level in the same period of -2.5% , (source: IVV) which may indicate that the dynamics and adjustment of the business models of the companies in the region, in view of the restrictions placed by the pandemic, may be obtaining better results than other wine-producing regions.

Exports peaked in 2012, registering a decrease in the following years until 2016, when the trend was reversed, with a second peak in 2017, stabilizing thereafter. It should be noted that red wines are responsible for 77% of exports and white wines for the rest. See figure 3 below.

Figure 4 - Evolution of Still Wine Exports with DOP and with IGP + Wine (ex-table).

Source: Instituto da Vinha e do Vinho (https://www.ivv.gov.pt/np4/163.html)

254
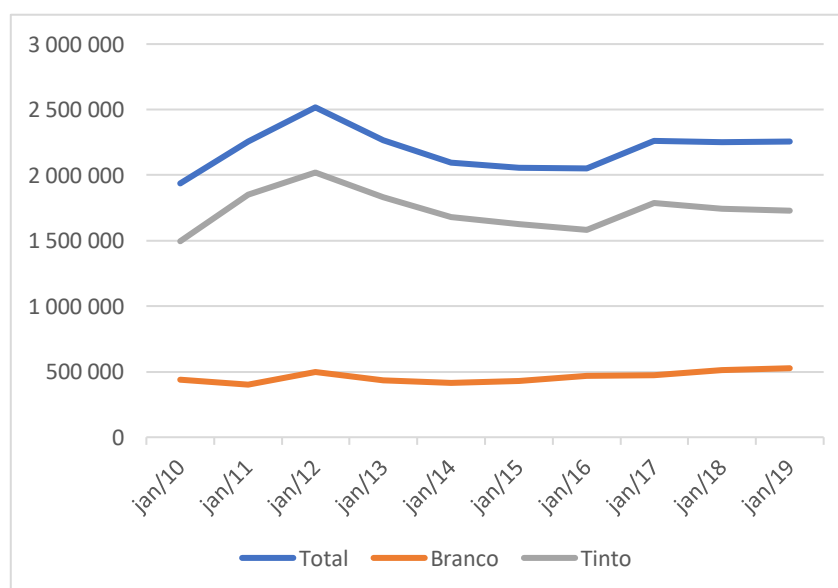
In terms of business structure, according to data from the National Institute of Statistics (INE), both the number of companies (+11.5%) and the number of employees (+2.5%) have been increasing in recent years. As for the size of the companies, in 2016, 82.6 percent of the companies had less than 10 employees, 15.4 percent had 10 to 49 employees, 1.9 percent had between 50 and 249 and only 0.2 per one hundred (2) companies had 250 or more workers.

Drawing a global picture of the evolution of the wine sector through some of the main statistical indicators, over the last decade, it has maintained a moderate growth dynamic (except for the planted vineyard area), with some fluctuations in production, because of the very nature of the type of product, but with a good recovery in terms of consumption and exports, which was interrupted by the pandemic.

However, in addition to statistical indicators, there are new business areas that are not visible in these data series, which have contributed to strengthening the business models of many producers and supported the promotion of Portuguese wines, such as wine tourism.

2.3.2. Enotourism

Enotourism is one of the most recent forms of tourism that is associated with the use of wine resources in each region. It constitutes one of the new forms of Tourism emerging in contemporaneity. The wine tourism offer is present throughout the national territory, and represents a mark of the destinations' identity, a heritage that must be preserved and valued. According to the 2027 Tourism Strategy (ET27), wine tourism in Portugal is distinguished by the attractive landscape, history and culture of the regions, the reputation and quality of wines and their history. Portugal is the third country with the largest variety of indigenous varieties, the eighth largest exporter of bottled wine in the world, the country with the largest wine area and the eleventh wine producer in the world, having been recognized, in 2018, as a country of reference at international level in the production of wines.

It is this set of characteristics and statistical data that give the Portuguese territory very favorable conditions for the development of wine tourism, seen as a multidimensional system where the territory, tourism and wine culture subsystems interact in an integrated and harmonious way.

3. Methodology

Our study has an exploratory nature and adopts a qualitative methodology that, according to Mahoney and Goetz (2006), provides a better view and understanding of the context of the problem and a better understanding and connection between the different perceptions and ideas of individuals.

Within the scope of several alternatives, we adopted the case study as it is a methodology based on empirical research with mostly qualitative techniques from real contexts, in which multiple sources of evidence are used in an essentially inductive and partially deductive scientific approach (Eisenhardt, 1989). Yin (1989, p.23), defines the case study as empirical research that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and where multiple sources of evidence are used. These are common circumstances in the field of business economics.

According to Larrinaga (2017), this methodology has the same scientific validity as quantitative methods if the required procedures are followed. This author also considers that this method of investigation is especially useful when one intends to understand a real phenomenon by observing all the relevant variables and when trying to explore or evaluate situations or complex phenomena.

According to the same author, the case study is ideal for research in business management and organization studies that involve processes in which it is necessary to explain complex causal relationships, in-depth understanding of the real context in which the phenomenon under analysis operates and in which this phenomenon it is complex, ambiguous, and uncertain, as is evident in this study.

As this is a case study involving a small number of companies, the results should not be considered generalizable, as each case is a product of its historical, economic, and social processes that are, by nature, unique and idiosyncratic.

The information collection was carried out using the focus group methodology, in which top managers of three companies with different competitive positions in the Setúbal region were invited: a large company, which integrates the batch of the five largest national companies in the wine sector, a medium-sized company that mainly produces for the international market and seeks to differentiate itself in certain market niches, and a family business, with high recognition of its products in the region. This focus group took place within the scope of a specific event on the wine sector, seeking to identify and understand the effects of the pandemic on the respective business activity, the strategies developed to overcome its effects, the changes implemented and the way in which they have managed, and prospects for the future. Several interactions were carried out with the elements of the focus group with a view to sharing opinions and seeking a broad and consensual view of the challenges associated with the pandemic, in relation to the sector. The reflection began with the understanding of the respective value chains, the dynamics of decision-making, the key variables (namely, offer, product, market, and distribution) and the respective perceptions regarding the competitiveness of their business environment, in the current context of pandemic. This analysis was conducted based on the business model canvas (Osterwalder and Pigneur, 2010).

Based on a detailed analysis of the information collected, the cases were written, and the conclusions of the study were drawn.

4. Case studies

As previous mentioned, for the study of the business models implemented by the sector in the Setúbal region, three successful companies implemented in the region with differentiated competitive positions were selected to obtain a broader view of the response given by these companies to the context of the pandemic.

The first company studied, is one of the 5 largest at national level, currently having a large dimension and a global approach to the market, both in terms of different sales channels, consumer profile and international markets.

The second company studied is a medium-sized company that also operates primarily in markets and international markets and tries to differentiate itself through the development of trusting relationships with its partners and sales channels.

The third company studied is a family business that sells mainly to customers with purchasing power in the local market, standing out for the unique quality of its wines, which are based on constant innovation in production processes.

Company A

Company A is a family business in the Setúbal region, founded in the 1920s, with 5 generations of female leadership. It is the largest producer, in value, on the Setúbal Peninsula and is among the 5 largest in the country. Over the past few years, it has been gradually consolidating its key resources, expanding its wine exploration area, with the acquisition of several producing farms in various regions of the country. Its financial viability is due to the large business volume, based on an annual production of 22 million litres and the fact that it owns an area of 550 hectares of vineyards and acquires grapes from around 150 producers in the region. Currently, it has 4500 oak barrels. The company has been growing in a sustained way at 2 digits over the last few years, even in the pandemic context. According to Scantrack Nielsen Portugal, in 2020, the company grew 29% in off-trade and 32% in exports. It has more than 1500 international awards, and, annually, it has been awarded between 200 and 300 awards.

In terms of its market positioning, its value proposition is to offer its customers the best value for money. As a distribution strategy, it bets on as many sales channels as possible, having as its focus the large retailers (off-trade). In terms of customer relations, it has a great capacity to adapt to the market, adapting its brand portfolio according to its target, with the production of wines for different price ranges, depending on the consumer's profile. In terms of segmentation, it is the market leader in table wine, in regional wine it is very focused on large distribution and DOC wines, it has a greater penetration in the on-trade, being also a

factor in building the brand image. To achieve these goals, its key activities are the development of a vast portfolio of recognized brands in Portugal.

In terms of market strategies, Company A has an innovation orientation, with the development of new brands for export, where neither the region nor the country is identified. Sales distribution is 70% for the domestic market and 30% for the international market. The company is present in 40 markets, with the top 10 comprising the following countries: UK, Luxembourg, Brazil, USA, Netherlands, Poland, Angola, Russia, Germany, and Ghana.

In international terms, because of the pandemic situation, contacts with customers and sector fairs decreased significantly, but the strategy adopted for the foreign market will be to continue, with the bet on partnerships with large chain stores, mainly in the United Kingdom and the United States. There is still great potential for growth in Brazil, Russia, China, and some markets on the African continent.

It should be noted that the Covid-19 pandemic had a negative impact on sales of the on-trade, but in contrast, the off-trade had a significant growth, due to the increase in consumer purchases in large retailers. This situation has benefited companies that have their wines positioned in large-scale retailers, as this sector has greatly increased orders. On the other hand, the more premium wines suffered a decrease in consumption on the on-trade. However, it is important to clarify that wines from the Setúbal region were among those that grew the most in terms of market share.

It should also be noted that the current strategy does not involve having a direct presence in online commerce, this function having been delegated to the large retailers, since the investment in internal resources to do so is not part of the company's strategy.

Company B

Company B has been a family business dedicated to agricultural and livestock activities since 1917. The forest sector has always deserved special attention given the characteristics of its environment from the point of view of the location, soil, and climate.

Located about 9 km from Setúbal, it develops its activities along the right bank of the Ribeira da Marateca in an area of about 600 hectares, being fully integrated into the Natural Reserve of the Sado Estuary.

The business model is based on a value proposition through acting in several areas: cork oak forests, pine forests, vineyards, and cattle and sheep farming. Bird Watching is associated with these activities, through which it seeks to provide its customers with the pleasure of walking freely through the estate and visiting the properly placed and identified observatories.

Regarding wines, Company B is a small producer that invests in differentiated wines according to the characteristics of the markets in which it operates. Given the high

competition in the domestic market, the prices in this market, and the existing production limits, the company has focused on exports, with its main customer segments based on foreign markets, namely the English, American, Chinese, and German.

The basis for export is red wines, with fruity characteristics, where black and ripe fruits predominate, which provides the generation of soft wines that are highly adaptable to the specificity of each market. Exports represent about 83% of the company's sales volume.

In some cases, such as England, it has sought to develop partners who know the market well and who have different distribution channels than the traditional ones, namely digital. The main English intermediary partner, which sells and distributes the company's wines through digital channels, is an example of this reality.

There is an effort to differentiate the product according to the destination market and, in this sense, they seek to establish a close relationship with importers and customers in order to be able to produce differentiated batches, according to the specificity of the identified characteristics. An example of this is the production of vegan wines, without the use of animal products, destined for the Nordic markets. In addition, the company seeks to equip itself with other competitive arguments, such as quality control based on the IFS (International Featured Standards), a requirement of the English market.

In terms of key resources, differentiated wine production, for example, vegan wines, requires material and human resources, work processes, and unique skills. These characteristics have a significant impact on the company's cost structure.

The pandemic has led to a bottleneck in sales. However, this situation has been minimized through digital channels. The context costs are quite high, with an increase in the weight of fuels, water, waste rates, etc., which negatively reflects on the final price. In addition, the company has been facing an increase in labor costs, dry materials (bottles, corks, boxes, etc.), taxes, etc. This situation has caused cash management difficulties.

Despite this, the company continues to invest in image innovation, associating its wines with the aspect of environmental sustainability through the use of birds found in the nature reserve where the estate is located. The company reinforces the value of its image and brand through the biodiversity certification it holds, increasing the uniqueness of its premium products and the opportunity to present higher prices to the market.

Company C

It is a family business, founded in 1997, which has been dedicated to the production of sophisticated wines based on innovative and sustainable processes and technologies, allowing the vineyards to have a superior life and the wine to have a unique quality. In addition, the company has been developing its wine tourism activity, taking advantage of the property's historical heritage and the unique surrounding nature, offering a diversity of products and services that create a high-added value offer for the customer.

Regarding the business model implemented by the company and considering the canvas model, the business value proposition involves offering superior and unique products, based on the quality of the vineyards and the unique work processes that it has developed throughout of years.

In terms of customers, given the reduced size of its production capacity, the company opted for a competitive position with a focus on the market for individuals with greater financial power to acquire more sophisticated and expensive wines. Thus, the company practically sells its products only on its premises and on its institutional website, having not invested in the sales channels associated with large-scale distribution and restaurants. With regard to the relationship with customers, the company has opted to build relationships of great trust that have been established as authentic lasting partnerships, which has contributed to the stability of the panoply of customers and the exponential growth of its sales.

As for its internal infrastructure, the company stands out for the incorporation over time into its work processes of production, vine treatment and harvesting equipment, which even today, some of them remain unique in the Setúbal region. In addition, these material resources were accompanied by the continuous hiring of qualified human resources with extensive experience in the sector. This combination of resources contributes to the company being today a regional and national reference in the sector. Regarding the key business activities, the stage relating to the treatment and maintenance processes of the vine stands out, which contributes to increasing its longevity and productivity, allowing it to increase its periodic production capacity and mitigate the impact of the smaller size of its lands. Finally, in terms of partnerships, the preferential relationships with some companies in France with which there is sharing of good practices and innovations are highlighted.

Thus, in terms of financial viability, even during the pandemic period, sales increased by 40% and the company had the opportunity to increase prices, with a business margin around three times higher. In terms of costs, the values associated with human resources are highlighted and, during the pandemic, the company also ensured distribution to several customers, as they were unable to circulate. This, adaptation of the activity, shows how the company continuously seeks to develop lasting relationships with its customers through a constant ability to adapt to their needs.

In summary, the company is today a very important reference in the region, having managed to take advantage of the competitive conditions associated with the pandemic context, benefiting from the increase in consumption by individuals, who are prevented from carrying out a series of normal daily expenses in due to the difficulties of circulation and social interaction, increasing the consumption of wine at home, and by the greater visibility of the quality and image of wines in the Setúbal region in general. This allowed to exhaust most of its wine references and its stocks built for the next 3 years.

Table 4 – Summary of the business model implemented in the 3 companies

Blocks/macro areas	Components	Company A	Company B	Company C
Offer (what?)	Value Proposition (VP)	Offer the best value for money.	Differentiated wines, suited to the specificity of the markets.	Unique and high-quality wines.
Client (who?)	Customer segments (CS)	Various levels of customers depending on the wine portfolio and price.	Private and intermediary.	Individuals - end consumers with purchasing power.
	Channels (CN)	Large retailers, on-trade and export.	Direct sales on premises and through digital channels by intermediaries.	Direct sales on premises and on the internet.
	Customer relationship (RC)	Placement in the largest number of available sales points.	Continuous adaptation according to needs and expectations.	Continuous adaptation based on the quality and complementarity of services (wine tastings, wine tourism...).
Infrastructure (how?)	Key Resources (KR)	Large extension of vineyards (550 hectares) and qualified human resources.	Innovation, brand design, human resources skills, production equipment, relationship with nature (Biodiversity).	Innovative equipment's, unique in the region and qualified human resources.
	Key Activities (KA)	Great investment in innovation and brand portfolio.	Vineyard harvesting, production and maintenance processes to ensure differentiation (eg vegan wines).	Processes for harvesting and treating and maintaining vineyards to increase productivity.
	Key Partnerships (KP)	Large retailer companies in the national market and partnerships with online chains in the international market (UK and USA).	Other foreign distribution companies sharing knowledge and technologies.	Other foreign production companies sharing practices and technologies.
Financial viability (how much?)	Cost Structure (CS)	Infrastructure (land and winery): Own 2 farms (Douro and	Vine treatment equipment and Human resources.	Vine treatment equipment and Human resources.

		Póvoa do Lanhoso), 550 hectares and a winery with a fermentation capacity of 21 million litres in stainless steel vats.		
	Income flow (IF)	Large sales volume (they produce 22 million litres annually).	Higher sales prices for foreign markets, supported by differentiated wines.	High margin based on higher selling prices related with the unique quality of the wine

Regarding the wine tourism activity, this has been developed, in a generic way, based on various synergies arising from the main business. In terms of internal resources, wine companies in the region have been trying to take advantage of the noble heritage of their facilities, creating a sophisticated and high-quality accommodation offer, aimed at a target audience with greater purchasing power. In terms of the approach to the market, the promotion of this activity has been streamlined based on a marketing communication that highlights the rich regional natural heritage and the organization of tasting events for the best wines in their portfolios, creating cross-selling opportunities between the two activities (wine and wine tourism). Finally, as mentioned above, the target markets are premium customers, with two companies standing out, the international customers, taking advantage of the marketing channels that already exist in several countries.

5. Results and discussion

The three cases analyzed provide evidence of differentiated action strategies in the face of the pandemic, noting adjustments in the business model, such as a strong commitment to the foreign market and partners with digital channels. In addition, due to the evolution of the market, there was an increase in sales volume aimed at large national and international distribution.

Company A reinforced its global strategy in national and international large distribution channels.

Company B increased its strategy in the foreign market through the establishment of partnerships in channels and markets with high added value, more suited to its premium products.

In the case of company C, given the notoriety of its brand, there was only a readjustment of its distribution strategy, with a special focus on the last mile.

Finally, the results of the study suggest that internationalization is an important factor for the competitiveness of wine-growing companies in the Setúbal region, which should adopt specific strategies adjusted to their products that allow them to address foreign markets. In

addition, the uniqueness of the products seems to be another factor that reduces the impact of the context associated with the pandemic crisis.

6. Conclusions

The literature review on business models confirms that they have been the target of a wide range of approaches, with little consensus on their definition and scope. Although these different approaches have different methodological and conceptual perspectives, they share a common belief that certain attributes are essential, considering that business models should focus on explaining why companies are able to offer their consumers value and capture a part of that value for you.

Based on this limited consensus, this study aimed to analyze how the options for adapting business models to a context in rapid and profound change (caused by the covid 19 pandemic) influence the performance of companies in the wine industry sector in the region of Setúbal and, at the same time, verify the resilience of existing business models.

In methodological terms, we opted for the case study, as we believe it is the one that best fits the outlined objectives. This is a study that involves processes in which it is necessary to explain complex causal relationships, to deeply understand the real context in which the phenomenon under analysis operates and in which this phenomenon is complex, ambiguous, and uncertain, as is evident in this study.

Among the multiple approaches to business models, we chose the canvas model by Osterwalder and Pigneur (2010) composed of nine basic components distributed over four blocks: customer, value offering, infrastructure, and feasibility. Despite the limitations of the model, this approach is not incompatible with those previously carried out by other authors in the wine sector (Brannon, 2011; Giraud, 2014; Pezzillo Iacono et al., 2016).

This study confirms the theory of business models as an explanatory element for the construction of competitive advantage, and as the individual analysis of each component of the model, the integrated analysis of the interconnections between all components, the coherence and consistency of business choices based on the model. and the interconnection to decisions of a strategic nature, decisively influence the performance of companies.

The cases described show us that the impact of the abrupt change in the conditions of competitiveness resulting from the spread of the covid19 pandemic on the business models of the wine companies studied depends, in essence, on the interaction that the entrepreneurs were able to establish with their different actors.

Each one designed and implemented different responses, arising from the analysis of external conditions (non-controllable elements) and internal capabilities (controllable elements), adjusting some components of the current business model.

In one case, the adjustment involved strengthening internationalization, redirecting distribution in the national market, and creating new wine brands for specific markets. In this case, the components most in need of adjustment were the marketing activities, the rearrangement of sales channels and the strengthening of partnerships.

In another case, the adjustment took place at the level of the value proposition in the part related to the offer of wines. It should be noted that this company has a diversified value proposition which, in addition to offering wines, includes cork oak forests, stone pine forests, vineyards and cattle and sheep farming. With regard to wines, the focus was on strengthening product differentiation according to the destination market and the specific characteristics of the characteristics identified in different customer segments, such as the production of vegan wines for the Nordic markets.

In the third case, the emphasis was placed on strengthening the relationship with the customer base pre-existing the crisis. This relationship of trust allowed to reinforce loyalty to the company's products, without the need for significant changes in other components of the model, apart from minor adjustments in distribution, with some home deliveries that were not made before.

In short, as mentioned in the previous section, the results achieved were not uniform, noting that the adjustments in the business models of companies A and C obtained very positive results, showing a high resilience in the face of the change in the competitive context resulting from covid 19, while the results arising from changes to company B's business model did not obtain the expected results.

This study has, like any other, both methodological and results limitations. Firstly, the main source of primary information was the focus group held by those responsible for the companies analyzed, with no information being collected from intermediaries or other stakeholders. These, certainly, could enrich and validate some of the information conveyed by those entities. Another limitation is related to the impossibility of generalizing results.

As for recommendations for future studies, the need to deepen the way in which the structure and influence of business models changes over time in response to both external economic shocks and internal changes is highlighted. It is also suggested to apply the case study methodology to companies with more complex business models, such as companies from other countries or continents, to learn from external experiences. Another interesting future research is to try to establish the relationship between new technologies and business models and try to understand the impact of adopting new technologies on the success or failure of business models.

References

Abdelkafi, N., & Tauscher, K., (2016). Business models for sustainability from a system dynamics perspective. *Organization & Environment*, 29 (1), 74-96.

Afuah, A., & Tucci, C. (2001). Internet business models and strategies. New York: McGraw-Hill.

Alesch, D.J., Holly J.N., Mittler, E., & Nagy, R. (2001). Organizations at Risk: What Happens When Small Businesses and Not-for-Profits Encounter Natural Disasters. Fairfax, VA: Public Entity Risk Institute.

Anderssen, B., Johannesson, P., & Zdravkovic, J. (2009). Aligning goals and services. Information Systems and e-Business Management, 7, 43-169.

Aydın L., Demir H. B., Aydemir E., & Bosgelmez G. (2020). Building a new business model using canvas model: an application for a shopping centre. SDU Visionary Journal, 11 (27), 587-595.

Baden-Fuller, C., & Haefliger, S. (2013). Business models and technological innovation. Long Range Planning, 46 (6), 419-426.

Bocken, N.M.P., Short, S.W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. Journal of Cleaner Production, 65, 42-56.

Brannon, D. (2011). Identifying innovation in business models a wine industry study (Interactive paper). Frontiers of Entrepreneurship Research, 31(12), 429-429.

Burnard, K., & Bhamra, R. (2011). Organisational resilience: development of a conceptual framework for organisational responses. International Journal of Production Research, 49 (18), 5581-5599.

Burnard, K., Bhamra, R., & Tsinopoulos, C. (2018). Building organisational resilience: four configurations. IEEE transactions on engineering management., 65 (3), 351-362.

Carpenter, S., Walker, B., Anderies, J., & Nick, A. (2001). From Metaphor to Measurement: Resilience of What to What?. Ecosystems 4, 765–781. https://doi.org/10.1007/s10021-001-0045-9

Casadesus-Masanell, R., & Ricart, J. (2010). From Strategy to Business Model and to Tactics. Long Range Planning, 43, 195-215.

Christopher, M., & Peck, H. 2004. "Building the Resilient Supply Chain." International Journal of Logistics Management 15(2):1–13.

Costa, T., Calisto, L., & Umbelino, J. (2021). COVID-19 and the Resilience of Tourism Businesses in Portugal. In Costa T., Lisboa, I., Teixeira, N. (eds), Handbook of Research on Reinventing Economies and Organizations Following a Global Health Crisis, (pp. 1-15). Hershey: IGI Global.

Eisenhardt, K. (1989). Building Theories from Case Study Research. Academy of Management Review, 14(4), 532-550.

Filimonau, V., & Coteau, D. (2019). Tourism resilience in the context of integrated destination and disaster management (DM2). International Journal of Tourism Research, 22, 202–222.

Foss, N.J., & Saebi, T. (2017). Fifteen years of research on business model innovation: how far have we come, and where should we go? Journal of Management, 43 (1), 200-227.

Gallopín, G. C. (2006). Linkages between vulnerability, resilience, adaptive capacity. Global Environmental Change, 16, 293-303.

Gassmann, O., Frankenberger, K., & Sauer, R. (2016). Exploring the Field of Business Model Innovation: New Theoretical Perspectives. Switzerland: Palgrave Macmillan.

George, G., & Bock, A.J. (2011). The business model in practice and its implications for entrepreneurship research. Entrepreneurship Theory and Practice, 35 (1), 83-111.

Gibson, C., & Tarrant, M. (2010). A 'conceptual models' approach to organisational resilience. The Australian Journal of Emergency Management, 25 (2), 6-12

Giraud, G. (2014). The effect of terroir on wine business model in Burgundy: To make wine or to sell harvest? Proceedings in Food System Dynamic, 8, 71-75

Gonçalves, L., Navarro, J. B., & Sala, R. (2019). Spanish validation of the Benchmark Resilience Tool (short-form version) to evaluate organisational resilience. Safety Science, 111, 94-101,10.1016/j.ssci.2018.09.015.

Haimes, Y. (2009). On the Complex Definition of Risk: A Systems-Based Approach. Risk Analysis, 29 (12), 1647-1654. https://doi.org/10.1111/j.1539-6924.2009.01310.x

Halecker, B., & Hartmann, M. (2013). Contribution of systems thinking to business model research and business model innovation. International Journal of Technology Intelligence and Planning, 9(4), 251-270.

ISO (2017). Standard 22316 -. Security and resilience – Organisational resilience – Principles and attributes. International Organization for Standardization, Geneva, Switzerland.

Itami, H., & Nishino, K. (2010). Killing two birds with one stone: profit for now and learning for the future. Long Range Planning, 43 (2-3), 364-369.

Johnson, M., Christensen, C., & kagermann, H. (2008). Reinventing your business model. Harvard Business Review, 86(12), 57-68.

Lambert, S., & Davidson, R. (2013). Applications of the business model in studies of enterprise success, innovation and classification: an analysis of empirical research from 1996 to 2010. European Management Journal, 31 (6), 668-681.

Larrinaga, O. (2017). Is it desirable, necessary and possible to perform research using case studies? Cuadernos de Gestión, 17(1), 147-172.

Liu, J., Tong, T.W., & Sinfield, J.V. (2021). Toward a resilient complex adaptive system view of business models. Long Range Planning, 54 (3), 102030, ISSN 0024-6301, https://doi.org/10.1016/j.lrp.2020.102030.

Magretta, J. (2002). Porque são importantes os modelos de negócio. In "Inovação dos modelos de negócio" (2020). Lisboa: Conjuntura Atual Editora.

Mahoney, J., & Goertz, G. (2006). A tale of two cultures: Contrasting quantitative and qualitative research. Political Analysis, 14(3), 227-249.

McDonald, N. (2006). Organisational Resilience and Industrial Risk, In E. Hollnagel, D. D. Woods, & N. Leveson (Eds.) Resilience engineering: Concepts and precepts. Ashgate Pub. Co., Hampshire, 155-179.

Meadows, D.H. (2008). Thinking in Systems, edited by Diana Wright, Sustainability Institute, London, Sterling, VA. ISBN: 978-1-84407-726-7.

OECD (2014). Guidelines for resilience systems analysis. OECD Publishing, retrieved on 17.03.2021 at https://www.oecd.org/dac/Resilience%20Systems%20Analysis%20FINAL.pdf

Ortiz-de-Mandojana, N., & Bansal, P. (2016). The long-term benefits of organisational resilience through sustainable business practices. Strategic Management Journal, 37(8), 1615-1631.

Osterwalder, A. (2004). The Business Model Ontology a Proposition in a Design Science Approach. Ph.D. dissertation, University of Lausanne.

Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: a Handbook for Visionaries, Game Changers, and Challengers. Hoboken, NJ, USA: John Wiley & Sons.

Pettit, T. J, Fiksel, J., & Croxton, K.L. (2010). Ensuring Supply Chain Resilience: Development of a Conceptual Framework. Journal of Business Logistics, 31(1), 1-21, DOI:10.1002/j.2158-1592.2010.tb00125.x.

Pettit, T. J, Fiksel, J., & Croxton, K.L. (2013). Ensuring Supply Chain Resilience: Development and Implementation of an Assessment Tool. Journal of Business Logistics, 31(1), 46-76,

Pezzillo Iacono, M., Esposito, V., Mercurio, L., & Martinez, M. (2016). Bridging business model and inter-organizational coordination mechanisms in the Italian wine industry. Measuring Business Excellence, 20(4), 61-71.

Ritter, T., & Letti, C. (2018). The wider implications of business-model research. Long Range Planning, 51(1), 1-8.

Sheffi Y., & Rice, J.B. (2005). A Supply Chain View of the Resilient Enterprise. MIT Sloan Management Review, 47 (1), 4-48.

Sheridan, T. (2008). Risk, Human Error, and System Resilience: Fundamental Ideas. Human Factors: The Journal of the Human Factors and Ergonomics Society, 50 (3), 418-426.

Staber, U., & Sydow, J. (2002). Organisational adaptive capacity. A structuration perspective. Journal of Management Inquiry, 11 (4), 408-424.

Sutcliffe, K.M., & Vogus, T.J. (2003). Organising for resilience, in K. S. Cameron, J. E. Dutton & R. E. Quinn (Eds.), Positive Organizational Scholarship: Foundations of a New Discipline, San Francisco, Berrett-Koehler Publishers Inc., 94-110.

Teece, D. (2010). Business Models, Business Strategy and Innovation. Long Range Planning, 43, (2-3), 172-194.

Vargo, J., & Seville, E. (2011). Crisis strategic planning for SMEs: Finding the silver lining. International Journal of Production Research, 49 (18), 5619-5635, DOI:10.1080/00207543.2011.563902.

Velu, C. (2017). A systems perspective on business model evolution: the case of an agricultural information service provider in India. Long Range Planning, 50 (5), 603-620.

Wikström, K., Artto, K., Kujala, J., & Söderlund, J. (2010). Business models in project business. International Journal of Project Management, 28(8), 832-841.

Yin, R. (1989). Case Study Research. Design and Methods. In: Applied Social Research Methods Series, 5, second edition. London: Sage

Zott, C., & Amit, R. (2010). Business model design: an activity system perspective. Long Range Planning, 43 (2-3), 216-226.

Zott, C., & Amit, R. (2013). The business model: a theoretically anchored robust construct for strategic analysis. Strategic Organization, 11(4), 403-411.

Zott, C., Amit, R., & Massa, L. (2011). The business model: recent developments and future research. Journal of Management, 37 (4), 1019-1042.

#125 | Revenge travel: A re-vitaliser for the travel and tourism sector

#125 | 'Viagens de vingança': um revitalizador para o setor das viagens e turismo

Suzanee Malhotra
Suzaneedu11@gmail.com; Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, India

Abstract

The upcoming concept of revenge travel has brought in a new hope for tourism sector hit hardest by COVID-19. This paper tries to explore the concept of revenge travel and what features characterize it. Revenge travel, first experienced in China post lifting of travel bans and often described 'compensatory' in nature has the potential to boost the travel demand post easing of the virus fears, owed to the boredom of people experienced at homes. Using qualitative study approach, the present study tries to bring out the important reasons behind this concept by exploring the respondents' interviews using content analysis. Need to de-stress, wanderlust, for mere enjoyment and to take benefit of bargain deals were discovered as the key reasons for undertaking revenge travel from the qualitative analysis. This paper forms one of the early studies that has tried to explore the factors behind the upcoming concept of revenge travel, though only from an Indian perspective which is a limitation of the study. This paper can provide a theoretical base for development of an empirical scale for this upcoming concept, to yield practical outcomes further.

Keywords: Bargain deals; COVID virus pandemic; De-stressing; Revenge travel; Wanderlust.

Resumo

O conceito emergente de 'viagem de vingança' trouxe uma nova esperança para o setor do turismo, muito atingido pela COVID-19. Este artigo procura explorar o conceito de 'viagem de vingança' e quais os aspetos que o caracterizam. As 'viagens de vingança', experimentadas pela primeira vez na China após o levantamento das proibições de viagens e muitas vezes descritas como 'compensatórias', por natureza, têm o potencial de aumentar a procura de viagens após a diminuição do medo do vírus, devido ao tédio que as pessoas experimentaram enquanto retidas em casa. Usando uma abordagem de estudo qualitativo, o presente estudo tenta debater as principais razões por trás deste conceito, explorando um conjunto de entrevistas através da 'análise de conteúdo'. A necessidade de fazer baixar o stress, o desejo de viajar por mero prazer e o aproveitamento de preços de ocasião foram identificados, a partir da análise qualitativa, como os principais motivos para realizar 'viagens de vingança'. Este é um dos primeiros estudos no sentido de explorar os fatores por trás do conceito de 'viagem de vingança', embora apenas segundo uma perspetiva Indiana, o que é

uma limitação do estudo. Este artigo pode fornecer uma base teórica para o desenvolvimento de uma escala empírica para este conceito emergente, tendo em vista a produção de mais resultados práticos.

Palavras-chave: Preços de ocasião; Pandemia de COVID; Retirando o stress; 'Viagens de vingança'; Desejo de viajar.

1. Introduction

The 2020 pandemic has changed many of our business realities for good. Not only the virus spread has changed the business of goods and brands, but it has resulted in far reaching impacts for the service sector. One such sub-domains of service sector hit hardest by the pandemic is the travel and tourism sector, both domestic and international. The effects of this change for the travel and tourism sector are felt across all the countries and some worst effects include job losses, pay cuts, negative growth rate and question of uncertainty.

The top contributor of service sector in India is travel and tourism industry having a huge contribution of around 247 billion US dollars towards India's GDP and helping in direct and indirect employment generation also (Statista, 2021). The same sort of trend is true for the global economy also. However, the global travel and tourism sector saw a sharp fall in revenue estimated to be around 25 percent and a 50 million job losses as estimated by the World Travel & Tourism Council (WTTC) (Agarwal, 2020). In India also this sector has seen quite losses. As per the data from the CII Tourism Committee the foreign travel to India has seen a 60 to 65 percent loss, valuing 28 billion US dollars (Shetty, 2021). The Federation of Associations in Indian Tourism or popularly called FAITH, has argued for providing support to travel industry professionals and to stop the job cuts happening in the sector across the country (Shetty, 2021).

But many of the industry experts have predicted that the new concept of 'revenge travel' can play a critical role to change all these forecasts. With a very little research into this area, this paper tries to explain this concept, bring the opinions of some people regarding this new concept, and also find the main reasons behind this concept using qualitative study and interviews. Also, the important implications are stated at the end that can guide the future directed research on these lines. Being one of the few studies in this area the findings can guide the managers in the travel and tourism sector greatly helping them in reviving the demand for tourism, revitalizing the dull life of people, and restoring the incomes of several bread earners who depend on the travel and tourism sector for their daily bread and butter.

2. Literature review

With the COVID-19 pandemic new ways of shopping behavior have risen in the form of revenge buying behavior (Choi, 2020; Darshan & Krishnegowda, 2020; Malhotra, 2021). With

revenge buying expected to give a boost to the retail sector, triggering demand for fashion and luxury goods, home furnishings and other electronic durables (Malhotra, 2021; Pandey, 2020; Yang & Kidron, 2020). On the same lines, analysts in the travel sector expect the tourism industry to get a boost from the revenge travel, a sister concept of revenge buying (Bologna, 2021; Enger, et al., 2020). Some industry people also believe in revenge travel as a "phenomenon that could bring back tourism with a bang" (Revenue Hub, 2021, par. 1).

The parallel of revenge buying in the service sector has come up as the concept of revenge travel meaning that the travel and tourism activities will pick up in a big way after the virus effects weaken or the situation becomes normal and safer (Bologna, 2021; Enger, et al., 2020). Revenge travel will be a result of people's pent-up demand for enjoying travel and tourism from their heart (Bologna, 2021). It is a concept getting the light of the day due to the much planned and wanted itineraries that people have been making since the past one and a half year now since COVID-19 pandemic (Enger, et al., 2020). This concept has given a hope to the travel and tourism people in the service sector, who expect that people will spend quite fancy money on their planned trips making up for the huge losses that this sector suffered (Enger, et al., 2020; Dan, 2021; Shadel, 2020).

The rise in the desire of people to go out and enjoy, popularly called 'wanderlust' is on rise among people as a natural instinct (Bologna, 2021; Handu, 2020). People in the upper middle and salary class are already quite frustrated and stressed over their cancelling of planned vacations or postponing them otherwise (Revenue Hub, 2021). But experts feel that with the vaccination turning up in numbers and case counts going down, the people will travel at least domestically if not internationally, to make up for lost time that they couldn't spend with their family, relatives, and friends (Bologna, 2021; Dan, 2021; Shadel, 2020).

The travel trends from a Chinese based report as prepared by the McKinsey & Company state that the domestic travel in China has indeed seen a rise of 60 percent in 2020 over the year 2019 (Enger, et al., 2020). This is due to the peoples' preference of choosing a place close to their place of residence, easily reachable by cars and trains rather than planes, where the 'fear-factor' still looms (Kholkar, 2021; Shadel, 2020). Similar trend is seen in US, where vacations to driving destinations or rural attractions with proper hygiene safety were top priority of the people and analysts predict an early rise in the revival of those travel spots over other options (Bologna, 2021; Kholkar, 2021; Shadel, 2020).

Revenge travel is expected to boost the dull travel and tourism sector with the pent-up demand from people (Bah, 2021; Bologna, 2021). People are all filled with an extreme vengeance to make up for the lost travel times with revenge travel (Bologna, 2021). The strong motivation that people have within themselves to get out of the pandemic stress is more so a reason for predicting rise in revenge travel (Handu, 2020). Another reason for the prediction of boost is that never have been the travel and tourism packages so much so cheaper or offering more lucrative discounts or combos than now, thus it may become a stronger motivation to attract people (Shadel, 2020). There are a few package deals that even

offer the people months of stay at affordable prices, as well as facility of wi-fi helping them to do work from anywhere, acting as a further reason for rise in revenge travel (Kholkar, 2021; Revenue Hub, 2021).

Professionals from travel and tourism industry are all hopeful for that they will get surplus bookings and reservations in months to come when things change for the good. Also with better medicines, vaccines and other safety things at development, the confidence of people to travel will increase gradually (Bologna, 2021; Kholkar, 2021). The post COVID pandemic travel trends will surely be one "armed with vaccine certificates" (Kholkar, 2021, para 1) where the tourists will passionately wait and desire for the revenge travel.

3. Methodology

This study aims to understand the people opinions about revenge travel using qualitative study and analysis. A qualitative study helps in understanding peoples' attitudes (McCracken, 1988; Sinkovics, Penz, & Ghauri, 2005; Sykes, 1990). Qualitative interviews with 43 respondents were made for the same, who were different from each other in terms of demographics, keeping the social desirability in check (Brunk, 2010a; Mohr, et al., 2001).

The sample of people comprised from Delhi, Noida, Gurugram and Faridabad and were contacted using online video tools. The people who were interviewed were diversified across demographics, belonging to different walks of life. A profile of the respondents is presented in table 1. The meetings were recorded, and the people were informed about the same fact. The analysis of qualitative interviews was done using content analysis where more focus on the quality of responses is given (Creswell, 2007; Glaser & Strauss, 1967), over the quantity.

Table 1 - **Sample Profile**

Demographics	Percentage
Age Composition	
20 to 30 years	25.6%
30 to 40 years	53.5%
40 to 50 years	20.9%
Gender Profile	
Male	56.3%
Female	43.7%
Occupational Profile	
Professional/ Service	63.4%
Self-Employed	8.1%
Student	28.5%

Source: The Author's Own Analysis

From a general set of questions, a move to specific opinions from people was made (Bernhard, 1988). Questions related to their travel history before pandemic, the pandemic effects on them, their travel plans post pandemic, destinations or themes of their choice were asked. People were encouraged to speak freely. Average duration of interview per respondent was 51.3 minutes and the study was conducted from December 2020 to February 2021. The stage-by-stage analysis steps are depicted in figure 1 for lucid understanding of the audiences. After the data was gathered from the interviews, the sequential steps involved coding and classification of the data followed by reading and revisiting the interview responses to derive meaningful interpretations out of it.

Figure 1 - Stage by Stage Methodology for data analysis
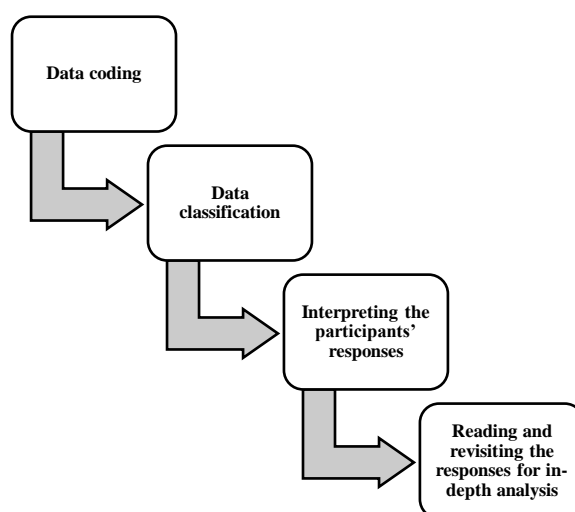
Source: The Author's Own Analysis

4. Results and discussion

Under content analysis, attempts are made to look for different data themes seen that depend on coding of data, code categorization based on similarity and finally analysing them for deriving out interpretations (Creswell, 2007). A search for evidence for revenge travel was made with reading and re-interpretation of the respondent opinions (Glaser & Strauss, 1967). And the findings did show towards the presence of this concept. The following statements justify this:

> "For me, it is important to have at least one holiday with my family a year.... I deserve that much at least after managing home and work. But this pandemic has changed that. So when the situation got a little bit better we all went to Goa for new year celebrations for a week to enjoy to release the pandemic frustration." (Female, 26)

> "This recent pandemic has made me realize that we must enjoy ourselves before it's too late later. I have prepared a travel plan and list of activities to do once things become normal, I will go to the mountains for trekking and to the open seas for surfing with my friends for the thrill of it....... Yes Himalayas and Kovalam beach (Tamil Nadu) would be best for them." (Male, 22)

"I would go for a solo-trip to the valleys of Gangtok, to de-stress myself of the online work from home stuff." (Male, 34)

An attempt was made to understand the most frequently stated words related to the behavior of revenge travel. Figure 2 depicts a funnel chart for the top seven stated words along with their respective frequencies that includes the likes of de-stress, YOLO (meaning You Live Only Once), wanderlust etc. The presence of these words also reflects towards the presence of the feelings of revenge travel among the sample.

Figure 2 - Funnel Chart Analysis of Top 7 words
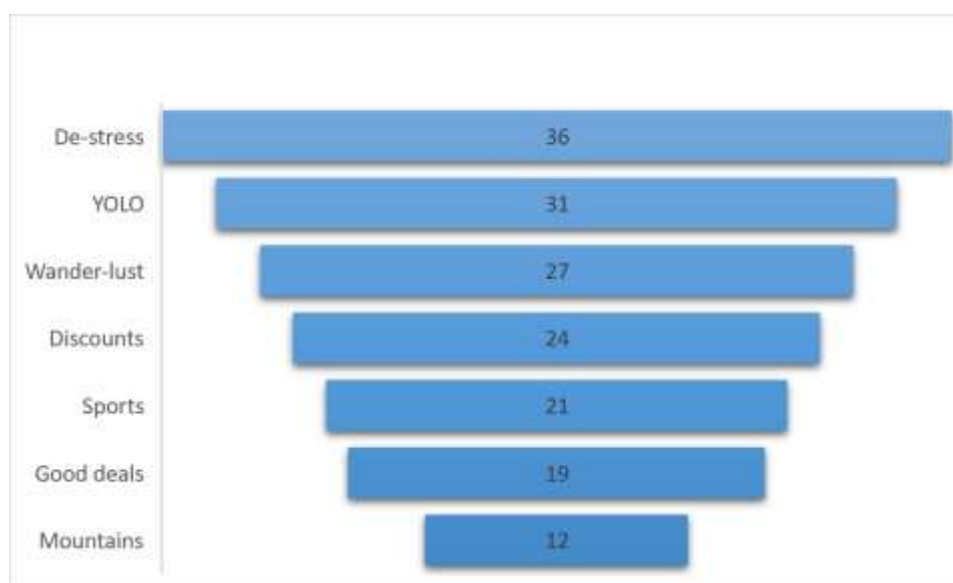
Source: The Author's Own Analysis

The need for de-stressing came as the strongest reason behind revenge travel. The emotional stress that people faced by being restricted to their homes for over a year and also carry work-duties from there was a major reason of the stress experienced which they wish to de-stress using revenge travel. Another reason was the wanderlust feeling that people experienced due to their inability to travel because of the COVID pandemic. The following statements justify these two reasons for the revenge travel-

"Manging office work from home is tougher, sometimes I go crazy. My stress levels sometimes make me angry also. If only I could go out to somewhere far for a breather for myself." (Male, 41)

"It gets depressing as a woman. Even my husband and kids are not at fault, but I get irritated. I will definitely treat them with a royal vacation at Udaipur to make up for those times... the thought of vacation makes me feel so good." (Female, 37).

Apart from de-stressing and wanderlust, the feeling to enjoy and take advantage of the bargain deals available were the other reasons behind revenge travel plans.

"I will take my parents to Madurai. They always wished to visit there. They have been very bored for the past one year. The trip will make them happy. Also, I

273

feel I can afford to stay in a decent hotel including food, seeing the current discounts offered." (Female, 33)

"We are a family of five, and I had got my work from home arrangement till 31st December 2020. So I took them to a luxury resort at Jaipur, where I could easily manage office work, my family could enjoy. Getting the bargain deal, with wi-fi and food expenses covered helped me save a good amount of money on my trip." (Male, 39).

The findings also helped in knowing the people preferences for the themes or destinations that they visited or wished to visit as per their revenge travel plans. The stated themes or destinations were different. But one important trend was that all expressed only domestic options, not the international ones, as mentioned in the literature review (Bologna, 2021; Dan, 2021; Enger, et al., 2020; Shadel, 2020). Table 2 shows the findings related to the travel themes and destinations as found in the qualitative study.

Table 2 - **Travel Themes and Destinations found in the Qualitative Study**

Travel Themes	Travel Destinations
Adventurous sports	Goa
Water sports	Himalayas
Scenic beauty	Kovalam beach (Tamil Nadu)
Heritage sites	Gangtok
Mountains	Udaipur
Road trip	Jaipur
Solo trip	Madurai
Resort Holiday	Manali
	Gujarat
	Nainital
	Rishikesh
	Agra
	Jim Corbett National Park

Source: The Author's Own Analysis

An attempt to visualize the various travel themes and destinations has been made in the figure 3 and 4 respectively.

Figure 3 - Pie-Chart Analysis of Different Travel Themes
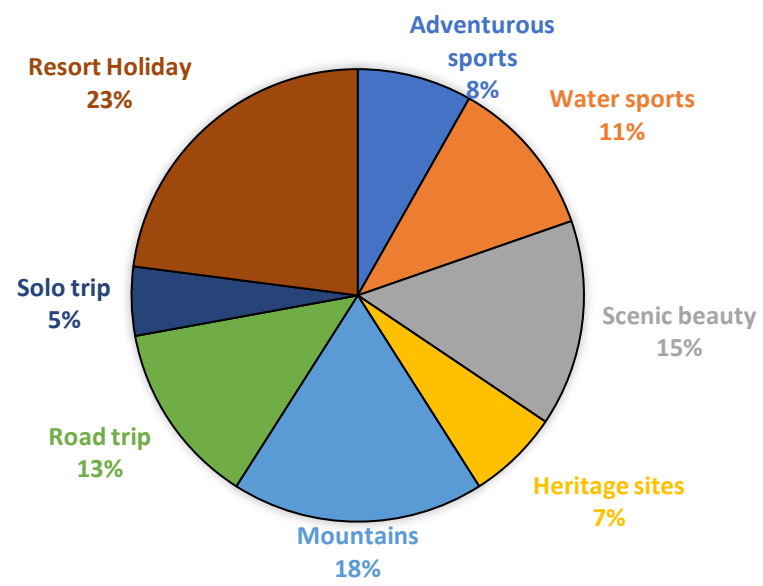
Source: The Author's Own Analysis

Figure 4 - Tree Map of Different Travel Destinations
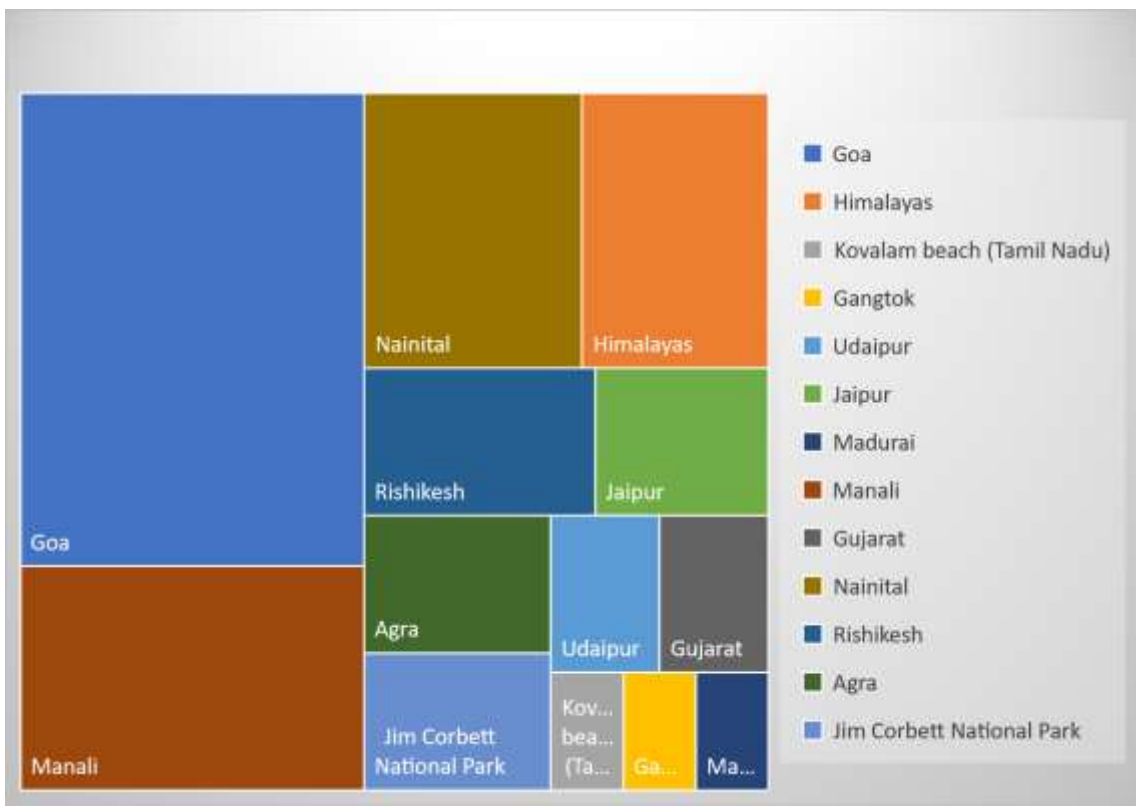
Source: The Author's Own Analysis

All the four reasons- to de-stress oneself, a passion for wanderlust, for sheer enjoyment and to avail the attractive bargain deals available to enjoy revenge travel as found in the study are shown in the figure 5 below.

Figure 5 - Reasons for Revenge Travel
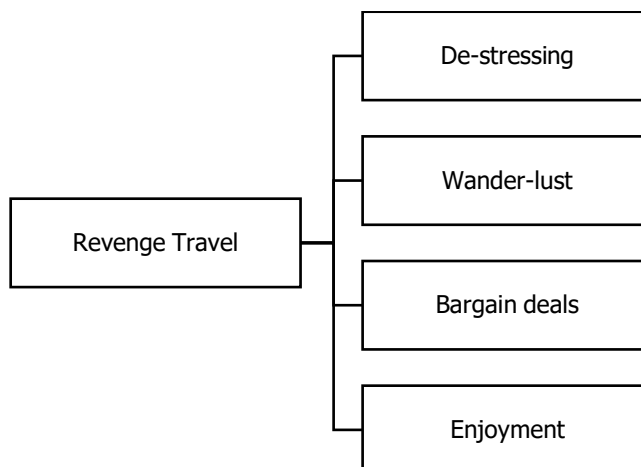
Source: The Author's Own Analysis

On an initial glance, one may feel that these motivations behind revenge travel are the primary considerations of any typical travel trip. But on closer analysis one must understand that the primary motivations behind revenge travel is need to de-stress oneself and the desire for wanderlust due the hollowness that one experienced owed to the pandemic blues. While if one plans for a typical trip or travel, let's say minus the pandemic influence, then for them the primary motivation is enjoyment and fun. Thus, the change in the ordinal rankings of the key motivations behind revenge travel reflect the "new" typology of travel indeed. Also, owed to the job and pay-cuts attributable to the covid induced aftermaths, bargain deals and discount offers have become key consideration for revenge travel, that may not be even a consideration in normal times travel if the price justifies the fun experienced.

5. Concluding remarks

The pandemic's end no one can tell for sure, but new and changing concepts will for sure impact our lives. While the retail sector will see a rise in sales of home appliances, garments, fashion items due to revenge buying (Choi, 2020; Malhotra, 2021). The dull travel and tourism domain of the service sector can get boost due to the new concept of revenge travel as seen in the literature studies (Bologna, 2021; Dan, 2021; Enger, et al., 2020; Handu, 2020; Shadel, 2020) and also the findings of the study. With the fall in case numbers, rise in vaccinated people and building of travel confidence among people, they will truly enjoy and feel happy to travel and enjoy, what they have missed so much over past one year or so as seen in the respondents' views.

The first reason that emerged as peoples' preference for revenge travel is to de-stress themselves from the pandemic, work, and other emotional pressures that they all have experienced, which concurs with the past studies also (Enger, et al., 2020; Handu, 2020). The

passion for wanderlust emerged as the second reason for revenge travel, which precisely summarizes the desire to travel far from their homes, where people had been stuck up due to lockdowns, restrictions or work from home reasons as seen in literature (Bologna, 2021; Handu, 2020). The attractive and tempting bargain deals which made the cost of travel and expenditures of trip a bit reasonable for the people emerged as another objective reasons for revenge travel as stated by Kholkar (2021) and Shadel (2020). For some people mere enjoyment was also a reason for revenge travelling as indicated by Bologna (2021).

While COVID-19 has made it very difficult for the travel and tourism sector to survive and has made their rate of growth negative, but the concept of revenge travel is like a hope for this sector (Bologna, 2021; Enger, et al., 2020; Revenue Hub, 2021). While an increase in the international travel and tourism may not be possible soon, but surely there lies hope for the growth in domestic tourism as shown by the findings of this article. Also as found in the study destinations with nature, hills, seas, beaches, will all be quite in demand over the coming months for people wanting to relax and desire for travel. Such places can also offer people to enjoy themselves and have good time with family. Also, as a theme water sports, other adventurous sports and resort-based vacations stays are quite popular among people.

6. Research implications

The COVID pandemic has increased the wanderlust for travel to more than ever. Travel industry must make efforts to provide a safe and sanitized environment to the visitors at their places. They must offer them attractive deals and combo packages to people and can also offer them individual discounts to them. Moreover, people will do revenge travel for relaxation, enjoyment and fulfilling their wander-lust desire, so the travel industry professionals must make sure of providing that comfort and relaxed atmosphere to the people and offer them the best experience they can.

Not only they should provide a better experience for travel, but also ensure an environment where all the COVID related SOPs (standard operating procedures) are strictly followed. Moreover, with trend showing that outdoor sports and activities like camping and hiking will be in good demand, the travel professionals can make plans and preparations for implementing all necessary requirements and safety measures to be present beforehand. The rush of tourists at holiday places like Thailand, Phuket, Malaysia and even Goa in India during the holiday season of Christmas and New year, already shows the popularity of such places among people. Thus, the travel industry should be ready with the plans and strategies for welcoming people in form of revenge travel in coming months.

This article has tried to make people aware of the new concept of revenge travel. The important reasons for revenge travel as found here are, de-stressing, wanderlust, enjoyment and bargain deals available. More studies further can look to construct a scale to measure this new concept. The related challenges of this concept can be studied further, as they are not looked into in this study. Also, people have an interest in taking solo trips or road trips

to places, and more research can be done in this area to find more important findings. Since this study has analysed the qualitative opinions of people belonging to one country, it would be worthwhile to analyse such opinions for people across countries and regions, which can validate as well as support the findings of this study and bring new insights for the travel and tourism sector further.

References

Agarwal, V. (2020, March 30). Covid-19 and Tourism. KPMG India. Retrieved from https://home.kpmg/in/en/blogs/home/posts/2020/03/covid-19-and-tourism-travel-hospitality-and-civil-aviation.html

Bah, M. (2021, May 29). Travel is making a comeback as some "revenge travel". Dayton247Now. Retrieved from https://dayton247now.com/news/local/travel-is-making-a-comeback-as-some-revenge-travel

Bernhard, R. (1988). Research Methods in Cultural Anthropology. Newbury Park, CA: Sage Publications.

Bologna, C. (2021, March 19). 'Revenge Travel' Will Be All The Rage Over The Next Few Years. Huffpost. Retrieved from https://www.huffpost.com/entry/revenge-travel-future_l_6052b724c5b638881d29a416

Brunk, K. H. (2010). Exploring origins of ethical company/brand perceptions—A consumer perspective of corporate ethics. Journal of Business Research, 63(3), 255-262. doi: 10.1016/j.jbusres.2009.03.011

Choi, J. H. (2020, July 16). 'Revenge shopping' on rise as alternative to summer vacay. Korean Herald. Retrieved from http://www.koreaherald.com/view.php?ud=20200716000605

Creswell, J. W. (2007). Qualitative inquiry and research design: Choosing among five approaches (2nd ed.). Thousand Oaks, CA: Sage Publications.

Dan, R. (2021, April 1). Revenge Travel: The Post-Pandemic Trend That's About to Explode. Worth. Retrieved from https://www.worth.com/revenge-travel-the-post-pandemic-trend-thats-about-to-explode/

Darshan, S., & Krishnegowda, Y. T. (2020). The Collision of Pandemic Covid-19 on Luxury Market in India. Dogo Rangsang Research Journal, 7(1), 104-111. Retrieved from http://drsrjournal.com/no_1_july_20/10.pdf

Enger, W., Saxon, S., Suo, P., & Yu, J. (2020). The way back: What the world can learn from China's travel restart after COVID-19. McKinsey & Company. Retrieved from https://commscouncil.nz/downloads/The_way_back_What_the_world_can_learn_from_Chinas_travel_restart.pdf

Glaser, B. G. & Strauss, A. L. (1967). The Discovery of Grounded Theory. Strategies for Qualitative Research. Chicago: Aldine.

Handu, A. (2020, August 15). The Beguiling World of Revenge Travel. Outlook Traveller. Retrieved from https://www.outlookindia.com/outlooktraveller/explore/story/70774/what-is-revenge-travel

Kholkar, S. (2021, April 26). Post-Pandemic travel trends: Armed with vaccine certificates, tourists wait to undertake revenge travel. Financial Express. Retrieved from https://www.financialexpress.com/lifestyle/travel-tourism/post-pandemic-travel-trends-armed-with-vaccine-certificates-tourists-wait-to-undertake-revenge-travel/2240353/

Malhotra, S. (2021). Empirical Scale for Revenge Buying Behaviour: A Curious Consequence of Pandemic. BIMTECH Business Perspective, 3(1), 1–14. Retrieved from https://www.bimtech.ac.in/Uploads/image/1716imguf_BSP_SuzaneeMalhotra-Revised.pdf

McCracken, G. (1988). The long interview (Vol. 13). Newbury Park, CA: Sage.

Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior. Journal of Consumer Affairs, 35(1), 45-72. doi: 10.1111/j.1745-6606.2001.tb00102.x

Pandey, K. (2020, May 30). What is Revenge Buying?. Times Now News. Retrieved from https://www.timesnownews.com/business-economy/economy/article/what-is-revenge-buying /599050

Revenue Hub. (2021). Revenge Travelling After COVID-19 – What Will it Look Like? Oaky. https://revenue-hub.com/revenge-travel-covid19-what-look-like/

Shadel, J.D. (2020, July 29). 'Revenge travel' is the phenomenon that could bring back tourism with a bang. Washington Post. Retrieved from https://www.washingtonpost.com/travel/2020/07/29/revenge-travel-is-phenomenon-that-could-bring-back-tourism-with-bang/

Sinkovics, R. R., Penz, E., & Ghauri, P. N. (2005). Analysing textual data in international marketing research. Qualitative Market Research: An International Journal, 8(1), 9-38. doi: 10.1108/13522750510575426

Shetty, P. (2021). The impact of covid-19 in the Indian tourism and hospitality industry: brief report. Journal of Tourism & Hospitality, 10(1), 455. Retrieved from https://www.journalijar.com/article/35360/impact-of-covid-19-on-the-tourism-industry-in-india/

Statista. (2021, March 17). Travel and tourism industry in India - statistics & facts. Statista Research Department. Retrieved from https://www.statista.com/topics/2076/travel-and-tourism-industry-in-india/

Sykes, W. (1990). Validity and reliability in qualitative market research: A review of the literature. Journal of the Market Research Society, 32(3), 289–328. Retrieved from https://psycnet.apa.org/record/1991-06187-001

Travel Trends. (2020, November 5). What is Revenge Travel and why do we do it?. The Times of India. Retrieved from https://timesofindia.indiatimes.com/travel/things-to-do/did-you-know-about-these-desi-halloween-festivals/as78927229.cms

Yang, V., & Kidron, E. (2020, August 16). Revenge consumption — the new shopping trend that can shake up sleepy markets post-Covid. The Print. Retrieved from https://theprint.in/india/revenge-consumption-the-new-shopping-trend-that-can-shake-up sleepy -markets -post-covid/481065/

#128 | Visual analysis of the projected image of destination: The case of the visitalgarve.pt website

#128 | Análise visual da imagem projetada do destino: o caso do website visitalgarve.pt

Ana Sousa

ana.c.sousa@ipleiria.pt; Polytechnic Institute of Leiria, CiTUR, Portugal

Sónia Pais

sonia.i.pais@ipleiria.pt; Polytechnic Institute of Leiria, CiTUR, Portugal

Abstract

The aim of this study is to analyze the visual content of the website visitalgarve.pt, in order to verify which online image is projected.

Despite the lack of consensus on a scale for measuring the image of the tourist destination, some attributes are usually determined for this analysis, such as climate, accommodation, historical and cultural, among others.

The methodology used was the analysis of the visual content of the website visitalgarve.pt. For this, a sample of 1601 photographs and videos was used. The images were collected using the ImageDownloader extension.

After a first selection of images, two researchers, separately, analyzed the photographs and videos and coded them into subcategories, considering their content, description, and captions.

The projected image of the Algarve is based on its natural attributes, on the accommodation it provides to tourists and on the diversity of tourist attractions and less on the attributes "culture and art", "people" and "flora and fauna".

This study identifies the visually projected strengths and weaknesses of the Algarve image. The indication of two new cognitive dimensions allows the Destination Management Organizations (DMO) to highlight the attributes that comprise them, as a differentiating and motivating factor for tourists to visit a particular destination.

Keywords: Algarve; Image attributes; Image of the destination; Visual content.

Resumo

O objetivo deste estudo é fazer uma análise do conteúdo visual do website visitalgarve.pt, no sentido de verificar qual a imagem online projetada do Algarve.

Apesar da falta de consenso quanto a uma escala de medição da imagem do destino turístico, são geralmente identificados alguns atributos que ajudam a esta análise, como é o caso do clima, alojamento, atrações históricas e culturais, entre outros.

A metodologia utilizada foi a análise do conteúdo visual do website visitalgarve.pt. Para isso, foi utilizada uma amostra de 1601 fotografias e vídeos. As imagens foram recolhidas através da extensão ImageDownloader. Depois de uma primeira seleção das imagens, dois investigadores, separadamente, analisaram as fotografias e vídeos e codificaram-nos em subcategorias, tendo em conta o seu conteúdo, descrição e legendas.

A imagem projetada do Algarve assenta nos seus atributos naturais, nas acomodações que proporciona aos turistas e na diversidade de atrações turísticas e menos nos atributos "cultura e arte", "pessoas" e "flora e fauna".

Este estudo identifica os pontos fortes e fracos projetados visualmente da imagem do Algarve. A indicação de duas novas dimensões cognitivas permite que as Organizações de Marketing de Destino (OMD) deem destaque aos atributos que as integram, como fator diferenciador e motivador para os turistas visitarem determinado destino.

Palavras-chave: Algarve; Atributos da imagem; Conteúdo visual; Imagem do destino.

1. Introduction

Online Destination Management Organizations play a fundamental role in attracting tourists to visit a particular destination because they are responsible for the formation of its induced image.

The rapid development of the internet and social media has brought new challenges and opportunities, affecting the way Images of Destination are projected.

Destination Management Organizations (DMO) not only play a leading role in promoting and creating the public image of destinations, but they also have a profound impact on the long-term development of destinations (Lončarić, & Marković, 2013).

The popularity of the image on social networks and on the official websites of the DMO is due to the attempt by these organizations to try to recreate a sense of proximity and familiarity between the destination and the tourist (Hays, Page, & Buhalis, 2013; Jeong, Holland, Jun, & Gibson, 2012; Xiang & Gretzel, 2010). In this sense, this investigation analyzed the visual content of the visitalgarve.pt website in order to understand the projected attributes of the destination and enunciated two new proposals of cognitive dimensions for analyzing the image of the destination: Events and Health and Well-Being.

2. Literature review
2.1. Tourist Destination Image (Definitions, components, and formation of the Destination Image)

The image of tourist destinations has been the object of study by different researchers for over two decades (Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Baloglu & Mccleary, 1999; Gallarza, Saura & Garcia, 2002; Pike, 2007; Tasci & Gartner, 2007, Cardoso & Breaa, 2012, Loureiro & Araújo, 2015, Nghiêm-Phú, 2014, Lai & Li, 2015, Martichiello & Carvalho, 2016, Añaña et al., 2016, Hunter, 2016, Dias & Cardoso, 2017). During this period different definitions of Image of the Tourist Destination (ITD) emerged, which had different problems (Gallarza, Saura & Garcia 2002; Josiassen et al. 2015; Lai & Li 2012; Tasci, Gartner & Cavusgil, 2007). Lai e Li (2015) state that the main thing is that the concept itself is vague and imprecise, that is, it does not have a clear meaning.

Despite the researchers' efforts to reduce this imprecision, the definitions presented to the ITD resulted in doubts about the usefulness of this construct, lack of communication among academics (Tasci, Gartner & Cavusgil, 2007) and limited progress in the true definition of Image of the Tourist Destination.

In the literature on the subject, Crompton (1979:18) defined ITD as "the sum of beliefs, ideas and impressions that a person has of destination". While Baloglu and McCleary (1999) define it as "a global impression about a destination". Furthermore, Lawson and Baud-Bovy (1977) suggest that the idea of destiny image is the expression of all objective knowledge, prejudice, imagination and thoughts of an individual or group about a specific place.

For San Martín and Rodriguez (2008), the image is only subjective because it is highly dependent on the perception and interaction with other travelers, through their personal accounts of the destination.

In the most recent literature on the subject, Brea and Cardoso (2011) define the image of the tourist destination as a set of impressions about a place outside the tourist's area of residence, where ITD is characterized as a result of knowledge, beliefs, feelings and global impression, endowed with affection and cognition, which remains, or not, in the tourist's mind. Hallman et al. (2015) report that IDT is summarized as a set of impressions and ideas that people have about the tourist destination, while Loureiro and Araújo (2015) define the Image of the Tourist Destination as a cluster of knowledge, feelings and impressions regarding the destiny. For Martichiello and Carvalho (2016), ITD is a global representation of the destination for the tourist, a result of human perception. As for Añaña et al. (2016, 318) the concept is the result of a mental representation formed and organized over time.

In an effort to synthesize the main definitions of Tourism Destination Image, Lai and Li (2015:10) proposed a more elaborate definition of ITD: "A voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasi-perceptual mental (i.e., private, nonspatial, and intentional) experience held by tourists about a destination. This experience

overlaps and/or parallels the other mental experiences of tourists, including their sensation, perception, mental representation, cognitive map, consciousness, memory, and attitude of the destination".

In addition to defining the image, its components or dimensions also help to clarify the concept. Thus, there is a broad consensus in the literature on the topic that the image of the tourist destination is made up of three components, which, although different, are related: cognitive, affective, and conative (McCleary, 1999; Beerli & Martin, 2004; Gartner, 1993; Pike, 2007; Mak, 2017; Pan & Li, 2011; Martín-Santana et al., 2017; Xiong, Hashim, & Murphy, 2015).

The cognitive component is the result of the image and attributes of the tourist destination that has the ability to attract tourists (Brea & Cardoso, 2011). Reflects knowledge and beliefs about a destination, that is, tourists' assessments of the destination's perceived attributes (Stylos et al., 2017). The affective component refers to emotions, feelings, and attachment to a destination (Hallmann et al., 2015). This dimension is the result of the positive or negative perceptions that the tourist has in relation to the destination (Loureiro & Araújo, 2015). Based on cognitive and affective assessments, there is a conative one, which refers to the travelers' behavioral intentions, that is, to the action component that is built in the cognitive and affective phase (Dann, 1996, 49) and which simplifies the decision process (Lin et al., 2009, Qu et al., 2011; Stylidus et al., 2017). The conative component refers to how each individual acts in relation to a destiny based on their beliefs and knowledge (cognitive component) and feelings (affective component) that they have about the destiny (Michaelidou, Siamagka, Moraes, & Micevski, 2013). Thus, the conative component of an Image of Destiny (ID) refers to the individual's concrete behavior or intention to revisit and recommend destiny to others. Thus, the cognitive component seems to be prior to the affective component and their combination results in the global image of the destination (Baloglu & McCleary, 1999; Stylidis et al., 2017).

Destination image formation can be selected as induced (supply side), autonomous (independent) and organic (demand side) (Saraniemi, 2011). Induced image is how DMO seek to attract the attention of potential tourists through marketing materials such as brochures, videos and, more recently, the Internet and social media (Xu & Ye, 2018). The objective is to attract visitors to the destination and, therefore, Marketing actions should focus on providing tourists with quality information (Martichiello & Carvalho, 2016).

The destination image can also be formed autonomously, that is, through independent information sources that provide an overview of a destination, for example through documentaries and films (Bricker & Donohoe, 2015) and from organic sources, that is, non-commercial, for example, through experiences or WOM (Word of Mouth), in this case the subject forms his impressions and opinions from the media and the opinion of others (Cardoso & Marques, 2015).

Organic sources, with the development of ICT (Information and Communication Technologies) and social networks have been gaining ground, because if previously the image of destinations was sold by suppliers, today this role is also played by consumers (Akehurst, 2009).

This power is mainly reflected through User Generated Content (UGC), that is, content that is produced and published by (non-professional) individuals, through the publication of photographs and the stories they narrate of their experiences at the destination.

In this sense, it can be said that travelers are co-creators of Destiny Image (DI) (Burns, Palmer, Lester & Bibbings, 2010).

The most recent studies prefer to talk about the perceived image and the projected image of the destination (Scarles, 2016; Song & Kim, 2016, Mak, 2017, Kuhzady & Ghasemi, 2019). The projected image can be transmitted by the DMO, as well as through other sources of information, while the image perceived by tourists is formed through the reception and the way they deal with the information they receive from different sources, as in the case of networks social and e-WOM. As Song and Kim (2016) refer, the projected image is created by the marketing activities of the DMO, while the image is perceived by the experiences of travelers.

The projected target image is generally divided into two groups: textual and visual. The textual is related to the text content shared by the DMO, while the visual or pictorial refers to the images shared by the DMO, mainly on the Internet (X. Li & Wang, 2010).

2.2. The projected image of the destination (formation, results, and measurement)

The rapid development of the internet and social networks has brought new challenges and opportunities for both tourists and tourist destinations (Schmalleger & Carson, 2008) because it has changed information search and tourist purchasing behaviors, affecting the way in which the Images of Destiny are formed (Kislali, Kavaratzis & Saren, 2016).

These authors argue that online communication technologies and, in particular, social networks facilitate and encourage quick interactions, not only between companies (such as DMO) and consumers, but also among consumers themselves.

If previously the DMO controlled the messages in the different media and tried to convey the image of the destination that tourists wanted, today this is not entirely possible due to the content generated by users of social networks and the internet in general. However, some authors (Ayeh et al., 2013; Bronner & Hoog, 2011; Prebensen et al., 2010) remind that, although the traditional WOM is normally considered a credible source, the situation is not the same with the e-WOM.

In this sense, Kislali, Kavaratzis and Saren (2016) developed a study on the process of formation of the image of the destination, which, compared to previous studies, included the inclusion of sociocultural factors and technology in this process of formation of DI.

The authors argue that most studies on the formation of the image of destiny do not explore the holistic nature of DI, they focus on the study of DI through the sum of its individual attributes, which makes it difficult to capture holistic meanings, atmospheres and auras at a destination.

Another problem that the authors point out is the fact that most researchers do not use ID as a single term, but to cover various aspects and types of Destination Image, which reflects the complexity of the concept. In this sense, Kislali, Kavaratzis and Saren, (2016) proposed a re-conceptualization of DI, through a more holistic approach and integrating sociocultural factors.

Figure 1 – Conceptualization proposal for the formation of the Destination Image
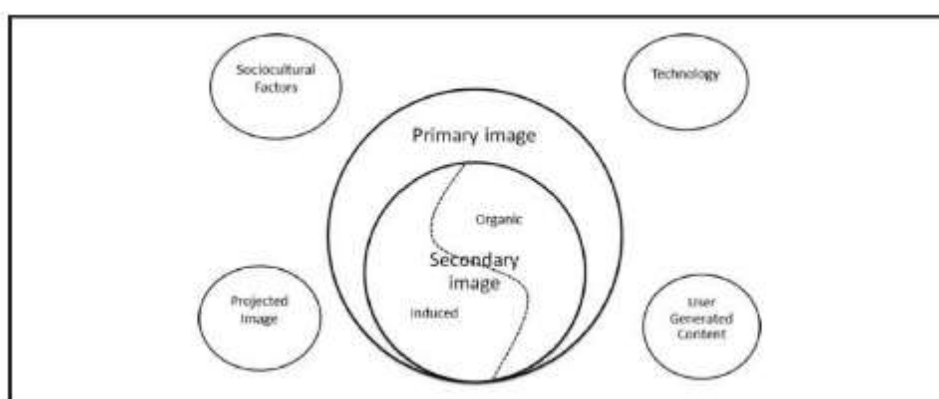
Source: Kislali, Kavaratzis and Saren (2016)

According to the authors, the added value of this proposal is to assume the important role of the various influencing factors in the formation of DI.

Figure 1 shows that an DMO starts projecting an image through different communication channels. This is the desired image that DMO wants to create in the minds of potential travelers (Mak, 2011).

However, as individuals may have some information about specific destinations through organic sources such as television, internet, books, magazines, relatives and friends, they almost inevitably have an organic image in their minds (Gartner, 1994; Jenkins, 1999). Therefore, when you receive promotional messages from different communication channels, the organic images in your mind may or may not change (Ekinci, 2003; Tasci & Kozak, 2006). Although this can be explained as a sequence, these organic and induced images may not be easily distinguished from each other, and the induced or organic images may be constructed earlier than the others. As these organic and induced images are constructed before actually visiting the destination, they are called secondary images (Gartner, 1994).

Figure 1 suggests that while DMO try to project a desired image, due to the effects of other sociocultural and technological factors, the influence of the projected image appears to be

limited. (Canally, 2010; Fesenmaier & MacKay (1996). So, to explore travelers' perceptions before the visit or the secondary images in their minds, these factors have to be taken into account. When someone visits a destination, the ID in their mind becomes richer and more complex.

This is called the primary image, as it is based on first-hand experience (Gartner, 1994; Jenkins, 1999). To distinguish the role of experiences in the formation of DI, both the primary and secondary image in the minds of individuals needs to be further investigated.

The four factors that appear in Figure 1, separated and highlighted outside the central circle of image formation, namely "sociocultural factors", "projected image", "technology" and "user-generated content". play a dual and very important role in shaping the Image of Destiny. First, they largely determine what the destination has to offer potential visitors. For example, it is very often the sociocultural aspects of the tourist offer that are valued by visitors, particularly when accepting the aforementioned understanding of the destination as a social construction.

Furthermore, the choice of image that will be projected by DMO indicates and implies the focus of the experience taken on the destination. Second, they are also crucial in determining the content of communication, not only between DMO and consumers, but also between consumers themselves. For example, the way technology is (official and unofficial) used by the destination's stakeholders influences what will be commented on and perceived by potential visitors. Thus, the four factors provide both content and meaning for the communication between the destination and its audience that effectively forms the DI.

The most widely used research method to measure destination ID is content analysis (Gallarza et al. (2002); Beerli & Martin (2004); Choi et al., 2007; Stepchenkova & Zhan, 2013; Pan et al., 2014; Camprubí & Coromina, 2016; Mak, 2017; Marine-Roig & Ferrer-Rosell, 2018; Kuhzady & Ghasemi, 2019;). defined content analysis as "an objective, systemic, and quantitative research approach to analyzing information content in order to reveal its variable patterns". By adopting content analysis, researchers can treat the original information according to the attributes of the destination. Given the nature of the destination image composition, some studies suggest that it is important to analyze the image components separately to understand how people evaluate and behave in relation to places (Gartner, 1993; Agapito, Valle & Mendes, 2013).

Over the years, different scales for measuring the image of the tourist destination have been proposed. However, in the literature on the subject there is no consensus on the level of dimensions or categories to be used, which has led to the construction of different scales that capture the image of the destination through the attributes of its components. The literature recognizes the lack of a universally accepted, valid and reliable scale for measuring TDI (Beerli & Martin, 2004).

Stylidis et al. (2017) point out that different attributes can induce an individual to visit a certain destination. Thus, the attributes of the cognitive component, which correspond mainly to the resources of a tourist destination, involve, among others, the landscape, climate, accommodation, restaurants, and historical and cultural attractions, which are grouped in different dimensions, such as the natural features, tourist infrastructure and amenities, attractions, social environment, accessibility (Beerli & Martin, 2004; Chen & Tsai, 2007; Lin et al., 2007; Martin & del Bosque, 2008; Chi & Qu, 2008; Wang & Hsu, 2010; Baloglu & McCleary, 1999; Chen & Phou, 2013; Mak, 2017; Kuhzady and Ghasemi, 2019).

Over the years, these authors have been adding new DI dimensions in their studies, in order to contemplate and analyze all image attributes. In the most recent studies by Mak (2017) and Kuhzady and Ghasemi (2019) the authors retrieve the DI dimensions: natural environment; infrastructure; culture and art; specific activities; food and beverage; flora and fauna; people, transportation; information; accommodation; tourist attraction; festival; leisure; religious; historic and city to analyze the visual content of the image.

2.3. The role of a DMO website in tourist destination marketing

Destination Marketing Organizations websites have become one of the most prominent forms of communication to disseminate information to potential travelers (Lončarić, & Marković, 2013; Tavakoli & Wijesinghe, 2019). The authors, when examining which information published on the websites of the DMO, tourists consider most important in choosing the destination, found that the images and texts that portray experiences are the most important.

According to Kim et al. (2009), web marketing is a critical and efficient tool that DMO use to promote their offer and reduce marketing costs. The information that tourists receive when planning a trip is a crucial factor in choosing a destination, as it is common for tourists to look for information about destinations on the Internet. Therefore, considerable attention should be paid to the design and content of the websites of the DMO (Jacobsen & Munar, 2012), whose main function is to promote their destination to various segments of the tourism market (Elbe, Hallén & Axelsson, 2009).

A DMO website represents the official vision and acts as the State's representative for a tourist destination, thus having a dramatic impact on the choice of destinations by visitors (Ip, Law & Lee, 2011), which can transform a potential visitor into a visitor real. A DMO website largely depends on technological and marketing elements (Harry & Simon, 2020).

Through these websites, DMO can offer richer interactive experiences to their users (Wu, 2018), strengthening their relationships with them (Agag & El-Masry, 2017), while increasing market share (Martínez-Sala et al., 2020) and online sales.

3. Methodology

The main objective of this research is to identify the most representative characteristics of the projected image of the Algarve on the website visitalgarve.pt. For this, a sample of 1601 photographs and videos was used.

The images and videos were collected from the website in May and June 2020. In the case of images, they were downloaded using the ImageDownloader extension. Afterwards, a selection of photographs was carried out by a researcher, in order to avoid their repetition. The result of this selection was sent to another investigator. Each investigator performed, separately, an analysis of the visual content of the photographs and videos. Both in the case of photographs, as in the case of videos, each image was treated as a unit and then coded into subcategories, based on the direct analysis of the topic covered and also the analysis of the captions and description of the photos. All images collected were counted in a maximum of two subcategories identified in each DI dimensions (ex: river; sea/beach).

The subcategories found comprise 13 cognitive dimensions: Natural environment; Infrastructure; Culture and Art; Specific activities; Food and Beverage; Flora and fauna; People; Transport; Accommodations; Tourist Attraction; Urban landscape; Events; and Health and Well-Being. The cognitive dimensions presented in this study are also used in the study by Mak (2017) and Kuhzady and Ghasemi (2019), and the authors of this article proposed the integration of two new dimensions: Events and Health and Well-Being.

4. Results and discussion

The analysis of the visual content of photographs and videos on the website visitalgarve.pt shows that the cognitive dimensions: "Natural environment" (35.7%), "Accommodations" (35.4%) and "Tourist Attractions" (16.1%), are the most represented.

In the case of the "Natural environment" dimension, there is a particular emphasis on the subcategory Sea/Beach (27.7%), which shows the importance of the sun and sea tourism product that the Algarve offers.

The "Accommodations" dimension takes second place in the ranking of the dimensions of how the Algarve projects its image as a destination, with the presentation of the different types of tourist accommodation that the region offers its visitors.

The "Tourist attractions" are diversified and allow to project an image of the Algarve, which in addition to selling the tourist product of sun and sea, also does so with golf.

Conversely, the dimensions "Culture and art" (1.4%), "People" (2.1%) and "Flora and Fauna" (3.6%) are the least represented on the site.

Two new dimensions were proposed in this study for analyzing the projected image of the Algarve: "Events" and "Health and Well-being". The "Events" dimension is projected on the website in 4.3% of the visual content, with the subcategories "Fairs and Festivals", "Concerts"

and "Exhibitions" being the most represented. As for the "Health and Well-Being" dimension, this has a 2.2% representation on the website. While this representation is not prevalent, it is significant and increasingly relevant because of the Covid-19 pandemic, in which tourists are increasingly concerned about traveling to safe destinations. The Algarve is also starting to want to establish itself as a place where you can relax and enjoy pampering, in spas, spas and meditation centers.

Table 1 - Analysis of the visual content of photographs and videos

DI Dimensions	Subcategories	DMO Frequency (n=1601)	%
Cognitive			
Natural	Mountain Range	12	0,7
	River	32	2,0
	Sea/Beach	443	27,7
	Mountain/ Hills/Countryside	14	0,9
	Lakes	5	0,3
	Waterfalls	3	0,2
	Cliffs	62	3,9
	Subtotal	**571**	**35,7**
Infrastructure	Marine	6	0,4
	Recreational port	15	0,9
	Motorway	1	0,1
	Roads	5	0,3
	Dam	3	0,2
	Chapel	6	0,4
	Stadium	13	0,8
	Aerodrome	1	0,1
	Autodrome	3	0,2
	Restaurants	83	5,2
	Bridges	6	0,4
	Congress Centre	4	0,2
	Subtotal	**146**	**9,1**
Culture and Art	Museum	12	0,7
	Folklore	3	0,2
	Processions	3	0,2
	Basketry	2	0,1
	Popular festivals	1	0,1
	Handicrafts	2	0,1
	Subtotal	**23**	**1,4**
Specific Activities	Painting	1	0,1
	Sail	4	0,2
	Shopping	5	0,3
	Golf	14	0,9
	Bodyboarding	1	0,1
	Surf	13	0,8
	Yoga	1	0,1
	Diving	12	0,7
	Climbing	4	0,2

	Skydiving	1	0,1
	Kayak	7	0,4
	Walking	8	0,5
	Cycling	24	1,5
	Ride	4	0,2
	Going boating	7	0,4
	Going out at night	4	0,2
	Karting	1	0,1
	Paddel	5	0,3
	Subtotal	**116**	**7,2**
Food and Beverage	Meal	29	1,8
	Local food	23	1,4
	Beverage	10	0,6
	Dessert	4	0,2
	Vegetable	1	0,1
	Fruit	4	0,2
	Subtotal	**71**	**4,4**
Flora and Fauna	Flora	34	2,1
	Fauna	23	1,4
	Subtotal	**57**	**3,6**
People	Social interaction	6	0,4
	Local People	9	0,6
	Sportsmen	1	0,1
	Tourists	17	1,1
	Subtotal	**33**	**2,1**
Transportations	Scooter	4	0,2
	Car	7	0,4
	Boats	42	2,6
	Motorhome	2	0,1
	Caravel	1	0,1
	Train	1	0,1
	Bike	27	1,7
	Subtotal	**84**	**5,2**
Accomodation	Hotel	193	12,1
	Hotel Apartment	37	2,3
	Aparthotel	4	0,2
	Local accomodation	96	6,0
	Tourist flats	113	7,1
	Hostel	21	1,3
	Guesthouse	11	0,7
	Village	25	1,6
	Rural Tourism	51	3,2
	Camping	2	0,1
	Residential	4	0,2
	Inn	9	0,6
	Subtotal	**566**	**35,4**
Tourist Attraction	Theme park/water park	6	0,4
	Ruins	5	0,3
	Lighthouse	7	0,4
	Salines	10	0,6
	Caves	10	0,6

	Viewpoint	4	0,2
	Fort/Fortress	17	1,1
	Palace	5	0,3
	Chapels	2	0,1
	Churches/Convent	71	4,4
	Mills	5	0,3
	Golf courses	71	4,4
	Castle/Walls	44	2,7
	Subtotal	**257**	**16,1**
Urban Landscape	Typical houses	4	0,2
	Housing	51	3,2
	Terraces	6	0,4
	Markets	14	0,9
	Subtotal	**75**	**4,7**
Events	Dance	6	0,4
	Fairs and Festivals	17	1,1
	Concerts	13	0,8
	Theatre	8	0,5
	Sports	11	0,7
	Exhibitions	14	0,9
	Subtotal	**69**	**4,3**
Health and well-being	Spa	6	0,4
	Meditation and Meditation Centres	7	0,4
	Thermal Baths	2	0,1
	Hospital / Health Centre	18	1,1
	Covid-19	2	0,1
	Subtotal	**35**	**2,2**
	Total	**2103**	**131,4**

5. Conclusion

This study explores the projected image of the Algarve region, in Portugal, through the analysis of the visual content available on the website visitalgarve.pt.

As the Algarve's tourist product is the sun and sea, the "Natural Environment" dimension, which includes the "Sea/beach" subcategory, is also highlighted on the website, with a view to privileging and extolling the resources of this region. At the same time, the hotel offer is a point that DMO highlights on the website, as well as different tourist attractions, such as golf.

On the other hand, the most neglected dimensions are the dimension "culture and art", "people" and "flora and fauna".

In this study, the inclusion of the cognitive dimensions "Events" and "Health and Well-Being" was proposed, which were not yet addressed in other investigations on the subject.

The projected image of a destination must include the wealth of products and offers that a particular destination has to offer. As events are attractive to tourists, this dimension must also integrate the attributes of a destination and contribute to its image.

In the case of the "Health and Well-Being" dimension, the authors considered this new dimension in the study due to the current pandemic situation caused by Covid-19, which the world is experiencing. Before traveling, tourists want to ensure that the destination is safe and so they look for information about it online. In this sense, DMO has to contemplate this dimension and privilege it in the sense of selling the region as a safe destination for tourists.

This study opens up new ideas of future investigation. On the one hand, it would be pertinent to replicate this work with the analysis of the textual content of the website and compare the results, on the other hand, it would be pertinent to analyze the content generated by tourists about the region and verify whether the analysis they project is similar to that projected by DMO on the website visitalgarve.pt and on the website of the Algarve Tourism Region.

A gap that this investigation denounced is the lack of interaction and integration of content generated by the region's visitors on the website. Content generated by tourists plays a key role in electronic word of mouth (eWOM), which affects the intention of others to visit a particular destination. This factor has to be taken into account by the DMO who cannot neglect the strength of content sharing among tourists.

6. Research implications

The results of this investigation have practical implications. On the one hand, there are cognitive dimensions of the image of the destination that are under-represented on the DMO website, as is the case of "Culture and Art", "Flora and Fauna" and "People", which deserved greater prominence, the Algarve region being rich in these dimensions. On the other hand, there is a highlight for its sun and sea tourist product, but even in the "Natural environment" dimension, the representativeness falls mostly in the sea/beach attribute, with the rest being not very expressive.

Although there is a commitment to sharing videos from the region, photography is still privileged and includes more cognitive dimensions. Videos essentially project the "Natural environment" dimension. Therefore, it is necessary to bet on greater diversity in the projection of the attributes of the destination.

The proposal of two new dimensions in the analysis of the projected image of the destination allows further investigations to include them in their work and for the DMO to highlight the attributes that integrate them, as a differentiating and motivating factor for tourists to visit a particular destination.

References

Agag, G. M., & El-Masry, A. (2017). Why do consumers trust online travel websites? Drivers and outcomes of consumer trust toward online travel websites. Journal of Travel Research, 56(3), 347–369. https://doi.org/10.1177/0047287516643185

Agapito, D.; do Valle, P.O.; Mendes, J.C. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. J. Travel Tour. Mark., 30, 471–481

Akehurst, G. (2009) User Generated Content The Use of Blogs for Tourism Organisations and Tourism Consumers. *Service Business*, 3, 51-61. https://doi.org/10.1007/s11628-008-0054-2

Añaña, E.S.; Anjos, F.A.; Pereira, M.L. (2016). Imagem de destinos turísticos: avaliação à luz da Teoria da Experiência e da economia baseada em serviços. Revista Brasileira de Pesquisa em Turismo. 10(2), 309-329.

Ayeh, J.K., Au, N. and Law, R. (2013), Do we believe in TripAdvisor? Examining credibility perceptions and online travelers' attitude toward using user-generated content, *Journal of Travel Research*, 52 (4), 437-452.

Baloglu, S. & Brinberg, D. (1997) Affective images of tourist destinations, Journal of Travel Research, 35, 11–15.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. Annals of Tourism Research, 26(1), 868–897.

Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research, 31*(3), 657-681.

Brea, J. F., & Cardoso, L. (2011). Tourism Destination Image: reflexão sobre as principais investigações internacionais. *Cultura: Revista de Cultura e Turismo, 5* (2), 4-18.

Bricker, K.S. & Donohoe, H. (2015). *Demystifying theories in tourism. UK:* CABI.

Bronner, F. and Hoog, R. (2011), Vacationers and eWOM: who posts, and why, where, and what?, *Journal of Travel Research*, 50 (1), 15-26.

Burns, P., Palmer, C., Lester, J-A. & Bibbings, L. (2010). Tourism and Visual Culture. UK: Cabi.

Campubrí, R. & Coromina, L. (2016), Content analysis in tourism research. *Tourism Management Perspectives,* 18, 134-140.

Canally, C.R. (2010), *An Exploration of American and Canadian Tourist Destination Images of Cuba*, unpublished, Wilfrid Laurier University, Waterloo.

Cardoso, L., & Brea, J. F. (2012). Medição da Tourism Destination Image: implicações para os markters do destino turístico. *XVII Congresso AECIT (Associação Espanhola de Especialistas Científicos em Turismo)*, pp. 1-16.

Cardoso, L., & Marques, M. A. (2015). Gastronomia e Vinhos versus "Tourism Destination Image": Análise exploratória à "Language of Tourism" dos Filmes do ART & TUR 2014. International Conference on Cinema and Tourism 2015 APTUR (Associação Portuguesa de Turismologia), 978-989.

Chen, C. & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28, 1115–1122.

Chen, C. & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269-278.

Choi, S., Lehto, X. Y., & Morrison, A. M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management, 28* (1), 118-129.

Chi, C. & Qu., H. (2008). Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach. *Tourism Management*, 29 (4), 624-636.

Wang, C. & Hsu, M. (2010) The Relationships of Destination Image, Satisfaction, and Behavioral Intentions: An Integrated Model, Journal of Travel & Tourism Marketing, 27:8, 829-843. https://doi.org/10.1080/10548408.2010.527249

C. Ip, R. Law, H. A. Lee. (2011). A review of website evaluation studies in the tourism and hospitality fields from 1996 to 2009. *International Journal of Tourism Research*, 13(3): 234-265. https://doi.org/10.1002/jtr.815

Crompton, J.L. (1979). Motivations for pleasure vacation, *Annals of Tourism Research*, 6 (4), 408-424.

Dann, G. M. S. (1996). Tourists' Images of a Destination- An Alternative Analysis. *Journal of Travel and Tourism Marketing* 5 (1/2), 41–55.

Dias, F., & Cardoso, L. (2017). How can brand equity for tourism destinations be used to preview tourists' destination choice? An overview from the top of Tower of Babel. *Tourism & Management Studies,* 13 (2), 13-23. https://doi.org/10.18089/tms.2017.13202

Echtner, C., & Ritchie, B. (1991). The Meaning and Measurement of Destination Image. *The Journal of Tourism Studies, 2* (2), 2-12.

Ekinci, Y. (2003), From destination image to destination branding: an emerging area of research, *E-Review of Tourism Research (eRTR)*, 1 (2), 21-24.

Elbe, J., Hallén, L. & Axelsson, B. (2009). The Destination-Management Organisation and the Integrative Destination-Marketing Process. *International Journal of Tourism Research*, 11(3), 283-296. https://doi.org/10.1002/jtr.695

Fakeye, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time, and repeat visitors to the Iowa Rio Grande Valley. *Journal of Travel Research,* 30(2), 10–15.

Fesenmaier, D. and MacKay, K. (1996), Deconstructing destination image construction, *Tourism Review*, 51 (2), 37-43.

Gallarza, M. G., Saura, I. G., & Garcia, H. C. (2002). Destination image: Towards a Conceptual Framework. *Annals of Tourism Research, 29* (1), 56-78.

Gartner, W. (1993). Image Formation Process. In M. Uysal & D. R. Fesenmaier (Eds.), *Communication and channel systems in tourism marketing*. New York: Haworth Press

Gartner, W.C. (1994), "Image formation process", *Journal of Travel & Tourism Marketing*, 2 (2/3), 191-216.

Gretzel, U. (2006), "Consumer generated content – trends and implications for branding", *E-Review of Tourism Research (eRTR)*, 4 (3), 9-11.

Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived Destination Image: An Image Model for a Winter Sports Destination and Its Effect on Intention to Revisit. *Journal of Travel Research, 54* (1), 94-106. https://doi.org/10.1177/0047287513513161

Harry, C. and Simon, L. (2020), Comparative Analysis of DMO Website Features: A Case Study of Three Asian Tourism Destinations. *Journal of Business Administration Research,* 3 (1). https://doi.org/10.30564/jbar.v1i3.1020

Hays, S., Page, S. J. & Buhalis, D. (2013). Social media as a destination marketing tool: its use by national tourism organisations. *Current issues in Tourism*, 16(3), 211-239.

Hunter, W. C. (2016). The social construction of tourism online destination image: A comparative semiotic analysis of the visual representation of Seoul. *Tourism Management, 54*, 221-229. https://doi.org/10.1016/j.tourman.2015.11.012

Hvass, K.A. and Munar, A.M. (2012), The takeoff of social media in tourism, *Journal of Vacation Marketing*, 18 (2), 93-103.

Ip, C., Law, R. & Lee, H. (2011), A review of website evaluation studies in the tourism and hospitality fields from 1996 to 2009, *International Journal of Tourism Research*, 13 (3), 283-296.

Jacobsen, J.Kr.S. and Munar, A.M. (2012) Tourist Information Search and Destination Choice in A Digital Age. *Tourism Management Perspectives*, 1, 39-47. http://dx.doi.org/10.1016/j.tmp.2011.12.005

Jenkins, O. (1999). Understanding and Measuring Tourist Destination Images. *International Journal of Tourism Research*, 1, 1-15.

Jeong, C., Holland, S., Jun, S. H. & Gibson, H. (2012). Enhancing destination image through travel website information. *International Journal of Tourism Research*, 14(1), 16-27.

Josiassen, A., Assaf, A., Woo, L & Kock, F. (2015). The Imagery–Image Duality Model: An Integrative Review and Advocating for Improved Delimitation of Concept. *Journal of Travel Research*. 1-15. https://doi.org/10.1177/0047287515583358

Kim, Y.H., Yuan, Y., Goh, B.K., Antun, J.M. (2009). Web Marketing in Food Tourism: A Content Analysis of Web Sites in West Texas. *Journal of Culinary Science & Technology* 7 (1), 52-64

Kislali, H., Kavaratzis, M., Saren, M. (2016). Rethinking destination image formation, *International Journal of Culture, Tourism and Hospitality Research*, 10 (1), 70-80. https://doi.org/10.1108/IJCTHR-05-2015-0050

Kuhzady, S. & Ghasemi, V. (2019). Pictorial analysis of the projected destination image: Portugal on Instagram. *Tourism Analysis*, 24, 43-54.

Lai, K. & Li, X. (2015), Tourism Destination Image: Conceptual Problems and Definitional Solutions, *Journal of Travel Research*, 1-16.

Lai, Kun, Li, Yiping (2012). Core-Periphery Structure of Destination Image: Concept, Evidence and Implication. *Annals of Tourism Research* 39 (3), 1359–1379.

Lawson, F. & Baud-Bovy, M. (1977). Tourism and Recreation Development. London: The Architectural Press.

Lian, T. & Yu, C. (2017) Representation of online image of tourist destination: a content analysis of Huangshan. *Journal of Tourism Research*. 22(10), 1063-1082.

Lin, C., Morais, D., Kerstetter, D. & Hou, J. (2007). Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations. *Journal of Travel Research*, 46 (2), 183-94.

Lin, C.-T., & Huang, Y.-L. (2009). Mining tourist imagery to construct destination image position model. *Expert Systems with Applications*, 36, 2513-2524 https://doi.org/10.1016/j.eswa.2008.01.074

Lončarić, B. & Gligora M. (2013), Importance of DMO Websites in Tourist Destination Selection. 23rd CROMAR Congress, Congress Proceedings. Marketing in a Dynamic Envinronment – Academic and Practical Insights, 373-385

Loureiro, S. C., & Araujo, A. B. (2015). Negative Film Plot and Tourists´ Image and Intentions: The Case of City of God. *Journal of Travel & Tourism Marketing, 32* (4), 352-365. https://doi.org/10.1080/10548408.2014.896769

Mak, A.K.Y. (2011). An identity-centered approach to place branding: case of industry partners' evaluation of iowa's destination image. *Journal of Brand Management*, 18 (6), 438-450.

Mak, Athena H. N. (2017), Online destination image: Comparing national tourism organisation´s and tourist´s perspectives. *Tourism Management,* 60, 280-297.

Marine-Roig, E. & Ferrer-Rosell, B. (2018). Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis. *Tourism Management*, 68, 136-249.

Martichiello, M. & Carvalho, A. N. (2016). Imagem de Destinos Turísticos: Cidades Brasileiras Património da Humanidade. *Revista Hospitalidade*. 13 (02), 285-303.

Martín, H. & Bosque, I. (2008). Exploring the cognitive–affective nature of destination image andthe role of psychological factors in its formation. *Tourism Management*, 29, 263-277. https://doi.org/10.1016/j.tmp.2019.100579

Martín-Santana, J. D., Beerli-Palacio, A., & Nazzareno, P. A. (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research*, 62, pp. 13-25 https://doi.org/10.1016/j.annals.2016.11.001

Michaelidou, Nina, Siamagka, Nikoletta Theofania, Moraes, Caroline, & Micevski, Milena (2013). Do marketers use visual representations of destinations that tourists value? Comparing visitors' image of a destination with marketer-controlled images online. *Journal of Travel Research*. http://dx.doi.org/10.1177/0047287513481272

Nghiêm-Phú, B. (2014). A review of destination image studies from 2008 to 2012. *European Journal of Tourism Research* 8, pp. 35-65

Pan, B., and X. Li. (2011). The Long Tail of Destination Image and Online Marketing. *Annals of Tourism Research* 38 (1), 132–52.

Pan, Steve, Lee, Jinsoo, & Tsai, Henry (2014). Travel photos: Motivations, image dimensions, and affective qualities of places. *Tourism Management*, 40(0), 59-69.

Pike, Steven D. (2007) Destination image literature: 2001 – 2007. *Acta Turistic,* 19(2), 107-125.

Prebensen, N., Skallerud, K. and Chen, J.S. (2010), Tourist motivation with sun and sand destinations: satisfaction and the wom-effect, *Journal of Travel & Tourism Marketing*, 27 (8), 858-873.

Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32, 465- 476. https://doi.org/10.1016/j.tourman.2010.03.014

Saraniemi, S. (2011), From destination image building to identity-based branding, *International Journal of Culture, Tourism and Hospitality Research*, 5 (3), 247-254. https://doi.org/10.1108/17506181111156943

Scarles, C. (2016). *Mediating the tourist experience: From brochures to virtual encounters*. Routledge. Abingdon, UK: Routledge.

Schmallegger, D. and Carson, D. (2008), Blogs in tourism: changing approaches to information exchange, *Journal of Vacation Marketing*, 14 (2), 99-110.

Shani, A. & Wang, Y. (2011). Destination image development and communication. In Y. Wang & A. Pizam (Eds), *Destination marketing and management*, 130-148. CAB International.

Song, S. G., & Kim, D. Y. (2016). A pictorial analysis of destination images on Pinterest: The case of Tokyo, Kyoto, and Osaka, Japan. *Journal of Travel & Tourism Marketing*, *33* (5), 687–701. http://doi.org/10.1080/10548408.2016.1167384

Stepchenkova, S. & Zhan, F. (2013). Visual destination images of Peru: Comparative content analysis of DMO and user-generated photography. *Tourism Management,* 36, 590-601. http://dx.doi.org/10.1016/j.tourman.2012.08

Stylidis, D. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management*, 58, 184-195.

Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management, 60*, 15-29 https://doi.org/10.1016/j.tourman.2016.11.006

Tavakoli, R., & Wijesinghe, S. N. R. (2019). The evolution of the web and netnography in tourism: A systematic review. *Tourism Management Perspectives*, 29, 48–55. https://doi.org/10.1016/j.tmp.2018.10.008

Tasci, A.D.A. and Kozak, M. (2006), Destination brands vs destination images: do we know what we mean?, *Journal of Vacation Marketing*, 12 (4), 299-317.

Tasci, D.A., & Gartner, W.C. (2007). Destination image and its functional relationships. *Journal of Travel Research*. 45(4), 413-425.

Tasci, D.A., Gartner, W.C. & Cavusgil, T. (2007). Conceptualization and Operationalization of Destination Image.Journal of Hospitality & Tourism Research, 31(2), 194-223. https://doi.org/10.1177/0047287517706262

Wang, S. M. Russo (2007). Conceptualizing and evaluating the functions of destination marketing systems. *Journal of Vacation Marketing*, 13(3), 187-203.

Wu, G. (2018). Official websites as a tourism marketing medium: A contrastive analysis from the perspective of appraisal theory. *Journal of Destination Marketing & Management*, 10, 164–171. https://doi.org/10.1016/j.jdmm.2018.09.004

Xiang, Z. & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188.

Xiong, Jia, Noor Hazarina Hashim, and Jamie Murphy. (2015). Multisensory Image as a Component of Destination Image. *Tourism Management Perspectives* 14, 34–41.

Xu, H., & Ye, T. (2018). Dynamic destination image formation and change under the effect of various agents: The case of Lijiang, 'The Capital of Yanyu.' *Journal of Destination Marketing & Management, 7*, 131–139. http://doi.org/10.1016/j.jdmm.2016.06.009

X. Li, Y. Wang. (2010). Evaluating the Effectiveness of Destination Marketing Organisations' Websites: Evidence from China. *International Journal of Tourism Research*, 12(5), 536-549.

#137 | The economic impacts of tourism in the equatorials countries

#137 | O impacto económico do turismo nos países equatoriais

Aneta Teperek

aneta.teperek@gmail.com; CiTUR - Centre for Tourism Research, Development, and Innovation – Polytechnic of Leiria (Portugal), Poland

Luís Lima Santos

llsantos@ipleiria.pt; CiTUR - Centre for Tourism Research, Development, and Innovation – Polytechnic of Leiria, Portugal

Abstract

Globalization, particularly the flows of people and capital, has boosted the wealth of states and the development of transport, enabling faster, safer and cheaper travel. The increase in international tourist traffic, has driven the development of tourism making it a common phenomenon and an important driver of the economy in many countries. The methodology consists of analytical methods - descriptive, comparative, deductive and inductive. The conclusions point out the economic impacts of tourism. As benefits, the positive contribution to the balance of payment, the inflow of foreign currency, the creation of employment opportunity and the stimulation of entrepreneurship are highlighted. As adverse effects, leakage, seasonal unemployment, increased living cost and the degenerative effect on the culture of the inhabitants. Social impacts are related to learning about the impacts of tourism on different cultures. The originality of the study lies in the fact that there are no studies on the impact of tourism in equatorial countries. The research is useful for the leaders of these countries, politicians and decision-makers, but can also be useful for investors, coming from more developed countries, who consider and/or plan to invest in the tourism infrastructure of Ecuadorian countries with an undeveloped tourism sector.

Keywords: Economic Impact; Equatorial Countries; Tourism Development.

Resumo

A globalização, nomeadamente os fluxos de pessoas e capitais, impulsionou o aumento da riqueza dos Estados e o desenvolvimento dos transportes, permitindo viagens mais rápidas, mais seguras e mais baratas. O aumento do tráfego turístico internacional, impulsionou o desenvolvimento do turismo tornando-o um fenómeno comum e um importante motor da economia em muitos países. A metodologia consiste em métodos analíticos - descritivos, comparativos, dedutivos e indutivos. As conclusões apontam os impactos económicos do turismo. Como benefícios, evidenciam-se a contribuição positiva para a balança de pagamentos, a entrada de moeda estrangeira, a criação de oportunidades de emprego e o estímulo ao empreendimento. Como efeitos adversos, as fugas de capitais, desemprego sazonal, aumento do custo de vida e o efeito degenerativo na cultura dos habitantes. Os

impactos sociais estão relacionados com a aprendizagem sobre os impactos do turismo em diferentes culturas. A originalidade do estudo reside no facto de não haver estudos sobre o impacto do turismo nos países equatoriais. A investigação é útil para os líderes destes países, políticos e decisores, mas também pode ser útil para os investidores, provenientes de países mais desenvolvidos, que consideram e/ou planeiam investir nas infraestruturas turísticas dos países equatorianos com um sector turístico não desenvolvido.

Palavras-chave: Desenvolvimento do turismo; Impacto económico; Países equatoriais.

1. Introduction

Since ancient times, people have been wandering, travelling, and meeting their own goals at the same time. First, these were religious goals, then cognitive, next therapeutic, and finally recreational goals. Nevertheless, the concept of tourism did not become popular until the 19th century. As time went by, with the growing importance of tourism, both the understanding and meaning of tourism have changed. The contemporary multifunctionality, multifaceted ness and interdisciplinarity of tourism have resulted that tourism may be defined in various ways. Following the definition of the World Tourism Organization, tourism is a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure (UNWTO, 2021b).

Along with the increasing globalization of the economy, the political relaxation of the 1990s, the progress of civilization related to the increase in wealth of states, the ongoing structural changes in economies from industrial to services and the development of transport, enabling faster, safer, and cheaper travelling (Sugiyarto, Blake & Sinclair, 2003), there has been a dynamic increase in tourist traffic. The quick pace of life in modern societies of the Western wealth and the constant stress, has directed people towards relaxation and taking advantage of their leisure time. In addition, greater work productivity allowed people having more free time. A need for rational use of leisure time arose, which was suited to tourist trips. At the same time, increasing the living standards of the societies allowed them not only to satisfy basic living needs, but also to allocate part of their income for travelling. Consequently, this has intensified the mobility of the population. A higher level of generated income by society was associated with acquiring a higher level of education (including language skills) as well as awareness and need to travel around the world (Kucinski, 2003). The development of tourism was also favored by the extension of life expectancy of the wealthier society. Due to the development of medicine and the welfare system, global life expectancy has increased by more than 14 years over 5 decades (from 58 years to 72 years between 1970 and 2019). Aging affluent societies, as a segment of people in the retirement had become an increasing consumer of tourist services. In addition, the urban development

had a profound impact on the growth of tourism, as the urban population demonstrated greater mobility. The tourism policy pursued by many countries also provided a basis for the development of this sector. The growth of tourism was positively influenced by international integration, i.e., the integration between state transport networks, free movement of people and capital (Freeman, 2006; Stallings, 2007). Technological advances in the field of communication (for instance, on-line booking, low-cost Internet calls) have made it possible for travelers to stay in remote places around the world and to communicate with one another. To meet the growing needs and demands of tourists, travel offers have become increasingly diverse and has allowed people to visit remote places around the world. It all resulted in a dynamic increase of the foreign and domestic tourist arrivals (UNWTO, 2021a). In the past two decades, i.e., from 1999 to 2019, the number of tourist arrivals worldwide has almost doubled reaching 2.28 billion in 2019. The increased number of tourists entailed a more than 3-fold increase of income gained from the tourism industry. The total international tourism receipts grew to US$ 1.81 trillion in 2019, which equals 10.4% of the global GDP (UNWTO, 2021a). Tourism has become one of the fastest growing industries of the world (Pearce, Filep & Ross, 2010) and a driving force of global economic development as well as many national economies with tourist attractions. The group of countries with such natural tourist attractions were the countries located on the equator, such as Ecuador, Colombia, Brazil, Sao Tome and Príncipe, Gabon, The Republic of the Congo, Democratic Republic of the Congo, Uganda, Kenya, Somalia, the Maldives, Indonesia and Kiribati. Theoretically, their location in the zone of a hot tropical equatorial climate, which is favorable for tourism, could indicate that all of them had developed a tourism sector, which affects and impacts their economies, however this was not the case. Firstly, the detailed research has proven that, not all of the Equatorial Countries have developed tourism and secondly, for those with developed tourism, it brings both negative and positive impact to their economies, as was the case in many other countries around the world (Kumar, Hussain & Kannan; 2015). This paper focuses on the importance of economic impact of tourism in the Equatorial Countries over two decades from 1999 to 2019, while distinguishing between positive and negative effects.

2. Literature review

The literature review begins with an analysis of the Equatorial Countries from a geographical, demographic, and economic point of view. This provided a starting point for the study of the characteristics of the tourism sector in the Equatorial Countries. This overall analysis was conducted mainly on the basis of tourist arrivals and tourism receipts. In order to determine what economic impact tourism has in the Equatorial Countries, measures such as the contribution of tourism receipts to GDP, the contribution of tourism receipts to total exports, the contribution of tourism to employment as a share of total employment were used.

2.1. Overview the Equatorial Countries

The group of Equatorial Countries under study was comprised of 13 countries. The Equator passes through the land area of 11, namely, Ecuador, Colombia, Brazil, Sao Tome and Príncipe, Gabon, Republic of the Congo, Democratic Republic of the Congo, Uganda, Kenya, Somalia, and Indonesia, and also passes through maritime territories of the Maldives and Kiribati that also got classified into this group (Figure 1). Due to the location in the tropics, which receive sunlight that is more direct than the rest of Earth, all Equatorial Countries have hot climates throughout the year, as well as dense, luxuriant rainforests filled with exotic plants and wildlife. Most of them are on a coastal location (except the Democratic Republic of the Congo and Uganda). All have a colonial past that left behind colonial architecture, which also influenced the diverse cultures of the equatorial states. Thus, from the tourism perspective, all Equatorial Countries have many tourist attractions.

Figure 1 - Countries located along the Equator

Source: ThoughtCo, Countries That Lie on the Equator, New York, 2021.

The total land area of the Equatorial Countries occupies a large area on four continents i.e., South America, Africa, Asia, and Oceania, that is 15.2 million km^2, which represented more than 10% of the Earth's land area. The area of each of the 13 countries varies, ranging from 300 km^2 (Maldives) to 8.5 million km^2 (Brazil). Their populations were also highly variable, starting from 117,000 (Kiribati) and ending up with 270,6 million (Indonesia) in 2019 (Table 1). The total population of the group was 756.8 million. Similarly, to the total land area, this population constituted about 10% of the world's population (an upward trend from 9% in 1999). The 13 countries under study presented a wide variation in terms of socio-economic growth, which undoubtedly affected the development of their tourism, the number of visitors and, above all, financial benefits gained from the tourism industry. The GDP of the aforementioned countries ranged from US$ 93 per capita (Somalia) to US$ 11203 per capita (Brazil) in 2019 (Table 1). Nevertheless, the majority of the Equatorial Countries were countries with lower level of economic development. The average GDP per capita for the

group was only US$ 4180, which was 3-times lower than the world's average GDP (US$ 11073 per capita in 2019). This low level of economic growth indicated that most of the inhabitants of the Equatorial Countries did not travel abroad for tourism purposes mostly due to the lack of financial resources, and therefore many of the Equatorial Countries were receivers of foreign tourists.

Table 1 - The Equatorial Countries' basic data

Equatorial Countries	Area	Population			GDP per capita		
		1999	2009	2019	1999	2009	2019
	Km2	Thousands			US$		
Brazil	8 516 000	172 318	193 886	211 049	8 554	10 595	11 203
Colombia	1 143 000	38 999	44 750	50 339	4 801	6 128	7 844
Congo, Dem. Republic	1 345 000	45 920	62 450	86 790	320	322	424
Congo, Republic	342 000	3 038	4 145	5 381	2 503	2 882	2 283
Ecuador	283 560	12 440	14 770	17 370	3 694	4 548	5 095
Gabon	267 667	1 199	1 569	2 173	10 619	8 554	9 178
Indonesia	1 905 000	208 615	238 620	270 625	2 072	2 979	4 451
Kenya	580 367	31 098	40 901	52 573	837	902	1 237
Kiribati	811	83	101	117	1 649	1 561	1 790
Maldives	300	273	353	530	5 703	6 828	8 477
Sao Tome and Príncipe	1 001	139	175	215	809	1 048	1 301
Somalia	637 657	8 554	11 720	15 440	80	79	93
Uganda	241 037	22 550	31 410	44 270	551	800	963
Total	15 263 400	545 226	644 850	756 872	3 245	3 633	4 180

Source: UNWTO (2021c)

2.2. Tourism development in the Equatorial Countries

According to the World Bank, 36.1 million tourists visited the group of the Equatorial Countries in 2019. It was almost 3-times more than in 1999 (13.1 million). The total revenue earned by these 13 countries was US$ 39.9 billion in 2019, which was 4-times more than in 1999 (US$ 9.5 billion). Although the tourists visiting the aforesaid countries in 2019 constituted only 1.6% of the world's total number of tourists and the income gained from tourism industry constituted only 2.2% of the world's income, the dynamics of both tourist arrivals' growth and tourism receipts' growth generated by the Equatorial Countries were much higher than that of the world (Figure 2).

Figure 2 - Tourist arrivals' and tourism receipts' growth rate the Equatorial Countries versus the world, over the period from 1999 to 2019 (%)
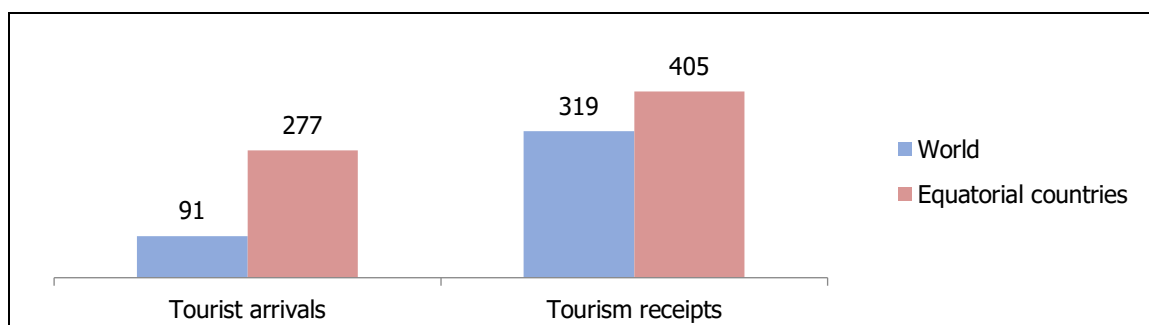
Simultaneously, it meant that the percentage share both in tourist arrivals and tourism receipts of the Equatorial Countries globally has been growing significantly over last 20 years (Figure 3). It showed that that Equatorial Countries must have diversified their tourist offers and improved their infrastructure, to encourage foreign tourists to choose them as tourist destinations. This was likely mostly thanks to the technological developments, particularly related to transport - mostly air. Travelling has become commonplace, when previously it was only affordable for high-income individuals (Sezgin & Yolal, 2012). Apart from airline companies, the leading determinant in the development of tourism in Equatorial Countries was a creation of new hotel chains, as well as the emergence of new tour operators, who through advertising campaigns have been encouraging tourists from rich countries to visit the Equatorial Countries. At the same time, an increase in real income of the societies, as well as an increase of free time for leisure and changes in the consumption behaviour have helped in that tourism development (Rabahy, 2020).

Figure 3 - The Equatorial Countries' tourist arrivals and tourism receipts as a share of global tourism in years 1999, 2009 and 2019 (%)
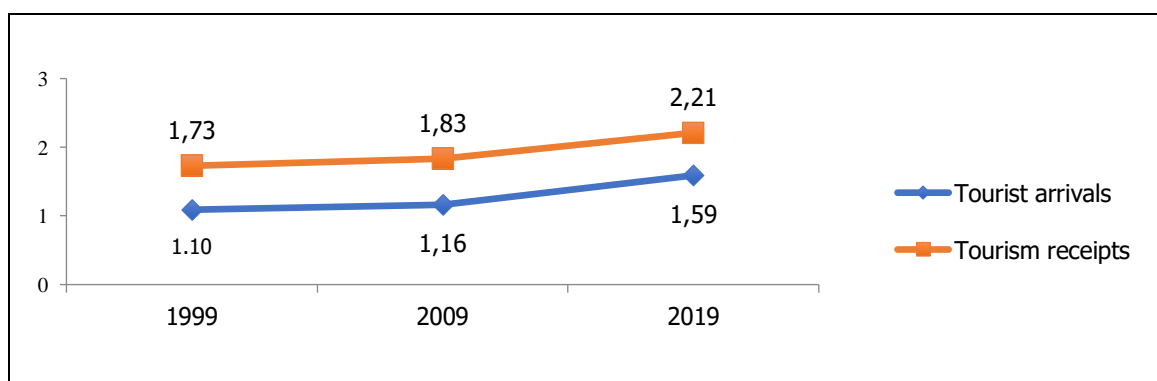
However, the development of tourism in the individual Equatorial Countries varied. Some of these countries had a very well-developed tourism industry while in other countries remained poorly developed. As a result, some of them recorded a greater influx of tourists and thus achieved higher income from the tourism sector, and others – lower (Table 2).

Table 2 - The Equatorial Countries' tourist arrivals and tourism receipts in years 1999, 2009, 2019

| Equatorial countries	Tourist arrivals			Tourism receipts		
	Thousand			US$ millions		
	1999	2009	2019	1999	2009	2019
Brazil	5 107	4 802	6 353	1 718,0	5 635,0	6 125,0
Colombia	725	2649	4 529	1 231,0	3 050,0	6 786,0
Congo, Dem. Republic	80	53	400	2,0	24,0	62,0
Congo, Republic	14	94	160	13,5	85,0	45,0
Ecuador	518	968	2 108	377,0	674,0	2 288,0
Gabon	262	700	1 200	143,0	26,2	70,0
Indonesia	4 728	6 324	16 107	4 700,0	6 053,0	18 404,0
Kenya	969	1 490	2 049	1 211,0	1 124,0	1 762,0
Kiribati	20	4	12	2,8	3,9	5,5
Maldives	430	656	1 703	311,1	1 470,0	3 171,0
Sao Tome and Príncipe	6	15	35	9,2	8,3	72,5
Somalia	0	0	0	0,0	0,0	0,0
Uganda	189	807	1 500	151,0	683,0	1 206,0
Total	13 048	18 562	36 156	9 869,6	18 836,4	39 997,0

Source: UNWTO (2021c)

Many factors contributed to the growth of the tourism industry. This mainly depended on the economic policy run by individual countries (including leadership), political stability and the level of socio-economic development of the country. The low level of socio-economic development was often (but not always) associated with the lack of infrastructure including, among others, hotels and transport that resulted from the lack of national capital. In turn, the foreign capital was not invested, because foreign investors were afraid of locating their money in the countries facing problems related to unstable political and economic situations, caused by conflicts, wars, terrorist attacks, and high crime in countries such as the Democratic Republic of the Congo or Somalia. As a result, it was a detriment of these countries, because tourism and the income flowing from it would help them to develop economically (in particular the world's poorest Somalia), especially since these countries had many natural and cultural tourist attractions.

The unstable political and economic situation of the countries was not the only obstacles and barriers that prevented individual investors from investing in the tourism infrastructure in lower economically developed countries. There were also others, for example, too long distance from tourists' place of residence, as was the case in Kiribati. Too large a distance entailed exorbitant transport costs. In the case of Kiribati, it was also too much geographical dispersion of the islands. The 33 islands that make up the state's territory, with a total land

area of 811 km^2, i.e., 8-times larger than Lisbon, were geographically dispersed over an area of more than 3.5 million km^2. The necessity of importing the hotel's day-to-day equipment (as Kiribati did not have a developed manufacturing industry), food and even drinking water, made tourism unprofitable for foreign investors there. Therefore, Kiribati has not been the favourable location for them. Apart from that, Kiribati is very vulnerable to flooding as a result of climate change, which moreover, led Kiribati to buy land on one of the Fiji islands, to which the nation will move when Kiribati's archipelagos disappear under the waters of the ocean. The Maldives faced the same problem, although this island country had the most developed tourism industry of the 13 Equatorial Countries, generating over 66.1% of GDP (Figure 4).

**Figure 4 - Contribution of tourism receipts to GDP
in the Equatorial Countries in 2019 (%)**
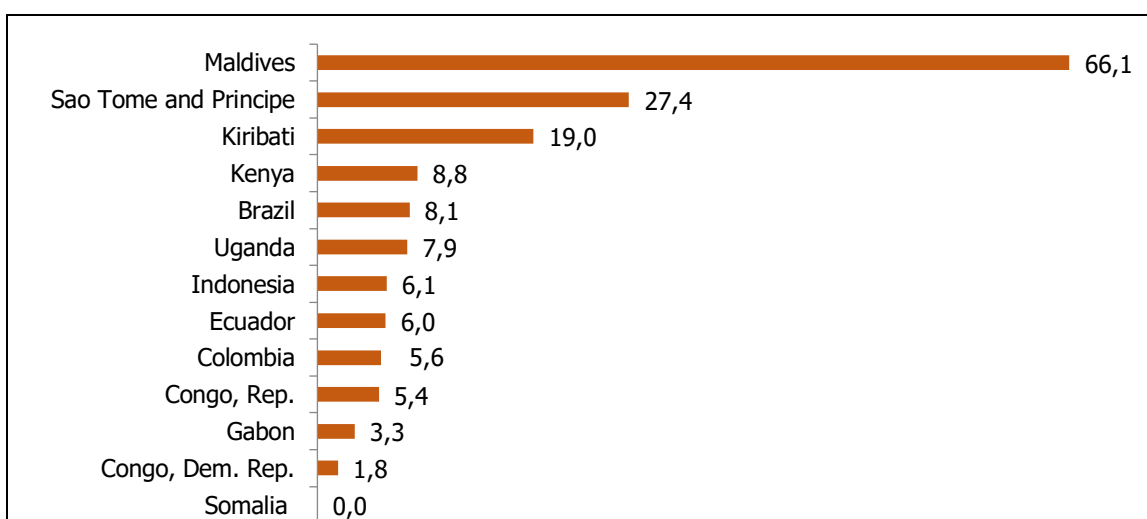
Source: UNWTO (2021c).

The difference between the Maldives and Kiribati was the fact that the Maldivian islands were less widely dispersed. Despite of the fact that there were more islands (approx.1200), they were geographically dispersed over an area of only 100 thousand km^2, while Kiribati's islands were dispersed over an area of 3.5 million km^2. In addition, the Maldives decided to direct its economy towards the tourism industry already in the 80s. The situation forced them to do so. The lack of rivers, streams, and very weak, sandy soils with high level of soil salinity made agricultural production almost impossible. Moreover, the lack of raw materials prevented the development of the industry. Therefore, the Maldives decided to take advantage of its unique climatic and environmental conditions and develop a tourism industry.

While the Maldives was developing the tourism industry in the 1980s, Kiribati was generating income from the phosphate rock-mining. However, the phosphate deposits have run out over the years. The lack of income from the sale of raw material has slowly moved Kiribati into the tourism industry, which started to grow only in new millennium. This was evidenced

by the increase in the tourism receipts (from US$ 2.8 million to US$ 5.5 million between 1999 and 2019). However, the value of Kiribati's tourism receipts was not comparable to those received by the Maldives (Kiribati US$ 5.5 million and Maldives US$ 3171 million in 2019). Naturally, Kiribati was visited by much less tourists (12,000) than the Maldives was (1,703,000). Comparing the data of Kiribati and the Maldives, it could have been stated that tourism in Kiribati was not developed at all. However, for Kiribati's economy itself, one of the smallest of the world (191st position per 193 countries), even this low income received from tourism meant a lot, since it generated 19% of Kiribati's GDP.

Also, Sao Tome and Principe and Uganda have experienced slow growth in the tourism industry in the last two decades. Although, they were very different economies in terms of size (Sao Tome and Principe's GDP of US$ 279 million and Uganda's GDP of US$ 44270 million in 2019), they had some similarities. Both countries were low developed (Sao Tome and Principe US$ 1301 per capita and Uganda US$ 963 per capita) and since colonial times, both economies were based on monoculture agriculture - Sao Tome and Principe - cocoa plantations and Uganda - coffee plantations. Nevertheless, both economies have become more open to foreign tourists upon entering the new millennium. Between 1999 and 2019, both Sao Tome and Principe as well as Uganda achieved an 8-fold increase in tourism receipts which, in 2019, constituted 27.4% of GDP as regards Sao Tome and Principe, and 7.9% of GDP for Uganda.

A similar level of tourism receipts to Uganda was recorded by Kenya (US$ 1762 million in 2019) that opened a bit earlier to foreign tourists. Although the tourism receipts constituted 8.8% of GDP, the basis of the Kenyan economy, similar to that of Sao Tome and Principe and Uganda, was monoculture agriculture, primarily oriented towards the production of coffee and tea, of which export was a major source of income.

The tourism sector was poorly developed in industrialized Equatorial Countries, whose economies were almost entirely based on the extraction of raw materials and benefiting from their exports, such as Gabon and Congo. Gabon derived more than 86% of its profits from the sale of crude oil and natural gas as well as manganese, while the Congo gained more than 90% from crude oil and natural gas, copper, and diamonds. The focus of these countries was to build and expand their position in the global economy by implementing raw material and an export-oriented strategy. The development of the tourism sector was not of interest to the governments of these countries, even though they had plenty of tourist attractions to offer such as beaches, ocean rainforests, and scenic sides. Both countries did however receive small income from tourism. Congo and Gabon's tourism revenues were roughly equal to that of Sao Tome and Principe (US$ 45-72 million in 2019); however, Sao Tome and Principe's GDP was about a hundred times smaller than the Gabonese and about 50 times smaller than Congolese. The occupied area by Sao Tome and Principe is over 340 times smaller than that of the Congo, (342 thousand km^2) and 260 times smaller than

Gabon's area (267 thousand km^2). So, the Gabonese and Congolese economies were incomparably greater in many respects.

Such as Gabon and Congo, Colombia and Ecuador were industrialized countries, but not to such an extent as the first two. The Columbian economy was primarily based on the mining industry (the main export product was crude oil, representing over 45% of total exports, and another over 10% was coal), shipping industry (Colombia also had one of the largest shipbuilding industries in the world) and agriculture. Nevertheless, the economy has been increasingly turning towards tourism during the last two decades. Between 1999-2019 Colombia experienced a more than 6-fold increase in the number of tourists and more than a 5-fold increase in tourist receipts (5.6% of GDP in 2019).

Ecuador received more than twice the number of tourists than Columbia (2.1 million in 2019). The country's economy, like Colombia's, depended on its petroleum resources (oil accounted for about one-third of the public-sector's revenue and 32% of export earnings). Another major role played the agriculture sector and aquaculture, however over the last 2 decades the tourism sector has been contributing significantly more to the economy (6% of GDP in 2019). Ecuador achieved a 6-fold increase in tourism receipts (from US$ 377 million to US$ 2288 million) between 1999 and 2019. According to the American magazine AFAR belonging to the world's leading travel media brands, Ecuador was ranked second in the ranking of the World's 10 Fastest Growing Tourist Destinations in 2019 (AFAR, 2019). This proves growing popularity of this country among tourists.

In terms of the share of tourism receipts in GDP, the tourism sector played a much larger economic role in neighbouring Brazil (8.1% of GDP in 2019). Although there was no significant increase noted in the number of international arrivals in Brazil (from 5.1 million do 6.3 million) in the two decades from 1999 to 2019, the tourism receipts increased by almost 4-fold (from US$ 1.7 billion to US$ 6.1 billion). This was due to the growth of the domestic tourism, whose revenue in Brazil was about nine times higher than that of international tourism (UNWTO, 2021a; Banco Central do Brasil, 2019). It is worth mentioning that the total tourism receipts in Brazil in 2019 were at a similar level to those of Colombia (US$ 6.1 billion and US$ 6.7 billion), despite the fact that Brazil was much larger than Colombia in many respects, such as economic potential almost 6-times (Brazil's GDP US$ 2364 billion and Colombia's GDP US$ 394 billion), occupied land area almost 8-times (Brazil 8.5 million km2 and Colombia 1.1 million km2) and population 4-times (Brazil 211 million and Columbia 50,3 million). It is also worth underlining that, with a similar level of tourism receipts, Brazil accepted one-third more international tourists than Colombia (Columbia 4,3 million and Brazil 6,3 million), which proves that the cost of tourists staying in Brazil was much lower than in Colombia. Both countries were characterized by one more significant aspect related to the tourism development - they had one of the world's highest intentional homicide rates (Brazil 27.4 per 100,000 inhabitants and Colombia 25.3 per 100,000 inhabitants in 2019), which ranked Brazil 14th and Colombia 16th worldwide. This was a

factor that deterred many international tourists from travelling to these two destinations, because security apart from factors such as the political stability, the development of the tourist base, tourist attractions, the local society's attitude towards foreigners, were the most significant selection criterion applied by foreign tourists.

In 2019 a slightly lower than Brazil (8.1% of GDP) share of income from the tourism sector in GDP had Indonesia (6.1% of GDP), but Indonesia gained much higher value of tourism receipts – more than 3-fold (Indonesia US $18.4 billion and Brazil US $6.1 billion). The total value of tourism receipts from these two countries alone constituted more than 60% of that gained by the Equatorial Countries group (Figure 5).

Figure 5 - The Equatorial Countries' tourism receipts as a share gained by the group in 2019 (%)
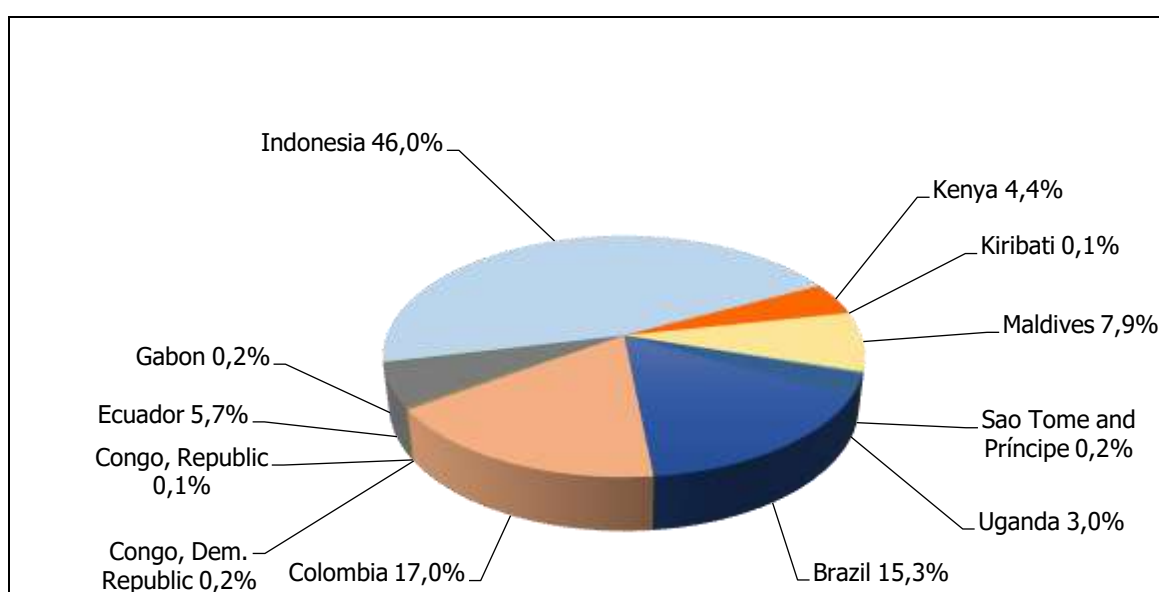
As in Brazil, tourism was an important component of the Indonesian economy. The tourism sector ranked as the 4th largest among goods and services export sectors. The *Travel and Tourism Competitiveness Report 2019* ranked Indonesia 40th out of 140 countries overall with the Travel and Tourism Competitiveness Index, scoring 4.3. Brazil was ranked 32nd with a score of 4.5. The remaining five Equatorial Countries (i.e, Democratic Republic of Congo, Colombia, Ecuador, Kenya, Uganda) included in the ranking were on the much lower positions (World Economic Forum, 2019) Indonesia scored the best from all the Equatorial Countries on air transport infrastructure, however much lower in tourism service infrastructure (Table 3).

Table 3 - The Equatorial Countries by ranking T&T Competitiveness Index 2019

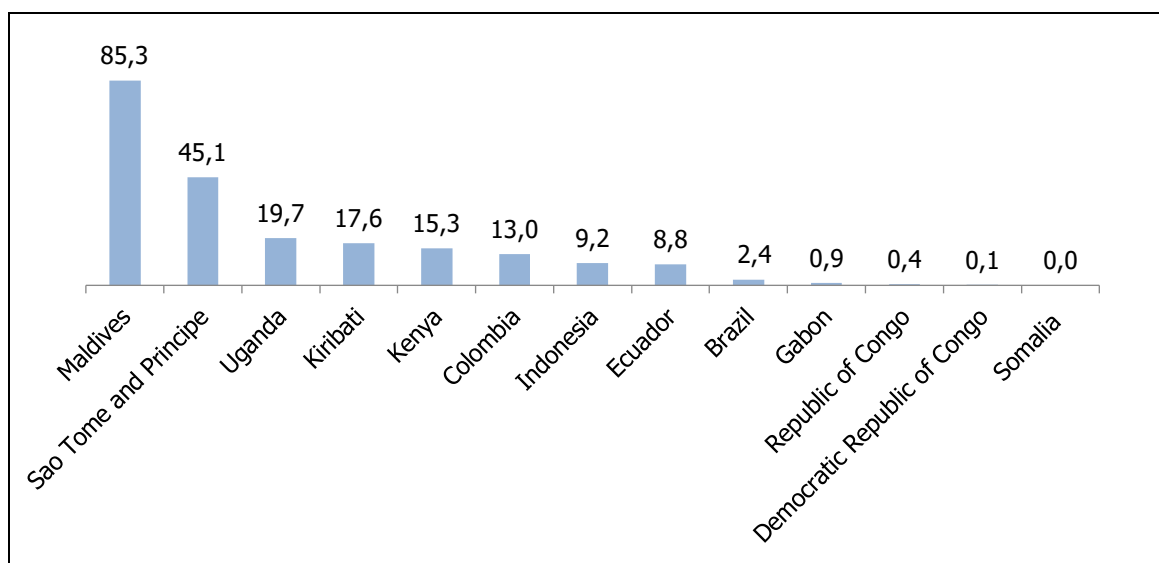| The Equatorial Countries	Global rank	General score	Air Transport infrastructure score	Tourism Service infrastructure score
Brazil	32	4.5	3.7	4.5
Congo, Dem. Rep.	40	2.7	1.6	1.9
Colombia	55	4.0	3.0	3.8
Ecuador	70	3.9	2.4	4.0
Indonesia	82	4.3	3.9	3.1
Kenya	112	3.6	2.7	2.9
Uganda	136	3.2	1.7	2.3

Source: World Economic Forum (2019)

Despite this fact, tourism was not the main branch of these two powerful world's economic players such as Brazil (the 12th largest in the world by nominal gross domestic product) and Indonesia (the 16th largest in the world by nominal gross domestic product), they both (especially Indonesia) have generated huge tourism receipts compared to other countries of the world. Relatively a small share (8.1% and 6.1% in 2019) of tourism receipts of GDP stemmed from the fact that both economies were so extensive and diverse that tourism constituted only a small part in comparison with the industry, manufacturing, agriculture, and services industry.

The ratio of travel and tourism receipts to national income is one of the basic measures indicating the importance of the tourism industry to the economy. However, there are also other measures, such as contribution of travel and tourism to export receipts and a share of employment in the tourism industry to the working population, that have been used to analyse the economic impact of tourism in the Equatorial Countries.

In 2019, the percentage share of tourism receipts in the Equatorial Countries' total export (Figure 6) corresponded to the contribution of their tourism receipts to the GDP. The Maldives was ranked first with a share of 85.3% as a typical tourism monoculture country, where the tourism has become a national industry. The Congo, the Democratic Republic of Congo and Somalia were lower ranked with a share of less than 0.5 % since the tourism industry was almost not developed. It is worth highlighting that in economies with higher rates of economic growth (above US$ 9000 per capita), such as Brazil and Gabon, the percentage share of tourism receipts in their total exports was quite low (2.4% for Brazil and 0.9% for Gabon), even though a share of travel and tourism receipts to the GDP was much higher (Brazil 8.1% GDP and Gabon 3.3% GDP). This was typical for countries with a higher economic level, in which tourism receipts constitute no more than a few percent of a country's total earnings.
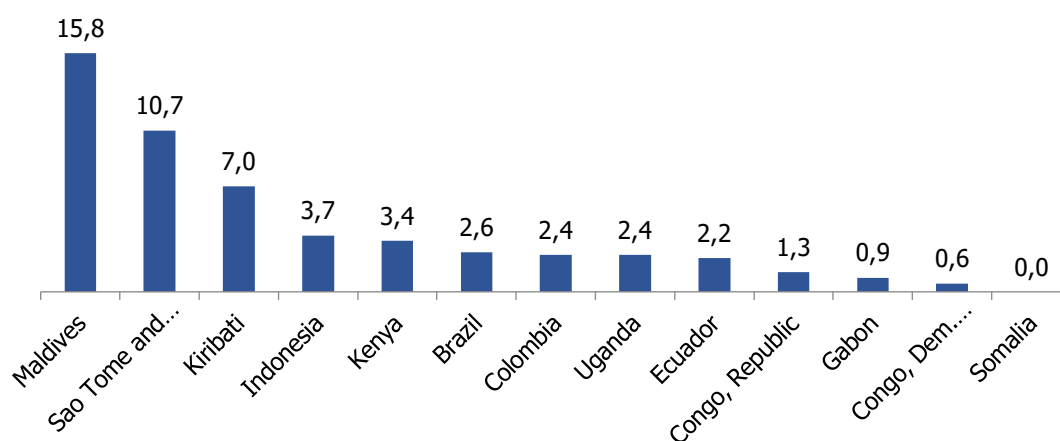
Figure 6 - Contribution of tourism receipts of Equatorial Countries' total export in 2019 (%)

Country	%
Maldives	85,3
Sao Tome and Principe	45,1
Uganda	19,7
Kiribati	17,6
Kenya	15,3
Colombia	13,0
Indonesia	9,2
Ecuador	8,8
Brazil	2,4
Gabon	0,9
Republic of Congo	0,4
Democratic Republic of Congo	0,1
Somalia	0,0

Source: UNWTO (2021c).

Due to its dynamic development, the tourism industry has become an important segment of the labour market in the Equatorial Countries with a well-developed tourism sector. More than 15.8% of the working population in the Maldives was employed in the tourism industry. A slightly smaller percentage of people was employed in the tourism industry in Sao Tome and Principe, respectively 10.7% and in Kiribati 7%. The aforesaid two countries, as the only ones in the group of 13 Equatorial Countries, indicated almost twice the rise in the share of employment between 1999 and 2019. A higher number of the local population employed in this industry is reflecting greater economic benefits obtained by these countries. In the industrialized, such as Brazil, Colombia, Ecuador, and Gabon the share of employment of the local population in the tourism industry ranged from 0.9% to 2.6% of the working population (Figure 7).

Figure 7 - Contribution of tourism to employment as a share of total employment in Equatorial Countries in 2019 (%)

Country	%
Maldives	15,8
Sao Tome and…	10,7
Kiribati	7,0
Indonesia	3,7
Kenya	3,4
Brazil	2,6
Colombia	2,4
Uganda	2,4
Ecuador	2,2
Congo, Republic	1,3
Gabon	0,9
Congo, Dem…	0,6
Somalia	0,0

Source: UNWTO (2021c)

The results of the abovementioned measures proved that tourism had the greatest impact on the economies of small island developing states: Maldives, Sao Tome and Principe, and Kiribati, covering a land area of between 300 km^2 (Maldives) and 1001 km^2 (Sao Tome and Principe) and with a population of 117,000 (Kiribati) and 530,000 (Maldives) in 2019.

To determine the direct economic benefits resulting from the international tourism exchange, the tourism balance of each Equatorial Country was examined. It was analysed whether an equatorial country spends more money on tourism than they benefit from, or vice versa, whether tourism receipts are greater than expenditures. It turned out that the poorly developed Equatorial Countries with GDP below US$ 1800 per capita i.e., Kenya, Kiribati, Sao Tome and Principe, and Uganda had a positive tourism balance. They were tourist receivers. In turn, the outflow of tourists was low, because the inhabitants of these countries travelled only to a slight degree. Low income generated by local people made it impossible to travel internationally.

The positive tourism balance had the Equatorial Countries with highly developed tourism industry, which took advantage from their unique tourist attractions. This was the case with the Maldives with 7-times lower tourism expenditures than receipts (receipts of US$ 3171 million and expenditures US$ 420 million in 2019). The subsequent subgroups having higher tourism receipts than expenditures were the medium-developed Equatorial Countries (from US$ 4451 per capita to US$ 7844 per capita) i.e., Colombia, Ecuador, and Indonesia. As recent as between 1999 and 2009, these countries had a negative tourism balance. However, rapid tourism growth in years 1999-2019 contributed to the 6-times higher inflow of tourists to Colombia (from 725 thousand to 4529 thousand), to Ecuador by over 4-times (from 518 thousand to 2108 thousand), and to Indonesia by 3.5-times (from 4728 thousand to 16,107 thousand). In turn, higher tourist inflow resulted in higher foreign exchange earnings, which in 2019 exceeded the expenditures.

On the other hand, a negative tourism balance had higher economic level countries such as Brazil (US$ 11,203 per capita). In 2019, tourism receipts for Brazil were U$ 6125 million and tourism expenditures were US$ 21,178 million, thus more than 3-times higher. Although socially stratified Brazil had 20% of its poorest citizens receiving only 2,4% of the countries' income, another 10% of the population held as much as 45%. This wealthy part of the Brazilian society spent a significant part of its income on foreign travel (Bertelsmann Stiftung, 2020).

The Equatorial Countries with economies directed towards extractive industries, i.e., Congo, Democratic Republic of Congo, and Gabon had the expenditures higher than tourism receipts, so had a negative tourism balance. The minerals dominated their exports, so the share of services (including tourism) in the country's total exports was insignificant. The greater part of this small number of tourists visiting Congo, Democratic Republic of Congo,

and Gabon were business tourists. In most cases, these were people coming from countries investing in the mining industry.

3. Methodology

To provide the assessment of the impact of tourism in the economies of the Equatorial Countries the methodology consisted of analytical – descriptive methods, comparative methods, and deductive and inductive methods. The analytical – descriptive methods applied to literature analysis, also analysis based on statistic data mostly from UNWTO and personal visits to some of the Equatorial Countries (Brazil, Indonesia, Kenya, the Maldives). The comparative methods referred to comparisons the group of 13 Equatorial Countries to the world and also the Equatorial Countries to each other. The following data and indicators for the Equatorial Countries were compared: tourist arrivals, tourism receipts, a contribution of tourism receipts to GDP, a contribution of tourism receipts to total export, contribution of tourism to employment as a share of total employment. The comparisons of data referred also to time. The years 1999, 2009, 2019 were examined. At the end the economic impact of tourism each of the Equatorial Countries was compared.

4. Results and discussion

Although most of the Equatorial Countries developed and grew their tourism industries in the hope of making a significant income, tourism became a major or one of major contributing drivers of their economies. Tourism can bring some negative economic effects, including particularly over-dependence on tourism and revenue leakages out of the economy.

The Maldives, in particular (66.1% of GDP in 2019), was facing problems related to its reliance on tourism receipts. Tourism, as compared with the much lower income of the fishing industry, was the source of revenue for the state government. Although the fertile volcanic soils of Sao Tome and Principe favoured the development of plantation agriculture (sugar followed later by cash crops such as coffee), the barren soils of the Maldives' atolls were not adapted for agricultural purposes. Therefore, it was partly understood that the Maldives's economy got over-dependent on tourism and income coming from tourists, although this carried a big risk. To a large extent, tourist mobility was dependent on global or regional economic fluctuations caused by, for instance, crises or natural disasters, which therefore affected the monoculture tourism economies, such as the Maldives. For example, the crises like the terrorist attacks in the United States (11 September 2001), the Indian Ocean tsunami or the global financial crisis (2008-2009) did reflect the tourists' purchasing behaviours and caused a decline of tourist travel. As a result, the economies over-dependent on tourism were severely affected.

The subsequent problem experienced by the Equatorial Countries with a developed tourism industry, such as Kenya, Kiribati, Sao Tome and Principe, and Uganda was economic leakage,

which occurred in several ways, such as foreign ownership, foreign employment, imported goods or currency conversion. The world in the last decades has become increasingly globalized and monopolized by multinational corporations, which effectively try to maximize their income, also from tourism. Their capital investment in countries with unique tourism resources was associated with the development of the tourism infrastructure (accommodation, food), which they usually separated, thus creating enclaves. In the Maldives, for instance, hotel facilities were located on small individual islands. In this way, tourists hardly ever leave the hotel facility, as it occupies entire land areas of the island. In addition, tourists were isolated from the local population. Less isolation was in Indonesia, for instance in Bali, where the hotel facilities were surrounded by high walls, however the foreign tourists were still separated from the local community.

Foreign investors owning the hotels tend to employ staff from overseas, especially at managerial positions. This means that fewer local inhabitants were employed in the tourism sector. In turn, the income received from tourism was transferred by international corporations outside the tourist-receiving country. Consequently, the income that equatorial destinations receive from their tourism industry was often a small fraction of the total income from tourism. Several decades ago, the New Zealand geographer Stephen G. Britton stated that only 22%-25% of the price paid by a foreign tourist remains in the tourist-receiving country, while the rest is exported (Britton, 1982). Exploitation of the tourist-receiving country by foreign corporations caused that foreign investment was negatively perceived by local communities in some regions of the Equatorial Countries. The inhabitants of these countries identified it with imperialist capital (Podhorodecka, 2019).

Tourism development also led to the loss of traditional jobs, when local labor transferred from industries such as mining, fishing, farming, and forestry into tourism services. The negative impact of tourism in the Equatorial Countries was also seasonal unemployment in a case of tourist destinations that were not active all year round. The problem was also an increase in living costs for the local people since the holiday destinations usually push up the prices of goods and services, furthermore rising land prices.

However, tourism was also associated with many positive factors. Above all, tourism has fostered the economic growth and development of the Equatorial Countries. This was mainly related to the tax revenues paid by travel and tourism companies to the national budget of the tourism-receiving countries (Dwyer, Forsyth & Spurr, 2004). The Maldives' economy, for instance, grew 3-times between 1999 and 2019 (from US$ 1.5 billion to US$ 4.5 billion). Tourism was also a significant source of foreign exchange particularly for countries where international tourism was significant.

The foreign direct investments' inflow has played a key role in the development of tourism in the Equatorial Countries. This could be seen in the Maldives, where almost entire foreign direct investments were directed into the tourism industry or related services. Thanks to this, an increase of tourism receipts in the Maldives in the decade 1999-2009 (from US$ 311

million to US$ 1470 million) was possible. Thus, Foreign Direct Investments (FDI) played a crucial role in the economic development of the Maldives. Also, low economic level Equatorial Countries such as Sao Tome and Principe (US$ 1301 per capita), Kenya (US$ 1237 per capita), and Uganda (US$ 963 per capita) would have not been able to develop tourism infrastructure (i.e., hotel facilities, transport, and telecommunication networks) without the support provided by foreign investors.

In turn the inflow of foreign capital and an increase in foreign trade turnover gives thanks to an increase of imported goods, articles, appliances, and equipment for tourism, having a positive effect on the balance of payments in the receiving countries.

Tourism has become a key segment of the labour market as it has contributed to reduce unemployment. New jobs were created in the tourism-related sectors, including hotels, catering, transport services, guide and tour leader services and sports activities. This has resulted in an increase in the employment rate of the local community. In certain Equatorial Countries, there was a nearly 2-fold increase of the employment rate in tourism over the last 20 years, i.e., Kiribati (from 3.31% to 6.95%), Sao Tome and Principe (from 6.44% to 10.66%), and Uganda (from 1.52% to 2.43%). This was reducing unemployment. It is therefore unfortunate that industrialized Equatorial Countries, such as Gabon, with unique tourist attractions, including fine beaches, ocean, and beautiful scenic sites, did not develop tourism. The developing tourism industry would be very beneficial for Gabon because it would help eliminate very high unemployment that exists there (over 20% of the working population in 2019) (International Labour Organization, 2020) as shown in Figure 8.

Figure 8 - The unemployment rate in the Equatorial Countries in 2019 (%)
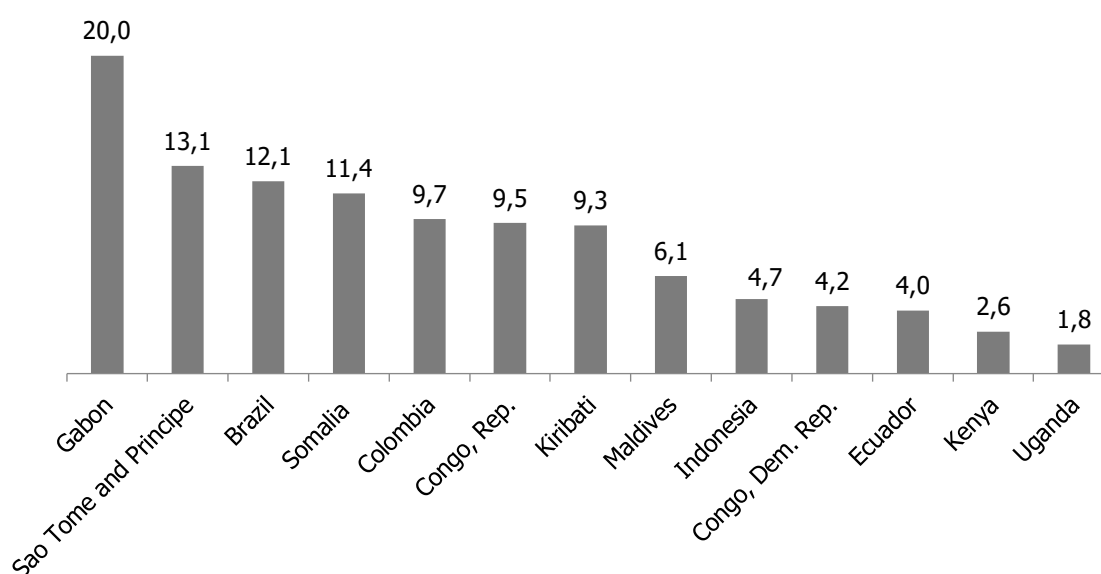
Source: UNWTO (2021c); International Labour Organization (2020)

The Equatorial Countries with a well-developed tourism industry also benefited from employment in sectors indirectly related to tourism services, such as IT services, translation services, medical services, hairdressing, trade services, i.e., selling souvenirs, foodstuffs, sports equipment and other tourist equipment and accessories. Thus, the development of tourism has contributed to the growth of the service industry in Equatorial Countries, as well as entrepreneurship. As the tourism industry grows, the economic condition of other related sectors (for instance, construction, agriculture) improve. These sectors created new jobs, and therefore the income earned by the population increased and the standard of living of the local population (for instance, the Maldives' GDP per capita increased from US$ 5703 to US$ 8477 per capita between 1999 and 2019, and Sao Tome and Principe from US$ 1048 to US$ 1301 per capita between 2009 and 2019). This resulted in an increase of consumption and demand, and consequently, the import of goods and services. The development of tourism has also led to the development of local and regional tourist infrastructure (i.e., accommodation, food service) and semi-tourist infrastructure (i.e., transport network, stores). Tourism receipts allowed for financing activities aimed at preserving and developing natural and anthropogenic resources. Thus, the economic value of tourism was reflected in various economic aspects of the tourist-receiving countries, contributing to their economic recovery. The above-mentioned issues were raised by several authors: Copeland (1991), Chao et al (2006), Smith and Diekmannd (2017), and Holzner (2011). Indeed, in their publications, these authors claimed that countries with a higher total contribution of the travel and tourism to GDP develop faster. This was the case with the Maldives, whose level of GDP per capita was on similar level than that of Sao Tome and Principe in 1980. However, the rapid growth of the tourism industry in the Maldives in the 1980s resulted in the 5-times growth of the country's GDP per capita (from US$ 1563 to US$ 8477 per capita between 1980 and 2019), while in Sao Tome and Príncipe, it increased only 9% (from US$ 1166 to US$ 1289). This was related to the much later integration of Sao Tome and Príncipe into the global tourism industry. This country started developing its tourism industry and opening to foreign visitors only in the new millennium. The socio-economic growth of both countries, Maldives and Sao Tome and Príncipe, due to the development of tourism, was also reflected in the increase in the Human Development Index ranking, published by United Nations, which is considered by many as being a better indicator in measuring the progress of Nations than GDP per capita, because besides income, it also measures health and education (Coyle, 2015). In the HDI ranking in years between 1999 and 2019, the position of the Maldives increased from 0.611 to 0.740, and Sao Tome and Príncipe from 0.492 to 0.625. In comparison, the Democratic Republic of Congo with an undeveloped tourism industry level increased only from 0.347 to 0.480, which was one of the lowest places in the ranking worldwide (United Nations Development Programme, 2020).

5. Conclusions

The analysis of the tourism industry in 13 Equatorial Countries presented a general situation of tourism services. Despite the year-round tropical hot climate, which is one of the most important tourist attractions, the coastal location of most of the Equatorial Countries, the unique flora and fauna of this climatic zone and the cultural variety, the development of tourism in all 13 countries was very varied. There have been many factors that affected the economic impact on tourism in the Equatorial Countries. The main factors were the economic level and the size of the economies. The higher economically developed countries or bigger economies were, the more financially self-sufficient were and they didn't need foreign capital inflow as much. And as already mentioned, foreign capital brought a lot of benefits to the receiving countries, but also created a lot of harm in the form of economic leakage, which is considered as the most negative economic impact of tourism. Big economies like for example Indonesia and Brazil did not face leakage problems as much as small economies who were fully dependent on foreign capital inflow i.e., Kiribati, Maldives, Sao Tome and Principe, and Uganda. Nevertheless, tourism has brought many benefits to the economies of tourist-receiving countries, which were contributing to their economic growth. In addition to the economic aspects, tourism has also translated into a civilization progress, higher level of widely understood tolerance and openness to other nationalities and cultures. All the aforesaid issues contributed to broadening people's horizons and social development, which might be more important than financial benefits.

6. Research implications

In terms of research the results fill a gap in the literature related equatorial countries. The results of the study could be used by decision-makers. Social impacts are related to learning about the impacts of tourism in different cultures. The originality of the study lies in the fact that there are no studies on the impact of tourism in equatorial countries. The research is useful for the leaders of these countries, politicians, and decision-makers. The contributions of the study may be useful for investors, coming from more developed countries, who consider and/or plan to invest in the tourism infrastructure of Ecuadorian countries with an undeveloped tourism sector.

References

AFAR (2019), The World's 10 Fastest Growing Tourist Destinations 2019, on-line version: https://www.afar.com/magazine/fastest-growing-tourist-destinations-2019 (access: January 2019).

Banco Central do Brasil (2019). Balanço de Pagamentos - BPM6, on-line version: https://www.bcb.gov.br/estatisticas/tabelasespeciais (access: 20.08.2021).

Britton S. (1982), The Political Economy of Tourism in the Third World, Annals of Tourism Research, Vol. 9, pp. 331–358.

Bertelsmann Stiftung (2020), BTI 2020 Country Report – Brazil, Gütersloh, pp. 3-41.

Chao C.C., Hazari B., Laffargue J.P., Sgro P. M. (2006), Tourism, Dutch Disease and Welfare in an Open Dynamic Economy, Japanese Economic Review 57(4), pp. 501-515.

Copeland B. R. (1991), Tourism, welfare and de-industrialisation in a small open economy, Economica, Wiley, pp. 515-529.

Coyle D. (2015), GDP: A Brief but Affectionate History, Princeton University Press.

Dwyer L., Forsyth P., Spurr R. (2004), Evaluating Tourism's economic effects: new and old approaches, Tourism Management 25, pp. 307-317.

Freeman R. (2006), People flows in globalization, Journal of Economic Perspectives 20(2), pp. 145-170.

Holzner M. (2011), Tourism and economic development: The beach disease? Tourism Management, 32 (4), pp. 322-933.

International Labour Organization (2020), Report on employment in Africa (Re-Africa), Geneva.

Kucinski K. (2003), Turystyka, [in:] I. Fierla, Geografia gospodarcza świata, PWE, Warsaw 2003.

Kumar J., Hussain K., Kannan S. (2015), Positive vs negative economic impact of tour development: a review of economic impact studies, Development of the new tourism paradigm in the Asia Pacific region, 21st Asia Pacific Tourism Association Annual Conference, 14-17 May.

Pearce P., Filep S., Ross G. (2010), Tourists, Tourism and the Good Life, Routledge, pp 82-165.

Podhorodecka K. (2019), Turystyka na obszarach wyspiarskich wobec swiatowego kryzysu gospdoarczego, Wyd. Naukowe Scholar, pp 82-90.

Sezgin E., Yolal M. (2012), Golden Age of Mass Tourism: Its History and Development, [in:] Kasimoglu M. (ed.) Vision for global Tourism Industry: Ceating and Sustaining Competitives, IntechOpen.

Rabahy W. A. (2020), Tourism analysis and perspectives in Brazil, Brazilian Journal of Tourism Research, Vol 14(1), Sao Paulo, pp 1-13.

Smith M.K., Diekmannd A. (2017), Tourism and wellbeing, Annals of Tourism Research, 66, pp. 1-13.

Stallings B. (2007), The globalization of Capital Flows: Who Benefits?, The Annals of the American Academy of Political and Social Science 610(1), pp. 201-216.

Sugiyarto G., Blake A., Sinclair M.T. (2003), Tourism and Globalization - Economic Impact in Indonesia, Annals of Tourism Research, 30 (3), pp. 683-701.

ThoughtCo (2021), Countries That Lie on the Equator, New York.

United Nations Development Programme (2021), Human Development Reports 2020.

UNWTO (2021a), World Tourism Barometer, UNWTO, Madrid.

UNWTO (2021b), World Tourism Organization, on-line version: https://www.unwto.org/glossary-tourism-terms (access 15.09.21).

UNWTO (2021c), Yearbook of Tourism Statistics and the World Bank 2021.

World Economic Forum (2019), The Travel and Tourism Competitiveness Report 2019, T&T Competitiveness Index, 2019.

Short Papers

#47 | Food sustainability practices in the restoration of the Autonomous Region of Madeira

#47 | Práticas de sustentabilidade alimentar na restauração da Região Autónoma da Madeira

Bruno Sousa

bruno.sousa@mail.com; CITUR – Madeira Centre for Tourism Research Development and Innovation; University of Madeira; Health Service of Autonomous Region of Madeira, Portugal

Abstract

Sustainable practices, and more specifically at the food level, are fundamental and can be one of the determinants of tourism in the present and in the future, namely in tourist regions such as the Autonomous Region of Madeira.

The aim of this study is to know the practices of sustainable food in the tourist restoration of the Autonomous Region of Madeira.

For this study, it was considered the universe of restaurants existing in the search engine "Tripadvisor Portugal®", which is widely used by tourists, considering in the research: "Restaurants", "Madeira" and "Regional gastronomy".

From the selected restaurants, their responsible were contacted, invited to participate in this study and to fill out a developed survey, which was applied by phone or directly by the Google® Forms platform through a link that was made available to the restaurant manager. The survey was conducted between 1 and 20 of October of 2020.

Participated 101 restaurants, and 74.3% use seasonal foods almost always or always, 80.2% use local foods almost always or always, 85.1%, readjust meals according to seasonality, 53.5% they use organic food almost always or always, 90.1% provide vegetarian meals, and 93.1% are almost always or always careful to minimize food waste.

The practices of food sustainability found in the tourist restoration of the Autonomous Region of Madeira are positive, however, it would be very advantageous to improve these practices, thus requiring more awareness and incentive actions directed to this sector.

Keywords: Food sustainability; Gastronomy; Madeira; Restoration.

Resumo

As práticas sustentáveis, e mais especificamente a nível alimentar são fundamentais e podem ser um dos determinantes do turismo no presente e no futuro, nomeadamente em regiões turísticas como é o caso da Região Autónoma da Madeira.

O objetivo deste estudo é conhecer as práticas de uma alimentação sustentável na restauração turística da Região Autónoma da Madeira.

Para este estudo, foi considerado o universo de restaurantes existentes no motor de busca "Tripadvisor Portugal®", que é amplamente usado pelos turistas, considerando na pesquisa: "Restaurantes", "Madeira" e "gastronomia regional".

Dos restaurantes selecionados, foram contactados os seus responsáveis, convidados a participar neste estudo e a preencher um inquérito desenvolvido, que foi aplicado telefonicamente ou diretamente pela plataforma Google® Forms através de um link que foi disponibilizado ao responsável do restaurante. A aplicação do inquérito foi realizada entre 1 e 20 de outubro de 2020.

Participaram 101 restaurantes e 74,3% utilizam quase sempre ou sempre os alimentos da época, 80,2% usam quase sempre ou sempre os alimentos locais, 85,1%, reajustam os alimentos das refeições em função da sazonalidade, 53,5% utilizam quase sempre ou sempre os alimentos orgânicos, 90,1% disponibilizam refeições vegetarianas, e 93,1% têm quase sempre ou sempre cuidados para minimizar o desperdício alimentar.

As práticas de sustentabilidade alimentar encontradas na restauração turística da Região Autónoma da Madeira são muito positivas, contudo, seria muito vantajoso melhorar estas práticas, havendo assim necessidade de mais ações de sensibilização e de incentivo direcionadas para este sector.

Palavras-chave: Gastronomia; Madeira; Restauração; Sustentabilidade alimentar.

1. Introduction

Sustainable practices, and more specifically at the food level, are fundamental and can be one of the determinants of tourism in the present and in the future, namely in tourist regions (Testa et al, 2019; Zhang et al, 2019), as is the case of Autonomous Region of Madeira.

Given the relevance of this theme and not being known data on these practices in this region, it was felt the need to carry out this research with the aim of know the practices of sustainable food in tourist restoration of the Autonomous Region of Madeira.

2. Literature review

The sustainability of the food system is critical, not just for those who work in the sector, but for all citizens, the community and the planet. We are all consumers, and we will all be affected by resource pressures, climate change and subsequent social and economic changes (Martinelli & Cavalli, 2019). Sustainable food is defined by the United Nations Food and Agriculture Organization, and World Health Organization, as one that generates a reduced environmental impact and contributes to food and nutrition security (FAO & WHO, 2019).

Sustainable food and gastronomy protect and respects biodiversity and the ecosystem and makes it possible to optimize natural resources. Furthermore, they are culturally accepted, nutritionally adequate, accessible by the population, and it is safe and economically fair (Associação Portuguesa de Nutrição, 2017).

This gastronomy favors fresh, local, and seasonal foods. By consuming food from nearby, we are also promoting the local economy and reducing environmental and energy costs, and conserving, protecting, and improving natural resources (Associação Portuguesa de Nutrição, 2017), factors also increasingly valued and competitive in the tourism area (Testa et al, 2019; Zhang et al, 2019; Babolian Hendijani & Nusantara, 2020; Bertella, 2020).

When purchasing food from local producers, we encourage the practice of smaller scale agriculture, with less environmental impact and respecting the balance of the ecosystem (Shindelar, 2015; Associação Portuguesa de Nutrição, 2017).

When consuming a food produced locally and seasonally obtained directly from producers, it is a product that is not processed, minimizing the number of resources used. Furthermore, it takes into account the environment and the welfare of animals, producers and consumers (Tukker & Jansen, 2006; Joint Research Centre, 2007; Associação Portuguesa de Nutrição, 2017; Bertella et al, 2019).

Tourism is considered one of the most important pillars for the social and economic sustainability of many regions or localities (Valls et al, 2019). In the Autonomous Region of Madeira, the tourism sector plays a fundamental role in the economy, involving various sectors of economic activity and it is estimated that the global impact of the tourism sector on the region's economy represents approximately 24% of the gross domestic product (Associação Comercial e Industrial do Funchal, 2015).

In Multi-national Travel Trends – A Global Look at the Motivations and Behaviors of Travelers it is reported that while price is important, people make travel decisions based more on the heart than the economic factor, and what fits the food experience (Expedia, 2018).

We must therefore take into account all these determining factors for a tourist destination, also bearing in mind that these issues of food sustainability are of increasing concern to citizens (Testa el al, 2019; Zhang et al, 2019; Babolian Hendijani & Nusantara, 2020; Bertella,

2020). They are elements that encourage the involvement of residents, strengthening local culture and identity, in some cases, becoming the basis for effective destination branding policies (Ferrari & Gilli, 2015). These practices make tourism not only more competitive, but at the same time more sustainable (Ferrari & Gilli, 2015; Zhang et al, 2019). Therefore, factors that are increasingly competitive and that value local tourism must be highlighted.

3. Methodology

For this study, the universe of existing restaurants in the search engine "Tripadvisor Portugal®" was considered, which is widely used by tourists, considering in the research: "Restaurants", "Madeira" and "Regional Gastronomy". One third of the restaurants registered here were considered for the sample, which makes up at least 100 restaurant establishments of the selected restaurants, their responsible persons were contacted, invited to participate in this study and to fill in a survey developed, which was applied by telephone or directly by the Google® Forms platform through a link that was made available to the responsible of the restaurant. The questionnaire consisted of a first part with the characterization of the restaurant, like the location, and a second part with specific questions about sustainability, from the use of seasonal, local, organic/biological foods, produced according to with high environmental and animal welfare standards, the use of packaging, and the practice of care to minimize food waste, being able to answer between "never", "sometimes", "almost always" or "ever". Questions were also asked about the availability of vegetarian meals, tap water served in jars or reusable bottles, the readjustment of food in the meals according to seasonality, as well as the management of organic waste, being able to answer "yes" or "no".

The application of the survey was carried out between October 1 and 20, 2020.

For data analysis, data were exported from Google® Forms to Microsoft Excel® 2016, USA, and all statistical analyzes were performed in SPSS® Statistics (version 26.0; SPSS Inc., Chicago, Illinois, USA).

4. Results and discussion

101 restaurants were participated, and the majority were from the municipality of Funchal (57.4%), followed by the municipalities of Calheta, Santana and Porto Moniz, each representing 6.9% of the sample (Graph 1).

Graph 1 – Distribution of Restaurants by Municipalities (n=101)
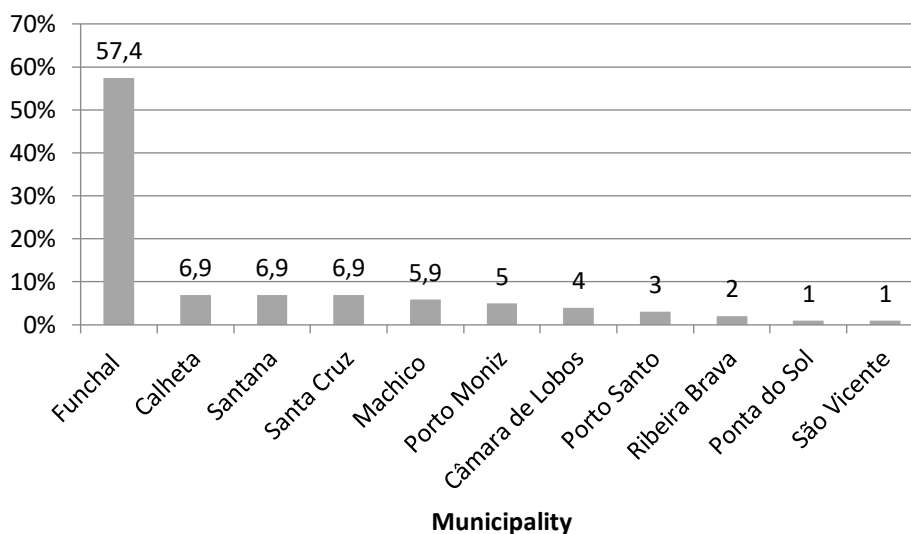
In this sample of restaurants, we found that 74.3% almost always or always use seasonal foods, that 80.2% almost always or always use local foods, and that 85.1% readjust the food in their meals according to the seasonality (Table 1). In addition, 53.5% use organic foods almost always or always, and 90.1% offer vegetarian meals (Table 1).

We found that 78.2% say that they are almost always or always careful to check that food of animal origin has been produced in accordance with high environmental and animal welfare standards, 50.5% say that they almost always or always choose products with reduced packaging or without packaging, and 76.2% have tap water available in reusable jars or bottles (Table 1).

Regarding food waste, we found that 93.1% are almost always or always careful to minimize this waste (Table 1). As for the management of organic waste, we found that 83.2% of the restaurants do it.

Table 1 – Food sustainability practices in restaurants in the Autonomous Region of Madeira (n=101)

	n	%
Use seasonal foods		
Never	2	2,0
Sometimes	24	23,8
Almost always	31	30,7
Ever	44	43,6
Use local foods		
Never	0	0,0
Sometimes	20	19,8
Almost always	32	31,7
Ever	49	48,5
Use organic food		
Never	9	8,9
Sometimes	38	37,6
Almost always	33	32,7
Ever	21	20,8
Animal welfare standards		
Never	6	5,9
Sometimes	16	15,8
Almost always	16	15,8
Ever	63	62,4
Choose products with reduced packaging or without packaging		
Never	15	14,9
Sometimes	35	34,7
Almost always	31	30,7
Ever	20	19,8
Minimize food waste		
Never	1	1,0
Sometimes	6	5,9
Almost always	13	12,9
Ever	81	80,2
Offers vegetarian meals		
Yes	91	90,1
No	10	9,9
Tap water served in reusable jars or bottles is available		
Yes	77	76,2
No	24	23,8
Readjusts meal foods according to seasonality		
Yes	86	85,1
No	15	14,9
Manages organic waste		
Yes	84	83,2
No	17	16,8

5. Concluding remarks

In this study, we found that tourist restaurants in the Autonomous Region of Madeira frequently use seasonal foods, local foods, and readjust the foods in the meals served according to seasonality. In addition, they are careful to minimize food waste, consisting of good food sustainability practices, which can contribute to the growth and development of tourism in this region.

6. Research implications

Although food sustainability practices are positive, it would be very advantageous to improve these practices, thus there is a need for more awareness and incentive actions directed to this sector, as well as investing in the dissemination of these practices, which could be another tourist attraction for the Autonomous Region Madeira in the present and future times, in which the valorisation of these practices is being much considered.

References

Associação Comercial e Industrial do Funchal (2015). Documento Estratégico para o Turismo na RAM (2015-2020). Disponível em:
http://www.acif-ccim.pt/wp-content/uploads/2020/estudos/Doc_Estrategico_Turismo_RAM.pdf. Acedido a 2 de setembro de 2021.

Associação Portuguesa de Nutrição (2017). Alimentar o futuro: uma reflexão sobre sustentabilidade alimentar. Porto.

Babolian Hendijani, R., Nusantara, B. (2020). Food as a Sustainable Alternative Tourism Promotion in 3S Destinations. JEMT 11(2). https://doi.org/10.14505//jemt.11.2(42).16

Bertella, G. (2020). Re-thinking sustainability and food tourism. Annals of Tourism Research 84. https://doi.org/10.1016/j.annals.2020.103005

Expedia (2018). Multi-national Travel Trends – A Global Look at the Motivations and Behaviors of Travelers. Disponível em: https://info.advertising.expedia.com/hubfs/Content_Docs/Rebrand-2018/MULTI-NATIONAL%20TRAVEL%20TRENDS-Small.pdf?hsCtaTracking=f18e4478-a357-4fca-a5aa-b67cfaead2de%7Cad878a9e-2891-4586-bb0e-1b43673166b2. Acedido a 2 de setembro de 2021.

FAO & WHO. (2019). Sustainable healthy diets – Guiding principles. Rome.

Ferrari, S., & Gilli, M. (2015). Authenticity and Experience in Sustainable Food Tourism. In Sloan, P., Legrand, W., & Hindley, C. (ed), The Routledge Handbook of Sustainable Food and Gastronomy (pp-315-325). New York: Routledge.

Leer, J. (2020). Designing sustainable food experiences: Rethinking sustainable food tourism. International Journal of Food Design 5 (1+2):65-82. https://doi.org/101386/ifdj_000010_1

Martinelli, S.S., & Cavalli, S.B. (2019). Healthy and sustainable diet: a narrative review of the challenges and perspectives. Ciência saúde coletiva 24 (11). https://doi.org/10.1590/1413-812320182411.30572017.

Shindelar, R. (2015). The Ecological Sustainability of Local Food Systems. *RCC Perspectives*, *1*, 19–24. http://www.jstor.org/stable/26241302

Testa, R., Galati, A., Schifani, G., Di Trapani, A.M., Migliore, G. (2019). Culinary Tourism Experience in Agri-tourism Destinations and Sustainable Consumption – Understanding Italian Tourists' Motivations. Sustainability, 11, 4588; https://doi.org/10.3390/su11174588

Valls, J.F., Mota, L., Vieira S.C.F., Santos, R. (2019). Opportunities for Slow Tourism in Madeira. Sustainability 2019, 11(17), 4534; https://doi.org/10.3390/su11174534

Zhang, T., Chen, J., Hu, B. (2019). Autenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. Sustainability, 11, 3437; https://doi.org/10.3390/su11123437

Joint Research Centre, Institute for Prospective Technological Studies, Environmental impact of products (EIPRO) analysis of the life cycle environmental impacts related to the final consumption of the EU-25 : main report : IPTS/ESTO project, Eder, P.(editor), Delgado, L.(editor), Publications Office, 2007.

Tukker A, Jansen B, Environmental impactsof products: a details review of studies. Journal of Industrial Ecology 2006;(10(3):159-182. https://doi.org/10.1162/jiec.2006.10.3.159

#58 | Traditional products in the tourist restoration of the Autonomous Region of Madeira

#58 | Os produtos tradicionais na restauração turística da Região Autónoma da Madeira

Bruno Sousa

bruno.sousa@mail.com; CITUR – Madeira Centre for Tourism Research Development and Innovation; University of Madeira; Health Service of Autonomous Region of Madeira, Portugal

Abstract

Gastronomy is an essential resource for the creation of value and differentiation of tourist destinations, through the offer of exclusive products and practices that highlight the marks of the identity of a place or region.

The objective of this study is to know the presence of traditional products, as well as the typical dishes of regional gastronomy in the tourist restoration of the Autonomous Region of Madeira.

For this study, it was considered the universe of restaurants existing in the search engine "Tripadvisor Portugal®", which is widely used by tourists, considering in the research: "Restaurants", "Madeira" and "Regional gastronomy".

From the selected restaurants, their responsible were contacted, invited to participate in this study and to fill out a developed survey, which was applied by phone or directly by the Google® Forms platform through a link that was made available to the restaurant manager. The survey was conducted between 1 and 20 October 2020.

101 restaurants participated, of which 57.4% were located in the municipality of Funchal and we found that among regional products, 99% of the restaurants offered "Madeira Wine", 89.1% "Poncha", 85.1% "Bolo do Caco "and 84.2%"Passion Fruit". Among the typical regional dishes, we found that 76.2% offered "Tuna steak", and 72.3% "Espetada", "Milho Frito" and "Passion Fruit Pudding".

We thus verify that the regional products and gastronomy of the Autonomous Region of Madeira are present in the tourist restoration of this region, however the expression should be even greater, given its importance for regional tourism.

Keywords: Gastronomy; Madeira; Traditional products; Tourist restoration.

Resumo

A gastronomia é um recurso essencial à criação de valor e de diferenciação dos destinos turísticos, através da oferta de produtos e práticas exclusivas que realçam marcas da identidade de um local ou região.

O objetivo deste estudo é conhecer a presença de produtos tradicionais, assim como os pratos típicos da gastronomia regional na restauração turística da Região Autónoma da Madeira.

Para este estudo, foi considerado o universo de restaurantes existentes no motor de busca "Tripadvisor Portugal®", que é amplamente usado pelos turistas, considerando na pesquisa: "Restaurantes", "Madeira" e "gastronomia regional".

Dos restaurantes selecionados, foram contactados os seus responsáveis, convidados a participar neste estudo e a preencher um inquérito desenvolvido, que foi aplicado telefonicamente ou diretamente pela plataforma Google® Forms através de um link que foi disponibilizado ao responsável do restaurante. A aplicação do inquérito foi realizada entre 1 e 20 de outubro de 2020.

Participaram 101 restaurantes, sendo que 57,4% situavam-se no concelho do Funchal e encontramos que entre os produtos regionais, 99% dos restaurantes disponibilizam "vinho madeira", 89,1% "poncha", 85,1% "bolo do caco" e 84,2% "maracujá". Entre os pratos típicos regionais, encontramos que 76,2% ofereciam o "bife de atum", e 72,3% a "espetada", o "milho frito" e o "pudim de maracujá".

Verificamos assim que os produtos regionais e a gastronomia da Região Autónoma da Madeira estão presentes na restauração turística desta região, contudo a expressão deveria ainda ser maior, dada a sua importância para o turismo regional.

Palavras-chave: Gastronomia; Madeira; Produtos tradicionais; Restauração turística.

1. Introduction

Gastronomy is an essential resource for the creation of value and differentiation in tourist destinations, through the offer of exclusive products and practices that highlight the marks of the identity of a place or region.

In the Autonomous Region of Madeira, due to essentially geographic and cultural factors, there is a rich gastronomy based on the foods that nature offers locally, from fruit and vegetables to foods from the sea. Madeira traditional cuisine is an aspect of which the community is proud, seeking, whenever possible, to associate it with the tourism sector, in order to promote Madeira products and culture and satisfy the interest of tourists.

Gastronomy can thus be a tourist-cultural attraction, promoting local foods and safeguarding the genuine and unique recipes of a particular location.

The objective of this study is to know the presence of traditional products, as well as typical dishes of regional gastronomy in tourist restoration in the Autonomous Region of Madeira.

2. Literature review

Tourism depends on several factors and results from the symbiosis between visitor preferences and the characteristics of tourist resources provided by the destination (Vieira, 2015).

Gastronomy is an emerging factor in tourism areas as it is crucial to improve the visitor's experience. However, it is not merely a tasting experience, it is the culmination of the local culture, a reflection of the history, habits, and traditions of a locality. An element based on diversification, capable of influencing the image of a region and the way it is promoted (Sormaz et al, 2016).

Gastronomy has become one of the fundamental resources in the decision-making process for choosing a destination, and concepts such as Gastronomic Tourism are even beginning to emerge to define the search for a unique dining and drinking experience (Meneguel, Mundet & Aulet, 2018).

Is an essential resource for the creation of value and differentiation of destinations, through the offer of exclusive products and practices that highlight the identity marks of a place or region. As a cultural-tourist attraction, it enriches the tourist's trip, making it a unique experience, in which he comes into contact with the cultural heritage and with the customs and traditions of a community (Sormaz et al, 2016) (World Tourism Organization and Basque Culinary Center, 2019).

Despite not being the main motivation of the trip, tourists always feel the need to eat and discover new flavors and colors, a factor that favors tourist activity. Thus, tourists seek to combine their interest in knowing the typical products of the region and, consequently, the typical local dishes with their well-being. He then chooses the restaurants that will allow him to establish contact with the roots of the population and learn about the local culture, from the ways in which food is prepared to the behavior at the table (Sormaz et al, 2016) (World Tourism Organization and Basque Culinary Center, 2019).

Thus, gastronomy is a differentiating element of the tourist offer and the culture of a region, representing an important attraction factor. Therefore, when properly promoted, it can act as an engine for the enrichment of tourist sales, resulting in a cultural enhancement factor and a means of qualifying local restaurants (Holland, 2015) (Martins et al, 2012).

This form of tourist attraction is really important, as it stimulates and drives the differentiation of the offer by tourist destinations and, in addition to satisfying the basic human need for food, it transforms the tourist experience, presenting them with unique opportunities (Martins et al, 2012) (World Tourism Organization and Basque Culinary Center, 2019).

It is therefore essential for tourist activity to preserve the local cuisine, in order to keep alive the traditions and customs of a community and in such a way that the marks of the identity of this destination are easily marked. (Nogueira et al, 2016).

In the Autonomous Region of Madeira, the only known study at this level was carried out in 2019, however it only considered information from the menus of the restaurants available on the web (Sousa et al, 2019).

3. Methodology

For this study, the universe of existing restaurants in the search engine "Tripadvisor Portugal®" was considered, which is widely used by tourists, considering in the research: "Restaurants", "Madeira" and "Regional Gastronomy". One third of the restaurants registered here were considered for the sample, which makes up at least 100 restaurant establishments of the selected restaurants, their responsible persons were contacted, invited to participate in this study and to fill in a survey developed, which was applied by telephone or directly by the Google® Forms platform through a link that was made available to the responsible of the restaurant. The application of the survey was carried out between October 1 and 20, 2020.

The results of this study will be compared to another one (Sousa et al, 2020) from the Autonomous Region of Madeira, referring to the 2019, despite having a sample of only 48 restaurants and a different methodology, that it was based only on information from the menus available on the web.

4. Results and discussion

The sample consisted of 101 restaurants, with 57.4% located in the municipality of Funchal, followed by the Calheta, Santana and Santa Cruz (Table 1).

We found that among regional products, 99% of the restaurants offer Madeira wine, 89.1% "Poncha da Madeira", 85.1% "Bolo do caco" and 84.2% Passion fruit (Table 2).

Among the typical regional dishes, we found that 76.2% offered Tuna steak, and 72.3% "Espetada", fried corn and passion fruit pudding (Table 3).

Table 1 – Distribution of Restaurants by Municipalities (n=101)

	n	%
Funchal	58	57,4
Calheta	7	6,9
Santana	7	6,9
Santa Cruz	7	6,9
Machico	6	5,9
Porto Moniz	5	5,0
Câmara de Lobos	4	4,0
Porto Santo	3	3,0
Ribeira Brava	2	2,0
Ponta do Sol	1	1,0
São Vicente	1	1,0

Table 2 – Traditional products in the menus (n=101)

Traditional products	n	%
Madeira wine	100	99,0
"Poncha da Madeira"	90	89,1
"Bolo do caco"	86	85,1
Passion fruit	85	84,2
Tuna	83	82,2
Sweet potato	82	81,2
Black scabbardfish	82	81,2
Madeira rum	82	81,2
Sugar cane brandy	82	81,2
Banana	78	77,2
Sugar cane molasses	64	63,4
"Lapas"	60	59,4
Avocado	59	58,4
"Sidra"	52	51,5
"Pão de casa"	48	47,5
Fennel	44	43,6
"Honey cake"	38	37,6
Couscous	23	22,8
Pitanga	22	21,8
Yam	21	20,8
Skipjack	20	19,8
Tabaibo	17	16,8
Sugar cane	10	9,9

Table 3 – Typical regional dishes in the menus (n=101)

Typical dishes	n	%
Tuna steak	77	76,2
"Espetada"	73	72,3
Fried corn	73	72,3
Passion fruit pudding	73	72,3
"Prego no bolo do caco"	71	70,3
Black scabbardfish fillet	70	69,3
"Picadinho"	62	61,4
Tomato soup	60	59,4
Boiled corn	56	55,4
"Carne vinha d'alhos"	54	53,5
"Cozido madeirense"	39	38,6
Wheat soup	28	27,7
"Açorda madeirense"	24	23,8
Trout	15	14,9
"Queijada"	12	11,9
Family cake	1	1,0

Comparing the results of this study with another one (Sousa et al, 2020) from the Autonomous Region of Madeira, referring to the 2019, we found marked differences, with clearly more regional foods and dishes, when the restaurants are contacted, with emphasis on the Madeira wine, which in the current study was found in 99% of the restaurants, while in the other the value are 27.1%, the same was verified with the "Poncha da Madeira", with values of 89.1% and 0% respectively (Table 4).

Table 4 – Compare traditional products in the menus (%)

Traditional products	Present study	2019 (*)
Madeira wine	99,0	27,1
"Poncha da Madeira"	89,1	0,0
"Bolo do caco"	85,1	21,1
Passion fruit	84,2	41,7
Tuna	82,2	39,6
Sweet potato	81,2	37,5
Black scabbardfish	81,2	52,1
Madeira rum	81,2	0,0
Sugar cane brandy	81,2	0,0
Banana	77,2	39,6
Sugar cane molasses	63,4	4,2
"Lapas"	59,4	**
Avocado	58,4	29,2
"Sidra"	51,5	**
"Pão de casa"	47,5	12,5
Fennel	43,6	12,5
"Honey cake"	37,6	12,5
Couscous	22,8	16,7
Pitanga	21,8	4,2
Yam	20,8	2,1
Skipjack	19,8	**
Tabaibo	16,8	0,0
Sugar cane	9,9	0,0

* Sousa et al, 2020   ** Data not available

There is also a discrepancy in regional dishes, from tuna steak with 76.2% in the current study, and 27.1% in 2019, and "Prego no bolo do caco" with 70.3% and 4, 2% respectively (Table 5).

Table 5 – Compare typical dishes in the menus (%)

Typical dishes	Present study	2019 (*)
Tuna steak	76,2	27,1
"Espetada"	72,3	27,1
Fried corn	72,3	16,7
Passion fruit pudding	72,3	10,2
"Prego no bolo do caco"	70,3	4,2
Black scabbardfish fillet	69,3	52,1
"Picadinho"	61,4	4,2
Tomato soup	59,4	25,0
Boiled corn	55,4	2,1
"Carne vinha d'alhos"	53,5	6,3
"Cozido madeirense"	38,6	0,0
Wheat soup	27,7	8,3
"Açorda madeirense"	23,8	8,3
Trout	14,9	**
"Queijada"	11,9	0,0
Family cake	1,0	**

* Sousa et al, 2020   ** Data not available

We considered that these differences are not related to the time difference of the data, but to the methodology adopted, the current data being more realistic. However, it is still evident that these regional foods and dishes need to be more publicized and highlighted in the menus of tourist restaurants in this region.

5. Concluding remarks

We verified that the traditional products of the Autonomous Region of Madeira are present in the tourist restoration of this region, highlighting the Madeira wine, the "Poncha da Madeira", the "Bolo do caco" and the passion fruit, as well as the tuna steak, the "Espetada", fried corn and passion fruit pudding.

6. Research implications

The presence of traditional produts is evident in the tourist restoration in this region, however we believe that this expression should be even greater, given its importance for regional tourism. It is also important to promote these regional products, much more on the restaurant menus, to promote regional gastronomy and this tourist product.

References

Holland, M. (2015). O Atlas Gastronómico - Uma Viagem ao Mundo em 39 Cozinhas Internacionais. Alfragide: Lua de Papel.

Martins, U., Baptista, M.M., Costa, C. (2012). A gastronomia como produto turístico-cultural: uma análise das boas práticas de destinos internacionais. Revista Turismo e Desenvolvimento, 17-18:51-53.

Meneguel, C., Mundet, L., Aulet, S. (2019). The role of a high-quality restaurant in stimulating the creation and development of gastronomy tourism. International Journal of Hospitality Management, 83: 220-228.

Nogueira, C.R.D., Zan, F.R., Jasper, J.R. (2016). A gastronomia típica e sua contribuiçao para a certificação em indicação geográfica de produtos na região das missões/rs. Proceeding of ISTI/SIMTEC 2016; 3(1):634-641. DOI: 10.7198/S2318-3403201600030074.

Sormaz, U., Akmese, H., Gunes, E., Aras, S. (2016). Gastronomy in Tourism. Procedia Economics and Finance, 39: 725-730.

Sousa, B., Pereira, H., Sequeira, C. (2020). Regional products and typical dishes in restaurants in the Autonomous Region of Madeira. Proceedings of 11th International Tourism Congress 2020; 348-51.

Vieira, J.M. (2015). Eventos e Turismo - Planeamento e Organização. Lisboa: Sílabo

World Tourism Organization and Basque Culinary Center (2019), Guidelines for the Development of Gastronomy Tourism, UNWTO, Madrid. DOI: https://doi.org/10.18111/9789284420957.

#83 | COVID-19 and the public debate about tourism and its sustainability: A comparative content analysis of newspapers in Portugal and Germany

#83 | A COVID-19 e o debate público sobre o turismo e a sua sustentabilidade: uma análise de conteúdo comparativa de jornais de Portugal e da Alemanha

Sara Góis
saragois@campus.ul.pt; IGOT, Universidade de Lisboa.

Eduardo Brito-Henriques
eduardo@edu.ulisboa.pt; Centro de Estudos Geográficos, IGOT, Universidade de Lisboa

Abstract

Social and environmental impacts of tourism have been widely discussed in the academic literature. More recently, several scholars have acknowledged the COVID-19 pandemic as an opportunity to encourage tourism to become more sustainable in the future. However, it is not clear if this perception has crossed the frontiers of academia into society. This paper will analyze whether this pandemic has increased the public debate about the sustainability of tourism in the European public sphere. To do so, it will develop a comparative content analysis of the pieces published in two newspapers from two European countries in 2020: The Portuguese newspaper "Expresso" and the German "Der Spiegel". Since tourism has a different economic weight in each of these countries, and both have different environmental goals, the public debate is likely to reflect these differences.

Keywords: Sustainable tourism; Public debate; COVID-19; Future trends.

Resumo

Os impactos sociais e ambientais do turismo têm sido amplamente debatidos na literatura científica. Alguns autores entenderam recentemente a pandemia da COVID-19 como uma oportunidade para motivar um turismo mais sustentável no futuro. No entanto, não é claro se esta perceção está também presente na sociedade civil. Este artigo pretende analisar de que forma a pandemia terá aumentado o debate público sobre a sustentabilidade do turismo na esfera pública europeia. Para tal, desenvolve uma análise de conteúdo comparativa de peças jornalísticas publicadas em dois jornais de dois países europeus em 2020: o jornal português "Expresso" e o alemão "Der Spiegel". Sendo que o turismo tem um peso económico diferente em cada um dos países, e ambos têm prioridades ambientais diferentes, o debate público poderá refletir estas diferenças.

Palavras-chave: Turismo Sustentável; Debate público; Tendências Futuras.

1. Introduction

The COVID-19 pandemic, affecting nations worldwide, has led to an economic crisis that had particularly severe impacts on the travel and tourism sector. Crucial sectors of the visitor economy were deeply affected, such as airlines, hospitality, and events industry. In destinations dependent on tourism, there was an enormous impact due to the lack of tourists, and the need for a sudden lockdown (Gössling, Scott & Hall, 2020). However grim the scenario may seem, scholars have been regarding this pandemic as an opportunity to rethink tourism, reversing its impact on the environment and in destinations (e.g, Chaney & Seraphin, 2020; Brito-Henriques, 2021). This paper aims to understand the effects of COVID-19 on the public debate about the sustainability of tourism. To do so, a content analysis of newspapers will be developed.

2. Literature review

Tourism grows on average of 5% annually, and it is today the main source of income and development for several destinations (Gössling, Scott & Hall, 2020). However, as demand grows, scholars have been highlighting the negative impact of tourism on the environment and destinations, recognizing the need to rethink the future of this activity (Gössling & Peeters, 2015; Hall, 2016; Hall & Wood, 2021).

Tourism is highly dependent on natural resources, biodiversity, and ecosystems to develop its unique experiences, but, at the same time, it harms and exhausts those very same resources (Hall, 2016). To avoid this and to overcome climate change, global tourism must reduce its impact on the environment. It must respect the carrying capacity of destinations, minding the well-being of local communities, especially those faced with the consequences of overtourism and gentrification (Hübner, 2014; Brito-Henriques, 2021).

More recently, the COVID-19 pandemic has led to a global shutdown of tourism activities and experiences. Some scholars see this crisis as an opportunity to rethink the future of tourism (Ateljevic, 2020; Romagosa, 2020). Others recognize the possibility to return to a 'business as usual' scenario, since tourism-dependent economies are desperate to return to 2019 tourism levels (Brito-Henriques, 2021; Ioannides & Gyimóthy, 2020; Gössling, Scott & Hall, 2020). In the following sections, this paper analyses the public debate developed in two European countries to understand which scenario is being most discussed.

3. Methodology

This paper develops a comparative content analysis of newspaper pieces published in two newspapers of record from two European countries in 2020: The Portuguese newspaper "Expresso" and the German "Der Spiegel". This analysis is part of a major project being developed that includes a more representative sample (Góis, 2022). The German and the Portuguese context were selected since tourism has a different economic weight in both

countries, and both have different environmental goals. These differences are likely to influence the results. Therefore, these contexts seemed to be appropriate for the purposes of this paper.

The keywords "Tourism" OR "Transport" OR "Travel" was used to select the relevant newspaper pieces. A total of 145 pieces were selected and subsequently organized in NVivo 11 Pro qualitative software, where all the relevant information was coded into subjects. This organization allowed a quantitative analysis of all the data, i.e., to identify the frequency of subjects in each newspaper; as well as a qualitative analysis, where we were able to spot different opinions about each subject in each newspaper. Finally, we compared the results of both newspapers.

4. Results and discussion
4.1. Frequency of subjects

Data was organized according to three main subjects found in the newspapers' pieces: "Growth of tourism", "Pandemic Crisis" and "Future of tourism". "Growth of tourism" includes all extracts concerning social, environmental, and economic impacts caused by the growth of tourism. "Pandemic crisis" includes the positive and negative effects of COVID-19 on tourism and destinations. Lastly, "Future of tourism" includes two scenarios about the future of this sector: the "Rethinking Tourism" scenario considers the necessity to reformulate tourism into a more sustainable activity after COVID-19; while the "Resumption of Tourism" scenario ponders the regrowth of tourism after the pandemic.

Table 1 shows the frequency (in percentage) of these subjects and respective subthemes. The sum of the parcels is bigger than 100% because newspaper pieces are codified in more than one subject. The right way to interpret the percentages is by considering the total number of newspaper pieces (example: 25% of the 72 newspaper pieces mentioned the "Growth of tourism" in "Expresso").

Firstly, we can conclude that the subject "Pandemic Crisis" is the most discussed subject in both newspapers, with a specific focus on the harmful effects of this crisis on tourism facilities and destinations (especially in Der Spiegel with 68,5%). The theme "harmful effects" was therefore the most discussed in the newspapers in 2020. In the subject "Future of Tourism", "Expresso" discussed more frequently about the "Resumption of tourism" scenario, whereas "Der Spiegel" focused more on "Rethinking tourism" scenario. Lastly, the subject "Growth of tourism" was the least mentioned in both newspapers.

4.2. Evolution of the discussion of subjects

Figures 1 and 2 show the evolution of subjects by newspaper pieces throughout 2020 in the two newspapers. In "Der Spiegel", two moments of higher debate were identified: from March to June and in December. References on the "Growth of tourism" decreased after the beginning of COVID-19, then spiked from June to October, and afterwards lowered until

December. On the other hand, references on the "Pandemic Crisis" and "Future of tourism" increased until June (with a clear predominance of the subject "Pandemic crisis"), then registered a steady drop until November, and, finally, ended the year with a very high rate of debate (with 12,3% of newspaper pieces in each subject). In "Expresso", not only was the debate of the subjects less frequent before the arrival of COVID-19, but it also remained low throughout the year (however with a clear predominance of the subject "Pandemic Crisis"), until a noticeable increase in November and December of the subjects "Pandemic crisis" (20,8%) and "Future of tourism" (27,8%), where the "Future of tourism" was more frequently discussed. The subject "Growth of tourism" registered a lower rate of debate throughout the year.

4.3. Concerns and opinions about tourism sustainability and the future of tourism
4.3.1. Rethinking tourism

In the newspaper pieces, opinions related with the growth of tourism on destinations were mostly negative, which might have motivated the debate about the need to rethink tourism after COVID-19 in more sustainable terms. In "Der Spiegel" newspaper pieces referring to the need to rethink tourism (35,6%) occurred more frequently than texts concerned with the recovery of tourism (31,5%). In "Expresso" the opposite was observed, perhaps due to greater dependence of the Portuguese economy on tourism. Regarding the topic "Rethinking tourism", both newspapers focused mostly on the environmental sustainability of tourism (Table 1).

Texts published in the German newspaper frequently recognized the COVID-19 pandemic as an opportunity to rethink tourism as more of an environment friendly activity, supporting the need to bet on sustainable travel and reduce the impacts of aviation. A less frequent opinion considers this change difficult to achieve. Moreover, regarding social sustainability, authors frequently recognized the need to limit tourism to meet the carrying capacity of destinations affected by overtourism (e.g., Mallorca and Venice).

In the "Expresso's" pieces, "rethinking tourism" most frequent opinions see the need to reverse the impact of tourism: authors agree that technology, green energies, and carbon taxes are the most viable solutions to do this. However, some are extremely reluctant about the benefits of carbon taxes on aviation in economies dependent on tourism. Furthermore, opinions that Portugal should look for a balance between the growth of tourism and social comfort, improving quality of life among residents, are also often debated.

4.3.2. The resumption of tourism

Looking at Table 1 we can see that this subject was more frequently discussed in the Portuguese newspaper (43,1%) than in the German one (31,5%). Nonetheless, when authors discussed this subject, "Der Spiegel" highlighted the resurgence (26,0%) of tourism, whereas Portugal focused on state support to tourism (22,2%).

In "Der Spiegel", frequent opinions highlight the resumption of tourism in dependent destinations as a life and death situation (examples are Maiorca and Venice). On a brighter note, most also consider that traveling will pick up rapidly, since desire to travel will be higher. In the Portuguese newspaper, most frequent opinions centered on state support to national tourism. Authors often debated the need to recover tourism and aviation (the Portuguese airline) with state support, since companies are now facing a deep crisis and the possibility of bankruptcy. Authors highlighted mostly the rescue of TAP Air Portugal, and opinions were divided on which path to follow. Most authors stand against the rescue of TAP, a company facing bankruptcy and whose rescue may lead to a severe increase in public debt. On the other hand, other authors deem that the state must help this airline company due to its important hub in Europe. Authors also recognize the need to invest in new airport infrastructures in Lisbon, to enable the growth of tourism after the pandemic.

Finally, we can conclude that "Der Spiegel" appears to be concerned with tourism-dependent destinations (such as Mallorca and Venice), whereas "Expresso" focuses mainly on Portugal – a good expression of the fact that the Portuguese economy is more dependent on tourism than the German economy.

5. Concluding remarks

Overall, this paper shows that besides some discussion about the need to rethink tourism in more sustainable terms, both newspapers express more concern with the negative impacts of the pandemic crisis on destinations and tourism facilities, and furthermore, recognize (mostly "Expresso") the need to resume to the levels of growth from 2019. In short, the COVID-19 pandemic has enabled some debate about the need to rethink the future of tourism, but this debate was nevertheless not the focus of the discussion in both newspapers.

6. Research implications

The results of this investigation contribute to the debate raised by the academic literature, attempting to understand whether COVID-19 is recognized as an opportunity to rethink tourism into a more sustainable activity.

Appendix

Table 1 - Frequency of subjects by percentage of newspaper pieces in both newspapers

| Subjects	Expresso (n=72)	Der Spiegel (n=73)
1. Growth of tourism	25,0%	28,8%
Environmental Impact	5,5%	15,1%
Economic Impact	15,3%	2,7%
Social Impact	8,3%	19,2%
2. Pandemic Crisis	66,7%	74,0%
Positive effects	6,9%	17,8%
Environmental	4,2%	9,6%
Social	4,2%	11,0%
Harmful effects	61,1%	68,5%
In Airline Companies	13,9%	15,1%
In Tourism Accommodation	25,0%	12,3%
In Tourism Destinations	30,6%	56,2%
3. Future of tourism	62,5%	53,4%
Rethinking tourism	33,3%	35,6%
Environmental Sustainability	20,8%	28,8%
Economic Sustainability	12,5%	12,3%
Social sustainability	6,9%	8,2%
Resumption of Tourism	43,1%	31,5%
State Support	22,2%	9,6%
New Infrastructures	8,3%	0,0%
Resurgence	19,4%	26,0%

Source: own

Figure 1 – Evolution of newspaper pieces by subject in "Der Spiegel" from January to December 2020
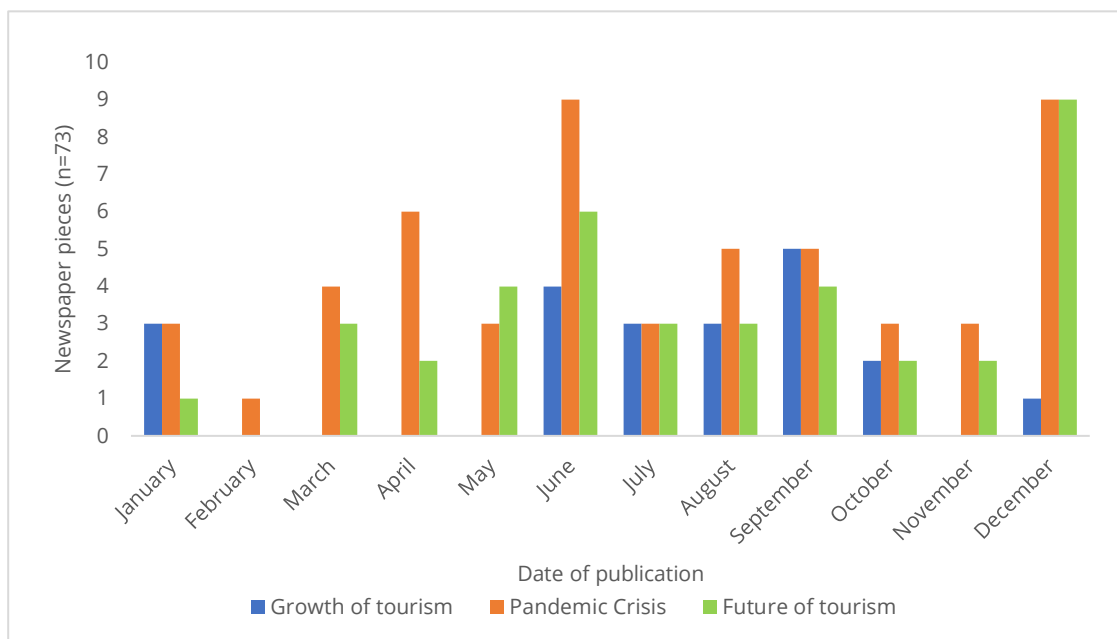
Source: own

Figure 2 – Evolution of newspaper pieces by subject in "Expresso" from January to December 2020
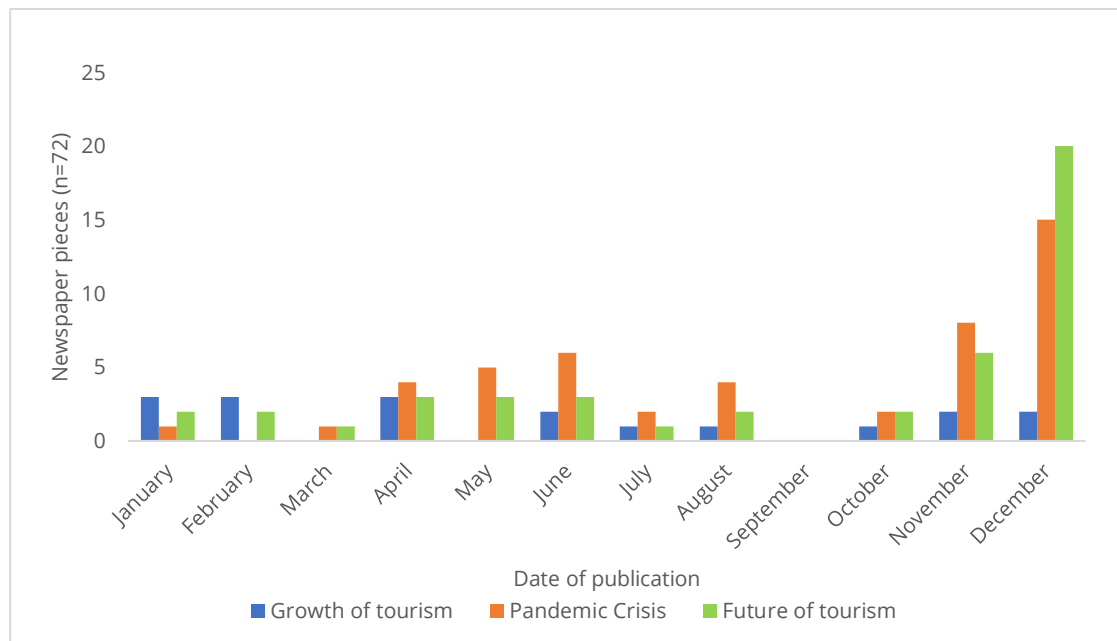
Source: own

References

Ateljevic, I. (2020). Transforming the (tourism) world for good and (re)generating the potential 'new normal'. *Tourism Geographies, 22*(3), 467-475. https://doi.org/10.1080/14616688.2020.1759134

Brito-Henriques, E. (2021). Covid-19, turismo e sustentabilidade: tudo está interligado [Covid-19, tourism, and sustainability: everything is connected]. *Finisterra, 55* (115), 205-210. https://doi.org/10.18055/Finis20311

Chaney, D., & Seraphin, H. (2020). Covid-19 crisis as an unexpected opportunity to adopt radical changes to tackle overtourism. *Anatolia – International Journal of Tourism and Hospitality Research*. https://doi.org/10.1080/13032917.2020.1857804

Góis, S. (2022). *A covid-19 e a discussão pública sobre a sustentabilidade do turismo: uma análise de conteúdo comparativa dos media em diferentes países europeus* [Master thesis, Universidade de Lisboa]. Repositório ULisboa. http://hdl.handle.net/10451/51877

Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, *0*(0), 1–20. https://doi.org/10.1080/09669582.2020.1758708

Gössling, S., & Peeters, P. (2015). Assessing tourism's global environmental impact 1900–2050. *Journal of Sustainable Tourism*, *23*(5), 639–659. https://doi.org/10.1080/09669582.2015.1008500

Hall, C. M. (2016). Loving nature to death: Tourism consumption, biodiversity loss and the Anthropocene. In M. Gren & E. H. Huijbens (Eds.), *Tourism and the Anthropocene* (pp. 52-73). Routledge.

Hall, C. M., & Wood, K. J. (2021). Demarketing tourism for sustainability: degrowing tourism or moving the deckchairs on the Titanic? *Sustainability, 13*(3), Article 1585. https://doi.org/10.3390/su13031585

Hübner, A. (2014). Concepts of culture and tourism adaptation to climate change in Tuvalu. *Tourism, Culture and Communication*, 13(2), 79–94. https://doi.org/10.3727/109830413X13848886455155

Ioannides, D., & Gyimóthy, S. (2020). The COVID-19 crisis as an opportunity for escaping the unsustainable global tourism path. *Tourism Geographies*, 22(3), 624–632.https://doi.org/10.1080/14616688.2020

Romagosa, F. (2020). The COVID-19 crisis: opportunities for sustainable and proximity tourism. *Tourism Geographies, 22*(3), 690-694. https://doi.org/10.1080/14616688.2020.1763447

#101 | Innovate, resist, overcome: The role of creative cities along covid-19 pandemic

#101 | Inovar, resistir, superar: o papel das cidades criativas ao longo pandemia da covid-19

Sarita Cruz de Oliveira
saritacruz@gmail.com; Universidade Feevale, Brazil

Mary Sandra Guerra Ashton
marysga@feevale.br; Universidade Feevale. CiTUR Brazil

Abstract

The present work aims to analyze actions and initiatives that stood out by the UNESCO Creative Cities Network during the fight against the COVID-19 pandemic. To achieve this goal, we opted for exploratory descriptive research, through bibliographical research. For the theoretical framework, we adopted the concepts of Creative Cities from Landry (2013), Vivant (2012) and Uribe (2019).

During the fight against the COVID-19 pandemic, the dynamics of the arts and creativity became involved in an even more complex reality. As creativity is the result of the most different forms of social, cultural, cognitive, psychological interactions (URIBE, 2019), Creative Cities have been looking for solutions that enable the continuity of projects and also actions that seek to act actively in the fight against the virus.

The UNESCO Creative Cities Network (UCCN) is made up of 246 cities from more than 80 UNESCO Member States, in 7 creative areas: Crafts and Popular Arts, Design, Cinema, Gastronomy, Literature, Media Art and Music (UNESCO, 2019).

Keywords: COVID-19; Creative Cities; UNESCO.

Resumo

O presente trabalho tem como objetivo analisar as ações e iniciativas que se destacaram pela Rede de Cidades Criativas da UNESCO no combate à pandemia COVID-19. Para tanto, optou-se por uma pesquisa exploratória descritiva, por meio de pesquisa bibliográfica. Para o referencial teórico, foram adotados os conceitos de Cidades Criativas de Landry (2013), Vivant (2012) e Uribe (2019). Durante o enfretamento à pandemia da COVID-19, a dinâmica das artes e da criatividade envolveu-se em uma realidade ainda mais complexa. Como a criatividade é resultado das mais diferentes formas de interação social, cultural, cognitiva, psicológica (Uribe, 2019), as Cidades Criativas têm buscado soluções que possibilitem a continuidade de projetos e também ações que busquem atuar ativamente no combate ao vírus. A Rede de Cidades Criativas da UNESCO (UCCN) é formada por 246 cidades de mais

de 80 Estados membros da UNESCO, em 7 áreas criativas: Artesanato e Artes Populares, Design, Cinema, Gastronomia, Literatura, Arte em Mídia e Música (UNESCO, 2019).

Palavras-chave: COVID-19; Cidades Criativas, UNESCO.

1. Introduction

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The Network serves as an international platform for exchange and collaboration between cities for the implementation of the 17 Sustainable Development Goals of the United Nations 2030 Agenda, namely Goal 11 on 'Sustainable Cities and Communities'. The Network is made up of 246 cities from more than 80 UNESCO Member States, in 7 creative areas: Crafts and Popular Arts, Design, Cinema, Gastronomy, Literature, Media Art and Music (UNESCO, 2019).

Cities around the world, including UNESCO Creative Cities, have been affected by the global outbreak of coronavirus (COVID-19). More than ever, in such challenging times, the power of culture and creativity must be harnessed to strengthen cooperation between cities and strengthen ties between people and communities. UNESCO Creative Cities was mobilized to further increase solidarity and collaboration between cities by sharing valuable information, including its innovative measures and best practices, especially through culture and creativity, implemented to address the global challenge we all face (UNESCO, 2019).

The present work aims to analyze actions and initiatives that stood out by the UNESCO Creative Cities Network during the fight against the COVID-19 pandemic.

2. Literature review

The term Creative City emerged in the late 1980s, coined as an aspiration to create conditions so that the population could think, plan, act on problem solving and implementation of improvements and that potential opportunities could be explored in cities (Landry, 2013). The first conception of the Creative City as a project to revitalize urban areas originated in the United Kingdom, where the deindustrialization movement from the 1970s onwards had caused devastation and urban depletion, with many abandoned places, vacant spaces and in state of deterioration. It was then that, with the contribution of public and private investments, economic development agencies were created aimed at creative companies and increased security through video monitoring of public spaces, as well as the increase in the offer of cultural programs, in order to provide to its citizens moments of relaxation, distraction and quality entertainment. There was also, of course, the aspiration to promote the dissemination of UK cities as good cities to live in and with good quality of life indicators, in which culture plays a crucial role as a tool for socio-economic transformation and development (Vivant, 2012; Ashton, 2018).

2.1. Creative Cities: Pulsating Ecosystems

Creative Cities can be compared to an ecosystem in which creativity is enhanced by its different communities (individuals and institutions), which inhabit, work, and interact in the fields of creation within a given territory and time. The different actors or agents that make up the creative ecosystems base their practices on the arts, culture, intellectual property, and innovation, providing added values to their products, tangible and intangible services, bringing results that generate knowledge, experiences and transformations (Uribe, 2019).

2.1.1 Creative local solutions to global challenges

On 13 March 2020, the UNESCO Creative Cities Network (UCCN) reached out to its member cites from around the world, to collect and learn from the local measures that were and are being undertaken in the face of the pandemic. Member cities have been encouraged to tap into the creative potential of culture and creativity during these challenging times, and to use the Network as a platform to find inspiration and partners, and to share experiences and knowledge. Mapping the way in which cities used their cultural and creative sectors and making these experiences available as a resource for others within the UCCN and for the public at large, was one of the first initiatives undertaken by UNESCO in the field of culture in response to the COVID-19 pandemic. Following UNESCO's call, Creative Cities started submitting stories of how they have been using culture and creativity as part of the larger response to the pandemic, but also of how they have supported the cultural and creative sector during these challenging times (UNESCO, 2020).

Table 1 - Collective responses within creative fields

CREATIVE FIELDS	CREATIVE CITIES	PROJECT/INIATITIVE	IMPACT
UNESCO CREATIVE CITIES OF DESIGN	DETROIT (USA); KORTRIJK (BELGIUM)	Create an open database to track innovative projects initiated during COVID-19	INTERCITY COLLABORATION; SOLIDARITY AND MUTUAL AID.
UNESCO CREATIVE CITIES OF MEDIA ARTS	AUSTIN (USA); BRAGA (PORTUGAL); GUADALAJARA (MEXICO); KOSICE (SLOVAKIA); LINZ (AUSTRIA); TORONTO (CANADA); YORK (UK)	Share good practices in response to COVID-19	INTERCITY COLLABORATION; TECHNOLOGY; INNOVATION.
UNESCO CREATIVE CITIES OF MUSIC	MANNHEIM (GERMANY); KATOWICE (POLAND). WITH PARTICIPATION OF ARTISTS FROM CITIES OF PORTUGAL, GREECE, SPAIN, GERMANY, NORWAY, CZECHIA, ITALY, AND CHILE.	WeRculture Campaign to promote the art and connect artists and creative professional around the world, spreading the importance of the Culture more than ever.	INTERCITY COLLABORATION; ACCESS TO AND PARTICIPATION IN CULTURE.

Source: UNESCO, 2020 (elaborated by the authors)

As cities have taken a lead role in the response to COVID-19, as well as with regards to the cultural sector, they have demonstrated great resourcefulness and devised numerous new initiatives. Culture and creativity have been identified as important building blocks for the future of cities, and now, amidst a global crisis, the sector is proving that it is more important than ever, providing an opportunity to shape a better future for cities that will benefit all its inhabitants (UNESCO, 2020).

3. Methodology

By extrapolating the ecosystem concept that originally comes from biological sciences to the field of creativity, its application invites thinking from a renewed sociological perspective that aspires both to the analysis and understanding of multiple relationships, dynamics, and phenomena, as well as to reinforcement and sustainability of its processes as generators of economic well-being, social cohesion, and territorial development (Uribe, 2019).

Also, according to Uribe (2019), such creative ecosystems can arise in three different ways: 1) They grow spontaneously and organically, with their own rhythms; 2) Are the result of organized institutional planning; 3) They are configured in scenarios of resistance to dominant forces that arise in the system to which they are inserted.

Bringing the combination of these three ways of existing, this work aims to analyze actions and initiatives that stood out by the UNESCO Network of Creative Cities during the fight against the COVID-19 pandemic. To achieve this goal, we opted for exploratory descriptive research, through bibliographical research. According to Vasconcelos (2011), exploratory research is thematic research with a broader and open focus, widely used in academic environments for providing a systematization of phenomena and processes in their theoretical, cultural, social, technical, historical, etc. For the theoretical framework, we adopted the concepts of Creative Cities from Landry (2013), Vivant (2012), Ashton (2018) and Uribe (2019).

4. Results and discussion

The COVID-19 pandemic is affecting people everywhere, and the culture sector has in many ways come to a standstill – cultural events, cinema, theatre, and music performances have been cancelled, international tourism has largely ceased, restaurants and markets have closed, amongst others. This has not only impacted the sectors concerned, but also the public, which tends to turn to cultural products and services for education, entertainment, leisure, personal development, or social engagement. While this undoubtably has a serious impact on the economic viability of the cultural sector, the sector's fundamental creativity and ability to inspire social connection remains intact.

As a result, the cultural and creative sectors have moved online. By moving online, or in other innovative ways, access to culture and cultural participation have been ensured. The internet has proved to be a particularly relevant space to engage young people with culture. Creativity and culture allowed for continued education and learning in virtual spaces. The localizing potential of the creative sector proved to be an asset for cities during this period. Cities have devised ways to support, financially or non-financially, creative professionals who have been significantly affected by the pandemic.

Furthermore, creativity provided a vehicle for solidarity and mutual aid during the pandemic. The creative sector has worked to support the response to the pandemic by spreading messages related to hygiene and social distancing. Design and innovation have been widely mobilized to provide creative solutions to the multiple challenges brought about by the pandemic.

Finally, it stands out that the UCCN fostered enhanced intercity collaboration during the pandemic.

5. Concluding remarks

The COVID-19 pandemic halted this fundamental function of cities, in economic, social, and cultural terms. With cities serving as hubs of human activities, the pandemic reveals once again their vulnerability as complex and interlinked ecosystems, but more profoundly highlights their unique ability to adapt themselves to the ever-changing global and local environment. It has also shown their capacity to implement effective immediate and long-term actions, by tapping into culture, creativity, and innovation.

The main objective of this work was to analyze the actions and initiatives carried out by the Creative Cities of the UNESCO Network during the COVID-19 pandemic. This objective was achieved, as from such an analysis, the incredible diversity of how cities across continents and regions made culture and creativity a central component in their responses to the COVID-19 pandemic was observed. There is no doubt that the cultural and creative sectors have been hit hard by the pandemic and need more sustained support. However, by migrating online or using creative solutions, these sectors were able to continue serving its citizens. In turn, culture and creativity acted as a social connector and a force for resilience. In addition, the examples provided in this research demonstrate the potential and versatility of the crop and creativity, which enables social transformation, economic development, and technological innovation.

UNESCO Creative Cities have played a leading role and will certainly continue strengthening the cultural and creative sectors so that they can act as one of the main drivers of holistic and sustainable development recovery and contribute to achieving the Sustainable Development Goals.

6. Research implications

As a result of the research, its application invites thinking from a renewed sociological perspective that aspires both to the analysis and understanding of multiple relationships, dynamics, and phenomena, as well as to the reinforcement and sustainability of its processes as generators of economic well-being, cohesion social and territorial development. The present research has relevance and originality, as well as social impact and practical applicability, since in such challenging times, the power of culture and creativity must be harnessed to strengthen cooperation between cities, people, and communities.

Finally, this research can serve as a tool for other cities to find alternative support to achieve sustainable development through culture and creativity.

References

Ashton, M. S. G. (org.). (2018). Cidades Criativas: vocação e desenvolvimento. Novo Hamburgo: Feevale.

Landry, C. (2013). Origens e futuros da cidade criativa. São Paulo: SESI-SP editora.

UNESCO (2019). Creative Cities mobilized against Covid-19. Disponível em: <https://en.unesco.org/covid19/cultureresponsecreative-cities-mobilized-against-covid-19>. Acesso em: Abr, 2019.

UNESCO (2020). UNESCO Creative Cities' response to COVID-19. United Nations Educational, Scientific and Cultural Organization, 7, place de Fontenoy, 75352 Paris 07 SP, France.

Uribe, C. (2019). Ecosistemas Creativos: ¿Qué es um ecossistema creativo y cultural. Colômbia: Conexiones Creativas, 2ª Ed.

VASCONCELOS, E. M. (2011). Complexidade e Pesquisa Interdisciplinar: epistemologia e metodologia operativa. 5ª Edição. Petrópolis/RJ: Vozes.

Vivant, E. (2012). O que é uma cidade criativa? São Paulo: Editora Senac São Paulo.

#111 | The evolution of hotel employees' profile - the point of view of the employer

#111 | A evolução do perfil dos empregados dos hotéis – o ponto de vista do empregador

Lia Rosa

liatreacyrosa@gmail.com; Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Maria de Lurdes Calisto

lurdes.calisto@sapo.pt; CiTUR - Centre for Tourism Research, Development & Innovation, Portugal

Abstract

Hospitality is one of the most relevant tourist sectors, representing one of Portugal's significant sources of employment. People management in hospitality takes an added responsibility, considering the sector's socio-economic importance. However, employment has become a complex process characterised by uncertainty. It is up to hotel firms to ensure that their employees meet this vast industry's present and future needs. This research aims to describe how hotel employees' profiles evolved from the employers' standpoint. The study has a longitudinal perspective based on job advertisements published from 2010 to 2018 for the students at Portugal's largest tourism higher education institution. Results suggest that internship is the most common type of job offer and that most hotel firms are not very specific regarding the profile of employees they wish to recruit.

Notwithstanding, over the period analysed, the profile of employees required by hotel firms changed. Firms became more demanding in terms of requirements such as the level of education and competencies in foreign languages. A decrease in the demand for some hard skills was observed. The profile of soft skills also changed over time.

Keywords: Hospitality; Hotel; Human resources; Human resources management; Competence; Skill.

Resumo

A hotelaria é um dos setores turísticos mais relevantes, representando uma das fontes significativas de emprego em Portugal. A gestão de pessoas na hotelaria assume assim uma responsabilidade acrescida, tendo em conta a importância socioeconómica do setor. No entanto, o emprego tornou-se um processo complexo caracterizado pela incerteza. Cabe às empresas hoteleiras garantir que seus empregados estão aptos a dar resposta às necessidades presentes e futuras desse vasto setor. Esta investigação tem como objetivo descrever como os perfis dos empregados dos hotéis evoluíram, sob o ponto de vista dos empregadores. O estudo tem uma perspetiva longitudinal baseada em anúncios de emprego publicados de 2010 a 2018 para os alunos da maior instituição de ensino superior de turismo em Portugal. Os resultados sugerem que o estágio é o tipo de oferta de emprego

mais comum e que a maioria das empresas hoteleiras não são muito específicas quanto ao perfil dos colaboradores que pretendem recrutar.

Não obstante, ao longo do período em análise, o perfil de trabalhador requerido pelas empresas hoteleiras alterou-se. As empresas tornaram-se mais exigentes em termos de requisitos como o nível de escolaridade e competências em línguas estrangeiras. Observou-se uma diminuição na procura por algumas *hard skills*. O perfil das *soft skills* também mudou ao longo do tempo.

Palavras-chave: Hospitalidade; Hotel; Recursos Humanos; Gestão de Recursos Humanos; Competência; Capacidade.

1. Introduction

According to INE (2019) data, in 2018, the employed population in accommodation, catering, and similar sectors represented 6,7% of the total Portuguese economy. Until 2019, employment in this area increased sharply due to the increasing number of hotels in Portugal, caused by a growing tourism demand. Baum (2015) suggests that the increase in the number of people working in tourism leads this activity to become more critical in political, economic and social aspects at the local and national levels.

However, new practices have emerged in the labour market, leading to new workplace relationships (Burns, 2014). The current socio-economic dynamics led to new concepts and expectations about work. It has become a complex process, characterised by instability and uncertainty compared with the previous ideology of a person occupying a single job throughout their life (Blanco, 2014).

This research aims to describe the evolution of hotel employees' competencies profile from the optics of employers. A longitudinal analysis was carried out of job advertisements posted, from 2010 to 2018, to the students of Portugal's largest tourism higher education institution. Results suggest that, over the period in analysis, the profile of employees required by hotel companies changed.

2. Literature review

Human resource management (HRM) is the function in organisations that focuses on employee recruitment, management, and guidance. Madera et al. (2017) refer that tourism and hospitality organisations face a complex and competitive environment, where human resources management plays a critical role in firms' success. Since the product of these organisations is mainly the experience, employees play a fundamental role in the quality of service and, consequently, in customer loyalty and satisfaction (Baum, 2015).

Although hotel employees play an essential role in customer service, many studies suggest that their working conditions are precarious compared to other sectors. Their income is low

(Pizam, 2015), and they work long shifts, often with overtime and on weekends (Karatepe et al., 2014). Despite these common characteristics of hospitality work, some changes have been occurring, and for recruiters, the employees' competencies profile has gained more importance.

Competence is described by Boyatzis (1982) as an implicit characteristic that a person has and uses, leading to a good performance at work. The term competence assumes the motivation and the capacity to behave competently, including knowledge, skills, behaviour and attitudes. Skills are usually classified as hard or soft. Hard skills are related to technical aspects of a job, which require acquiring knowledge and are mainly cognitive (Weber et al., 2013). Soft skills are the interpersonal, human, personal or behavioural skills necessary to apply the technical skills (Kantrowitz, 2005).

3. Methodology

This research aims to describe the evolution of hotel employees' competencies profile from the optics of employers. A longitudinal analysis was made of job advertisements published by hotel companies between 2010 and 2018 at the Estoril Higher Institute for Tourism and Hotel Studies' (ESHTE) job portal. A total of 4859 job advertisements were analysed.

An analysis guide was prepared to compile the data for later qualitative analysis. Descriptive quantitative analysis was also done. The guide was developed by reference to the template made available by ESHTE to employers. The guide includes the date, recruitment type (firm or outsourcing), firm data, contract type (e.g., full-time, part-time, internship) and duration, department and position, location, wages and benefits, academic background, hard skills requirements (e.g., computer skills, languages skills), soft skills requirements (e.g., teamwork, customer focus, leadership skills), work experience and other requirements (e.g., driving license).

4. Results and discussion

In our sample of job advertisements, the three most offered job positions are cook, waiter and receptionist. Data reveals that internship is the most common contract type offered (representing more than 50% of the advertisements from 2014 to 2018). This preference may be related to the fact that these advertisements aim at recent graduates, and some hotel groups have created and implemented their training programs to deal with the deficit of talents and skills. These companies prefer to shape employees according to their work culture and operational standards (Singh & Jaykumar, 2019).

The position of cook trainee has been offered more frequently over the period in analysis, while the position of waiter trainee shows the opposite trend. Regarding the position of receptionist trainee, the number of offers increased until 2015 but decreased in the following period.

In our study, although approximately 70% of the advertisements do not specify what level of education is necessary to carry out the job advertised, the growth of the requirement for a degree is visible. Graduates who entered the 2010s in hotel jobs have very different attitudes, values and perspectives from previous generations (Farrell & Hurt, 2014). These workers are more qualified and knowledgeable in technology and have challenged the hotel industry, which used to depend more on low-skilled labour for its operation (Gursoy, Maier, & Chi, 2008). Therefore, the literature suggests that companies would focus more on requiring higher levels of education (a proxy for hard skills) and then be explicit on the soft skills needed.

Results also suggest that many hotel companies do not clearly state requirements regarding the profile of competencies. Notwithstanding, in a universe of 4859 job advertisements, the most requested competence was 'sense of responsibility', which accounted for 905 occurrences.

When analysing the evolution of soft skills requirements, over the period in analysis, one observes a decrease in the valorisation of 'sense of responsibility', 'organisational capacity', 'dynamism', and 'leadership skills'. One possible explanation for this is that from 2014 to 2018, employers may have decreased the job requirements when hiring due to the need to fill vacancies resulting from the abrupt growth of tourism in Portugal.

However, for the position of receptionist, over the period in analysis, employers have been indicating more often the soft skills they value, highlighting such as 'organisational capacity', 'customer focus' and 'interpersonal relationship'.

Baum and Devine (2005) refer that there is a considerable debate about the required skills in terms of the profile of hotel workers. Technical skills, such as the use of technology, health and safety, and skills related to management, including marketing and accounting qualities, are considered of minor importance. In this study, and concerning technological skills, the requirement to be knowledgeable with Office tools appears in about 10% of the advertisements, presenting a decreasing trend in demand. This decrease is in line with what was mentioned by Baum and Devine (2005).

Concerning language skills, the results show the importance of fluency in the English language, present in more than 20% of the advertisements, increasing over time. However, we can also observe the increase in the requirement for other languages, which is consistent with Tziora, Giovanis, and Papacharalabous (2016), who state that although English remains the lingua franca of Tourism, it is not enough to offer a firm and its people the key to excellence.

5. Concluding remarks

Most hotel companies are not very specific regarding the profile of employees that they wish to recruit. Notwithstanding, over the period in analysis (2010-2018), the profile of employees

required by hotel firms changed. These firms became more demanding in terms of requirements such as the level of education and competence in foreign languages. The decrease observed in the demand for some hard skills is probably explained by the increase in the demand for higher levels of education. The profile of soft skills also changed over time. It is relevant to note that in times of higher demand, companies are willing to lower their requirements, namely in terms of soft skills, to assure they have enough staff, suggesting a possible trade-off between occupancy rates and quality of service.

6. Research implications

This study's main limitation is that the sample only includes advertisements addressed to ESHTE's students. Future studies should focus on a larger sample, including job advertisements placed with other schools offering hotel management degrees, employment platforms and hotel websites.

Another limitation is related to the limited information provided by companies in these advertisements. Many of them are not specific to the skills required, sometimes not even in the job descriptions.

One important takeaway for hotel managers is that they should consider posting advertisements with complete information. Thus, job candidates would have a more concrete sense of whether they fit the job, allowing recruiters to reduce the number of applications to be analysed and the greater probability of finding the best candidate.

Future research might complement the data from advertisements with interviews with hotel managers to better understand the recruitment process.

References

Baum, T. & Devine, F. (2005). Skills and training in the hotel sector: The case of front office employment in Northern Ireland. *International Tourism and Hospitality Management, 7*, 269 – 280.

Baum, T. (2015). Human resources in tourism: Still waiting for change? A 2015 reprise. *Tourism Management, 50*, 204-212.

Blanco, T. (2014). The meaning of employability in the new labour relationships between company-employee: a model of training in companies. *Procedia - Social and Behavioral Sciences*, *139*, 448 – 455.

Boyatzis, R. E. (1982). *The competent manager: A model for effective performance*. John Wiley & Sons.

Burns, J. (2014). Unpaid internships favour the rich, BBC, accessed at http://www.bbc.co.uk/news/education-29996607

Farrell, L., & Hurt, A. C. (2014). Training the Millennial Generation: Implications for Organizational Climate. *E-Journal of Organizational Learning & Leadership*, *12*(1), 47-60.

Gursoy, D., Maier, T. A., & Chi, C. G. (2008). Generational differences: An examination of work values and generational gaps in the hospitality workforce. *International Journal of Hospitality Management*, *27*(3), 448-458.

Instituto Nacional de Estística (INE) (2019) INE - Inquérito ao Emprego

Kantrowitz, T. M. (2005). *Development and construct validation of a measure of soft skills performance*. Georgia Institute of Technology.

Karatepe, O.M., Beirami, E., Bouzari, M., & Safavi, H.P. (2014). Does work engagement mediate the effects of challenge stressor on job outcomes? Evidence from the hotel industry. *International Journal of Hospitality Management,* 36, 14–23.

Madera, J. M., Dawson, M., Guchait, P., & Belarmino, A. M. (2017). Strategic human resources management research in hospitality and tourism: A review of current literature and suggestions for the future. *International Journal of Contemporary Hospitality Management*, *29*(1), 48-67.

Pizam, A. (2015). Is the foodservice industry composed of only low-paid and unskilled jobs?. *International Journal of Hospitality Management*, *50,* 153–154.

Singh, A. & Jaykumar, P. (2019). On the road to consensus: key soft skills required for youth employment in the service sector. *Worldwide Hospitality and Tourism Themes, 11*(1), 10-24.

Tziora, N., Giovanis, N. & Papacharalabous, C. (2016). The role of foreign languages in hospitality management. *International Journal of Language, Translation and Intercultural Communication*, *4*(1), 89-97.

Weber, M., Crawford, A., Lee, J. & Dennison, D. (2013). An Exploratory Analysis of Soft Skill Competencies Needed for the Hospitality Industry. *Journal of Human Resources in Hospitality & Tourism*, *12*(4), 313-332.