

Chapter 7

Slow Tourism in Low– Density Territories: NUTS III – Beiras and Serra da Estrela

Mafalda Marques

Estoril Higher Institute for Tourism and Hotel Studies, Portugal

João Reis

Estoril Higher Institute for Tourism and Hotel Studies, Portugal

ABSTRACT

This research focuses on slow tourism in low-density areas of Beiras and Serra da Estrela, Portugal, and explores how these genuine and authentic spaces can become attractive for tourism development. Compared to visitors who travel to a destination to visit as many attractions as possible in the shortest time, slow tourists refuse to be treated as a number and seek to receive from and give to their destination in the same proportion. Their involvement in a host community, practiced in a personalized, deep, and informed way, contributes to their well-being. The community's inhabitants recognize that their cultural identity is valued, feel motivated to serve as ambassadors, and note that tourist activities can lead to improvements in their quality of life. This research includes the results of interviews, a benchmarking in Italy, and an analysis of a village tourism. The findings reveal the opportunities they hold for slow tourism, with very positive effects for local development.

INTRODUCTION

Describe the general perspective of the chapter. End by specifically stating the objectives of the chapter. Access to information creates numerous advantages for travelers in search of tourist activities. However, such research sometimes only allows the visitor to obtain superficial knowledge of tourist destinations. It also can prevent visitors from fully engaging in their target locale so that they can enjoy personalized experiences that meet their preferences.

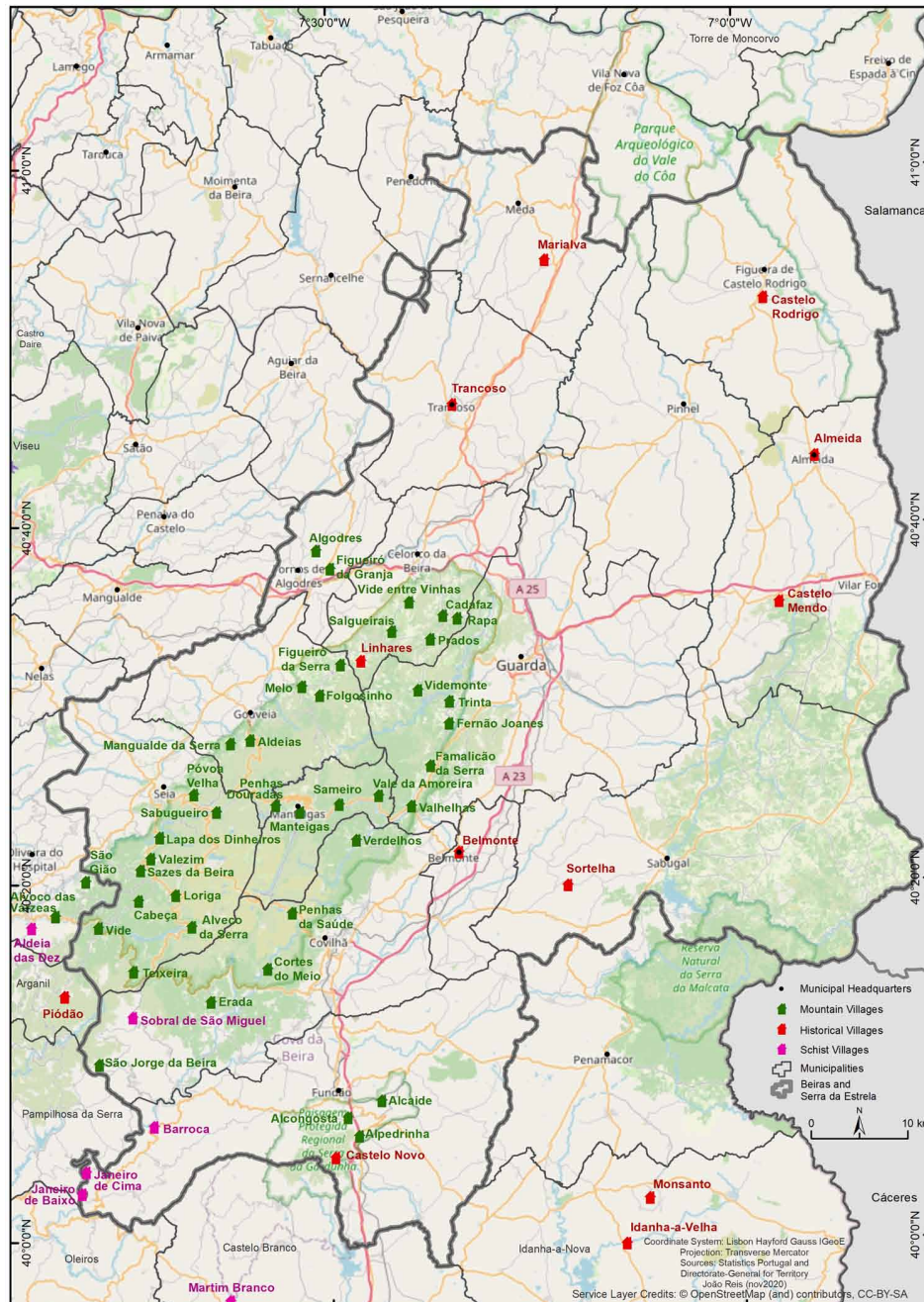
DOI: 10.4018/978-1-7998-7339-6.ch007

Slow Tourism in Low-Density Territories

Furthermore, although many rural areas require development, they have unique characteristics and are places of rare beauty that are favorable to the development of slow tourism, as is the case of Beiras and Serra da Estrela (Figure 1). The present study analyses the adequacy of the tourist offer of low-density territories to the growing demand for slow tourism.

Figure 1. Beiras and Serra da Estrela territory.

Source: own elaboration



23 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/slow-tourism-in-low-density-territories/286850

Related Content

The Influence of Remittances at the Macroeconomic Level in Romania: Causality in the Sense of Granger

Mihaela Oprea (2022). *International Journal of Sustainable Economies Management* (pp. 1-14).

www.irma-international.org/article/the-influence-of-remittances-at-the-macroeconomic-level-in-romania/299424

The Nexus Between Human-Rights-Based Approach and Intergovernmental Fiscal Transfers for Sustainable Development: A View From Ethiopia

Solomon Negussie (2018). *Handbook of Research on Sustainable Development and Governance Strategies for Economic Growth in Africa* (pp. 329-347).

www.irma-international.org/chapter/the-nexus-between-human-rights-based-approach-and-intergovernmental-fiscal-transfers-for-sustainable-development/197600

Bifurcation Analysis of Two-Dimensional Laminar Flow Through Sudden Expansion Channel

Sandip Saha, Pankaj Biswas, Sujit Nathand Apurba Narayan Das (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-11).

www.irma-international.org/article/bifurcation-analysis-of-two-dimensional-laminar-flow-through-sudden-expansion-channel/292067

An Entrenching Recommender System for Sustainable Transportation: A Transit to Terminus

Prabhakar Yadlapalli, Leela Rajani Myla, Naga Venkata Sai Deekshitha Sandakaand S. Gopal Krishna Patro (2023). *Handbook of Research on Applications of AI, Digital Twin, and Internet of Things for Sustainable Development* (pp. 223-234).

www.irma-international.org/chapter/an-entrenching-recommender-system-for-sustainable-transportation/318855

Corporate Sustainable Growth and the Financing of Innovation: Evidence from Cash-Flow Disaggregation

Amani Kahloul and Ezzeddine Zouari (2013). *International Journal of Social Ecology and Sustainable Development* (pp. 43-64).

www.irma-international.org/article/corporate-sustainable-growth-and-the-financing-of-innovation/101385