

Lisbon MIL City within the A.I. Age

Interpreting Media Arts and Urban Heritage for Sociological Tourism and their Dissemination via a Digital Marketing Campaign

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Abstract

Objectives. The present project aims to position Lisbon as a leading destination for sociologically-informed tourism, through the Media and Information Literacy (MIL) Cities framework. In particular, Lisbon MIL City focuses on enhancing urban heritage, media arts and cultural tourism literacies at Lisbon, by addressing cultural barriers such as technological illiteracy, within A.I. contemporaneity. **Method.** The project's team is constituted with 4 Task Forces that will undertake both sociological case studies and MIL Cities metrics on diverse Lisbon areas and stakeholders. **Dissemination:** Such project content will be diffused via a digital marketing campaign, which targets diverse audiences, including citizens, researchers, students, culturally-curious tourists and migrants, among other stakeholders. **Results and impact.** It is necessary to note that the above-mentioned initiative is a work in progress, still without final results. Progressively, it intends to transform conventional tourism into a social medium for deeper cultural understanding and sustainable practices, ultimately establishing Lisbon as a local and global model for Sociological Tourism.

CCS Concepts

• **Applied computing** → Arts and humanities.

Keywords

Media Information Literacy-MIL Cities, Lisbon MIL City, A.I., Media Arts, Heritage, Sociological Tourism, Digital Marketing

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1 INTRODUCTION: WHAT THE PROJECT LISBON MIL CITY MEANS?

1.1 Core Objectives

The social process here depicted and the respective scientific project, aim to develop a comprehensive integration of social activities,

practices and discourses, academic frameworks, measurable objectives and practical marketing strategies, in order to position Lisbon as a *Media and Information Literacy (MIL) City*, an urban paradigm explained below. This city model involves stakeholders such as start-ups and spin-offs that develop products and services to increase diverse media and information literacies, applied to communicative everyday practices at Lisbon. For this purpose, the project's team uses a *mixed methodology* that includes: (a) sociological tools; (b) MIL City instruments, which allow to detect *social and cultural barriers* (such as technologicism, technological illiteracy, ageing marginalization, ethnocentrism, etc), by using *MIL Cities Indicators*, e.g., "Indicator 5. Art, culture, tourism", and "Indicator 9: Artificial Intelligence-AI", within specific research fields located at Lisbon. Based on those findings, the research members promote new urban experiences, such as cultural tourism opportunities for visits at key locations at Lisbon, e.g., inside and *urban sample* that includes: Mouraria Creative Hub, Alcantara Senior University, Aljube Museum and public art sites. The project's dissemination campaign is committed to develop a strong emphasis on community engagement and academic collaboration. As for dissemination, a comprehensive measurement and evaluation framework will assess a *digital campaign's* effectiveness, while a SWOT analysis identifies strengths, weaknesses, opportunities, and threats. This strategy integrates SEO best practices, social media engagement, and guerrilla marketing tactics, in order to maximize visibility and participation. Such diffusion campaign has a strong emphasis on community engagement and academic collaboration.

1.2 State of the Art and Specific Purposes

MIL Cities signifies a social and ethic paradigm of city transformation led by UNESCO, in the Age of A.I. [1]. This program was developed at several cities and Universities worldwide, by using, among other methods, a system of indicators assessing cultural barriers and related social phenomena such as A.I. spread, mainly organized at University of S.Paulo, Brazil, by Prof. Felipe Ortiz and colleagues [2]. One of MIL Cities initiatives is the emerging *project Lisbon MIL City*, co-coordinated by this text's author, who extensively and intensively studied such matters since 2017 to 2025 [3]. This project intends to work as a tool for more profound communication and social interactivity, via open research on cultural policies and politics, production and reception of innovations in urban heritage, via media arts and ethical A.I., in particular targeted to cultural tourism. Other purpose is to apply innovative methodologies directed to communities [4], that may contribute to the cultural-led urban regeneration in Lisbon [5]. And for undertaking



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such objective, the following text balances theoretical foundations with actionable plans, addressing cultural barriers (e.g., technological illiteracy) while leveraging Lisbon's heritage for sustainable tourism.

As mentioned above, the main aims and research questions addressed in this text, focus on positioning Lisbon as a pioneering Media and Information Literacy (MIL) City, through innovative tourism strategies, such as *Sociological Tourism*. This concept means integrating sociological frameworks into tourism practices, related to heritage and urban media arts, in order to foster deeper engagement with urban spaces by particular audiences (e.g., engaged citizens, academic researchers, culturally curious tourists, migrants and local communities), through alternative tourism experiences.

More *specific purposes* include, in order to transform conventional tourism: (a) Shift from superficial sightseeing, especially mass tourism into *innovative communicative tourism*, related to heritage and urban media arts, that may promote urban media literacy, using Lisbon's social landscape as a narrative tool; (b) Measure impact: Track visitor engagement, academic citations, and cross-cultural exchanges to evaluate success; (c) Bridge research and practice: Combine academic methodologies (e.g., sociological field research, PERT analysis, etc.) with accessible tourism offerings; (d) develop *experiential tourism* (e.g., geolocated narratives, augmented reality overlays, by addressing cultural barriers such as technological illiteracy).

In sum, the project intends to develop the following: Academic rigor: For example, some bibliographic references [6], [7], among many others, validate the project management, tourism models, and branding strategies. Market analysis and critique: Post-pandemic tourism trends (e.g., demand for authentic experiences) may directly support a planned campaign's focus on Sociological Tourism. Methodological depth: mixed-method approaches (field research, PERT analysis, SEO/social media tactics) ensure robust implementation. Impact measurement: on visitor engagement and economic growth that may demonstrate tangible goals. Innovation: guerrilla marketing (QR code plaques, pop-up cafés) and creative tourism (via AR overlays) differentiate the planned dissemination campaign.

1.3 Main questions

Some possible and pertinent departing questions are the following:

- How can sociological perspectives transform conventional tourism into a tool for media arts literacy?
- What strategies effectively bridge academic research and accessible tourism experiences?

How can Lisbon leverage its cultural heritage to promote sustainable, informed, communicative and knowledgeable cultural tourism?

1.4 Empirical Issues: Working Hypotheses and Key Areas for Field Work

Firstly, within the Lisbon MIL City urban empirical field, some situations must be previewed, through working hypotheses and applied activities. For instance, how does the fieldwork and campaign plan address cultural barriers in cultural tourism? Field research by task forces may identify such cultural barriers, e.g., technological illiteracy within Lisbon's social actors. These specialized task forces

can develop as well practical solutions (e.g., media literacy tools for citizens, tourist and migrants). The project's team faces such challenges via the following targeted strategies, included within the Sociological Tourism paradigm:

- *Communicative Tourism*: Replacement of conventional sightseeing with immersive experiences (e.g., *AR and AI apps, geolocated storytelling*), to bridge cultural gaps.
- *Community Engagement*: Involvement of locals and migrants in workshops and pop-up events (e.g., "*Sociological Cafés*") to foster intercultural dialogue.
- *Multilingual Content*: Offer of resources in multiple languages and use of *QR codes* for accessible, on-demand sociological insights.
- *Measurements*: Tracking of cultural barrier reduction via sociological surveys and stakeholder interviews.

In other words, by blending academic rigor with accessible formats, the project task forces transform cultural barriers into engagement opportunities.

Secondly, what *key urban locations* are highlighted in the study field work and campaign for Sociological Tourism? The project highlights several sample locations in Lisbon for its experiential and communicative tourism, including: Mouraria Creative Hub: A focal point for cultural and media literacy initiatives. Universidade de Alcântara Sénior: Engages senior citizens in Sociological Tourism. Museu do Aljube- Resistência e Liberdade: Explores both historical and social narratives. Urban Art Sites: Showcases Lisbon's street art as a lens for social analysis.

1.5 Field Task forces

The project organizes various task forces aimed at enhancing urban literacy in Lisbon through entrepreneurship, interculturalism, and innovative literacy games. Task Force 1 focuses on start-ups and spin-offs that create products and services to boost heritage and media arts literacy, particularly in the context of communicative and cultural tourism practices. Task Force 2 addresses cultural barriers like ageism, by utilizing Media and Information Literacy (MIL) indicators related to education and the elderly. Task Force 3 examines communication strategies to overcome cultural barriers, specifically ethnocentrism, through case studies in museums, including Aljube, Resistance and Freedom Museum. It gathers metrics on diverse museum audiences, including locals, tourists, and migrants. Lastly, Task Force 4 emphasizes the development of e-books and applications that foster inter-knowledge between local and global communities, leveraging media and advanced technologies like AI and quantum programming. This task force also addresses cultural barriers such as technological illiteracy, using MIL indicators related to art, culture, tourism, and AI.

1.6 Further debates on methodology

The above-mentioned project references introduce key conceptual frameworks and institutional guidelines. Moreover, other authors provide precious contributions to support the methodology applied in the project. In effect, the following authors and their works, among others, bridge theory and practice, ensuring the project's credibility and alignment with contemporary research on heritage, media arts and cultural tourism literacies. For instance:

Project management methodologies, such as PERT analysis [8] are used for timeline and dependency analysis. As for Tourism Research, Ritchie [9] informs on impact measurement and sustainable tourism models. Marketing & Branding is analyzed by Aaker [10], and guides for the campaign’s visual identity, guerrilla tactics and SEO/Social Media, may be consulted inside Lopezosa [11].

1.7 Methods to apply and expected results

As indicated above, the project employs mixed-method research approaches to achieve its objectives, combining qualitative and quantitative methods and techniques from Sociology and Marketing.

Task Force Activities: four specialized task forces develop these studies, activities and actions: Entrepreneurship for city literacy (metrics on start-ups); community engagement (surveys, workshops); digital platform development (SEO, social media analytics); innovative tourism design (geolocated narratives, AR overlays, AI apps).

Field Research: Conducted at Lisbon’s Hub Criativo da Mouraria, Alcantara Senior University, Museum of Aljube and public art sites, by analyzing cultural barriers such as technological illiteracy and the respective solutions as start-up innovations in media literacy tourism.

Data Collection & Analysis: Quantitative: Visitor metrics (engagement rates, tour participation), economic impact assessments. Qualitative: Focus groups, ethnographic studies, and stakeholder interviews, in order to evaluate cultural understanding and media literacy improvements. PERT Analysis: Program Evaluation and Review Technique (PERT) maps project dependencies, identifying bottlenecks like field research delays (e.g. via a 46-week critical path).

Results & Findings: Market Trends: Post-pandemic demand for “authentic” experiences and cultural tourism growth. Anticipated outcomes: Projected increases in visitor engagement, local revenue and cross-cultural exchanges. Challenges: Policy cohesion, resource intensity, and measuring sociological impact remain hurdles.

In particular, the project dissemination and marketing soundly emphasizes practical outcomes (e.g., guerrilla marketing tactics, SEO-optimized content) and probable results are largely projected, with ongoing evaluation cycles.

2 A PRACTICAL ROADMAP: HOW TO IMPLEMENT AND ASSESS CONTENT DISSEMINATION AND DIGITAL MARKETING

2.1 Executive Summary

As previously stated, through comprehensive Social and Human Sciences methods such as *social storytelling*, the project team examines social structures, contexts, and practices, in order to transform how visitors experience Lisbon, through fostering deeper cultural understanding and supporting sustainable, informed and knowledgeable tourism practices. To complement such sociological and narrative lens, the project’s marketing approach integrates SEO best practices, targeted social media strategies, brand development

Primary Objective	Target Audiences	Key Performance Indicators
To establish Lisbon as a pioneering MIL (Media and Information Literacy) City that offers tourists and citizens deeper engagement with urban spaces through sociological frameworks.	Academic researchers, sociology students, culturally-curious tourists, migrants, senior citizens, and local community members seeking alternative tourism experiences.	Visitor engagement metrics, academic citations, social media reach, workshop participation rates, and cross-cultural exchange measurements.

Figure 1: Project’s objectives/audiences. Source: Own elaboration. ©Pedro Andrade Sociological Collection

for Lisbon MIL City, and guerrilla marketing tactics to maximize visibility and participation. The next pages provide a more detailed roadmap for the project’s implementation, including task force activities, timeline projections, resource allocation, and evaluation metrics. By bridging academic research with tourism experiences, the following dissemination and marketing campaign will establish Lisbon as a leading example of how cities can leverage sociological insights to enrich tourism, while addressing contemporary social challenge. The MIL model has a specific complexity, and developments of MIL indicators and other tools will be presented in forthcoming publications.

2.2 Project’s Overview and Objectives

The project uses a core instrument named “*Sociological Tourist Guide*”, as a content production, dissemination and marketing campaign pillar, that aims to revolutionize tourism in Lisbon, by integrating sociological perspectives into visitor experiences. Our primary goal is to transform conventional tourism into a vehicle for MIL-Media and Information Literacy, while highlighting Lisbon’s unique cultural and social landscape.

As above-mentioned, this campaign utilizes four specialized task forces to create a comprehensive approach to Sociological Tourism. Each task force addresses specific cultural barriers while contributing to the overarching goal of promoting media arts and information literacy through tourism. By integrating research methodologies with accessible tourism experiences, we aim to bridge the gap between academic Sociology and a Sociological Tourism based on practical cultural engagement with diverse social audiences (Figure 1).

2.3 Project’s Implementation Timeline

Successful execution of such Sociological Tourism marketing campaign requires careful sequencing of activities across multiple workstreams. This section presents a comprehensive implementation timeline identifying key milestones and dependencies (Figure 2). The implementation follows a phased approach that balances thorough preparation with the need to demonstrate visible progress. The timeline spans 18 months from initial planning to full implementation and initial evaluation. Critical dependencies that require careful management include early stakeholder engagement to secure access to key research sites; timely completion of field research to inform authentic experience development; guide recruitment



Figure 2: Project's Field Work Timeline. Source: Own elaboration. ©Pedro Andrade Sociological Collection. This is an archive of social/logical data, including items with a specific hybrimedia format. Hybrimedia signifies the transformation of *originary* content into *original* content, by integrating text, images, sounds, videos, virtual/augmented reality, AI and quantum programming open code

and training preceding experience implementation; digital platform development supporting marketing and booking functions; community approval of representations before public release.

The project timeline includes strategic buffer periods around critical activities to accommodate potential delays while maintaining overall momentum. Quarterly review points will enable assessment of progress against objectives and adjustment of subsequent activities based on emerging insights and changing conditions. This implementation timeline balances thoroughness with urgency, recognizing both the need for careful development of our sociologically informed approach, and the importance of establishing a public sphere presence within a competitive tourism landscape.

2.4 Example of Sociological Sectorial Analysis: Tourism Trends in Lisbon

Lisbon's tourism landscape has experienced significant evolution in recent years, with important implications for Sociological Tourism substantive content production and diffusion campaign. Understanding current trends and projections is essential for effective positioning of our initiative.

Prior to the COVID-19 pandemic, Lisbon was experiencing unprecedented tourism growth, with annual visitor numbers reaching 4.5 million in 2019, representing a 75% increase over the previous decade [12]. While the pandemic caused a temporary decline, recovery has been steady, with 2022 figures reaching approximately 70% of pre-pandemic levels and projected to exceed 2019 numbers by 2024, according to European Travel Commission.

Significantly, post-pandemic tourism shows shifting patterns that align with the project's campaign objectives. There has been a 28% increase in tourists seeking "authentic" and "educational"

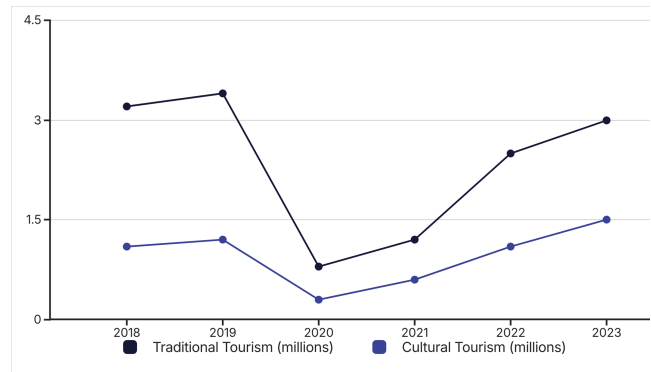


Figure 3: Market Analysis Tourism Trends in Lisbon. Source: Own elaboration. ©Pedro Andrade Sociological Collection

experiences over traditional sightseeing [13]. Cultural tourism has grown by 32% since 2019, with visitors spending an average of 15% more time at museums and cultural sites than before the pandemic [14] (Figure 3).

Other analyses also indicate that the experiential tourism segment is growing at twice the rate of traditional tourism in Lisbon, with a notable increase in visitors aged 25-45 with higher education backgrounds [15]. This is one of the demographic most likely to engage with the project's concepts and hypotheses on Sociological Tourism.

2.5 Measurement and Evaluation Framework

Comprehensive measurement and evaluation are essential for assessing the effectiveness of Sociological Tourism marketing campaign. The project's framework combines quantitative metrics with qualitative insights across multiple dimensions, in order to provide a holistic view of campaign performance.

For each task force, we will develop specific key performance indicators that align with their research objectives while contributing to overall campaign evaluation. These specialized metrics will include technological literacy improvement for Task Force 1, senior engagement measures for Task Force 2, intercultural exchange assessment for Task Force 3, and technology adoption rates for Task Force 4.

Data collection will integrate both automated digital analytics and structured research methodologies to create a comprehensive evidence base. The team will implement a quarterly evaluation cycle with formal reports providing actionable insights for continuous campaign refinement. Annual comprehensive impact assessments will synthesize findings across all measurement categories to assess progress toward long-term objectives [9] (Figure 4).

2.6 SWOT Analysis of the Campaign

A comprehensive SWOT analysis may provide critical insights into the potential success factors and challenges facing our Sociological Tourist Guide dissemination and marketing campaign for Lisbon. This SWOT analysis highlights the need to leverage our unique approach and expert task forces while addressing potential challenges in communication and implementation. The growing market for

Measurement Category	Key Performance Indicators	Evaluation Methods
Digital Engagement	<ul style="list-style-type: none"> - Website traffic and user behavior - Social media reach and engagement - Email marketing performance - Content download rates - Digital application usage 	<ul style="list-style-type: none"> - Google Analytics implementation - Social media analytics platforms - Heat mapping and user recordings - Quarterly digital performance reports
Tourism Impact	<ul style="list-style-type: none"> - Visitor numbers at key locations - Tour participation rates - Length of stay at research sites - Repeat visitation patterns - Tourism revenue generation 	<ul style="list-style-type: none"> - Visitor counting systems - Booking system analytics - Post-visit surveys - Economic impact assessment
Knowledge Transfer	<ul style="list-style-type: none"> - Learning outcome achievements - Media literacy improvement - Cross-cultural understanding - Sociological concept retention - Post-visit behavior changes 	<ul style="list-style-type: none"> - Pre/post knowledge assessments - Longitudinal follow-up surveys - Focus groups with participants - Academic research publications
Community Impact	<ul style="list-style-type: none"> - Local stakeholder participation - Community perception changes - Cultural barrier reduction - Institutional partnership development - Media coverage quality and quantity 	<ul style="list-style-type: none"> - Community surveys - Stakeholder interviews - Media content analysis - Partnership growth metrics

Figure 4: Measurement/Evaluation Framework. Source: Own elaboration. ©Pedro Andrade Sociological Collection

educational and authentic tourism experiences presents significant opportunities, though we must remain vigilant about economic pressures and competing tourism narratives [16] [17].

The present project will use these insights to develop mitigation strategies for identified weaknesses and threats, while capitalizing on our strengths and the opportunities present in the evolving tourism landscape. Regular reassessment of this SWOT analysis will ensure that the project’s campaign remains adaptable to changing conditions (Figure 5).

2.7 PERT Analysis: Project Timeline and Dependencies

Program Evaluation and Review Technique (PERT) analysis is essential for mapping the complex interdependencies between the project’s campaign elements and establishing a realistic implementation timeline. The critical path analysis indicates that the minimum campaign development timeline is 46 weeks, with the most significant bottlenecks occurring in field research, content creation, and digital platform development: [6] [8]. To optimize implementation, the present project will employ parallel processing for non-critical path activities and establish bi-weekly progress reviews to identify and address potential delays early. The following PERT analysis outlines the critical path for our Sociological Tourist Guide dissemination and marketing campaign.

Strengths	Weaknesses
<ul style="list-style-type: none"> - Innovative integration of sociology and tourism - Strong institutional partnerships - Access to diverse expert task forces - Alignment with UNESCO MIL Cities framework - Unique value proposition in tourism market - Established research methodologies 	<ul style="list-style-type: none"> - Complex concept requiring clear communication - Limited precedent for sociological tourism - Potential perception as overly academic - Resource intensity of research components - Challenges in measuring sociological impact - Need for multi-disciplinary coordination
Opportunities	Threats
<ul style="list-style-type: none"> - Growing market for educational tourism - Increasing interest in authentic local experiences - Digital platforms for sociological storytelling - Post-pandemic shift toward meaningful travel - Potential academic and institutional funding - Cross-promotion with educational institutions 	<ul style="list-style-type: none"> - Economic pressures affecting tourism budgets - Competing traditional tourism offerings - Political changes affecting institutional support - Potential resistance from traditional tourism sectors - Sustainability of long-term implementation - Cultural barriers to sociological concepts

Figure 5: SWOT Analysis. Source: Own elaboration. ©Pedro Andrade Sociological Collection

Task ID	Task Description	Duration (weeks)	Predecessors
A	Initial research and concept development	4	None
B	Task force formation and briefing	2	A
C	Field research at key locations	8	B
D	Data analysis and sociological framework development	6	C
E	Content creation and guide development	10	D
F	Digital platform development	12	B
G	SEO implementation and testing	4	F
H	Social media strategy development	3	B
I	Guerrilla marketing planning	4	H
J	Partnership establishment with local institutions	6	B
K	Marketing materials production	8	E, H
L	Campaign launch preparation	4	G, I, J, K
M	Campaign launch	2	L
N	Post-launch evaluation and adjustments	6	M

Figure 6: PERT Analysis. Source: Own elaboration. ©Pedro Andrade Sociological Collection

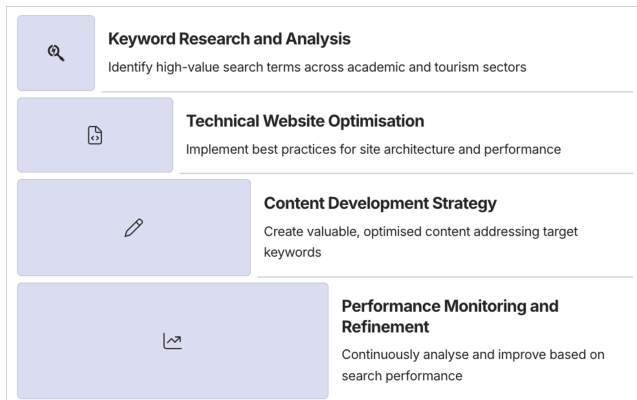


Figure 7: Social Media Strategies. Source: Own elaboration. ©Pedro Andrade Sociological Collection

The project’s *keyword research* has identified several high-value semantic clusters that bridge tourism and sociological interests. Primary target keywords include “cultural tourism Lisbon”, “sociological travel”, “Lisbon local experience”, “authentic Lisbon tours”, “Lisbon cultural immersion”, “educational tourism Portugal”, and “media literacy tourism”. *Long-tail keywords* will address specific locations and experiences such as: “Mouraria Creative Hub tours” and “Portuguese dictatorship museum Lisbon” (Figure 6).

2.8 SEO Implementation: Content Calendar and Technical Specifications

Successful implementation of the project’s SEO strategy requires both a structured content development approach and precise technical specifications. This section outlines our content calendar framework and details the technical SEO implementations necessary for optimal search visibility (Figure 7).

Technical SEO implementation will ensure that our digital platforms follow current best practices, including: Mobile-first responsive design optimized for tourism use cases; schema markup for tourism events, locations, and educational content; accelerated page loading through modern performance techniques; multilingual content with proper *hreflang* implementation (an hreflang tag tells search engines which language and regional version of a page to display); location-based structured data to enhance local search visibility. Content strategy will focus on developing comprehensive resource hubs around each task force’s research areas, incorporating academic citations while maintaining accessibility for general audiences. This approach serves both academic researchers seeking methodological information and tourists seeking experiential guidance. Regular content audits will ensure continuous improvement based on performance metrics and evolving search patterns [18].

For each task force, we will develop dedicated landing pages with optimized H1-H6 hierarchy, semantic markup, and comprehensive content addressing primary research questions. These pages will serve as content hubs linking to more specific resources about methodologies, locations, and experiences. Key performance indicators will include organic traffic volume, search position for

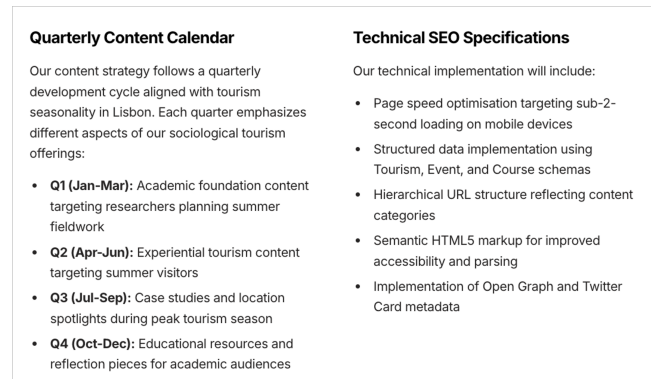


Figure 8: SEO Strategy Optimizing Digital Visibility. Source: Own elaboration. ©Pedro Andrade Sociological Collection

target keywords, engagement metrics, and conversion rates for tour bookings and resource downloads (Figure 8).

Local SEO will be particularly important for the research location-specific content. We will implement Google Business Profile optimization for each featured location, including Mouraria Creative Hub, Universidade de Alcântara Sénior, and Museu do Aljube. Each listing will include comprehensive information, 360-information, 360-degree photography, and regular posts highlighting upcoming events and new research findings [19] [20].

Backlink development will focus on establishing relationships with academic institutions, tourism authorities, and cultural organizations that can provide high-authority links to the project’s content. This approach will build domain authority while simultaneously creating valuable partnerships for our broader marketing objectives.

2.9 Social Media Strategy Overview to Specific Platforms

The project’s social media strategy creates distinct but interconnected approaches for each platform, maximizing engagement with our diverse target audiences, while maintaining a cohesive brand narrative across channels.

Content distribution will follow a strategic cadence across platforms, with each channel receiving unique but complementary content. We will maintain a 70/20/10 content ratio: 70% educational and experiential/innovative content directly related to Sociological Tourism; 20% curated content from partners and academic sources; and 10% promotional content for specific tours and experiences.

Community management will be crucial for building engaged audiences. Each task force will contribute to content development within their expertise areas, ensuring authentic voices across all channels. Dedicated community managers will facilitate dialogue, respond to inquiries, and identify partnership opportunities arising from social engagement [21] [22].

Social listening will be implemented across all platforms to identify emerging conversation topics, monitor sentiment monitor sentiment around the project initiatives, and assess the effectiveness

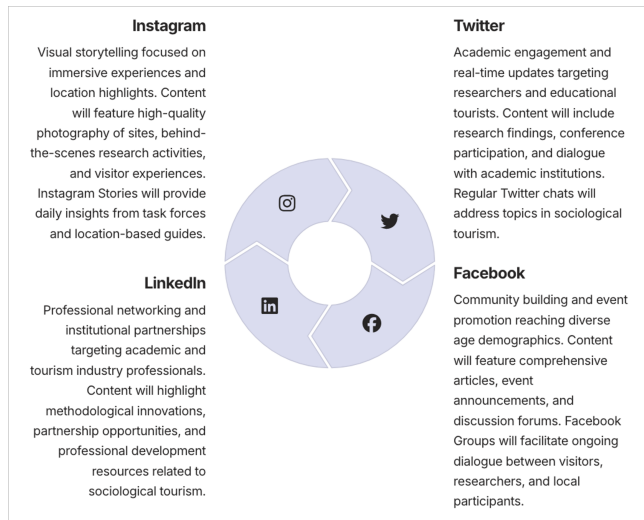


Figure 9: SEO Implementation. Source: Own elaboration. ©Pedro Andrade Sociological Collection

of the team messaging strategies. These insights will inform quarterly strategy adjustments to ensure continuous improvement in engagement and conversion metrics (Figure 9).

Moreover, *hashtag strategy* will combine *evergreen tourism tags* (#LisbonTravel, #PortugalTourism) with specialized *academic and cultural tags* (#SociologicalTourism, #MediaLiteracy, #MILCities) and *campaign-specific tags* (#LisbonMIL, #CulturalTourist). *Location-specific hashtags* will be developed for each research site to create discoverable content clusters.

And *influencer collaboration* will focus on micro-influencers in academic tourism, cultural education, and senior travel niches rather than mass-market travel influencers. This approach aligns with our targeted audience strategy and emphasizes credibility over raw reach metrics [23].

2.10 Guerrilla Marketing Tactics

Guerrilla marketing tactics will complement the project’s conventional dissemination and marketing approaches, by creating unexpected, memorable experiences that embody our Sociological Tourism concept. These high-impact, low-cost interventions will generate word-of-mouth publicity and create authentic engagement opportunities throughout Lisbon.

Documentation of these guerrilla interventions will be shared across social media platforms, extending their reach beyond direct participants and creating shareable content that embodies our approach to innovative tourism. Local media outreach will target coverage of these unusual tourism approaches, positioning Lisbon MIL Cities as an innovative cultural initiative rather than a conventional marketing campaign.

These tactics share several key characteristics that align with our broader dissemination strategy: they create unexpected moments of sociological reflection in public spaces; they bridge digital and physical experiences; they encourage active participation rather

Platform	Content Types	Posting Frequency	Primary Audience
Instagram	<ul style="list-style-type: none"> - Photo carousels of locations - Researcher "day in the life" Stories - Visitor experience Reels - Location highlight guides - Behind-the-scenes research moments 	<ul style="list-style-type: none"> - Feed: 4-5x weekly - Stories: 1-2x daily - Reels: 2x weekly - Guides: 1x monthly 	<ul style="list-style-type: none"> - Cultural tourists (25-45) - Visual arts enthusiasts - Travel influencers - Photography enthusiasts
Twitter	<ul style="list-style-type: none"> - Research findings and statistics - Academic conversation threads - Conference live-tweeting - Methodology discussions - Real-time event updates 	<ul style="list-style-type: none"> - Standard posts: 3-5x daily - Threads: 2x weekly - Twitter chats: 1x monthly - Research updates: weekly 	<ul style="list-style-type: none"> - Academic researchers - Graduate students - Journalists and writers - Educational institutions
Facebook	<ul style="list-style-type: none"> - Long-form articles and analyses - Event listings and recaps - Community discussions - Photo albums of locations - Live videos of tours and talks 	<ul style="list-style-type: none"> - Standard posts: 1-2x daily - Events: as scheduled - Live videos: 1x weekly - Group engagement: daily 	<ul style="list-style-type: none"> - Older demographics (45+) - Community organizations - Local residents - Senior tourists
LinkedIn	<ul style="list-style-type: none"> - Case studies and white papers - Partnership announcements - Industry insights and trends - Professional development resources - Institutional achievements 	<ul style="list-style-type: none"> - Articles: 1-2x weekly - Updates: 3x weekly - Newsletter: 1x monthly - Thought leadership: biweekly 	<ul style="list-style-type: none"> - Tourism professionals - Academic administrators - Cultural institution leaders - Urban planners and developers

Figure 10: Platform-Specific Social Media Tactics. Source: Own elaboration. ©Pedro Andrade Sociological Collection

than passive consumption; and they make academic concepts accessible through everyday encounters. By bringing Sociological Tourism into unexpected contexts, these guerrilla approaches will help distinguish our campaign from conventional tourism marketing [24]. Some *case studies* are exemplified below.

Urban Annotation Exploration

Installation of temporary QR code plaques at sites of sociological interest throughout Lisbon. Each code links to a brief sociological analysis of the location, available in multiple languages. This creates an alternative "layer" of interpretation accessible to anyone with a smartphone, turning the entire city into an open-air sociological museum.

Popup Sociological Cafés

One-day transformations of traditional Lisbon cafés into discussion spaces where tourists and locals engage with researchers about urban social issues. These events will feature specialized coffee cups with sociological questions printed on them as conversation starters, creating shareable moments and meaningful exchanges.

“Tourist or Local?” Exhibitions

Interactive public space installations that challenge viewers to distinguish between photographs of tourists and locals, highlighting the blurring boundaries between visitors and residents in a globally connected world. These exhibitions will appear in unexpected locations such as metro stations, public squares, and market areas.

Metro Line Sociological Tours

Distribution of specialized metro maps that reframe transit lines as sociological journeys through different urban realities. QR codes at stations link to audio guides explaining the sociological significance of each area, turning routine public transportation into educational experiences.

2.11 Project Materials and Visual Identity

Effective dissemination materials that embody this project’s sociological approach are essential for communicating its unique value proposition to potential participants. This section outlines the approach to creating cohesive diffusion assets that reflect the team conceptual framework and engage target audiences.

The project visual identity system balances several key objectives: communicating academic credibility, creating emotional engagement, distinguishing our offerings from conventional tourism, and expressing the distinctive character of Lisbon’s social landscape:

Visual Language

The project’s visual identity employs a distinctive approach that visualizes sociological concepts through accessible graphic treatment:

Photography style emphasizing documentary realism rather than idealized tourist imagery, showing authentic social interactions and urban spaces. Color palette derived from Lisbon’s urban environment, combining traditional architectural colors with contemporary urban accents. Typography pairing a scholarly serif for headlines with a clear contemporary sans-serif for body text, embodying the bridge between academic content and accessible presentation. Distinctive diagrammatic elements visualizing social connections and structures, creating a visual language for complex concepts.

Within such a posture, key dissemination materials include:

Core Publications: a series of printed and digital guides introducing this sociological tourism approach, featuring rich visual documentation of featured locations, conceptual frameworks for understanding social phenomena, and practical visitor information. Such publications serve as both publicizing pieces and valuable resources in themselves.

Documentary Series: short documentary films profiling each research site, featuring interviews with locals and researchers explaining the sociological significance of locations and practices. These videos demonstrate our methodology in action, while creating emotional connections to the communities and issues featured.

Sociological Maps: distinctive maps of Lisbon that visualize social phenomena rather than simply physical geography, showing aspects like migration patterns, economic transformations, cultural interactions, and historical developments. Such maps serve as both orientation tools and conceptual networks.

All dissemination materials embody the principles they promote—they demonstrate critical media literacy through transparent sourcing, multiple perspectives, and explicit attention to

how representation shapes understanding. This approach ensures that the project’s dissemination actions are not simply promoting sociological tourism, but actually practicing it, through its communication methods.

Distribution of materials will be strategically targeted to identified audience segments, with distinct versions tailored to academic, cultural tourist, senior, and intercultural visitor segments. Each version maintains conceptual integrity while adjusting language, examples, and visual emphasis to address specific audience interests and knowledge levels [26] [27].

3 CONCLUSION: IMPACT AND FUTURE DEVELOPMENTS

As stated *supra*, the ideas discussed in this project aim to transform Lisbon into a pioneering Media and Information Literacy (MIL) City, by integrating sociological frameworks into tourism, fostering deeper cultural engagement and sustainable practices. Within such lens, key impacts include Visitor Engagement: increase in engagement through experiential tourism (e.g., geolocated narratives, AR and AI apps) and sociological storytelling. Economic Growth: rise in local revenue by attracting culturally curious tourists. Academic & Community Impact: bridging academic research with tourism via task forces, workshops, and cross-cultural exchanges.

Future Developments are as follows: Smart City Integration: Leveraging IoT (Internet of Things) and data ecosystems for enhanced visitor experiences. Scalability: Plans to expand language support, refine experiences based on feedback, and develop academic publications. Challenges: Addressing policy cohesion, technological barriers, and measuring long-term social, cultural, knowledge and sociological impact.

Ultimately, the campaign’s success hinges on balancing innovation with community needs, positioning Lisbon as a model for MIL-driven tourism globally.

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