

3rd CREATOUR International Conference  
**CREATIVE TOURISM DYNAMICS:**  
**CONNECTING TRAVELLERS, COMMUNITIES, CULTURES, AND PLACES**  
23, 24, and 25 October 2019

## PROGRAM

COMPLEXO PEDAGÓGICO DO CAMPUS DA PENHA  
UNIVERSIDADE DO ALGARVE, FARO – PORTUGAL

| <b>Wednesday/23. Oct</b> |   |
|--------------------------|---|
| 14:00-14:30              | Registration  |
| 14:30-15:00              | Welcome Session   |
| 15:00-16:00              | Plenary Session with CHARLES LANDRY   |
| 16:00-16:15              | Coffee Break  |
| 16:15-16:30              | App creatour.pt launching   |
| 16:30-17:45              | CREATOUR Documentary Premiere   |
| 18:30                    | Welcome Drink   |
| <b>Thursday/24. Oct</b>  |   |
| 09:00-10:00              | Plenary Session with JAFAR JAFARI   |
| 10:00-11:15              | Special session with CREATOUR Pilots<br>Special session: App creatour.pt                                |
| 11:15-11:30              | Coffee Break  |
| 11:30-13:00              | Parallel session 1.1 & 1.2  |
| 13:00-14:00              | Lunch   |
| 14:00-15:30              | Parallel session 2.1 & 2.2  |
| 15:30-15:45              | Coffee Break  |
| 15:45-17:15              | Parallel session 3.1 & 3.2  |
| 19:00                    | Social and Networking Dinner  |
| <b>Friday/25 Oct</b>     |   |
| 09:00-10:00              | Plenary Session with ALEXANDRA GONÇALVES  |
| 10:00-11:30              | Round Table: Marketing Creative Experiences<br>Workshop: “Linking Creative Tourism Products to Markets” |
| 11:30-11:45              | Coffee Break  |
| 11:45-13:00              | Parallel session 4.1 & 4.2  |
| 13:00-14:00              | Lunch   |
| 14:00-15:30              | Parallel session 5.1 & 5.2  |
| 15:30-16:30              | Coffee Break & CREATOUR Pilots Showcase   |
| 16:30-17:30              | Closing Session with NANCY DUXBURY  |

| <b>23/10/2019</b> |   | <b>ROOM</b> |
|-------------------|---|-------------|
| 14:00-14:30       | Registration  | hall        |
| 14:30-15:00       | Welcome Session   | 1.5         |
| 15:00-16:00       | Plenary Session with CHARLES LANDRY<br><b>“Creative Tourism in a Nomadic World”</b>   | 1.5         |
| 16:00-16:15       | Coffee Break  | hall        |
| 16:15-16:30       | Launching: <b>“App creatour.pt - creative tourism in augmented reality”</b><br><i>Pedro Pereira, byAr &amp; Vítor Ribeiro, Lab2PT</i> | 1.5         |
| 16:30-17:45       | CREATOUR Documentary Premiere:<br><b>“creatour.pt – creative tourism in Portugal”</b><br><i>Nuno Barbosa, Director</i>                | 1.5         |
| 18:30             | Welcome Drink (at the <u>Museu Municipal de Faro</u> ) Go to BUS Stop   |             |

| <b>24/10/2019</b> |  | <b>ROOM</b> |
|-------------------|--|-------------|
| 09:00-10:00       | Plenary Session with JAFAR JAFARI<br><b>“Closing Gaps in Tourism Intelligence for Creative Destination Development”</b>  | 1.5         |
| 10:00-11:15       | Special session: <b>“Marketing, Communications and Partnerships: Lessons and Advice from CREATOUR Pilots”</b><br><i>João Ministro, Proactivetur</i><br><i>Luis Fernandes, Canal 180 (partner in 180 Creative Camp)</i><br><i>Paula Lourenço, CACO</i><br><i>Dália Paulo, Loulé Criativo - Municipality of Loulé</i><br><i>Chair: Nancy Duxbury, CES</i>  | 1.4         |
|                   | Special session: <b>“App creatour.pt - creative tourism in augmented reality”</b><br><i>Pedro Pereira, byAr &amp; Vítor Ribeiro, Lab2PT</i>  | 1.3         |
| 11:15-11:30       | Coffee Break   | hall        |
| 11:30-13:00       | Parallel session 1.1<br><u><i>Creative Tourism Experiences</i></u><br><b>“Mosaic - Conímbriga and Sicó”: A Creative Tourism Project based on Cultural Heritage</b><br><i>Humberto Figueiredo, Jorge Cardoso - University of Coimbra</i><br><b>“Nazaré Criativa” pilot-project: how creative tourism initiatives can contribute towards sustainable tourism?</b><br><i>Célia Quico - Universidade Lusófona de Humanidades e Tecnologias</i><br><b>Community-based Tourism in a Caiçara community in Ilhabela island, Brazil</b><br><i>Daniella Marcondes, Raimundo Sidnei - Science and Humanities of University of São Paulo</i> | 1.4         |

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|  | <p><b>Creatour Azores - Turning the Azores into a Creative Tourist Destination</b><br/> <i>Carlos Santos, Pilar Medeiros, Isabel Albergaria, Gualter Couto - University of Azores</i><br/> <u>Chair: Paula Remoaldo, Lab2PT</u></p> <p>Parallel session 1.2<br/> <u>Tourists and Residents</u></p> <p><b>Creative Tourists: Case Studies of Small Cities and Rural Areas of Continental Portugal</b><br/> <i>Paula Remoaldo, Juliana Alves, Olga Matos, Carla Xavier*, Sara Albino, Jaime Serra, Noémia Marujo**, Sónia Moreira Cabeça, Alexandra Gonçalves***, Tiago Castro, Nancy Duxbury****</i><br/> *Lab2PT - Laboratory of Landscape, Heritage and Territory, University of Minho, ** CIDEHUS — Centro Interdisciplinar de História, Culturas e Sociedades, Universidade de Évora, ***CIEO/Cinturs – Universidade do Algarve ****Centre for Social Studies, University of Coimbra</p> <p><b>Preferences of Creative Tourists in the Selection of the Tourist Accommodation - a Case Study of Slovakia</b><br/> <i>János Csapó*, L'udmila Mazúchová*, Emilia Madudová**, Zuzana Palenčíková*</i><br/> *Constantine the Philosopher University, Faculty of Central European Studies, Department of Tourism, **University of Žilina, Faculty of Operation and Economics of Transport and Communications, Department of Communications</p> <p><b>Reinventing a municipality by creating a festival of light. Case study, Loulé</b><br/> <i>Manuel Garcia-Ruiz - Instituto Universitário de Lisboa (ISCTE), CIES-IUL</i></p> <p><b>Culture, Creativity, Communities and Nature: A Reflection on Creative Tourism in Uganda</b><br/> <i>Lenia Marques - Erasmus University Rotterdam</i><br/> <u>Chair: Margarida Perestrelo, DINAMIA'CET-IUL</u></p> |   |
|  | 13:00-14:00   | Lunch   |
|  | 14:00-15:30   | <p>Parallel session 2.1<br/> <u>Linking Creative Tourism and Heritage</u></p> <p><b>Contexts for Creative Tourism: "Kolo" as Intangible Cultural Heritage of Serbia</b><br/> <i>Drago Cvijanović*, Gorica Cvijanović**, Jovanka Kalaba*, Danijela Durkalić*</i><br/> * Faculty of Hotel Management and Tourism, **Megatrend University, Faculty of Biofarming</p> <p><b>Carnival of Podence – capitalizing on intangible cultural heritage: between community impact and the economics of tourism</b><br/> <i>Patrícia Alexandra Cordeiro - Municipality of Macedo de Cavaleiros (independent consultant)</i></p> |
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|             | <p><b>Linking Tourism with Tradition: A Creative Tourism Project for the Town of União dos Palmares, Brazil</b><br/> <i>Mariana Magalhães Cavalcante, Débora de Barros Cavalcanti Fonseca - Federal University of Alagoas</i><br/> <b>The Implementation of Creative Tourism in a Cultural Event: The Case of "Turismo de Galpão" in the Farroupilha Week of Porto Alegre (RS) Brazil</b><br/> <i>Magnus Emmendoerfer, Waléria Niquini*, Greg Richards**</i><br/> *Universidade Federal de Viçosa - UFV, **Tilburg University<br/> <u>Chair: Maria Assunção Gato, DINAMIR'CET-IUL</u></p>  |      |
|             | <p>Parallel session 2.2<br/> <u>Rural areas and low density territories</u><br/> <b>The role of creative tourism as a distinctive factor for rural enterprises and their impact on customer loyalty - the Alentejo case</b><br/> <i>Marta Isabel Amaral - Instituto Politécnico de Beja</i><br/> <b>Quinta do Marco, rural tourism and the importance of the heritage and the authenticity of the place</b><br/> <i>Ana Rodrigues*, Helder Martins** - *University of Algarve, **Quinta do Marco Rural Hotel</i><br/> <b>Creative Tourism for a "responsible development" in low-density territories - the example of the "Mosaic Route - Conímbriga and Sicó"</b><br/> <i>Humberto Figueiredo – University of Coimbra</i><br/> <b>Creative Tourism in a Salt Pan: a case study near Olhão (Algarve - Southern Portugal)</b><br/> <i>Jorge Ramos*, Ana Cláudia Campos**</i><br/> *iCIEO/CinTurs – University of Algarve, **Faculty of Tourism and Hospitality – European University of Lisbon<br/> <u>Chair: Sílvia Silva, CES</u></p> | 1.3  |
| 15:30-15:45 | Coffee Break   | hall |
|             | <p>Parallel session 3.1<br/> <u>Place-based and community tourism</u><br/> <b>The "Circuito Alagoas Feita à Mão" [Alagoas Handicraft Tour]: A means of making Creative Tourism more dynamic</b><br/> <i>Mariana Magalhães Cavalcante, Débora de Barros Cavalcanti Fonseca - Federal University of Alagoas</i><br/> <b>Tourism, identities and interpersonal encounters: the case of Lisbon</b><br/> <i>Ezequiel Santos*, Graça Joaquim** - *ESHTE, **ESHTE / CIES - ISCTE-IUL</i><br/> <b>Creative Yukon: Exploring secondary data sources to understand the cultural sector in a peripheral area</b><br/> <i>Suzanne de la Barre - Vancouver Island University</i><br/> <b>Creative Outposts: Tourism and Sustainable Rural Development in Western Canada</b><br/> <i>Patrick Brouder - Vancouver Island University</i><br/> <u>Chair: Lorena Sancho Querol, CES</u></p>  | 1.4  |

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|-------|---|-----|
|       | <p>Parallel session 3.2</p> <p><u>Dynamizing Place</u></p> <p><b>Applicability of Placemaking in Small Municipalities in Brazil: A Proposal for the Development of Creative Tourist Territories</b></p> <p><i>Caio de Souza Vasconcelos, Magnus Luiz Emmendoerfer, Cecilia Antero, Elias José Mediotte - Universidade Federal de Viçosa – UFV</i></p> <p><b>Creative Tourism Destination Competitiveness</b></p> <p><i>Álvaro Dias*, Mafalda Patuleia**</i></p> <p>* Instituto Superior de Gestão / Universidade Lusófona,<br/>**Universidade Lusófona</p> <p><b>Social prescribing in a tourism region</b></p> <p><i>Andreia Costa*, Joaquim Lopes**, Paulo Seabra**, Adriana Henriques**, Ana Virgolino***, Paulo Nogueira****, Violeta Alarcão*****, Osvaldo Santos***</i></p> <p>*Escola Superior de Enfermagem de Lisboa; ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa, **Escola Superior de Enfermagem de Lisboa, UI&amp;DE, ***ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa, ****Laboratório de Biomatemática, Faculdade de Medicina, Universidade de Lisboa, *****ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa, Centro de Investigação e Estudos de Sociologia (CIES-IUL), Instituto Universitário de Lisboa (ISCTE-IUL)</p> <p><b>Modern poetry as tool in deepen understanding of Danube character. The concept of Traveling Poem</b></p> <p><i>Angelica Stan - Ion Mincu University of Architecture and Urban Planning</i></p> <p><b>Chair:</b> <i>Fiona Bakas, CES</i></p> | 1.3 |
| 19:00 | Social and Networking Dinner (at <u>Hotel Eva</u> )   |     |

| 25/10/2019  |  | ROOM |
|-------------|--|------|
| 09:00-10:00 | Plenary Session with ALEXANDRA GONÇALVES<br><b>“Creative Tourism Drivers in the Algarve”</b>   | 1.5  |
| 10:00-11:30 | Mesa Redonda: <b>“Marketing de Experiências”</b><br>Round Table: <b>“Marketing Creative Experiences”</b><br>(session in Portuguese)<br><i>Luís Segura, Região de Turismo do Algarve</i><br><i>Alberto Mota Borges, Aeroporto de Faro</i><br><i>Patrícia Pinto, CinTurs – Research Centre for Tourism, Sustainability and Well-being</i><br><i>Alessandra Briganti, ESEC/UAlg</i><br><b>Chair:</b> <i>Ana Maria Ferreira, University of Évora</i> | 1.4  |

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|-------------|--|------|
|             | <b>Workshop: “Linking Creative Tourism Products to Markets: target marketing, promotion and market readiness”</b><br><i>Marie-Andrée Delisle - Université du Québec à Montréal</i>   | 1.3  |
| 11:30-11:45 | Coffee Break   | hall |
| 11:45-13:00 | <p><b>Parallel session 4.1</b></p> <p><u>Gastronomic Creative Experiences</u></p> <p><b>Beyond “cuscos” workshops – from practice to theory, and back: how to develop creative tourism experiences based on local gastronomic traditions in Bragança</b></p> <p><i>Patrícia Alexandra Cordeiro - Municipality of Macedo de Cavaleiros (independent consultant)</i></p> <p><b>Gastronomic Creative Tourism: experiences in the Algarve Region, Portugal</b></p> <p><i>Sónia Moreira Cabeça, Alexandra Rodrigues Gonçalves, João Filipe Marques*, Mirian Tavares**</i></p> <p>*CIEO/Cinturs - Universidade do Algarve, **CIAC - Universidade do Algarve</p> <p><b>Creative cities of gastronomy: An overview of innovative and sustainable best practices</b></p> <p><i>Cláudia Henriques - University of Algarve</i></p> <p><u>Chair: Olga Matos, Lab2PT</u></p>  | 1.4  |
|             | <p><b>Parallel session 4.2</b></p> <p><u>CREATOUR Project</u></p> <p><b>Web-Mapping as a new tool for the Cultural Mapping: a case study of web-mapping applications in some creative tourism initiatives in the North region of Portugal</b></p> <p><i>Vítor Ribeiro, Miguel Pereira, Paula Remoaldo, Ricardo Gôja*, Isabel Freitas**</i></p> <p>*Lab2PT (Laboratory of Landscape, Heritage and Territory) / **Lab2PT (Laboratory of Landscape, Heritage and Territory) / Portucalense University</p> <p><b>Developing an impact assessment toolkit for creative sustainable tourism initiatives</b></p> <p><i>Pedro Costa, Elisabete Tomaz, Maria Assunção Gato, Margarida Perestrelo, Ana Rita Cruz - DINAMIA'CET-IUL -Instituto Universitário de Lisboa (ISCTE-IUL)</i></p> <p><b>Envisioning public policies and programs for creative tourism in small cities and rural areas in Portugal: Recommendations from CREATOUR experiences</b></p> <p><i>Claudia Pato de Carvalho*, Pedro Costa**, Alexandra Gonçalves***, Carlos Fortuna*, Maria do Rosário Borges****, Nancy Duxbury*</i></p> <p>*Centre for Social Studies - University of Coimbra, **DINAMIA'CET-IUL -Instituto Universitário de Lisboa (ISCTE-IUL), ***CIEO/CinTurs - Universidade do Algarve, ****University of Évora</p> <p><u>Chair: João Filipe Marques, CIEO/CinTurs</u></p> | 1.3  |

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|-------------|---|------|
| 13:00-14:00 | Lunch   |      |
| 14:00-15:30 | <p>Parallel session 5.1</p> <p><u><i>Creative Tourism Models and Lessons</i></u></p> <p><b>Rethinking co-creation in creative archaeological tourism: insights from Alentejo, Portugal</b></p> <p><i>David Ross - University of Exeter</i></p> <p><b>Value Creation/Co-Creation, Exploring Business Logic's Convergences by focusing on the roles of Resource Integration and Interaction</b></p> <p><i>Jinous Sadighha, Manuela Guerreiro - Universidade do Algarve</i></p> <p><b>Creative tourism in small cities and rural areas: Approaches, models, and lessons</b></p> <p><i>Fiona Eva Bakas, Nancy Duxbury, Tiago Vinagre de Castro, Silvia Silva - Centre for Social Studies, University of Coimbra</i></p> <p><b>Past, Present and Future of the Creative Tourism in Portugal: Analysing Actors and Connections Dynamics</b></p> <p><i>Ana Rita Cruz, Margarida Perestrelo, Maria Assunção Gato, Pedro Costa, Elisabete Tomaz - DINAMIA'CET-IUL -Instituto Universitário de Lisboa (ISCTE-IUL)</i></p> <p><u>Chair: Vanessa Santos, Lab2PT</u></p>   | 1.4  |
|             | <p>Parallel session 5.2</p> <p><u><i>New products in Creative Tourism</i></u></p> <p><b>Innovation Labs in the Creative Tourism Context: A Framework Proposal</b></p> <p><i>Magnus Luiz Emmendoerfer*, Antonio Olavo**, José de Carvalho Junior***, Elias José Mediotte*, Mateus Morais*, Brendow Fraga****</i></p> <p>*Universidade Federal de Viçosa - UFV, **Universidade Federal do Amazonas - UFAM ***Instituto Federal de Educação, Ciência e Tecnologia do Espírito Santo, ****Faculty of Future</p> <p><b>Tourism Storytelling and Creative Destinations: A Literature Review</b></p> <p><i>Andreia Pereira, Carla Silva*, Cláudia Seabra**</i></p> <p>*Polytechnic Institute of Viseu, **University of Coimbra, Faculty of Letters / Polytechnic Institute of Viseu</p> <p><b>"Georiddles" challenging tourists' creativity</b></p> <p><i>Stefan Rosendahl*, Marta Marçal Gonçalves**</i></p> <p>*ISDOM - Instituto Superior D. Dinis, **Universidade do Algarve</p> <p><b>Darkness perceptions and emotions in astrotourism: the case of Alqueva Dark Sky Reserve</b></p> <p><i>Aurea Rodrigues*, Rosária Pereira, Helena Reis** - * Universidade Europeia, **ESGHT – Ualg</i></p> <p><u>Chair: Tiago Castro, CES</u></p> | 1.3  |
| 15:30-16:30 | Coffee Break & CREATOUR Pilots Showcase   | hall |
| 16:30-17:30 | <p>Closing Session with NANCY DUXBURY</p> <p><b>"CREATOUR, the journey: what have we learned? Where to next?</b></p>  | 1.5  |

**26/10/2019 – POST CONFERENCE ACTIVITIES**

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|-------------|--|
| 10:30-14:30 | " <b>Married' maize porridge: from market to table</b> ", Tertúlia Algarvia<br>Information and registration: <a href="http://creatour.pt/en/activities/married-maize-porridge-from-market-to-table/">http://creatour.pt/en/activities/married-maize-porridge-from-market-to-table/</a> |
| 09:30-13:00 | " <b>Loulé Criativo: tour and experience</b> ", Municipality of Loulé<br>Information and registration: <a href="http://creatour.pt/en/activities/loule-criativo-tour-and-experience/">http://creatour.pt/en/activities/loule-criativo-tour-and-experience/</a>                         |

**23 Oct – 25 Oct – DURING THE EVENT**

**FREE ENTRANCE at the Centro de Ciência Viva do Algarve / Algarve Live Science Center**

Open from 10:00 until 18:00 (visitor's admission until 17:00)

<https://www.ccvalg.pt/>

**IMPORTANT NOTES:**

- All sessions are in English, except the Round Table;
- Lunches at the cantine for conferencists with free meals;
- Free transportation to the Museum (Campus' Bus Stop at 18:00 – 18:30)

**FARO:**

