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Portuguese Continental Islands as Coastal and Maritime Tourist Destinations. Ria Formosa: An Exploration of Its Media Impact Through Marketing

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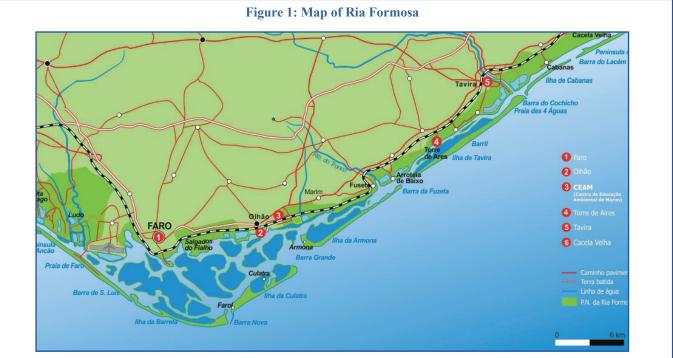
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This paper highlights the tourism promotional impacts of the tourism marketing strategies and the related media activities in relation to the Ria Formosa Natural Park, a set of islands located in the Algarve, in southern Portugal. It seeks to understand which representations are induced in the potential customers of a directly targeted tourist market. For this, we will use the conclusions of scientific studies on the geographical and physical reality of this territory and the content of the messages spread by intentionally directed marketing as well as the news spread by the media. Here we particularly reflect on the prevailing ecological concerns, considering their positive and / or negative interference in the construction of the messages and images diffused in correlation with the measures taken on the ground.

Key Words: islands, marketing, environmental issues, heterotopy, authenticity

Introduction

Ria Formosa, forms a physiographic unit on the central and eastern coast of the Algarve region. It is an important lagoon ecosystem consisting of five islands: Barreta ou Deserta; Culatra; Armona; Tavira and; Cabanas in addition to the Ancão and Cacela Peninsulas. It is a particularly impactful landscape in terms of its social, economic and environmental features. The area of the lagoon, with a length of 60 km, is around 18,400 ha and the barrier island that separates it from the sea is about 2000 ha. Strong winds and high tides, in turn, cause frequent fluctuations in the proportions of islands and inlets and also bring regular risk of flooding (cf. Ceia,

Figure 1: Map of Ria Formosa

Source https://www.algarvetouristguide.com/attractions/ria-formosa

2009). This is an interesting wetland, internationally recognised as such. In 1978, it was given the status of 'nature reserve' and, in 1987, was relabelled as a 'natural park', being an integral part of the Natura 2000 Network due to the diversity of its fauna and flora. It is especially important, recognised by the Ramsar convention, due to the nesting of birds which are at risk of extinction. This park is also important for its dunes and marshes. However, together with an identification of its potentialities, there is an apparent contrast with its vulnerability precisely as a complex and multidimensional ecosystem, a situation that becomes clear with the development of tourism from the 1960's and its most recent intensification.

In 2017, there were around 56,000 visitors. The inherent increase in human occupation is accompanied by the growth of infrastructure, which ended up compromising the stability of the most vulnerable and most-at-risk areas, like the barrier of the islands itself, with significant damage to the natural habitat and, consequently, to the inhabitants who live on the resources it provides, in particular in terms of fishing, bivalve harvesting and salt extraction. In this regard, Ceia (2009:60), quoting van den Belt *et al.* (2000) notes:

> *Due to its natural features, Ria Formosa barrier island system is a multi-use area that provides socioeconomic benefits and generates conflicts in the allocation of existing resources such as mass tourism, ecotourism, aquaculture, fishing, nature conservation, effluent discharge, navigation, salt and sand extraction, among others.*

Added to this scenario, there are also problems caused by the disorderly construction of thousands of clandestine houses. The local population is around seven and a half thousand, but it triples during the summer, so vigilance and protection are essential in order to keep this ecosystem alive. Therefore, in 2017, on Culatra island 200 houses were demolished, around 100 were removed from the Ancão Peninsula and 189 from the islands.

The main attractions of Ria Formosa Natural Park are the natural scenery, abundant wildlife, the beaches, the silence and the lack of air pollution. Some small villages traditionally supported small fishing fleets but today they cater for the tourist trade. Although there are some contradictions in relation to sustainability, these are the main dimensions that support Ria Formosa's tourism marketing.

Several studies and projects on hydrodynamic, microbiological, climatic, economic and social issues in this territory are already available or ongoing. It seemed important to us to complement some of the

Figure 2:Example of Wildlife in Ria Formosa

Source https://www.algarvetouristguide.com/attractions/ria-formosa

data provided by these studies with an anthropological and epistemological conceptual piece, capable of laying the foundations for a necessary and disciplinary fruitful dialogue with the social sciences - necessary because it will allow the deepening of collective awareness of a critical conflict implicit in the multiple challenges that are at stake; fruitful because it induces the structuring of conceptual networks that are more comprehensive, flexible and appropriate to the complexity of the phenomena in question.

In short, Ria Formosa was chosen because it exhibits a wealth of five particular attributes:

- Its hybridity and multi-referentiality as a natural entity which exists between insularity and continentality;

- It lives in constant risk of intensive use of its resources;

- It is the focus of environmental concerns and innovative environmental projects;

- It is one of the most important tourist destinations in the country;

- It is the object of many and intensive marketing campaigns.

Literature Review

A broad conceptual framework supports this paper, namely this project takes epistemological standpoints drawn from philosophical and theoretical concepts which are typical of tourism advertising in general, in addition to island advertising and tourism marketing. The following concepts are the most relevant to this project:

The isolation of the islands creates a unique foundation, with its own social structures, culture and political insularity. This conforms to geographer Natalie Bernardie-Tahir's '4 i' model of *Isolation, Imagination, Immobility, Identity*. These four elements evoke the emergence of an aesthetic and collective imaginary in Western societies, which is immediately usable by communications which are utilised in tourism communications (Redon, 2019:83).

Inoculation Theory and Image

Inoculation theory suggests that there are viable options available for the protection of a destination's image as a tourist destination. Thus, tourism managers and destination management organisations must be mindful of this approach:

Inoculation theory offers a viable option to

protect destination image and therefore tourist destinations ... Therefore, tourist managers can be assured that time and cost of executing an inoculation-based strategy (Ivanov, 2018:32).

This approach will lead to an image that is robust enough to preserve attitudinal and brand based views of potential visitors, and therefore protect the image of a destination against counter attacks from persuasive communications by other competing destinations. This building of resistance in advance of any potential negative e-WOW communication, deals with the inadequacy of more traditional marketing messages and helps a destination to withstand online attitudinal challenges. This approach dovetails with other image related concepts that frame tourists' representations about the authenticity of destinations.

An important factor in image and identity development is the way in which consumers have become co-designers of the tourism product. As such, they act as co-marketers and co-distributors of the product (Sigala, Christou & Gretzel, 2012, in Ivanov *et al.*, 2018):

A critical concern for destination managers is exposure to negative information from peers while potential travelers consider visiting a destination ... A strong positive destination image attitude is vulnerable to competitive attacks or other challenges encountered online (Ivanov *et al.*, 2018:27).

Authors such as Morgan, Pritchard, and Piggott (2003) have explored this negative word of mouth and found, that communications from dissatisfied travellers has the potential to overwhelm the potential of a positive destination image.

Tourist Gaze and authenticity

Urry describes the act of tourism as

a leisure activity which presupposes its opposite, namely regulated and organised work. It is one manifestation of how work and leisure are organised as separate and regulated spheres of social practice in 'modern' societies (Urry, 2002:2).

The environments which these tourists visit are subject to what Urry has described as the 'tourist gaze'. According to Urry (1990), tourists are prompted to engage with

particular features of the landscape, which stand out as extraordinary, and thus are not part of the everyday experience. It is this 'out of the ordinary' which merits the attention of the 'tourist gaze'. In this interaction, both the tourist and the viewpoints are manipulated,

> *so that the gaze falls upon what the gazer expects to see* (Turner *et al*., 2005, 11).

MacCannell (1976) nicely captured one of the problems of this relationship in his concept of 'staged authenticity'. This refers to the staging of local culture to create an impression of authenticity for a tourist audience.

Thus, while the tourist seeks to gaze on destination elements which are authentic, the truth is that the destination image can be manipulated and managed, since it,

> *is the accumulation of general impressions, beliefs, ideas, expectations and feelings that people have about a particular place, developed over time* (culturalsurvival.org).

Littorality

This paper also considers as implicit concepts, the notions of 'conceptual tourism' and 'maritime tourism' and their relationship with the concept of 'littorality':

Coastal Tourism refers to:

> *beach-based tourism and recreation activities, e.g. swimming and sunbathing, and other activities for which the proximity of the sea is an advantage, such as coastal walks and wildlife watching* (European Commission, 2014:3).

The related term, Maritime Tourism covers a parallel range of activities which are:

> *predominantly water-based activities, e.g. sailing and nautical sports (often carried out in coastal waters) and cruising, where marine regions such as the Mediterranean or Baltic can be covered in the course of a week's holiday* (European Commission, 2014:3).

In this paper we adopt the use of the broader term 'littorality' which is useful to consider in relation to these two previous concepts. We adopt the definition of Furt and Tafani (2014) who present littorality as:

> *the set of relationships between populations (permanent and temporary) in the coastal area and underlying practices of this geographical*

> *area, uses – possibly conflicts – and methods of managing its resources and the activities that take place there … Littorality finally appears as a good start to think the action within the tourist island territories* (Furt & Tafani, 2014:17-18).

Our work also discusses anthropological concepts, which are implicit directly or indirectly in the representations of the potential customers and in tourist marketing strategies.

Robinsonade

The first anthropological approach that we consider is *Robinsonade*. Derived from Daniel Defoe's castaway character this approach is frequently used as a tourist-marketing tool to create a desert island narrative. We propose to question the epistemological and strategic assumptions of that use by starting to analyse the notion of desert island and 'islandness' presented by Deleuze (2002) as the dream of a human. By being the consciousness of the island, rather than the island, people can truly be separated from the world, while also recreating that world.

Robinsonade will also be related to Michel Foucault's notion of heterotopy (adopted from Haeckel). Heterotopy being an evolution of spaces breaking with real space and heterochrony breaking with real time. Foucault adds

> *the last characteristic of heterotopias is that they have, in relation to the rest of space, a function that takes place between two opposite poles. On the one hand they perform the task of creating a space of illusion that reveals how all of real space is more illusory, all the locations within which life is fragmented. On the other, they have the function of forming another space, another real space, as perfect, meticulous, and well-arranged as ours is ordered, ill conceived, and in a sketchy state* (Foucault, 1997:36)

On the basis of these assumptions, we will especially consider the third principle that characterise these 'different spaces' as having,

> *the power of juxtaposing in a single real place different spaces and locations that are incompatible with each other* (Foucault, 1997:334).

This always assumes an opening and closing system.

Finally, although some utopias have the appearance of pure and simple openings:

> *they usually conceal curious exclusions. Anyone can enter one of these heterotopian locations, but in reality, they are nothing more than an illusion: one thinks one has entered and by the fact of entering, one is excluded* (Foucault, 1997:335).

Thus, we utilise the notion of 'desert island' by considering it from the essence of contemporaneity as presented by Terry Smith, after Giorgio Agamben:

> *the sense of being 'in' this time, these times, and 'out of' them at the same time* (Smith, 2012:4).

Methodology

Conceptual research and content analysis are the research methodologies implemented in this paper. The logic for this is that before any other research - theoretical or practical - it is essential to proceed to the critical mobilisation of notions of reference, which, due to their nature, are polysemic, besides tending to be shared by common sense with all the confusions resulting therefrom. Therefore, as Xin *et al*. suggest,

> *we position conceptual research as a particular research strategy that sits mainly in the subjectivist / interpretivist paradigms (with possibilities for critical engagement)* (2013:70).

Simple content analysis is provided through the analysis of documents that lend to this exposition the vivacity and authenticity of some of the most important positions at stake about the analysed problematic. This paper privileges a phenomenological methodology, considering the contributions of Soica (2016), which assumes that tourism is 'a meaning-making practice'. This emphasises an appreciation of the subjective dimension, which includes, in particular, the experience, understanding and knowledge that make it possible to see tourism as a practice of personalisation and interaction with the world in which tourists and tour promoters convey, first and foremost, senses that are likely to create expectations regarding places that become tourist destinations.

Relying on Fiske's concept of vertical intertextuality (2001), Soica highlights the circulation of the senses that impact on the place itself, through promotional websites, with processes of connotation and denotation of meanings, up to the considerations that tourists undertake, based on representations inherent to their experiences. Thus, there is a construction of meaning in the scope of the process between the created expectation and the performed experience, which together form an experience, or more precisely an 'embodied experience'.

Content analysis was used to carry out intensive, albeit exploratory, research, highlighting the meanings of the documents reports, declarations and other instruments including those of tourist dissemination. In this regard, it is important to highlight again the reflections of Xin *et al*. (2013) for whom the subjective and qualitative perspectives lack confirmation to be obtained by qualitative and also empirical data, which does not mean a strict subordination to the evidence using empirical data. The internal logic, the plausibility and the suitability to clarify what is problematic, together with self-reflection, are fundamental to allow a critique of existing concepts and because they drive the development of new concepts.

Thus, the research design in this study is clearly hermeneutic, avoiding a dependency on the constraints inherent in the investigations underpinning the application model and the requirements of scheduling tourist activities. This is done to avoid commonplace challenges, namely about concepts such as authenticity and exoticism. With this concern in mind, triangulated reasoning is used to explore the connection of meaning between neighbouring concepts in relation to the considered problems.

Results and Discussion

Proposals for protection of the region

Ria Formosa Litoral Polis Society, which is managed by the state and various municipalities, in its 2014 report the organisation sets out its *Pólis Programme,* which contains a range of actions as part of its activity to solve problems inherent to the Ria Formosa ecosystem:

> *Polis Litoral Ria Formosa streamlines its activity to meet public needs through the implementation several actions.*

The 'actions' of this organisation are presented as a set of directives, some directly related to the preservation of natural conditions. In order to ensure the sustainability of the territory the following measures are identified:

- protection of coastal areas particularly threatened by sea level rise, ensuring the maintenance of different uses of the territory

- maintenance and replacement of the natural conditions of the coastal ecosystem that will ensure its biophysical stability,

- reorganization and enhancement of sea fronts

- rehabilitation and recovery of damaged lagoon areas.

For this reason, Polis Litoral Ria Formosa

proposes to carry out projects and actions that lead to ... development associated with the preservation of the natural and landscape heritage, which include actions to protect and requalify the coastal zone aiming at risk prevention, promoting nature conservation and biodiversity within the scope of sustainable management, the enhancement of fishing centres and the qualification and ordering of mobility in the estuary, and its enhancement for public enjoyment and the promotion of the natural and cultural heritage associated with it (See Plans - P9 - Polis Litoral Ria Formosa, www. polislitoralriaformosa.pt).

The various proposals aim to provide conditions for a tourism dynamisation that combines the maintenance of sustainability with creative and attractive use of the natural conditions of Ria Formosa. These measures included

- environmental enhancement actions in natural areas near bathing areas, creating leisure areas, pedestrian paths of nature interpretation, with complementary spaces to sun-sea tourism

- valorisation of bathing spaces, allowing the public to enjoy the beaches and taking advantage of the infrastructures

- promotion of environmentally sustainable forms of coastal enjoyment, namely by the conception of a network of cycling and pedestrian circuits

- requalification of riverfronts, giving them living and enjoyment conditions for population and visitors, allowing a good sea-land connection

- creation of infrastructures to support sports and leisure activities, boosting these activities and involving users with sensitivity and appreciation for the natural environment

- creation of motorhomes parking spaces environmentally favourable but also attractive.

At the same time, the preservation of cultural and built patrimony is valued, and a clear association is made between the island and peninsular landscape's representation as a product and its authenticity. The preservation of nature and environmental quality while considering its added value in terms of promotion to potential visitors is recognised, and above all, any development must be in line with the interests of the community. Hence in the programme, the following measures are proposed:

- recovery of the built heritage through its rehabilitation and development

- preservation of traditions and the maintenance of traditional basic economic activities linked to the primary sector.

Due to concern about the modernisation of local resources, it was proposed to monitor and support the area both scientifically and technically via monitored recording of sustainability, rather than just focusing on the preservation of the area. The Programme contains the idea of

creation of reference equipment, a fundamental anchor of a new relationship between the community and the Natural Park which, in addition to being able to host administrative or research facilities associated with the Natural Park / ICNF, will include a centre for interpretation and monitoring of ecosystems'.

However, there are many criticisms of the results of the studies and interventions of the Polis Program. These are mainly based on an alleged ineffectiveness in dealing with the quality of water contaminated by the discharge of effluents from coastal and island populations, as well as by the absence of dredging sought by fishermen to renew these waters. Added to this are criticisms of demolitions that did not always respect the rights of local communities. Others criticised construction on the coast and barrier islands, overfishing and the excess of shellfish hatcheries, waste disposal in saltmarshes and saltpans, the silting up of the lagoon and, the destruction of dunes and heritage.

The following testimony demonstrates the persistence of controversy and problems surrounding the situation of Ria Formosa:

> *I've been here in this fight for over 20 years. I've done a little bit of everything. I've been putting up posters in the squares, black flags on the lamps, skulls signalling the places where there are sewers, petitions. I called the Captaincy, SEPNA (Nature and Environment Protection Service), the Portuguese Environment Agency, the Ria Formosa Natural Park… However, nothing happens.*

This, in concise form is the story of a long-term battle by an individual from Ria Formosa against illegal sewage discharges in this lagoon area. Thus, while the local agencies and authorities are presenting a forward-thinking image of sustainable development and stewardship of the region, many of the locals disagree.

Proposals for marketing the region

Regarding the internal and external promotion of the region, Polis Litoral Ria Formosa, in the same document, proposes to consider a territorial marketing plan:

> *as an instrument of identification of citizens with the territory where they live and work. This affective relationship between citizens and the daily living space is fundamental for investment, development, orderly occupation and preservation of this space. Thus, the Territorial Marketing Plan and the actions resulting from it should further the recognition of natural and socio-cultural values, as a benefit and an asset for the development and differentiation of this territory, in particular those associated with Ria Formosa. On the other hand, the Marketing Plan should enhance the projection of Ria Formosa's image to assure new economic activities and to create a different and unique tourism product, with the capacity to attract new segments, such as nature, scientific and sports tourism, in addition to 'sun and sea' tourism. The objective of this project is, therefore, to promote, at regional, national and international level, the unique natural, social and patrimonial value of Ria Formosa in the Algarve Region* (https://www.polislitorialriaformosa.pt).

This approach is evidenced on the websites where Ria Formosa's tourism marketing takes place. On the Visit Portugal website we can read passages like the following about Parque Natural da Ria Formosa:

> *Other traditional activities of the local population living in the estuary area include extraction of salt and gathering of shellfish and bivalves (mussels, oysters, clams, razor etc). These are then used with great skill and art in order to create delicious gastronomical specialities, such as fish soup or razor fish rice, that can be enjoyed calmly in the seaside restaurants. All those who love the sun and sea, will encounter genuine paradises in the islands located in the Ria Formosa estuary. From west to east, we find the islands of Faro, Barreta, Culatra, Armona and Tavira, with extensive stretches of sand and relatively deserted. In order to round off the trip, it's well worth visiting Cacela Velha, a white town with a notable historical heritage. From the top of the fortress, there are spectacular views of the surroundings – mingling together the blue tones of the estuary, sea and sky* (https://www.visitportugal.com/en/node/156086).

Similarly, the Informação turística - Visitar o Algarve - Passeios Ria Formosa contains the following description:

> *Ria's environmental and landscape characteristics give it a high scientific, cultural social and economic value which has been preserved over time. Activities related to fishing, salt production, aquaculture, and shellfish farms are essential. And although not directly related to the resources of Ria, agriculture, shipbuilding and repair, industry, commerce, and tourism as factors of attractiveness ... are also significant ... the villages of the barrier-islands (Armona, Culatra, Hangares, Farol, and Faro Island), were started with the migration of fishermen families of the coastal towns . The presence of people is evident all over the Ria ...* [but] *there has been a growing effort to* [preserve] *the balance of this rich ecosystem* (https://www.passeios-ria-formosa.com/en/riaformosa/).

In other words, the messages are divided between the exaltation of a natural, patrimonial and human paradise within reach of the visitor and an emphasis on the need to defend the balance of the ecosystem, which turns out to be an aspect valued among tourists increasingly aware of the major demands of ecology and sustainability.

Challenging the situation

However, despite the presence of extensive plans, and the formal image creation of marketing literature which directs the 'tourist gaze' to the beauty and heritage, there is an underlying issue. All of this is presented without objectively recognising, alongside the undeniable beauty of Ria Formosa, a range of environmental problems.

It is in this context, that we believe it is essential to frame tourism issues and particularly island and coastal tourism with an anthropological and epistemological conceptualisation that elevates the assumptions and strategies of touristic marketing to a more demanding critical level. This is important, not only for ethical reasons related to visitors and host communities, but also for reasons related to the effectiveness of promotional campaigns. Given the extensive access which potential visitors have to information about the quality of tourism products and services, issues of clarity and authenticity of the projected image have to be considered.

Dramatic image-creating episodes that damage an area are often found when expressions of citizenship enter the public domain. Via modern technologies, these emerge as locally originating stories which disseminate to news channels. An example from our case study area relates to an environmental complaint which arose in 2019 and was shared globally, through social networks. There is clear correlation between the reaction of tourists along the continental coast and in the island spaces and the sharing of photos and videos of Deserta island illustrating a beach full of debris.

The future

Reflecting on this negative publicity and other such events, through a set of schemes that we present below, we intend to highlight the critical connections between the authenticity of the destinations and the expectations of tourists in search of what can complete their curiosity and the desire for wellbeing and happiness.

Our first proposition relates to littoral spaces and the honesty of their marketing. The aesthetic imagery of desert islands that cultivates the representation of exotic immobility, although still important, is no longer a sustainable fantasy. Traditional marketing, focused on the assumption of Robinsonade, has become inadequate. Persisting in the dissemination of enchanting messages

that do not stand up to scrutiny / reality results in serious erosion of image via reports and social media outrage. Not only is such outdated image creation a failure in terms of practical marketing, it calls into question the ethical stance of the image promoters. It also demonstrates a lack of respect for the tourists who are more than happy to become 'codesigners of the tourist product' (Sigala, Christou, Gretzel, 2012), when they are treated with honesty and respect.

For the second example we consider Culatra, one of six pilot islands that will receive funding from the Clean Energy for EU Islands Secretariat, through the project 'Culatra 2030 - Sustainable Energy Community', coordinated by the University of Algarve, in partnership with Culatra Residents Association. The creation of an Energy Transition Agenda on this Ria Formosa island, according to the announced purposes, will make this territory an excellence focal point for interaction between the local community, renewable energies research and companies, promoting environmental sustainability and adapting the island to climate change. Rather than focusing on out-dated imagery, this type of exciting and forward-thinking energy project could be used to demonstrate to tourists how the local population and administration are working to achieve a sustainable future.

A further example of this sustainable future can be evidenced in the association which advocates the 'Campaign for a Plastic Free Ria Formosa'. The group which launched this initiative considers the adoption of the project by the European Outdoor Conservation Association (EOCA) as a relevant project in an important biodiversity area as a victory, because it brings great visibility to the Ria Formosa, to Algarve and to the country. Again, this image of the region has enormous potential for promoting the local desire to preserve a pristine European landscape, which would resonate clearly in the context of tourism.
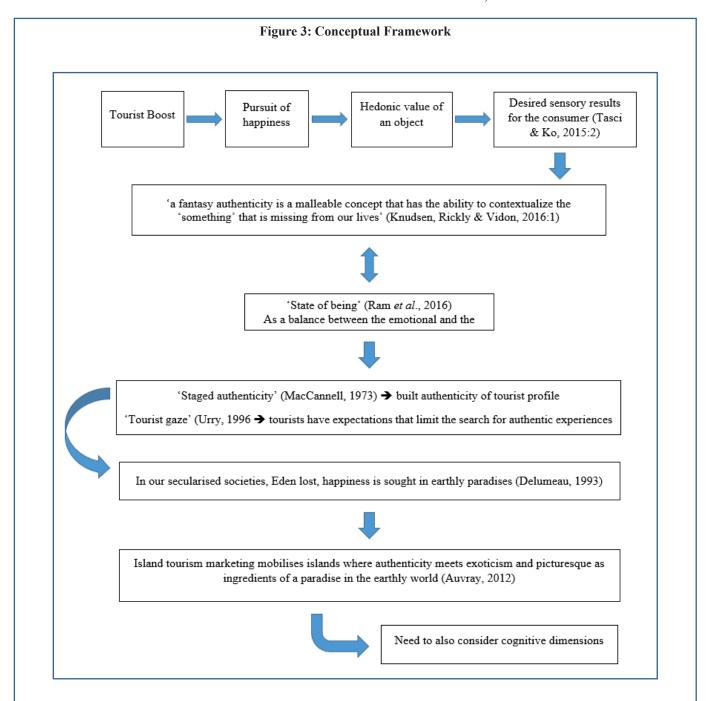
Proposed Framework

This paper has considered a range of concepts that allow a more critical reading of anthropological assumptions inherent in some of the main strategies used to promote Ria Formosa as a tourist destination. Having undertaken this exploration, we propose the following conceptual framework (Figure 3):

Conclusions

Combining the connections suggested by the conceptual framework, in particular with the topics discussed in this paper, what conclusions can we draw from the analysis of data which we have gathered regarding the problems facing Ria Formosa? Also what are the main topics on which its tourism marketing is or must be based?

- Promotion of Ria Formosa must consider the territory as an interface between maritime and coastal tourism, and within this the mainland and island coast stands out;

Figure 3: Conceptual Framework

Tourist Boost → Pursuit of happiness → Hedonic value of an object → Desired sensory results for the consumer (Tasci & Ko, 2015:2)

'a fantasy authenticity is a malleable concept that has the ability to contextualize the 'something' that is missing from our lives' (Knudsen, Rickly & Vidon, 2016:1)

'State of being' (Ram *et al.*, 2016)
As a balance between the emotional and the

'Staged authenticity' (MacCannell, 1973) ➔ built authenticity of tourist profile

'Tourist gaze' (Urry, 1996 ➔ tourists have expectations that limit the search for authentic experiences

In our secularised societies, Eden lost, happiness is sought in earthly paradises (Delumeau, 1993)

Island tourism marketing mobilises islands where authenticity meets exoticism and picturesque as ingredients of a paradise in the earthly world (Auvray, 2012)

Need to also consider cognitive dimensions

- Promotion must valorise features related to beauty, isolation, peace and contact with nature, but this must be twinned with reference to respect for the preservation of the environment (cf. Pacheco, Gorbeña, Plomaritis & Garel, 2019);

- There must be an avoidance of the systematic camouflage of ecosystem disturbances and threats due to unregulated actions with regard, for example, to pollution and land use (cf. Pacheco, Gorbeña & Sequeira, 2019);

- Valorisation of tourist projects by reference to ecological gains must be prioritised;

- There is a need to reflect on the anthropological framework of issues raised by tourism in a territory with a high potential for attracting visitors. This is particularly important in areas with vulnerabilities (in ecological balance or natural, patrimonial and human dimensions);

- It is vital that developments take cognisance of valuing interactions involving the search for authenticity and the desire for happiness. This is particularly important where representations and expectations are created in relation to the design of heterotopias - in this case the representation of Ria Formosa as a tourist destination.

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