

# 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**

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**ABSTRACTS**

## **UNESCO BRAND PORTRAIT IN PORTUGAL - THE USE OF THE BRAND ON OFFICIAL WEBSITES**

**Tânia Sofia Almeida<sup>a</sup> and Nuno Almeida<sup>b</sup>**

<sup>a</sup> PHD Student at University of Seville, Member of CiTUR Polytechnic of Leiria (Portugal) tanalmbra@alum.us.es

<sup>b</sup> Nuno Almeida, ESTM, CiTUR, Polytechnic of Leiria (Portugal)  
nunoalmeida@ipleiria.pt

This paper aims to examine the way that the municipalities communicate the UNESCO World Heritage brand on their official websites, subsequently to the much desired World Heritage Listing.

In 2019, with the classification of 2 new sites by the United Nations Educational, Scientific and Cultural Organization, Portugal's presence on the World Heritage List increased to 17 sites. For the purpose of this study selection of the World Heritage Sites followed two criteria, to be a cultural site and a single municipality site. After literature review this exploratory study analyzes the use of the logo and how the UNESCO classification is communicated on the official websites of 13 municipalities, in Portugal.

Findings demonstrate inconsistency in communicating the classification, being that the WH logo is not used in 11 (65%) of the 17 websites analyzed.

This paper contributes to the field of destination branding by gathering information which will enable future research. For the municipalities and other official site managers, this paper provides further insight into the online use of the UNESCO brand.

**Keywords:** UNESCO, Websites, Destination branding, World Heritage List, Cultural, Portugal



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