

SUSTAINABLE MANAGEMENT OF CULTURAL AND NAUTICAL TOURISM: CULTURAL AND TOURIST ENHANCEMENT NARRATIVE(S)

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Abstract:

In recent years there has been a strong growth in cultural and nautical tourism in Portugal. cultural tourism and nautical tourism have proven to be one of the main drivers of territorial development. In this study, it is important to observe the pressure caused on the cultural and nautical resources existing in the cultural and tourist destination, namely, the social, environmental, economic conditions and the quality of life of the resident population. The growing expansion of tourism due to the high flow of visitors, encourages the need to manage it according to sustainability parameters, that is, from the point of view of the responsible use of the resources that are explored. As a theoretical framework, this study, which will encompass cultural tourism and nautical tourism, intends to highlight sustainability from the conservation and enhancement of existing cultural references through the carrying capacity of resources, anchored in the definition of the World Tourism Organization (WTO), without which implies a change in the physical environment, a reduction in visitor satisfaction or the creation of adverse effects on the resident population. Given the importance of cultural tourism and nautical tourism in Portugal and, therefore, in the central region of the country, this study aims to understand the management involved in these two sectors of tourism in relation to the capacity of the spaces where activities are carried out. cultural and nautical tourism, opting for an

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exploratory methodological approach incident on the stakeholders. The results of this study point to the sustainable management of cultural and nautical tourism in a context of conservation and enhancement of existing resources combined with multimedia and the dynamics of the natural landscape in a perspective of cultural empowerment for the development of the territory.

Keywords: cultural tourism, nautical tourism, sustainability, empowerment, territory, cultural heritage

GESTÃO SUSTENTÁVEL DO TURISMO CULTURAL E NÁUTICO: NARRATIVA(S) DE VALORIZAÇÃO CULTURAL E TURÍSTICA

Resumo:

Nos últimos anos tem-se assistido a um forte crescimento do turismo cultural e náutico em Portugal. O turismo cultural e o turismo náutico têm demonstrado ser um dos principais impulsionadores do desenvolvimento territorial. Neste estudo, importa observar a pressão causada sobre os recursos culturais e náuticos existentes no destino cultural e turístico, nomeadamente, as condições sociais, ambientais, económicas e a qualidade de vida da população residente. A crescente expansão do turismo devido ao elevado fluxo de visitantes, incita a necessidade de o gerir de acordo com os parâmetros de sustentabilidade, isto é, do ponto de vista da utilização responsável dos recursos que são explorados. Enquanto referencial teórico, este estudo que abará o turismo cultural e o turismo náutico pretende relevar a sustentabilidade a partir da conservação e valorização dos referenciais culturais existentes no território, através da capacidade de carga dos recursos, ancorada na definição da Organização Mundial de Turismo (OMT), sem que implique alteração do meio físico, a redução da satisfação dos visitantes ou a criação de efeitos adversos sobre a população residente. Face à importância do turismo cultural e do turismo náutico em Portugal e, por conseguinte, na região Centro do país, este estudo pretende como objetivos principais, perceber a gestão envolvida destes dois setores do turismo em relação à capacidade dos espaços onde se desenvolvem as atividades turísticas culturais e náuticas, optando-se por uma abordagem metodológica exploratória incidente nos *stakeholders*. Os resultados deste estudo apontam para a gestão sustentável do turismo cultural e náutico num contexto de conservação e valorização dos recursos existentes aliado à multimédia e às dinâmicas da paisagem natural numa perspetiva de *empowerment* cultural de desenvolvimento do território.

Palavras-chave: turismo cultural, turismo náutico, sustentabilidade, *empowerment*, território, património cultural

1. INTRODUCTION

1.1. Cultural empowerment for the development of the territory

The social, environmental, economic conditions and the quality of life of the resident population can interfere in the enjoyment of the cultural and nautical resources existing in the cultural and tourist destination. The high flow of visitors in the territories leads to the need to manage cultural and nautical resources in accordance with sustainability parameters.

Given the importance of cultural tourism and nautical tourism in Portugal and, therefore, in the Central region of the country, the view on the management involved in these two tourism sectors in relation to the capacity of the spaces where tourist, cultural and nautical activities are developed, will pursue a catalyst for territorial development based on cultural empowerment.

Cultural empowerment is understood here as a strong expander of strategic actions of reflection, criticism and active participation that may affect the development of the territory(ies).

In a cultural vision that catalyses territorial development, cultural empowerment turns out to be a fundamental element in the identification of cultural and heritage references consistent with territorial enhancement and sustainability.

Cultural empowerment is interpreted through the resident, group (visitors and tourists) and structural (stakeholders) trilogy. Strategies for planning and planning the territory guided by the collaboration of residents of a given territory make it possible to meet the real needs of residents in the sense of improving their quality of life, in the consolidation of cultural practices and their enhancement.

In this sense, the empowerment process is linked to the need for territorial development as an expansion of territorial enhancement. It can also assume the perspective of building more responsible entities and communities (Gohn, 2004). Empowerment indicates obtaining adequate information, going through a process of reflection and awareness of the territory. This is possible through cultural resources.

It is a socially constructed and dynamic process, in the sense that it must involve participation. The notion of a dynamic process is built from the practices produced by visitors and tourists in the context in which they are integrated (Meirelles & Ingrassia, 2006). It means that visitors and tourists must be faced with who themselves become aware and critical of their own relationship with the territory. It is essential for this to take place strategic actions for the development of cultural and tourist products and a diversified offer of products.

A study on the Economics of Culture in Europe (EU, 2006) points out the importance of culture in the search for empowerment strategies for the most disadvantaged territories, with the understanding being applied to low-density territories through two active lines of development (Figure 1).

Figure 1. Active lines of development

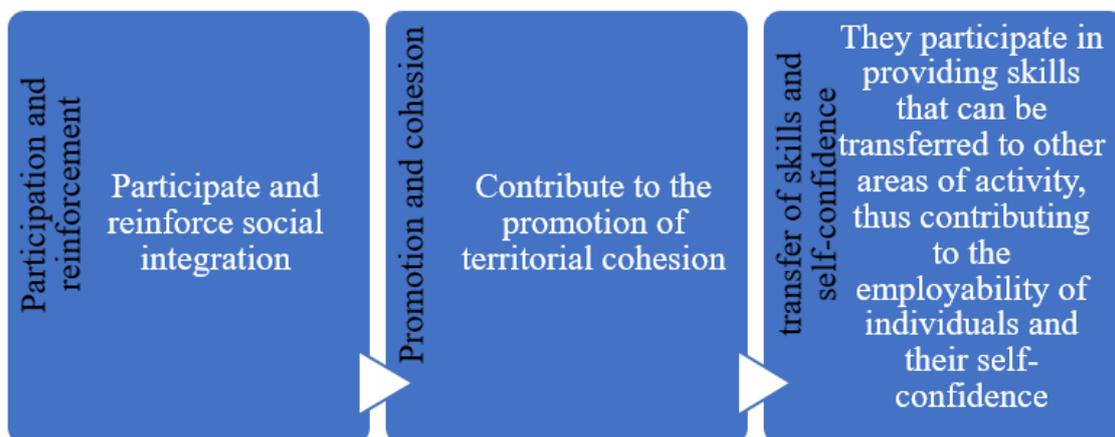


Source: Own elaboration. Adapted from Economics of Culture in Europe (2006)

Cultural empowerment should enable the cultural transformation of tourists in each territory. In this sense, cultural empowerment presupposes critical and participatory awareness (Baquero, 2012), and, with the active involvement of tourists, will enable the development of the territory(ies). The representation systems legitimized by heritage institutions and disseminated by tourism promotion agents end up linking the cultural and heritage references of the territories.

Tourism reinforces this trajectory by influencing the dynamics of enjoyment of heritage resources. Although the active lines of development implicit in empowerment do not have economic action as their main objective, they still underlie very favourable contributions (Figure 2).

Figure 2. Contributions of active lines of development



Source: Own elaboration. Adapted from Economics of Culture in Europe (2006)

The representational dimension of heritage resources highlights territorial singularities, with the representatives of heritage institutions having the role of identifying, interpreting, and valuing them. The selection of cultural references (material and immaterial) in its most expressive qualitative form is the result of what Silveira (2001) calls the “immaterial production of tourism”, which influences the very production of tourist places.

In this sense, while cultural references increase the attractiveness and influence the forms of use and appropriation of the heritage (Silveira, 2001).

Similarly, the practice of nautical activity requires that the riverside structures also have accessibility conditions conducive to their development. This factor contributes to the supply of tourist activities linked to the practice of nautical tourism and the consequent increase in the quality of tourist destinations, which must be anchored in the development of sustainable tourism (Lopes & et al, 2021, a).

Cultural empowerment enters this dynamic because residents can acquire skills to enjoy information and the resources necessary to articulate their own stories, increasing confidence and autonomy to make meaningful choices in relation to the communities where they are integrated (Fortunati, 2014).

The sustainable management of cultural and nautical tourism is fundamental for the tourist destinations that promote it, being crucial the enhancement of existing resources combined with the dynamics of cultural empowerment for the development of this territory.

2. SUSTAINABLE MANAGEMENT FOR CULTURAL TOURISM

Cultural tourism can be broadly and concisely defined as tourism that is based on local and regional culture and cultural heritage (Du Cros & McKercher, 2020). It involves cultural traditions, historical environments, archaeological cultural monuments, industrial monuments, cultural landscapes, museums, cultural activities such as festivals, theatrical performances and much more.

There is great potential for exploring and using culture and cultural heritage as resources for tourism. In this way, culture then plays a greater role as a resource for the development of the image and attractiveness of some places (Murta & Albano, 2002).

The preservation and survival of the historical-cultural heritage, with its tangible and intangible products, stands out as the priority issue of cultural tourism today.

Cultural tourism is an important “trigger” to increase the perception of the country/region and its competitiveness, in the contribution to local and regional economies, and to transport the natural and historical heritage into the future with a developed cultural awareness (Melo Bandeira, 2012). There is also an organic link between the cultural and creative industries, which are the growing values of our time, and cultural tourism.

On the other hand, tourism promotes some erosion of cultural assets and local lifestyle, causing local culture and cultural heritage to become artificial products of the commercial market. These impacts cannot be neglected, and it is essential to preserve memories and local identities, as cultural travellers seek the original and intact state of culture.

In response to this stimulus, a decisive element arises for the regulation and balance of these manifestations - creativity, which should contribute to the success of this type of actions, with the aim of interconnecting the local creative potential with the creative people who travel, functioning as an antidote to the serial reproduction of culture (Santos, 2012).

If cultural heritage is the most valuable experience that historic cities offer their visitors, the importance of preserving this heritage arises spontaneously (Vieira, 2020). With the cooperation of all segments focused on cultural tourism, it is necessary to ensure that the values that attract the attention of national and foreign tourists are not harmed or even destroyed by tourism.

For the management of all these characteristics, objectives and requirements, a holistic approach is essential that brings together all parties to find the right balance between ensuring the comfort of tourists, taking care of the needs of the natural and cultural environment, and supporting economic development and competitiveness of historic cities.

The best way to balance the different issues and challenges that cultural tourism faces is through a comprehensive, holistic, shared, and multi-stakeholder management plan.

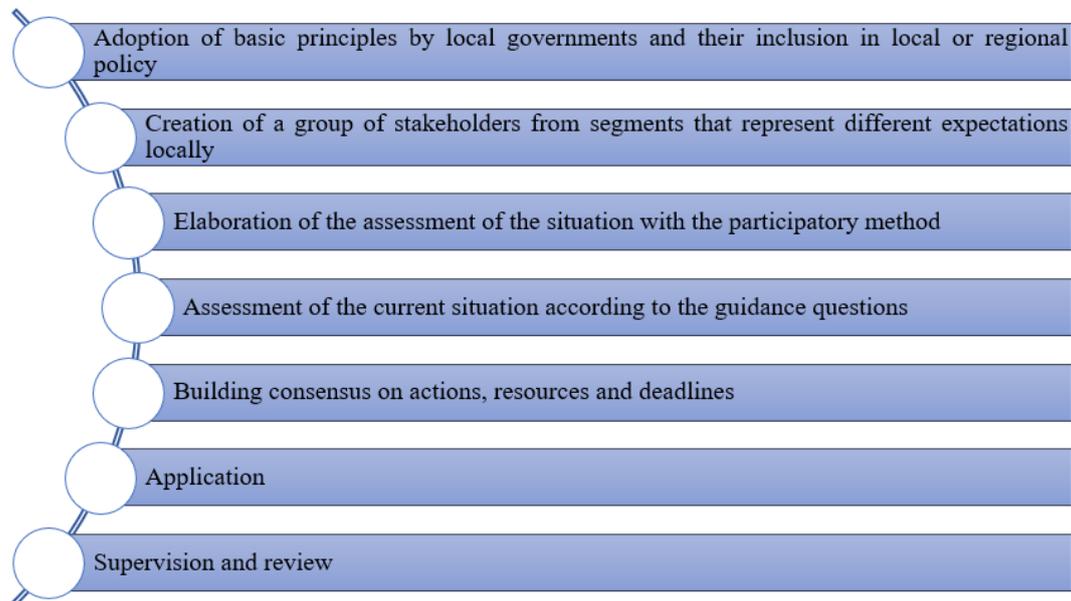
The most challenging role in this equation lies with local governance. Because each region has its own distinct problems and requires different solutions. Local governments, who are familiar with these problems and solution options, are the closest part of developing and implementing policies that serve all segments, cooperating with all stakeholders within the framework of common responsibilities and obligations.

In fact, sustainability is possible with the participation of all stakeholders, with the understanding of cooperation, joint action, interaction, and participation in decision-making mechanisms.

The creation of a sustainable management plan for cultural tourism should be implemented together with an action plan that, according to Dedehayır (2021) is based on a seven-step process aligned with the basic principles and that offers an opportunity for sustainable development. for the regions.

An action plan, which requires a holistic approach to relevant issues and the needs of the local community in terms of cultural tourism (Figure 3).

Figure 3. Stages of the sustainable management plan for cultural tourism



Source: Own elaboration. Adapted from Dedehayır (2021)

Some of the basic principles for sustainable cultural tourism from the perspective of Dedehayır (2021) indicate that local administrators should give priority to the cultural and historical heritage of their cities over tourist income: *i*) Differences, cultures and local beliefs must be respected; *ii*) Cultural heritage assets must be protected and cultural tourism must support their conservation; *iii*) Tourism must respond to the needs of the local community with sensitivity and responsibility, and visitors must be informed about it; *iv*) Cultural tourism should support sustainable development objectives; *v*) Local actors, such as municipalities, local communities and companies, should participate in the process of developing cultural tourism; *vi*) Cultural tourism must provide equitable benefits to the local community as a whole; *vii*) Cultural tourism must respond to the needs of visitors and seek to provide a quality experience; *viii*) Measures must be taken to reduce carbon emissions, protect scarce resources such as water and energy and reduce waste production; *ix*) Cultural tourism must be based on a sustainable transport system; *x*) Both the benefits of tourism and its costs to society must be translated to consumers and producers; *xi*) The management and development of cultural tourism must be open to change.

It becomes necessary to increase the demand for nautical tourism, coupling it to the cultural experience and thus contributing to the development and promotion of nautical tourism (Lopes & et al, 2021, b). The creation of cultural policies makes it possible to improve social development and strengthen community cohesion.

In fact, culture plays a fundamental role in social and economic development, as well as its attractive role as an identity element of societies. Cultural references play a crucial role in the tourism development of regions.

3. CULTURAL AND NAUTICAL TOURISM FROM THE VIEW OF SUSTAINABILITY

The role of tourism, both for businesses and citizens, has increased considerably in recent decades. According to estimates by the European Commission's Directorate-General for Enterprise and Industry, tourism represents more than 5% of the EU-27's gross domestic product (GDP), with the tourist accommodation sector employing 2.4 million people in the EU. EU-27, and total employment in the tourism industry is estimated at between 12 million and 14 million people (according to preliminary estimates from tourism satellite accounts).

In these values, it must be considered that the Pandemic weakened these indicators, in terms of averages (Turismo de Portugal, 2017).

In this context, Portugal followed this growth, more so as it defined, according to Turismo de Portugal (2017), an execution and materialization of the ET27 that would involve the implementation of projects, based on the lines

of action of its 5 strategic axes, which compete to achieve the goals and ambitions of ET27, affirming tourism as a hub for economic, social and environmental development throughout the territory, positioning Portugal as one of the most competitive and sustainable tourist destinations in the world. world.

Therefore, to achieve this objective, the promotion and enhancement of infrastructure, equipment, and services to support nautical tourism, namely ports, marinas, and nautical centers, was extremely relevant. There are also nautical activities related to diving, sailing, canoeing, cetacean, and seabird watching, fishing, maritime-tourist tours, among other examples.

Thus, within the various unique strategic and transversal assets that Turismo de Portugal (2017), considers, being a total of ten, it encompasses asset no. environmental quality, as well as the existence of several river beaches throughout the country (a total of 115). Water, according to data from Turismo de Portugal (2017), supports unique assets located mostly in the interior of the country and with tourist potential (for example, Alqueva – the largest artificial lake in Europe, Douro River, Albufeira do Azibo, Serra da Estrela, Lagoas, Portas de Rodão).

The quality of inland waters is measured through regular analyses and the maximum symbol of this quality is the Blue Flag of bathing areas. Currently, the quality of bathing water is measured through the new Bathing Water Directive of 2006 (DAB-06) which addresses the issue of bathing water quality in a different way from what was indicated by previous directives (INAG, 2007).

Before the entry into force of this standard, the quality of bathing water was measured based on monitoring only. However, the new standard also emphasizes prevention and management, seeking to guarantee the quality of bathing water more consistently.

The monitoring of DAB-06 is performed using only two indicators of water quality: *Escherichia coli* (E. Coli) and intestinal enterococci, which are indicators focused on public health (CCE, 2000). Management and prevention are based on the beach profile,

which must be prepared for each bathing area and where the potential sources of contamination in the bathing area are described, quantified, interpreted, and marked.

It is based on this profile that long-term prevention and water quality preservation programs will be planned. The profile consists of the description of the physical, geographic, and hydrological characteristics of bathing water and the surface waters that may flow into it, especially if they are a potential source of contamination (Nunes et al, 2011).

These indicators, as well as the Sustainable Development Indicators (SDI), referenced by Wackernagel & Rees (1996), are very useful, and the best-known index, the “Ecological Footprint”, represents a strong contribution to sustainability, when analysed at local, regional, national, and international scales. Agenda 2030 for Sustainable Development is an important guiding tool, but it challenges these dynamics of indicators, to evaluate by the scarce production of results.

The tourism sector is grouped by Banco de Portugal (2016), at the level of companies into three categories: 1) transport and logistics; 2) accommodation and catering; and 3) recreational and cultural activities, denoting cultural activities. The Country Sustainability Ranking (RobecoSAM) is also an important tool in this matter of sustainability.

It analyses 150 countries, covering 23 advanced economies and 127 emerging and developing countries, and is updated biannually. It focuses on environmental, social and governance factors (in English identified by ESG principles).

It allows for the elaboration of an assessment of the sustainability of a given country, offering a comprehensive view of the strengths and weaknesses of that country.

Several organizations are basing their sustainability indices on these ESG principles. The competitive advantage of destinations also passes through the differentiating biodiversity existing in each tourist destination.

It is up to the territorial entities to promote awareness for the conservation and enhancement of the resources of that territory. Favourable planning is necessary with the integration of procedures that ensure the quality of services based on sustainable management.

In fact, the great challenge that presents itself not only to nautical tourism but also to tourism in general from the perspective of sustainability is the construction of a sustainable tourism development model capable of generating social and economic benefits and at the same time managing environmental impacts.

In this sense, the importance of empowerment as a means of social participation in the current configuration of nautical tourism is highlighted, where the new dimensions and transversalities that emerge must be guided by participatory management.

About cultural and nautical tourism from the perspective of sustainability, it is essential to ensure that tourism and cultural planning and development are anchored by sustainability criteria.

It is urgent to sensitize tourists, decision makers, the local community, and other stakeholders to the importance of applying the values of sustainability.

4. VALUATION OF HERITAGE ALLIED WITH MULTIMEDIA AND NATURAL LANDSCAPE DYNAMICS

Rural areas and the natural landscape are currently undergoing (re)definition and (re)structuring processes where the conservation and enhancement of heritage combined with multimedia find fundamental contours for the development of nautical tourism associated with water resources in unique landscape and nature areas.

It is true that the different rhythms and configurations are part of the location of each territory. This issue is associated with patterns of territorial appropriation that are socially reconstructed, therefore changeable, taking care, however, that certain types of environmental and recreational benefits can easily and relatively quickly lose their social and economic attraction (Rodrigues, 2007).

The trend towards the enjoyment of heritage allows us to underline its relevance, especially in its intangible dimensions and in rural environments.

Also, the enhancement of the landscape context and the increase of cooperation strategies through networks. It means reconciling environmental and landscape concerns, preserving, and valuing the landscape and the diversity of cultural heritage, and at the same time finding new functions for rural territories compatible with these guiding principles (Carvalho, 2009).

Technological developments, and the respective communication and interaction technologies, have made a significant contribution to the conservation and dissemination of heritage over the last few years.

The evolution of communication platforms, with the internet in a completely interactive paradigm, and the ability to integrate innovative technologies into technological devices such as mobile phones and tablets, allows for fundamental assistance in the dissemination and presentation of different types of heritage.

Digital photography and video equipment has allowed a record of the existing heritage in the territory, 3D scanning technologies have allowed to recreate models of parts, models, equipment, techniques, and methodologies.

New technologies with virtualization have made it possible to recreate lost heritage. Also, the recreation of simulation experiences in a virtual and immersive format has made the experiences very real. The sound and three-dimensional immersion capability has provided users with unique and differentiating experiences.

The paradigm shift from Web 1.0 to Web 2.0 allowed the transition from an internet of individual use (creation and publication) to a type of collaborative use, which is constantly being updated. The change in this paradigm also allowed the creation of platforms and applications based on this type of concept, as well as Web 2.0 and the emergence of social networks (Kaplan & Haenlain, 2010).

The multimedia associated with social networks, allowed heritage resources to be widely presented and disseminated, and the possibility of simple use of photographs and video, allow much of the forgotten heritage to take new forms of enjoyment and conservation.

Audio-visual, three-dimensional technologies and the ability to transmit them through mobile devices and associated with social networks, such as virtual reality and augmented reality applications, make it possible to recreate on the spot or add information to the places to be visited. These dynamics lead to new ways of registering and promoting and valuing heritage.

Virtualization technologies add value to historical and cultural spaces, allowing the visitor to interact with information in real time in an interactive way, allowing for a more enriching experience. Virtualization through 360° photography for heritage registration and conservation, 360° virtualization, has brought new ways of knowing, places, heritage and culture and spreading them around the world through multimedia.

Tourists will be able to obtain a set of information in multimedia format such as images and short films about the cultural and natural heritage. In this way, better and better and for everyone, heritage can be preserved, valued and accessible to all through multimedia platforms, allowing rural areas with very valuable heritage to place themselves on a level of dissemination and knowledge, which before the appearance of technologies was impossible.

It means that in this dynamic, conservation and enhancement of the various existing resources must be promoted, including the natural and cultural heritage in symbiosis with the benefits both for the local community and for society in general. There is, therefore, a pressing need to monitor the flow of visitors by diversifying the offer.

In fact, cultural heritage must combine content with technology and cultural management in dissemination initiatives, adopting the most appropriate and coherent technological solutions so that tourists can enjoy an interactive system that allows them to provide a rewarding interactive experience.

The enhancement of heritage combined with multimedia and the dynamics of the natural landscape.

5. CONCLUSION

The narratives of cultural and tourist valorization of a given territory and its material and immaterial references imply an understanding of the differential value of the entire environment that passes through resources and landscapes.

The selection of these references by tourism promotion agents links the image of the territory that in this study focused on cultural and nautical tourism in a dynamics of perception of narratives for cultural and tourist valorization of the Center region under analysis (Médio Tejo).

The insertion of the territory in the cultural and nautical market through tourism reinforces the relevance of the relationship between materiality and landscape

representation, which ends up influencing the very dynamics of fruition of material and immaterial references in this region where tourist activity is evident in a more expressive way. through nautical.

Recognizing the value given to the water-fluvial resource and the practice of activities related to nautical tourism, implies preserving the history of this territory.

This recognition by tourists, residents and the various stakeholders of the territory, allows the creation of interpretive narratives with which to value and promote these cultural specificities related to a water resource fundamental to territorial differentiation.

This study tried to understand the management involved in the two sectors considered, cultural tourism and nautical tourism in its relationship with the capacity of the spaces where cultural and nautical tourist activities are developed.

It was understood that in this process there is a sustainable management of cultural and nautical tourism in a context of conservation and enhancement of existing resources combined with multimedia and landscape dynamics in a perspective of cultural empowerment for the development of the territory.

This understanding was reinforced through the identification of values of cultural and nautical references associated with the territory, allowing the construction of narratives about this river resource, in a perspective of involvement and connection with the community, as well as cultural and tourist valorization.

Since cultural and nautical tourism is of great importance from a strategic point of view in the Portuguese economy, this study highlighted the role of cultural and nautical affirmation through the perception of cultural empowerment with regard to territorial differentiation allied to the river water resource, understood as an element identifier of the region itself, and may, in a way, be the most promising element of attractiveness of the region.

Despite the complexity of attributing meaning to cultural and nautical references to landscape and aquatic practices, cultural and nautical tourism emerges as a powerful means of territorial valorization.

The current search for differentiating experiences continues to take a central place in the development of tourism, whether cultural or nautical in particular.

The different modes of perception are seen as modalities of action where the narratives built around the water-river resource highlight the importance of cultural empowerment, which in this study was also allied to multimedia and the dynamics of natural landscapes in a perspective of sustainable development of the territory.

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