


Chapter 4

Promotion of Geocaching and Educational Tourist Routes in the Euroregion of Northern Portugal and Galicia

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ABSTRACT

Geocaching is an activity that can be compared to traditional treasure hunting. However, unlike the usual physical maps, geocachers, the name given to those who practice this activity, use location coordinates through a GPS system (Global Positioning System). Geocaching can facilitate the creation of educational routes.

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By integrating geocaching into educational activities, students are encouraged to engage with their environment through direct interaction, enhancing experiential learning. This chapter aims to present an exploratory and embryonic view of the importance that the development of geocaching tourist routes can represent for the benefit of regional development and the tourism potential of a territory. In particular, the euroregion Northern Portugal and Galicia is a territory characterized by cultural traditions. Thus, this chapter aims to present preliminary insights for the future development of geocaching tourism in cross-border regions specific tourism contexts.

1. INTRODUCTION

Tourism research has broadened its scope, mirroring an increasing acknowledgment within the academic community. This expansion is paralleled by the integration of interdisciplinary concepts and methodologies (Santos et al., 2021; 2022). Consequently, tourism studies have examined its diverse implications through various perspectives and interdisciplinary approaches (Silva & Sousa, 2025). In this context, geocaching is an activity that can be compared to traditional treasure hunting (Boulaire & Hervet, 2012; Martins, 2014; Lusa, 2015). However, unlike the usual physical maps, geocachers, the name given to those who practice this activity, use location coordinates through a GPS system (Global Positioning System) (Silva & Sousa, 2025). This chapter aims to present an exploratory and embryonic view of the importance that the development of geocaching tourist routes can represent for the benefit of regional development and the tourism potential of a territory. Geocaching can serve as an educational and cultural enrichment activity for young people. It promotes experiential learning by encouraging direct interaction with the environment, which enhances understanding and retention of knowledge. Geocaching also fosters critical thinking and problem-solving skills through the process of locating caches (Ihamäki, 2015).

In particular, the euroregion Northern Portugal and Galicia is a territory characterized by cultural traditions. The Galicia and Northern Portugal Euroregion results from informal relationship dynamics based on geographic, cultural, linguistic and historical proximity, which benefited and were boosted by the integration of the two countries into the European Union (Igreja et al., 2025). Thus, this chapter aims to present preliminary insights for the future development of geocaching tourism in cross-border regions specific tourism contexts (i.e. Euroregion Galicia and Northern Portugal). Geocaching can facilitate the creation of educational routes. By integrating geocaching into educational activities, students are encouraged to engage with their environment through direct interaction, enhancing experiential learning. This

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