

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 OF SCHOOL SUCCESS ENHANCED BY CREATIVE EXPERIENCES IN THE HOST TOURIST DESTINATIONS. THE CASE STUDY - ASSOCIAÇÃO TEMPOS BRILHANTES

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Tourism is assumed today as an engine of knowledge development, so tourism is also a "journey" through the universe of knowledge. While scholarly Erasmus or higher education mobility programs were a milestone, today this concept is applicable in many other products, audiences and motivations. In particular, because it has been realized that educational tourism contributes to the acquisition of new knowledge by students, since it meets a certain educational need by enriching it through the practice of tourism, and by creative experiences with local community.

The association Tempos Brilhantes being an institution that develops its activity in the area of education specifically with programs for activity and curriculum enrichment and which at present is responsible for 150,000 students nationwide, has thus developed a brand and tourist product called Zingplanet®, as a transversal concept that allows to associate work-study and leisure by the pedagogical-cultural tourist offer.

This concept is intended for all teaching cycles with tailor-made programs, which are based on creative tourism, co-creation and experiences, namely through participation in the arts, culture and know-how activities. Presented in the first person as a storytelling context, associated with a pedagogical and cultural aspect, through products such as Zingcamps, ZingTrips, ZingCulture with programs, visits or Creative Heritage trips.

Through a literature review based on pedagogical and creative tourism, we sought to understand how pedagogical-cultural and creative tourism are related to school success and motivation. Thus, surveys were conducted on parents' associations, school groups and municipalities.

Thus, we conclude that school success and motivation are intertwined with the new teaching methodologies, namely through experience, and being understood not as a moment of study, but as a moment of "Pleasure" / Leisure.

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



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