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Handbook of Research on Urban Tourism, Viral Society, and the Impact of the COVID-19 Pandemic

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A volume in the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series

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The contemporary pandemic conjuncture may lead to a 'viral society', an unprecedent social paradigm involving deep economic, political, and cultural transformations. To cope with this globally unstable situation, it is urgent to deconstruct and reconstruct knowledge (e.g., through a social and sociological Encyclopedia of Viral Tourism addressing a particular genealogy of research on tourism studies and to be disseminated via a Virtual Sociological Museum). The author invokes here recent debates and his own personal research. Epistemologically, the pertinence of a hybrid and open research and several theoretical topics and case studies on tourism are discussed, for example, tourism articulated with the COVID-19 pandemic and the encounter of this viral tourism conjuncture with the war in Ukraine, which defines a new breed of war tourism. Regarding methodologies, the author converses on Hybrid Discourse Analysis and Visual, Virtual, and Viral Methods, such as sociological comics, video papers, artistic sociology, and sociological augmented reality.

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The approach the author takes on tourism is not related to economic analysis, nor even a political analysis stricto sensu. He configures tourism as a cultural activity. The perspective developed on tourism is here phenomenological and socio-anthropological. Hence, the author does not dwell on business (nec/otium – not/leisure; activity, work, commerce) but mostly on leisure (otium – time free from activity). First, he points out that tourism reflects our current obsession with one territory and traveling in one territory. The second element developed in this chapter is the experience of traveling, which is always a possibility of an encounter – an encounter with the other and an encounter with nature.

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Philippe Joron, Université Paul-Valéry Montpellier 3, France

Sanitary issues and pandemics are in no way new in the history of our collective questioning concerning the organisation of the present and the arrangement of the future according to imperatives external to ourselves, the consequences of which we have been suffering ("black plague," "Spanish flu," "Ebola," "HIV AIDS," etc.). However, we are now taking for granted, with the appearance in 2019-2020 of COVID-19, the fact that we are no longer in a position to exist fully without external interference in the shared project of human fulfilment. The COVID-19 pandemic and its impacts on tourist mobilities can be analysed in the light of other mesological forms in a state of interdependence. Polemology uses the term "total wars," actual or potential. The recent invasion of Ukraine by Russia, with all its diplomatic, political, military, economic, migratory, humanitarian, and other consequences, is a tragic illustration of that. By terminological extension, it is now possible to speak of "total crises" or "pancrises."

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Tourism activities produce multiple stimuli in both the conception and enjoyment of travel. These travels, whose main purpose is to provide an experience to visitors, have not been properly studied, particularly in the post-pandemic era. There are a number of movements and schools of thought but not all aligned to one that is the total tourist experience. It is, therefore, that the authors propose in this chapter to raise questions that will lead to the production of ideas about this theme. These questions will be considered in the survey built throughout the investigation.

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This chapter deals with the emerging urban spaces of the 21st century, at first named as sentient cities and then as smart cities, which result from the growth of megalopolises. This growth was accompanied by the expansion of disruptive technologies such as the internet, surveillance cameras, and sensors throughout the space interfering with domestic, public, corporate, and government affairs. The purpose of the chapter is to analyze the ambivalences that result from the inevitability of the use of intelligent technologies to guarantee the management and administration of the urban life, on the one hand, but the increase on the systems of control and surveillance, on the other side, to the point of converting the ambivalences into paradoxes.

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COVID-19 is not the first pandemic we suffered during the urban era, but it is the first one to force governments to respond with such large-scale severe restrictions. Alongside institutional measures are the proliferation of collective endeavors that respond to community demands emerging from the struggle to contain contagion. Individuals of different age groups and demographic profiles are crowdsourcing their own solutions for both local and national issues using online tools to map and respond to pandemic- and lockdown-related crises. In seeking to understand these technological appropriations during the COVID-19 crisis in the Brazilian context, where 87% of the population lives in cities, the authors employed an online ethnographic research method and conducted a thematic analysis on 41 crowdsourced mappings in the country. The results present five main groups of matters of concern conveyed by these maps as well as the role of digital media in addressing them.

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Clara Bertrand Cabral, Universidade Aberta, Portugal & Open University, Portugal
Ana Pereira Roders, Delft University of Technology, The Netherlands
Rosana Albuquerque, Universidade Aberta, Portugal & Open University, Portugal

Culture and creative industries are nowadays a most relevant dimension of cities' economies and a fundamental asset of the tourism sector. The rise of COVID-19 has strongly and negatively impacted these resources, triggering responses from international organizations and municipalities eager to address the emergent constraints and difficulties experienced by society. This chapter analyzes how UNESCO assisted state members in dealing with the situation through the dissemination of information, studies, and reports, and how cities reacted to lockdowns, reduction of revenues, and the need to support and encourage their citizens. The analysis of information provided by UNESCO Creative Cities and World Heritage Cities concerning activities implemented provide a broad image of cities' reactions to the pandemic and of creative field distinctiveness.

Section 3
Pandemic Cases at Touristic Cities

Chapter 8
International Visitors to Las Vegas: A 10-Year Economic and Cultural Analysis of High-Growth Markets 144
Kimberly Nehls, University of Nevada, Las Vegas, USA

Prior to the pandemic, more than 42 million individuals visited Las Vegas annually, and 14% were from outside the U.S. The number of overseas visitors increased by more than a million people during the decade from 2009-2018. The greatest increase in international visitors came from Brazil, China, South Korea, Argentina, and India. This chapter sought to examine international visitors to Las Vegas with the overarching research question: Why has the international tourist market to Las Vegas increased among specific countries and how can this information be utilized for future marketing purposes in a

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post-COVID-19 world? The most significant findings highlighted the increases in GDP and GDP per capita of the visitor countries. The city of Las Vegas can better target growth patterns like these to plan for the return of international visitors, along with marketing plans to reinvigorate international tourists to the region following the pandemic.

Chapter 9
Circumstance and Opportunity: "Pop-Up" Mobility in Pandemic Times – Two Case Studies in Braga 163
Miguel Sopas de Melo Bandeira, University of Minho, Portugal
Filipa Assis Corais, University of Minho, Portugal

The pandemic has impacted several aspects of urban life in cities, from the elementary and essential daily living in the public space of its resident community to the collapse of tourism, which, until 2020, was in ascending progress in the case of Braga and which has repercussions on the entire economy. In this context, several cities took the opportunity to experiment with 'pop-up' measures (i.e., opportunity-based, rapidly implemented, low-cost, temporary, and experimental) to transform public space by allocating it to pedestrians and urban living. This chapter explores two experiences tested in Braga, during the pandemic, which, by their latent capacity of catalysis in other areas, glimpse and enhance a transformation in the mobility of the city in a future scenario.

Chapter 10
Everyday Mobility in an Urban Context of Uncertainty: Times of Resistance in Braga's Public Market 201
Helena Pires, Communication and Society Research Centre, University of Minho, Portugal
Zara Pinto-Coelho, Communication and Society Research Centre, University of Minho, Portugal

At a time when all public access spaces in the city were closed, including cafes, the Public Market of Braga remained an open space, albeit with strict entrance control rules. The authors thus advance with the hypothesis that the PM was fundamental to guarantee the routine mobility of Braga's citizens, especially the most disadvantaged and, with that, to ensure their sense of hope and confidence in the future. Likewise, the PM is a place of resistance also from the perspective of sellers, on the one hand, maintaining its economic survival, albeit with visible difficulties, and on the other hand, ensuring the maintenance of a vital communication space. To reflect on the specific ways in which this phenomenon has occurred since January 2021 is the main objective of this chapter.

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COVID-19 Pandemic, (Over)Tourism, and Urban Dynamics: Lessons From Lisbon and Porto..... 225
Pedro Chamusca, Communication and Society Research Centre, University of Minho, Portugal
José A. Rio Fernandes, FLUP, Geography and Spatial Planning Research Centre, Portugal
Jorge Pinto, Higher Institute of Business and Tourism, Portugal

This chapter analyses the tourism and urban dynamics transformations of the two leading cities in Portugal – Lisbon and Porto. In a (neo)liberal context and within a process of financialization of the economy, the authors address the political vision of each city, the local stakeholders and residents' evaluation, and public policies analysis. This chapter concludes that the implications of recent transformations are

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numerous. The process of residential and functional gentrification, resulting mainly from the touristification of the city, and the concomitant growth of the floating population, was slowed down by the COVID-19 pandemic. However, housing and services prices are still high, and the unavailability of housing is indeed a problem. Thus, integrated, strategic, and collaborative planning for sustainable urban development is assumed as a crucial issue for the next decade.

Chapter 12
The Necessary Digital Transformation for a Post-COVID-19 Scenario of Mérida's Roman City 249
Alba Marín, Universidad de Seville, Spain & Universidad de Extremadura, Spain

This chapter addresses the importance of the Roman Archaeological Ensemble of Merida as a tourist destination and the necessary revitalisation of the tourism sector through digital innovation. Despite the different policies to reactivate the sector implemented in the post-COVID-19 scenario, the authors consider that there is still much work. They propose how digital technologies play a crucial role in the conservation and dissemination of cultural heritage, and they are committed to mobile and augmented narratives as an ideal strategy for urban archaeological tourism. Throughout the chapter, they review key notions that articulate the essential elements of the tourist experience and comment on previous projects that could serve as a starting point.

Chapter 13
Redefining and Reframing a City: Co-Designing a New City Model in Venice – Universities and Society to Envision a Resident-Friendly Future 265
Cinzia Colapinto, Ca' Foscari University of Venice, Italy
Vladi Finotto, Ca' Foscari University of Venice, Italy
Daniela Pavan, Ca' Foscari University of Venice, Italy
Fabio Pranovi, Ca' Foscari University of Venice, Italy

The Venetian landscape is as much a product of its economic activities, past and present, as of its physical environment. Tourism is the main source of income for the city, and also a challenge: the enormous pressure exerted by visitors is creating distorted incentives for inhabitants to abandon the city to the point that depopulation and environmental harm are the most relevant issues in the city's political agenda. The chapter delves into the case of Venice to explore the themes of urban revitalization as a process of framing and social mobilization. In particular, the authors focus on the role of higher education institutions in triggering urban change and on the nature of actors engaged in the transformation of the social fabric of a city. Based on the experience developed within a European project aimed at revitalizing and rethinking cities, the chapter explores the potential of HEIs in transforming cities, the hurdles and critical factors that might inhibit their contribution, and the strategies that can facilitate their engagement in processes of social and economic transformations.

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Section 4
COVID-19's Touristic Economy

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Management of the Health Crisis on Social Media by Hoteliers in Europe..... 284
Philippe Viallon, University of Strasbourg, France
Cécile Dolbeau-Bandin, Université de Caen, France
Jérémy Picot, IUT Robert Schuman, University of Strasbourg, France
Viola Krebs, University of Strasbourg, France

The COVID-19 pandemic was a major phenomenon with strong health, political, economic, and social consequences. But the health crisis was also coupled with an equally powerful communication crisis. This double crisis has of course had an impact on the world of tourism. Since mobility has been partially authorized again in Europe, hoteliers are looking to win back their customers, especially on these same social media. What is the place of the pandemic in online communication? How can the subject of the crisis be raised without scaring customers? Are the modes of communication different depending on the category of the hotel? Based on 10 hotels of different categories taken at random in Paris, London, Berlin, and Rome, the study seeks to analyze the informational policies implemented online by individual hoteliers. The results show that the variables "country" or "category" are not significant; there are strong differences from one hotel to another, which highlight a greater or lesser capacity or interest in using these communication tools to promote the establishment.

Chapter 15
Challenges for Urban Tourism in a Post-Pandemic World..... 297
José Dias Lopes, ISEG, University of Lisbon, Portugal & KIPT, Portugal
Ângela Lopes, KIPT, Portugal
Antónia Correia, Universidade do Algarve, Portugal & KIPT, Portugal
João Pedro Portugal, KIPT, Portugal

Urban tourism has particularities that distinguish it from other forms of tourism. The urban tourist wants to enjoy the city, its monuments, its environment, its cuisine, its events. The tourist will always be an outsider to the city, someone who will enjoy an area that is not designed specifically for tourism. But the tourist does not have to be a stranger in the city. The pandemic affected urban tourism in a more "violent" way. However, the pandemic has not affected the pull factors of cities – the cuisine, the monuments, the events, the vibe are still there waiting to be enjoyed. They will be, and city tourism will return with full vigor. This chapter argues that the quest for sustainability and change supported by a disruptive set of new technologies and the consequent skill shifts will possibly affect urban tourism intensely. These new trends have the potential to give rise to different solutions than those that have been attempted in the past. We will see if we can better reconcile cities with their tourists to the benefit of all.

Chapter 16
Body, Exercise, and Health: Culture and Society in Portugal in the 21st Century..... 313
Manuela Hasse, University of Lisbon, Portugal

In this chapter, the authors present the current situation and the legislation produced as well as efforts done by medical doctors at the end of the 19th century in order to introduce hygiene as a natural as well as a cultural way of preserving physical health as well as mental health. The work done by doctors

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supported a general development of economic life as well as it saved the Portuguese society before laboratories took over our bodily management.

Section 5
Outbreak Politics, Policies, and Power Within Hospitality

Chapter 17
Workplace Harassment of Restaurant Workers 329
Silvena Dencheva Yordanova, Varna University of Management, Bulgaria
Hannah Strachan, Varna University of Management, Bulgaria

Today all people become victims of harassment in one form or another. Harassment at work is a very hot topic nowadays as lot of women are objects during their work. The chapter is focused on presenting the essence of harassment and how it can take place in a kitchen. The first part discussed harassment and mobbing in the workplace. The methodology part presented a study conducted among women chefs and kitchen staff. The study was conducted through online questionnaire and included 39 respondents. Besides this, an interview with 13 women chefs has been performed. The study aims to understand if there is harassment in the kitchen and what forms it takes. It also aims to understand how women as chefs are perceived in their job positions and how they are harassed. The results show that women chefs have been victims of different forms of harassment in the kitchen.

Chapter 18
COVID-19 and Human Rights in a Fragile State: Guinea-Bissau 341
Carlos Sangreman, University of Lisbon, Portugal
Raquel Tavares Faria, University of Lisbon, Portugal
Bubacar Turé, Human Guinean Rights Ligue, Portugal

This investigation aims to study the situation of human rights during the COVID-19 pandemic in Guinea-Bissau between January 2020 and January 2022. The research organized an inquiry to families and another to market sellers about the effects of the pandemic and the measures enacted by the government and presidency to contain it. A public hearing was also organized, with various entities from the high commission to trade unions, journalists, and the public order police, for information on how each institution saw its situation and action in this period. The conclusions of the analysis of all these qualitative and quantitative data allow us to affirm that the fragility of Guinea-Bissau has such a social weight that a disease that killed fewer people than malaria, diarrhea, or tuberculosis did not overcome the problems of human rights stemming from poverty, institutional fragility, and low incomes in general.

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Section 6
The "Virtualization" of Mobile Heritage and Culture

Chapter 19
Total Tourist Experience: From Heritage and Historical Significance of Places to New Directions for Post-Pandemic Tourism 362
Graciete Honrado, Instituto Politécnico de Tomar, Portugal
Ana Nata, Instituto Politécnico de Tomar, Portugal
Cecília Baptista, Technology, Restoration, and Arts Enhancement Center, Instituto Politécnico de Tomar, Portugal
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The aim of this chapter is to propose the concept of total tourism experience (TTE). In the current digital environment, this implies new visions on tourism research and operation. In this atmosphere, the experience of each tourist is structured according to a value chain composed of travel, accommodation, restaurant, entertainment and leisure, safety and health, access to goods, and complementary services. COVID-19 had a significant impact on the behaviour of tourism players. Heritage (natural and cultural resources) sustaining the tourism value chain is an asset worthy of special attention due to its finiteness, namely regarding the world heritage icons because its economic and social effect is revealed by each country's GDP. The pandemic destabilised the global tourism system. In this context, opportunity responses emerged. New opportunities for relaunching tourism were opened up, and thus, the TTE proposal is a timely contribution in the range of necessary, qualifying, challenging, innovative responses.

Chapter 20
Thinking Urban Heritage in Times of Pandemics: Art Staging and Coordination 391
Fernando R. Contreras Medina, University of Sevilla, Spain

This chapter studies the work of the art museum exhibition during the pandemic. The confinement in citizens' homes, as a preventive measure against COVID-19, forced museums to a new virtual staging and an ordering of the works under the technical conditions of the internet. The excess of the virtualization of heritage as opposed to the rational contemplation of art is what establishes the bases of identification of the anticulture proper to capitalist consumption. Theoretical questions of art, philosophy, sociology, and politics are discussed, but only as stepping stones into the deep waters of visual culture.

Section 7
Confined Travels on Art Worlds and Museums

Chapter 21
Impacts, Resilience, and Creativity in Cultural Tourism and Leisure in a Time of Pandemic: Presential and Virtual Visits to Lisbon Museums 405
José Cunha Barros, Tourism Laboratory, Polytechnic Institute of Tomar, Portugal

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Museums were one of the cultural sectors most negatively affected by COVID-19. The restrictions introduced in the crisis period had multiple negative effects in the case of people's mobility and tourist travel. However, the temporary closure of museums also created opportunities. Museums have given greater relevance to the use of digital technology and virtual networks by increasing new forms of virtual communication with the public in the access to collections as well as the flexibility of activities. The proactivity and creative responses in moments of crisis, although of museums' initiative benefited from strategies promoted by cultural agents with contributions from the community itself. The crisis was also an opportunity to discuss and reflect on desirable changes for the museum of the future. The predictable socio-demographic changes in the public who frequent museums and the role that virtual communication will play were some of the concerns assumed by museums. The research focused on a restricted number of museums in the city of Lisbon, national museums.

Chapter 22
Portuguese Public Art Primary Itineraries: A Map of Discoveries 428
José Guilherme Abreu, Universidade Católica Portuguesa, Portugal

Since public art works are normally city collections, park installations, or landscape interventions, in order to achieve a rich, diverse, and representative sample, it is necessary to hit the road, to ramble in the park, and to explore the city. So, the main assumption is that public art value should also be judged by the consideration of its environment context, its social substratum, and the means used for its discovery. A literary feeling is required for its encounter. A journalistic curiosity is required for its inquiry. Travelling by car enables these aims, for it remains a reliable way of getting to know a region or a country. Besides that, on a period of pandemic or post-pandemic times, travelling by car is a defensive form of travelling for it avoids the agglomerations of airports and railway stations.

Chapter 23
From Tourist Destination to Tabernacle 465
Regina Frank, Independent Researcher, Portugal

The author describes her personal experience and insights on Portugal as a German artist who has lived and worked worldwide. She observes the changes from her first arrival during the European Football Championship in 2004, the experience of the WebSummit and various exhibitions in Portuguese Museums, up to the COVID-19 confinement and reopening in 2022. She tells the story of 18 years of development of the country, its tourism and economy, the spiritual path, and also the "zen exercises" the community has and had to offer: getting lost in Lisbon, finding faith in Fatima, sanctuaries in Santarem, and tabernacles in Tomar, as Portugal became her literal port of the grail (Port-u-gal). From children to education, poetry, prose, science, food, art, and religion, she paints a picture from the view of a foreigner mingling with the Portuguese and the ex-pat community. Isolated in the countryside during COVID-19, she connected online with Portuguese artists and created new alliances.

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Section 8
Itineraries on Education for Deconfinement

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Virtual Tourism as a Pedagogical Practice: Adaptation of Curricular Content During and After a Pandemic 497
Sérgio Rafael Eliseu, Instituto Superior de Lisboa e Vale do Tejo, Portugal
Marta Noronha Sousa, Instituto Superior de Lisboa e Vale do Tejo, Portugal
Ãngela Berlinde, Instituto Superior de Lisboa e Vale do Tejo, Portugal
Mihaela Bogdan, Instituto Superior de Lisboa e Vale do Tejo, Portugal

Post-pandemic anxiety and potential new outbreaks of this and other diseases could be a push, started long ago with the explosion of low-cost mobile devices, for immersive technologies, such as augmented reality, virtual reality, and mixed reality, to assert themselves as credible solutions in contrast to traditional ways of knowing the world. Effectively, these technologies already offer safe alternative ways to "travel" through continuous and uninterrupted interactive experiences for travelers who do not want to give up their own private space, safety, and health. However, this possibility brings with it new questions and challenges, mainly in terms of the development of these experiences, more specifically in the academic and pedagogical field. The authors analyze a project that articulates, in a transdisciplinary way, contents of several curricular units attended by Erasmus students around a VR experience of one of the most emblematic places in the region, the famous Castro of Monte Mozinho.

Chapter 25
The Cordel Pandemic: The Daily Life of Students From the Interior of Paraíba, Brazil Told in Verse..... 517
Filomena Maria Moita, Universidade Estadual da Paraiba, Brazil
Leandro Mário Lucas, Universidade Estadual da Paraiba, Brazil

The COVID-19 pandemic established a transmutation, which, although initially temporary in appearance, produced dramatic changes in the secular way of teaching and learning in methodologies and resources. It also caused profound social, emotional, and educational impacts on the academic community in general. From this perspective, in this chapter, the authors aim to identify the impacts caused by the pandemic on daily life and revealed by students in their storytelling in verse, more specifically, in cordel. For this, they used as methodology the assumptions of content analysis, in the expectation of having an in-depth understanding of the content presented by the students and making inferences, in order to achieve the intended purpose. As a result, they found in the verses impacts associated with three categories of daily life, which they created from the data processing—sanitary, personal, and social—and they found that cordel literature, by the very essence of capturing the images of life as it is, proved to be an adequate way to capture the students' voices about the topic in question.

Section 9
Contaminated Cinema Destinations

Chapter 26
To Identify the Evolution of Tourism Practices in a Sensitive Way Through Documentary 538
Natacha Cyrulnik, Aix-Marseille University, France

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As an extension of the audiovisual work carried out for 15 years in the cities of the South of France, the tourist sites are filmed in turn as part of a new documentary series in order to try to better understand, through their narration, the daily life in these easily caricatured territories. While this series "Getting Out of From the Postcard" aimed to bear witness to the tourists who took precedence over these sites, the pandemic reoriented it by (re)presenting daily life in these places, which are both tourists and inhabitants.

Chapter 27
Film Festivals in Contamination: Streaming Strategies in Brazil 556
Jane de Almeida, Mackenzie University, Brazil
Cicero Inacio da Silva, Federal University of São Paulo, Brazil
Alfredo Suppia, State University of Campinas, Brazil
Davi Marques Camargo de Mello, São Judas Tadeu University, Brazil

Film festivals are venues with public screenings that hold a great potential for meetings, tourism, and economy. This chapter analyzes the alternatives found by some international and Brazilian film festivals in the face of the COVID-19 pandemic for the future horizon of festivals and the possible impacts of this new scenario on the audiovisual system. The chapter also presents the formats chosen by several festivals around the world, organizing their strategies into five correlated models: traditionalist, hybrid, mimetic, online, and nostalgic strategies. Such organization also originates from the research on technological forms found to soften, replace, or even expand the audience of the festivals (i.e., the development of their own streaming platforms, employment of existing platforms, and development of additional tools) to the streaming services. In the face of a digital panorama, with streaming platforms screening and distributing films, questions on the new relations between film festivals and digital platforms and their prospects arise.

Section 10
New Media for Post-Viral Flows

Chapter 28
Extended Reality as the Immersive Environment Conjunction of Augmented Reality, Virtual Reality, and Mixed Reality: A Phenomenological Response Facing Modern Culture 574
Andres R. Montenegro, Purdue University, Fort Wayne, USA

Extended reality environments will exceed virtual reality and mixed reality environments and will be understood as a new level among several of the metaverse modalities that will become technology standards on the internet of the next future. Extended reality will address as well how the user's interface will experience dramatic changes in the way users manipulate digital 3D content. Interactive objects will adopt a holographic status. The use of natural tactile interactions determines the availability of our body as an integral interface that will obtain responses in several levels of perceptions, one of which is haptics. To create the meaningful experience of our body and the possible responses obtained from a spatial interaction or interface inside this metaverse, the content and its design must achieve a fully immersive dimension. In this crucial crossroad of body and interface interactions, phenomenological experiences will be vital to understand contemporary problematics and cultural changes.

Chapter 29
Urban Tales Visible With Augmented Reality: A Street Exhibition in Campanhã (Porto) 603
Pedro Miguel Azevedo Rocha, Universidade do Minho, Portugal

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With the pandemic lockdowns, society was confronted with its social relations and everyday routines and how it relates with the conformity of life. To understand how we may evolve from this experience,past and present history (knowledge) comes to fruition, and its importance becomes paramount. So, analternative way of information availability and relation gives ground to experiment with new ways of story consciousness, of true and unbiased knowledge about anything. This chapter presents a form of augment community search for purpose and consciousness through current and future technology. In thecase of augmented reality, and how information its exhibited to the public, it brings a lively dimensionas if information becomes commonly present in this reality, as past meets the now, as history is alive in the present. This chapter shows an example of how, in a context of an urban exhibition, a life tales'exhibition in an emptied neighborhood of Porto city, augmented reality might connect and socially relatepeople, either locals or tourists, with interesting information.

Chapter 30
Street Art, Intersectional Feminism, and Digital Media-Art: Report on the Cyberperformative Artefact "Make Me Up!"..... 627
Juliana Wexel, University of Algarve, Portugal
Mirian Estela Nogueira Tavares, University of Algarve, Portugal

The chapter is dedicated to demonstrating artivist aesthetic discourses produced in converging relationsbetween urban space, street art, intersectional feminism (gender, class, ethnicity), and digital technologiesin a post-pandemic context. The research results derived from three stages: a survey of state-of-the-artstudy on relations between street art, feminist artivism, and digital media art; production and applicationof autoethnographic data in the creation of digital artistic artefact; and curatorship of video-installation. The analysis focuses on the case study of the post-digital art artefact Make me up! an immersive and cyberperformative experience that connects augmented reality (AR) technology, street art, Instagrammismand Selfiecity. The digital artefact Make me up! was launched during the "10th International Conferenceon Digital and Interactive Arts - ARTECH 2021: Hybrid Praxis: Art, Sustainability & Technology" in the historical city of Aveiro, Portugal, also known as the "Portuguese Venice."

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