


Chapter 2

Transferring Knowledge, Valuing Heritage, and Promoting Tourism: A Commitment to Collaboration Between Academia and Municipalities – A Case Study: Gandra (Paredes)

Carla Sequeira

 <https://orcid.org/0000-0001-8892-3202>

CITCEM/FLUP, Universidade do Porto, Portugal

Joana Lencart

CITCEM/FLUP, Universidade do Porto, Portugal

ABSTRACT

In 2023, the Parish Council of S. Miguel de Gandra contacted the Faculty of Arts and Humanities of the University of Porto to carry out a scientific study on the town of Gandra (Paredes). The aim was to produce a monograph of a historical nature with a solid scientific research base and with the local community, the general public, as its target audience. This is a concrete example of how academia can and should work together with local organisations to enhance heritage and to promote tourism, by presenting the public with a book that involves the community itself and arouses curiosity to explore the place. Initiatives such as this one are examples of how scientific research should not be a closed endeavour exclusive to academia but should also be geared towards communities. Initiatives like these seek to promote inclusive and transversal education, involving children and young people in a school

DOI: 10.4018/979-8-3373-0634-6.ch002

context, drawing their attention to the rich history of the place, but also to include the senior community, feeling valued.

INTRODUCTION

The institutional partnership between academia and municipalities is essential for promoting reciprocal development, across social, economic, and cultural dimensions. Nevertheless, as Gutpton, Sullivan, and Johnston-Goodstar (2014) refer, there is still ambiguity surrounding how to conceptualize community engagement in ways that yield tangible benefits for both universities and local communities. This connection is crucial for several reasons, as outlined below.

First and foremost is the transfer of knowledge. Higher education institutions serve as centers for the production and dissemination of knowledge. Connecting with local municipalities enhances the potential for transferring technologies, scientific research and innovative practices that directly address local needs. Such partnerships enable the practical application of academic knowledge, creating real-world impact and improving quality of life for local populations. Therefore, universities are uniquely positioned to take on leadership roles within collaborative networks connecting research units, private stakeholders and public entities (Gambaro, Tartaglia & Gugu, 2014, p. 165).

Secondly, collaboration with municipalities enables universities to address a wide range of real-world challenges, including environmental management, public health, education, infrastructure development, heritage preservation, and tourism valorization. Academic research can and should play a central role in fostering sustainable tourism. Through close cooperation, communities and higher education institutions can co-create meaningful experiences that contribute to more rational and sustainable futures (Rinaldi, Cavicchi, & Robinson, 2022, p. 2144).

Thirdly, such partnerships contribute to the strengthening of citizenship. By incorporating community discussions and perspectives into academic projects, they foster active citizen participation and encourage a sense of belonging and shared responsibility. At the same time, these collaborations may provide equal opportunities for education, social inclusion, and promotion of cultural heritage and tourism (Stoica, Chirodea, 2015, pp. 149-150)

This association between the academic world and municipalities encourages local economic development (Gutpton, Sullivan, & Johnston-Goodstar, 2014, p. 188), building relationships with local stakeholders and working on co-creation activities in order to achieve sustainable development goals (Rinaldi, Cavicchi & Robinson, 2022, p. 2144). By collaborating with municipalities, higher education institutions can support entrepreneurship, provide workforce training, and stimulate

14 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/transferring-knowledge-valuing-heritage-and-promoting-tourism/383396

Related Content

Strategic Positioning of Huawei on the International Political Stage

Mona Chungand Bruno Mascitelli (2015). *International Journal of Asian Business and Information Management* (pp. 1-13).

www.irma-international.org/article/strategic-positioning-of-huawei-on-the-international-political-stage/135502

Japanese Cultural Traditions and International Business

Gloria Garcia (2016). *International Business: Concepts, Methodologies, Tools, and Applications* (pp. 1254-1274).

www.irma-international.org/chapter/japanese-cultural-traditions-and-international-business/147908

Application of Fuzzy Cognitive Maps in IT Management and Risk Analysis

Masoud Mohammadian (2011). *Electronic Globalized Business and Sustainable Development Through IT Management: Strategies and Perspectives* (pp. 90-99).

www.irma-international.org/chapter/application-fuzzy-cognitive-maps-management/45353

Unlocking the Relationship Between Talent Management Practices and Performance Sustainability in the Sports Industry

Abdul Gaffar Khan, Somiron Banik, Md. Aftab Uddinand Syed Moudud-UI-Huq (2021). *International Journal of Asian Business and Information Management* (pp. 366-380).

www.irma-international.org/article/unlocking-the-relationship-between-talent-management-practices-and-performance-sustainability-in-the-sports-industry/279827

The Impact of Dynamic Capabilities on the Performance of Thai Small and Medium Enterprises

Kulachet Mongkol (2022). *International Journal of Asian Business and Information Management* (pp. 1-13).

www.irma-international.org/article/the-impact-of-dynamic-capabilities-on-the-performance-of-thai-small-and-medium-enterprises/309102