

International conference within the project **CREATOUR AZORES**  
and in conjunction with the **GISU SMART CITIES AND TOURISM SYMPOSIUM**

# Creative **tourism** regenerative development and destination resilience

Conference programme  
and presentation abstracts

8-10 Nov 2022  
Ribeira Grande  
São Miguel Island  
Azores, Portugal



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regenerative development,  
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# Index

## 07 Overview

07 About the CREATOUR Azores project

08 About the conference

14 Getting to the venue

## 15 Schedule

15 At a glance

17 Tuesday, 8 november

22 Wednesday, 9 november

25 Thursday, 10 november

29 Friday, 11 november

## 31 Abstracts and biographical notes

31 Keynote speakers

38 Concurrent session speakers

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## SUPPORTERS AND PARTNERS



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currently a master's student in Tourism Management and Planning at the University of Aveiro.

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1. Federal University of Rio de Janeiro, Brazil; 2. Durban University of Technology, South Africa

**BRICS tourism inbound and outbound versus socio-economic indicators**

Emerging countries are home to most of the world's population and encompass most of the planet's territory. The BRICS countries alone represent around 42% of the world's population. Unfortunately, emerging and less developed countries are where significant problems of health, hunger, and poverty are evident. BRICS nations have come together to deliberate on important issues based on three pillars: political and security, economic and financial, and cultural and people-to-people exchange. As a result, establishing a flow of goods between these countries is crucial, but developing a flow of people is also essential. This area is reliant on initiatives related to international air travel and tourism. Tourism is one of the most important activities to create jobs in emerging economies, so this study focuses on travel and tourism in BRICS countries. The study results show inbound and outbound relations with each country's dynamic socio-economic indicators, globalisation, and socio-economic structural indicators. These three dimensions aptly explain inbound and outbound tourism in BRICS countries; however, there is no reason to believe these relations are permanent. They may improve with the proper measures. A comparison with the G7 countries shows that ongoing globalisation favours more developed countries than the emergent countries in terms of tourism. However, the large emerging BRICS countries are showing prospects of structural socio-economic position. To promote equity in the world, emerging economies must hold tight to their people-to-people relationships.

**BIOGRAPHICAL NOTES**

RODRIGO V. VENTURA is an economist from the State University of Rio de Janeiro (UERJ), with a Master's degree in Economics from the Brazilian Institute of Capital Markets (IBMEC) and is a PhD candidate in Production Engineering at the Federal University of Rio de Janeiro (COPPE/UFRJ).

ELTON FERNANDES is a Full Professor of the Production and Transport Engineering Programs at COPPE/UFRJ. He received his PhD degree in Manufacturing and Engineering Systems from the University of Brunel, Great Britain (1993), his MSc degree in Transport Engineering from COPPE/UFRJ, Brazil (1980) and his bachelor's degree in architecture and Urbanism from FAU/UFRJ, Brazil (1977).

NDIVHUHO TSHIKOVHI is a postdoctoral research fellow at the Durban University of Technology in the office of the Deputy Vice Chancellor: Research, Innovation and Engagement.

RESHMA SUCHERAN is a Senior Lecturer and Research Chair in the Department of Hospitality and Tourism at the Durban University of Technology and has 25 years of teaching and research experience in higher education.

**ANA GAGO**

*CITAR, Escola das Artes, Universidade Católica Portuguesa, Portugal*

**(Re)creating heritage: Artistic creation as cultural placemaking**

Countless international symposiums, as well as research and/or artistic projects have already been

devoted to exploring the potentialities, for instance, in the cross-fertilization between artistic creation and heritage education. Moreover, contemporary artists are often proposed as mediators, engaging with local communities, and, thus, contributing to multiple (political) agendas; from the promotion of cultural participation to cultural placemaking. Heritage-based artistic residencies are, in fact, a growing trend internationally. Considering Portuguese reality, the preliminary results of an inquiry conducted in 2020, as part of the author's on-going doctoral project, *(Re)creating Heritage*, pointed to an increase in intensity of this type of initiatives in recent years. Furthermore, the inquiry revealed, on one hand, a high degree of heterogeneity amongst the promoters – including a growing number of municipalities and other public institutions – and, on the other, a high degree of interdisciplinarity amongst the participants, comprising (artistic) practices bordering creative industries. In this paper, we focus on three examples of Portuguese artist-in-residence programs that actively engage artists, designers, and architects in (re)interpreting traditional crafts, some in close articulation with cultural tourism projects. The proposed examples will inspire a broader discussion, around the use(s) of heritage in artistic creation, as part of (cultural) placemaking strategies, and, on the other way around, the impact of artistic creation and/as (cultural) tourism, in heritage making.

**BIOGRAPHICAL NOTE**

ANA GAGO is a PhD candidate at the Research Centre for Science and Technology of the Arts (School of Arts, Universidade Católica Portuguesa, Porto). Ana's research focuses on the intersections between Art, Heritage and cultural programming. She is an honorary member of engage (National Association for Gallery Education) and ICOM Portugal. She is also a member of cyberliterary collective d1g1t0\_indivíduo coletivo (wr3ad1ng d1g1t5), and co-author of award-winning art project *Oráculo* (2019), presenting an updated and interactive take on a local folk tale.

## Concurrent session 9.1

### *Tourism and sustainability: Insights from the Azores*

**ANA ISABEL DAMIÃO DE SERPA ARRUDA MONIZ AND OSVALDO DIAS LOPES SILVA**

*Universidade dos Açores, Portugal*

**Gastronomy and creative tourism: Influence of customer experience in restaurants on satisfaction and perceptions about gastronomic tourism in the Azores**

Creative tourism involves activities that provide tourists with the opportunity to learn local skills and traditions through contact with local people and their culture. Given the unique character added by local food to the tourism experience, experience design should promote tourists' involvement with gastronomy, in order to foster value creation, memorable experiences, and satisfaction. This study investigates whether customer experience in restaurants with an emphasis on local food have a significant effect on satisfaction and perceptions about gastronomic tourism and whether the overall satisfaction with the experience has effect in those perceptions. From a questionnaire survey, addressed to 414 consumers who frequented restaurants in the Azores, and adopting a quantitative data analysis methodology, a partial least squares structural equation modelling was applied. The study concludes that there are positive and statistically significant effects between customer experience in restaurants and the overall satisfaction