Balancing Tourism Development With Cultural Integrity

Alexandra Martins
ISCTE, University Institute of Lisbon, Portugal

Ben Margolis
ISCTE, University Institute of Lisbon, Portugal

Max van Ees
ISCTE, University Institute of Lisbon, Portugal

Bryce Newton
ISCTE, University Institute of Lisbon, Portugal

ABSTRACT

Specific to Portugal, CREATOUR was launched in 2016 to bolster and create tourism experiences in small cities and rural areas, focusing on the Norte, Centro, Alentejo, and Algarve regions of Portugal, where tourism has the most potential, but is underdeveloped. The main goal of CREATOUR is to develop attractive experiences in these less visited areas. CREATOUR consists of five research centers and forty pilot organizations across Portugal that research the best ways to culturally boost tourism. This chapter will discuss the success of the CREATOUR network in developing tourism centered around culture and local sustainability. Both quantitative and qualitative sources are referenced to illustrate the ability of CREATOUR to facilitate culturally respectful tourism. Through the description of CREATOUR's initiatives, it is conveyed that the network revitalizes underdeveloped tourism economies while simultaneously enriching tourists' travels by sustainably showcasing their diverse heritages.

INTRODUCTION

This chapter will showcase innovative practices for balancing tourism development with cultural integrity and local sustainability, a topic particularly relevant to the contemporary tourism industry in a world with increasing access and interest in foreign destinations. This exploration of balancing tourism development with cultural integrity revolves around the CREATOUR case: a project in which a network of research centres analyse and implement tourist attractions across Portugal to develop tourism in a way that respects, celebrates, and promotes local traditions, ensuring the long-term sustainability of both the tourism and local culture.

CREATOUR is a tourism development project that has been working for and collaborating across various Portuguese regions and communities with research centres in the Norte, Centro, Alentejo, and Algarve regions of Portugal. CREATOUR applies a multidisciplinary collaborative and monitored research approach which has the ability to generate useful insight into sustainable tourism development in rural areas (CREATOUR, 2023). Most of all the network allows for collaboration to occur amongst regions in order to authentically and sustainably uplift local traditions and lesser-visited cultural sites.

The CREATOUR network is composed of various universities, regional organisations, local communities, individual businesses, and more in order to research, implement, and analyse culturally centred tourism development across underdeveloped Portuguese regions. This network structure ensures a far more sophisticated model of acknowledgment towards artistic, cultural, and business organisations outside of the top two Portuguese destinations. By conducting research while simultaneously implementing tourist attractions and activities, CREATOUR is able to effectively cater to specific regions without blindly testing its hypotheses, reducing the negative effects of tourism development such as cultural erasure. Furthermore, drawing conclusions about its successes and publishing its conclusions ultimately ensures the sharing of crucial findings, not only to the other regions within the network but to the greater global tourism field.

Through an initial stakeholder assessment of CREATOUR, clarification of objectives for the individual regions has been conducted in order for inter-regional collaboration to occur in future stages. Thereby, the network allows for best practices to be identified which in turn allows for improved cooperation between the regions. Thus, partnerships and conflicting tourism development projects would be able to be discussed as a result. Lastly, the network allows for an overview of the tourism offerings within the regions, clarifying the strengths and weaknesses of its offerings and allowing for differentiation (Cruz et al., 2019). Overall, this allows for knowledge expansion, content development, and network strengthening (CREATOUR, 2023).

This chapter will cover a successful case in which the CREATOUR network has been formed to develop authentic tourism for the entire Portuguese nation, thereby reducing the pressure of mass tourism on its major cities. As a result, this chapter will present tools available to tourism industry professionals and constitute grounded research to identify practices that aid the advancement of sustainable and authentic tourism for industry-wide application.

Firstly, the theoretical framework of the case study is discussed to provide the definitional foundation upon which the analysis and findings will be made. Subsequently, the explanation of the case selection and data collection are rationalised before the methodology of the case study is presented. The methodology of the evidence selection and analysis is then followed by the description of the three sample cases showcasing CREATOUR's impact on tourism in varying Portuguese regions: Beja, the Azores, and Feital. Subsequently, CREATOUR's implementations of tourist attractions in these regions are

Related Content

Variable Length Markov Chains for Web Usage Mining
José Borgesand Mark Levene (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 2031-2035).*
www.irma-international.org/chapter/variable-length-markov-chains-web/11098

On Interactive Data Mining
Yan Zhao (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 1085-1090).*
www.irma-international.org/chapter/interactive-data-mining/10956

Profit Mining
Senqiang Zhou (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 1598-1602).*
www.irma-international.org/chapter/profit-mining/11032

Soft Subspace Clustering for High-Dimensional Data
Liping Jing, Michael K. Ngand Joshua Zhexue Huang (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 1810-1814).*
www.irma-international.org/chapter/soft-subspace-clustering-high-dimensional/11064

Model Assessment with ROC Curves
Lutz Hamel (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition (pp. 1316-1323).*
www.irma-international.org/chapter/model-assessment-roc-curves/10992