

THE IMAGE AND SUSTAINABILITY OF TOURISM DESTINATIONS

PROCEEDINGS OF
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2019

ABSTRACT BOOK

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WELCOME LETTER

Dear ITC'19 delegates,

On my own behalf, and on behalf of Centre for Tourism Research, Development and Innovation (CiTUR), we welcome you on the 11th edition of the International Tourism Congress – Funchal, Madeira, Portugal!

Following the previous steps of the Center of Tourism Applied Research, CiTUR is now a transformed R&D unit that bring together over 200 researchers from 17 institutions of the polytechnic subsystem of Portuguese higher education (polytechnics and universities).

Under the main theme “The Image and Sustainability of Tourism Destinations”, this 11th edition aims to be a forum to discuss updated issues on tourism and related topics. We believe that serious work and networking research is the chosen path to success!

The CiTUR's commitment to scientific and technical research, under the umbrella of sustainability and innovation, is the point from where we invite all the researchers to present their studies on several areas of tourism, such as “sustainability and development strategies”, “entrepreneurship, innovation and creativity”, “new products”, “consumer behaviour”, “tourist resources management”, “market strategy”, “destination branding / image / competitiveness”, “tourist information services” and “education and training”.

In ITC'19, conditions are created for the publication of conference papers. Apart from the Conference Proceedings, The European Journal of Tourism, Hospitality and Recreation (EJTHR), official journal of both CiTUR and ITC'19, plans to publish selected conference papers following a blind refereeing process; this opportunity is also available, for selected conference papers, on Enlightening Tourism and Finisterra, both indexed journals on SCOPUS.

Before finishing, I would like to express my special gratitude to the Colleagues evolved in this Organization, both from the Universidade da Madeira and the Instituto Politécnico de Leiria, namely the team leaders, Susana Teles and Paulo Almeida! A warm ‘Thank you!’ to our Keynote Speakers and other active participants!

I hope you will find this Conference to be a stimulating and informative event!

Jorge Umbelino

CiTUR Director

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PARALLEL SESSIONS

ABSTRACTS

PEDAGOGICAL AND CULTURAL TOURISM AS A FACTOR FOR THE INTERNATIONAL DEVELOPMENT OF COMPETENCES IN THE CONTEXT OF ENTREPRENEURSHIP, INNOVATION AND CREATIVITY IN TOURISM. AN EXPLORATORY STUDY OF ZINGPLANET BRAND – CABO VERDE AND SÃO TOMÉ E PRÍNCIPE

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The Zingplanet brand has developed an pedagogical-cultural tourism project geared to the international market which is based the optimization of existing spaces for the creation of teaching and leisure academies in Cape Verde and São Tomé.

Developing a mixed concept of vacation and learning for international students who want to know and live these territories in the context of learning and leisure through exchange programs integrating schools and universities. But also active vacation, where thematic programs are stretched to the knowledge of the culture, tangible and intangible heritage. Still sets the creation of an international and intercontinental network of artist residencies to establish exchange and the development of cultural and pedagogical skills as a learning factor. Programs can be designed for specific curricular interests.

At the same time, this project is also designed for qualified teachers and trainers where it is proposed that they can take holidays in volunteering, staying in artistic-pedagogical residences and simultaneously teaching modules, in which they are competent in a mix of pedagogy-teaching and tourism in addition to to trainers and resident teachers.

This exploratory study aims to understand the scope of this tourism product, as it may be impacting to young students of different educational levels, as well as to the destinations and host populations by the possibility of being co-creators of

experiences. Through creative tourism and educational tourism, leading to the development of low-income populations and young people to whom experiences in other territories may be provided, due to the streamlining of this program.

As such, it is crucial to cross this process and product of educational tourism and creative tourism with the state of the art. In this sense, it was found that this product aims to generate development in local communities for linking the teaching of culture and know-how, based on the educational tourism and creative tourism.

Keywords: Pedagogical Tourism, Cultural Tourism, Zingplanet, Teaching, Creative Tourism, Tempos Brilhantes.



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