

Sustainable tourism development of rural destinations: the Schist Villages, Portugal.

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Abstract

This chapter highlights how the 'Schist Villages Programme', financed through European Union funding, has been developed since 2001 in a rural and socio-economic isolated area of Portugal. This chapter demonstrates how the creation of the 'Schist Villages' brand is based on a coordinated process of planning, involving different local, regional and national actors and their utilization of the principles of sustainability.