

# Chapter 7

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

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### 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.

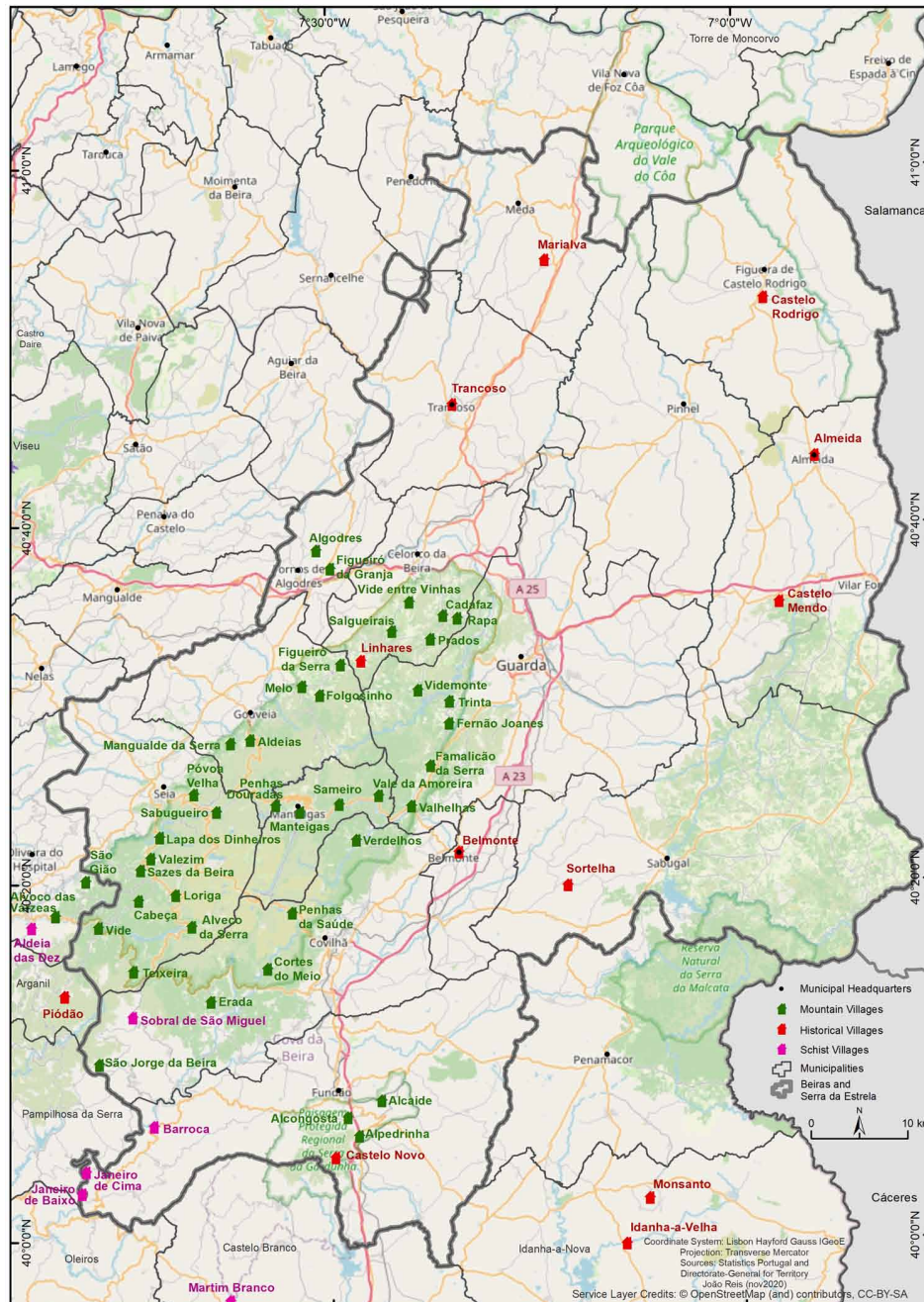
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## Slow Tourism in Low-Density Territories

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*



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