

Livro de Resumos

Projeto FAST Agenda ATT-PRR 2023-2026



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Projeto FAST Agenda ATT-PRR

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Este e-book contém as publicações científicas dos investigadores e bolseiros do Projeto FAST Agenda ATT-PRR (Ferramentas de Apoio à Sustentabilidade no Turismo), do CiTUR, Instituto Politécnico de Leiria, Peniche, Portugal, referente aos anos de 2023-2026.

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Sobre o Projeto

O Projeto FAST – Ferramentas de Apoio à Sustentabilidade no Turismo surge no âmbito da Agenda Operacional e Inteligente para a Sustentabilidade, transversal às diversas verticais do setor, que agiliza a implementação de novas e mais práticas ações/atividades de sustentabilidade, convergentes com a Agenda 2030 e os Objetivos do Desenvolvimento Sustentável.

Esta agenda estará alicerçada em processos digitais, e ao mesmo tempo em indicadores e metas concretos e objetivos que servirão de bússola na aplicação da estratégia de sustentabilidade das diversas empresas: FAST – Ferramentas de Apoio à Sustentabilidade no Turismo.

FAST, um Projeto do Politécnico de Leiria – CiTUR, procura que o turismo sustentável promova a viabilidade das atividades económicas a longo prazo, respeitando a autenticidade sociocultural das comunidades e fazendo um uso adequado do território e dos recursos naturais, considerando-se assim de extrema importância a monitorização constante dos impactos da atividade turística, assim como a manutenção de um elevado nível de satisfação, quer dos visitantes, quer dos residentes. Para tal, as empresas do setor devem adotar políticas e práticas responsáveis na dimensão interna e externa, ao nível económico e social, assim como projetar práticas inovadoras que assegurem experiências turísticas no âmbito dos princípios da sustentabilidade.

Mais informações: www.projeto-fast.pt

Sobre o CiTUR

O CiTUR Leiria é um dinâmico centro de investigação dedicado ao avanço do conhecimento e da inovação no turismo. Reunindo uma equipa multidisciplinar de investigadores altamente qualificados, promove a investigação aplicada, a colaboração internacional e a produção científica de elevado impacto. Equipado com instalações de vanguarda, incluindo laboratórios de turismo, multimédia e neurociência, o CiTUR Leiria proporciona um ambiente inspirador de experimentação e criação de conhecimento. Através de parcerias sólidas e de um compromisso com a sustentabilidade, o centro desempenha um papel fundamental no enfrentamento dos desafios atuais e futuros do setor turístico.

Mais informações: <https://citur-tourismresearch.com/>





Este e-book de resumos está dividido por publicações da equipa FAST, sendo a faixa de cor verde para as Conferências e a cor azul para as publicações em "revista científica ou e-book.

A sinalização de  indica que o trabalho obteve uma premiação ao longo do Projeto.



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2023

Territorial Brand as Strategy in Competitiveness Between Tourist Destinations: Analysis of Scientific Production

Giovana Goretti Almeida, Paulo Almeida

Abstract

The objective of this study is to understand how the territorial brand has been used in the competitiveness of tourist destinations. The method adopted is a systematic literature review with an exploratory-descriptive approach. Research findings address the relationships between Territorial Brand as Strategy in Competitiveness Between Tourist Destinations: destination image that are independent and, at a certain point over time, become co-dependent. Research is original in that it analyzes, as a background, the dependence, co-dependence, or their absence among the investigated constructs. Tourism is an interdisciplinary and multidisciplinary area, according to the conclusion, and tourism research helps in understanding the processes involved and their implications for the territory on both a global and local scale.

Keywords: territorial brand, competitiveness, tourist destinations.

Tipo	Capítulo e-book
Título e-book	Cases on Traveler Preferences, Attitudes, and Behaviors: Impact in the Hospitality Industry
ISBN	9781668469194
Citação	Almeida, G. G. F.; Almeida, P. (2023). Territorial Brand as Strategy in Competitiveness between Tourist Destinations: Analysis of Scientific Production. In: Giuseppe Catenazzo. (Ed.). Cases on Traveler Preferences, Attitudes, and Behaviors: Impact in the Hospitality Industry. 1ed. Pensilvânia: IGI Global, 1, 33-53.

Uses and functions of the territorial brand over time: An interdisciplinary mapping

Giovana Almeida, Paulo Almeida, Lucília Cardoso, Luís Lima Santos

Abstract

Several approaches to the concept of the territorial brand have been given over time, which has generated different contextualizations to and applications of the concept. In order to homogenize and clarify the concept, the present paper aims to present the state-of-the-art of this theme through an interdisciplinary mapping of the uses and functions of the territorial brand. To this end, the study adopts a qualitative analysis approach, integrating content analysis with the historical method encompassing an interdisciplinary cultural-historical mapping. The results point to a clear and fertile body of theory, which, in turn, suggests a fertile path for future studies. The findings reveal more than 15 centuries across four dimensions of analysis: characteristics, uses, functions and discourses of the territorial brand. Different trends and future research agendas for this area are also discussed. The practical value focuses on the application of the four dimensions of analysis as a tool for territorial management and planning for territorial managers and decision-makers.

Keywords: uses and functions, territorial brand, interdisciplinary mapping, cultural-historical mapping.

Tipo	Journal
Título	Sustainability
DOI	https://doi.org/10.3390/su15086448
Citação	Almeida, G. G. F. d., Almeida, P., Cardoso, L., & Lima Santos, L. (2023). Uses and Functions of the Territorial Brand over Time: Interdisciplinary Cultural-Historical Mapping. Sustainability, 15(8), 6448.

The influence of destination image within the territorial brand on regional development

Giovana Almeida, Paulo Almeida

Abstract

With the increasing level of global urbanization, cities have become protagonists, acquired multiple roles, and influence urban spaces' transformation and strategic governance arrangements. A contemporary perspective of urban-territorial protagonism extends the debate to the image of destinations and the territorial brand focused on regional development. The objective is to understand the influence of destination image in the productive process of territorial branding in regional development. Multiple cases were analyzed using this method. The qualitative research employs a methodological-analytical matrix as a research protocol based on four macro variables. According to the results, a significant relationship exists between destination image and territorial brand, both dependent and independent. Research contributions include an examination of the inter-relationship between destination image and the concept of the territorial brand in regional development. As well, the research proposes a methodological protocol supported by the territorial brand as a framework for analyzing the destination image, introducing a novel approach in the field. The conclusion reiterates that destination image can influence the productive process of the territorial brand in regional development and vice-versa. However, each case will lead to distinct types of development.

Keywords: tourism planning, destination image, territorial brand, regional development; studies cultural, culture.

Tipo	Journal
Título	Cogent Social Sciences
DOI	https://doi.org/10.1080/23311886.2023.2233260
Citação	Almeida, G. G. F.; Almeida, P. (2023). The influence of destination image within the territorial brand on regional development. Cogent Social Sciences, 9, 1-17.

Territorial brand and relationships with sustainability: Hybrid reviews and research agenda

Giovana Almeida, Paulo Almeida

Abstract

Serving as a contemporary strategic multi-scalar asset, attending multiple dimensions is one of the functions of territorial branding in regional development. Soon, sustainability concerns should be embedded in the processes of this type of brand, given the global pressure of Agenda 2030. In addition, the territorial brand has a unique management structure of which tourism is part. The purpose is to analyse how research on territorial branding engages the Sustainable Development Goals (SDGs) in promoting sustainability. Using a hybrid approach, the study draws on literature review to establish links (active or absent) between Agenda 2030 and the territorial brand theme. The correlation between territorial brand and sustainability has been little explored in the literature in previous research. Although there are publications on both themes, in most cases the use of the terms is superficial, with no depth in their discussions. Thus, it is perceived that there is a great potential in this discussion that covers interdisciplinary fields. The results showed that the creation of a territorial brand with proper management can positively increase regional territorial competitiveness. Social implications - We found that social agents use the territorial brand as a guiding guide to meet the SDG, reinforcing the role of the 2030 Agenda. The deepening of the territorial brand theme associated with sustainability brings valuable insights for researchers, students, and public policy makers. The value of the study lies in the use of a hybrid literature review in understanding the correlation between territorial brand and sustainability. The use of the hybrid method in searching articles published in the Scopus database has not been found in previous studies. This review seeks to provide insights that will help contribute to the development of this emerging field of research.

Keywords: territorial brand, sustainability, tourism, sustainable development goals, agenda 2030.

Tipo	Journal
Título	European Journal of Tourism & Hospitality Management
DOI	https://doi.org/10.1080/23311886.2023.2233260
Citação	Almeida, G. G. F., Almeida, P. (2013). Territorial Brand and Relationships with Sustainability: Hybrid Reviews and Research Agenda. European Journal of Tourism & Hospitality Management, 1, 1-19.



O papel da materialidade nas marcas territoriais por representação: Uma agenda de pesquisa contemporânea

Giovana Almeida, Paulo Almeida

Abstract

As marcas territoriais estão presentes em várias discussões, sendo o turismo uma delas. O objetivo é analisar as marcas territoriais e suas materialidades a partir da categoria “marcas territoriais por representação”, contida no TRbrand classification model proposto por Almeida & Cardoso (2022). Usando o método de abordagem dos estudos culturais, o estudo recorre à análise crítica da pesquisa na discussão das marcas territoriais por representação (material / imaterial). Ao todo dez marcas territoriais foram analisadas, independentemente de sua escala geográfica. Os resultados encontrados levaram às marcas que usam a materialidade do território em seus logos estarem alinhadas, principalmente, com o desenvolvimento turístico das cidades, regiões e países. Ao mesmo tempo, há um recorte no território, sendo escolhido um fragmento desse recorte para estar presente na marca territorial. Conclui-se que a materialidade do território influencia na construção da representação gráfica (logotipo) da marca territorial, sendo essa representação uma forma de poder simbólico. Simultaneamente, o fragmento exposto graficamente cria uma storytelling visual que visa fomentar o turismo e o desenvolvimento local.

Keywords: territorial brand, TRbrand classification model, materialidade e imaterialidade dos territórios, logotipos, destination branding

Tipo	Proceedings
Título	DSOTT Conference
Link	https://www.uc.pt/site/assets/files/1601962/book_of_abstracts_dsott23-1.pdf
Citação	Almeida, G.G.F., Almeida, P. (2023). O papel da materialidade nas marcas territoriais por representação: uma agenda de pesquisa contemporânea. DSOTT, Diversity & Sustainability? Opportunities and Threats in Tourism. Coimbra, 1, 1-13.

Smart destination branding: Review and research agenda

Giovana Almeida, Paulo Almeida

Abstract

In the last two years, researchers have tried to bring together concepts, such as destination branding, smart city, and e-tourism, giving rise to a new emerging topic: smart destination branding. The objective is to analyze the smart destination branding literature published in the Scopus database from 2018 to 2022. The value of the study is an investigation of an emerging topic that emerged in 2018, smart destination branding, so it is a recent topic. The study uses a systematic literature review and content analysis on Scopus publications. The main results lead us to the indiscriminate use of terms, such as “smart,” pushed by globalization and the smartness era. The study concludes that the inter and multidisciplinary of knowledge areas allows the fusion of concepts and the emergence of new terms in science, especially emerging topics.

Keywords: Territorial brand, destination branding, smart destination

Tipo	Proceedings
Título	ITC Conference
Link	https://reference-global.com/chapter/9788367405287/10.2478/9788367405287-008
Citação	Almeida, G. G. F., Almeida, P. (2023). Smart destination branding: review and research agenda. In: XV International Tourism Congress, 2023, Mirandela. XV International Tourism Congress: The Image and Sustainability of Tourism Destinations. Mirandela (Portugal), Sciendo, 15, 1-20.

Metaverse tourism or metatourism: Possibility or marketing strategy? Literature review and research agenda

Giovana Almeida, Paulo Almeida

Abstract

Tourism in the metaverse is a new emerging form in Web3 environments, providing immersion, experience, and interactivity from which tourism can take advantage. The aim is to analyze the current research on tourism in the metaverse, assessing the possibilities and challenges of this technology for the tourism industry. The study is relevant because it shows that tourism in the metaverse is a possibility for the future, but its feasibility and success depend on accessibility, quality of experience, ethical and social implications, and public acceptance. The value of the study lies in addressing an emerging topic with great potential to impact the tourism industry. An appropriate method to achieve the study's objective is a systematic literature review because it involves a structured and systematic search for relevant studies in two areas, tourism and the metaverse. For transparency and methodological rigor in the systematic review, the PRISMA protocol is used, which allows readers to assess the quality and reliability of the research conducted. The researchers present the state of the art of tourism in the metaverse, evaluate the possibilities and challenges of this technology for the tourism industry, and identify gaps and theoretical and empirical opportunities. Furthermore, the results may contribute to developing new marketing strategies for the tourism industry and building a contemporary research agenda, of which tourism is a protagonist.

Keywords: tourism, development, metaverse, web3

Tipo	Proceedings
Título	FMOS Conference
Link	Pdf enviado aos autores por email
Citação	Almeida, G.G.F., Almeida, P. (2023). Metaverse tourism or metatourism: possibility or marketing strategy? Literature review and research agenda. FMOS Conference. Suíça, junho.

2024

Estratégias de destination branding: Adaptações e desenvolvimento territorial-regional em crise global

Giovana Goretti Almeida, Paulo Almeida

Abstract

A pandemia causou impactos globais, instigando uma reinvenção nos destinos turísticos. O objetivo é analisar 18 casos empíricos de destination branding durante o auge da COVID-19 e no período pós-pandêmico, explorando sua interação com estratégias de desenvolvimento territorial-regional. A metodologia abrange estudo de casos múltiplos, pesquisa histórica (2020-2022) e pesquisa documental, concentrando-se em campanhas publicitárias de destinos turísticos. Os cenários identificados entre o ápice da pandemia e o pós-pandemia revelam esforços de reinvenção em destinos consolidados, assim como o surgimento de novos destinos, especialmente os rurais e menos densamente povoados, promovendo formas inovadoras de turismo, como o náutico. A conclusão destaca o impacto significativo da pandemia no setor turístico mundial, provocando transformações profundas nos destinos, local e regionalmente. Contudo, essa transformação configura-se como base para a diferenciação entre os destinos, podendo impulsionar a atração de visitantes, tanto presencialmente quanto por meio de recursos virtuais, como o turismo virtual ou o turismo metaverso.

Keywords: destination branding, desenvolvimento territorial-regional, destinos turísticos, estratégias

Tipo	Capítulo e-book
Título e-book	Interfaces do turismo em contextos transatlânticos
ISBN	9788574556178
Citação	Almeida, G.G.F., Almeida, P. (2025). Estratégias de destination branding: Adaptações e desenvolvimento territorial-regional em crise global. In: Pinto, R., Araújo, S., Brasão, I. (Orgs.). Interfaces do turismo em contextos transatlânticos. Ilhéus, BA: Editus.

Scope extension of the metaverse tourism concept: A research agenda

Giovana Goretti Almeida, Paulo Almeida, Lucília Cardoso

Abstract

Given the growing significance of the metaverse in research, it is crucial to understand its scope, relevance in the tourism industry, and the human-computer interaction it involves. The emerging field of metaverse tourism has a noticeable research gap, limiting a comprehensive understanding of the concept. This article addresses this gap by conducting a hybrid systematic review, including a variable-oriented literature review, to assess the extent and scope of metaverse tourism. A scrutiny on Scopus identified a reduced number of relevant documents. The analysis exposes theoretical and empirical gaps, along with promising opportunities in the metaverse and tourism intersection. These insights contribute to shaping a contemporary research agenda, emphasizing metaverse tourism. While this study offers an overview of current research in metaverse tourism, it is essential to recognize that this field is still in its early stages, marked by the convergence of technology and transformations in tourism. This exploration underscores the challenges and opportunities arising from the evolving narrative of metaverse tourism.

Keywords: metaverse tourism, virtual tourism, phygital tourism, metaverse destinations, management, emerging technology, technological advances, systematic review

Tipo	Journal
Título	Journal of Infrastructure, Policy and Development
DOI	https://doi.org/10.24294/jipd.v8i4.3483
Citação	Almeida, G.G.F., Almeida, P., Cardoso, L. (2024). Scope extension of the metaverse tourism concept: Proposing a research agenda. Journal of Infrastructure, Policy and Development, 8(4), 3483.

Raising Sustainability Standards in Leisure Industry

Maria Gorete Araújo, Alexandra Lavaredas, Francisco Dias

Abstract

Nowadays, it is almost an axioma to state that the option for sustainable development is not a discretionary choice, but an imperative for all of humanity. The Sustainable Development Goals (ODS), defined by the UN, propose a common framework of peace and prosperity for people and the planet. The exponential growth of tourism, as a global industry, and their transformative impacts on the various sectors of society and on the environment, place this industry at the epicenter of concerns about sustainable development. Even if the economic benefit has been the main concern of most of tourism stakeholders, there's a growing awareness that long-term wellbeing can only be achieved if tourism brings opportunities for all stakeholders and local communities, while their negative impacts are minimized. Given the fact that there are various entities, operating at a global, national and regional level, intensively developing sustainable development indicators as a key to monitor the tourism activity, it seems relevant to analyse different sets of indicators, and several indicators' models, to understand which ones, how, and when organizations can apply them. Based on the European Directive (UE) 2022/2464, which compiles European companies to produce a sustainability file integrated in the annual management report, this paper highlights social, cultural, environmental and governance indicators vis-a-vis with financial results. Linking the Sustainability Accounting Standards Board (SASB) metrics for leisure facilities with the Tourism Sustainable Development Goals (TSDG) and GSTC indicators, a framework based on the Pressure-State-Response (PSR) model is presented. The objective is to help companies to select the best indicators to monitor their activity more efficiently. In order to refine and validate the criteria for selecting the information, as well as the model for categorizing the relevant indicators in each area and domain for monitoring the impacts of tourism, a panel of 10 tourism experts was created, 5 of whom are influential tourism researchers and 5 of whom are people with major responsibilities in the tourism industry. Providing information related to sustainable weaknesses and strengths that may affect the companies' profit, managers will be able to report, not only the norms and indicators that will be considered mandatory by 2028, but also those that are better aligned with the strategy and objectives of the entity and which serve, simultaneous, as a policy instrument for the sustainable development.

Keywords: sustainability, leisure facilities, tourism sustainable development goals, global sustainable

Tipo	Proceedings
Título	GSTC Conference
Link	https://projeto-fast.pt/fast-participou-no-gstc-academic-symposium-em-estocolmo/
Citação	Araújo, M.G.M., Lavaredas, R.A., Dias, F. (2024). Raising Sustainability Standards in Leisure Industry. GSTC Conference, 23 – 26 Abril, Suécia.

Tourist Tracking Techniques and Their Role in Destination Management: A Bibliometric Study, 2007–2023

Yarlein Guerrero, Francisco Dias

Abstract

The tourism industry has recently undergone a significant evolution because of the implementation of Information and Communication Technologies (ICT). These changes have raised new conceptions of destinations, thus giving rise to smart destinations. In this context, digital tracking of tourists has become of great interest. This article aims to analyze the research landscape on tourist tracking through a bibliometric study, which allows the evaluation of the performance of publications, recognition of the prominent SciVal topics, analysis of the evolution of the techniques, and recognition of their use as a tool that contributes to the development of smart destinations. Unlike prior studies in this area, in addition to the performance analysis of publications, this paper focuses only on empirical studies on tourist tracking, identifies the prominent SciVal topics, and analyzes the linkage thereof with the Sustainable Development Goals (SDGs). The bibliometric study was carried out based on articles on tourist tracking extracted from the Scopus database and published between 2007 and 2023. This research is mainly quantitative, based on research performance analysis (journals, authors, institutions, and countries) and science mapping (citation analysis, co-word analysis, co-authorship analysis). Results show the quality of the publications made in the 2007–2023 period and indicate that the most used techniques have been GPS devices, social media, and app-based GPS/GNSS. In addition, it was found that the evolution of the techniques occurred at the same time as the development of ICT and that the prominent SciVal topic that covers the largest number of publications is associated with destination management. It is concluded that the application of tourist tracking techniques contributes to the transformation of destinations into smart destinations, as they provide useful relevant information to tourism market stakeholders for the development of strategies that improve decision-making and allow for the sustainable management of destinations.

Keywords: tourist tracking, big data, topic prominence, smart destinations, SDGs

Tipo	Journal
Título	Sustainability
DOI	https://doi.org/10.3390/su16093708
Repositório FAST	Tourist Tracking Techniques and Their Role in Destination Management: A Bibliometric Study, 2007–2023
Citação	Julio Guerrero, Y. I., Dias, F. (2024). Tourist Tracking Techniques and Their Role in Destination Management: A Bibliometric Study, 2007–2023. Sustainability, 16(9), 3708.

Connecting ESG and Territorial Brand: A strategic approach for tourism destinations

Giovana Goretti Feijó Almeida, Paulo Almeida, José Pereira

Abstract

O cenário global tem sido influenciado por crescente demanda por práticas sustentáveis e sociais, transpondo o ambiente corporativo. O objetivo desta pesquisa é o de explorar se as práticas de ESG são também discutidas em destinos turísticos com marca territorial. O método utilizado é o da revisão de literatura, associada a ensaio teórico, com duas análises: de conteúdo e narrativa. Os resultados demonstram que a aplicabilidade das práticas ESG pode influenciar a percepção que sobre a marca territorial de destinos turísticos em contextos diversos: geográfico, econômico ou cultural. A conclusão é que os princípios ESG podem estar alinhados às políticas públicas locais, promovendo ações mais responsáveis e sociais que irão refletir na imagem sustentável dos destinos turísticos e, consequentemente, na marca territorial.

Keywords: esg, turismo, marca territorial, sustentabilidade, destinos turísticos

Tipo	Journal
Título	Rosa dos Ventos - Turismo e Hospitalidade
DOI	https://doi.org/10.18226/21789061.v16i4p824
Repositório FAST	https://projeto-fast.pt/artigo-cientifico/connecting-esg-and-territorial-brand/
Citação	Almeida, G. G. F., Almeida, P., Pereira, J. M. (2024). Conectando ESG e Marca Territorial: Uma Abordagem Estratégica para os Destinos Turísticos. Revista Rosa Dos Ventos - Turismo e Hospitalidade, 16(4).

Researching research on destination branding in pandemic crises

Giovana Goretti Almeida & Paulo Almeida

Abstract

COVID-19 posed challenges to all areas of society. This study aims to analyse the impact of COVID-19 on destination brand research between 2020 and 2022. Based on Scopus and Web of Science, the researchers analysed the impact of COVID-19 on destination branding research. Thus, the systematic literature review associated with the integrative review was the method used in the study. The combined research databases showed limited published research on COVID-19 and the investigated topic. It is surprising to see such a contrast in an area that has experienced continuous growth since 2005. This article is relevant for public policy planners, tourism professionals, researchers, and students interested in destination branding. It is still necessary to perform a study on the impact of COVID-19 on destination branding. It should compare the peak of the pandemic in 2020–2022 with the current situation in 2024. An in-depth case study would be an especially welcome addition to the literature. The COVID-19 pandemic has underscored the critical importance of destination brand management in addressing unprecedented challenges and crises.

Keywords: destination branding, tourism destinations, marketing destination, brand image, tourism marketing

Tipo	Journal
Título	European Journal of Tourism, Hospitality and Recreation
DOI	https://doi.org/10.2478/ejthr-2024-0012
Repositório FAST	Researching research on destination branding in pandemic crises
Referência	Almeida, G.G.F., & Almeida, P. (2024). Researching research on destination branding in pandemic crises. European Journal of Tourism, Hospitality and Recreation, 14(1), 165-178.

The use of Artificial Intelligence systems in Tourism and Hospitality: The Tourists' Perspective

Francisco Dias, Ana Elisa Sousa, Paula Cardoso

Abstract

A myriad of types of artificial intelligence (AI) systems – namely AI-powered site search, augmented reality, biometric data recognition, booking systems, chatbots, drones, kiosks/self-service screens, machine translation, QR codes, robots, virtual reality, and voice assistants – are being used by companies in the tourism and hospitality industry. How are consumers reacting to these profound changes? This study aims to address this issue by identifying the types of AI systems that are used by tourists, the purposes they are used for in the present, and how likely they are to be used in the future. This study also aims to identify the types of emotions (positive vs. negative) that tourists associate with the use of AI systems, as well as the advantages and disadvantages they attribute to them. Considering the exploratory nature of the research, data were collected through an online survey shared on social media, which was available from September to December 2023. Results show that most respondents have already used several AI systems, assign more advantages than disadvantages to their use, and that the emotions they associate with their use are significantly positive. Moreover, compared to the small number of respondents (13,7%) who associate negative emotions with the use of AI systems, respondents who claim to feel positive emotions when using AI systems also evaluate them more positively in terms of their usefulness for tourism and hospitality. They identify more advantages, use a greater diversity of AI systems, and admit that they would use a more diverse range of AI systems in tourism contexts in the future.

Keywords: artificial intelligence, AI systems in tourism, emotions, perceived advantages, perceived disadvantages, tourism and hospitality

Tipo	Journal
Título	Administrative Sciences
DOI	https://doi.org/10.3390/admsci14080165
Repositório FAST	The use of Artificial Intelligence systems in Tourism and Hospitality: The Tourists' Perspective
Referência	Sousa, A. E., Cardoso, P., Dias, F. (2024). The Use of Artificial Intelligence Systems in Tourism and Hospitality: The Tourists' Perspective. Administrative Sciences, 14(8), 165.

Marca territorial como ferramenta estratégica para Destination Branding: Estudo de Caso do Peru e Chile

Giovana Goretti Almeida, Paulo Almeida

Abstract

Em um mundo cada vez mais globalizado e competitivo, o turismo conta com a construção de marcas territoriais fortes para atrair visitantes e impulsionar o desenvolvimento. Este estudo analisa as estratégias de marca territorial do Peru e do Chile, explorando como elas se conectam com a identidade nacional e com a classificação de marcas territoriais, o TRBrand Model (Almeida & Cardoso, 2022). A pesquisa utiliza um método misto, combinando o estudo de casos ilustrativos com Ensaio Teórico. Conclui-se que o TRBrand Model é uma ferramenta útil para o turismo na análise das estratégias de marca territorial no escopo do desenvolvimento territorial e regional, revelando aspectos cruciais da identidade nacional e da cultura de cada país.

Keywords: marca territorial, destination branding, TRBrand model

Tipo	Proceedings
Título	IV Conferência Ibero-Americana em Place Branding
Referência	Almeida, G.G.F., Almeida, P. (2024). Marca territorial como ferramenta estratégica para Destination Branding: Estudo de Caso do Peru e Chile. IV Conferência Ibero-Americana em Place Branding, 11-12 Setembro, Lisboa.

Exploring the Application and Future Development of Footprint Calculators in the Tourism Industry

Giovana Goretti Feijó Almeida, Alexandra Lavaredas, Paulo Almeida

Abstract

Considering the role of tourism in promoting sustainable practices in destinations, this study aims to map the scientific literature on footprint calculators in the last three years (2020–2023) with a focus on the tourism context. The method adopted is a scoping review with a qualitative and exploratory approach, using the Scopus database. The originality of this research lies in the study of publications related to footprint calculators with a focus on the tourism sector. Based on the analysis carried out, the main results show that the study of footprint calculators applied to the tourism sector has had little prominence in the indexed research in the Scopus database during the specific period considered for this study. Consequently, the conclusion of the study highlights the marginality of the tourism sector in the discussion of footprint calculators in the last three years of scientific publications.

Keywords: sustainable development, sustainable tourism, environmental impact, footprint calculator, carbon footprint, social footprint, water footprint, scoping review

Tipo	Journal
Título	Journal of Infrastructure, Policy and Development
DOI	https://doi.org/10.24294/jipd.v8i9.6779
Repositório FAST	https://projeto-fast.pt/artigo-cientifico/future-development-of-footprint-calculators/
Referência	Almeida, G.G.F., Lavaredas, A., Almeida, P. (2024). Exploring the application and future development of footprint calculators in the tourism industry. Journal of Infrastructure, Policy and Development. 8(9), 6779.



A Comprehensive Model for Management of Sustainable and Competitive Tourism Destinations

Dora Gomes, Alexandra Lavareda, Francisco Dias, Paulo Almeida

Abstract

Tourism sustainability management is a complex process that involves a variety of factors, such as environmental, social and economic factors. The sustainability approach in tourism has evolved into a dominant paradigm in tourism research and is becoming a crucial element for achieving tourism competitiveness. This paper proposes a comprehensive model for sustainable and competitive management of tourism destinations. The model aims to identify the most competitive beaches and subdistricts in terms of sustainability and suggest criteria for evaluating sustainable competitive destinations. An analysis of tourism destination product and destination competitive models is conducted, accompanied by an extensive review of sustainable indicators. To better address the components of sustainable management of competitive tourism destinations, the model was revisited and re-evaluated, bearing in mind the three pillars of sustainability (environmental, socioeconomic and social). The model provides a robust tool for the management and evaluation of competitive destinations. It can be used by managers and policymakers in various destinations to evaluate and enhance their tourism competitiveness.

Keywords: sustainable, competitive tourism, tourism destinations

Tipo	Proceedings
Título	ICOTTS Conference
Notícia Site FAST	https://projeto-fast.pt/investigadora-do-projeto-fast-participou-em-conferencia-internacional-iccots24-na-madeira/
Referência	Gomes, D., Lavaredas, A., Dias, P., Almeida, P. (2024). A Comprehensive Model for Management of Sustainable and Competitive Tourism Destinations. ICOTTS Conference, 30 – 31 Outubro, Madeira.

What Is the Value of an Environmental Certification Label in Tourism Industry? Is It Worth the Effort?

Francisco Dias, Alexandra Lavaredas, Patrícia Esteves

Abstract

The increasing awareness of environmental, social and cultural issues has highlighted the concept of sustainable certification. The aim of this study is to understand the main drivers and constraints for companies to join certification schemes and compare possible changes between the years 2021 and 2024 among tourism companies. A total of 417 online questionnaires were collected, and a comparative study was conducted. The findings show that the drivers for implementing certification schemes are improving the company's image and customer-based brand equity, strengthening competitiveness, achieving eco-efficiency, cost reduction, and competitive advantage. On the side of the obstacles that discourage the adoption of certification schemes, there are difficulties in meeting the criteria of the certifications, adapting working methods, higher costs, and lower price competitiveness. The results also show that there was a significant increase in the number of certified companies and that women and young entrepreneurs are more sensitive to the implementation of good practices. It has been concluded that although there is greater demand and interest in implementing good tourism practices, people who know less about certification schemes and companies that are not certified have a weaker opinion regarding this topic.

Keywords: certification schemes, sustainable certification, sustainability, ecolabels, tourism companies

Tipo	Journal
Título	Sustainability
DOI	https://doi.org/10.3390/su16198587
Repositório FAST	https://projeto-fast.pt/artigo-cientifico/value_certification_label_tourism/
Referência	Dias, F., Lavaredas, A., Esteves, P. (2024). What Is the Value of an Environmental Certification Label in Tourism Industry? Is It Worth the Effort? Sustainability, 16(19), 8587.

Sustainable practices in boosting contemporary tourism: An analysis of sustainable tourism apps and startups

Giovana Goretti Almeida, Paulo Almeida

Abstract

The continuous growth of global tourism has prompted increasing concerns regarding the sustainability of the sector, particularly among startups aiming to innovate and foster more responsible practices by offering digital applications. In this context, the applications crafted by sustainable tourism startups for tourists are integrating sustainable practices to foster more mindful and responsible tourism. The objective of this study is to critically investigate various aspects of the applications developed by sustainable tourism startups that are directly related to sustainability. A method of multiple case studies was adopted. The data were analyzed using qualitative content analysis technique, conducted rigorously and systematically to identify patterns, trends, and best practices related to the incorporation of sustainable practices in tourism applications developed by startups.

Keywords: tourism, sustainable practices, sustainable tourism, responsible tourism, innovation

Tipo	Proceedings
Título	ITC Conference
Notícia Site FAST	https://projetoFAST.pt/investigacao-sobre-startups-de-turismo-e-apresentada-em-cabo-verde/
Referência	Almeida, G.G.F., Almeida, P. (2024). Sustainable practices in boosting contemporary tourism: An analysis of sustainable tourism apps and startups. ITC Conference, 27 – 29 Novembro, Cabo Verde.

The role of emerging technologies in promoting a sustainable tourism experience

Giovana Goretti Almeida, Paulo Almeida

Abstract

The intersection of technology and tourism is transforming the conception and consumption of travel experiences. This study aims to analyze the changes that emerging technologies bring to tourism, shifting it from a service industry to an experience-focused industry where sustainable consumption is key. The research employs a Multiple Case Study method based on emerging technologies publicized on marketing and tourism news websites between 2019 and 2023. Research findings identify innovative practices, revealing how these innovations shape tourist expectations and contribute to sustainable consumption. It concludes that the tourism industry is undergoing a significant paradigmatic transformation, incorporating emerging technologies to create unique experiences while highlighting the central role of sustainable consumption.

Keywords: emerging technologies, sustainable tourism, sustainable tourism experience

Tipo	Proceedings
Título	ITC Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-pesquisa-no-itc24/
Referência	Almeida, G.G.F., Almeida, P. (2024). The role of emerging technologies in promoting a sustainable tourism experience, ITC Conference, 27 – 29 Novembro, Cabo Verde.

Sustainable practices in boosting contemporary tourism

Giovana Goretti Almeida, Paulo Almeida

Abstract

The continuous growth of global tourism has prompted increasing concerns regarding the sustainability of the sector, particularly among startups aiming to innovate and foster more responsible practices by offering digital applications. The objective of this study is to critically investigate various aspects of the applications developed by sustainable tourism startups that are directly related to sustainability. The method of multiple case studies will be adopted. In turn, the originality of this proposal lies in the combination of two key elements: the specific focus on startups dedicated to sustainable tourism and the detailed analysis of sustainable practices incorporated by applications created by these organizations.

Keywords: sustainable practices, contemporary tourism, startups

Tipo	Proceedings
Título	ITC Conference
Notícia Site FAST	https://projeto-fast.pt/investigacao-sobre-startups-de-turismo-e-apresentada-em-cabo-verde/
Referência	Almeida, G.G.F., Almeida, P. (2024). Sustainable practices in boosting contemporary tourism: An analysis of sustainable tourism apps and start-ups, ITC Conference, 27 – 29 Novembro, Cabo Verde.

Knowledge transfer and implications for tourism

Afonso Antiqueira, Erlaine Binotto, Giovana Goretti Almeida, Paulo Almeida

Abstract

To analyze knowledge transfer models in the knowledge management literature and propose a model for the tourism sector. This investigation conducted a systematic literature review over the past 10 years using the Web of Science and Scopus databases. The search employed the terms "knowledge transfer model" OR "knowledge transfer process" AND "knowledge transfer," analyzing the titles, abstracts, and keywords of the articles. Initially, 60 articles were found, and after analysis, 10 valid articles were selected. The knowledge transfer models proposed by Abou-Zeid (2005), Frank & Ribeiro (2012), Khantong & Ahmad (2016), Kwan & Cheung (2006), Li & Fu (2007), Li-Ping (2006), Liyanage et al. (2009), Narteh (2008), Szulanski (2000), and Yahya (2016) were analyzed, highlighting similarities, differences, activities, and patterns. This analysis resulted in another knowledge transfer model with seven processes: initiation, codification, motivation, acquisition, leverage, application, feedback, and storage. Initiation: assessment of sources, transmission skills, transfer feasibility, and strategy development (Szulanski, 2000). Codification: facilitation of transfer by converting knowledge into formats such as electronic documents and diagrams (Khanthong & Ahmad, 2016). Motivation: alignment and preparation of sender and receiver for the transfer process (Kwan & Cheung, 2006). Acquisition: reception of knowledge with consent and the ability to identify and acquire it (Liyanage et al., 2009). Leverage: implementation and routinization of knowledge (Szulanski, 2000). Application: learning by the receiver to apply the knowledge in their context (Frank & Ribeiro, 2012). Feedback and storage: evaluation and feedback of results to the recipient, protection, and preservation of knowledge for future use (Liyanage et al., 2009). This proposed model is a collective perception reflecting reference patterns, experiences, and knowledge present in the knowledge management literature.

Keywords: knowledge transfer, tourism, tourism experiences

Tipo	Proceedings
Título	ITC Conference
Notícia Site FAST	https://projeto-fast.pt/investigacao-sobre-transferencia-de-conhecimento-no-turismo-e-apresentada-no-itc24/
Referência	Antiqueira, A., Binotto, E., Almeida, G.G.F., Almeida, P. (2024). Knowledge transfer and implications for tourism. ITC Conference, 27 – 29 Novembro, Cabo Verde.

Knowing How to Be, Knowing How to Think, and Knowing How to Do in the Domain of Sustainability

Francisco Dias, Alexandra Lavaredas, Dora Gomes, Giovana Goretti Almeida, Paulo Almeida, Eunice Lopes

Abstract

This study aims to explore the implementation of the Optimising Resources and Valuing Experiences (ORVE) digital platform within the network of public higher education institutions in Tourism (RIPTUR), to promote environmental sustainability practices among students. The ORVE consists of a set of digital tools for monitoring and managing tourism impacts by companies and consumers, developed as part of the CITUR's Project FAST. Climate change presents humanity with an enormous challenge, which can only be successfully met if the main social actors make an effective contribution to change. It is therefore necessary to create digital tools that help to optimize resources (water consumption, energy, etc.), to rise stakeholders' awareness for adopting these tools in their daily practices and help to improve sustainable practices at destinations. The research adopts a mixed-method approach, including a multiple case study within the RIPTUR institutions. Data collection was conducted through semi-structured interviews, participant observation, analysis of institutional documents, collaborative workshops, focus groups, and ongoing feedback. The qualitative approach was complemented by the application of questionnaires to quantitatively assess some progress indicators. This research explores the principles, criteria and best options in the field of introducing intelligent monitoring technologies for tourism activity, in order to better deal with resistance to change on the part of companies, and to obtain a high level of uptake by tourists/consumers of the technologies that make up the ORVE System. The study will reinforce the importance of education for citizenship and the integration of technological tools in promoting sustainability. The main contribution of this study lies in defining a holistic approach aimed at developing ontological (knowing how to be), conceptual (knowing how to think), and practical (knowing how to do) competencies in adopting good environmental and sociocultural practices.

Keywords: Inserir copiar do resumo original. Sustainability, Citizenship, Tourism, Knowing-how-to-Think, Knowing-how-to-Be, Knowing-how-to-Do.

Tipo	Proceedings
Título	ITC Conference
Notícia Site FAST	https://projetofast.pt/as-universidades-e-os-politecnicos-devem-liderar-pelo-exemplo-adotando-estrategias-de-descarbonizacao/
Referência	Dias, P., Lavaredas, A., Gomes, D., Almeida, G.G.F., Almeida, P., Lopes, E. (2024). Knowing How to Be, Knowing How to Think, and Knowing How to Do in the Domain of Sustainability. ITC Conference. 27 – 29 Novembro, Cabo Verde.

Digital Systems to Support Sustainability in Tourism

Alexandra Lavaredas, Francisco Dias

Abstract

In a context where technological innovations have been changing the paradigm in which we live day by day, and bearing in mind that tourism has a major social, environmental and economic impact on the societies in which it takes place, it seems pertinent to analyze the existing literature on digital systems to support sustainability in tourism. The aim of this article is to understand the current and future use of digital tools in tourist destinations, in order to understand how they can help improve the local economy, the natural environment and the well-being of residents, visitors and entrepreneurs, in both digital and physical settings. The authors intend to find out the extent and nature of the publications that have been made in this field and to understand how academia is positioning itself in the face of technological advances that influence the dynamics of tourism relations, from a sustainability perspective.

The critical review method was used to evaluate, analyze and synthesize the existing literature in the area of digital systems applied to the development of sustainable tourist destinations. The analysis made it possible to identify an emphasis on sustainability in the metaverse, with a view to adapting to the changing tourism landscape (Mihalic, 2024; Allam, et al., 2022). The conclusions reinforce the idea that digital tools can be used to promote greater environmental, social and economic responsibility and commitment on the part of those involved in tourism. The study's main limitation is that only articles from a single database were analyzed. The originality of this research lies in the identification and exhaustive analysis of digital tools applied to sustainable tourism and the development of a multifaceted conceptual framework with theoretical and practical implications for the different players in the tourism process.

Keywords: Digital systems, sustainability, tourism, technology, tool

Tipo	Proceedings
Título	ITC Conference
Referência	Lavaredas, A., Dias, P. (2024). Digital Systems to Support Sustainability in Tourism. ITC Conference. 27 – 29 Novembro, Cabo Verde.

2025



Approaching the sustainable development goals in sustainable tourism research: A bibliometric study and systematic analysis 2015-2023

Alexandra Lavaredas, Filipa Campos, Giovana Goretti Almeida, Francisco Dias, Paulo Almeida

Abstract

Tourism has a significant impact on the society's development. This study aims to analyze the integration of the Sustainable Development Goals (SDGs) in various tourism areas through a bibliometric analysis and a systematic review of the literature published between 2015 and 2023 in the Scopus database. The results show that the SDGs have been the object of attention by scholars since 2015. The findings reveal that economy and governance are the areas covered the most, with SDG 8 (Decent Work and Economic Growth), SGD 12 (Responsible Consumption and Production), and SGD 17 (Partnerships for the Goals) leading the ranking of the 50 most quoted papers. This paper highlights the fact that the social dimension of tourism is undervalued by researchers and SGD 14, related to life under water was given little attention by scholars, showing that the academia is not completely aligned with the Agenda 2030.

Keywords: sustainable tourism, economic growth (SDG 8), Responsible Consumption, production (SDG 12), Life under water (SDG 14), partnerships for the goals (SDG 17)

Tipo	Proceedings
Título	XXXIV Jornadas Luso-Espanolas de Gestión Científica
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-ganham-premio-de-melhor-artigo-em-congresso-internacional/
Referência	Lavaredas, R.A., Campos, F., Almeida, G.G.F., Dias, F.T.P., Almeida, P. (2025). Approaching the sustainable development goals in sustainable tourism research: A bibliometric study and systematic analysis 2015-2023. XXXIV Jornadas Luso-Espanolas de Gestión Científica. 29 Janeiro a 01 Fevereiro, Covilhã.

Assessing effectiveness of tourism promotional videos: Creativity, emotional impact, perceived quality and attitude towards the destination

Francisco Dias, Alexandra Lavaredas

Abstract

Tourism promotional videos (TPVs) are widely used by destination management organizations (DMOs) in promotional campaigns. With the aim of opening new research perspectives in the field of tourism promotion, this article proposes a model for evaluating the effectiveness of TPVs—the Emovie model—conceptually anchored in studies on transformational and symbolic advertising. The model describes the interrelationship of four constructs: artistic value, positive emotional impact, perceived quality of the video, and perceived quality of the destination. The model was tested in three empirical studies carried out in parallel and using the same methodological procedures for quantitative analysis, applied to three samples totaling 674 individuals. The results show that the creativity and originality of TPVs elicit positive emotional reactions, resulting in favorable attitudes towards the message and the destination. This study is particularly important because it provides DMOs with a tool for evaluating the effectiveness of their promotional videos.

Keywords: tourism promotion, videos, artistic value, emotional impact, perceived quality, destination

Tipo	Journal
Título	Administrative Sciences
DOI	https://doi.org/10.3390/admsci14120323
Notícia Site FAST	https://projetoFAST.pt/artigo-cientifico/assessing-effectiveness-of-tourism-promotional-videos/
Referência	Dias, F., & Lavaredas, A. M. (2024). Assessing the Effectiveness of Tourism Promotional Videos: Creativity, Emotional Impact, Perceived Quality, and Attitude Towards the Destination. <i>Administrative Sciences</i> , 14(12), 323.

Bibliometric analysis of key variables in tourism: Destination, competitiveness, image, quality and tourist satisfaction (2000-2023)

José Marques Pereira, Paulo Almeida, Giovana Goretti Almeida

Abstract

In the scientific literature on tourism, a set of variables is frequently utilized. The objective of this study is to analyze the scenario of scientific publications on these variables between 2000 and 2023. This analysis employs a bibliometric approach, utilizing data collected from the Scopus database. The bibliometric method was employed, with a focus on five variables (tourism destination, competitiveness, image, quality, and satisfaction) and five indicators (author, year, country, journal, and affiliation) essential for mapping research patterns and identifying key trends in the field of tourism. The findings demonstrate that the five variables under examination are inherently interrelated. The image of the destination is of particular importance, as it influences the quality of life of residents and the experiences of tourists, which in turn affects the competitiveness of the destination. The results also demonstrate the multidimensional nature of these variables in shaping tourism destination dynamics. This study underscores the value of bibliometric analysis as a strategic tool for synthesizing and deepening tourism literature. The findings not only highlight the primary research contributions and trends but also identify gaps and opportunities for future research, thereby promoting continuous advancement in tourism knowledge and best practices.

Keywords: tourism destination, competitiveness tourism, destination image, destination quality, tourism satisfaction

Tipo	Journal
Título	Administrative Sciences
DOI	https://doi.org/10.3390/admsci15020069
Notícia Site FAST	https://projeto-fast.pt/investigador-do-projeto-fast-publica-artigo-em-revista-internacional/
Repositório FAST	https://projeto-fast.pt/artigo-cientifico/bibliometric-analysis-of-key-variables-in-tourism/
Referência	Pereira, J. M., Almeida, P., & Almeida, G. G. F. (2025). Bibliometric Analysis of Key Variables in Tourism: Destination, Competitiveness, Image, Quality, and Tourist Satisfaction (2000–2023). <i>Administrative Sciences</i> , 15(2), 69.

The Role of Film Festivals in Promoting Cultural Identity of Tourism Destinations

Alexandra Lavaredas, Dora Gomes, Francisco Dias

Abstract

Film festivals have become increasingly important in the tourism industry, providing a unique opportunity to highlight the diverse cultural heritage of the regions where they are hosted. This study aims to explore the role of film festivals in promoting and shaping the cultural identity of tourism destinations, focusing on how they contribute to the crafting and dissemination of a destination's cultural identity. This research employs a qualitative approach, using content analysis of videos from the 17th edition of the ART&TUR Festival (2024) to evaluate how dimensions of cultural identity are reflected in tourism promotional videos. The findings from this study reveal that tourism promotion videos are strategically incorporating a variety of cultural elements to craft the identity of each destination. Film festivals, particularly those focused on tourism promotion, act as important platforms for both showcasing and preserving cultural identity. Tourism promotional videos, as key tools in cultural diplomacy, allow destinations to showcase their heritage, but they also risk reinforcing stereotypes or oversimplifying complex identities. For local communities, the study emphasizes the importance of being actively involved in the creation of tourism promotional materials, promoting cultural preservation while still embracing the economic opportunities tourism brings. The paper concludes by summarizing the key insights and offering recommendations for future research and practice in this area.

Keywords: film festivals, promotional videos, tourism destination, cultural identity, tourism films

Tipo	Proceedings
Título	ICTR Conference
Notícia Site FAST	https://projetoFAST.pt/investigadoras-do-fast-distinguidas-com-premio-de-melhor-poster-na-8-edicao-da-ictr-na-finlandia/
Referência	Lavaredas, A., Gomes, D., & Dias, F. (2025). The role of film festivals in promoting cultural identity of tourism destinations. In Proceedings of the 8th International Conference on Tourism Research (ICTR 2025), 142–151. 24 – 25 Abril, Finlândia.

Participatory governance: Providing tools for local communities to engage in tourism management

Patrícia Esteves, Dora Gomes, Alexandra Lavaredas, Paulo Almeida

Abstract

The participation of local communities in decision-making and governance processes is critical to achieve sustainable management of tourist destinations, particularly as anti-tourism protests continue to emerge across Europe. Despite this, many destinations rely on traditional tourism management models that lack consultation mechanisms, often neglecting the needs and concerns of residents. Additionally, Destination Management Organizations (DMOs) frequently fail to provide effective channels, platforms, or processes for local stakeholders to offer feedback and contribute with suggestions. This study seeks to address these challenges by identifying tools and strategies that promote active engagement of local communities in tourism management. Drawing on a literature review of participatory governance, the results present a comprehensive overview of tools and processes that enable active community engagement in the governance and management of tourism destinations. The findings also underscore the importance of integrating community voices into decision-making processes to enhance the sustainability, equity, and resilience of tourism destinations. Theoretically, this study lays a foundation for further exploration of tools designed to enhance community participation in governance and encourages reflection on how participatory governance can be effectively operationalized to balance the needs of local communities with the demands of the tourism industry. From a practical perspective, the findings emphasize the importance of integrating participatory governance into the operational frameworks of DMOs. Such integration not only enhances resident satisfaction, creating a more welcoming environment for tourists, but also attracts visitors in a more sustainable manner.

Keywords: participatory governance, tourism management, local community, sustainability

Tipo	Proceedings
Título	ICTR Conference
Notícia Site FAST	https://projeto-fast.pt/investigadoras-do-fast-distinguidas-com-premio-de-melhor-poster-na-8-edicao-da-ictr-na-finlandia/
Referência	Esteves, P., Gomes, D., Lavaredas, A., & Almeida, P. (2025). Participatory governance: Providing tools for local communities to engage in tourism management. In Proceedings of the 8th International Conference on Tourism Research (ICTR 2025), 24 – 25 Abril, Jyväskylä, Finlândia, 99–108.

Systematic literature review on hospitality in the context of the metaverse

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

The objective of this study is to examine how hospitality and leisure in the context of the metaverse have been addressed in scientific publications in tourism since 2022, when this topic emerged in society.

This article presents a systematic literature review combined with a narrative review. A multitude of extant studies have indicated that the metaverse is redefining hospitality and leisure by offering immersive virtual spaces with digitally customizable services. The concept of hospitality and leisure in the metaverse is frequently linked to the recreation of conventional experiences within a highly immersive virtual environment, incorporating innovative components such as avatar-based interactions and customized services. The concept of hospitality and leisure in the metaverse encompasses not only the extension of conventional practices but also the potential for their reinvention, through the integration of technology, culture, and innovation. This integration fosters the creation of tourist experiences that transcend the boundaries between the physical and virtual realms, thereby establishing a phygital environment.

Keywords: Metaverse, Metaverse Tourism, Hospitality and Leisure, Hospitality Tourism, Metaverse Hospitality, Immersive Experiences.

Tipo	Proceedings
Título	MTCON Conference
Notícia Site FAST	https://projetoFAST.pt/metaverse-tourism-fast-leva-investigacoes-pioneiras-ao-mtcon25/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). Systematic literature review on hospitality in the context of the metaverse. MTCON Conference. 30 de Abril - 04 de Maio, Istambul, Turquia.

The use of the metaverse as a strategy for Hotel Tourism: Potential and Challenges

Maria Gorete Araújo, Giovana Almeida, Paulo Almeida

Abstract

This study aims to analyze the impact of this technology on consumer behavior, the opportunities it provides for service personalization, and the contribution to the sustainability of tourism. The research employs a qualitative approach and the multiple case study method to analyze the initiatives of hotels that have implemented the metaverse as part of their strategies. A total of six cases are investigated: Mövenpick Hotel Amsterdam City Center (Amsterdam/Netherlands), M Social Decentraland (Millennium Hotels and Resorts), Marriott Bonvoy, Hilton (Paris/France), CitizenM (London/England), and NoMo SoHo (Manhattan/EUA). The results found indicate that the use of the metaverse allows hotels to enhance the customer experience in innovative ways, providing a digital immersion that influences purchase decisions and customer loyalty. In addition, the metaverse makes it possible to extend the personalization of the service by creating virtual spaces dedicated to the needs and preferences of different tourist profiles.

Keywords: metaverse, immersive technologies, tourism experience, sustainable tourism, consumer behavior

Tipo	Proceedings
Título	MTCON Conference
Notícia Site FAST	https://projetoFAST.pt/metaverse-tourism-fast-leva-investigacoes-pioneiras-ao-mtcon25/
Referência	Araújo, G., Almeida, G.G.F., Almeida, P. (2025). The use of the metaverse as a strategy for Hotel Tourism: Potential and Challenges. MTCON Conference, 30 de Abril - 04 de Maio, Istambul, Turquia.

Digital cultural tourism and territorial brand: The sustainable preservation of the heritage of the Pyramids of Giza

Giovana Almeida, Paulo Almeida

Abstract

In recent years, the advancement of digital technologies, such as augmented reality (AR) and 3D modeling, provide other possibilities in tourism and preservation of cultural and historical heritage. The aim of this study is to explore how digital technologies, especially augmented reality (AR), can be applied to the preservation and promotion of the historical heritage of the Pyramids of Giza in Egypt and its territorial brand. The research, with a qualitative approach, uses the case study method applied to the Pyramids of Giza and its relationship with the territorial brand of Egypt. The results suggest that the application of digital technologies in the Pyramids of Giza not only provides an immersive and educational experience for tourists, but also helps in the preservation of heritage by preventing physical damage to the site. In addition, these technologies increase global access and allow tourists from anywhere in the world to explore history and culture in a more sustainable and interactive way. The use of AR and 3D modeling also has a positive impact on audience engagement, broadening interest and education about cultural heritage. Simultaneously, these strategies expand the recognition of the territorial brand of Egypt's pyramids, while promoting more sustainable tourism.

Keywords: territorial brand, digital cultural tourism, sustainable tourism, emerging technologies, augmented reality

Tipo	Proceedings
Título	mtcon conference
Notícia Site FAST	https://projetoFAST.pt/metaverse-tourism-fast-leva-investigacoes-pioneiras-ao-mtcon25/
Referência	Almeida, G.G.F., Almeida, P. (2025). Digital cultural tourism and territorial brand: The sustainable preservation of the heritage of the Pyramids of Giza. MTCON Conference, 30 de Abril - 04 de Maio, Istambul, Turquia.

Metaverse as a strategy for global tourism destinations with territorial brand: Digital tools for sustainability in tourism

Giovana Almeida, Paulo Almeida

Abstract

The objective is to analyze strategies employed by tourism destinations in the metaverse, based on case studies of multiple destinations. The methodological approach is qualitative, with a multiple case study that analyzes tourism destinations such as the Colosseum in Italy, the Dubai Frame in the United Arab Emirates, the Eiffel Tower in Paris, Seoul City in South Korea, and Thailand. The findings suggest that the strategic implementation of the metaverse by tourism destinations has proven effective in reaching a broader and more diverse audience, while concurrently offering innovative experiences. The study's strength lies in its ability to anticipate future trends and provide direction for the sustainable integration of the metaverse in tourism, making it a crucial resource for understanding the evolving dynamics shaping the global tourism industry.

Keywords: metaverse tourism, tourist destinations, destination management, technological strategies, territorial brand, technology in tourism

Tipo	Proceedings
Título	MTCON Conference
Notícia Site FAST	https://projetoFAST.pt/metaverse-tourism-fast-leva-investigacoes-pioneiras-ao-mtcon25/
Referência	Almeida, G.G.F., Almeida, P. (2025). Metaverse as a strategy for global tourism destinations with territorial brand: Digital tools for sustainability in tourism. MTCON Conference, 30 de Abril - 04 de Maio, Istambul, Turquia.



Digital Technologies as key to enhance Smart Tourism Destinations Management

*Dora Gomes, Alexandra Lavaredas,
Patrícia Esteve, Paulo Almeida*

Abstract

Smart tourism destination, embedded by internet and information and communication technologies (ICT), have been improving tourist's experiences and connectivity. However, Destination Management Organisations (DMOs) are still lacking of knowledge on how digital technologies can enhance their role and bring more competitive advantage to the destinations. In this sense, this study explores the strategic role of ICT in managing smart tourism destinations. A bibliometric analysis and systems thinking approach is employed. Data was already gathered from 38 Scopus-indexed articles. A conceptual model is to be developed, linking key variables in a smart tourism ecosystem. This research creates a smart tourism destination management ecosystem, which can assist DMOs when developing an efficient smart tourism destination. This model provides a sustainable framework for enhancing smart tourism destinations through digital innovation. The study is limited to secondary data from Scopus, and the model may require further empirical validation.

Keywords: digital technologies, smart tourism, destinations management

Tipo	Proceedings
Título	DSOTT Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-apresentam-pesquisas-sobre-turismo-sustentavel-no-dsott25/
Referência	Gomes, D., Esteves, P., Lavaredas, A., Almeida, P. (2025). Digital Technologies as key to enhance Smart Tourism Destinations Management. DSOTT Conference, 04 - 06 de Junho, Coimbra.

The relationship between image, competitiveness and tourist destinations: A Bibliometric Analysis of Scopus Publications from 2000 to 2023

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

The objective of this study is to analyse the landscape of scientific publications on a specific set of variables in the tourism literature between 2000 and 2023, based on Scopus. To this end, the bibliometric method was employed, with the selection of three variables: 'tourism destination', 'destination competitiveness' and 'destination image'. This resulted in 12,199 documents referring to the period investigated. The findings indicate that the variables analysed possess multifaceted dimensions that exert influence on the dynamics of the tourist destination. It is concluded that bibliometric analysis is a strategic tool for the analysis of the landscape of scientific production. This analysis enables broader reflection on the interrelationship (or lack thereof) between the variables frequently used in tourism publications.

Keywords: tourism destination; tourism competitiveness; destination image; destination quality; tourism satisfaction.

Tipo	Proceedings
Título	DSOTT Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-apresentam-pesquisas-sobre-turismo-sustentavel-no-dsott25/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). The relationship between image, competitiveness and tourist destinations: A Bibliometric Analysis of Scopus Publications from 2000 to 2023. DSOTT Conference, 04 - 06 de Junho, Coimbra.

Sustainable Territorial Brands Applied to Tourism: The Case of Portugal

Giovana Almeida, Gorete Araújo, José Pereira, Paulo Almeida

Abstract

This study analyzes how sustainable territorial brands, understood as a specific type of territorial brand that incorporates sustainability principles, have been used in tourism in Portugal in the period from 2020 to 2024. The originality of the research lies in the practical examination of how these brands are operationalized in a context recognized for their leadership in sustainable tourism in Europe, especially in Portugal, a destination recognized as sustainable. The work explores how they promote low-impact tourism and contribute to tourism and sustainable. The case study method allowed the analysis of sustainable territorial brands in tourism in Portugal, combining bibliographic and documentary research. Content analysis was used, data coding, thematic categorization and interpretative analysis of narratives and practices related to territorial brands applied to tourism. The results reveal that sustainable territorial brands in Portugal are associated with strategies of cultural enhancement, circular economy and mitigation of negative impacts of tourism. These practices contribute to consolidating the country's reputation as a sustainable tourist destination and offer subsidies for the formulation of public policies and territorial marketing strategies. The study broadens the understanding of the relationship between territorial brands and sustainability.

Keywords: Territorial Brands; Sustainable Tourism; marketing strategies

Tipo	Proceedings
Título	DSOTT Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-apresentam-pesquisas-sobre-turismo-sustentavel-no-dsott25/
Referência	Almeida, G.G.F., Pereira, J., Araújo, M.G.M., Almeida, P. (2025). Sustainable Territorial Brands applied to Tourism: The Case of Portugal. DSOTT Conference, 04 - 06 de Junho, Coimbra.



Applying good practices in tourism: from sustainability to regenerative tourism

Patrícia Esteves, Giovana Almeida, Paulo Almeida

Abstract

Sustainable tourism has been the subject of study in academia due to its potential to mitigate negative socioenvironmental impacts, but it is insufficient to restore and revitalize local economies and their communities – this is the role of regenerative tourism. Therefore, this study explores the convergence and evolution of good practices from sustainable tourism to regenerative tourism, creating a comparative analysis of these two approaches, often confused, allowing a clearer understanding of their practices and objectives. We carried out a systematic review of the literature on sustainable and regenerative tourism. The data was collected in Scopus, obtaining 217 documents with the keywords ("sustainable tourism" AND "good practices" OR "sustainable practices") and 52 documents with the keywords ("regenerative tourism" AND "practices"). A comparative analysis between results was carried out. Sustainable tourism focuses on conservation and minimizing impacts, while regenerative tourism involves tourists taking a more active stance in restoring ecosystems and strengthening local economies. The study discusses and highlights the need for a transition to regenerative tourism, offering insights into methods to facilitate this transition, providing a robust, structured and recent theoretical basis to support the advancement of research in this area. The study also emphasizes the necessity to develop clear definitions of regenerative tourism and its good practices. The limitation is related to the fact that we used two specific keywords when searching for documents on sustainable tourism "good practices" and "sustainable practices".

Keywords: good practices; tourism; sustainability; regenerative tourism

Tipo	Proceedings
Título	DSOTT Conference
Notícia Site FAST	https://projetoFAST.pt/investigadores-do-fast-apresentam-pesquisas-sobre-turismo-sustentavel-no-dsott25/
Referência	Esteves, P., Almeida, G.G.F., Almeida, P. (2025). Applying good practices in tourism: from sustainability to regenerative tourism. DSOTT Conference, 04 - 06 de Junho, Coimbra.

Sustainability in the Portuguese Cultural Sector: Calouste Gulbenkian and other museums

Alexandra Lavaredas, Paulo Almeida, Francisco Dias

Abstract

While preserving heritage, promoting social inclusion and cultural diversity, museums are a resource for local development providing positive externalities (Galluccio & Giambona, 2024). However, the degree to which museums link sustainability and local development requires further study. The aim of the present investigation is to test the validity of the model of determination of a museum's sustainability level, from Pop & Borza (2016), assess the level of sustainability in different Portuguese museums and compare performances and identify areas for improvement. Despite the clear relationship between museums, culture, and sustainability, literature doesn't show evidence of research aiming at assessing the level of sustainable development of Portuguese museums using quantitative indicators. This study addresses this gap. This research follows a qualitative approach, using semi-structured interviews to experts from the five most visited museums in Portugal during the year 2023. The study will be complemented by an in-depth review of the literature in this field. This paper compares top public museums located in Portugal and validates a tool for classifying museums and infer their sustainability status. It offers valuable insights about the current sustainability development of the museums analyzed. The findings emphasize the elements that can be used to define a museum's level of sustainability and the adequacy of the existing measures used to measure museums' sustainability. It considers a comprehensive assessment of the framework that captures economic, environmental, and social indicators of the 5 most visited Portuguese museums. The tool for the assessment and measurement of sustainability tested in this study may serve as a roadmap for improving management. In addition, it serves as an effective assessment tool that may guide policy makers to make responsible decisions about the funding and resource allocation in Portuguese museums. In general, it increases competitiveness and performance levels concerning sustainability.

Keywords: Cultural heritage, museums, Sustainability, development

Tipo	Proceedings
Título	DSOTT Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-apresentam-pesquisas-sobre-turismo-sustentavel-no-dsott25/
Referência	Lavaredas, A., Dias, P., Almeida, P. (2025). Sustainability in the Portuguese Cultural Sector: Calouste Gulbenkian and other museums. DSOTT Conference, 04 - 06 de Junho, Coimbra.

Marcas Territoriais em Fronteiras Transnacionais: Estudo comparado na Tríplice Fronteira Brasil, Argentina e Paraguai e na Fronteira Portugal e Espanha

Douglas Roesler, Giovana Almeida, Paulo Almeida

Abstract

Portugal possui significativa experiência histórica e contemporânea com dinâmicas de articulação em territórios transnacionais. Inspirado na trajetória e no conhecimento acumulado por Portugal em dinâmicas territoriais transfronteiriças, a pesquisa investiga os processos de construção de marcas territoriais (Almeida, 2018) em territórios transnacionais com foco na fronteira entre Brasil, Argentina e Paraguai e fronteira de Portugal e Espanha. A metodologia adotada na pesquisa é de natureza mista, contemplando complementarmente as abordagens quantitativas e qualitativas. No campo do desenvolvimento territorial, ganha relevância a discussão sobre a construção de marcas territoriais, entendidas como expressões da identidade, da memória coletiva e do valor simbólico estratégico atribuídos aos lugares. No caso de territórios de fronteira, como o do tríplice fronteira sul-americana, essa dinâmica assume contornos particulares, ao envolver múltiplos atores, legislações e culturas, exigindo abordagens colaborativas e transnacionais.

Keywords: marcas territoriais; territórios transnacionais; desenvolvimento territorial

Tipo	Proceedings
Título	1º Congresso Internacional de Ensino, Pesquisa e Extensão
Referência	Roesler, D., Almeida, G.G.F., Almeida, P. (2025). Marcas Territoriais em Fronteiras Transnacionais: Estudo comparado na Tríplice Fronteira Brasil, Argentina e Paraguai e na Fronteira Portugal e Espanha. 1º Congresso Internacional de Ensino, Pesquisa e Extensão, 09 – 12 Junho, Brasil.

Metaverse as a digital tool for sustainable tourism

Giovana Goretti Almeida, Paulo Almeida

Abstract

The metaverse has emerged as a strategic tool for sustainable tourism, offering immersive experiences that minimize the environmental impacts of physical displacement and expand access to tourist destinations. By recreating natural and cultural environments in virtual and augmented reality, the metaverse allows for remote visits, thereby reducing the carbon footprint and promoting the preservation of sensitive ecosystems. The objective is to explore the role of the metaverse in transforming the tourist experience, analyzing how tourist destinations can adopt digital environments to disseminate knowledge and engage visitors in sustainable practices. We used the multiple case method with a qualitative approach and content analysis. The results indicate that the metaverse complements physical tourism and democratizes access to cultural and natural heritage, allowing individuals with financial or physical limitations to explore previously inaccessible destinations. In addition, it is observed that its application can boost local economies by promoting products and services in virtual environments. The study advances to the metaverse as a viable alternative for more inclusive and responsible tourism, in line with the Sustainable Development Goals, environmental education and tourism 4.0. However, challenges such as digital inclusion and technological infrastructure still need to be overcome for its potential to be fully realized.

Keywords: metaverse; digital tools; sustainable tourism

Tipo	Proceedings
Título	FMOS Conference
Notícia Site FAST	https://projetoFAST.pt/fast-destaca-o-turismo-metaverso-na-conferencia-fmos-2025/
Referência	Almeida, G.G.F., Almeida, P. (2025). Metaverse as a digital tool for sustainable tourism. FMOS Conference. 13 – 14 Junho, Suíça.

Metaverse and sustainable tourism: A systematic literature review

José Pereira, Giovana Goretti Almeida, Paulo Almeida

Abstract

The accelerated growth of tourism has had deleterious effects on popular destinations, resulting in the phenomenon of overtourism, which is characterised by overcrowding, environmental degradation and conflicts between visitors and local communities. In this context, the metaverse has the potential to offer a viable alternative by enabling immersive tourist experiences in digital environments, thereby reducing pressure on physical destinations. The objective of this study is to conduct a systematic literature review on the role of the metaverse as a tool to mitigate overtourism, analysing recent research on its applicability and challenges. The methodology follows the PRISMA protocols in scientific articles that address digital tourism, immersive technologies and sustainability. The preliminary results of the RSL indicate that the metaverse has the potential to provide virtual visits to cultural and natural heritage sites, complementing face-to-face experiences and redistributing tourist flows to less explored destinations. Moreover, The integration of digital environments has been demonstrated to have the capacity to encourage more sustainable behaviour among tourists. This, in turn, prepares them for more responsible in-person experiences. Nevertheless, it is important to acknowledge the various challenges that must be confronted. The metaverse exhibits considerable potential in mitigating the repercussions of overtourism and fostering more balanced and accessible tourism.

Keywords: metaverse; sustainable tourism; immersive technologies

Tipo	Proceedings
Título	FMOS Conference
Notícia Site FAST	https://projetoFAST.pt/fast-destaca-o-turismo-metaverso-na-conferencia-fmos-2025/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). Metaverse and sustainable tourism: A systematic literature review. FMOS Conference. 13 – 14 Junho, Suíça.

The Power of Local Community Participation to Regenerate Destinations

Dora Gomes, Francisco Dias, Elisabeth Kastenholz, Alcina Gaspar

Abstract

Tourism development often leads to socio-economic and environmental challenges for local communities, including resource conflicts and the erosion of cultural heritage. While community-based tourism (CBT) has gained recognition as a means to mitigate these issues, there remains a need for effective capacity building and policy support to safeguard local interests. Additionally, community-based conservation strategies can be hindered by collective action problems, making individual efforts insufficient. Effective community participation across all stages of tourism development—goal setting, policy drafting, planning, and implementation—has proven crucial to ensuring that local communities maintain significant control and benefit from tourism activities. This study aims to explore the current state of CBT, emphasising the potential for local communities to actively participate in conserving and regenerating their destinations. Using a combination of bibliometric analysis and a system thinking approach, data from 26 Scopus-indexed articles is under analysis. A system thinking approach allows to understand the interconnection between variables and enables the identification of feedback loops, addresses both positive outcomes (empowerment, sustainability) and negative risks (resource conflicts, cultural erosion), helping to proceed for the creation of a conceptual model. A conceptual model is also being developed to connect key variables within a community-based ecosystem to understand its potential for place regeneration. The study also considers the emergent concept of regenerative tourism, positioning local communities as the core centre to promote a sustainable tourism development. Preliminary findings suggest that integrating CBT in regenerative criteria can enhance community empowerment, promote cultural conservation, and encourage sustainable tourism practices.

Keywords: local communities; sustainable tourism; regenerate destinations

Tipo	Proceedings
Título	ICOT'25 Conference
Notícia Site FAST	https://projetoFAST.pt/investigadora-do-fast-recebe-premio-de-melhor-artigo-na-international-conference-on-tourism-icot/
Referência	Gomes, D., Dias, P., Kastenholz, E., Gaspar, A. (2025). The Power Of Local Community Participation To Regenerate Destinations. ICOT'25 Conference, 25 – 28 Junho, Croácia.

Theme Hotels and Cultural Heritage: Value and Experience in Hospitality

Bruno Almeida, Giovana Goretti Almeida, Paulo Almeida

Abstract

The emergence of themed hotels signifies a novel strategy within the hospitality sector, with the objective of offering guests unique and personalized experiences. Therefore, the objective of this study is to investigate how the adoption of literary themes in themed hotels contributes to the promotion of cultural tourism and the enhancement of local heritage. The multiple case study method was applied to three themed hotels in Portugal, using content analysis that generated categories a posteriori. The primary outcomes pertain to the integration of aesthetic and functional components, drawing inspiration from both traditional and contemporary sources. These elements contribute to the preservation and dissemination of cultural heritage. This strategy exemplifies the potential of themed hotels to function as agents of change within the tourism and hospitality sector. The conclusion of the study emphasizes that these distinctive hotels exemplify a convergence of tourism, culture, and experience marketing. This study demonstrated that these businesses, by integrating creativity and authenticity, transcend the conventional role of hotels and evolve into strategic components in the promotion of destinations, the enhancement of cultural heritage, and the fortification of local communities. The analysis of the characteristics of themed hotels also revealed their ability to create experiences by exploring narratives that connect guests to the history and cultural identity of a destination. These narratives influence the destination's image and territorial brand.

Keywords: tourism; theme hotels; cultural heritage; hospitality and leisure

Tipo	Proceedings
Título	ICTHM Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-publicam-dois-artigos-na-edicao-especial-icthm2025-do-ijmcnm/
Referência	Almeida, B., Almeida, G.G.F., Almeida, P. (2025). Theme Hotels and Cultural Heritage: Value and Experience in Hospitality. ICTHM Conference, 10 – 11 Julho, Paris.

Bibliometric analysis on "tourism" and "competitiveness", from 2000 to 2023

José Pereira, Giovana Goretti Almeida, Paulo Almeida

Abstract

Tourist destinations are geographical areas characterised by a diverse range of natural, cultural, and man-made attractions. These attractions motivate visitors to travel in pursuit of unique experiences, leisure, relaxation, or knowledge. These spaces are characterised by a series of interdependent elements, including infrastructure, services, hospitality, safety, and accessibility, which collectively influence the tourist experience. A pivotal factor in the competitiveness of tourist destinations pertains to their capacity to attract and satisfy tourists in a sustainable manner, thereby fostering their retention to augment market share over time. The bibliometric method was utilised in this study. The analysis concentrated on the variable "competitiveness of tourist destinations," based on a set of three indicators: author, year of publication, and journal. The findings indicated that the variable under investigation is associated with multiple conceptual and practical dimensions, emphasising the multidisciplinary character of destination competitiveness. A review of the extant literature reveals a marked evolution in the volume and analytical complexity of scientific production on this topic, with a range of approaches being incorporated, including comparative quantitative studies between destinations and qualitative studies focused on the perceptions of stakeholders and tourists themselves. The study presents an intrinsic originality, as it methodically and quantitatively analyses the scientific landscape of publications addressing the competitiveness of tourist destinations between 2000 and 2023. This study provides a structured and contemporary overview of academic contributions and potential future directions for research in the field of tourism.

Keywords: tourism; destination competitiveness; tourism strategies; bibliometrics

Tipo	Proceedings
Título	ICTHM Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-publicam-dois-artigos-na-edicao-especial-icthm2025-do-ijmcnm/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). Bibliometric analysis on "tourism" and "competitiveness", from 2000 to 2023. ICTHM Conference, 10–11 Julho, Paris.

Emerging Technologies in Tourism: Conceptualizing the 'Immersive Digital Tourist' through the Metaverse and AI

Giovana Almeida, José Pereira, Paulo Almeida

Abstract

The advent of immersive technologies, including the metaverse, augmented reality, and intelligent ecosystems, has given rise to novel forms of presence, consumption, and symbolic interaction in the tourism sector. However, there are still theoretical gaps about how these technologies shape tourist profiles over time and what epistemological and practical implications derive from these changes. The objective of this article is to propose an evolutionary typology of the tourist, predicated on an analysis of how emerging technologies influence the constitution of different tourist profiles, culminating in the formulation of the concept of the "immersive digital tourist." The approach was based on an integrative review of the scientific literature, triangulated with an interpretative analysis of real cases of the application of immersive technologies in tourism. The primary outcome of this study is the evolutionary tourist matrix, Web Tourist Matrix, which comprises four levels: (0) analog tourist, (1) informational digital tourist (Web 1.0), (2) participatory tourist (Web 2.0), and (3) immersive tourist (Web 3.0). The latter operates in simulated and symbolic environments. This matrix generated the concept of the "immersive digital tourist." The conclusion is that the development of technology in the tourism sector functions within the framework of coevolutionary cycles with society, thereby effecting a transformation in the nature of tourist agency and cognition. This understanding can contribute to the design of public policies, professional training, and innovation strategies geared towards the immersive digital age.

Keywords: Emerging Technologies, Innovation, Immersive Digital Tourist.

Tipo	Proceedings
Título	ICBTCardiff'25 Conference
Notícia Site FAST	https://projetoFAST.pt/conceito-inovador-e-apresentado-em-congresso-internacional-no-reino-unido/
Referência	Almeida, G.G.F., Pereira, J., Almeida, P. (2025). Emerging Technologies in Tourism: Conceptualizing the 'Immersive Digital Tourist' through the Metaverse and AI. ICBTCardiff Conference, 23 – 24 Julho, Reino Unido.

Marca territorial e gestão de destinos turísticos no contexto do desenvolvimento regional: O caso de Porto

Giovana Almeida, José Pereira, Paulo Almeida

Abstract

The aim of this article is to analyze the literature on nautical tourism with an emphasis on sustainability and innovation. The article identifies the main themes, contributions, and gaps in the field. This article conducts an integrative review of literature on nautical tourism using the Scopus and Web of Science (WoS) databases from 2008 to 2023. Five main thematic categories were identified. The most productive authors, alignment with the SDGs, and topic prominence were also mapped. The results reveal an increasing concern for preserving marine ecosystems, the development of technological tools to optimize resources, and the significance of integrated public policies. The article concludes that, when implemented sustainably and integrated with local aquatic ecosystems, nautical tourism creates a unique environment that distinguishes it from other forms of tourism.

Keywords: Marine and coastal areas tourism. Sustainable Tourism. Nautical Tourism Ecosystem.

Tipo	Proceedings
Título	ICSTM2025 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-investigacoes-em-congresso-internacional-em-paris/
Referência	Almeida, G.G.F., Pereira, J., Almeida, P. (2025). Sustainable Nautical Tourism and Innovation integrated into Ecosystems: A Thematic Analysis, ICSTM, Proceedings of the 9th International Conference on Applied Economics and Business, ICAEB, 24 – 26 Agosto, Paris.

The Role of Sustainability in Tourism Destinations: A Bibliometric Review and Research Agenda

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

The issue of sustainability has become a primary concern across a wide array of academic disciplines, particularly within the domain of tourism studies. The objective of this study is to analyze the evolution of scientific production on sustainability in tourist destinations from 2019 to 2024, based on five bibliometric indicators. The results of the study indicate that the socio-economic context and tourism policies play a fundamental role in the direction of research in each country, highlighting the need for a contextualized and in-depth analysis to understand how local dynamics influence the academic production and management practices of tourist destinations. The diversity of approaches demonstrates how different countries adapt their research to respond to the specific challenges and opportunities of their tourism and sustainable contexts. The analysis reveals a continuous and significant growth in scientific production concerning sustainability in tourist destinations, underscoring the importance of this subject for both academic circles and the management of tourist destinations.

Keywords: Sustainability, Tourist Destinations, Tourism, Sustainable Development, Sustainable Tourism

Tipo	Proceedings
Título	ICSTM2025 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-investigacoes-em-congresso-internacional-em-paris/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). The Role of Sustainability in Tourism Destinations: A Bibliometric Review and Research Agenda. ICSTM, Proceedings of the 9th International Conference on Applied Economics and Business, ICAEB, 24 – 26 Agosto, Paris.

Sustainable development goals in tourism research

*Alexandra Lavaredas, Filipa Campos,
Giovana Almeida, Francisco Dias, Paulo Almeida*

Abstract

Tourism has a significant impact on the society's development. This study aims to analyze the integration of the sustainable development goals (SDGs) in various tourism areas through a bibliometric analysis and a systematic review of the literature published between 2015 and 2023 in the Scopus database. The results show that most of the research is conducted by Asian authors and published in European journals. "Influencing factors" and "tourist behavior" are the most important keywords, which also correspond to some of the topics being studied by researchers. The findings also reveal that economy and governance are the areas covered the most, with SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals) leading the ranking of the 50 most quoted papers. This paper highlights the fact that the social dimension of tourism is undervalued by researchers and SDG 14, related to life under water was given little attention by scholars. This study is relevant since it shows how academia is working to achieve the Agenda 2030 by highlighting major gaps in research.

Keywords: tourism; sustainability; SDGs

Tipo	Journal
Título	Discover Sustainability
DOI	https://doi.org/10.1007/s43621-025-01587-x
Notícia Site FAST	https://projetoFAST.pt/artigo-cientifico/sustainable-development-goals-in-tourism-research/
Referência	Lavaredas, A., Campos, F., Almeida, G.G.F. et al. (2025). Sustainable development goals in tourism research. Discover Sustainability, 6, 759.

Agenda Marca territorial e gestão de destinos turísticos no contexto do desenvolvimento regional: O caso de Porto

Giovana Almeida, José Pereira, Paulo Almeida

Abstract

Integrada ao desenvolvimento das cidades, destinos e regiões, a marca territorial advém dos princípios do branding aplicados ao contexto geográfico e regional, mas com ajustes em sua implementação. Assim, investiga-se o papel desse tipo de marca na gestão dos destinos turísticos, considerando a realidade de Porto, em Portugal. O método foi o estudo de caso, no qual se investigou duas variáveis, marca e território, advindas da teoria da “marca territorial como produto cultural do desenvolvimento regional”. Os resultados reforçam que a marca territorial é um ativo importante para os destinos, ampliando a competitividade territorial sustentável enquanto promove o desenvolvimento territorial e regional. A conclusão destaca que o papel da marca territorial é estratégico, desde que se possa ter uma gestão direcionada especificamente a essas marcas, que demandam, por sua vez, um certo conhecimento sobre place branding.

Keywords Desenvolvimento Territorial-Regional. Marca Territorial. Destination Branding. Place Branding.

Tipo	Proceedings
Título	SIDR2025 Conference
Notícia Site FAST	https://projetoofast.pt/projeto-fast-marca-presenca-no-xii-seminario-internacional-sobre-desenvolvimento-regional/
Referência	Almeida, G.G.F., Pereira, J., Almeida, P. (2025). Marca Territorial e Gestão de Destinos Turísticos no Contexto do Desenvolvimento Regional: O Caso de Porto, Portugal, SIDR Conference, 10 – 12 Setembro, Santa Cruz do Sul, Brasil.

Neurosciences and the Metaverse: Contributions to understanding of the neurometaverse

Giovana Almeida, Paulo Almeida

Abstract

In recent decades, tourism has been heavily influenced by digital technologies, transforming the experiences tourists have. This study aims to investigate how studies linking neuroscience and the metaverse have approached user experience in immersive contexts, and to explore their implications for tourism and experience marketing. The research adopts a systematic literature review with a qualitative approach, focusing on identifying and analysing scientific publications that link neuroscience and the metaverse, with an emphasis on applications in the field of tourism. The documentary analysis revealed four main thematic clusters. Although the field of the neurometaverse is still in its infancy, the results indicate considerable potential for its applications in tourism, experience design and destination marketing.

Keywords: emerging technologies, creative tourism, neurometaverse, immersive experience, neurosciences

Tipo	Proceedings
Título	ATMC25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-reforca-internacionalizacao-do-citur-leiria-em-conferencia-na-grecia/
Referência	Almeida, G.G.F., Almeida, P. (2025). Neurosciences and the Metaverse: Contributions to understanding of the neurometaverse, ATMC25 Conference, 24 – 26 Setembro, Grécia.

Bibliometric analysis on "tourism marketing" and "sustainability" from 2020 to 2024

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

This study examines the relationship between tourism marketing and sustainability through a bibliometric analysis of scientific literature published between 2020 and 2024. As sustainability becomes increasingly central to tourism development, the research explores how marketing strategies contribute to building competitive and responsible destinations. Using the Scopus database, 48 publications were identified and analysed through a mixed-methods approach, combining quantitative descriptive statistics with qualitative content analysis. This methodology enabled the identification of key trends, influential authors, and thematic connections between tourism marketing and sustainability. The findings reveal a growing interdependency between these fields, highlighting tourism marketing as a strategic tool that extends beyond promotion to support sustainable practices. Marketing plays a crucial role in raising awareness, influencing consumer behaviour, and encouraging responsible tourism, while helping destinations preserve environmental, social, and cultural resources. This study contributes to the literature by systematically integrating tourism marketing and sustainability, demonstrating their combined importance in enhancing destination competitiveness and fostering long-term development. Additionally, it identifies research gaps and suggests future directions, including the exploration of technological innovation, governance, and community engagement. Overall, the results underline the importance of aligning marketing strategies with sustainability principles to strengthen tourism resilience and support global development goals, particularly in the post-pandemic context.

Keywords: tourism marketing, sustainability, tourism, destination, bibliometric, tourism destination.

Tipo	Proceedings
Título	ATMC25 Conference
Notícia Site FAST	https://projetoFAST.pt/projeto-fast-reforca-internacionalizacao-do-citur-leiria-em-conferencia-na-grecia/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). Bibliometric analysis on "tourism marketing" and "sustainability" from 2020 to 2024. ATMC25 Conference, 24 – 26 Setembro, Grécia.

A Comprehensive Model for Management of Sustainable and Competitive Tourism Destinations

Dora Gomes, Alexandra Lavaredas, Francisco Dias e Paulo Almeida

Abstract

Tourism sustainability management is a complex process that involves a variety of factors, such as environmental, social, and economic factors. The sustainability approach in tourism has evolved into a dominant paradigm in tourism research and is becoming a crucial element for achieving tourism competitiveness. This paper proposes a comprehensive model for sustainable and competitive management of tourism destinations. The model aims to identify the most competitive beaches and subdistricts in terms of sustainability and suggest criteria for evaluating sustainable competitive destinations. An analysis of tourism destination product and destination competitive models is conducted, accompanied by an extensive review of sustainable indicators. To better address the components of sustainable management of competitive tourism destinations, the model was revisited and re-evaluated, bearing in mind the three pillars of sustainability (environmental, socioeconomic, and social). The model provides a robust tool for the management and evaluation of competitive destinations. It can be used by managers and policymakers in various destinations to evaluate and enhance their tourism competitiveness.

Keywords: governance; tourist destinations; sustainability

Tipo	Capítulo e-book
Título e-book	Smart Innovation, Systems and Technologies
ISBN	9789819653966
Notícia Site FAST	https://projeto-fast.pt/investigadora-do-projeto-fast-participou-em-conferencia-internacional-iccots24-na-madeira/
Repositório FAST	https://projeto-fast.pt/artigo-cientifico/a-comprehensive-model-for-sustainable-and-competitive-management-of-tourism-destinations/
Referência	Gomes, D., Lavaredas, A., Dias, F., Almeida, P. (2025). A Comprehensive Model for Management of Sustainable and Competitive Tourism Destinations. In Carvalho, V. J., Abreu, A., Franco, M., Liberato, P. (Eds.). Proceedings Advances in Tourism, Technology and Systems, ICOTTS, 1, Springer Nature.

Contribution of Sustainable Territorial Brands to Regional Tourism: A Comparative Study of Brazil and Portugal

Renato Costa, Giovana Almeida, Paulo Almeida

Abstract

O objetivo é identificar e comparar destinos turísticos no estado do Paraná, Brasil, e na região Centro de Portugal que possuem marcas territoriais voltadas ao desenvolvimento regional. A pesquisa adota o método de estudo de caso múltiplo, fundamentado em uma abordagem qualitativa de natureza comparativa, voltada à análise aprofundada das marcas territoriais selecionadas. A coleta de dados será realizada por meio de levantamento documental e exame crítico de materiais institucionais oficiais. A análise das marcas territoriais sustentáveis proporciona subsídios teórico-práticos para a formulação de políticas públicas integradas, orientadas à articulação entre desenvolvimento econômico, conservação ambiental e inclusão social. A pesquisa incentiva a colaboração entre pesquisadores, administradores públicos e comunidades locais, fomentando a cooperação entre setores para fortalecer marcas territoriais como ferramentas para um desenvolvimento regional sustentável. Essa colaboração se materializa por meio da criação de espaços de diálogo e participação, onde os pesquisadores oferecem suporte teórico e metodológico, os gestores públicos se envolvem na criação e execução de políticas que valorizam a identidade territorial, e as comunidades locais compartilham conhecimentos empíricos e experiências que conferem autenticidade e legitimidade às marcas territoriais dos destinos.

Keywords: marcas territoriais, sustentabilidade, turismo, desenvolvimento regional

Tipo	Proceedings
Título	C-IASOS Conference
Referência	Santos, R. C., Almeida, G.G.F., Almeida, P. (2025). The Contribution of Sustainable Territorial Brands to Regional Tourism: A Comparative Study of Brazil and Portugal, C-IASOS Conference, On-line, 13 – 15 Outubro, Roma.

Territórios turísticos sustentáveis em fronteiras transnacionais com marca territorial

Douglas Roesler, Giovana Almeida, Paulo Almeida

Abstract

Este artigo analisa como as fronteiras transnacionais entre Argentina–Brasil–Paraguai e Portugal–Espanha estruturam a governança dos territórios turísticos sustentáveis, à luz dos Objetivos de Desenvolvimento Sustentável - ODS e dos Cinco Ps da Agenda 2030: Pessoas, Planeta, Prosperidade, Paz e Parcerias. Utiliza-se o método comparativo associado ao estudo de caso múltiplo, adotando-se a abordagem qualitativa e exploratória. Os dados, analisados por meio da análise de conteúdo, basearam-se em três eixos temáticos definidos a priori: Territórios Turísticos Sustentáveis, Fronteiras Transnacionais e Objetivos de Desenvolvimento Sustentável. Esses eixos foram operacionalizados em variáveis específicas, que orientaram a categorização e interpretação dos dados. Os resultados indicam que, enquanto a fronteira ibérica apresenta modelos consolidados de cooperação transfronteiriça e políticas integradas de sustentabilidade, com destaque para as Eurocidades e os programas INTERREG, a Tríplice Fronteira sul-americana revela fragilidades institucionais, ações pontuais e baixa articulação entre os países. Conclui-se que a governança do turismo sustentável em territórios de fronteira depende da capacidade de articulação multinível, da continuidade institucional e da participação social. A pesquisa contribui para o debate sobre sustentabilidade e integração regional, propondo uma matriz analítica aplicável a contextos fronteiriços e oferecendo subsídios para políticas públicas que promovam a cooperação e o desenvolvimento turístico responsável.

Keywords: cooperação internacional, fronteiras transnacionais, governança, sustentabilidade, marca territorial

Tipo	Proceedings
Título	SINGEP Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-estudo-sobre-turismo-sustentavel-em-fronteiras-transnacionais-no-xiii-singep/
Referência	Roesler, D.A., Almeida, G.G.F., Almeida, P. (2025). Territórios Turísticos Sustentáveis em Fronteiras Transnacionais com Marca Territorial. SINGEP Conference, 22 – 24 Outubro, Brasil.

Intentions to Take Night Trains (Sleepers) for Leisure Trips: A Study in London

Giuseppe Catenazzo, Giovana Almeida, Paulo Almeida

Abstract

After nearly two decades of decline, night trains (sleepers) in Europe are making a comeback, with new services and operating companies emerging. ÖBB was in 2021 the biggest railway undertaking providing night train services in Europe; in the same year, German, French, Swiss, and Austrian railways started to renew their night routes and plan new openings. We conducted an online survey in August 2025, and the selected participants reside in London, United Kingdom. The questionnaire was based on the literature, e.g., Buh and Peer (2024), Morten, Gatersleben, and Jessop (2018). The items making up the structural model were all measured on a 7-point scale. The results of this preliminary study indicate that Environmental concerns exert indirect effects on travellers' intentions. Surprisingly, unlike previous studies, our data on Londoners show that Subjective Norms have an adverse effect on Travel Intentions. Finally, Perceived Behavioural Control does not influence Travellers' Intentions. Further investigations are needed to assess whether these are merely contextual or more systematic in nature.

Keywords: leisure trips, operating companies, travel intentions

Tipo	Proceedings
Título	ICEMIT Conference
Referência	Catenazzo, G., Almeida, G.G.F., Almeida, P. (2025). Intentions to Take Night Trains (Sleepers) for Leisure Trips: A Study in London. ICEMIT Conference, 09 – 11 Outubro, Sérvia.

Exploring Sustainable Tourism monitoring and practices for Tourism companies

Dora Gomes, Patricia Esteves, Alexandra Lavaredas, Francisco Dias

Abstract

Sustainability in tourism has been widely explored, with environmental certification emerging as a key driver for encouraging the adoption of responsible practices. However, its monitoring, specially through digital tools, remains limited. Therefore, this study presents an exploratory analysis of the awareness, practices, and willingness of Portuguese tourism companies to adopt sustainable measures, including digital monitoring tools. It investigates the ecocentric orientation of entrepreneurs, the perceived importance of sustainability certification, the most valued sustainable practices, and the readiness to implement digital monitoring tools. Data were collected through a survey and analysed using IBM SPSS Statistics. Findings reveal that companies place strong emphasis on environmental monitoring, recognising it as a central element of their sustainability strategies. Additionally, both sustainability certification and ecocentric values are significant predictors of a company's willingness to adopt digital monitoring tools to enhance sustainability performance. The study highlights the need for policy initiatives that promote the integration of monitoring technologies to support more sustainable and accountable tourism practices.

Keywords: sustainability, tourism, responsible practices

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Gomes, D., Esteves, P., Lavaredas, A., Dias, F. (2025). Exploring Sustainable Tourism monitoring and practices for Tourism companies. TMS25 Conference, 12 – 15 Novembro, Algarve, Portugal.

Environmental psychology factors as predictors of responsible tourist behavior

*Patrícia Esteves, Micael Fidalgo,
Giovana Goretti Feijó Almeida, Francisco Dias*

Abstract

With growing concern about climate change, climate anxiety (or eco-anxiety) has gained prominence in environmental psychology research. This study aims to explore, in the Portuguese context, the relationship between environmental psychological variables—such as climate anxiety, environmental values, connection to nature, and pro-environmental behaviors—and their influence on responsible tourist behavior. Data will be collected through a questionnaire using internationally validated instruments, including the Climate Change Anxiety Scale (CCAS), GAD-7 (generalized anxiety), NR-6 (connection to nature), and the shortened New Environmental Paradigm (NEP) scale. The responses will be analyzed using regression models to identify significant predictors of sustainable tourist behavior.

It is expected that higher levels of climate anxiety and nature connectedness will correlate with lower-impact tourism practices. The findings may support the development of practical strategies and public policies that recognize climate anxiety not only as a psychological challenge but also as a potential driver of more conscious and sustainable tourism behavior.

Keywords: climate anxiety, environmental psychology, eco-anxiety, sustainable tourism, responsible tourist behavior

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Esteves, P., Fidalgo, M., Almeida, G.G.F., Dias, F. (2025). Environmental psychology factors as predictors of responsible tourist behavior. TMS25 Conference, 12 – 15 Novembro, Algarve, Portugal.



Sustainability applied to discussions on territorial brand (2008-2025): A Scoping Review

Giovana Goretti Feijó Almeida, José Pereira, Paulo Almeida

Abstract

The growing concern with sustainability has driven the search for territorial brand strategies in tourist destinations. The aim of this study is to analyze how sustainability, in its various dimensions, has been addressed in academic publications on territorial brands, with an emphasis on the evolution of this discussion from 2008-2025. To this end, the Scoping Review method was adopted, using the Scopus database. The analysis revealed emerging trends in the integration of sustainability into territorial brand, with a growing emphasis on social and environmental practices, reflecting a change in expectations about the role of territorial brands in promoting sustainable development in tourism. It is concluded that, although there is growing interest in the subject, there are still gaps in the understanding of how sustainability dimensions are effectively applied in territorial brand strategies. These gaps point to the need for more interdisciplinary research that integrates theory, practice and public policy to strengthen the link between sustainability and tourism destination management.

Keywords: sustainability, territorial brand, tourism destination, branding management, strategic branding.

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Almeida, G.G.F., Pereira, J., Almeida, P. (2025). Sustainability applied to discussions on territorial brand (2008-2025): A Scoping Review. TMS25 Conference, 12 – 15 Novembro, Algarve, Portugal.

Bibliometric analysis on "destination image" and "tourist satisfaction" from 2000 to 2023

José Pereira, Giovana Goretti Almeida, Paulo Almeida

Abstract

The objective of this study is to analyze the landscape of scientific research that has been published in the field of tourism literature on the topic of destination image and tourist satisfaction between the years 2000 and 2023. To this end, bibliometric analysis of data collected from the Scopus database will be conducted. The bibliometric method was employed to analyze two tourism variables. The results of this analysis yielded a total of 3,812 documents from the years 2000 to 2023. The analysis employed a combination of quantitative and qualitative methods, encompassing both simple statistics and qualitative content analysis. The theoretical ramifications extend the discourse on the variables examined, underscoring the interconnectedness among the themes. This finding underscores the significance of bibliometric analysis as a pivotal instrument for synthesizing and comprehending the extensive corpus of tourism literature. The results presented herein not only highlight research contributions and trends, but also identify gaps and opportunities for future research.

Keywords: destination image, tourist satisfaction, tourism, bibliometric, customer experience

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). Bibliometric analysis on "destination image" and "tourist satisfaction" from 2000 to 2023, Algarve, Portugal.

Residents' perspective on tourism: Low vs high density territories of the Center of Portugal

Mariana Vieira, Francisco Dias

Abstract

The local population plays a key role in the sustainable and responsible management of tourism. The aim of this study is to understand the perspectives of residents of low-density territories (TBD) in the Centro de Portugal regarding the impacts and benefits of tourism on local development. Based on an online questionnaire addressed to the residents of the Centro de Portugal (a sample of 418 respondents), the ratings of 244 TBD residents and 174 residents of high-density territories (TAD) were compared. The data shows that respondents from TBD give more consideration to the positive impacts of tourism, as well as various aspects associated with sustainable and regenerative tourism. On the other hand, TAD respondents are more sensitive to the negative consequences of tourism.

Keywords: endogenous product, low density territories, local development, residents, regenerative tourism

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Vieira, M., Dias, F. (2025). Residents' perspective on tourism: Low vs high density territories of the Center of Portugal. TMS25 Conference, 12 – 15 Novembro, Algarve, Portugal.

Impact of Digital Technologies On The Development Of Smart Tourism Destinations In Alentejo: A Quantitative Approach

Micael Fidalgo, Francisco Dias

Abstract

Num contexto de acelerado desenvolvimento tecnológico, caracterizado pela extensão da digitalização e regulação eletrónica de todos os processos e serviços turísticos, o conceito de destino turístico inteligente (DTI) assume uma importância nuclear na perspetiva de uma gestão de destinos sustentáveis. O presente estudo tem como objetivo analisar, através de uma abordagem quantitativa, o impacto das tecnologias digitais no desenvolvimento de destinos turísticos inteligentes no Alentejo. Com base num inquérito online aplicado a 161 profissionais qualificados, avaliou-se a perceção sobre tecnologias digitais, dispositivos e aplicações móveis e o respetivo papel dos agentes territoriais. Os resultados demonstram uma valorização significativa de tecnologias como a realidade aumentada e inteligência artificial, bem como a relevância dos smartphones e drones na criação de experiências inovadoras. Contudo, observou-se uma avaliação globalmente insatisfatória do desempenho dos stakeholders locais. Conclui-se que, apesar da elevada receptividade tecnológica, subsiste a necessidade de reforçar a cooperação institucional e de desenvolver soluções digitais mais integradas, adaptadas às especificidades rurais do Alentejo.

Keywords: destinos turísticos inteligentes; tecnologias da informação e comunicação; áreas rurais; dispositivos móveis; aplicações digitais

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Fidalgo, M., Dias, F. (2025). Impact of Digital Technologies on The Development Of Smart Tourism Destinations In Alentejo: A Quantitative Approach, TMS25 Conference, 12 – 15 Novembro, Algarve, Portugal.

Digital systems to support sustainability in tourism

Alexandra Lavaredas, Dora Gomes, Patrícia Esteves, Francisco Dias

Abstract

In a context where technological innovations have been changing the paradigm in which we live day by day, and bearing in mind that tourism has a major social, environmental and economic impact on the societies in which it takes place, it seems pertinent to analyze the existing literature on digital systems to support sustainability in tourism. The aim of this article is to understand the current and future use of digital tools in tourist destinations, in order to understand how they can help improve the local economy, the natural environment and the well-being of residents, visitors and entrepreneurs, in both digital and physical settings. The authors intend to find out the extent and nature of the publications that have been made in this field and to understand how academia is positioning itself in the face of technological advances that influence the dynamics of tourism relations, from a sustainability perspective. The critical review method was used to evaluate, analyze and synthesize the existing literature in the area of digital systems applied to the development of sustainable tourist destinations. The analysis made it possible to identify an emphasis on sustainability in the metaverse, with a view to adapting to the changing tourism landscape (Mihalic, 2024; Allam, et al., 2022). The conclusions reinforce the idea that digital tools can be used to promote greater environmental, social and economic responsibility and commitment on the part of those involved in tourism. The study's main limitation is that only articles from a single database were analyzed. The originality of this research lies in the identification and exhaustive analysis of digital tools applied to sustainable tourism and the development of a multifaceted conceptual framework with theoretical and practical implications for the different players in the tourism process.

Keywords: Digital systems, sustainability, tourism, technology, tool

Tipo	Proceedings
Título	TMS25 Conference
Notícia Site FAST	https://projetoFAST.pt/projeto-fast-apresenta-pesquisas-sobre-sustentabilidade-no-turismo-no-tms-algarve-2025/
Referência	Lavaredas, A., Gomes, D., Esteves, P., Dias, F. (2025). Digital systems to support sustainability in tourism. TMS25 Conference, 12 – 15 Novembro, Algarve, Portugal.

Artificial Intelligence and Metaverse in the Circular Economy of Tourism Destinations

Giovana Goretti Feijó Almeida, Paulo Almeida, José Pereira

Abstract

Understanding how emerging technologies (AI, metaverse) can promote circular tourism practices in tourist destinations. The methodology employed is qualitative and exploratory. A mixed method is used, combining a systematic review of the literature and multiple case studies, such as the Great Barrier Reef in Australia and the Pyramids of Giza in Egypt. The findings indicate that artificial intelligence (AI) has the potential to play a role in optimizing tourist flows, personalizing sustainable experiences, and promoting conscious consumption. The metaverse facilitates the creation of immersive virtual experiences that augment physical travel, thereby contributing to environmental education. Despite the challenges related to energy consumption and data governance, both technologies have the potential to support circular practices. However, both of these technologies are still in the early stages of their respective applications.

Keywords: circular economy, artificial intelligence, metaverse, smart destinations, emerging technologies

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Almeida, G.G.F., Almeida, P., Pereira, J. (2025). Artificial Intelligence and Metaverse in the Circular Economy of Tourism Destinations. ITC25 Conference, 26 – 28 Novembro, Vila do Conde, Portugal.

Circular Metaverse: A disruptive proposal to support the Circular Economy in Tourism

Giovana Goretti Feijó Almeida, Paulo Almeida

Abstract

The objective is to analyze the use of the metaverse as a strategic tool to support circular economy practices in sustainable tourist destinations. The term “sustainable destinations” is adopted throughout the text to ensure conceptual consistency and alignment with the study’s environmental and social focus. The methodological approach employed in this study incorporates a qualitative strategy, encompassing an integrative review and multiple case studies in Seoul and Dubai. The literature review revealed a gap regarding circular practices in sustainable tourist destinations associated with the metaverse.

Keywords: circular economy, artificial intelligence, metaverse, smart destinations, emerging technologies

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Almeida, G.G.F., Almeida, P. (2025). Circular Metaverse: A disruptive proposal to support the Circular Economy in Tourism. ITC25 Conference, 26 – 28 Novembro, Vila do Conde, Portugal.

From the lab to immersive the metaverse as a new Frontier for neurotourism

Giovana Almeida, Stelios Ionnadis, Paulo Almeida

Abstract

The research aims to investigate the potential of the immersive environments to advance neurotourism research, by bridging the gap between controlled laboratory experiments and studies conducted in natural environments. A mixed method exploratory approach will take place, combining observational and experimental methods. The results reveal whether the metaverse, by providing an immersive and controlled environment, is effective in capturing authentic neurophysiological responses during simulated tourism experiences.

Keywords: neurotourism, artificial intelligence, metaverse, emerging technologies

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Almeida, G.G.F., Ionnadis, S., Almeida, P. (2025). From the lab to immersive: The metaverse as a new frontier for neurotourism. ITC25 Conference, 26–28 Novembro, Vila do Conde, Portugal.

Smart Tourist Destinations and Sustainability: Pathways of Brazil

*Afonso Antiqueira, Erlaine Binotto, Fernanda Lima,
Thais Cremon, Giovana Almeida, Paulo Almeida*

Abstract

This study aims to analyze how sustainable tourism has been implemented in Brazil and in the Iberian Peninsula, observing how different contexts address current challenges posed by social, environmental, and technological changes. A systematic literature review was conducted using the ScienceDirect database, covering the last four years and following the PRISMA protocol. Search terms included “Smart Tourist Destinations,” “Sustainable practices,” “Brazil,” “Portugal,” and “Spain.” After applying inclusion criteria (peer-reviewed articles, empirical or review studies, and direct focus on the topic and countries investigated) and exclusion criteria (studies from the European Union or Latin America without direct relevance to the theme), a total of 12 articles were selected: Portugal (4), Brazil (3), and Spain (5). Sustainable tourism has evolved in Brazil and the Iberian Peninsula, incorporating social, economic, and technological aspects. In Brazil, the use of alternative data sources—such as Uber’s ETA—to build urban habitability indicators is noteworthy (Oliveira et al., 2023). In Portugal and Spain, practices such as circular economy, overtourism control, and carbon footprint reduction have been consolidated. The Smart Tourist Destinations (STD) approach integrates technology, sustainability, and citizenship (Zhou et al., 2024), driving this transformation.

Keywords: smart tourist destinations, sustainability, brazil, Europe, sustainable practices

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Antiqueira, A., Binotto, E., Lima, F., Cremon, T., Almeida, G.G.F., Almeida, P. (2025). Smart tourist destinations and sustainability: pathways of Brazil and the Iberian Peninsula. ITC25 Conference, 26–28 Novembro, Vila do Conde, Portugal.

Synergies between the blue economy and territorial brand in island contexts

Elaine Miranda, Giovana Almeida, Paulo Almeida

Abstract

This research aims to analyze how territorial brands can contribute to sustainable development of islands and coastal areas, when they are integrated with the principles of the blue economy, by investigating its influence on tourism image and the empowerment of local communities. The research is grounded in interdisciplinary theories of territorial brand for sustainable development, and blue economy. It adopts the conceptual framework of Almeida (2018) and Almeida & Cardoso (2022), which view territorial brand as a mediation process between symbolic and physical dimensions of the territory, considering identity, stakeholder relations and sustainable development. This research is a multiple case study that allows a depth analysis and comparison of different island realities and focuses on selected islands from Portugal and Spain. This is an ongoing research and findings are still under development. Preliminary results suggest that when territorial brands incorporate blue economy principles, it contributes to the international image of the destination and gives locals a sense of belonging. It is also attractive for investors. The strength of the territorial brand is related to the way visitors see its authenticity and sustainability. It also points to the need for coherence between narrative and practice, and for deeper stakeholder engagement.

Keywords: territorial brand, blue economy, regional development, sustainable tourism, island destinations, coastal destinations

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Koebsch, E.M., Almeida, G.G.F., Almeida, P. (2025). Synergies between the blue economy and territorial brand in island contexts. ITC25 Conference, 26–28 Novembro, Vila do Conde, Portugal.

Smart tourism and smart villages: a qualitative exploration of challenges and enablers in the Alentejo region

Micael Fidalgo, Giovana Almeida, Francisco Dias

Abstract

The tourism industry adoption of technology represents a strategic path toward sustainable tourism development in rural areas. The concept of smart tourism exists mainly as a theoretical framework in Alentejo because of its structural challenges but it reveals multiple opportunities to enhance local economic growth and display cultural heritage. This research aims to perform an analytical evaluation of the primary obstacles and facilitators which block or promote smart tourism solution adoption in Alentejo while considering the structural barriers, technological limitations and organizational challenges that impede local stakeholders. The research investigates smart tourism through qualitative analysis by examining three core elements - identification of the most promising tourism products in the region, impact of the implementation of the smart technology on the stakeholders collaboration and expectations regarding the future of smart tourism. The review demonstrates major structural and governance barriers yet reveals unexplored possibilities for rural innovation through smart tourism and smart village approaches. The study demonstrates that smart tourism requires an informed policy to support strategic investments in resilient digital infrastructure, skills development programs and co-creative governance systems to drive sustainable growth in the Alentejo region.

Keywords: smart tourism, smart villages, digital transformation, rural areas, sustainable development

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Fidalgo, M., Almeida, G.G.F., Dias, F. (2025). Smart tourism and smart villages: a qualitative exploration of challenges and enablers in the Alentejo region. ITC25 Conference, 26–28 Novembro, Vila do Conde, Portugal.

Bibliometric analysis on "sustainable tourism" and "circular economy", from 2012 to 2024

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

Este estudo apresenta uma análise bibliométrica da produção científica sobre turismo sustentável e economia circular no período de 2012 a 2024, com o objetivo de compreender a evolução, relevância e interligação destes conceitos na literatura académica. O enquadramento teórico assenta no pressuposto de que o turismo sustentável integra dimensões ambientais, económicas, sociais e de governança, promovendo benefícios equilibrados para o meio ambiente e para as comunidades locais. Paralelamente, a economia circular enfatiza a redução de resíduos, a eficiência no uso de recursos e a maximização do ciclo de vida de produtos e serviços, contribuindo para modelos de desenvolvimento mais sustentáveis. A metodologia adotada baseia-se numa abordagem mista, combinando análise bibliométrica e análise qualitativa, utilizando a base de dados Scopus e seguindo o protocolo PRISMA. Foram identificados 84 documentos, dos quais 35 artigos científicos foram selecionados para análise, considerando variáveis como autor, ano de publicação e periódico. Esta abordagem permitiu examinar padrões de produção científica, tendências de investigação e a evolução temática ao longo do período analisado. Os resultados evidenciam um crescimento significativo do interesse académico nas temáticas em estudo, bem como a existência de uma relação consistente entre turismo sustentável e economia circular. Estas áreas assumem um papel central na gestão de destinos turísticos, influenciando a implementação de políticas de preservação ambiental e adoção de boas práticas no setor. Adicionalmente, o estudo destaca implicações práticas e sociais relevantes, nomeadamente no desenvolvimento económico e no bem-estar das comunidades locais, reforçando a importância de estratégias integradas de gestão sustentável. Por fim, confirma-se que a abordagem metodológica utilizada é eficaz na análise da literatura, contribuindo para uma melhor compreensão da relevância, impacto e frequência destas temáticas no contexto do turismo contemporâneo.

Keywords: turismo sustentável; economia circular; bibliometria; destinos turísticos.

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2025). Bibliometric analysis on "sustainable tourism" and "circular economy", from 2012 to 2024. ITC25 Conference, 26–28 Novembro, Vila do Conde, Portugal.

The development of tourism in the perspective of the residents from Centro de Portugal

Mariana Vieira, Francisco Dias

Abstract

The local population has been shown to play a pivotal role in the sustainable and responsible management of tourism in a region, municipality or locality. The aim of this study is therefore to understand the perspectives of residents in less densely populated municipalities in the Center of Portugal, regarding the contributions, benefits and impacts of tourism on local development. A literature review was conducted, followed by the release of an online questionnaire addressed to the residents of the 100 municipalities in the Center of Portugal. A total of 435 responses were obtained, which made it possible to evaluate the differences between the views of residents of low-density versus high-density territories. The data shows that residents of low-density areas recognise greater importance in the positive and global impacts of tourism, as well as aspects associated with Sustainable and Regenerative Tourism. In contrast, residents of high-density areas highlight the more noticeable negative consequences of tourism.

Keywords: endogenous product, low density territories, local development, residents, regenerative tourism

Tipo	Proceedings
Título	ITC25 Conference
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-projeto-fast-apresentam-comunicacoes-cientificas-no-itc25-portugal/
Referência	Vieira, M., Dias, F. (2025). The development of tourism in the perspective of the residents from Centro de Portugal. ITC25 Conference, 26–28 Novembro, Vila do Conde, Portugal.

Narrativas e imaginários regenerativos no contexto das Marcas Territoriais e dos Territórios Criativos: Casos Brasil e Portugal

Giovana Almeida, Mary Ashton, Paulo Almeida

Abstract

No atual cenário global marcado por crises ambientais, sociais e, muitas vezes, identitárias, o turismo regenerativo torna-se uma alternativa ao modelo tradicional de desenvolvimento turístico. O objetivo é comparar as experiências de turismo regenerativo de destinos com marcas territoriais no Brasil e em Portugal, focando nas práticas e narrativas vindas deste tipo de turismo e de seus imaginários territoriais. Assim, a partir de uma abordagem interdisciplinar, investiga-se como essas dimensões simbólicas e estratégias contribuem para a regeneração cultural, ecológica e econômica dos destinos turísticos com marca territorial estabelecida ou em construção, que por sua vez, fazem parte dos territórios criativos. Teoricamente, o artigo contribui para o aprofundamento dos conceitos de marca territorial, territórios criativos e turismo regenerativo, ao propor um modelo integrado de análise que considera o território como um sistema vivo e narrativo. Em termos sociais e práticos, discute-se as boas práticas do turismo regenerativo na compreensão sobre as articulações entre estratégias de valorização cultural-territorial e redes colaborativas. Ambos os casos ilustram como territórios periféricos podem se tornar laboratórios de inovação regenerativa, conectando saberes locais, criatividade e políticas públicas aliadas à sustentabilidade no turismo. Ao destacar experiências que articulam narrativas regenerativas e práticas de inovação territorial, amplia-se o debate sobre novos paradigmas de desenvolvimento regional e turístico. As marcas territoriais e os territórios criativos estão envolvidos nesses contextos, atuando como catalisadores simbólicos e estratégicos das transformações contemporâneas.

Keywords: turismo regenerativo, marcas territoriais, territórios criativos

Tipo	Proceedings
Título	Atlas Conference
Referência	Almeida, G.G.F., Ashton, M.S.G., Almeida, P. (2025). Turismo regenerativo no contexto das Marcas Territoriais e dos Territórios Criativos: Casos Brasil e Portugal, ATLAS Conference, 27–28 Novembro, Bogotá, Colômbia.

Augmented Reality in Destinations with Territorial Brand

Giovana Almeida, Paulo Almeida, José Pereira

Abstract

This study analyses the use of augmented reality in three globally renowned tourist destinations: the Pyramids of Giza (Egypt), the Colosseum (Rome) and the Eiffel Tower (Paris). The primary focus of the study is on AR technologies, the associated tourism strategies and the potential contributions of AR to sustainable practices and the enhancement of the territorial brands of these destinations. A qualitative approach was adopted, based on a multiple and comparative case study involving the destinations mentioned. The subsequent data analysis was comparative in nature, with a focus on the qualitative interpretation of the technological, cultural and symbolic elements associated with the AR-mediated tourist experience. These elements were then articulated with the enhancement and projection strategies of the territorial brands involved. The findings suggest that the implementation of augmented reality is contingent on the nature of the immersive experience provided. In the Pyramids of Giza, the emphasis was on historical heritage, while in the Eiffel Tower, a strategy based on gamification was observed and, in the Colosseum, the technology was used for visual reconstructions that refer to the period of the monument's greatest splendour. The extant data suggests that augmented reality contributes to the strengthening of the territorial brand by means of intensifying visitor engagement and enriching the symbolic experience of destinations. The research contributes to the ongoing discourse on the integration of emerging technologies in the domain of sustainable tourism, thereby proposing novel prospects for interaction and the enhancement of tourist territories

Keywords: augmented reality, destinations, territorial brand

Tipo	Proceedings
Título	ICASF25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-participa-no-icasf-2025-em-abu-dhabi/
Referência	Almeida, G.G.F., Pereira, J.M., Almeida, P. (2025). Augmented Reality in Destinations with Territorial Brand: Cases of Paris, Rome and Egypt, ICASF25 Conference, 09–11 Dezembro, Abu Dhabi, EAU.

Artificial Smart Tourism Destination: Rethinking Smart Tourism from floating resorts and projected futuristic tourism constructions

Giovana Almeida, José Jiménez-Caballero, Paulo Almeida

Abstract

The aim of this article is to reflect on the interdisciplinary nature of the concept of Smart Tourism Destination applied to destinations in the form of futuristic megaprojects designed for tourism purposes. Such territories include artificial islands, floating resorts, and leisure megastructures, and are supported by emerging technologies and artificial intelligence. The methodological approach entails the utilization of a multiple case study design, which is commonly associated with the framework of the interpretative theoretical essay. In terms of results, the study underscores the challenges faced in terms of authenticity, participatory governance, performative sustainability, and territorial marketing. It further emphasizes the manner in which these destinations position themselves in response to contemporary demands for sustainability and technological innovation. According to the findings of the aforementioned analysis, the article calls into question the conventional criteria that define a STD, proposing an alternative set of evaluation parameters that are aligned with the Sustainable Development Goals (SDGs). More specifically, the proposed parameters are in line with SDGs 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 13 (Action against Global Climate Change). Finally, it puts forward several proposals for the future development of artificial tourism destinations. These proposals include inclusive governance, sustainable innovation, and practices that effectively promote positive environmental, social, and economic impacts. These practices contribute to building more resilient and sustainable tourism futures, especially in the Persian Gulf region, a hub for disruptive tourism projects. The theoretical contribution of the study is the elaboration of the concept of Artificial Smart Tourism Destination (A-STD).

Keywords: artificial destination, smart tourism, futuristic tourism constructions

Tipo	Proceedings
Título	ICASF25 Conference
Notícia Site FAST	https://projetoFAST.pt/projeto-fast-participa-no-icasf-2025-em-abu-dhabi/
Referência	Almeida, G.G.F., Jiménez-Caballero, J.L., Almeida, P. (2025). Artificial tourism destinations: Rethinking smart tourism from floating resorts and projected/futuristic tourism constructions. ICASF25 Conference, 09–11 Dezembro, Abu Dhabi, EAU.

Digital Platforms as Strategic Instruments for Aligning Tourism Activities with Sustainable Development

Francisco Dias, Micael Fidalgo, Alexandra Lavaredas, Dora Gomes

Abstract

Digital tourism platforms (DTPs) have emerged as strategic instruments for aligning tourism development with the United Nations' Sustainable Development Goals (SDGs). This article explores their multidimensional role across economic, social, cultural, environmental and governance domains. DTPs enable inclusive growth by empowering local communities, enhancing digital accessibility and fostering cultural preservation. Technologies such as IoT, AI and blockchain reinforce sustainable practices by optimizing resource use, promoting eco-efficiency and facilitating real-time decision-making. These platforms also play a critical role in crisis management, public health communication and the promotion of resilient tourism. However, challenges remain regarding regulatory frameworks, ethical data governance and the risk of exacerbating digital divides. As an outcome of this research, ORVE (Optimization of Resources and Valorization of Experience) is proposed as a multifunctional, multi-stakeholder and multilingual digital platform designed to serve as a holistic and integrative tool. ORVE supports the initial assessment and continuous monitoring of sustainability performance, tracks the implementation efforts and impacts of sustainability actions and promotes stakeholder engagement through features such as a dynamic sustainability passport, an interactive map, a community forum, individual footprint tracking and best practice guidance. This prototype illustrates how a user-centric platform can operationalize the SDGs by merging strategic planning, behavioral insight and real-time sustainability metrics. Based on a structured review of recent literature, this study demonstrates how DTPs, exemplified by ORVE, can serve as catalysts for responsible innovation and adaptive governance. The findings highlight the need for holistic design strategies, cross-sector collaboration and inclusive digital infrastructures to ensure long-term transformation within global tourism systems.

Keywords: digital platforms, tourism activities, sustainable development

Tipo	Proceedings
Título	ICASF25 Conference
Notícia Site FAST	https://projeto-fast.pt/projeto-fast-participa-no-icasf-2025-em-abu-dhabi/
Referência	Dias, F., Fidalgo, M., Lavaredas, A., Gomes, D. (2025). Digital Platforms as Strategic Instruments for Aligning Tourism Activities with Sustainable Development. ICASF25 Conference, 09–11 Dezembro, Abu Dhabi, EAU.

2026

Smart Governance: The Role of Resident Participation in Smart Tourism Destinations

Patrícia Esteves, Dora Gomes, Alexandra Lavaredas, Paulo Almeida

Abstract

The rise of smart tourism destinations has transformed governance models by promoting digitalisation, transparency, and citizen engagement. In this context, residents increasingly play an active role as co-creators of tourism policies, experiences, and local development strategies. Their participation is a core component of smart governance and a strategic factor in building more sustainable and resilient destinations. This study examines the role of resident participation in the smart governance of tourism destinations, addressing a gap in the intersection between smart city governance and tourism research. A systematic literature review was conducted following the PRISMA protocol to ensure transparency and replicability. The review identifies residents as users, co-creators, data providers, and evaluators of digital public services, reinforcing their central role in achieving inclusive, transparent, and sustainability-oriented governance models. Rather than being service recipients, residents should be recognised as active co-creators and contributors. Future research should empirically validate these conceptual relationships across diverse tourism destinations and examine barriers such as digital literacy, institutional trust, and socio-cultural differences that influence resident participation in smart governance.

Keywords: smart governance, smart tourism destinations, resident participation, local communities, sustainability

Tipo	Proceedings
Título	XXXV Edición Jornadas Hispanolusas Conference
Notícia Site FAST	https://projeto-fast.pt/investigadora-do-fast-participa-nas-xxxv-jornadas-luso-espanolas-de-gestao-cientifica/
Referência	Esteves, P., Gomes, D., Lavaredas, A., & Almeida, P. (2026). Smart Governance: The Role of Resident Participation in Smart Tourism Destinations. XXXV Edición Jornadas Hispanolusas Conference, 21–24 Janeiro, Salamanca, Espanha.

Theme Hotels and Cultural Heritage: Value and Experience in Hospitality

Bruno Almeida, Giovana Goretti Almeida, Paulo Almeida

Abstract

The emergence of themed hotels represents an innovative strategy within the hospitality sector aimed at offering guests unique and personalised experiences. This study examines how literary themed hotels contribute to cultural tourism and heritage enhancement, as well as to destination image formation, experiential marketing dynamics and territorial branding processes linked to cultural identity. A multiple case study approach was applied to three themed hotels in Portugal, using content analysis with categories generated a posteriori. The findings highlight the integration of aesthetic and functional elements inspired by both traditional and contemporary sources, which support the preservation and dissemination of cultural heritage while generating symbolic value that strengthens destination image and reinforces cultural identity within the visitor experience. The results further demonstrate the potential of themed hotels to act as agents of change in the tourism and hospitality sector, functioning as cultural mediators and experiential marketing platforms capable of shaping tourist perceptions and contributing to territorial branding processes. The originality of the research lies in revealing how themed hotels create immersive experiences through narrative-driven design that connects guests to the history and cultural identity of destinations, influencing destination image and territorial brand formation. Moreover, the study shows that themed hotels operate as experiential micro-destinations, where narrative construction and sensory engagement reinforce destination branding dynamics and support culturally grounded experiential marketing strategies.

Keywords: tourism, theme hotels, cultural heritage, hospitality and leisure, territorial brand, destination branding, experience marketing

Tipo	Journal
Título	International Journal of Marketing, Communication and New Media
DOI	https://doi.org/10.54663/2182-9306.2026.SpecialIssueCMTH.127-145
Notícia Site FAST	https://projetoFAST.pt/investigadores-do-fast-publicam-dois-artigos-na-edicao-especial-icthm2025-do-ijmcm/
Referência	Almeida, B., Almeida, G. G. F., Almeida, P. (2026). Theme hotels, cultural heritage and destination image: The case of Portugal. International Journal of Marketing, Communication and New Media, Special Issue on Communication and Marketing in Tourism and Hospitality: Trends in Sustainability, Innovation, and Artificial Intelligence, 127–145.

Bibliometric analysis on "tourism" and "competitiveness", from 2000 to 2020

José Marques Pereira, Giovana Goretti Almeida, Paulo Almeida

Abstract

Tourist destinations are geographical areas characterised by a diverse set of natural, cultural and man-made attractions that motivate visitors to travel in search of unique experiences, leisure, relaxation or knowledge. These destinations comprise interdependent elements such as infrastructure, services, hospitality, safety and accessibility, which collectively shape the tourist experience and influence destination performance. A key determinant of destination competitiveness lies in the ability to attract, satisfy and retain tourists in a sustainable manner, thereby increasing market share over time. To examine this topic, the study employs a bibliometric approach focusing on the concept of tourist destination competitiveness, based on three indicators: authorship, year of publication and journal. The results indicate that destination competitiveness encompasses multiple conceptual and practical dimensions, highlighting its multidisciplinary nature. The analysis also reveals a significant growth and increasing analytical sophistication in scientific production on this subject, with the incorporation of diverse methodological approaches, including comparative quantitative studies across destinations and qualitative research centred on the perceptions of stakeholders and tourists. The originality of this study resides in its systematic and quantitative mapping of the scientific landscape of publications on tourist destination competitiveness between 2000 and 2023, offering a structured and up-to-date overview of academic contributions and identifying potential directions for future research in the tourism field.

Keywords: tourism, destination competitiveness. tourism strategies, bibliometrics

Tipo	Journal
Título	International Journal of Marketing, Communication and New Media
DOI	https://doi.org/10.54663/2182-9306.2026.SpecialIssueCMTH.1-10
Notícia Site FAST	https://projeto-fast.pt/investigadores-do-fast-publicam-dois-artigos-na-edicao-especial-icthm2025-do-ijmcmn/
Referência	Pereira, J., Almeida, G. G. F., Almeida, P. (2026). Bibliometric analysis on "tourism" and "competitiveness", from 2000 to 2023. International Journal of Marketing, Communication and New Media, Special Issue on Communication and Marketing in Tourism and Hospitality: Trends in Sustainability, Innovation, and Artificial Intelligence, 1–10.

Destinos Turísticos Inteligentes en el espacio rural: Oportunidades para la innovación

*Afonso Antiqueira, Erlaine Binotto, Giovana Goretti Almeida,
Paulo Almeida, Madalena Schlindwein*

Abstract

Este estudio investiga la relación entre los destinos turísticos inteligentes (DTI) y el turismo rural mediante una revisión sistemática de la literatura. A partir del análisis de 43 artículos seleccionados de las bases Scopus, Web of Science y SciELO, la investigación identificó temas centrales que conectan ambas áreas. Los resultados destacan la importancia del uso de las tecnologías de la información y la comunicación (TIC) en las empresas, la gestión del conocimiento como motor de innovación y la participación de las partes interesadas en el desarrollo de políticas públicas para los DTI. Otros puntos relevantes incluyen los cambios en el consumo de los turistas, la necesidad de garantizar la accesibilidad, la mejora de la promoción y el marketing, y la actualización de las competencias de los gestores rurales ante las nuevas tecnologías. El análisis geográfico revela una concentración de estudios en Europa y Sudamérica, lo que indica lagunas de investigación en otras regiones. Se concluye que existe un camino prometedor para la expansión de los DTI en el espacio rural, pero el éxito depende de estrategias integradas y políticas adecuadas. La articulación entre tecnología, innovación, sostenibilidad y gobernanza es fundamental para que el turismo en el espacio rural se desarrolle de manera sostenible, inclusiva y competitiva en el escenario global.

Keywords: destinos turísticos inteligentes, turismo rural, turismo en el espacio rural, tecnología de la información y comunicación, revisión sistemática

Tipo	Journal
Título	Revista de Ocio y Turismo
DOI	https://doi.org/10.17979/rotur.2026.20.1.12588
Referência	Binotto, A., Almeida, G. G. F., Almeida, P., Schlindwein, M. (2026). Destinos Turísticos Inteligentes en el espacio rural: oportunidades para la innovación. ROTUR. Revista de Ocio y Turismo, 20(1), 69-95.

From ecological values to sustainable practices management: a study in Portuguese tourism companies

Francisco Dias, Dora Gomes,
Alexandra Lavaredas, Patrícia Esteves

Abstract

The ethics of environmental sustainability are expressed through ecological values, which are expected to be reflected in the sustainable practices adopted by tourism companies. This study aims to analyse the extent to which ecological values influence the propensity of tourism companies to adopt sustainable practices, as well as the importance that managers assign to sustainability certification and the adoption of monitoring tools. A quantitative, cross-sectional study was conducted based on a sample of Portuguese tourism companies. The findings indicate that commitment to sustainable practices is higher among certified companies, larger organizations, and those where decision-making is more widely distributed across management levels. Positive and significant correlations were identified among most of the constructs analyzed, particularly between the importance assigned to certification, ecological worldviews, willingness to adopt digital monitoring tools, and the propensity to adopt sustainable practices. However, while ecocentrism shows only a weak relationship with the propensity to adopt sustainable practices, anthropocentrism does not significantly predict behavioral intention. This suggests the presence of an attitude-behavior gap, which may be explained by internal power dynamics and/or structural barriers within organizations, and warrants further investigation.

Keywords: ecological values, monitoring tools, sustainability certification, sustainable practices, tourism

Tipo	Journal
Título	Frontiers in Sustainable Tourism
DOI	https://doi.org/10.3389/frsut.2026.1791534
Repositório FAST	https://projeto-fast.pt/artigo-cientifico/from-ecological-values-to-sustainable-practices-management-a-study-in-portuguese-tourism-companies/
Referência	Dias, F., Gomes, D., Lavaredas, A., Esteves, P. (2026). From ecological values to sustainable practices management: a study in Portuguese tourism companies. Frontiers in Sustainable Tourism, 5, Article e744698.

Implementing Circular Practices in Tourism: Examples From Portugal's Hospitality and Restaurant Sectors

*Patrícia Esteves, Mariana Vieira,
Alexandra Lavaredas, Francisco Dias*

Abstract

The transition to more sustainable tourism models is essential to address environmental degradation, the mismanagement of natural resources, and the social challenges exacerbated by overtourism. Within this context, the circular economy (CE) emerges as a solution to make the tourism value chain more efficient and even regenerative. By presenting concrete and diverse examples, this study seeks to inform policymakers and stakeholders of the significant potential of CE strategies in advancing tourism sustainability. Eight practical cases from the Portuguese tourism sector – particularly within hospitality and food service – are examined, each illustrating one of eight dimensions of circularity: waste management, energy, water, food and beverages, packaging, infrastructure management, consumables, and transport and suppliers. The study adopts a qualitative and exploratory approach. The examples were selected to demonstrate the diversity of CE applications in tourism, ensuring that they reflected distinct domains of intervention. Preference was also given to cases awarded certifications or prizes in the field of sustainability, as indicators of impact, credibility, and relevance. The findings show that CE practices are already being implemented in Portugal's tourism sector through innovative and efficient strategies. The examples analysed include zero-waste kitchens, textile upcycling, closed-loop water systems, and locally sourced food supply chains. These initiatives demonstrate not only the feasibility of CE in tourism but also its multiple benefits, such as resource efficiency, community engagement, and enhanced brand recognition. For such practices to become more widespread, supportive policy frameworks and cross-sectoral collaboration are required. Future research should incorporate stakeholder interviews in order to provide a more holistic understanding of CE practices in tourism.

Keywords: circular economy, sustainable tourism, hospitality industry, resource efficiency, circular business models, Portugal

Tipo	Proceedings
Título	9th International Conference on Tourism Research (ICTR26) Conference
Notícia Site FAST	https://projeto-fast.pt/participacao-fast-conference-ictr-2026/
Referência	Esteves, P., Mariana, V., Dias, F. (2026). Implementing Circular Practices in Tourism: Examples from Portugal's Hospitality and Restaurant Sectors, 9th International Conference on Tourism Research Conference, 16–17 Abril, Lisboa, Portugal.

Sustainable Tourism in the Era of Immersive Technologies: Creative Strategies for Placemaking and Place Branding

Giovana Almeida, Paulo Almeida, José Pereira

Abstract

The article proposes a critical and interdisciplinary approach that connects emerging technology to territorial regeneration, offering participants new perspectives on sustainable tourism, creativity, and belonging. It is especially relevant for those seeking to understand how cultural and digital practices can transform tourist destinations into spaces of innovation and resilience. The objective of this study is to examine the manner in which emerging technologies – namely, augmented reality (AR) and the metaverse are being utilized in a creative manner within the context of sustainable tourism. This analysis will elucidate the concepts of creative placemaking and place branding. The integration of these references contributes to the field of tourism by demonstrating the potential for emerging technologies to function as strategic, symbolic, and educational tools in the promotion of sustainable tourism. The method employed is a multiple case study (Yin, 2018), analysing four tourist destinations that use emerging technologies. The primary research question pertains to the application of these emerging technologies in the context of sustainable tourism, with a particular focus on the concepts of creative placemaking and place branding. The utilization of augmented reality (AR) in diverse contexts transpires within digital layers, thereby unveiling environmental and symbolic data concerning the destination. This phenomenon extends the conceptual scope of placemaking, which is traditionally understood as a tool for territorial awareness and activation. The proposal's distinguishing characteristic is its interdisciplinary and critical approach, which has the potential to broaden the existing discourse beyond the confines of technological innovation. By repositioning tourism as a cultural practice dedicated to ensuring resilient futures and the collaborative creation of tourist destinations, the proposal offers a novel perspective on the subject. The integration of emerging technologies in sustainable tourism signifies an opportunity to redefine the tourist experience, although it concomitantly poses challenges in its implementation. However, when combined with approaches such as creative placemaking and place branding, these technologies transform tourist destinations into spaces for learning, belonging, and regeneration, thereby promoting sustainable tourism practices. The cases examined demonstrate that creativity is as critical as technological innovation. Collectively, these factors possess the capacity to transform the future of tourism.

Keywords: sustainable tourism, immersive technologies, place branding

Tipo	Proceedings
Título	9th International Conference on Tourism Research
Notícia Site FAST	https://projeto-fast.pt/participacao-fast-conference-ictr-2026/
Referência	Almeida, G. G. F., & Almeida, P., Pereira, J. (2026). Sustainable Tourism in the Era of Immersive Technologies: Creative Strategies for Placemaking and Place Branding. 9th International Conference on Tourism Research Conference, ICTR, 16–17 Abril, Lisboa, Portugal.

Bibliometric analysis on "sustainable tourism" and "destination image " from 2009 to 2024

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

This study conducts an in-depth bibliometric analysis of sustainable tourism and destination image from 2009 to 2024, with the aim of understanding the evolution, patterns, and interrelationships between these two central themes in tourism literature. As the document states, "A comprehensive analysis of the extant body of scientific research on sustainable tourism and destination image in tourism literature is required," reinforcing the relevance of the research. The present study employed a bibliometric method in conjunction with the PRISMA protocol, analyzing 104 documents without exclusion filters. The year 2009 was selected as it marked the beginning of a more evident correlation between the variables, while 2024 represents the most recent full year. The analysis focused on three primary indicators: author, year of publication, and journal. The analysis combined simple statistics with qualitative content analysis. The findings indicate the presence of persistent tendencies that demonstrate a correlation between sustainability practices and the image projected by destinations. The study indicates that preservation policies and sustainable practices have a direct impact on the management and perception of destinations, as indicated in the text: The analysis of the publications indicated the presence of patterns and trends. The limitations of the present study are as follows: the time frame, the exclusive use of the Scopus database, and the lack of specialized software. The conclusion drawn from this analysis is that bibliometrics plays a critical role in synthesizing existing knowledge and guiding strategies that prioritize local communities, thereby promoting more sustainable and responsible tourism.

Keywords: sustainable tourism, destination image, responsible tourism

Tipo	Proceedings
Título	9th International Conference on Tourism Research (ICTR26) Conference
Notícia Site FAST	https://projeto-fast.pt/participacao-fast-conference-ictr-2026/
Referência	Pereira, J., Almeida, G. G. F., & Almeida, P. (2026). Bibliometric analysis on "sustainable tourism" and "destination image" from 2009 to 2024. 9th International Conference on Tourism Research Conference, ICTR, 16–17 Abril, Lisboa, Portugal.

Exploring the Perceived Influence of Cinema on Destination Image, Destination Attributes and the Intention to Travel

Alexandra Lavaredas, Purva Desai, Paulo Almeida

Abstract

Cinema has long been acknowledged as a cultural mediator capable of shaping perceptions, imagery and attitudes associated with tourism destinations. However, empirical evidence regarding its influence on destination perceptions beyond single case studies remains limited. This quantitative exploratory study investigates how individuals perceive the influence of cinema on travel decision, mediated by destination image and destination attributes. An online survey was administered to 262 participants, examining patterns of cinema consumption, attention to filmed landscapes and self-reported predisposition to travel after watching films. Descriptive and inferential analyses do not demonstrate direct relationships among cinema consumption, destination image, destination attributes and travel decision. Rather, findings suggest that cinema may operate as an indirect experiential and symbolic stimulus within a longer decision-making trajectory. The study contributes a broader empirical perspective to the field of film-induced tourism and highlights the need for further research addressing contextual, motivational and demographic variables that may mediate these relationships.

Keywords: cinema on destination image, destination attributes, intention to travel

Tipo	Proceedings
Título	9th International Conference on Tourism Research (ICTR26) Conference
Notícia Site FAST	https://projeto-fast.pt/participacao-fast-conference-ictr-2026/
Referência	Lavaredas, A., Desai, P., Almeida, P. (2026). Exploring the Perceived Influence of Cinema on Destination Image, Destination Attributes and the Intention to Travel. 9th International Conference on Tourism Research Conference, 16–17 Abril, Lisboa, Portugal.

Measuring Carrying Capacity in Tourism Destination

*Alexandra Lavaredas, Patrícia Esteves
Mariana Vieira, Micael Fidalgo*

Abstract

The growth of tourism activity has been exerting constant and increasing pressure on territorial resources, jeopardizing the planet's global sustainability. In this context, the concept of carrying capacity emerges; however, despite being widely used in public policy and sustainability discourse, it remains complex, multidimensional, and difficult to operationalize (Hatibu, 2024; Almeida, et al., 2024; González & Medina, 2003). This study aims to conduct a critical analysis of existing methodologies for measuring tourism carrying capacity, emphasizing their practical applicability, limitations, and potential for integration into sustainable development strategies. To this end, a literature review of scientific research published between 2015 and 2025 is proposed. The study expects to provide a relevant theoretical-methodological contribution to informed decision-making by public managers and to the creation of more balanced and resilient territorial planning policies that ensure the long-term sustainability of destinations.

Keywords: cultural heritage, museums, sustainability, development

Tipo	Proceedings
Título	22nd International Conference on Environmental, Cultural, Economic & Social Sustainability
Notícia Site FAST	https://projetoFAST.pt/fast-marca-presenca-em-conferencia-internacional-sobre-sustentabilidade-na-grecia/
Referência	Lavaredas, A., Esteves, P., Vieira, M., Fidalgo, M. (2026). Measuring Carrying Capacity in Tourism Destination. 22nd International Conference on Environmental, Cultural, Economic & Social Sustainability, 20–22 Abril, Rodas, Grécia.

O turismo em territórios de baixa e alta densidade: A perspetiva dos residentes do Centro de Portugal

Mariana Vieira, Francisco Dias

Abstract

A população local desempenha um papel fundamental na gestão sustentável e responsável do turismo. O objetivo deste estudo é compreender as perspetivas dos residentes de territórios de baixa densidade (TBD) do Centro de Portugal, relativamente aos impactos e benefícios do turismo no desenvolvimento local. Com base num questionário online dirigido aos residentes do Centro de Portugal (amostra de 418 inquiridos) foram comparadas as avaliações de 244 residentes de TBD e de 174 residentes de territórios de alta densidade (TAD). Os dados revelam que os inquiridos de TBD atribuem melhor ponderação aos impactos positivos do turismo, bem como a vários aspetos associados ao turismo sustentável e regenerativo. Em contrapartida, os inquiridos de TAD são mais sensíveis às consequências negativas do turismo.

Keywords: produto endógeno, territórios de baixa densidade, desenvolvimento local, residentes, turismo regenerativo

Tipo	Journal
Título	Revista Portuguesa de Estudos Regionais
DOI	https://doi.org/10.59072/rper.vi74.799
Referência	Vieira, M., Dias, F., & Gomes, G. (2026). O Turismo em Territórios de Baixa e Alta Densidade: A perspetiva dos residentes do Centro de Portugal. RPER, (74), 39–56.



Connecting classrooms to rural tourism realities: An experiential, industry-engaged and gamified approach to tourism entrepreneurship education

Patricia Esteves

Abstract

This case history presents an innovative teaching initiative implemented within the Business Management and Entrepreneurship course of the undergraduate degree in Tourism in Rural and Natural Areas at the Escola Superior Agrária de Coimbra (Polytechnic of Coimbra). The initiative responds to growing calls for active, experiential, and industry-connected pedagogies in higher education. The initiative aimed to bridge the gap between academic learning and the realities of rural and nature-based tourism entrepreneurship by engaging students directly with practitioners. Students conducted online interviews with rural tourism entrepreneurs and collaboratively developed Business Model Canvases grounded in real operational contexts, which were shared with participating businesses. Gamification principles were embedded throughout the learning design to enhance engagement, motivation, and teamwork. The learning experience was further enriched through a field visit to an alumni-led wine tourism project, open lectures with regional tourism investment stakeholders, and an international online session on smart and participatory tourism governance. A distinctive outcome of the initiative was the production of an educational documentary and a thematic video capturing entrepreneurs' perspectives on how higher education institutions can better support the tourism sector. Qualitative evidence collected through observation, student outputs, and informal feedback indicates high levels of engagement, perceived relevance of learning, and development of entrepreneurial and transversal skills. The case demonstrated that experiential, industry-engaged, and gamified learning approaches can contribute to enhancing tourism entrepreneurship education while fostering university-industry knowledge change in rural contexts.

Keywords: experiential learning, tourism entrepreneurship education, rural tourism, active learning, gamification, university-industry collaboration

Tipo	Capítulo e-book
Título	Teaching tourism and hospitality excellence awards: An anthology of case histories
ISBN	9781917204828
Referência	Esteves, P. (2026). Connecting classrooms to rural tourism realities: An experiential, industry-engaged and gamified approach to tourism entrepreneurship education. In D. Remenyi (Ed.), Teaching tourism and hospitality excellence awards: An anthology of case histories, 23–37. Academic Conferences & Publishing International Ltd.

From Tourism to Futourism: Destination Branding Strategies to Engage the Tourist of the Future. The Case of Portugal

Manuel Grunfeld, Giovana Almeida, Paulo Almeida

Abstract

The intensification of socio-environmental and cultural pressures on tourist destinations has driven changes, guiding strategies towards destination branding. The objective of this research is to analyze how the international and omnichannel campaign “It’s not tourism. It’s Futourism” operates as a sustainable destination branding strategy, mobilizing tourists towards commitments aligned with the Sustainable Development Goals (SDGs) and contributing to the international repositioning of Portugal as a leader in the tourism of the future. Following an exploratory and descriptive-analytical methodology, a Portuguese case study was employed, including content and narrative analysis of its thematic axes, systematic mapping of commitments to the SDGs, and an interpretative proposal across three discursive dimensions: vanguard, guilt, and business. The results evidenced the explicit alignment of the Portuguese campaign with the SDGs, highlighting its role in sustainable destination branding, discussing its potential and limitations, and articulating discursive tensions between innovation, symbolic reparation, and promotional logic.

Keywords: tourist destinations, SDGs, destination branding

Tipo	Proceedings
Título	ICMTT26 Conference
Notícia Site FAST	https://projetoFAST.pt/conferencia-icmtt-2026/
Referência	Almeida, G.G.F., Grunfeld, M.P., Almeida, P. (2026). From Tourism to Futourism: Destination Branding Strategies to Engage the Tourist of the Future. The Case of Portugal, ICMTT26 Conference, 7-9 Maio, Chile.

Beyond the Intention–Behavior Gap in Sustainable Tourism: A Multilevel Model of Environmental Incoherence and Integrity

Micael Fidalgo, Francisco Dias

Abstract

Despite sustained interest in sustainable tourism, the gap between environmental concern and travel behavior is still often explained as an individual failing. This article develops an integrative conceptual review and synthesis of behavioral, discursive, organizational, household decision-making, environmental ethics, and political-economic studies to reframe this gap as a multilevel condition of environmental incoherence. The proposed model explains how values, household negotiations, platform-mediated choices, institutional incentives, and mobility regimes interact to produce and stabilize misalignment between environmental commitments and travel practices. Its main contribution is a diagnostic framework that distinguishes temporary inconsistency from structurally reproduced incoherence, identifies the mechanisms through which incoherence circulates across micro-, meso-, and macro-levels, and clarifies which institutional levers may strengthen alignment between sustainability discourse and material mobility practices.

Keywords: sustainable tourism; intention–behavior gap; environmental hypocrisy; institutional incoherence; environmental integrity; climate governance; academic sustainability

Tipo	Journal
Título	Sustainability
DOI	https://doi.org/10.3390/su18115412
Referência	Fidalgo, M., & Dias, F. (2026). Beyond the Intention–Behavior Gap in Sustainable Tourism: A Multilevel Model of Environmental Incoherence and Integrity. <i>Sustainability</i> , 18(11), 5412.

How Cultural Tourism Itineraries Shape Tourist Guide Satisfaction and Retention

Cátia Rodrigues, Alexandra Lavaredas, Paulo Almeida

Abstract

Tourist guides remain understudied in tourism workforce research, particularly regarding the conditions shaping satisfaction and career retention. This study examines how cultural tourism itinerary characteristics are associated with tourist guides' job satisfaction and career retention intentions. Data were collected through a convenience sample survey of 127 active tourist guides in Portugal. Grounded in the Job Satisfaction Survey and the Theory of Planned Behaviour frameworks, the study utilised exploratory factor analysis and multiple linear regression to analyse the data. Results indicate positive associations between itinerary characteristics, job satisfaction and career retention intentions, with Components (accommodation, meals, accessibility) and Sustainability emerging as the strongest predictors. These findings extend the Job Demands–Resources model to a supervisory-free work context and highlight itinerary design as a previously underexplored human resource management mechanism shaping workforce outcomes in tourism, with implications for tour operators, destination managers and policymakers.

Keywords: cultural tourism, tourist guides, cultural tourism itineraries, job satisfaction, career retention

Tipo	Journal
Título	Tourism and Hospitality
DOI	https://doi.org/10.3390/tourhosp7060152
Referência	Rodrigues, C., Lavaredas, A., & Almeida, P. (2026). How Cultural Tourism Itineraries Shape Tourist Guide Satisfaction and Retention. <i>Tourism and Hospitality</i> , 7(6), 152.

Beyond the Bundle: Analyzing the Influence of Price Disclosure on Tourism Package Satisfaction Among Generation Z Users

Alexandra Lavaredas, Bárbara Pereira, Paulo Almeida

Abstract

Understanding how consumers perceive the value of travel packages is essential for pricing and product design. Grounded in behavioral economics frameworks, such as Prospect Theory and Mental Accounting, this study analyses satisfaction across three progressive travel packages before and after explicit price disclosure, exploring multi-attribute service valuation and the moderating influence of traveller profiles. Using a quantitative approach with 387 higher education participants, expected satisfaction was measured through a two-phase price disclosure design. Inferential statistical analyses revealed that satisfaction levels decreased significantly for all packages once prices were revealed, with the sharpest decline occurring in the highly comprehensive, all-inclusive option, validating a psychological threshold of value saturation. Packages comprising only essential elements (flights, accommodation with breakfast and insurance) yielded the highest consistent post-price satisfaction, with these core structural components identified as the absolute most valued attributes. Findings suggest that explicit price disclosure acts as a negative moderator of expected satisfaction, triggering an immediate psychological pain of paying, particularly among independent travellers who exhibit higher price sensitivity and remain more analytical of bundled configurations than users of physical travel agencies. This study provides a framework for stakeholders to avoid over-bundling and optimize product efficiency. Furthermore, it contributes to academic discourse on generational consumer behaviour by highlighting how individual travel organization profiles within an emerging European cohort shape the perceived utility and fairness of tourism pricing.

Keywords: perceived satisfaction, price, tourism bundling, tourism packages, consumer behavior

Tipo	Journal
Título	Tourism and Hospitality
DOI	https://doi.org/10.3390/tourhosp7060164
Referência	Lavaredas, A., Pereira, B., & Almeida, P. (2026). Beyond the Bundle: Analyzing the Influence of Price Disclosure on Tourism Package Satisfaction Among Generation Z Users. <i>Tourism and Hospitality</i> , 7(6), 164.

Digital Technologies in the Management of Smart Tourism 2 Destinations: A Systematic Review

Dora Gomes, Patrícia Esteves, Alexandra Lavaredas, Paulo Almeida

Abstract

Smart tourism destinations, embedded by the internet and information and communication technologies, have been improving tourists' experiences and connectivity. However, Destination Management Organisations (DMOs) still lack knowledge of how digital technologies can enhance their role and bring greater competitive advantage to destinations. In this sense, this study aims to develop an integrated smart tourism destination management ecosystem model that clarifies the relationships between digital technologies, managerial functions, benefits and implementation barriers within the broader smart city context. The study adopts a mixed-review design, combining bibliometric analysis and a systematic literature review. Bibliometric mapping was conducted using VOSviewer to analyse co-occurrence networks, thematic clusters and research trends. At the same time, the systematic review, with a systems thinking approach, enabled an in-depth qualitative examination of technological applications, managerial roles and governance implications. Data was gathered from 29 Scopus-indexed articles. The analysis identifies key benefits, including enhanced visitor experiences, improved decision-making and increased destination competitiveness, alongside persistent barriers related to governance, digital literacy, interoperability and cybersecurity. Based on these findings, the study proposes a conceptual ecosystem model that illustrates how DMOs can orchestrate digital technologies to support smart, sustainable and adaptive destination management. This research contributes to the smart tourism and smart cities literature by integrating bibliometric insights with a systems thinking perspective to develop a holistic destination management ecosystem model. Unlike prior reviews that address technologies or outcomes in isolation, this study offers a structured and actionable framework that advances theoretical understanding of smart tourism destinations while providing practical guidance for DMOs engaged in digital transformation.

Keywords: digital technologies, smart tourist destinations, ICTs, destination marketing organisations, management

Tipo	Journal
Título	Sustainability
DOI	https://doi.org/10.3390/su18126095
Referência	Gomes, D., Esteves, P., Lavaredas, A., & Almeida, P. (2026). Digital Technologies in the Management of Smart Tourism Destinations: A Systematic Review. Sustainability, 18(12), 6095.

Climate anxiety and responsible tourist behaviour: An environmental psychology perspective

Patrícia Esteves, Micael Fidalgo, Giovana Almeida, Francisco Dias

Abstract

Climate anxiety (eco-anxiety) has gained increasing attention within environmental psychology as both a potential psychological stressor and a possible driver of pro-environmental action. This study examines the relationship between environmental psychological factors and responsible tourist behaviour in a combined Portuguese-speaking sample (N = 465) from Portugal and Brazil. Data were collected through an online survey using validated instruments, including the Climate Change Anxiety Scale (CCAS), the GAD-7 (generalized anxiety), the Nature Relatedness Scale (NR-6), the New Environmental Paradigm (NEP), a mindfulness scale, and measures of climate information exposure and pro-environmental behaviours. Multiple regression analyses were conducted to identify predictors of both climate anxiety and responsible tourist behaviour. Results indicate that climate anxiety is positively associated with generalised anxiety, climate concern, and the perceived interference of anxiety in daily life, while higher levels of mental self-control act as a protective factor. Exposure to climate-related information is associated with higher levels of climate anxiety. Regarding responsible tourist behaviour, the strongest predictors include greater exposure to climate information, stronger everyday pro-environmental behaviour, higher environmental values, and lower red meat consumption. These findings suggest the presence of behavioural consistency across contexts, with everyday sustainable practices extending into tourism behaviour. Climate anxiety shows a positive but non-significant tendency, indicating a potential motivational role when combined with other cognitive and behavioural factors. These findings contribute to sustainable tourism research by highlighting the complex role of eco-anxiety and the importance of psychological, behavioural, and informational factors in shaping responsible travel behaviour.

Keywords: Climate anxiety, Environmental psychology, Eco-anxiety, Sustainable tourism, Responsible tourist behavior

Tipo	Journal
Título	Frontiers in Sustainable Tourism
DOI	https://doi.org/10.3389/frsut.2026.1863019
Referência	Esteves, P., Fidalgo, M., Almeida, G.G.F., Dias, F. (2026). Climate anxiety and responsible tourist behaviour: An environmental psychology perspective. <i>Frontiers in Sustainable Tourism</i> . <i>Frontiers in Sustainable Tourism</i> , Special Issue "Behaviors and Behavior Change in Tourism", 5,1863019.

Footprint calculation in sustainable tourism: A review and future directions

Maria Gorete Araújo, Giovana Almeida, Paulo Almeida

Abstract

The concept of sustainability in tourism necessitates a comprehensive evaluation of the multifaceted impacts generated by its activities across environmental, social, and economic domains. The use of footprint calculations serves as a means of assessing the environmental, social, and economic impacts of tourism. While there are numerous methodologies for calculating the footprint, scientific literature in the context of tourism remains scarce on this subject. This study aims to map and analyze the publications indexed in the Scopus database entreAQ1 2013 and 2023 that relate to footprint calculations within the themes of tourism and sustainability. A mixed methodological approach was adopted, combining a scope review with a cross-sectional qualitative analysis, focusing on articles that mentioned “footprint” in the title or abstract, with a focus on the early (2013–2014) and late (2023–2024) years of the decade. The final sample comprised 63 articles that were selected based on predetermined criteria, including document type, open access, and publication stage. The results indicate a mounting scientific interest in the calculation and analysis of various types of tourism footprints, with a particular focus on the carbon footprint. However, there has also been an emergence of approaches to footprints related to water, social, urban, and epidemiological aspects. The research under discussion highlights a paradigmatic transition toward more integrated, multidisciplinary, and holistic approaches, which contribute to the construction of more effective and sustainable strategies in the tourism sector.

Keywords: footprint calculation, sustainable tourism

Tipo	Capítulo e-book
Título	Towards a Greener Future: Strategies for Advancing Global Sustainability in the 21st Century
ISBN	978-3-032-29694-8
Referência	Araújo, M.G.M., Almeida, G. G. F., Almeida, P. (2026). Footprint calculation in sustainable tourism: A review and future directions. In: Cantafio, G.U., Nwagbara, U., Alhassan, Y. (Eds.). Towards a Greener Future: Strategies for Advancing Global Sustainability in the 21st Century. Springer. ISBN 978-3-032-29694-8. https://link.springer.com/book/9783032296948

Emerging Technologies in Tourism: Conceptualizing the 'Immersive Digital Tourist' through the Metaverse and AI

Giovana Almeida, José Pereira, Paulo Almeida

Abstract

The advent of immersive technologies, including the metaverse, augmented reality, and intelligent ecosystems, has given rise to novel forms of presence, consumption, and symbolic interaction in the tourism sector. However, there are still theoretical gaps about how these technologies shape tourist profiles over time and what epistemological and practical implications derive from these changes. The objective of this article is to propose an evolutionary typology of the tourist, predicated on an analysis of how emerging technologies influence the constitution of different tourist profiles, culminating in the formulation of the concept of the “immersive digital tourist.” The approach was based on an integrative review of the scientific literature, triangulated with an interpretative analysis of real cases of the application of immersive technologies in tourism. The primary outcome of this study is the evolutionary tourist matrix, Web Tourist Matrix, which comprises four levels: (0) analog tourist, (1) informational digital tourist (Web 1.0), (2) participatory tourist (Web 2.0), and (3) immersive tourist (Web 3.0). The latter operates in simulated and symbolic environments. This matrix generated the concept of the “immersive digital tourist.” The conclusion is that the development of technology in the tourism sector functions within the framework of coevolutionary cycles with society, thereby effecting a transformation in the nature of tourist agency and cognition. This understanding can contribute to the design of public policies, professional training, and innovation strategies geared towards the immersive digital age.

Keywords: emerging technologies - innovation - immersive digital tourist

Tipo	Capítulo E-book
Título	Green Intelligence
ISBN	978-3-032-25421-4
DOI	10.1007/978-3-032-25422-1_19
Referência	Almeida, G.G.F., Pereira, J., Almeida, P. (2026). Emerging Technologies in Tourism: Conceptualizing the 'Immersive Digital Tourist' through the Metaverse and AI. In Green Intelligence: Leveraging Big Data and AI for Sustainable Business Strategy, Springer. https://link.springer.com/book/9783032254214

Exploring events footprint calculators and their contribution to sustainable tourism

Giovana Almeida, Patrícia Esteves, José Pereira, Paulo Almeida

Abstract

Growing concerns about the environmental impacts of tourism and events have increased the use of digital tools designed to measure sustainability performance. This study examines how 26 event-footprint calculators contribute to sustainability assessment and climate-mitigation strategies in tourism. Using a systematic online search and document analysis, the research identifies the scope, methodological transparency and environmental dimensions covered by publicly accessible calculators. Findings show substantial heterogeneity in category coverage, input requirements and underlying assumptions. Most calculators remain strongly carbon-centric, with limited integration of water, waste or social impact metrics, revealing a lack of methodological standardization and alignment with holistic sustainability frameworks. The study contributes a consolidated overview of existing tools, clarifying their capacity to support evidence-based decision-making in event and tourism management. By identifying structural gaps and dominant patterns across calculators, the analysis highlights opportunities for developing more comprehensive, multidimensional sustainability assessment tools that better reflect the complexity of event impacts on tourism destinations.

Keywords: footprint calculators, events, sustainability, tourism, climate change, sustainable practices

Tipo	Capítulo e-book
Título	Handbook of Tourism Transformation: Multidisciplinary Approaches to Integrate Technology and Sustainability
Referência	Almeida, G.G.F., Esteves, P., Pereira, J., Almeida, P. (2026). Exploring events footprint calculators and their contribution to sustainable tourism. In Costa, B., Rodrigues, S. (Eds.). Handbook of Tourism Transformation: Multidisciplinary Approaches to Integrate Technology and Sustainability. Springer

Bibliometric Analysis on "Tourism Marketing" and "Sustainability" from 2020 to 2024

José Pereira, Giovana Almeida, Paulo Almeida

Abstract

The objective of this study is to examine the landscape of scientific research that has been published in the tourism literature on the subjects of marketing and sustainability between the years 2020 and 2024. The analysis employed a combination of quantitative and qualitative methods, encompassing simple statistics and qualitative content analysis. The findings of this study demonstrate a discernible correlation between the tourism marketing and sustainability variables, thereby contributing to a more profound theoretical comprehension of the convergence of these domains within contemporary tourism literature. The integration of bibliometric analysis and a qualitative approach has enabled the discernment that tourism marketing transcends its conventional role of promoting and enhancing the competitiveness of destinations. It has been established as a strategic element for implementing sustainable and more responsible practices. The present study is original in its systematic integration of two variables that are widely discussed separately in the tourism literature: tourism marketing and sustainability. By emphasizing the interrelationship between the two, the research addresses a significant gap in the literature by demonstrating how marketing can function as a strategic instrument for sustainable practices, and vice versa. The recent time frame (2020-2024) also makes it possible to capture current trends in post-pandemic scientific production, contributing to theoretical and practical advances in the field of sustainable tourism.

Keywords: tourism marketing, sustainability, tourism, destination, bibliometric, tourism destination

Tipo	Capítulo e-book
Título	AI, Digital Technologies, and Immersive Tourism Experiences book
Referência	Pereira, J., Almeida, G.G.F., Almeida, P. (2026). Bibliometric Analysis on "Tourism Marketing" and "Sustainability" from 2020 to 2024. In: AI, Digital Technologies, and Immersive Tourism Experiences book, Chapter 5. CABI.

Neurosciences and the Metaverse: Contributions to understanding of the neurometaverse

Giovana Almeida, Paulo Almeida

Abstract

In recent decades, tourism has undergone profound transformations driven by digital technologies, reshaping how experiences are produced, mediated, and consumed. This study aims to investigate how scientific research linking neuroscience and the metaverse has approached user experience in immersive contexts, and to explore the implications of these approaches for tourism and experience marketing. The research adopts a systematic literature review with a qualitative approach, focusing on identifying and analysing scientific publications that connect neuroscience and the metaverse, with particular attention to applications in tourism. The documentary analysis enabled the identification of four main thematic clusters that structure the emerging field. Although research on the neurometaverse is still in its early stages, the results indicate significant potential for its application in tourism, particularly in the design of immersive experiences and destination marketing strategies.

Keywords: emerging technologies, creative tourism, neurometaverse, immersive experience, neurosciences

Tipo	Capítulo e-book
Título	AI, Digital Technologies, and Immersive Tourism Experiences book
Referência	Almeida, G.G.F., Almeida, P. (2026). Neurosciences and the Metaverse: Contributions to understanding of the neurometaverse. In: AI, Digital Technologies, and Immersive Tourism Experiences book, Chapter 5. CABI.

Monumentos Vivos, Óleo Sagrado: Um Património Biocultural do Mediterrâneo e da Humanidade

Francisco Dias, Fernanda Oliveira

Abstract

O nome do livro “Monumentos Vivos, Óleo Sagrado: Um Património Biocultural do Mediterrâneo e da Humanidade” – é uma homenagem a uma espécie arbórea – a oliveira –, ao seu fruto – a azeitona –, e ao óleo que dele se extrai – o azeite. Cumulativamente, este título condensa uma miríade de significações bem refletidas neste livro: em primeiro lugar, a excecional longevidade da oliveira, digna de veneração enquanto “monumento vivo”, que nos incita a questionar a noção de tempo e a vislumbrar, para lá do horizonte, uma vertigem de eternidade. Em segundo lugar, os múltiplos benefícios do azeite para os seres humanos, em múltiplos domínios: nutrição, gastronomia, saúde, estética, espiritualidade e identidade coletiva. O livro segue uma trajetória pautada por cinco etapas sequenciais: a primeira, designada “A oliveira e o azeite na antiguidade”, apresenta a mitologia da oliveira e os usos ancestrais e do azeite, bem como a produção e o comércio de azeite no Império Romano; a segunda parte, tem a sugestiva designação de “A oliveira: a árvore da vida”, e tem como foco os cultivares de oliveiras, a longevidade das oliveiras, a salvaguarda do olival tradicional, bem como as oliveiras ornamentais. Segue-se uma parte intitulada “A produção de azeite”, que explora os aspetos essenciais da produção e do comércio de azeite em Portugal. A quarta secção debruça-se sobre “O consumo de azeite” em sentido muito lato, incluindo o consumo de azeite na gastronomia, na saúde, na cosmética e nos rituais coletivos. Por fim, a quinta secção, designada “O olivoturismo”, reúne um conjunto de estudos recentes, que têm como foco os seguintes temas: as atividades, as experiências e as motivações no âmbito do olivoturismo; as atividades criativas no domínio do olivoturismo; e, ainda, uma análise dos principais entraves à consolidação do olivoturismo em Portugal.

Keywords: Olivoturismo, tourism, sustainable tourism

Tipo	E-book
ISBN	9789897292606
Referência	Dias, F., Oliveira, F. (Eds.) (2026). Monumentos Vivos, Óleo Sagrado: Um Património Biocultural do Mediterrâneo e da Humanidade. Media XXI, Porto.

Mapping Sustainability in Tourism: International Approaches and Evidence

*Giovana Almeida, Alexandra Lavaredas
Paulo Almeida., Francisco Dias*

Abstract

Sustainability in tourism has ceased to be a mere normative statement and has established itself as a decision-making matrix, a criterion for competitiveness, and a cornerstone of territorial identity. This international collection, resulting from discussions and research within the CiTUR, FAST Project – Agenda ATT PRR, organizes a path that connects conceptual, political, and metric bases to sectoral applications and territorial cases, concluding with resilience as an operational competence for sustainable transition. The guiding thread is explicit: to map how sustainability translates into indicators, strategies, and practices throughout the tourism system, with multi-scalar geographic coverage and diverse methods (bibliometrics, conceptual analyses, case studies, and methodological proposals).

Keywords: sustainability, tourism, sustainable tourism

Tipo	E-book internacional do Projeto FAST
ISBN	9789897292620
Referência	Almeida, G. G. F., Lavaredas, A., Almeida, P., Dias, F. (Eds.). (2026). Mapping sustainability in tourism: International approaches and evidence. Media XXI, Porto.

A Path to Sustainable Tourism

*Alexandra Lavaredas, Giovana Almeida
Paulo Almeida, Francisco Dias*

Abstract

A Path to Sustainable Tourism addresses the urgent necessity of transitioning the global tourism sector from traditional, growth-oriented models to more sustainable, circular, and inclusive frameworks. This collective volume features sixteen chapters from diverse interdisciplinary perspectives, exploring the complex balance between economic prosperity and planetary well-being. The book is structured into four thematic pillars: (1) Conceptual Foundations and Governance: This section establishes the political framework for sustainability, highlighting the importance of integrating United Nations Sustainable Development Goals (SDGs) into hospitality and the critical role of higher education in fostering future change-makers. (2) Monitoring and Certification: The authors examine tools for evaluating environmental efficiency, including data-driven monitoring techniques and the credibility of eco-labelling systems, while critically addressing the risks of greenwashing. (3) Sectoral and Territorial Practices: Moving from policy to application, the book explores how niche products, such as rural and olive tourism, and digital platforms can empower local communities, preserve cultural identity, and promote responsible accommodation choices. (4) Digital Innovation and Future Trends: The final section investigates the intersection of technology and human well-being, specifically how Artificial Intelligence and knowledge graphs can optimize resource management, alongside the rise of wellness and transformational tourism. Ultimately, the volume emphasizes that sustainable tourism requires systemic cooperation across governments, businesses, and communities. By bridging theoretical insights with applied research, the book serves as an essential guide for scholars and professionals. It advocates for a holistic approach that integrates policy, technological innovation, and responsible entrepreneurship to create a tourism model that is ethically grounded, socially inclusive, and environmentally resilient.

Keywords: sustainable tourism, sustainability, tourism

Tipo	E-book Nacional do Projeto FAST
ISBN	9789897292613
Referência	Lavaredas, A., Almeida, G.G.F., Almeida, P., Dias, F. (Eds.). (2026). A Path to Sustainable Tourism. Medla XXI, Porto

Lista dos países e Conferências referente às participações da Equipa FAST

Brasil	SIDR2025
	PPGDRS2025
Brasil, EUA, Marrocos	SINGEP25
	SINGEP26 e SPARK26
Cabo Verde	ITC24
Chile	ICMTT26
Colômbia	ATLAS25
Croácia	ICOT'25
Emirados Árabes Unidos	ICASF25
Espanha	XXXV Edición Jornadas Hispanolusas2026
	ITC26
	XXXIII Jornadas Luso-Espanolas de Gestión Científica 2024
Finlândia	ICTR 2025
	ICTR 2026
França	ICSTM2025
Grécia	ATMC2025
	22nd International Conference on Environmental, Cultural, Economic & Social Sustainability2026
Itália	C-IASOS2025
Inglaterra	British Congress2026
Portugal	ITC23
	ITC25
	ITC26
	TMS25
	ITCR26
	IV Conferência Ibero-Americana em Place Branding2024
	ICOTT24
	XXXIV Jornadas Luso-Espanolas de Gestión Científica 2025
	DSOTT23
	DSOTT25
	ICTHM2025



	RUN-UE26
Reino Unido	ICBTCardiff´2025
Sérvia	ICEMIT2025
Suécia	GSTC24
Suíça	FMOS'25
Turquia	MTCON25
	MTCON26
	8th International Anatolian Scientific Research Congress2026

Certificados dos prêmios que a equipa FAST recebeu ao longo do Projeto.











TMS ALGARVE 2025:

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Authored by Giovana Goretti Feijó Almeida, José Marques Pereira, Paulo Almeida

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the best paper award for a paper presented at ICOT2025 which was of
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