



Analysis and promotion of the touristic and cultural heritage of Vila Caiz

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10/2021

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heritage of Vila Caiz

Final Version



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Master Dissertation presented to Instituto Superior de Contabilidade e Administração do Porto to obtain the Master's Degree in Intercultural Studies for Business, under the supervision of Professor Clara Maria Laranjeira Sarmento e Santos.

10/2021



Dedication

I would like to dedicate this dissertation to my grandmother Maria Augusta Ferraz, if she were here today, she would be the first person to support this journey. Wherever you are, everything I do is always for you.

Acknowledgements

First of all, I would like to express my forever gratitude to my parents and my brother, because of the support and patience throughout all the years of study. They always supported me and motivated me to continue my studies, always to try to learn more and be better.

Secondly, I would like to thank the rest of my family and my dear friends, who were always present throughout this process and always encouraged me to continue. I will always be grateful for your kind words.

Afterwards, I would like to thank my fellow masters, Juliana, Luana and Diogo. They have been my support group for every subject and every essay since we started this adventure at ISCAP.

I could not fail to thank Débora, for giving me the unconditional support and for always having the right words to motivate me. Thank you for listening to me.

Finally, I would like to thank Professor Clara Sarmiento, for her support in all the phases of this project. I appreciate the efforts to help me from the choice of the theme for this dissertation, to the writing point, always giving me the crucial advice to make it better.

I could not leave behind a thankful word to the president of the parish council of Vila Caiz, who provided me books and essential information that was essential for the development of this dissertation.

Without you, this would not be possible.

Thank you.

Resumo:

O tema inicial foi escolhido devido à falta de visibilidade e procura turística em Vila Caiz. Existe uma falta de investimento na área a nível turístico que, juntamente com o fato de a região ter a agricultura como setor primário, faz com que as pessoas procurem outros locais para morar, seja no país ou mesmo no estrangeiro.

Este estudo pretende sensibilizar os leitores para o potencial turístico e cultural das aldeias do norte de Portugal. Foi assim definida como área a estudar Vila Caiz, que faz parte do concelho de Amarante, na sub-região do Tâmega e Vale do Sousa da região Norte de Portugal.

Esta tese menciona várias definições de turismo e a evolução que teve nos últimos anos. Também são identificados os impactos que algumas dessas transformações têm sobre o tema, como a revolução industrial e a globalização. Depois de definir alguns pontos cruciais na história do turismo, são mencionados diferentes tipos de turismo como o Turismo Rural, Aluguer de Férias, Turismo de Experiência, Turismo Religioso e Turismo Cultural.

Após a escolha da área em que se pretende desenvolver um estudo aprofundado, são explicadas as suas principais características, tendo em conta os tipos de turismo determinados ao longo da revisão literária.

Seguidamente, são apresentadas as ideias desenvolvidas que possam solucionar o problema inicialmente destacado. Estas propostas foram estruturadas segundo um estudo profundo daquilo que já existe a nível de oferta turística em zonas com características semelhantes ou em zonas próximas que têm investido mais neste setor.

Conclui-se que, com algum investimento por parte das entidades do governo, juntas de freguesia e outras entidades privadas, podem ser construídas e desenvolvidas estratégias que ajudem na visibilidade cultural e turística de Vila Caiz junto de públicos nacionais e estrangeiros, bem como no aumento dos níveis de turismo que possam trazer lucros para a economia local e para os próprios investidores.

Palavras chave: Turismo; Norte de Portugal; Rentabilidade; Globalização; Vila Caiz; Gastronomia; Natureza; Turismo Rural; Caminho de Ferro; Passadiço; Praia Fluvial;

Abstract:

The initial theme was chosen due to the lack of visibility and touristic attractions in Vila Caiz. There is a lack of investment in the area at the touristic level, which, along with the fact that the region has agriculture as their primary sector, leads people to look for other places to live, whether elsewhere in the country or even abroad.

This study aims to raise awareness about the touristic and cultural potential of villages in the north of Portugal. We chose to define Vila Caiz as the area to be studied, a village that is part of the municipality of Amarante, in the Tâmega and Vale do Sousa sub-regions of the North of Portugal.

This thesis mentions multiple definitions of tourism and the evolution it has had in recent years. It also identifies the impact that some transformations have had on this subject, such as the industrial revolution and globalization. After defining some crucial points in the history of tourism, different types of tourism such as Rural Tourism, Holiday Rentals, Experiential Tourism, Religious Tourism and Cultural Tourism are mentioned.

After choosing the area in which we intend to develop a more in-depth study, its main characteristics are explained, taking into account the types of tourism mentioned throughout the literary review.

Consequently, the projects developed that may solve the problem initially highlighted are presented. These proposals were structured according to an in-depth study of what already exists in terms of touristic offer in areas with similar characteristics or in nearby areas that have invested more in this sector.

It is possible to conclude that, with some investment by government entities, parish councils and other private entities, strategies can be built and developed. Those strategies would help in the cultural and touristic visibility of Vila Caiz among national and international audiences, and they would also increase the levels of tourism that can bring profits for the local economy and for the investors themselves.

Key words: Tourism; North of Portugal; Profit; Globalization; Vila Caiz; Gastronomy; Nature; Rural Tourism; Railway; Walkway; River Beach;

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INTRODUCTION

The theme of this thesis is related to the development and dynamization of villages in the North of Portugal. This theme was chosen in order to make readers know a little more about the North of Portugal, and its characteristics in terms of culture and tourism, and all that it can offer to those who visit or live there.

Despite being a relatively well explored area, there is still not much information about some villages in the North of Portugal. The North of Portugal is an extremely rich area in terms of cultural and historical heritage. The rurality that characterizes it is for many a reason for moving elsewhere, while for others, it is an attractive factor, because of its tranquillity:

With around 3.6 million inhabitants, the North Region concentrates almost 35% of the resident population in Portugal, ensures nearly 39% of national exports and represents around 29% of the GDP of the national economy. Endowed with good communication and internationalization infrastructure and with a qualified network of science and technology equipment, the North of Portugal lives with its doors open to the world and with its eyes set on the future. In administrative terms, the North of Portugal comprises 86 municipalities and 1,426 parishes. The municipalities are organized into eight Inter-Municipal Communities (CIM), which constitute level III of the Nomenclature of Territorial Units for Statistical Purposes (NUTS), approved by the European Commission. (Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDR-N), 2021)

In this dissertation, the focus is Vila Caiz, which is part of the municipality of Amarante, in the Tâmega and Vale do Sousa sub-region. This sub-region of the North region groups the municipalities in the valleys of the Sousa and Ferreira rivers, in the lower Tâmega valley and in the Ribadouro sub-region. It corresponds to the union of the former sub-regions of Vale do Sousa and Baixo Tâmega. It currently comprises 11 municipalities: Amarante, Baião, Castelo de Paiva, Celorico de Basto, Cinfães, Felgueiras, Lousada, Marco de Canaveses, Paços de Ferreira, Penafiel, and Resende.

The methodology used in this dissertation was mainly sustained by bibliographical research. Taking into account the context of this dissertation, the main objectives are the identification and analysis of tourism in the North of Portugal and, more specifically, in Amarante, thus evaluating its impact on the economy of the region; understand the

diversification of the territory and the existing heritage; acknowledge the abandonment of heritage and the reasons why this happens; raise awareness about the importance of the territory that is not developed yet; give other visibility to places that are not yet much visited by tourists; and formulate proposals to boost tourism and the local economy, always bearing in mind that the local population is going to profit from the results of the proposals here described.

This dissertation is divided into three main chapters: a first chapter focused on the literature review; a second chapter that describes the chosen village; and a third chapter where three ideas are presented, that could improve the local economy.

The first chapter is essentially a literary description, where some definitions of tourism are presented, which, together with globalization, several perspectives about culture and heritage, and other definitions of some types of tourism, allows the reader to understand what will be discussed in the following chapters.

This first chapter also describes the evolution of tourism and its different types, such as «Rural tourism and Holiday Rentals», «Religious Tourism and Tangible/Intangible Heritage», and «Cultural Tourism and Tangible/Intangible Heritage». But it also focus on the creativity in tourism as a goal for many tourists.

In the second chapter, the municipality of Amarante is described. This city is described in terms of gastronomy, history, and culture. Amarante belongs to the Tâmega and Vale do Sousa area, which is known for its green wines. Hence, some of the characteristics of the area and its main historical points are described.

Also in the second chapter, Vila Caiz is chosen as an example of a village of the north that, despite not being very renowned, has the right cultural characteristics to be explored. Thus, this chapter has topics such as «Rurality as a stimulus to return to the rural areas», «Local gastronomy and the Vinho Verde», «Religion and the religious touristic activity in development», «Mountain and Landscape as types of Experiences in Tourism», «Holiday rentals and other touristic complexes as a way of developing the village», and «Heritage and Cultural Identity».

In addition, the theme of emigration is also mentioned in this second chapter. This topic is a crucial subject since it is very present in some villages, mostly due to the fact that

their primary sector is agriculture and that younger people often leave, searching for other occupations and professions elsewhere in the country or abroad. Thus, emigration becomes one of the solutions and has become, over the years, one of the most sought-after ways of life by young people, who go abroad in search of better jobs and higher incomes. Vila Caiz is no exception.

In the third chapter, some ideas are formulated based on the cultural heritage of Vila Caiz, considering what already exists in other villages in the North, with the same or similar characteristics. These projects are proposed as projects that can be established with the aim of developing Vila Caiz at the economic level, and tourism is one of the main aspects to be developed through the given ideas, by the village and responsible entities.

The projects are the renovation of the automotive line that connects Livração to Arco de Baúlhe; the construction of a walkway for physical activities and leisure in the forest; and a River Beach. These are just some examples of what can be built and developed. As tourism grows and the village evolves, other projects could also be developed.

Thus, the dissertation will open with a literary review that will build the basis for the entire argument. The following chapters will be sustained by the definitions and information provided in these initial sections. Innovative and sustainable tourism is the main topic of this dissertation, constantly introducing other related topics, but always taking into account the concepts and projects that we intend to apply for the development of Vila Caiz.

«Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. » (Walton, 2020)

Tourism, as we know today, did not appear overnight. According to Frattuci, «[...] spatial displacements deserve to be highlighted, as man has never stopped travelling, travelling through territories, known or unknown ». (Frattucci, 2008) So, it is true that travelling between various places has always existed, but at the beginning travelling grew mostly under the form of commercial trips and not for leisure. At the time, perhaps those displacements were not seen as leisure travel. Travelling was seen as something necessary, as in the case, for example, of the pilgrimages made in the Middle Ages to Santiago de Compostela, the pilgrimage to Mecca, or travelling to see the Olympic Games in Greece. At that time, perhaps those travels were not seen as tourism because the concept of tourism was not yet evident.

Leisure travel became essential with the industrial revolution and the imposition of eight hours of work/day for workers. Due to the new working conditions, the need to escape grew. People needed a way to escape from industrial cities to places far from the pollution of the factories. A search for places in nature or in conditions different from those they were used to live in became more present: «After World War II and for more than half a century, Europe experienced a period of peace and prosperity. "Europe of Abundance" is a designation dating from the 1960s, when everything seemed possible. » (Brito, 2010, My Translation)

According to Frattuci, today's beaches are an almost fundamental requirement when looking for summer places; they were little valued in the past and only became relevant for medicine purposes. In the 18th century, doctors recommended the beaches, saying that the sea had healing properties, so the beaches came to be considered not only for leisure but with a medical perspective too. (Frattucci, 2008, My Translation)

The emergence of displacements related to economic power has only widened further with the development of globalisation. According to Luís Campos and Sara Canavezes, globalization is a process that happens on a global scale. This process consists of interconnections and interdependences between states, organisations, and individuals in the sphere of economic, social and political relations, generated by the technological

developments that facilitate communication and interaction between the different parts of the world. (Campos & Canavezes, 2007)

With globalisation, the internet, and consequently, social networks, it became easy to share experiences. Tourism has become something simple for many people around the globe. If people had to resort to a travel agency a few years ago, it is simpler to book a trip nowadays. Tourism is no longer something just for those with more economic power; now anyone can visit places, inside or outside of their country of origin. We are increasingly witnessing various types of tourism and, consequently, the constant development of the areas visited.

Tourism has been a significant factor in the economy of some countries as, for instance, in Europe. Portugal is not an exception to this phenomenon. Tourism is a substantial part of the economy due to the boom that many countries have been experiencing. Tourism brings money to a country, because jobs need to be created in order to support the companies responding to the growing demand, as we might see in the following graph.

Evolution of indicators for different sectors of the economy, EU-27, 2012-2018 (index 2012=100)

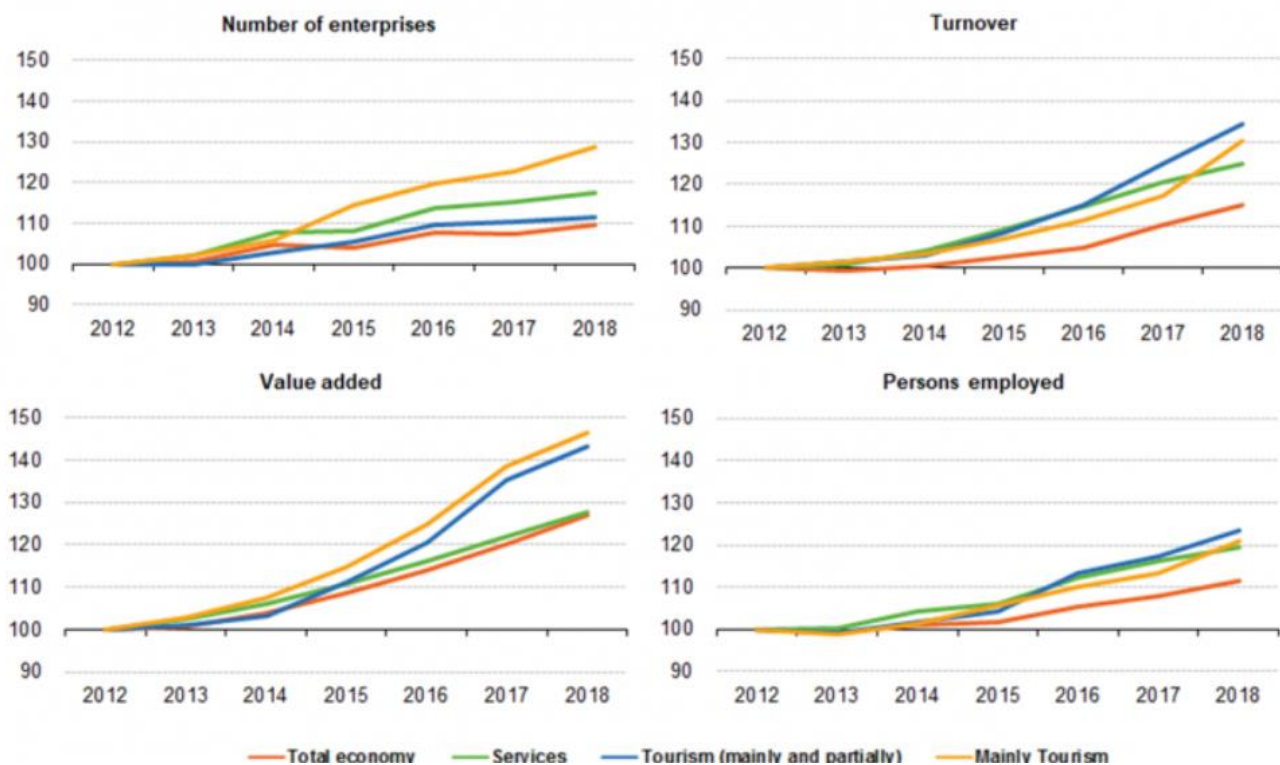


Figure 1. (Eurostat Official Site, 2021)

Tourist activities are considered to be one of the greatest sources of economic growth in the world. They can be considered as a mechanism which generates employment, foreign exchange revenues and income. Tourist spending has served as an alternative form of exports that contributes to an improved balance of payments through foreign exchange revenues in many countries. (Belloumi, 2010)

When the touristic activity is growing, it is not only jobs that need to be created, but also new conditions to provide the requirements to their target audience, in this case, tourists. Governments need to develop new policies to support the growth of tourism, they need to create new conditions, that encompass different areas, such as job creation, structure renovation, new infrastructures, attractive conditions for companies, and good accommodation conditions. This is the function of the government and of all the individuals and companies who want to develop new projects in order to support the local economy. According to Helena Filipa Lourenço, in several countries, tourism plays a priority role in developing the economy, thus generating employment income, interfering in the regional distribution of public finances, general values and prices. (Lourenço, 2013, My Translation)

Several structures benefit from tourism and the increase that it has been creating. Facilities such as hotels, restaurants, local craft stores, and other stores have increased their sales and consequently need more people to work, to cope with the increased demand for their services. Other structures, such as airlines, trains, and different transport types, have also increased their teams, means, and projects in order to offer various products and the best possible experiences for tourists. For example, TAP, a Portuguese airline that has been increasing its routes and tourist destinations, so that there is a direct connection between countries, gives its customers a faster and easier offer.

Thus, tourism has become an organised activity with several results at the socioeconomic level. Therefore, it is a broad and diversified infrastructure that generates several jobs in different work areas. Tourism is, by definition, a service provision activity. It has a multidisciplinary character classified as an industrial sector due to industrialised equipments and materials for leisure activities. It has implications for the primary industry concerning environmental protection appropriate to natural resources. Thus, this sector

influences the job market and creates new job opportunities, as it is a dynamic and diversified factor expanding worldwide, especially in Portugal.

The development of structures and measures imposed by governments is the basis for the increase in tourism. Globalisation was one of the most significant factors for the rise in tourism internationally. In the past, not only was it not familiar, but it was also seen as something only for the wealthiest. Nowadays, with the internet, it is possible to book trips at any time of the day, to any part of the world. There is no need to go to any travel agency, although they continue to exist and serve the same purpose; it is only needed a device with internet access to book a trip, hotel, and even museum tickets or public transport, without leaving home. In addition to all these institutions related to the state or to individuals, tourism also brings a stimulus to the production of goods. Objects from agriculture or handicraft, for example, that tourists see as cultural objects that represent the country they are visiting, become highly valued assets. Or also building materials and real estate, that end up being directly or indirectly involved, in order to accommodate tourists or to be transformed into tourist complexes and other hotel facilities. (Cunha & Abrantes, 2019)

According to Licínio Cunha and António Abrantes (2019), when a person wants to go inland or out of the country of their residence, they can organise that trip in two different ways. The first is a person or group of people who set a destination or several, choose a means of transport, reserve the means of accommodation, and the dates they prefer for that stay. This type of choice is considered individual tourism, where people, despite their tastes, determine their trip as they see fit. The travel agency option offers anyone a trip to a specific destination of the individual's or group's choice, against the payment of an amount stipulated by the agency itself. Thus, this tourism is considered collective or organised tourism. According to what was stipulated by the agency, the participants are limited to acquiring a trip already fixed.

The stigma that existed about travel is not as visible today. Anyone can travel in any way, by plane, car, train, or another type of transport they want to use. The free movement of goods and people also made travel easier for many. For example, between European countries, you can travel without the need for a passport. These characteristics have made tourism a developed and growing area.

In the past, the conditions needed for travelling were more straightforward than what is required today. A few years ago, structures such as hotels and restaurants were the focus, which is not different from nowadays. The main difference is that people's vision, interests, and concerns have changed, affecting what needs to be taken into consideration to improve the touristic activity. Governments need to pay attention to their target audience to generate those conditions. For instance, more than ever, young people are concerned about the environment and environmental issues, such as sustainable development. To paraphrase Helena Filipa Lourenço, tourism is referred to the quality and development of the property itself, being a dynamic concept, it must accompany the evolution of consumer preferences. A tourist business's success will always depend on the capacity that the tourist institution must have in order to respond to the needs and preferences that consumers have, which are not constant and change over the years. (Lourenço, 2013)

When people are trying to find a new location to visit, they tend to find a place that fulfills their needs in terms of interests. The concern about the environment, for example, is mandatory for many people nowadays; therefore, these people are more likely to try to search for destinations with the same common interest. Then, there is a direct relationship between the reasons that lead people to travel and their characteristics, thus having different motivations. Due to its features and diversity of the offer, a destination can simultaneously correspond to cultural, professional, and sports motivations, among others. (Cunha & Abrantes, 2019)

Countries, governments, travel agencies, and other tourism-related structures must consider the changes that the world is constantly undergoing. In Portugal, there is a saying that times change, wishes change, and, in the case of tourist trends, we have noticed a general change. Nowadays, we can observe trends that some years ago were not so sought after. If the city and the noise were desired a few years ago, nowadays the trend has been reversed. People seek calm countryside destinations and other characteristics more connected to nature. This does not mean that the search has stopped, but there is an increase in the demand for something more relaxing and calmer, which contrasts with the life that many people have in the cities. According to (GÜLER & KÂHYA, 2019), on their work about the rural areas of Turkey, the need to escape the city, its pollution and noise has become a trend in tourism.

Even though tourism is one of the significant sources of income for many countries, it is often criticised for the negative socio-cultural impacts it causes on local communities, significantly on smaller and more traditional ones. (Oliveira & Salazar, 2011) There are several impacts that tourism brings, both positive and negative. The positive effects at the economic level have already been mentioned, now we should indicate the negative impacts, giving examples from the case of Portugal.

There are tourist flows throughout the year in various countries, but they are different according to the seasons. Taking Portugal as an example, there are areas of the country that increase their tourist activity due to the summer weather conditions. Still, it can also be observed that there are no large tourist flows during the winter, when the weather is rainier and not as favourable. Even though tourists continue to be observed, there is a clear increase in Portuguese tourism when the high season arrives. Hence, there is this differentiation between high season and low season because there are differences in tourist flows depending on seasonality.

Nowadays, there is an open discussion about inflation and real estate speculation due to tourism. There is price inflation for people who want to buy or rent a house in major cities, such as Lisbon and Porto, and other urban centres that tourists visit. Due to the increase in tourism and the demand for more popular spots, it appears that the tenants and owners of homes and establishments in the most sought-after areas tend to increase their value.

There has been a constant transformation of local inhabitants' homes into tourist establishments that benefits tourists. It is known that it brings income to the country and the local economy, but some places' characteristics and qualities have been lost because some radical changes have driven local people away. It is the people who make a place what it is. In the north of Portugal, Porto is beginning to lose the essence that people used to give to this area. Construction companies evict people from their houses and offer them accommodation elsewhere, in order to build hotels and hostels for the tourists' benefit, so that they can have the best views and the best conditions; this is called gentrification. The Intercultural Cities Policy Study, from the Council of Europe, divides the term gentrification by forms, such as rural, commercial, student, and others. The definition that is better applied in this context is "tourist gentrification": «touristification in areas

changed by high concentration of tourists and their demands for accommodation and services. » (The Council Of Europe, 2020).

Another consequence mentioned by Oliveira & Salazar (2011) is the dependence on tourism and the excessive reliance on foreign investment capital; that is, we are very dependent on Portugal's tourism investment. So, if there is any factor that impacts tourism, we are left without that source of income, which looks safe, except when a pandemic affects us, as it is happening now, globally. With Covid-19, we ran out of tourists, many hotels and restaurants stopped making a profit, as they used to survive because of tourists, and they do not have a reason to be open anymore.

Due to the general increase in tourism, at the social level, people had to leave their own houses so that tourist businesses could be built, as said earlier. This socially affects people who live and who must continue to live beyond tourism, because countries do not rely only on tourism; countries have other sectors of activity, other sectors of income. Nations cannot be affected by this tourism boom that has been increasing in recent years.

It is also essential to talk about the negative impacts on the environment that is so important and discussed today. Tourism harms the environment because there is a destruction of the natural landscape, of fauna and flora, when hotels, hostels and other tourist establishments are built in sites of protected and natural landscape, so that the offer for tourists can be increased. Furthermore, it is crucial to point out the increase in pollution and traffic congestion in urban centres.

Paraphrasing Licínio Cunha and António Abrantes (2019), the tourist activity is relatively recent in Portugal, but already has a significant diversification. Contrary to what many people think, tourism in Portugal is not just in the seaside area, with sun and sea. Portugal has the necessary conditions for various types of tourism. There are vital sectors such as thermal tourism, which is considered health tourism. Religious tourism is also common in Portugal due to the number of festivals and pilgrimages throughout the country. Also, cultural tourism benefits from favourable conditions such as the fact that it preserves testimonies of literary and popular culture, uses and customs, from North to South.

Globalisation has changed the consumption models of people in general. Consumers now have access to any type of product anywhere, and so the consumer has other requirements that they want to fulfill. Tourism is an inherently experiential activity because tourists, in

general, leave their place of residence, and they go to different places in order to experience new adventures, new routines, and new cultures.

Tourism leads people to live experiences differently from their routines. From the moment tourists enter an airplane (a transport not used in their everyday life routine) to the moment when they arrive at the chosen destination, all these steps are different experiences. This does not mean that all types of tourism are experiential, but it does mean that tourism is in itself a different experience. Tourists have various kinds of experiences, many of which they are unaware of, because it is something inherent to the tourist activity. For example, riding tourist buses, sounds, smells and sights, are all experiences that tourists have access to when travelling to a destination in order to get to know it better.

According to HVS (Poinelli, 2015), a consulting firm specialised in providing services to the hospitality industry, there has been a change in mentalities when travelling. While Generation Xers preferred luxury and what already exists, Millennials prefer something more exclusive and extraordinary. Millennials care more about the avant-garde factor than about what is considered to be recurring and ordinary, because it will give rise to interactions and generate buzz on social networks:

These new trends in luxury tie well with a distinctive demographic group that has emerged over the past decade: Lifestyles of Health and Sustainability (LOHAS). According to the Natural Marketing Institute (NMI) in a 2007 study, LOHAS consumers represent approximately 19% of the U.S. adult population and have even greater influence (as they are trendsetters). They are motivated to buy products and services that are environmentally conscious, sustainable, socially responsible, and/or healthy for themselves and the planet (Poinelli, 2015) .

This consulting firm also points out a study carried out in 2014 with the title of “The Rise of Experiential Travel” (Poinelli, 2015), which shows the growing commitment to experiential tourism. With this increase in adventure tourism and the increasing desire to innovate, many tourism agencies will have to innovate and know the wishes of their constantly changing customer market.

It is more and more frequent to see people who venture to go to a destination of their choice with only a backpack and a paid travel; from the moment they arrive at the chosen

destination, they live as if they were local. They travel on buses and foot and they talk to the inhabitants to ask for accommodation and food; apart from the trip, they attempt to live like the locals. This is regarded as an adventure, looking for other perspectives, contrary to what many tourists do. People, usually, like to have the trip paid for, the hotel booked, and all meals already scheduled. Others prefer to go on the adventure of living with nothing destined or pre-arranged.

There is a new trend that bets on authenticity. People are aware that they are going to live in the uncertainty of the journey, but with the certainty that they will live it to the fullest, with no predefined limits: “to be an experience, travel needs to overcome the banality, trivial, stereotyped and conventional aspects and structure itself as an experience that arises from the personal wealth of travellers in search of moments and places that enrich their story” (Trigo, 2010 My Translation).

Experience tourism is becoming the norm because consumers would rather spend their money on experiences and not on things. The emphasis now is on “seeking out activities that appeal to niche personal interests” rather than on “checking must-see sites and monuments off the to-do list” (Regiondo, 2018).

Tourism, for many, means getting to know a different place and submerge in that place’s history and culture. Sometimes it also means that people need to be creative in order to experience that place to the most:

Creative tourism appears therefore as a key development option for various reasons and can serve distinctive objectives. Firstly, it responds to the need for tourism to re-invent itself as well as to the need for destinations to do something different in a saturated market. It can also meet the desire of tourists for more fulfilling and meaningful experiences (Richards, Exploring Creative Tourism: Editors Introduction, 2012).

Creative Tourism was first identified as a type of tourism in 2000 (Richards, Business Models for Creative Tourism, 2021), and it has grown exponentially, because people want to travel for destinations where they can have an active participation and engage with the new culture presented to them through tourism.

In 20 years, the notion of creative tourism has evolved and changed. Greg Richards (2000) describes that creative tourism has evolved in the following way:

- “Small-scale creative experiences”, where workshops were developed for tourists;
- “Consumption-related perspective”, that attracts people to a destination through the marketing of creative activities;
- “Wider range of creative experiences”, because tourism started to blend with other industries such as cinema or architecture;
- “Relational tourism”, that are the co-created tourist experiences, favoured by the internet and the creation of new platforms that help people be in contact with all kinds of touristic experiences.

The co-created tourist experiences are getting know due to the products that are being shaped by the creativity of the people who develop them. “A co-creation tourism experience is the sum of the psychological events a tourist goes through when contributing actively through physical and/or mental participation in activities and interacting with other subjects in the experience environment” (Campos et al, 2016)

The intention of the creativity in tourism is to encourage personal self-expression and the interaction between the local residents and tourists by using local resources so that both the local community and tourists can benefit from: “Inclusive community involvement plays a crucial role in emphasizing and understanding the uniqueness of each place and articulating the narratives emerging from local history and community stories” (Duxbury et al, 2020).

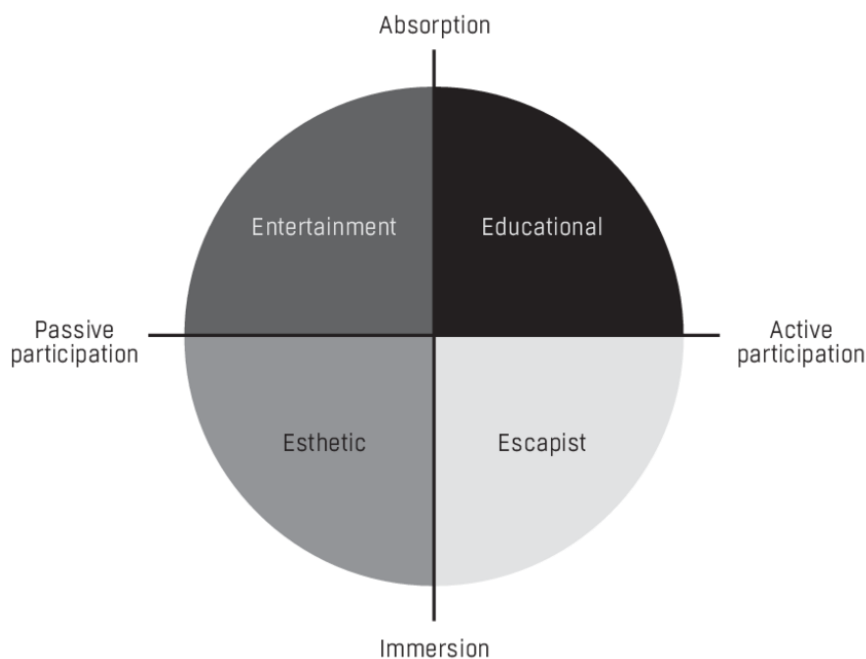
A key aspect of the creativity in tourism is the connection between the “local identity and the place’s geographical qualities that help create different narratives to attract people that search new experiences in tourism. This approach of creativity can be seen as a sustainable way of economic development in the sense that some resources can create new deals to improve each other’s economies. For instance, new connections can be made between restaurants, hotels and other services with local artisans and farmers, in the case of rural destinations. Thus, they can cooperate and make new products and then, transform the economy in a sustainable way:

Creative tourism initiatives can serve as a pivotal point for intercultural knowledge-sharing, exchange, and dialogue. Creative activities stimulate sharing processes that can articulate a number of aspects relating to one’s attachment to a

place and to trigger the sharing of memories of visitors and local residents (Duxbury, Bakas, Castro, & Silva, 2020)

What a place has to offer, which is authentic, and which constitutes the heritage of a community, is not typically produced for the purpose of satisfying tourists, but for the use of local people in their daily lives. However, as this authenticity has become the object of demand for those looking for originality and creativity in tourist experiences, the tourism industry makes use of it to meet the needs of tourists and to deliver a more original offer and provide unforgettable experiences that tourists want to repeat and promote with friends and family, the future tourists: “Consumers want service providers to stage memorable experiences that are satisfying, and such experiences benefit service providers by encouraging repeat business” (Ali, Ryu, & Hussain, 2016)

Some researchers have formulated different approaches to the various elements that make up an



experience. One of these approaches is taken by Pine and Gilmore, who even make a chart that demonstrates these same elements and how they can affect one's experience, as it is possible to observe in the image below:

Figure 2 Four dimensions of the experience (Carrera & Oliveira, 2013)

Addressing the four dimensions of the experience, entertainment represents the dimension in which the participant passively absorbs what is happening; the aesthetic dimension refers to passive participation, but there is a deeper immersion in relation to what is being experienced; education represents an experience that is absorbed and that requires active participation; escapism refers to experiences in which the participant is deeply involved in the activities and actively participates (Ferreira, 2018). However, it can be observed that an experience can be connected with the four dimensions mentioned: “The learning that takes place during a creative tourism experience can develop the personal skills of the traveller, enabling them to enhance their own creative capabilities and potential.” (Richards & Duxbury, Trajectories and trends in creative tourism: Where are we headed?, 2021)

The pandemic has changed the way people look at tourism and what tourists once wanted is not the same anymore, people look for new ways of travelling. Furthermore, the search through the internet has increased, as well as the need to find new experiences and moments different from what tourists are used to. The search could involve gastronomy experiences, cooking classes, developing art works from the materials the destination has to offer among other experiences that might be created by the destinations.

Even though the pandemic has increased the desire to have different and creative experiences that are memorable, it was with the development of social networks that this

trend has expanded. The tendency to share with followers what people see, experience and even eat has been rising and the need to share and to show their experiences is becoming even more a tendency: “Fuelled by a variety of economic, cultural, and technological trends, including the meteoric rise of social media, it can be presumed that experiences matter more than ever to individuals, and consequently to organizations” (Duerden, et al., 2018).

There are several types of tourism, such as tourism related to nature, business, sports, literature and even gastronomy, among others. In this thesis, cultural tourism (Köhler & Garcia Durand, 2007) will be the main object of study, as well as topics such as holiday rentals (Gago, 2018), sustainable development (Choi & Sirakaya, 2005), religious tourism (Revista San Gregorio, 2017), and rural tourism (Guerreiro, 2017). The latter is a type of tourism that has been more sought after, due to its characteristics and the need to escape from the cities' noise.

1 Rural Tourism and Holiday Rentals

The empathic relationship between nature and culture, increasingly dynamic and intuitive, has been serving as a basic argument for new tourism development strategies, for new local and regional development policies, as well as for the promotion of sustainability and territorial cohesion. (Alves, 2013, My Translation)

By the end of the 20th century, a new form of tourism was born. This tourism is based on the landscape, the environment, and the rural areas. Tourists look for nature, fresh air, and different life approaches that they cannot have in cities. The rural population is diverse; they do not need to have too much or buy too much; they need to be in touch with nature and live in peaceful and quiet places. (Guerreiro, 2017) According to Carolina Alves (2013), rural spaces have undergone significant changes due to multiple endogenous and exogenous factors that have led to a loss of importance of the agricultural activity and to unemployment.

On the one hand, tourism turns out to be an essential development factor, especially in areas that are not so diversified, such as rural areas, where the population's activities revolve around agriculture. On the other hand, rural spaces are increasingly sought after for their characteristics. The countryside means fewer people than in the urban area, calm, less noise and pollution, fewer cars and therefore it is more attractive for people who want to escape the noisy city.

In these areas, tourism brings positive and negative points. On a positive level, tourism brings more significant development for rural areas, which would not achieve some changes and development if they were not sought after by tourists. Besides, new structures are created, and more jobs are designed to meet the villages' unique needs, thus ceasing to depend solely on agriculture.

With tourism, new structures have been created. Let us take as an example the trains, the railway lines that have been electrified, and the general increase in trains in order to answer the demand for this type of tourism. We also have an example in the Douro region, where the historic train runs along the Douro River and the steam locomotive, with five historic carriages, travels the distance from Régua to Tua, on a trip to the past that highlights the landscape that UNESCO classifies as World Cultural Heritage.

Governments and mayors have taken various policies to develop these areas for a better offer. As we saw in the previous example, not only CP – Comboios de Portugal but also other individuals and collective institutions have created new projects to improve this area. We have the example of the eco-tracks that gave tourists a different experience, as they can now walk through nature and know a little more about the forest species and animals. According to *A Verdade*, an online newspaper about the region of Tâmega e Sousa and Vale do Douro, a protocol was signed between the municipalities of Amarante, Celorico de Basto and Cabeceiras de Basto that resulted in the construction of an eco-track on the Tâmega line, which is almost 40 km long. It is a trail that runs along the Tâmega railway line, allowing direct contact with the surrounding historical and natural heritage, thus appreciating the many villages, landscapes, and the Tâmega River, the region's exlibris. (Rocha, 2021) Other structures that are no longer used for the locals have been renovated, such as the train and railroad lines that existed, and that nowadays gave way to tracks for carts that can benefit both locals and tourists.

As negative points, we have the dependence on tourism and the fact that, in times that are not so sought after, these places run out of sources of income. Another negative point may be the increase in tourists, which for many is good, but for others is a synonym of confusion and destabilisation of the daily lives of many. One can also add the factor of destruction of heritage. More demand leads to an increase in the offer of hotels, houses, hostels, and other establishments that involve destroying the natural area to construct new buildings. In addition to this, establishments such as cafes, restaurants and different commerce types are created to meet the visitors' needs.

The rural areas' inhabitants are usually older people with less formal education because they have always worked in agriculture. Many of them left school because they had to help their parents, which means a less wealthy offer for tourists. Less schooling implies that it will probably be difficult for them to speak languages other than the mother tongue, which leads to a communication that is more difficult or at least not as easy as it may be in some urban centres. But there is also a younger population with more formal education, who have developed other skills linked to agriculture, languages and cultures, and other scientific areas.

Still, in spite of its negative aspects, tourism continues to be seen as something very positive for countries, at the economic, social, and cultural level. It brings in various incomes and creates jobs and structures that develop places and, consequently, nations. In terms of rural space, several enterprises have been born as country houses in the villages and explored by various entities, whether individual or collective. Licínio Cunha and António Abrantes even talk about village tourism referring to the houses situated in villages or other rural spaces that are built with materials from the local architecture and explored by some entity. There is also Agrotourism, properties typically located in agriculture-related communities, where guests stay connected to the village's life and countryside.

Rural tourism makes people get to know a little more about the agricultural activity practised in the area. For example, in the Douro, it is getting popular to visit the vineyards during the harvest season to accompany and experience what life is like for the farmers at this time of the year. This experience is highly sought after by lovers of Port wine that is traditional and famous inside and outside Portugal. Licinio Cunha and António

Abrantes also speak of Rural Hotels, which are establishments created in these rural areas that try to recreate the characteristics of the regions where they operate, in order to give a more authentic experience of what life in the country is like. (Cunha & Abrantes, 2019)

The concept of rural tourism has a noble cause. It is another kind of sustainable tourism that explores resources in rural regions, while causing little or no harmful impact. It generates increasing benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern times.

Tourism uses and consumptions in rural areas are often based on and related to nature. Hence, a redefinition of the rural space (previously considered only for agriculture) was carried on, and it is now defined as a space for tourist consumption too, thus fostering nature, heritage and tradition tourism activities in rural areas.

The rural space has been the scene of new uses and consumptions justified by the increase in people's mobility, the relocation of economic activities and the diversity and growth in visitors. Thus, the rise in the number of rural museums, craft centres, artistic residencies, and festivals is visible, developing the rural space and the various surrounding communities. (Filipe, 2013)

Although there is a remarkable evolution and change in mentalities about tourism in rural areas, the rural regions' cultural heritage is still often threatened by the rural exodus, the neglect of agriculture, and unsuitable buildings. Furthermore, there is a difficulty in keeping up with modernisation, the loss of knowledge, and the absence of references to raise young people's awareness about the importance of rurality (Lourenço, 2013). Therefore:

In Portugal, over the last decades, rural tourism (RT) has also risen to become an important economic activity in several rural areas. The development of rural tourism in Portugal is the result of the profound changes in society in general and in the rural world, which requires new developments to be pursued through diversification of activities. (Duarte, 2010)

The North region presents a varied and differentiating offer. Nature tourism, as well as cultural and landscape touring, stand out as the anchor products of the destination. Sports and outdoor activities are potential resources to develop, with a high impact on the region, along with religious tourism, city and short breaks, gastronomy and wines, business tourism, nautical tourism, and golf. (Comissão de Coordenação de Desenvolvimento Regional do Norte, 2008):

The concept of rural tourism depends mainly on the products offered. Rural Tourism is known for the familiar hospitality by the owners of the lodging houses. The rural accommodations in Portugal are currently distributed among the following modalities: Agrotourism, Country Houses, Rural Hotels, Village Tourism, Habitation Tourism and Rural Tourism. (Duarte, 2010)

The concern with the environment is not new; with the environmental impacts, lately, this concern has grown and intensified in the younger generations, who are increasingly looking for solutions to reduce or halt global warming. In 1982, the United Nations conference on the environment created a world commission for the environment and development to analyse and look for long-term strategies to reduce global warming. Sustainable development has gained new visibility, resulting from the realisation that our ways of life are not sustainable in the long term.

It is essential to point out sustainability in rural areas; even more vital is to stress the care and attention to natural resources, in order to ensure the continuity of the biological evolutionary processes. Even though rural tourism is a highly sought-after form of tourism and brings economic benefits to countries, it is also essential to be aware that we must preserve and conserve natural spaces. It is vital to protect forest and animal species that need to have their habitat maintained and intact, far from the action and the pollution of tourism:

For tourism to be a tool for sustainable destination development, it should improve the residents' quality of life; stimulate the employment of locals compared to non-locals in tourism-related activities; optimise the local economic benefits; provide long-term economic linkages between destination communities and industries; consider the limits of environmental carrying capacity; protect natural and built heritage for present and future generations; minimise negative impacts of tourism;

provide a high quality experience for visitors and socio-cultural well-being for destination communities respecting social identity, enhancing social capital, local culture, social cohesion and pride. (Choi & Sirakaya, 2005)

When the topic is tourism, the idea of holiday rentals is increasingly present. Although it is not a practice as current as some might think, it has become widespread in recent years, especially in more touristic places. Holiday rentals are sought for different reasons in rural areas, for calm days without the hustle and bustle of urban areas. Some are near the sea, with bars, local shops, and attractive beach conditions. Globalisation has come to facilitate tourism; in this sense, new platforms are easily created nowadays, such as Airbnb.com or Booking.com, that bridge the gap between guests and homeowners who want to rent their houses and apartments for a few days or weeks. These sites are appealing for different reasons, and they usually contain photographs and other essential details that make the job of renting a house easier.

In the past, holiday rental was a common practice, but the contact was made either on the spot or by telephone, where values and details were discussed. When contact was made on-site between owners and guests, these could see and access the house. When the connection was made through the telephone, people ended up going a little bit without knowing what they would find, because they had no way of knowing whether they had been told the truth. For example, Nazaré or Figueira da Foz still use the old methods nowadays, with signs indicating houses for rent and respective values. It is possible to see some people on the streets with signs referring to their homes for rent. This may happen because older people are reluctant to use technology and continue to try to do business as they have always done. These methods still work because there are always people who do not go on a scheduled trip, do not use technology regularly, and prefer to go directly to the place and do the business themselves.

This rental of houses has grown for several reasons; one of the main reasons is perhaps the value that, in the case of larger families, pays off more than if they chose a hotel. It turns out to be cheaper to stay in an Airbnb than in a hotel. In hotels, people need to rent several rooms, while they can rent one house on Airbnb, for everyone. Besides, there is also the fact that they can prepare their meals and have them at the time they want, which can be a crucial factor. When renting rooms in a hotel, people must follow the hotel's

timetable and make their meals according to the times stipulated by the hotel, with other people, while at home you can make meals when you want, with more privacy:

According to data from Airbnb, Portugal was the country with the 10th greatest economic impact on a list of 30 countries which was headed by the U.S., followed by France and Spain. Airbnb also claims users of the platform in Portugal [generated](#) 2.3 billion euros in direct economic impact during 2018, and around 10 million euros of tourist tax to the Lisbon chamber. (Warren & Almeida, 2020)

This growing demand is due to the autonomy that holiday rental brings. People can choose the house they want, with the conditions they prefer, for their preferred date, in the place they want to explore. With this demand, the number of holiday rental sites has increased extensively. They all offer similar packages, with the same conditions and display houses across the country, at the most varied values.

According to TSF Rádio Notícias (Milheiro, 2020), in May 2020, Airbnb's official site registered that the Portuguese had reported a growing demand for homes in Portugal that the pandemic has increased. Searches for these houses have some primary filters: houses with a pool, apartments with a pool, and homes that allow pets. More and more, there is a desire to rent a private home, chalets and villas, guaranteeing people, families, and friends a place where they can maintain their privacy. The main difference between this type of accommodation and private housing is only the additional payment for the accommodation itself, therefore, food, in general, is within the budget that guests would spend if they were at home. This means that the conventional urban tourist model hotel-monument has a tendency to wear out and that the demand turns to other types of experiences, namely accommodation. In this sense, platforms such as Airbnb.com have opened up new possibilities for tourist accommodation (inserted in residential buildings or residential neighbourhoods, for example), and promote interaction between guests and hosts that is not restricted to a mere professional relationship. (Gago, 2018, My Translation)

This type of holiday rentals also brought a breath of fresh air and a new dynamic to communities that were once deserted and are now sought after for being inserted in nature and calm spaces. In addition to these communities taking advantage of such development,

local commerce and construction companies are becoming involved in renovating houses and businesses. Due to this growing demand, new houses are being built on once abandoned land, and unoccupied dwellings are being renovated and given a new life. Consequently, they bring tourists to villages that were not as sought after as tourist centres and attract guests due to their qualities.

As previously said, the owners of empty properties benefit from the rental of houses with this type of lease; they can have an additional income source, although they often must renovate and furnish their homes. Even so, they end up making money after a few months. In Portugal, this usually happens in the high tourist season, and also often in the low season, because of domestic tourism. Many Portuguese people are prone to spend a weekend away in the rural countryside. It is an opportunity to rest and leave their own homes and go to other houses with different conditions.

In addition to the owners, the establishments located in these areas also benefit from this increase in holiday rentals. While an inhabitant of the place may visit the street cafe and restaurant once or twice a week, the tourists will do so more often. Tourists bring another source of income that the inhabitants of the area do not carry. Therefore, the local economy benefits from it.

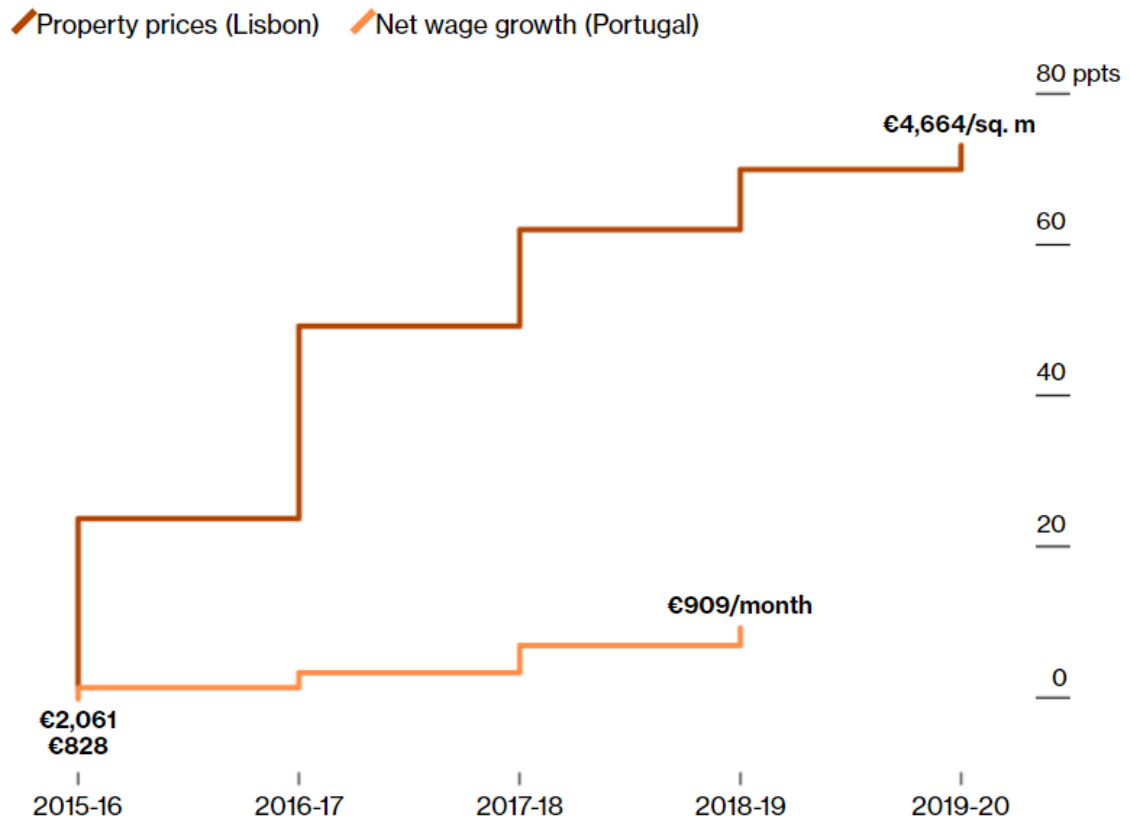
In contrast with this increase in the number of tourists, one can say that not everyone benefits from this type of holiday rental. The inhabitants, in general, are not satisfied, because of the phenomenon called gentrification:

Research shows that tourism and gentrification tend to coexist in similar urban environments and indeed that they mutually reinforce each other. Some authors notes that gentrification usually becomes a precursor for the promotion of the place (Fainstein and Gladstone, 1999; Judd, 2003; Maitland and Newman, 2008; Novy and Huning, 2009). (Cocola-Gant, 2019)

According to the “Consumption and Environment 2012”, tourism is the fourth cause of environmental pollution and CO₂ production, just after consumptions related to food, living and transports (European Environment Agency, 2012). Accommodation is responsible for almost **21% of the CO₂ emissions** related to the entire tourist sector. The growing concern with the environment means a new type of demand that prefers to be as sustainable as possible. For some, the primary filter they use when looking for a holiday

Property Prices Have Far Outpaced Wages

Home-ownership has become increasingly unaffordable for locals



Note: Average property prices compared for month of June
Sources: Idealista, National Statistics Institute

rental is the low environmental impact. Some tourists are unable to spend their vacations unconcerned about the consequences for the environment. (Tecchio, 2019)

As we might see in the following graph, locals are the ones that are most affected since they are no longer able to rent houses in the centres and start to rent in places farther from their work and outside of urban centres. The increase in prices to be paid for renting a home is even inconceivable for someone who earns the Portuguese minimum wage. This ends up leading to a distance from local people and probably to a loss in the place's identity: «While rising property and rental prices have pushed some of Lisbon's residents to the outskirts, it also left hundreds of low-income families stuck in makeshift shanty towns and decrepit buildings far from the glitzy condominiums in the city centre. » (Warren & Almeida, 2020)

It can also be said that, in villages, the idea of community exists and is often associated with religion. The church is the place where many people meet and is even considered the place to socialize for those who believe in religion.

2 Religious Tourism and Tangible/Intangible Heritage

Religious tourism is the departure of a person from a country of residence for a period of no more than six months in order to visit holy places and centers of religion. On the other hand, this concept can be viewed as an activity aimed at providing services to the tourists travelling for religious purposes. Generally, religious tourism is classified in the following way: - the pilgrimage tourism; - the religious tourism of excursion - cognitive focus. (Revista San Gregorio, 2017)

This type of tourism is usually practised by believers who practice any religion. The concept of religion means much more than churches and higher entities with powers that determine humanity's destiny. Religion is synonymous with faith in something unknown, something invisible that brings spiritual comfort to those who believe in it. There are many religions, with different, and sometimes conflicting characteristics, interpretations, and levels of intensity in the way believers experience their faith. Although many can accept differences between religions and respect others, many conflicts arise from a lack of acceptance and mutual respect. There is still much ground to explore regarding religious coexistence in the same space.

In most religions, some places are linked to their history and are associated with important events that mark the faith. Thus, pilgrimages and trips to these religious spaces attract thousands of tourists throughout the year for this type of tourism: «**Religious symbolism and iconography**, respectively, the basic and often complex artistic forms and gestures used as a kind of key to convey religious concepts and the visual, auditory, and kinetic representations of religious ideas and events.» (Goldammer, 2020)

There are several religious monuments worldwide, such as the Sanctuary of Lourdes, the Basilica of San Pedro, or Santiago de Compostela's sanctuary. Places like Mecca, Medina and Jerusalem are visited by thousands of people every year. They are known for several

reasons, mainly related to religion and the different beliefs that visitors have. People believe that they will be blessed and protected from harm after visiting these places of worship and pilgrimage. A **pilgrimage** is « a journey undertaken for a religious motive. Although some pilgrims have wandered continuously with no fixed destination, pilgrims more commonly seek a specific place that has been sanctified by association with a divinity or other holy personage. » (Coleman, 2017)

Pilgrimages are usually described as spiritual journeys that serve for people to connect with themselves and their religious beliefs. These journeys will cause new phases of belief and spirituality to achieve an essential purpose. Another possible reason for a pilgrimage is a promise made in times of distress, when people ask the higher entity in which they believe for something important. It can be the cure for a disease or the solution of a problem, and in return, they make a pilgrimage or donate something to a religious monument or even for the people in need.

Portugal has several religious monuments or places of pilgrimage that Portuguese and foreigners visit throughout the year. Each land has its own patron saint and celebrates its day by having a festivity to honour it. Each village celebrates this day in a different way. However, usually, a festivity is organised by the inhabitants who elect a committee to hold the event and to attract as many people as possible, thus increasing visits, local commerce and overnight stays.

Apart from the local patron saints, Portugal also has pilgrimage sites such as the sanctuary of Fátima, one of the most outstanding references of religious tourism. Fátima is known for the religious event that changed its history and importance forever. In 1917, three children who were shepherds witnessed apparitions of Nossa Senhora do Rosário. Fátima is visited throughout the year, but mainly on the 13th of each month, because that is when Nossa Senhora appeared to the little shepherds. Every month, on the 13th day, thousands of people visit the sanctuary, and many make pilgrimages on foot from the place where they live. Even those who do not understand and are not religious cannot remain indifferent to this sanctuary.

What was just a small rural village has become a large and developed city that managed to win the hearts of many visitors. Near the sanctuary, several shops sell images, rosaries and other religious objects, and there are also local shops, cafes, and restaurants, which

are full on pilgrimage days. The hotels also benefit significantly because many tourists or pilgrims arrive late, spend the night at one of the hotels and, the next day, they are the first to get to the place where the religious ceremony happens.

In addition to pilgrimages and prayers, candles are also purchased and lit for some purpose. There are candles with different shapes, for example, legs or arms, because, when people have a health problem, they light a candle with the shape of the body part that needs healing and ask Nossa Senhora to make it better. Many people also promise to make more painful pilgrimages, such as crossing Fatima's enclosure on their knees. The promises are different from person to person and depend on the faith and the problem that each one wants Nossa Senhora to help solving. On August 13th, many Portuguese emigrants head to Fatima to be blessed and ask for protection to spend another year working outside of their country.

Besides Fátima, Braga also has a well-known and visited religious place of worship, the Bom Jesus Sanctuary. This sanctuary has a monumental staircase that, in addition to green spaces, offers a panoramic view over the city. There, you can see two other churches: Nossa Senhora do Sameiro and the church of Santa Maria da Falperra. The Bom Jesus Sanctuary also inspired the sanctuary of Nossa Senhora dos Remédios in Lamego, another place of worship not as well-known as Braga.

Portugal is also known for its Santiago routes. Santiago Compostela is a sanctuary located in the north of Spain. In Portugal, there are several paths leading to Santiago, and many pilgrims make this pilgrimage throughout the year, whether on foot or by bicycle. Along the way, there are several stopping places where pilgrims can spend the night and have their meals for more symbolic prices. There are three main routes: a route to the north that departs from the Porto Cathedral; a further south path that leaves from Lisbon, passes through Santarém and follows along the river Tejo; and a more central route that leaves from Viseu, also passing through Lamego.

There are many other examples of religious tourism in Portugal, but the Sanctuary of Penha in Guimarães could not be left out of the list. Although Guimarães is known for the Castle and Paço dos Duques and all the history surrounding the kings and the birth of Portugal as a country, it is also visited because of the Sanctuary of Penha, a unique example of religious architecture.

Many people only believe in what they can touch and see. Others believe in the invisible that is superior to themselves. For Christianity, the Bible is the main text. Although they think that there is a God, hidden and intangible, they believe in the word written on the Bible. Muslims follow Islam and, as in Christianity, they are also governed by the book, the Qur'an, that is considered the very word of God, revealed to the prophet Muhammad. Hindu culture is based on the belief that the soul is inscribed in an evolutionary cycle of reincarnation marked by karma. There must be a spiritual evolution that frees the soul from that cycle by reaching nirvana. Buddhism is one of the few religions that is not related to the belief in God. The main characteristic of Buddhism is described as the respect for Buddha's teachings on the search for an end to human suffering. Judaism is a religion that, unlike Christianity, believes in the existence of a single god but does not understand Jesus as the Messiah and still awaits his coming, which will bring prosperity and peace for the Jewish people. (Eliade, 1987):

Just as it is impossible to think of living religions without their sacred places, so it is also impossible to conceive of religion without its rituals, whether simple or elaborate. There are different types of rituals involving the stylised saying or chanting orders of certain words Boeing or kneeling offerings of various kinds of including animal sacrifices dancing and music-making. (Eliade, 1987)

Religion attracts tourists all over the world: pilgrimages, churches, monasteries and chapels are the object of visit by all sorts of people, not only religious ones. Some people are just interested in the richness of the patrimony. It is crucial to mention that religious tourism is becoming an important source when it comes to sustainability in tourism, due to the fact that it develops the territory. Local communities work together to strengthen the local economy, which is also a fair way of looking at sustainability, under a social and economic perspective.

Religious tourism should be seen under a sustainable perspective and those who are in charge of religious heritage should start to improve measures to protect these structures, because of the effects of tourism over material heritage. Since some of this patrimony is becoming over visited, some of those structures are also becoming affected by human action.

Religion and culture are entirely connected, for several reasons, either because they have a shared history or because many religious monuments are also cultural monuments at the same time. Many of the religious monuments referred above are visited by tourists. However, not all of them are visited for their religious character, but because of their cultural aspect and the fact that many are also world heritage sites. For example, Barcelona's Sagrada Familia has a spiritual dimension, but it is also very artistic and even architectural, thus becoming one of Barcelona's hallmarks: «Religion and culture seem like complex ideas to study from the perspective of International Relations. After all, scholars and philosophers have long debated the meaning of these terms and the impact they have had on our comprehension of the social world around us. » (Rees, 2017)

3 Cultural Tourism and Tangible/Intangible Heritage

Cultural Tourism is first and foremost a tourism activity in which a destination's cultural or heritage assets are presented to be consumed by tourists. (McKercher & Cros, 2002).

There is material heritage within a culture, such as works of art, buildings, and architectural models; at the level of immaterial culture, there are those intangible elements, such as literature, language, gastronomy, and even the most popular part, such as festivals and traditions.

According to Licínio Cunha and António Abrantes, it is impossible to separate culture from history; that is why they define cultural tourism as the journeys caused by the desire to know particularities and habits, to know different cultures from the past and the present, or to satisfy spiritual needs. They also mention that cultural centres, museums, religious monuments and other places that involve the world's great civilisations constitute tourists' preferences. (Cunha & Abrantes, 2019)

Creativity is seen as a strategic element for competitiveness and the creation of value in companies and regions. So, individuals and areas develop cultural models to draw the consumer. Therefore, it is necessary to have creativity and offer innovative tourist experiences that are flexible, and that match people's and places' cultural traditions and

values. Cultural tourism is an offer that values both the existing heritage and the tourists' wishes. (Filipe, 2013)

Cultural tourism is a type of tourism that contemplates the culture of a country or region. Usually, people only consider museums, churches, and other monuments as culture. However, a nation's culture can also be seen in other characteristics, such as its people, gastronomy, and music. Popular culture is also part of cultural tourism. Traditional knowledge is linked to the historical and cultural wealth of a particular country or region. It is mainly connected with its population, who know their own culture and traditions like no one else.

According to Helena Filipa Lourenço, there is still a fear that globalisation and technological advances will devalue the taste for art and the historical appreciation of some place's cultural roots. Therefore, the search for traditions, works of art or historical monuments should not be missed but preserved. Popular culture is transmitted by different means that represent a country or region's memory and cultural identity, shared essentially by people, their sayings and traditions. However, it is not only because of gentrification that there is a lack of preservation of a region's culture; political, religious, and other motivations have led to cultural heritage destruction, as well. (Lourenço, 2013)

Even if there is a substantial increase in tourism, there is a need for preventive actions and preservation of the cultural space. As already mentioned, gentrification tends to lose the places' essence, because of the need to increase the offer at the tourist level. There must also be a concern with maintaining what is best for the transmission of culture and for the people: «To associate tourism with cultural heritage, even more, it is essential to undertake a policy of protection and enhancement, on a scale corresponding to a historical, geographical, cultural, and authentic space... » (Lourenço, 2013, My Translation)

Portugal is a prosperous country in terms of popular culture. Each region has its characteristics and traditions. Portugal is known worldwide for Fado, a beautiful music that ranges from the most traditional to the most modern and gives voice to the melancholy and longing that characterises the Portuguese people. It is impossible to talk about Fado and not to mention Amália, one of Portugal's most well-known artists.

Another cultural aspect that defines the Portuguese people is gastronomy. Each area has its own traditional recipes and conventual sweets. Take, for example, the Pastel de Belém from the Lisbon area, one of the city's main attractions. At any time of the year, Lisbon's most famous pastries, known for their Pasteis de Belém, have lines at the door because tourists from all over the world want to taste this warm sweet. Under this topic, wine is another main attraction. For centuries, Portugal has been a great producer of wine. The traditional Port wine is produced mainly in the north. This wine is very much appreciated by tourists and is increasingly becoming a tourist attraction, because there has been a growing desire by tourists to be part of the grape harvest.

In terms of literature, Portugal is also known for its great poets. *Lusíadas*, by Luis de Camões, is an example of international success, with new editions of the epic poem launched in the international market. Another example is Fernando Pessoa, who is the most translated Portuguese poet in history. In addition to the poets, José Saramago also took Portuguese literature to the world when he received the Nobel Prize for Literature in 1998.

Festivals and pilgrimages are another characteristic of Portuguese culture. The best-known festivals are the São João in Porto, celebrated on June 24th, the Santo António in Lisbon, celebrated on June 13th, as well as the flower festival in Madeira, that attracts thousands of tourists to the island. All these aspects are part of Portuguese culture, although some are more popular than others.

Several images characterise Portugal and Portuguese popular culture, and we cannot fail to talk about the objects that represent them. We have the example of the Portuguese guitar, which is traditional in fado; the Barcelos cock, that is usually made of porcelain and tells the history of this region; the carpets of Arraiolos; the tiles of São Bento, and even the traditional “Lenços dos Namorados” of Minho. There are also traditions such as the Podence Caretos, a Podence practice at the time of Carnival; folklore dancings; Halloween night in Montalegre, and many other habits that make Portugal a country rich in popular culture:

Historical-cultural tourism is a resource to be taken into account, not only for the countless historical testimonies that characterise the country from north to south but also for the crucial historical past of the country. From this point of view, our

country clearly benefits from a favourable situation, and this aspect has allowed to preserve testimonies of the erudite or popular architecture, uses and customs, and to explain the tourist successes of the northern region, the interior and the Alentejo, in the last years. (Lourenço, 2013, My Translation)

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world, considered to be of outstanding value to humanity. This organisation has a mission that involves encouraging countries to sign the World Heritage Convention and ensure their natural and cultural heritage is preserved. UNESCO includes cultural assets on the World Heritage List so that countries may receive the necessary technical assistance to preserve those cultural assets. Furthermore, this mission intends to encourage the local population's participation in the preservation of material and immaterial heritage, for the sake of the world's cultural and natural heritage.

According to the official site of the Canadian Commission for UNESCO, intangible cultural heritage has a role to play in the promotion of tolerance, peace, and reconciliation, fostering community and individual well-being, and in the promotion of human rights and sustainable development. However, «intangible cultural heritage is chronically at risk of disappearing, in large part because of globalisation. » (Canadian Commission for UNESCO, 2019)

It is becoming crucial to talk about the sustainability of a country's monuments and structures. It is impossible not to think about the future of the cultural material of a country, especially because it is becoming normal to have buildings and monuments deteriorated due to time, natural causes, and human action. Governments should be aware of the lack of sustainability of the country's material heritage and implement measures to intervene as soon as possible, to provide the sustainability of cultural heritage.

The European Union identifies and defines sustainable cultural tourism as «the integrated management of cultural heritage and tourism activities in conjunction with the local community creating social, environmental and economic benefits for all stakeholders, to achieve tangible and intangible cultural heritage conservation and sustainable tourism development. » (European Commission, 2018)

All the concepts mentioned in this first chapter are examples of the types of tourism that can be observed in some villages in the north of Portugal. In the second chapter we will analyse the history, population, and tourism of a village in the North of Portugal: Vila Caiz.

1 Amarante

According to Ribeiro (2020), the area of the golden vineyard was already famous in the Middle Ages for its wine presses, due to the culture of the vineyard and the production of wine that was already profitable for the residents. Even so, Amarante was only known for making the connection between Mesão Frio and Vila Nova de Gaia, where Porto wine passed when it could not be taken by river. In 1855, at the first Universal Exhibition in Paris, some wines from Amarante were represented, however, it is unknown who was involved in its promotion. It was at that time that Amarante became known as *Região do Vinho Verde*. The reputation of this type of sparkling wine caught the international attention, and this is one of the reasons why this region is now supported by the European Union.

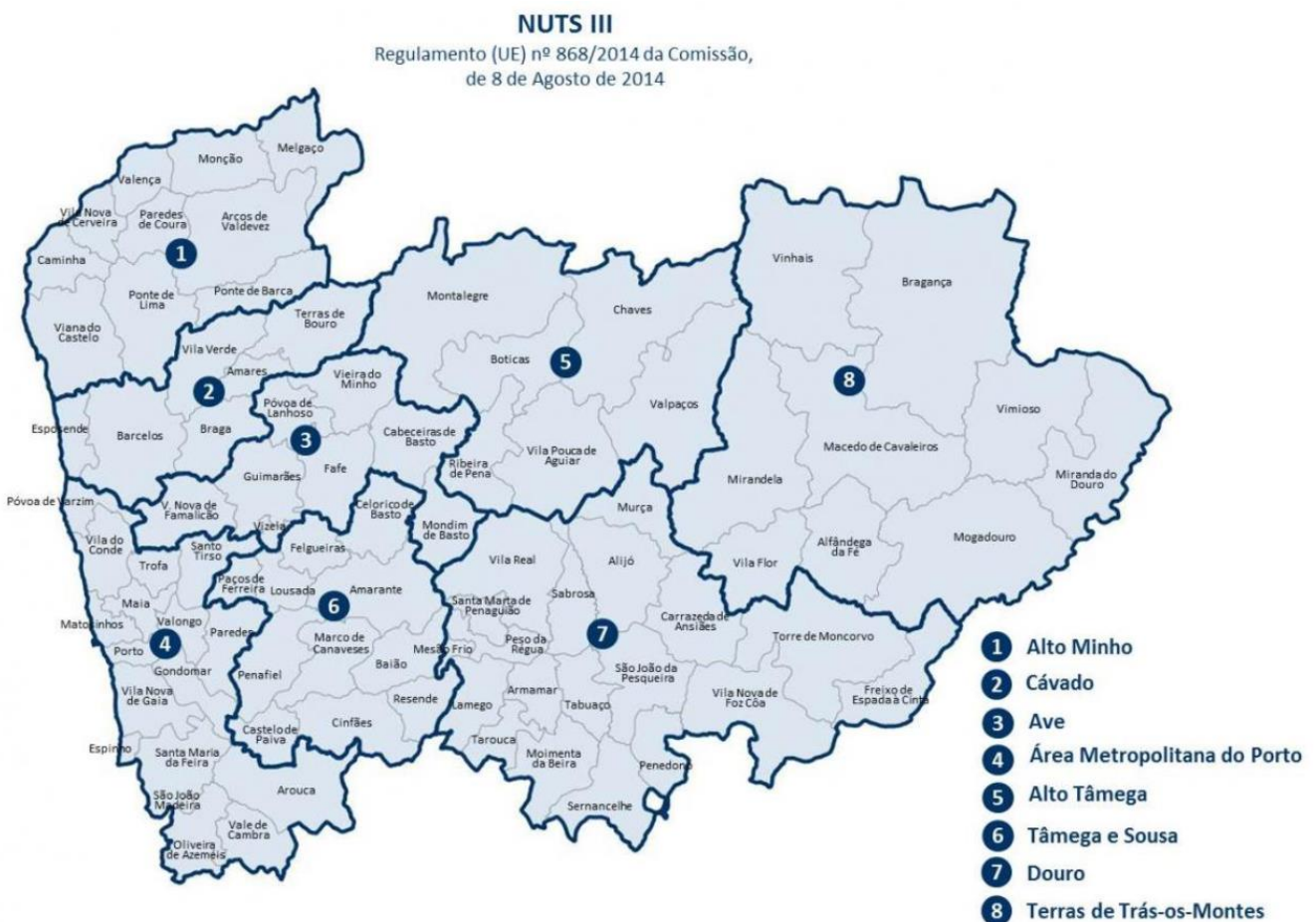


Figure 4 (Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDR-N))

Amarante is located in the North of Portugal, as it is showed in the image above, one of its main characteristics is the fact that it is crossed by the River Tâmega and has the Marão and Aboboreira mountains as a backdrop. Despite these characteristics, the one that stands out beyond the river and the landscape is the mountain named after the local patron saint, São Gonçalo, a Dominican friar who came to the region to evangelize it, but who quickly let himself be carried away by the charms of this land.

This friar carried out various works throughout the city, such as an old medieval bridge, built by himself, in addition to the convents and monasteries, which still attract pilgrims to the area. It was in his honour that the Church of the Convent of São Gonçalo de Amarante was built in the 16th century, authorized by King João III, on the site of the original chapel, where the preacher would have been buried. This convent was built with various architectural styles but what stands out the most is the Baroque, which gives it the ideal characteristics to be a cultural tourist spot visited by many tourists.

This region is still marked by the French invasions that left visible marks. The cannonball marks on the convent's facade demonstrate the battle fought by the Portuguese in 1809. Napoleon Bonaparte tried to invade Portugal, starting in Chaves, but when he tried to cross the Bridge of São Gonçalo, he was stopped by Portuguese troops for 14 days. Amarante is also known because of the S. Gonçalo history.

The history of São Gonçalo is of a religious character, which is also known for being the saint “matchmaker of older women”. This saint not only built bridges connecting the banks of the river Tâmega, but also built bridges between the sacred and profane. There is a belief and myth that São Gonçalo would not leave older women without a husband. It is precisely with this belief that tales and sweets were created to mark the qualities of this friar. Popular verses ask São Gonçalo to help women getting married and sweets are a symbol of fertility, with a phallic shape and representing the prayers of those who long for a groom. (Amarante Tourism Website, 2021)

The myth of the profane and the sacred are not limited to São Gonçalo but also include the devils of Amarante. The *Mafarricos* are pagan figures that were cherished by people and used to decorate the Convento of São Gonçalo. During the French invasions, these figures were burnt but replicas were quickly created and can be found in the municipal museum of Amadeu de Souza-Cardoso. On the 24th of August of each year, these figures

are celebrated with people going out into the streets dressed as the devil (Amarante Tourism Website, 2021).

This city is culturally known for having seen the birth of talented artists such as Amadeo de Souza-Cardoso, Agustina Bessa-Luís or Teixeira de Pascoaes. At the cultural level, Amarante gained even more prominence in October 2017, when it was classified by UNESCO as a Creative City of Music. (Amarante Tourism Website, 2021)

At Vale do Sousa, Douro and Tâmega, in the heart of Northern Portugal, stands an important architectural heritage of Romanic origin. The region shares common features that keep myths and stories born with the foundation of the nationality and that testify to the relevant role that this territory once played in the history of nobility and religious orders in Portugal. This heritage is structured in the *Rota do Românico*, which emerged in 1998 within the municipalities that make up VALSOUSA – the Association of Municipalities of Vale do Sousa that includes Castelo de Paiva, Felgueiras, Lousada, Paços de Ferreira, Paredes and Penafiel – and extended in 2010 to the remaining municipalities of Tâmega and Sousa (Amarante, Baião, Celorico de Basto, Cinfães, Marco de Canaveses and Resende), uniting a common historical and cultural legacy in a supra-municipal project.

This project's mission is to contribute to the sustainable development of the territory of the Sousa, Douro and Tâmega valleys, through the enhancement of the cultural and architectural heritage of the Romanic style, creating a tourist and cultural product of excellence. It has the vision of becoming a reference for its contribution to the sustainable development of the territory of Sousa, Douro and Tâmega. The objectives of this project are: to promote territorial planning through the enhancement of heritage, create a new productive sector capable of generating wealth, contribute to changing the region's internal and external image, qualify the region's human resources and contribute to the creation of qualified employability.

The *Rota do Românico* follows the values of authenticity, which preserve the traditional values of the region visible in its own heritage, as a result of the characteristics of these lands and of the people who inhabit them. *Rota do Românico* also follows the value of integrity, by respecting the policies and practices for the conservation of heritage conveyed in international charters and conventions, and the authenticity and global

integrity of the heritage, understood as a unique product of a time – the Romanic – but subject to change in languages and artistic tastes. The value of learning, which is a mark that transports people to a world of history, with Romanic roots, associated with the time of the Christian reconquest. The evasion, a pleasure for all the senses, from the contemplation of art to gastronomic pleasure and the comfort of accommodation. Moreover, the value of sustainability, with the concerns it presents with the sustainable development of the region, namely with issues of social responsibility. (Rota do Românico, 2021)

According to the Amarante Tourism Website, in terms of gastronomy, the wines, the phallic sweet, but also the traditional sweets can be highlighted, such as *foguetes*, *brisas do Tâmega*, *papos de anjo* and *lérias*, which were sweets only made by the nuns of the convent of Santa Clara. According to some tales, during the French invasions, the nuns fled in fear of the repercussions of the battle and consequently gave the recipes for these sweets to families in the county, so today many families make these recipes with some changes. Another of the highlights is the Padronelo bread, or the so-called four-corner bread, which has a yellow brown colour and a smooth consistency. The secret is in the confection: wheat flour is used, which is ground and kneaded with cold water, yeast and salt. After rising, it is kneaded and shaped again, taking its peculiar shape. Then it bakes in a wood oven, which gives it such a characteristic flavour.

In addition, Amarante benefits from a water park that was created in 1994. As part of a tourist complex with more than 44,000 m², Tamega Clube, in addition to the water park, has a set of rural tourism houses, gym, events house and a wave pool. Many tourists visit this tourist attraction in the summer, but emigrants are also part of the regular customers every year.

Vila Caiz is located in the municipality of Amarante and benefits from the main characteristics of this municipality. Amarante is a municipality that, despite not belonging to the Douro Vinhateiro area, has the similar characteristics that make this municipality a landmark in the northern wine region.

2 Vila Caiz

Vila Caiz occupies an area of nine square kilometres, with a mountain facing east and south. The unevenness of this land gives it several corners and places where the view is appealing. Vila Caiz did not always have this name, in ancient times it was called Santa Cruz de Ribatâmega, due to a well-known hill. The hill, Monte de Santa Cruz, gave it its name and currently it is a parish belonging to the municipality of Amarante. The current name, according to Pinho Leal (1998), is because of Chaiz or Cafiz, that was a measure of grains or solids. Eliseu Pinto says that Villa Chaiz means that it was the village where these chaizes were paid for. The designation of the village, according to (Pinto, Vila Caiz - Monografia, 1998), was attributed to the places and populations that focused on agricultural exploration. In 2011, the population of Vila Caiz, according to the INE, was 3026 residents and the population density was 355.2 inhabitants per km², but when the numbers of people who live in the village are analysed, the numbers go down to actual 2737 residents. (INE-Instituto Nacional de Estatística, 2012)



Figure 5 View over Vila Caiz showing the green landscape. Collected by the author

This village is located in the region of Tâmega and Vale do Sousa, and according to (Castro, et al., 2014), the existing agriculture continues to be essentially of small property but, in the last decade, there has been an increase in the average size of the farms, as a result of the increase in the number of larger properties. Agricultural areas with more than 20 hectares already represent more than a third of the total agricultural area used. In the same period, there was also a marked increase in specialized farms:

These statistical indicators suggest a process of professionalization and entrepreneurialization of agriculture. Farmers are a very old professional class, with two-thirds over 55 years old. It should be noted, in spite of everything, that this aging is less accentuated in less industrialized counties, where agriculture is more important in employment. The forest is also a very important asset for Tâmega e Sousa, occupying more than a third of its territory. (Castro, et al., 2014, My Translation)

The agricultural activity is a great source of income for the residents of this area, but it is not the only economic activity present. Construction is also one of the main activities, with many of the workers residing in the area ending up emigrating, since there are not many opportunities in the area. So, when they return, they invest their savings in the construction of houses to live when they come back on vacation or after they retire. Women have been disconnected from agriculture with the growth of factories in the Tâmega and Vale do Sousa areas, especially in the knitwear and shoe factories. (Pinto, Vila Caiz - Monografia, 1998)

The Metropolitan Area exerts a central force that attracts the human resources of Tâmega and Sousa. In many domains, easy access to Porto has also been a demotivating factor in the affirmation of autonomous projects. Especially in the municipalities less endowed with transport infrastructures, in which the rapid commuting movements towards the nucleus of the Metropolitan Area are more problematic, this centripetal force has also been an important factor in emptying the population. (Castro, et al., 2014)

The means of communication prior to the 25th of April 1974, the revolution that ended the dictatorship in Portugal, were very scarce in this area and very archaic, which made traveling between different places difficult and morose. In cases of hospital emergencies, people were transported on stretchers – transport equipment to be used on construction

sites, for which two men were needed – and thus could be assisted by a doctor. In 1970, the only asphalt road that existed was the national road 312, a road that still connects Amarante to Livração, Marco de Canavezes and Casais Novos. (Pinto, 1998)

The access to bigger cities by Vila Caiz's residents was facilitated with the construction of the Porto-Amarante highway. This highway forced the construction of bridges and viaducts, some of them in Vila Caiz, so that the passage could be made across the highway. According to Eliseu Pinto (1998), at the time this source was written, there was still a railway line in the Tâmega Valley, which connected Livração to Celorico de Basto. At that time, according to the author, this line was allegedly not profitable in the long term, and there were already rumours about its extinction. Nowadays, there is no more connection of the Tâmega line. Vila Caiz no longer has a train station and only Livração, which is a village close to Vila Caiz, has a station and recently the line was electrified and expanded from Paredes to Marco de Canavezes.

In terms of education and schools, Vila Caiz did not stand out from other parts of the country. Since 1880 there was a male primary school and only at the beginning of the 20th century a female school was created. However, some poorer girls already knew how to read because the masters of the Archconfraternity of Senhora da Graça would teach them. Several schools have existed over the years and the EB 23 of Vila Caiz was inaugurated in 1995. Until then, all studies after the fourth grade were pursued in Amarante, and students had to go through the Tâmega automotive train line to the school. Nowadays there is the EB1 da Igreja, EB1 de Vilarinho and the kindergarten of Vilarinho. (Freguesia de Vila Caiz Official Site, 2021)

At the church level, the main church has suffered over the years major works that have rebuilt from scratch the old church. The current church is large, about thirty meters long and ten meters wide, with a single nave, with a chancel and choir. The ceiling is vaulted, with paintings, and in addition to the main altar, it has other four altars dedicated to Senhora do Rosário, Senhora da Fátima, Senhora das Dores and the Sacred Heart of Jesus. The church served as a burial place for the dead up to the last ten years of the nineteenth century. However, many years ago, the law imposed the creation of cemeteries, prohibiting burials inside churches. (Pinto, Vila Caiz - Monografia, 1998)

In Vila Caiz, there is also the Chapel of Nossa Senhora da Graça. Inside the chapel, to the south, there is a small nave with a neoclassical altar that bears on the top of the throne the image of Nossa Senhora da Graça and, on both sides, on the lower plane, the images of *S. José* and the *Imaculada Conceição*. They are polychrome wooden figures, which reflect the taste of the end of the 18th century. The pulpit and choir also stand out for their grating in hollow wood, with gilded ornaments. The vaulted wooden ceiling is decorated with verses in praise of the Virgin, and a central painting with two angels that support the monogram *Ave Maria*. To the east side opens another chapel of equal height but smaller in size, known as *Senhor no Horto*. It is almost entirely occupied by an altarpiece that opens onto a figuration of Monte das Oliveiras, made of blackened cork and wood. Inside, almost hidden, we find the images of Christ praying and the Angel who comforts him. Due to the state of degradation in the recent remodelling, it was decided to move back the altarpiece and highlight the images. This also created a new space for the assembly. The altarpiece span was filled with a late eighteenth century panel, depicting a scene from the Calvary. This painting belonged to the altarpiece of the main altar of the church of Vila Caiz. To the west, the sacristy opens, with a chest of drawers and a small oratory. From there, we access the chapel's founder's rooms, with an office on the ground floor, bedroom and living room on the first floor. Through the same stairs, we access the floor and choir of the Chapel. (Silva, 2005)

In addition, there are some pilgrimages and festivities, of which the celebration of the *Menino de Deus* stands out. This is celebrated on the 6th of January, and it was once very popular among visitors. The festivals in honour of *S. Julião* take place in Pacinhos, on the second weekend of January.

The festivity of *Nossa Senhora da Graça* is held since 1872, in honour of *Nossa Senhora da Graça*, and was authorized by the pope, by a document that is still possible to found in the chapel of the same name. The night before the day of the honour, people make candlelight processions from the church towards the chapel, followed by a mass and sermon. As this festivity takes place when the emigrants arrive in the village, it is a very popular party, which also had the particularity of serving, in other times, as a pretext for skirmishes between boys from the village and their rivals in other villages. Nowadays what stands out the most is the fireworks.



Figure 6 Inside of The Chapel of Nossa Senhora da Graça. Collected by the author

At the level of associations, there are several, among which Vila Caiz Cultural and Sports Group, which is the top representative of sports (football) in the village and the largest in the municipality of Amarante. It has several levels of training/modalities. The senior level is part of the Porto Football Association in the Honour Division. The club *Caçadores S. Cruz Ribatâmega* emphasizes the promotion, dissemination of good norms and the practice of the hunting modality. The Center for Traditional Arts and Crafts (COART) *O Penedo do Corvo* has as its main objective the dissemination and practice of Traditional Arts and Crafts, as well as the organization of events, theatre and music classes. There is also the Vila Caiz Civic and Social Center, a social institution whose purpose is social

solidarity beyond the community. The Vila Caiz Drum Group is in charge of animating parties and pilgrimages with the traditional *arruadas* of drums. The Vilarinho Folklore Ranch is the representative, practitioner and promoter of the folk Ethnographic art. The Vilarinho Sports Association promotes and provides activities for its members and the general public. And last but not the least, the VITFUT Association promotes and offers activities for the public to increase culture and sport. (Freguesia de Vila Caiz Official Site, 2021)

In the forties, a caretaker from Casa da Pena found, inside a pottery vessel, a set of fifty-four Roman coins. The find, which is known among archaeologists and numismatists as *O Tesouro de Vila Caiz*, is composed of 52 *antoniniani* and 2 quarters of *aurelianus*. Two coins are dated from the years 263 and 264, and the rest from the years 266 and 272. (Pinto, 1998)

Amarante suffered changes in population density because of emigration. The population has grown significantly in the last two centuries, from 1,416 inhabitants in 1801 to 56,264 in 2011. However, in recent decades, the growth rate has decreased. Between 1960 and 2004, there was an increase of only 27.6%, due to the high emigration surge in the 60s and 70s, from the peripheral parishes of Amarante and Vila Meã to European countries such as Germany, France or Switzerland. (Jornal Renovação, 2015)

Emigration is also an undeniable aspect of Vila Caiz, quite evident in the fact that throughout the year there is not much population in the village. But when summer arrives, especially in August, there is an increase in population with the arrival of emigrants on holidays.

2.1 Emigration

According to the official website of the European Parliament, there are some factors that make people want to leave the country where they were born and lived to go to another country, searching for conditions that their country of origin does not offer. The EU website divides the factors of impulse and attraction in three main reasons: socio-political factors, demographic and economic factors, and environmental factors. (Kamber, 2020)

In terms of socio-political factors, the website mainly names the persecutions that are due to characteristics such as ethnicity, religion, political and cultural ideologies. In addition, the emerging threat of conflict or war is also a crucial factor, the constant fear that a conflict may start is also one of the reasons. There are several cases of migration due to war, in which people are forced to flee and even become humanitarian refugees.

On the other hand, there exists demographic and economic factors that are important when people think about a better future with more opportunities for them and their children. The society in which people are inserted has a great connection with the surrounding economic growth. That is, if it is an economically underdeveloped area with an older population, it is more likely to have a lack of opportunities for employment and progression, and this leads to a search for better conditions elsewhere in the country or abroad.

In addition, environmental factors are also a cause for emigration. The environment and nature in general cannot be controlled, natural disasters happen due to climate changes. Extreme phenomena have become frequent scenarios in the news and many times people tend to flee from countries where there are more occurrences of this type, that deprive them of living conditions, and choose to remake life in another place: «What remains constant over time – independent of the particular era and regardless of the motivations for migrating, whether forced or chosen – is the underlying characteristic of being human as well as the enticement of new opportunities elsewhere. » (Góis, 2019)

In Vila Caiz, the type of emigration for economic reasons can be observed. Residents are born in an area where the predominant economic activity is agriculture, as said before. For many, the lack of options besides agriculture forces to them to emigrate in order to look for another job in other areas that might be more advantageous in terms of money. In this case, and many others, emigration occurs when someone from the family is already working abroad and motivates them to go abroad with them.

Portuguese emigrants, men and women, of the 1960s, were mostly from the northern districts of Portugal. These provinces are traditionally the regions of greater emigration in Portugal, and they still are today. Those who left were overwhelmingly from peasant families whose tiny properties did not ensure the survival of all, day laborers fleeing endemic unemployment, and village artisans with poor resources. (Fibbi, et al., 2010, p.

16) There is not much information or actual numbers and data about this subject. The author of the book, Eliseu Pinto, says that many were the men who went abroad to work in the construction. Furthermore, this led to an increase in houses that were built by those men who worked abroad and with the money they earned, so that they could live there when they retire or return on vacation.

The rurality factor, which one day may have led people to emigrate, may also be an incentive factor for them to return. The peace that rural space brings can be a factor that encourages people to return to the villages to live the retirement in peace.

2.2 Rurality as a stimulus to return to the rural areas

Ana Cristina Morais Oliveira Moreira (2012), in her thesis, describes rural tourism as a possible viable strategy for the development of the most remote regions. It is also considered to be the best way to meet the requirements of environmental sustainability, employment, public and private investment, improved infrastructures, and economic benefits for local populations. Consequently, the development of tourist facilities in each location can be seen as a means of correcting regional disparities in terms of employment and income.

The European Commission and the Common Agricultural Policy Programs have given financial support and new incentives for tourism. For Portugal, in particular, these programs have brought a breath of fresh air to these areas that need tourism and the local development that this can bring them.

Furthermore, there is also the gastronomy factor which, in the case of some of these places, is entirely linked to rurality and agricultural production. Many restaurants in these areas make use of local products, produced by the land where they are located. As a result, these products bring income not only for local producers but also for the restaurants that use them. Also, because of choosing local producers and fresh products, they are a lure for many customers.

In addition to this type of collaboration that can be created between local producers and restaurants, other types of partnerships can also be created. Take the example of companies and small agricultural producers who found on the internet a very effective

way to sell their production in years of pandemic. The ordering of hampers and home delivery became an alternative to overcome the difficulties created by the pandemic. (Cipriano, 2020)

Therefore, as explained in the first chapter, rural tourism can promote experiences that benefit agriculture, as tourists enjoy the rural nature of the environment and can participate in the various agricultural activities existing in the region. As it happens in the example of winery explorations in the Douro Wine Region, where tourists not only appreciate the wine, but are also interested in the harvest and the treatment of the plantations.

The area where Vila Caiz is located, the Tâmega e Sousa area, also makes of wine a form of tourism and not just an export of the final product itself. The Espaço Douro and Tâmega Dolmen is an example of this. This company aims to promote the tourist potential of Douro Verde, where wine is the main attraction. Here it is possible, not only to visit the space's wine cellar, but also to discover the flavours produced in the territory. Thus, with a personalized linguistic welcome, tourists can buy wine, do wine tastings, and even taste regional products.

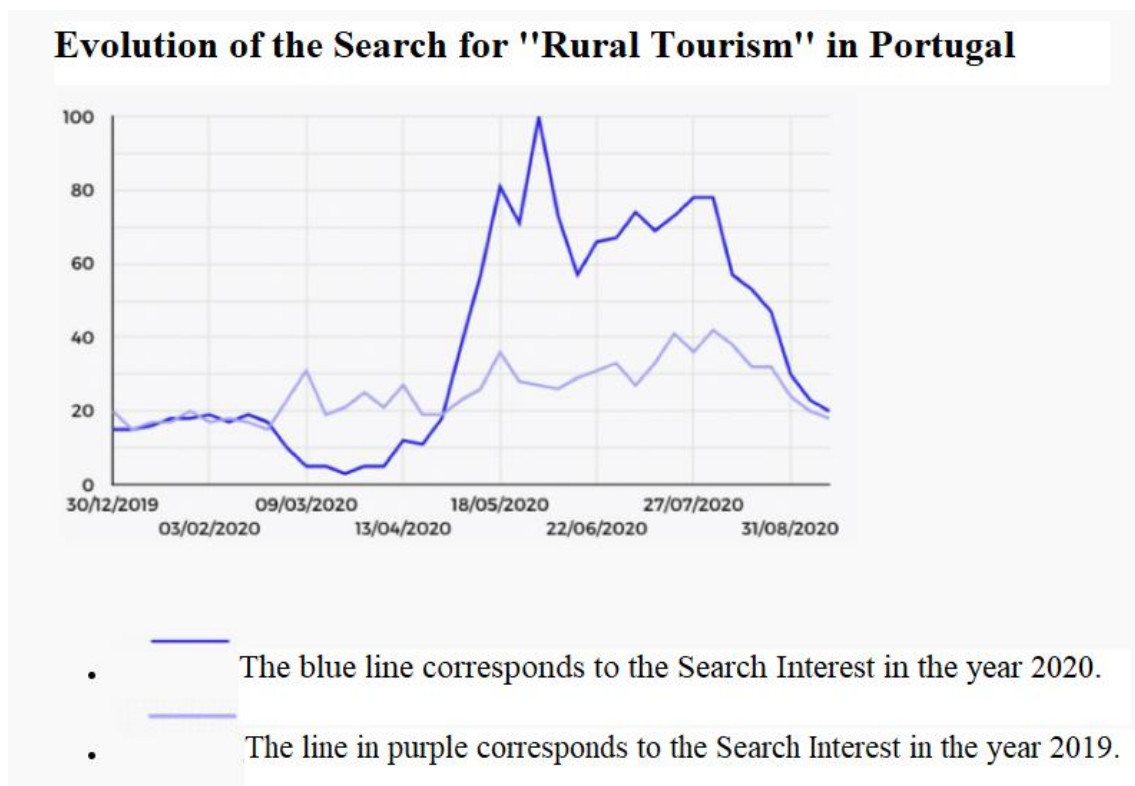


Figure 7 (Instituto de Planeamento e Desenvolvimento do Turismo, 2020)

Rurality was already a factor in demand when choosing tourist accommodation and tourism in general. With the pandemic this factor came to intensify, as we can see in the previous graph. This last year there was an increase in the demand for tourist accommodation in rural areas. Thus, the emergence of new tourist ventures is the solution to meet the demand.

The sustainable development approach to rural tourism is valid in three main vectors: environmental protection, economic activity, and sociocultural relations. In other words, in rural tourism, it is necessary to have rules for a sustainable production in which it is possible to sell the product without wasting it. On top of that, it is also necessary to ensure that the environment is not affected throughout the production chain. There is a growing concern that this type of tourism might have consequences for the environment because it makes an exaggerated use of environmental resources, so that the needs of tourists and producers are met. (Moreira, 2012)

Furthermore, there is a need for a fair balance between the price that producers make and the price at which the final product will be presented to the customer. In this sense, it is necessary to develop harmony between tourism activities and those of the local community, and these principles must be respected by tour operators, local authorities, populations, and environmental organizations alike.

An example of a touristic development that makes use of the region's characteristics can be found in Amarante, the Monverde Wine Experience Hotel, the region's first designated wine hotel, opened in 2015: «The concept of the rooms essentially involves the integration of each one into the hotel's global idea, which is to link accommodation to wine exploration and production, promoting direct contact with the surrounding cultural and landscape heritage. » (Monverde Wine Experience Hotel, 2015) The rooms are divided into several areas, described as follows:

“Casa Principal”: With the main façade recovered from a manor house built between 1947 and 1950, it was intended for services such as reception, restaurant, bar and breakfast room. Next to this building, there is the main function room, as well as the Spa and outdoor swimming pool. “Casa Nascente” Facing East and consisting of 14 rooms with purity and simplicity, it is the closest house to the Main House. Outside, you can find centenary chestnut trees with a picnic spot; the organic vegetable garden, which Chef Carlos Silva and his team care for with affection; and the vines that, not supplying grapes for our wines, are the delight of our guests when they are placed for breakfast at the time of the harvest. The “Casa Poente”: With

its west facing location, it consists of 16 rooms, one of which is the Porch, transformed into one of the project's family suites. Here, the rooms have relaxation and a view of the vineyards. Its location on the property allows for a more comprehensive view of the surroundings and the existing varieties. And finally, ‘‘Casa do Avesso’’: Recently recovered, and located in the middle of the Avesso variety vineyard, it was designed to boost the wine experience for those who visit us: this is where the room for wine tourism activities, the Adega Experimental, is located; part of the house is the tunnel of aromas, the sensory room, where the olfactory memories of our visitors are created and challenged; some of the rooms, with a private pool and overlooking the vineyards, also have a private wine bar, so that wine is always an element of your stay in Monverde. (Monverde Wine Experience Hotel, 2015)

Thus, gastronomy reinforces the image of local producers and preserves the diversity of traditional food and beverage production. Additionally, the same author admits that gastronomic tourism works best in rural locations where tour operators develop innovative tourist menus, making use of existing products from the region and, consequently, strengthen the local economy. (Moreira, 2012)

2.3 Local Gastronomy and Vinho Verde

«The cuisine is for all people, a great heritage. Culture is also served at the table, in such a way that UNESCO has decided to include in the list of intangible heritage of humanity, since 2008, the typical food of the countries or regions. »

(Observador, 2015)

Recognizing the value of its cuisine and sweets, more and more regional public entities, with evidence for local authorities, are boosting the local economy and tourism through their typical dishes and sweets. We increasingly have initiatives that seek to offer the community in general and, in particular, the visitors and tourists of a region, the best that exists in terms of dishes and sweets, full of stories and secrets, from a geographically delimited area. (Andrade, Ferreira, Vaz, & Machado, 2014)

Gastronomy becomes an important factor when it comes to tourism. In the north of Portugal, the delicacies are varied, and local products are essential ingredients when restaurants or any type of tourist enterprise turn them into dishes and recipes on their menus. Vila Caiz and Amarante are not an exception.

In the region of the Sousa, Douro and Tâmega valleys, this importance is highly valued. First, it is essential to mention the Agrival – Agricultural Fair of the Sousa Valley, held annually, at the end of August, in Penafiel. Despite being an event aimed at promoting the agricultural sector, it has also been for decades an important place to promote, among the population of Vale do Sousa and elsewhere, the best food in the region. In addition to this general event, there are other fairs and festivals, whose aim is to enhance the local food and/or sweets. In Amarante, there is the *Feira dos Doces Conventuais*, which takes place annually in the cloister of the convent of São Gonçalo. (Andrade, Ferreira, Vaz, & Machado, 2014)

In 2019, the Tâmega e Sousa region was once again present at the Fête des Vendanges de Montmartre, held in Paris, France. This region had an exhibition space integrated in *Le Portugal à Montmartre*. This is one of the most emblematic events for regional cuisine and wines in Paris. This exhibition showcased the *Vinho Verde* from Tâmega and Sousa, but also smoked meats and sausages, regional sweets, honey, and cheeses. (Amarante Magazine, 2019)

The participation of Tâmega e Sousa in Fête des Vendanges in Montmartre is part of the “Tâmega e Sousa – Qualify and Brand On” operation, led by CIM (Comunidade Intermunicipal do Tâmega e Sousa – Intermunicipal Community of Tâmega and Sousa), in partnership with CETS (Conselho Empresarial do Tâmega e Sousa – Business Council of Tâmega and Sousa) and ESTG (*Escola Superior de Tecnologia e Gestão – School of Technology and Management*, of the Polytechnic of Porto), and co-financed by Norte 2020, Portugal 2020 and the European Union, through the ERDF (European Regional Development Fund). (Amarante Magazine, 2019)

The restaurant Pena is an example of how gastronomy can represent a region and make use of its typical products. This restaurant is located in a forest full of oak and eucalyptus trees with a gazebo inside and a terrace. Casa da Pena is a 17th century building with over 300 years of history. It belongs to one of the families that has elevated the most the name of the region in the country and beyond, thanks to the legacy of the painter Amadeo de Sousa Cardoso. (Restaurante Pena, 2021)

The gastronomy of the house has the typical flavours of the region, combined with excellent creativity. Cristina Manso Preto, a consultant chef at the Pena restaurant, «was

born in Porto, on the 29th of November 1969, and from an early age she felt attracted to her grandmother's kitchen, which she still tries to reproduce today. In order to improve and enrich her knowledge in the culinary arts she attended some professional training, namely in Paris, at the prestigious *École Ritz Escoffier*. She debuted in 2009 with a weekly cooking item, on RTP1, on the program “Praça da Alegria”. Between 2014 and 2015 she presented the cooking rubric “Stick for all the spoon” on Porto Canal and since September 2015, she participates in the morning program of RTP1, “A Praça”, every morning, where she performs simple recipes and practices for the program audience. » (Preto, 2020)

At Amarante the example is the Casa da Calçada Relais & Chateau, where the restaurant holds a Michelin star. The team is led by the creative hand of Chef Tiago Bonito, who offers their clients a journey through Portuguese gastronomy in two tasting menus; *Caminho* and *Identidade*. (Casa da Calçada Relais & Chateaux, 2021)

Casa da Calçada Relais & Chateaux is a 16th century palace that offers timeless rooms, gardens, and dazzling vineyards. During the French invasions, the allied troops of Portugal and England settled here. In 1880, António do Lago Cerqueira, one of the most important political leaders of Portugal's First Republic, was born in the palace, which was, at the time, owned by his family. Because of his role in History, the rooms of the palace became a prolific meeting place for politicians and intellectuals at the turn of the 20th century. In 2001 the property was completely restored and transformed into a 5-star hotel. A member of the renowned Relais & Chateaux, with all the demanding requirements, Casa da Calçada is today an inescapable reference of Portuguese hospitality.

Gastronomy is not left out either, when it comes to religion. It is one of the most symbolic associations of Christianity, that considers bread as an element and as a fundamental food for the body and for the spirit. Moreover, it is worth mentioning that gastronomy is part of every religious festivity around the country.

2.4 Religion and the Religious touristic activity in development

Tourism related to festivities and religious sites, pilgrimages or spirituality is a segment that has long been consolidated and has a solid expression in the tourist market. For many of the destination areas, such as the pilgrimage areas of the religions with a large number of believers, religious tourism can be the main activity of a city or region. But religious sites provide strong support for the basic tourist product even outside pilgrimage destinations, as the religious architecture – cathedrals, monasteries and churches – often generates a significant number of visitors, even from those who do not travel specifically for religious reasons. (Fernandes, Richards, & Rebelo, 2008)

Religious tourism is important for many, but not so important or noticeable for others, depending on each person's subjective views on religion. Visiting chapels or being interested in religion can be seen simply as a manifestation of faith and not as a tourist activity. Vila Caiz has its main church that has undergone several changes over the years and works to maintain and continue to serve the parish: the church of Pacinhos and the church of Nossa Senhora da Graça.

José Augusto Vieira says that the church is a regular church, well treated, whose construction dates back to the 18th century. In the village of Coura, there is also a chapel dedicated to S. Pedro and, bordering the council with Marco de Canavezes, there is the chapel of Nossa Senhora da Graça, a sanctuary whose origin is unknown. This sanctuary is known only to have had hermits in previous times, but the archbishops of Braga did not allow it. The church was beautiful and had an elegant galilee, but the chapel fell into disrepair, from which Father António Augusto Pinto de Magalhães took it, managing through his efforts to completely transform the ancient chapel to one of the most beautiful Marian chapels in Minho. (Vieira, 1886)

Not far from Vila Caiz, there is another chapel in honour of Nossa Senhora da Graça, the Chapel of Nossa Senhora da Graça in Mondim de Basto. The first Chapel on the top of the hill, entitled Senhora da Graça, seems to have been built in the 18th century. The old image of Senhora da Graça must be from that time, currently kept and replaced by the one found in worship in the Sanctuary.

The current building, all in granite from the region, is formed by a quadrangular bell tower, a single octagonal nave, and rectangular chancel and sacristy, in axis. The interior is in masonry, in rows of isodome apparatus. It has a high choir over a depressed arch, with granite balustrade and sub-choir with two fonts of holy water, gummied, facing each other. The nave is covered by a granite dome, over a circular cornice and tiled pavement. (Irmandade de Nossa Senhora da Graça, 2021)

The first pilgrimage of September to the Sanctuary of Nossa Senhora da Graça took place in 1945. This youth initiative of the Municipality of Mondim de Basto and was joined by young people and adults from neighbouring municipalities, with the intention of thanking the end of World War II. (Irmandade de Nossa Senhora da Graça, 2021)

These two sanctuaries are located to the north, despite the similar location. The sanctuary of Mondim is the most visited and has a reception and support centre for pilgrims, which throughout the year have their doors open, and a restaurant. Vila Caiz sanctuary is still not as well known or visited. Even so, these two places are also known for being located in mountain regions that are sought after not only for religious tourism, but also for experience tourism and for the lovers of landscapes, walks and observation of nature.

2.5 Mountain and Landscape as types of Experiences in Tourism

In Amarante and Vila Caiz there are ideal places for those who like to experience the activities that a region can offer. This region has a wide offer, from experiences related to wine tasting, mountain hikes, gastronomic experiences to mountain biking experiences.

The Tâmega railway is about 40km long. In place of the railway line there is now a greenway where people can walk, cycle, or do by any other non-polluting means the route between Amarante and Arco de Baúlhe. The greenway takes tourists through natural and historical heritage, villages, and bridges that, throughout the extension, cross green landscapes, and the Tâmega River, the ex-libris of the region that can be closely followed. (Casa da Calçada Relais & Chateaux, 2021)

It is possible to walk in Serra do Marão, surrounded by landscapes and enjoy traditional picnics in Parque da Lameira. The interior of Marão reveals a unique heritage of forest and from the viewpoint of Nossa Senhora de Moreira visitors have access to a privileged

view over the region. In Amarante it is also possible to row through the river in boats called *Guigas*, built 30 years ago by the locksmith José Aguiar. This is another way to visit Amarante and see the landscape, from the perspective of the river. (Casa da Calçada Relais & Chateaux, 2021)

The Cavez Sport Fishing Track, on the margins of the river Tâmega, annually hosts around 150 national and regional competitions, which involve, on average, 40 athletes per event and take place every weekend (Saturday afternoon and Sunday in the morning) from March to October. Examples are the National Individual Championship of the 1st, 2nd and 3rd division in Seniors and Youth, as well as events under the National Club Championship, the Individual Regional Championship in the Seniors, Youth and Ladies categories, among other national competitions promoted by different Clubs. (Estações Náuticas de Portugal, 2021)

Another proposal is a 26.31 km walk from Vila Meã to Fregim, highlighting the ascent to Sta Cruz and the descent to the old church of Real. Mountain biking lovers also have the possibility of going in a 30.59 km route, consisting of a mostly off-road track going around the Odres Valley. With low technical difficulty, the track starts in Vila Meã, passes through Castelões, Outeiro, Vila Caiz, Banho, Pidre, Mancelos and Travanca. (Jornal de Vila Meã, 2021)

In Vila Caiz, it is possible to climb the hill of *Senhora da Graça*, where there is a 460 meters high viewpoint, next to the chapel of *Nossa Senhora da Graça*. From this point it is possible to see the Serra da Aboboreira, the Serra do Marão, the river Tâmega and the city of Marco de Canaveses and a good part of its area. (Monteiro, 2020)

At the level of gastronomic experiences or wine tasting, spaces such as Espaço Dolmen offer activities and experiences related to regional products, such as honey and olive oil, as well as wine tastings that are produced in the region, along with the Monverde Wine Experience Hotel, which has its own winery and offers wine tourism experiences. These have plans that include a minimum of one night's stay in the indicated room types, with breakfast served in the breakfast room, a wine tasting *Viagem pelos Vinhos Verdes*, a Vinho Verde experience for the wine lovers with preparation of the visitor's own wine, being an enologist for 1 day, and even a *4 momentos* wine dinner with harmonisation. (Monverde Wine Experience Hotel, 2015)

Experiences in tourism are an example of tourism that is recent in the region and there is little information on the topic and on existing activities. Many places are still under development and with the appearance of places and new activities for this type of tourism, the offer in terms of housing tourism and hotels has also started to grow.

2.6 Holiday Rentals and other touristic complexes as a way of developing the village

Holiday Rentals and residential tourism are gaining an increasing space in tourism in Portugal, even in times of pandemic, with tourism being one of the main activities affected by confinement. According to the tourist activity data of the National Institute of Statistics, in 2020, these units had more than one million overnight stays (1.258 million), a drop of only 36% compared to the values registered in 2019, against the negative 63% of other types of tourist accommodation. Isolated units, with few people and contact with nature favoured the not so negative results of this typology, when compared to the rest of the national panorama. (Neto, 2021)

Vila Caiz begins to make use of its rural, gastronomic, and other characteristics, to boost tourism and bring visitors to the village:

Rural tourism enterprises are establishments intended to provide accommodation services to tourists in rural areas, preserving, restoring, and enhancing the architectural, historical, natural and landscape heritage of the respective places and regions in which they are located, through the reconstruction, rehabilitation or expansion of existing buildings, in order to ensure their integration into the surroundings. (Turismo de Portugal, 2016)

Vila Caiz does not have many tourist ventures, when compared to Celorico de Basto, which is an area with characteristics similar to Vila Caiz. Celorico de Basto is an area whose main economic activity is also agriculture and emigration. Therefore, Celorico favours the existence and increase of holiday rentals, unlike Vila Caiz, whose offer is still limited.

Despite this, there is Vila Coura, that can be referred to as a touristic development in Vila Caiz, just like in Amarante there is Quinta do Santinho, among other examples. Vila

Coura, with nine houses, in the heart of the Vinho Verde region, brings a unique experience of Rural Tourism. Located in the North of Portugal, a few kilometres from the city of Amarante, this rural tourism enterprise combines tradition and modernity. The houses, recovered from local farmers, with the granite traces of the region, were named after the green wine varieties and everything that is served will be the result of local production and even from the farm itself. The Vila Coura development, in Vila Caiz, is just 10 minutes from the city of Amarante. It consists of nine small houses, some of which were once cuts for animals, others served as housing, and one was an alembic. As a whole, they were recovered according to a project by the architect Raul Sousa Cardoso, which included fireplaces in six of them. In times of pandemic, they can even be used by people to work there. To complete the countryside experience, breakfast is delivered in a basket full of fresh products, with local ingredients and homemade food. Hot steaming bread is served in the morning, and, in the evening, hosts open a bottle of green wine, so that their guests may have a full experience in contact with the region's quality products.

Quinta do Santinho (agritourism) is located in one of the parcels belonging to Naturpassion (a small fruit producer). The restoration of the farmhouses was aimed to bring guests closer to agricultural activities, while at the same time providing a space with an architectural and cultural value that identifies with the region. The farm kept the old style of the buildings and outdoor spaces, introducing some contemporary elements in the architecture and decoration that in the end reflect the transition to a new generation. The production of small fruits, olive oil, vegetables and aromatics are some of the cultures that can be found in the breakfast and snacks served. Guests also benefit from activities and workshops related to agriculture and the environment. (Amarante Tourism Website, 2021)

Tourist complexes, holiday rentals and other types of touristic endeavours can be developed when tourism becomes a major factor in the local economy. Cultural tourism is no exception, and this is another asset of Vila Caiz and Amarante.

2.7 Heritage and Cultural Identity

Cultural features related to the intangible cultural heritage (ICH) of our country represent a part of what we recognize as our cultural heritage and whose origin

we associate with our ancestors. This cultural heritage that we identify as ours by descent embeds itself, in a spontaneous and fluid way, into the image we are building of our culture, our cultural identity. (Carvalho, 2014, My Translation)

The historical and cultural heritage of Tâmega e Sousa is referenced in all municipalities, because of its evident richness and diversity. It is possible to find in Tâmega e Sousa a heritage that dates back to prehistoric times (dolmens, menhirs, rock carvings, necropolises and *castros*). This heritage covers various periods, with emphasis on the architecture from the Romanic period. It bears witness to the important role that this territory played in the history of the nobility and religious orders in Portugal. In 1998, VALSOUSA – The Association of Municipalities of Vale do Sousa started the project Rota do Românico, with the objective of creating the conditions to have a properly structured tourist offer. In 2010, this initiative was extended, uniting a common historical and cultural legacy into a supra-municipal project. This heritage, consisting of castles, towers, bridges, memorials, monasteries, and churches, is located in beautiful natural landscapes, where the mountain coexists with rivers, and also in towns and cities, where monuments from different eras are the backdrop for countless fairs and pilgrimages, and where handicrafts, local cuisine and green wine complete a rich cultural offer. (Castro, et al., 2014)

In addition to all the culture and history associated with the region's heritage, it is also possible to mention some artists who marked the culture of this area. Vila Caiz and Amarante became even richer with the imprint left by artists such as Mia Couto, Agustina Bessa-Luís and Amadeu Ferreira de Souza-Cardoso.

2.7.1 Mia Couto

António Emílio Leite Couto's paternal grandparents were born and lived in Vila Caiz, until at least their marriage on April 3, 1920, in the local church. The consortium between the «Couto» and the «Leite» - which integrates the writer's name - took place precisely in 1920 with the marriage of the famous Laurinda to António Luís Couto. They had lived, until then, door to door, in the place of Cruzeiro. This couple migrated shortly after to Rio Tinto in search, probably, of a better future. Their children were born there, one of which was Fernando Couto, Mia's father, also a distinguished man of letters, with several published books, a man of fine manners and refined sensitivity. (Pinto, 2020) In Vila

Caiz, about twenty people keep the surname «Leite» and a similar number of people have the name «Couto». In the spring of 2008, Mia Couto was scheduled to visit Vila Caiz, but the visit was cancelled due to his father's sudden illness. However, on June 17, 2010, Mia Couto set foot on the soil that belonged to his ancestors for the first time and photographed the house that served as home to his family for many generations. (Pinto, 2020)

2.7.2 Agustina Bessa-Luís

Agustina Bessa-Luís was born in Vila-Meã, Amarante, on 15 October 1922. She is the daughter of Artur Teixeira Bessa and Laura Jurado Ferreira, from whose marriage Agustina's older brother José Artur Teixeira Bessa also descended. He died on 15 of February 1978. Her father, from a family of farmers in Vila-Meã, at the age of 12 left for Brazil where he made his fortune. He returned to Portugal and dedicated himself to managing entertainment and gaming companies. Her mother was the daughter of a Spanish lady from Zamora and a Portuguese railway engineer, born in Loureiro, Peso da Régua, in the Douro. Since her childhood, she manifested her love for writing stories and reading, starting with books from her maternal grandfather's library, Lourenço Guedes Ferreira. It was through these books that she encountered some of the best French and English writers who stimulated her narrative art. In her youth, Agustina even wrote two novels under the pseudonym Maria Ordoñez. The first, *Idol of Clay*, which she did not publish, and the second *Gods of Clay*, whose manuscript disappeared but the typescript still exists. (Círculo Literário Agustina Bessa-Luís, 2012)

Some of Agustina's works were even transported to the big screen by filmmakers such as Manoel de Oliveira, thus marking Portuguese culture not only in literature but also in cinematography. In her book entitled *O Livro de Agustina*, the author makes a reference to the Vinho Verde and to her roots, establishing a comparison between herself and the Vinho Verde, a product from Amarante, saying that both make people happy. This sentence not only evokes her roots but also conveys her cultural heritage to everyone who reads her books



Figure 8 Example of the presence of the author's culture in the city of Amarante. Collected by the author

2.7.3 Amadeu Ferreira de Souza-Cardoso

Amadeo Ferreira de Souza-Cardoso was born on November 14, 1887, in Manhufe, parish of Mancelos, municipality of Amarante, the son of José Emygdio de Souza-Cardoso, a large landowner, and Emília Cândida Ferreira Cardoso. His maternal uncle, Francisco José Lopes Ferreira Cardoso, affectionately nicknamed “Uncle Chico”, supported him from an early age in his artistic vocation. In 1905, Amadeo left for Lisbon with the intention of following a course in Architecture at the Academia de Belas-Artes. In the capital, he develops his capacities for drawing and, above all, as a caricaturist, immediately supported and appreciated by his friend Manuel Laranjeira. On the day he turns 19, he leaves for Paris in the company of Francisco Smith and goes to live at the Boulevard de Montparnasse. He attends several ateliers, preparing for the competition to the School of Fine Arts, with the aim of studying Architecture. (Museu Municipal de Amadeu de Souza-Cardoso, 2021)

Souza-Cardoso marked portuguese culture and was recognized internationally. His works, often inspired by his roots, were exhibited not only in Portugal but also in other

European countries, due to the knowledge that he acquired while studying abroad. His origins inspired many of his creations.

All these artists are recognised nationally and internationally, but many people are still unaware of their origins. Amarante was their birthplace and left a mark on them, as can be seen in the paintings by Amadeu Souza-Cardoso. One of his works, *Cozinha da Casa de Manhufe* offers a view of the kitchen from the stairs and is a game of differences in real size, as the house remains similar, only with differences in terms of decoration. Mia Couto has a memorial with his name in the former Largo do Cruzeiro, very close to the place where his grandparents lived. Although these artists have travelled far from their origins, they still show traces in their works and in their lives of the connections they have to the place where they have their roots.

Thus, although it is a small place, Vila Caiz has different elements that can be used to attract more tourism and people to the area. Moreover, another clear advantage of Vila Caiz is its proximity to other interesting places such as Amarante, Celorico de Basto and Mondim de Basto. Nevertheless, there are still room for improvements in Vila Caiz. When comparing to similar neighboring towns, it is possible to conclude that some features and structures in Vila Caiz can be better used to boost tourism and the local economy. Thus, the following chapter will focus on projects to overcome this issue and better promote Vila Caiz.

The second chapter described essential information about the village, its characteristics, qualities, and existing points of interest. This last chapter will develop some of the projects that could become a reality to further develop Vila Caiz, the local economy and increase tourism in this area.

1 Project nº1- Reconstruction of the line that connects Livração to Arco de Baulhe

Context:

The emergence of rail transport in Europe, influenced by the Industrial Revolution, had its beginnings in the 19th century, contributing to the development of localities and to the promotion of trade, which led to changes in the way of life of the populations. The 1st Industrial Revolution started a revolution in transportation by adapting the use of roads and the appearance of steamboats and railways, thus shortening the distances. The construction of the railways then fought the precariousness of the means of transport, favouring a change in landscapes and facilitating access to raw materials, thus contributing to the development of the metallurgical industry. The first train to circulate in the world was in 1825, in England. In Portugal, the railway was only inaugurated in 1856. (Teixeira, 2017)

Since the beginning of their existence, trains had an essential role for the Portuguese population in general. The history of trains in Portugal began to be written on October 28, 1856, when the first journey between Lisbon and Carregado took place. The inaugural journey, of 37 kilometres, should have had the presence of King Pedro V, but he arrived late, and the train, named Dom Luís, left without the royal passenger. The rail network expanded rapidly in the following years, especially under the influence of Fontes Pereira de Melo, Minister of Public Works. In 1861, the train arrived at the border with Spain, in Badajoz, and the following year the connection between Lisbon and Porto was assured. The first diesel railcars arrived in 1948, and the end of steam locomotives was announced. A few years later, trains started to use electricity and, more recently, the transport system also began to rely on computers for many of its actions. (Carvalho R. M., 2006)

The Railway Heritage is vast, divided into movable, immovable, and intangible assets. The property incorporates works of art (such as tunnels and bridges), railway stations and

the buildings themselves, resulting from the consequent industrialisation. In tangible heritage, people can observe certain marks and changes that railways have undergone over the years, but it is in the memory of each one that the traditions and values of the past still prevail. Railways are important, but the people who live and used to live close to the railways are also important, because they are the ones of keep the stories, facts and experiences around the railways. This becomes especially important for tourism, because old stories and facts can be the inspiration for new businesses and services. Moreover, they can also be used as methods of marketing to attract more visitors. This is the basis of oral communication, and it is through this communication process that it becomes possible to recount the facts from the past and to enliven memories. In this way, heritage maintains and preserves the identity of a nation. (Rosário, 2015)



Figure 9 Livração train station. Collected by the author

The Tâmega line is a reduced route that begins at Livração station and extends to Arco de Baúlhe station. The railway line connecting Arco de Baúlhe to Amarante was inaugurated on March 20, 1909, and only 40 years after its inauguration, the rest of the line was built. In 1949, the old steam locomotives were replaced by self-propelled engines with diesel engines. Everything was working, but due to lack of investment or poor management in the Portuguese railway system, the closure of the lines turned out to be inevitable. In 1990, the Amarante - Arco de Baúlhe section was closed, but the line that linked Amarante to Livração was still active until 2008. In that same year, it was closed, with a promise that it would undergo some alterations. But until this date, they have not been carried out. Moreover, the rails were even removed. (Esteves, 2019)

With the extinction of trains on the Amarante-Livração section due to lack of viability, the population of these areas was isolated, without any public transport to guarantee their mobility to the city and other centres. Consequently, stations, railways, and other buildings, such as coffees and small shops, were abandoned, since their revenue was guaranteed by the existence of customers who crossed by train.

After the closing of the Tâmega line, buses became the public transport that serves Vila Caiz, playing a fundamental role for the population. The former railway station is now partly occupied by the Vilarinho Sports Association. The Vila Caiz station opened for operation on March 21, 1909, by the State Railways. In 1927, it was leased to the Companhia dos Caminhos de Ferro do Norte of Portugal, managed by the Portuguese Railway Company.

It is also important to mention that, when the railway line that connected Livração to Arco de Baúlhe was functioning, the Amarante water park had direct access to this transport, due to their localization. This was a reason for more visits since not everyone had the means and alternatives for transport to this waterpark and the train and automotive facilitated this same access. Therefore, after closing the Tâmega line, the water park started to be accessible only by car. This decision negatively impacted the local tourism because people lost the ability to access the water park by different means of transport. Thus, by making motor vehicle the only way to access the park and surrounding tourist attractions, this area became more isolated and of difficult access.



Figure 10 View that demonstrates the stop at Fregim A, which had a direct passage to the Amarante water park (Lopes & Monteiro, 2012)

Problem:

The existence of railways, through which trains connected villages and cities, was changed by the crisis. Consequently, trains and connections between the various stations were cancelled. The degradation of all the infrastructures connected with these means of transport were some of the consequences of the collapse of the railway network over the years.

With this disuse of the railway network over the years, most railway-related sites lost their function and use, were changed by nature, and became the target of vandalism and misuse by the population. Moreover, this failure to use the railways has led many villages to lose an essential means of transport, which lead to the consequent desertification of those areas, as people need this public transport in order to travel to their jobs and urban centres or simply for leisure; people need to move to places where access is easy.



Figure 11 Example of a damaged automotive due to the lack of use and maintenance (Orlando, 2015)

This change made it difficult to settle in some areas of Northern Portugal, as it became difficult to live in places where the only public transport available is the bus, which is often scarce. Likewise, sometimes the alternative is to have a private car, which is not always possible or convenient for many reasons.

In the villages, mostly populated by older people, the inhabitants have no alternatives when they need to move from one place to another. Thus, without transport alternatives, they become dependent on someone who can transport them for medical appointments or other types of services that do not exist in the village or even to buy essential goods for daily living.

Therefore, it is undeniable that some villages are becoming deserted as the younger population does not always have the necessary conditions to live there. Even concerning schools and universities located in other places where there are various types of transport, it is essential that, in these villages, there is some kind of transport or connection to those establishments. Otherwise, it is not possible to attend them, which are crucial for the development and education of all.

Another problem derived from the disuse of railways is the fact that the existing heritage is becoming degraded, although it could be transformed into an attraction for tourism. Once so important and valuable for the state in terms of revenue, this heritage is now left to be abandoned without any kind of use for the locals, the villages, the economy, the railway companies, and the government.

Thus, it becomes impossible not to talk about the sustainability of the infrastructures built by the government. At a time when there is so much talk about sustainability, it is also necessary to look at public buildings and the infrastructures created, taking into account their purpose and viability. Building something that has a concise term of use disregards the future of these same infrastructures, that will only be used for a few years and then abandoned without any kind of use or exploration.



Figure 12 Part of a train line that is no longer used in Livração train station. Collected by the author

The valorisation of a place is what distinguishes it and, therefore, makes it attractive. Due to their historical context, the railway infrastructures of Portugal are considered buildings with great heritage value for the study of the country's history. The appreciation and the integration of spaces with memories in our daily lives contribute to feelings of protection and local knowledge. With this, it is necessary to revitalise these buildings, introducing them to new functions, compatible with the place where they are located, so that, in general, they benefit the population and dignify the buildings themselves. (Teixeira, 2017)

On the one hand, the reuse of railway lines allows many cities to have the opportunity to create mobility routes for people, with non-motorised and electric vehicles, rather than abandonment. There are many localities and municipalities that have already created this type of routes to reuse these structures. The existing structures, landscape, buildings, and nature are real attractions for national and international tourists who want to take advantage of these ecological intersections.

On the other hand, the renewal of the line for the purpose of public transport for all is an even more advantageous option, in the sense that the local population can use it for daily transportation. That is to say that the walkways attract tourism and can be used by the inhabitants for leisure and outdoor physical activity, which consequently brings advantages for the local economy and for the inhabitants, but, in contrast, they serve only for these purposes.

Solution:

A possible solution to prevent buildings such as stations, freight depots, rails and trains from deteriorating would be to renew the line, build what is missing and restore trains and railcars, so that both the population and tourists can use this mode of transport again. Rui Cardoso (2020) even talks about a more elaborate solution. He says that the electrification and adaptation of the 12.8 km long road between Amarante and Livração, on the Douro line, would allow a modern and direct rail service between Porto and Amarante. This trip would no longer be a battle for those who need transport, but instead would become a viable, comfortable, and even more ecological option, since the likely travel time would be between one hour and twenty and one hour and forty, depending on whether they were express trains or trains that stopped at every station. Journey times

would be highly competitive, when compared to cars and buses, especially at rush time, and with environmental and economic advantages that would please many. (Cardoso, 2020)

Objective:

This solution would have the following main objectives:

-Transporting the inhabitants of Vila Caiz to other parishes, the centre of Amarante and even the centre of Porto, which connects with the rest of the country.

-Take tourists to Vila Caiz, the surrounding villages and the centre of Amarante including the water park.

In addition to having social consequences, through an increase in visits, the economic changes would be considerable, due to the influx of visitors and the expansion of the existing small businesses, which would no longer be sufficient to meet the demands. Other businesses would have to be created to support the demand. One of the obstacles foreseen may be at the political level, due to the lack of a consensus between the government and the railway company, as well as due to the investments and changes that would have to be made in order to renew and rehabilitate the railway.

The key resources would essentially be REFER (Rede Ferroviária Nacional- National Railway Network), CP (Comboios de Portugal- Trains of Portugal) and the government, that would provide the necessary financing and the works that would have to be carried out. This solution has many strengths and opportunities since it would bring more visitors. The population would have more access and more tourism and, consequently, more touristic development would have to be carried out, so that they could provide more offers and options for visitors. At the level of weaknesses or threats, they would essentially concern the investment needed to carry out the necessary works and to buy or rehabilitate existing trains.

Market Study:

It is possible to observe nearby cases with similar characteristics, such as the line connecting Pocinho to Vila Nova de Foz Côa, which, like the Tâmega line, was also cancelled. This line was disabled for 30 years and, according to the *Observador* website (Agência Lusa, 2020) this section of railway that winds along the banks of the Douro

River is part of a route of about 30 kilometres, through tunnels and very modern bridges, considering the height at which they were built, but that is now abandoned. This line has suffered a lot over the last 30 years, since it was discontinued: it has been the target of thefts, namely of rails and other materials used to make illegal profits, and it has also suffered the action of nature, such as landslides, that changed the state of the railroad over time. (Agência Lusa, 2020)

Many are in favour of the renewal of this line, with the arguments that it can be used for tourist purposes and to serve the inhabitants as a means of transport. Thus, a petition was recently launched, with more than 13,000 signatures, with the support of the political parties PSD, BE, PCP, PAN and Os Verdes, who presented proposals with common points. The five parties are asking for the modernisation and electrification of the Douro Line to Pocinho; the reopening of the section to Barca d'Alva; the requalification of rolling stock; and demand that the Portuguese government agrees with the Spanish government for the reopening of the railway connection across the border to Salamanca.

Cases like this and the Tâmega line require much investment from the railway companies, as well as from the government, who need to analyse the pros and cons of this type of investment, in order to assess if, in the long term, it will bring the necessary income and meet the needs of their customers.

Over the years, the proposals for solutions for the rehabilitation of railway platforms and the use of railway assets, which have been stopped and abandoned, have grown. Along with the growth of tourism, the desire to innovate and offer tourists something different has also emerged. With this desire to innovate, a new interest in providing something that people already know, but which has now other purposes, was born. With some partnerships, the recovery and maintenance of this type of heritage has been carried out. We believe that it should remain in the ownership of the public railway, with the possibility of establishing concessions with other stakeholders.

There are several examples of train stations, service houses and warehouses that have been recovered, giving new life and diverse uses to the railway infrastructure. Take as an example the Régua station, which in 2008 opened part of its warehouses (around 205 square meters) for a restaurant — *Castas e Pratos*, replicating the acronym CP (Comboios

de Portugal – Trains of Portugal), as a tribute to the railway origins of the space. (Pereira, Santos, & Gonçalves, 2015)

Another similar example is the *Cais da Villa*, inaugurated while there were talks about the return to life of the Vila Real train station. In November 2010, the section between Vila Real and Peso da Régua of the Corgo Line had been closed the previous year for works still to be carried out. However, they were never actually carried out, and the rails were removed, as in the case of other lines and stations. *Cais da Villa* is a restaurant that was installed in a former warehouse at the Vila Real train station, inaugurated in 1906. (Pereira, Santos, & Gonçalves, 2015)

Another example would be the main building of the Portalegre station, which has been closed since 1990. This station is the architectural star of the local modest complex, in a distinctly Portuguese style, with granite framing baseboards, windows, doors, eaves and colonnades, interspersed with tile panels, painted by Leopoldo Battistini in 1933. On these tiles, one can see paintings from some activities in the field, but 60% of the tiles, which adorned the interior and exterior of the station, no longer exist, as they have been damaged or stolen before the station's recovery process. In 2005, the station reopened as an inn. (Pereira, Santos, & Gonçalves, 2015)

Thus, it can be seen that new solutions are indeed being created, with the purpose of serving tourists and inhabitants in terms of accommodation and other types of activities, such as catering, physical activity and leisure. However, the transport gap remains to be filled, while the rails and the railway itself remain unused.

There are even amateur groups and organisations that are trying to reuse the railways. The Brave Ones are a group of amateurs, without any kind of profit, that are cleaning and rehabilitating the line that connects Pocinho and Barca d'Alva. Railway enthusiasts want to draw attention to the state of this railway, which they say has a touristic character with the potential to develop. Two handcrafted vehicles are being tested on that line, which can be used for testing other similar trains, despite the state of the line being degraded and requiring several works. (O Minho, 2020)

Positioning/Mission/Vision:

This solution's main mission is to elevate the name of the villages to another level, increasing the living conditions of the inhabitants, due to the fact that they would have a competitive means of transport, alongside private cars or buses. Of course, the touristic level becomes more interesting because, in addition to the trip with a beautiful landscape, it offers an easy access for tourists who do not rent cars and want to visit villages that are not so renowned. But it also brings income for those who have commercial establishments and local accommodation and, consequently, for the villages in general.

2 Project nº2 – Construction of a walkway for physical activities and leisure in the forest

Context:

Walkways are a type of attraction that has grown in recent times. Initially, wooden walkways existed along the beaches so that people could enjoy the view by the sea while walking or exercising. This type of walkway exists on beaches, both in the north and south of Portugal, although it is in the north that there is a more meaningful existence of these walkways. Take, for example, the walkways that connect the beaches in Vila do Conde, where there are bifurcations in them to allow people to access the sand.

The other type of walkways that has been increasing are those located in nature, between the mountains and the plains, usually along a river that completes the landscape. These walkways are sought after by those who enjoy hiking or exercising amid the greenest landscape or by those who are fans of the natural landscape, observing the life of animals in nature or observing the vegetation in general. In recent years, this last type of walkway has increased, especially due to the fact that there is a growing demand for a closer contact with nature.

In Europe, the first guide for constructing this type of route was published in 1983, by the British Trust for Conservation Volunteers. In Portugal, the first registered walkway to be installed was the Natural Reserve of Dunas de S. Jacinto. In an urban environment, the first walkways were installed in Vila Nova de Gaia, in 1988, also to preserve the trampling dunes. The placement of walkways, especially on the dunes, has been extended to the

national territory and, in some cases, has taken on a recreational function, which has led to the loss of sense of its initial function. It has also encouraged the installation of many kilometres of walkways with a primary recreational role that, in many cases, harmed the environmental conditions of the places where they were installed. (Direção Nacional da FAPAS Associação Portuguesa Para A Conservação Da Biodiversidade, 2019)

There are several walkways, and as their conditions have increased and improved, they attract more and more visitors. The Paiva Walkways are the best known in Portugal, attracting thousands of visitors every year. This route connects the river beaches of Areinho and Espiunca and is about 8.7 km long. Its wooden construction follows the river Paiva, in the Geopark of Arouca, in the district of Aveiro. The steep descents and climbs raise the degree of difficulty of this route to about 2:30 am. This route became even more famous because of the construction of the largest pedestrian bridge in Europe. This pedestrian bridge suspended over the Paiva River has a span of about 516 meters and a height of approximately 175 meters from the river, displaying a metal grid deck with a width of 1.20 meters, always with a side guard. On this route, visitors are accompanied by a tourist guide.

These routes are built and supported by municipal councils that intend to bring more people to their cities. So, they build the trails and, consequently, bars, restaurants, and cafes are also built, in order to help and meet the users' needs. Therefore, they now have a more significant number of visitors because they bring circuits that attract tourists and because they build structures for visitors to enjoy, such as picnic parks or physical exercise circuits that everyone can access.

These routes bring several advantages, both for cities and for residents and city councils. Some trails already existed in the areas where the wooden walkways were built. However, they were just paths designed by the passage of people over the land, that caused the vegetation not to grow and consequently caused the erosion of soils, cliffs, dunes (in the case of beaches), and often the destruction of ecosystems. Therefore, the construction of walkways can be seen as an alternative to the destruction of the existing fauna and flora.

Another advantage to be highlighted is that, depending on the degree of difficulty of some walkways and the physical form of the visitors, these routes can be done by anyone who loves nature and the landscape. Any visitor can visit these structures regardless of age,

choose to take the tour observing the beauty of nature or use it as a route for physical exercise or outdoor physical activity.

The increase in visitors helped the local economy. Areas that were not so developed and that did not have a high number of visitors, now have more reasons to be visited and, consequently, city councils need to invest in these populations and in new structures that can meet the needs of visitors. Thus, they help to boost local commerce, attract more tourists, and generate more jobs, preventing the population from fleeing to cities or abroad.

With an increasing demand for these types of routes, whether in the mountains or on the beaches, there is also a growing concern about the disadvantages that these routes can bring. The beauty factor of these routes can be seen as something negative. If some see them as a route through nature, others see them as vehicles for spoiling the landscape, which was once just nature, because those paths have actually been made by man, are artificial and modify the landscape.

Moreover, still considering the beauty factor, which can be seen as a decoy factor for many people, while it is suitable for some locations, it can also be harmful for other locations, because it brings increased pollution, as well as the need to build even more structures to meet the needs of visitors. Although we are in the 21st century, there are still people who do not recycle and throw garbage on the floor. It is just a matter of logic to realise that sooner or later, if there is not enough control, these pathways will be stained by garbage and other marks left by visitors, such as graffiti or signatures on rocks or wooden structures.

The S.O.S Rio Paiva is an environmental non-governmental organisation seeking to preserve and defend Vale do Paiva. This organisation was born in 1999 when the possibility arose of building a dam to capture water and produce energy on the Paiva River. At that time, they already considered that this project would put at risk several ecosystems and a watercourse that was once considered one of the cleanest in Europe. Thus, over 20 years, several activities and actions for dissemination and environmental awareness have been developed by that organisation.

It is not yet possible to measure the impacts caused by the construction of the Paiva walkways. However, recently, the SOS Rio Paiva association asked for the number of

visitors to the Paiva bridge and walkways to be limited, in order to protect the region. They want to limit the consequences for the ecosystems that come from the construction of this infrastructure.

This non-governmental association believes that, with the new bridge, pollution and the vast influx of tourists could affect the area even more. In a statement sent to the Lusa agency, SOS Rio Paiva sensitised the authorities to impose restrictions to the access to the suspended bridge and the Paiva Walkways, to preserve this protected area from the large influx of visitors and, consequently, from the increase in pollution that the year 2020 and the pandemic brought along. They also appealed for a reduction in the maximum number of people accessing the built equipment, in order to minimise the pressure on the river and improve the experience of those looking for sustainable nature tourism. (Agência Lusa, 2021)

The pandemic accentuated the need for contact with nature and the outdoors in general. People spent the year indoors, where contact with nature, for some, was considered non-existent, since people live in cities and in apartments. Once, the fact of living in cities was something positive because one has access to everything, such as parks, beaches and places in the countryside. During the pandemic, this type of access ceased to exist, leading to a deprivation of contact with activities in nature and outdoors. For many, it is not essential; for others, it is considered vital, especially for those who have children at home.

Increased adoption and purchase of domestic animals, change in furniture arrangement to ensure space for sunbathing indoors and growth in the sale of plants and flowers were just three signs of a common problem many people faced during the coronavirus pandemic: lack of contact with nature, caused mainly by social isolation. (Pereira N. , 2021)

Problem:

Near Vila Caiz, there are a few routes in the nearby Amarante, to practice outdoor physical activities, hiking, leisure areas with picnic parks and other attractions, and routes to observe the landscape and nature. These routes exist, but they are not adequately signposted or accessible to everyone. Although there is already the Ecopista that connects Amarante to Cabeceiras de Basto, it is far from Vila Caiz, and not everyone can access this route. To complement this problem, there is also an area next to the river that has not yet been dynamised, which could easily be the ideal place to implement this solution.

Solution:

The solution to this problem would be to create a walkway connected to nature. This route would focus on aspects of nature, such as mountain and river, where it would be possible to observe the mountain landscape, rocks, plants, and the river, where various species of animals could be observed. Thus, as it can be seen on the map below, the beginning of the walkway would be in the area of Bouças. It would extend to the area of the Aquatic Park which, despite not being part of Vila Caiz, belongs to Amarante and is one of the most well-known attractions of Amarante. However, as it is so close to Vila Caiz, it is interesting to extend the walkway to this attractive point. This walkway, in addition to covering a route along the river, would also offer a view of the water park, which has been increasing year by year.

This walkway could have as its primary key partners the parish council of Vila Caiz and the Parque Aquático de Amarante, whose car park could also serve as a car park for those using the walkway. Moreover, the existing structures within the water park, such as toilets and cafes, could be used by both with mutual profit and benefit.

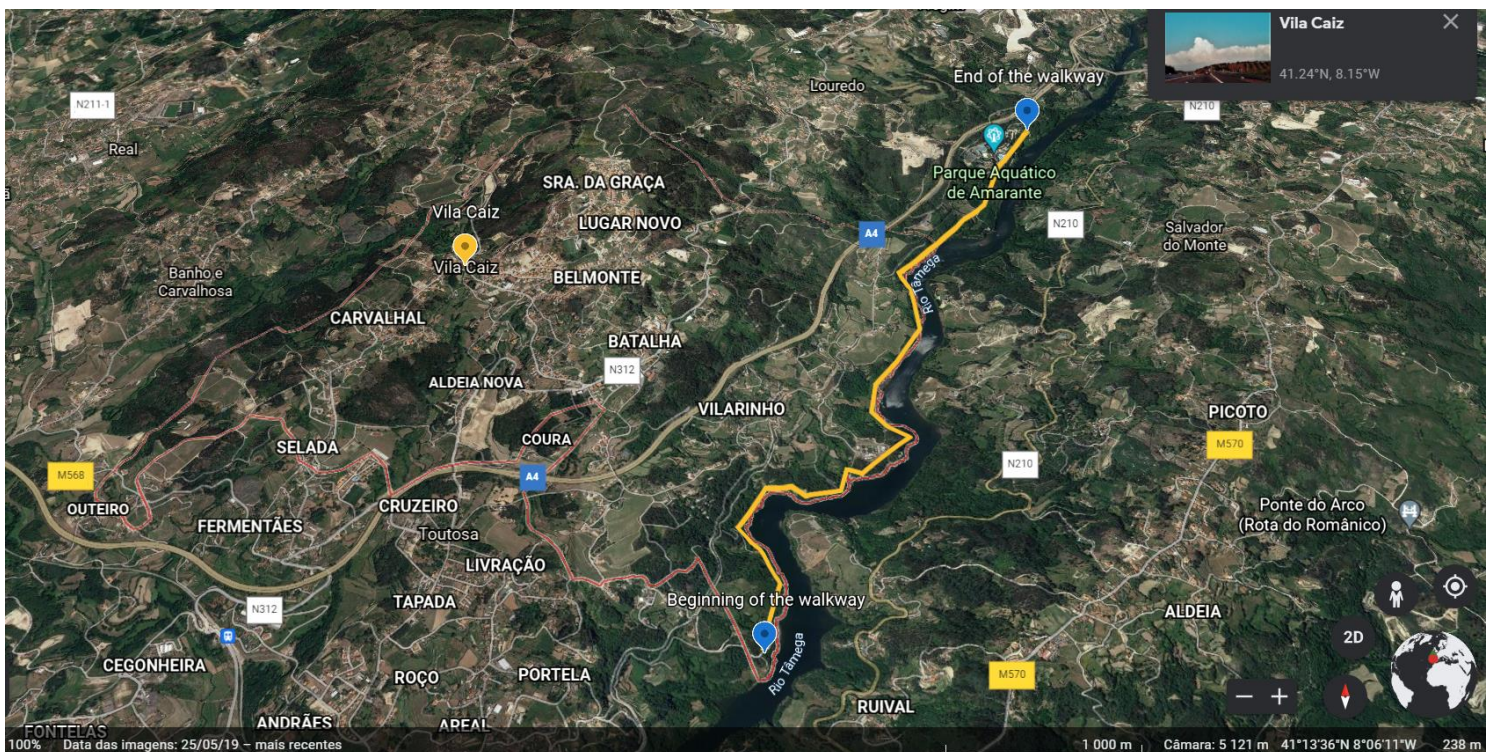


Figure 13 Possible route of a walkway in Vila Caiz. Made by the author

Market Study:

In recent years, there has been an increase in the construction of walkways, and the number of visitors has consequently been increasing. Neighbouring municipalities such as Celorico de Basto, Mondim de Basto, and Cabeceiras de Basto, among others, have invested a lot in creating trails and using them to attract more people to the interior. According to what has already been mentioned in the first chapter, people who live in cities and do not have much contact with nature in their daily lives tend to enjoy being in contact with nature.

Despite being located in a rural area, the Paiva walkways in Arouca establish an interface between the coast and the interior and between the regions of the North and Center of the country. In Arouca, as in Vila Caiz, the primary sector is also the one that has the greatest impact, with agriculture, as it is the means of subsistence for a large part of the population: «The tourism sector is the one that has evolved the most in the region, and consequently, it has improved and developed economically and socially the entire territory. Arouca is a resilient inland council that is betting on endogenous natural resources and on privileged territory to assert itself. » (Mota, 2019, My Translation)

Just as Arouca has been benefiting from the walkway, Vila Caiz could also make economic profits and develop infrastructures such as the one in Arouca. Since the inauguration of the Paiva Walkways, around 764,000 people have visited this tourist attraction, generating an economic impact on local commerce, accommodation, restaurants, supermarkets, transport services, and tourist entertainment companies. (Mota, 2019)

According to Mota (2019), hotels began to be scarce for the growing number of tourists/visitors to the region, which led to the opening of new accommodation units, as well as to the emergence of new companies linked to tourist entertainment, which allows for a greater diversity in offer. (Mota, 2019)

With the pandemic, a new need for contact with the outdoors was born, as well as for experiences in nature that could counteract the duty of staying at home. The walkways became an option that managed to tackle the many downsides of the pandemic. The fact that anyone could go for walks outdoors, including also the practice of physical activity as long as social distance was respected, led people to seek this type of routes. Here,

people could leave the house, practice sports or walk, and avoid places that they would surely visit before the pandemic, such as shopping malls, where many people would spend their afternoons.

Objective:

The purpose of this walkway is to energise the village by bringing tourists and more visitors to the area. In terms of strengths and opportunities, it would be ideal in both economic and social terms, because it would boost the local economy with the incoming visitors and take advantage of an area by the river that is not yet used. Concerning weaknesses and threats, there would be the environmental factor, such as the pollution and overpopulation that it could bring, and even the destruction of the landscape that otherwise remains untouched. Another negative point would perhaps be the money and time that would be spent on keeping the walkways clean and signposted, which would eventually become a positive point, because it would be necessary to hire people to keep the walkways in good conditions.

Positioning/Mission/Vision:

The mission of this solution would be to offer residents, visitors, and emigrants the necessary conditions for them to practice physical activity, among others, in their local area, without having to travel to the city of Amarante. This project would be seen as a real boost to the local economy, as there has been a proven increase in visitors to regions with similar characteristics, that benefit from a walkway.

3 Project nº3- River Beach

Context:

Rivers are an attraction in many parts of Portugal. In addition to being used for sports such as canoeing, rivers are also suitable for fishing and for observing species. Rivers also serve as a beach, and in summer, they become an essential element for all those who like to sunbathe and bathe in the cold waters of a river. Each river has a unique natural and cultural heritage, both built and immaterial, so it can be said that each river is, in

itself, a vital heritage element, with a social value that needs to be preserved, conserved, enhanced, interpreted and experienced. (Moreira C. O., 2018)

In certain places or regions, the natural heritage is a potential resource, namely the river systems, either due to the quality of the landscape or the richness of fish and hunting, allowing the development of various tourist, recreational and leisure activities and practices, such as the use of beaches in the rivers. (Gouveia, 2009)

The incentive and enhancement of river heritage through leisure and tourism requires specific structures that meet the visitors' needs. For example, it may, in certain cases, require local and regional entrepreneurship and various investments. On the other hand, there are attributes on offer that cannot be neglected: innovation, quality and safety. Quality is crucial for river tourism. Not only the quality of water but also the quality of equipments, infrastructures, services provided, and the training of human resources, all of them equally important. (Moreira C. O., 2018)

The River Tâmega begins in Galicia in the Sierra de Monterrey at 960 meters of altitude and flows into the River Douro in Entre-os-Rios, in Portugal. The Tâmega River runs in Spain for only 25 of its 165-kilometre course, in a predominantly north-south direction, from its headwaters to the city of Chaves, in Portugal. From Chaves, the river takes a northeast-southwest direction to Cabeceiras de Basto, a point that marks the beginning of a North-Northeast – South-Southwest trajectory that only ends at the confluence with the Douro River. (Pereira A. F., 2014, My Translation)

The Tâmega River did not always have the same use. Over time, humankind has changed their relationship with the river, from the need for water for irrigation and consumption to tourism, local economy, and the concern for landscape. Along the river, there are several types of attractions, such as jetties for jet skis and boats, as well as places where you can make a river parade and use pedal boats and other types of boats to practice canoeing.

In Amarante, the levels of pollution in the Tâmega River are also alarming. According to Quercus, an environmental non-governmental organisation, the amount of waste that the city's urban and industrial sewers throw into the river puts its waters in an unsustainable position. Quercus also mentions that the

riverbanks are in degrading conditions, where all kinds of waste accumulate.
(Pereira A. F., 2014, My Translation)

Problem:

The problem that arises is, in addition to the non-use of the Tâmega river, the fact that there is no river beach or municipal swimming pool for the enjoyment of people living in Vila Caiz or in the surrounding areas, as well as for those who visit the town in summer and for emigrants. This problem means that, during summer, people go to other places to look for leisure activities that do not yet exist in Vila Caiz. A possible solution would be to give people something that is not yet developed in the area, such as a river beach, so that people would not need to travel far from the village to access the beaches.

Solution:

The solution would be to build a river beach, with an adjacent park, where people could spend an afternoon, have a picnic, enjoy the landscape, or take a dip in the river that is not yet used for this purpose. The suggestion would be to build a structure with a picnic area, sandy beach and perhaps put up a cafe or restaurant for visitors to enjoy, with the necessary conditions, so that people could spend the day in this space and enjoy the Tâmega river. In addition, there could be other types of entertainment, such as boats or jet skis that could be rented.

Natural areas and landscape have become excellent tourist destinations, with significant impact on economic development and progress. A tourist product inserted in a natural environment provides, in return, better economic and social conditions for the region where it is located, which may contribute to attenuate the economic disparities that existed until then. (Oliveira, Tavares, & Pacheco, 2018, My Translation)

The key partners could be the parish council of Vila Caiz and possibly some sport fishing or canoeing clubs, that could also enjoy the river in this area. In terms of strengths and opportunities, we must mention a more significant number of visitors, the use of the river, and the construction of new structures, that would develop not only the landscape but also the local economy and society. On the contrary, weaknesses and threats such as overpopulation can also be pointed out. Concerning the environment, new issues would

be raised, such as the destruction of the landscape, the pollution of the river and its banks, which are still intact: «When the focus are river beaches, it is essential to achieve a balance between the users of these spaces and the activities that take place there, allowing both the enjoyment of these spaces and the preservation of natural values, so that it is possible to generate a truly sustainable tourism. » (Gouveia, 2009, My Translation)



Figure 14 Area where it used to be a river beach in the past. Collected by author

Market Study:

The growing interest in terms of leisure and tourism for experiences in inland waters (non-marine aquatic environments and river tourism) has been accompanied by an interest in terms of research. In the 20th century, approaches to leisure and tourism sought for proximity not only with the water plans but also

with the water edge. The purpose of this article is to demonstrate the quantity and diversity of possible case-studies, while highlighting the scarce research in Portugal focused on leisure and tourism in inland waters. (Moreira, 2018, My Translation)

In Portugal, there are river beaches that attract thousands of people a year, true cases of success and proof that the river can replace the sea without many times showing a difference. Located in the municipality of Macedo da Cavaleiros, Azibo beach was considered the best river beach in the country due to the organisation of the space and its maintenance, offering comfort, excellent conditions for bathing and the practice of various water sports. For a region like Trás-os-Montes, this type of beach helps to forget about the hot beaches of the coast, having an even greater advantage because inland temperatures are higher and drier, which contributes to the greater influx of public to this place. (Pereira A. F., 2014)

According to the author Claudette Moreira, the creation of river beaches on natural or artificial water levels in the interior of Portugal has allowed for very different valuations, such as:

1. environmental, requiring maintenance and regular control of water quality;
2. landscape, of areas that are pleasant by nature;
3. assets conserving hydraulic equipment such as mills and watermills;
4. security, as it guarantees surveillance during the bathing season.

Thus, these investments have allowed the number of river beaches to be very appreciable in Portugal, an offer that appears as an alternative to the sun and sea tourism product that benefits from a much more massive demand. (Moreira C. O., 2018)

Objective:

The objective of this solution is to elevate the name of the village, attracting visitors to the river beach and other attractions in the area, that are still not that popular. River beaches can be considered, mainly in interior regions and rural areas, a new specific segment of the tourist market, which combines beach tourism with nature or rural tourism, due to the specific characteristics they present, such as the purpose for which they are intended, the activities that they allow to develop and the environment in which they operate. (Gouveia, 2009)

Positioning/Mission/Vision:

The mission would be to bring more activities and leisure areas to a village that still doesn't have much to offer in this sector. With this project, Vila Caiz would be positioning itself in the area as an attraction that uses a resource that is not yet explored and that could create a new and innovative image for the region and the local economy:

Tourism in these regions can be, in many cases, an opportunity to promote local integration and dynamization, and it is also a possibility for economic development and for reversing demographic trends. In this sense, one of the great advantages of the interior regions are their endogenous resources, constituted, among others, by the natural heritage (landscape, water resources, natural areas of ecological importance), the cultural heritage (traditions, handicraft, and gastronomy) and the historical heritage and architectural, which form its territorial identity. (Goldstein, 2010)

According to the Action Plan for the Development of Tourism in Portugal (Turismo de Portugal, 2020), a main point to be developed is to attract the qualification and enhancement of the territory and of its distinctive tourist resources. Thus, there are some priorities to be considered, such as the preservation and economic enhancement of historical and cultural heritage, as well as the urban regeneration of the cities and historic centres of high tourist interest. With this in mind, the proposed solutions are in line with what the government intends to do in order to boost tourism. These solutions qualify and enhance the existing heritage, always considering the sustainability of tourism. Portugal, as a quality tourist destination, bases its competitive advantage on the principles of sustainability, on a diversified offer, and on the enhancement of its distinctive and innovative characteristics, placing people at the centre of its strategy.

To conclude, these are just a few projects that could bring a new image to Vila Caiz. With some investment and the right projects, Vila Caiz could be considered an essential point of attraction to visit, just like other cities, towns and villages that have similar characteristics but already have points of interest for tourists.

To conclude, tourism, as we know nowadays, did not appear overnight. Traveling between various places has always existed, but, in the beginning, it grew mainly in the form of business trips instead of leisure. Leisure travel has become essential as times and mindsets changed. The mentality that was born with the industrial revolution and the imposition of eight hours of work/day gave rise to the workers' need for resting and escaping. The need to escape the noise of machines, the rush of cities, and the stress of everyday life, induced the search for places in nature or in conditions different from those in which workers lived.

The phenomenon of globalization has also changed people's lives. The easy access to the search for experiences as well as sharing them through the internet, has made tourism and travel increase. Tourism is no longer just something for those with more economic power; now anyone can visit places, inside or outside of their home country. We are increasingly witnessing various types of tourism and, consequently, the constant development of the visited areas.

Tourism activity has increased to such an extent that it is considered one of the greatest sources of economic growth in the world. It can be considered as a generator of foreign exchange and income. The touristic activity develops not only those aspects, but it also generates new conditions to meet the needs of its target audience, such as the creation of jobs, the renovation and construction of structures, and the creation of activities that attract visitors and companies to invest in a certain area, like the village under study.

Thus, tourism has become an organized activity with diverse results at the socioeconomic and cultural level. Therefore, it is a wide and diversified infrastructure that generates different jobs in multiple areas of work. Tourism is, by definition, a service provision activity. It has a multidisciplinary character classified as an industrial sector, due to the equipment and industrialized materials for leisure activities that it involves.

Furthermore, the various types of tourism bring several benefits to local and national economies. For Amarante and Vila Caiz this could not be different. Amarante is located in the North of Portugal, and one of its main characteristics is the fact that it is crossed by the River Tâmega and has the Marão and Aboboreira mountains as a backdrop. Amarante belongs to the region of Tâmega and Vale do Sousa in the North of Portugal, and it is part of an important architectural heritage of Romanic origin.

Vila Caiz is located in the municipality of Amarante and benefits from the main characteristics of this municipality. Amarante is a municipality that, despite not belonging to the Douro Vinhateiro area, has similar characteristics that make this municipality a landmark in the northern wine region. The agricultural activity is a great source of income for the residents of this area, and because of this, emigration becomes an undeniable aspect of Vila Caiz, quite evident in the fact that throughout the year there is not much population in the village. Then, during summer, there is an increase in population with the arrival of emigrants on holidays.

Although it is a small place, Vila Caiz has different elements that can be used to attract more tourism and people to the area. Moreover, another clear advantage of Vila Caiz is its proximity to other interesting places such as Amarante, Celorico de Basto and Mondim de Basto. Nevertheless, there is still room for improvements in Vila Caiz. When comparing to similar neighbouring towns, it is possible to conclude that some cultural features and structures in Vila Caiz can be better used to boost tourism and the local economy. Thus, this dissertation presents three projects in order to overcome this issue and better promote Vila Caiz.

The first project is to reconstruct the automotive line that connects Livração to Arco de Baulhe, with the purpose of transporting the inhabitants of Vila Caiz to other parishes, the centre of Amarante and even the centre of Porto, which connects with the rest of the country. This line would also take tourists to Vila Caiz, the surrounding villages and the centre of Amarante, including the water park. This idea would increase visits, bring economic changes due to the influx of visitors and the expansion of existing small businesses, and also increase the local economy in general.

The second project is to construct a walkway for physical activities and leisure in the forest. The purpose of this walkway is to energise the village by bringing tourists and more visitors to the area. In terms of strengths and opportunities, it would be ideal in both economic and social terms, because it would boost the local economy with the incoming visitors and take advantage of an area by the river that is not being used yet. This idea would offer residents, visitors, and emigrants the necessary conditions for them to practice physical activity, among others, in their local area, without having to travel to the city of Amarante. This project would be seen as a real boost to the local economy, as

there has been a proven increase in visitors to regions with similar characteristics, that benefit from a walkway.

The third project is to build a river beach with an adjacent park, where people could spend an afternoon, have a picnic, enjoy the landscape, or take a dip in the river that is not yet used for this purpose. The objective of this project is to elevate the name of the village, drawing visitors to the river beach and other attractions in the area, that are still not that popular. Furthermore, this idea would increase activities and leisure areas in a village that still does not have much to offer in this sector.

This dissertation had the purpose of bringing recognition to the region of the North of Portugal as a touristic region in development, more specifically to Vila Caiz. Moreover, it identifies the main cultural aspects of the North, the Tâmega and Vale do Sousa area, Amarante, and, more in depth, Vila Caiz. In addition to letting the readers know more about this area, a study was carried out on tourism in Vila Caiz, a topic that had not been much studied until the date of this dissertation. This topic aims to raise awareness about the positive and negative points that tourism brings to the places, the inhabitants and the economy in general. Moreover, it can be concluded that, with some investment by public and private entities, strategies can be built and developed to help enhancing the visibility of Vila Caiz, while increasing the levels of tourism that can bring profits both to the local economy and to the investors themselves.

In addition to all the proposals that were suggested in the last chapter of this dissertation, other products can also be created, using Amarante as an "anchor", attracting tourists to Vila Caiz, always valuing the competence of creativity and the tourist experience through the component active.

This thesis analysed and relied upon many references, sources, other theses, projects and reports on the topics described throughout the text. Just as these studies were important references for the writing of this dissertation, the content of what was written throughout these three chapters will also serve as a reference for other works to come. Furthermore, the projects described in chapter three will certainly be able to inspire other projects, that may be developed in other villages or locations with similar characteristics, so that they may also grow and thrive in a sustainable way.

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