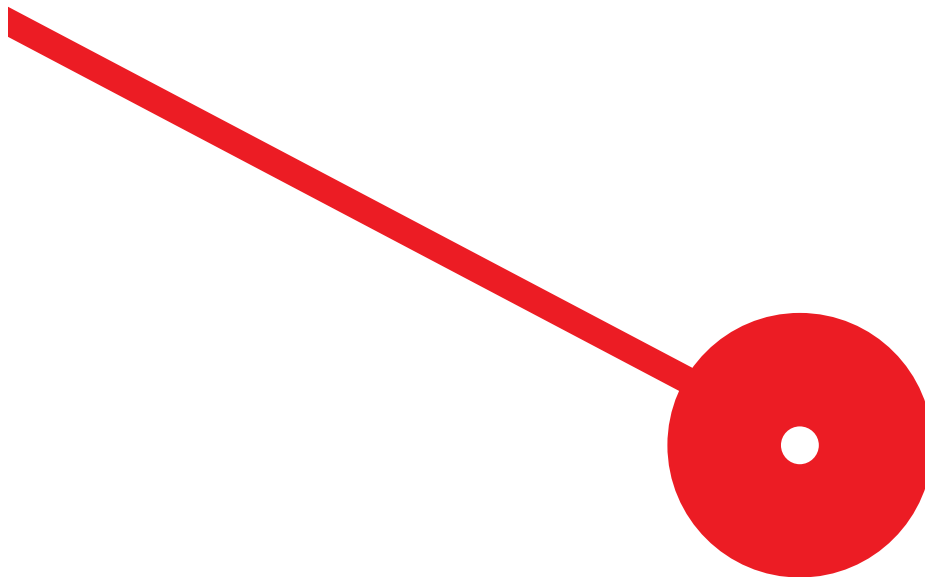




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Rita Salomé Fonseca Allen

11/2022



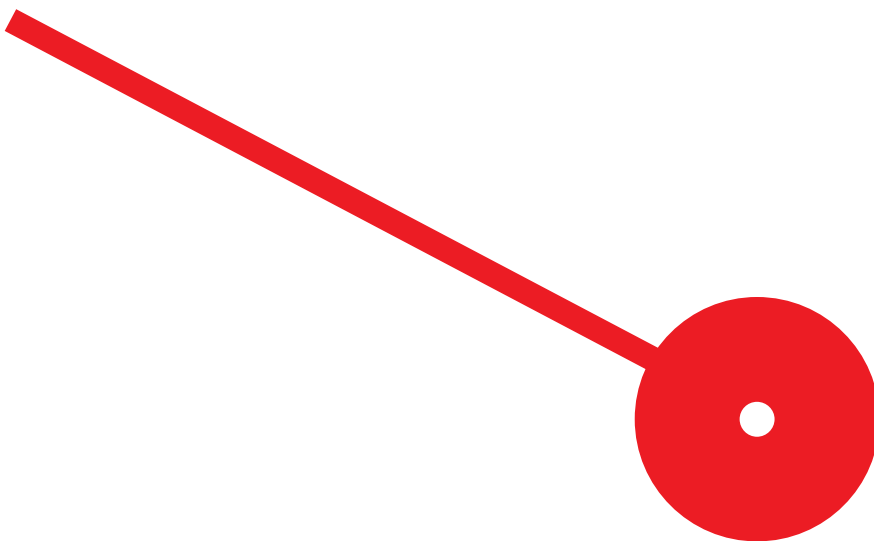


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Rita Salomé Fonseca Allen

Dissertação de Mestrado apresentada ao Instituto Superior de Contabilidade e Administração do Porto para a obtenção do grau de Mestre em Intercultural Studies for Business, sob orientação de Doutora Carina Cerqueira

Versão Final "Esta versão contém as críticas e sugestões dos elementos do júri"



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Resumo:

A cidade é um produto complexo que combina recursos físicos e aspetos culturais, históricos, sociais e económicos que influenciam na formação da sua identidade. Dessa forma, a identidade de uma cidade é o seu ADN: uma combinação distinta e herdada de bens, história, características e cultura que a define interna e externamente e tem o poder de unificar pessoas e lugares. Como a identidade é a base sobre a qual a imagem de uma cidade é criada, é de grande importância considerar como as cidades constroem e desenvolvem a sua identidade. A cidade de Matosinhos apresenta-se como objeto de estudo, destacando as características únicas da cidade que definem a sua identidade cultural.

A ligação profunda ao mar continua a ser a característica mais importante que define a identidade de Matosinhos. É possível notar esta relação em vários aspetos, uma vez que Matosinhos tem uma das melhores infraestruturas portuárias do país (o porto de Leixões), uma gastronomia rica em sabores do mar (um polo de atração turística), um rico património com monumentos e esculturas dedicadas ao mar, bem como importantes tradições e celebrações que contribuem para preservar o espírito da sua comunidade. Esta relação é também evidente nas inúmeras atividades económicas que dependem do mar, bem como nas horas de lazer desfrutadas pelos locais e turistas que visitam as praias e o mar para tirar proveito desta característica especial de Matosinhos.

Da mesma forma que o mar contribui para definir a identidade de Matosinhos, revela também como Matosinhos afirma a sua posição para o desenvolvimento de uma economia azul sustentável.

Palavras chave: cidade; identidade cultural; património; mar; economia azul.

Abstract:

The city is a complex product that combines physical resources as well as cultural, historical, social, and economic aspects that influence the formation of its identity. In this way, the identity of a city is its DNA: a distinct, inherited combination of assets, history, characteristics, and culture that defines it internally and externally and has the power to unify people and place. Because identity is the foundation upon which a city's image is created, it is vital to consider how cities build and develop their identity. The city of Matosinhos will be the object of study, highlighting the city's unique characteristics that define its cultural identity.

The deep connection to the sea remains the most important feature that characterises Matosinhos' identity. It is possible to note this relationship in several aspects since Matosinhos has one of the best port infrastructures in the country (the port of Leixões), a gastronomy rich in sea flavours (a pole of tourist attraction), a rich heritage with many monuments and sculptures dedicated to the sea, as well as important traditions and celebrations that contribute to preserving the spirit of its community. This relationship is also evident in the numerous economic activities that rely on the sea, as well as the hours of relaxation enjoyed by locals and tourists who visit the beaches and the sea to take advantage of this Matosinhos special feature.

In the same way that the sea contributes to define the identity of Matosinhos, it also reveals how Matosinhos affirms its position for the development of a sustainable blue economy.

Key words: city; cultural identity; heritage; sea; blue economy.

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If we formulate an image of the planet earth without the ocean and sea, our image would probably be of a barren, grey-white ball. The oceans cover more than 70% of the Earth's surface and contain 97% of all the water on the planet. They influence climate and weather, stabilize temperature, shape terrestrial chemistry and provide a home for the greatest diversity of species on the planet. Every molecule of the oxygen we breathe, every drop of water we drink, and every food we consume connects us to the ocean, whether we live on the coast or in the world's most isolated and inhospitable inland region.

Regarding etymology, the word water is derived in part from Sanskrit, which means "to animate." Indeed, the ocean is responsible for the dynamism and vitality of all life on Earth. The broader fact is that the ocean has never stopped supporting humanity, that it has sustained and nurtured every living organism on this planet since animate life first appeared. As veteran oceanographer Sylvia Earle stated, "The ocean is Earth's blue heart. No water, no life. No blue, no green". (No Blue, No Green - Mission Blue, 2013).

Since there is no blue without green, it is of great importance to reflect on how the sea is a source of wealth if developed sustainably. The oceans and seas have an important role in attaining long-term development, economic growth, and livelihoods. Millions of people worldwide rely on the oceans for food and jobs, and the ocean's potential to generate wealth is vast. The concentration of people in coastal areas offers a number of economic benefits, but also some challenges. Because of their marine-based appeal as locations to live, work, and visit, coastal areas frequently attract significant numbers of people.

The elaboration of the dissertation on the theme "Sea as a symbol of the cultural identity of Matosinhos", intends to make a reflection on how the sea is a factor of development in the city of Matosinhos, as well as an identity factor of the city. Matosinhos is located on the coast of Portugal, in the district of Porto. Often nicknamed as *Terra de Horizonte e Mar* (Land of Horizon and Sea), refers to its close connection and proximity to the sea coast. It stands out for having significant businesses and companies that support the region's economy as well as unique customs and popular traditions.

Due to its location and natural resources, the Matosinhos region has long been a centre of interest and an impetus for human activity. In this way, it is essential to grasp Matosinhos' history and the reasons it has been regarded as an attractive place since ancient times in order to comprehend the city as it is today.

The chronological frame of this work goes from the origins of Matosinhos and the first historical vestiges encountered in this territory to the present. Here, the proximity of Matosinhos to the sea highly influences the path of its history as well as its development. Another crucial stage that constituted a turning point in the history of Matosinhos is the construction of the Port of Leixões and the foundation of canning industries. The building of the port of Leixões at the end of the 19th century and the establishment of the first canning industries between the end of the 19th and the 20th century marked the beginning of a significant transformation process in the urban and industrial development of the city of Matosinhos. The importance of fishing and the canning industry in this city has persisted throughout history and is profoundly embedded in both its culture and social structure.

In Matosinhos, the intimate relationship with the sea remains the most important trait that characterizes the identity of this city. In fact, it is possible to note this relationship in several aspects that will be developed throughout this work.

One of the most important concepts that will be addressed is the connection between city and identity. The city is a complex product that includes physical resources as well as cultural, historical, social, and economic elements that shape its identity development (Guerreiro, 2013). As a result, the city is where urban history is written and collective memory is held.

In this dissertation, the discussion centres on how the sea and its elements contribute to shape Matosinhos' cultural identity. Since identity is the basis upon which the image of a city is created, it is of extreme importance to understand how Matosinhos build and developed its identity, highlighting the city's features and thereby distinguishing itself from others.

The elements connected to the sea and the city of Matosinhos, represent its strong connection and proximity to the sea coast, which are vital components of the identity of the city, as well for its economy and sustainability. This will lead to the notion of city branding and how city branding is an effective way of reinforcing a place's identity. This concept will be of great relevance to understand how cities identify themselves and improve their positioning in the world. It aims to uncover the traits that make a location appealing as a place to live, work, invest, do business, and visit as a tourist (Kotler & Armstrong, 2003). Matosinhos itself has created its brand – WBF (World's Best Fish).

The association of the name Matosinhos to the brand seeks to instantly identify the city and promote the quality of its products, be it related to tourism, gastronomy, people, events, or culture. In this way, as a holistic approach, city branding works as a promotion tool for developing a distinct image of a city.

It is undeniable that the sea is Matosinhos' most notable characteristic in terms of its collective imaginary and physical landscape. Matosinhos is a city of important traditions. Popular culture and folk tales make part of the city's heritage and preserve the collective identity of the *Matosinhenses* (the people of Matosinhos). Due to its strong maritime vocation, many of its legends, traditions, historical recreations, and historical heritage reflect its connection with the sea.

In the municipality of Matosinhos, the history of man has left traces of many generations whose memory persists in a considerable heritage that combines the past with the present and is rich in traditions, cultures, and civilizations. Over time, Matosinhos has sought to preserve its heritage and well-known customs. Local celebrations, festivities, artifacts, monuments, and sculptures dedicated to the sea, and the traditional gastronomy associated with fish dishes are all illustrations of its preservation.

The sea and its elements not only contribute to defining Matosinhos' identity but also explain how Matosinhos affirms its position for the development of a sustainable blue economy. Matosinhos has a privileged position to attract investment, create qualified jobs, and established itself as the country's economic hub in the north region. Matosinhos' goal is to strengthen its position in the sea economy while also encouraging its recognition as a tourist destination, be it through partnerships, projects, initiatives, or conferences to encourage the exploitation of local maritime potential and assets, and by valuing the sea as a structuring vector (Matosinhos, *Mar de Oportunidades*, 2016). In this paper, the emerging concept of the blue economy will be addressed, exploring how Matosinhos is a good example of sustainability and a case of success in the implementation of a blue economy.

The initial motivation for selecting this theme concerns both professional and personal reasons. First of all, when I chose this theme, I considered my internship experience in the Tourism Department of the Matosinhos City Council, more precisely at its Tourist Offices, in Matosinhos and Leça da Palmeira, and also at events at Exponor - Porto

International Fair when I was taking my Degree in Foreign Languages and Cultures, at the School of Education of the Polytechnic Institute of Porto.

When I elaborated my internship report, I focused more on my work experience than on actually developing a theme based on culture, tourism, and the identity of the city of Matosinhos. Obviously, an undergraduate internship report is not as detailed as a master's dissertation. That is why, I thought about expanding my knowledge and produce a work where I could analyse in depth the connection of the sea in the city of Matosinhos, as well as its origins, its history, its heritage, why Matosinhos is an attractive place since ancient times, the importance of the maritime-based industries in this city, and how Matosinhos affirms its position for the development of a sustainable blue economy. Besides that, I have a deep connection with Matosinhos as I grew up there. Even though I do not reside there anymore, I still have close contact with this city.

The study of this theme is of utmost relevance for a master's in Intercultural Studies for Business since it explores the fields of heritage, culture, arts, social sciences and humanities, tourism, economics, and technology, in an interdisciplinary approach. The theme of cultural identity and how the local cultures contribute to the sustainable development of cities is of great importance. The core of this work relates to culture, which is both a key tool and a vital aspect of the social fabric, promoting a feeling of cohesion, belonging, and citizenship to a community/place.

After reflecting on the theme, through an integrative and critical literature review, it was decided to divide this work into three chapters.

Chapter 1 presents an overview of the city of Matosinhos, its contextualisation, its origins, and the particularities of the region. Then, it is explored the relationship of coastal cities with the sea and the way they value each other.

As tourism is one of the most significant activities with an impact on coastal ecosystems, a brief reference to coastal tourism will be made. In this chapter, the promotion of Portugal as a tourist destination, with a special focus on the Portuguese coastline as an attractive feature in tourism will be mentioned. This chapter concludes with the topic Matosinhos - beach and surf, as surfing in the north of the country is considered an emerging product and should be noted.

In chapter 2, the idea of the sea as a symbol of the cultural identity of Matosinhos is explored. Also, this chapter revolves around the concept of cultural identity and the identity of the cities. As Matosinhos has its own brand – WBF, it is also important to mention city branding and how it is an effective assertion of identity. In this way, the Matosinhos identity and logo will be addressed as well as the promotion of tourism in the city. Another topic that will be analysed is the sea representations in the art in Matosinhos, giving special attention to the heritage, legends, historical recreations, the MuMa – Matosinhos Museum Network, and the architecture and sculptures that are dedicated or related to the sea. In this chapter important industries and infrastructures that characterise the sea-related economy and identity of the city will be mentioned, as Matosinhos and its gastronomy, the canning industry, the seaport of Leixões, the Cruise Terminal and the Matosinhos Municipal Market.

Chapter 3 will revolve around the emerging concept of the Blue economy and how it is used for the sustainable development of the oceans, and coastal resources and the development and implementation of policies and initiatives under the European Green Deal. The benefits of the blue economy will be pointed out and how the blue economy can help to create green energy and fight climate change. Finally, a connection between the blue economy and the city of Matosinhos will be established reflecting on how Matosinhos affirms its position for the development of a sustainable blue economy, mentioning the projects that aim to stimulate the blue economy in the city. This chapter ends with the topic of sea ports as a structuring element for the development of Portuguese port cities, giving the specific case of the Port of Leixões and the APDL as a cluster of innovation, sustainability, and social responsibility. Through the Sustainability Report 2020, an analysis of APDL performance in the year 2020 is made, which presents good practices in the economic, social and environmental dimensions. It is also reported, in a transparent way, the impacts caused by the port activity and the respective mitigation measures implemented. Once more, the Port of Leixões is presented as a good example of proficiency and sustainability.

Chapter I – Matosinhos and the coastal economy

1 Introduction to Matosinhos : A region associated to the sea

Matosinhos is located on the coast of Portugal, in the district of Porto, on the north region of the country and also on the northwest of the Iberian Peninsula. It is often called *Terra de Horizonte e Mar* (Land of Horizon and Sea) and presents a strong connection and proximity to the sea coast. It is characterized by being a city with strong customs and popular traditions as well as strong business and enterprises that contribute to the region's economy (Visit Matosinhos, n.d.).

To understand the Matosinhos of today, it is fundamental to recognize its origins and why since ancient times it is considered an attractive place. According to the official website of the Matosinhos City Council, the territory of Matosinhos was always a focus of attraction and simultaneously a driver of human action, either by its geographical position or by its natural resources. Evidence of this can be found in the historical vestiges dating back to the Palaeolithic and Neolithic periods, as well as the Iron Age and the Roman period. The oldest traces of human action in this territory (various carved lithium instruments, attributable to the Palaeolithic) date back several thousand years and were discovered and collected on ancient and current beaches, namely between Boa Nova and Almeiriga.

The settlement of people in these lands began around 5000 years ago, during the Neolithic period, with only a few relics of funerary monuments from that time remaining to this day: the dolmens. In Lavra, Perafita, Leça do Balio, Santa Cruz do Bispo, Guifões and S. Gens, important centres of these monuments would be located.

During the Roman Period, the natural navigability characteristics of the Leça River estuary allowed the influx, by sea, of various goods from distant places of the Roman Empire, which were unloaded here and redistributed to other places in this region. The integration of this region into the Roman Empire will result in significant structural changes in the territory and population.

The opening of roads (such as the Cale-Bracara Augusta road) and the construction of bridges (such as Ponte da Pedra) are part of a general policy for the development of communications and commerce, associated with the Pax Romana. The Leça estuary and the Lavra area were the most Romanized places in this period, as evidenced by the construction of structures for the production of garum (a fermented fish sauce) and salt.

According to the official website *Visit Portugal*, Matosinhos was founded at the mouth of River Leça and its proximity to the sea has always been beneficial for its development. *Matesinus* was first mentioned in the 11th century. In the 16th century, Matosinhos was granted a royal charter by the King D. Manuel I in 1514, but it did not gain town status until the 19th century (1853), and in 1984 finally became a city (Visit Portugal, 2013).

During the late Middle Ages, the territory was marked by the foundation of monasteries and convents, such as the Monastery of Bouças. Strong landmarks such as the Bouças Monastery and Leça do Balio Monastery, demonstrate the continuity of population dynamics in the High Middle Ages. The current Matosinhos region was once divided into the ancient medieval administrative divisions Julgado de Bouças and Couto de Leça, both of which had a long and storied connection to the pilgrim routes leading to Santiago de Compostela. Since the Middle Ages, this has been a well-documented fact. There is only one route to Cruzeiro do Padrão da Légua (a large stone cross), from where the pilgrim can choose between the "Coastal Way," which turns west at the cross, and the "Central Way," which leads to Lugar do Araújo. According to Caminhos de Santiago website:

This relationship or bond shaped the cultural identity of the region, which is expressed in the legend of Cayo Carpo the "Knight of the Shells". This story, which takes place on the beach of Bouças (now Matosinhos), has medieval origins but it was registered in writing in the 17th century, telling the story of a miraculous meeting between this knight and a boat that transported the body of an apostille on the way to Galicia. According to a popular ancient tradition, this legend explains the origins of the shell as a Jacobean symbol and the origins of the place name of Matosinhos (History – Matosinhos, Caminho Português da Costa, n.d.).

The region has undergone significant changes as a result of its geographic location, resulting in a landscape that is much more diverse, with traditional rural areas mixed in with contemporary urban spaces.

Matosinhos' development was heavily influenced by its proximity to the sea. Many sailors, as well as emigrants seeking the lands of distant Brazil, left this sea during the time of the discoveries. Sailors from Matosinhos created the Confraternity of S. Salvador de Bouças and organized the worship of Bom Jesus, whose devotion flourished as a protective invocation for all those who sailed on the sea in the 17th century. In 1832, the army commanded by D. Pedro IV (King Pedro IV of Portugal and Emperor Pedro I of

Brazil), landed in the beach of Arnosa-Pampelido implementing liberalism in Portugal. More recently, an important fishing community was founded in Matosinhos, which, along with the canning industry, was the main engine of development in the county during the 20th century (CM Matosinhos, n.d.).

The demand for a seaport for ships sailing to Porto led to the development of the Port of Leixões at the end of the 19th century. It was the beginning of a clear transformation process in the entire urban and industrial development of the city of Matosinhos. In addition, the sardine fishing and the canning industry were the main drivers of development that led to the status of Matosinhos to city on the 28th of May 1984 (CM Matosinhos, n.d.).

This work focusses on the parish of Matosinhos and Leça da Palmeira since it is characterized by a strong association with the sea, and it is where the most important infrastructures and industries related to the sea are located. Administratively, the Matosinhos municipality is divided into four civil parishes: Custóias, Leça do Balio and Guifões; Matosinhos and Leça da Palmeira; Perafita, Lavra and Santa Cruz do Bispo; and São Mamede de Infesta and Senhora da Hora. *Matosinhos e Leça da Palmeira* is a civil parish in the municipality of Matosinhos, formed in 2013 by the merger of the former parishes Matosinhos and Leça da Palmeira (Assembleia da República, 2013).

According to the Gabinete de Estratégia e Estudos (GEE), the Matosinhos municipality has an area of 62km², and in terms of demography, the resident population in 2020 is 175 556 (Sínteses Estatísticas – GEE Concelho Matosinhos 2020, 2020).

With regard of the social and economic characterization, the Social Diagnosis of the Matosinhos Municipality 2020 and the data developed, constituted a synthesis of the social and economic characterization of the population residing in the municipality of Matosinhos, organized according to the main dimensions of welfare. The information contained is fundamental not only to understand the changes verified in the socio-demographic profile of the resident population, but also to identify the main problems that will become a priority in the Social Development Plan 2020-2025 (Matosinhos Habit, 2021).

In demographic terms, during the first decade of the 21st century, the resident population of the municipality, continues the trajectory of growth of previous years. In 2019, the number of people residing in the Matosinhos municipality was 175 357 – which 53% are

female. With little fluctuation over the years, the resident population in Matosinhos has represented about 10% of the people residing in the Porto Metropolitan Area as a whole (Matosinhos Habit, 2021).

It is the Union of Parishes of S. Mamede and Senhora da Hora, followed by Matosinhos and Leça da Palmeira, those that concentrate a greater number of residents in the municipality. These two unions represent, respectively, 30% and 27.4% of the resident population. In 2019, the resident population in Matosinhos represents 10% of the population of the Metropolitan Area of Porto (AMP) and places Matosinhos as the second most densely populated municipality in the AMP, after Porto (2,801.50 inhabitants per m²).

Matosinhos has not particularly stood out as a municipality that attracts immigrants. Over the last decade, foreign people with legal residency status have represented around 4% of the population residing on the mainland; in Matosinhos this percentage does not have reached 2%. Between 2017 and 2019, both in the country and in the municipality, there is an increase in number of foreign people with legal residency status. In this way, in 2019, in Matosinhos there are 5,022 foreign people registered, which represents a little less than 3% of the resident population. In terms of foreign population, the percentage of foreign population residing in Matosinhos is lower than on the mainland but slightly higher than in Metropolitan Area of Porto. About 77% of foreign people with the status legal resident in Matosinhos are from countries outside the European Union. The main nationalities are Brazilian, Chinese and Ukrainian (Diagnóstico Social do Concelho de Matosinhos 2020, 2020).

But the biggest demographic challenge is certainly the ageing population. The ageing of the population is an indicator of the development of our societies because is closely associated with the improvement of living and health conditions, implying an increase in life expectancy. Following the trends of the country, and of the world in general, Matosinhos is witnessing an increase in the number of people aged 65 or older. In 2019, there are 37,758 people aged 65 and over, which corresponds to 21.5% of the total number of residents; in 2011 the percentage was 16.7%. The increase in the number of older people combined with the compression of younger age groups, leads to an increase in aging rates (76.4 in 2001 and 159.6 in 2019), which makes the municipality of Matosinhos one of the municipalities with the oldest population in the AMP. It should also be notated that is the Union of Parishes of Matosinhos and Leça da Palmeira that has

the greatest percentage of population aged 65 and over. Population aging has consequences in the field of health, making people feel the need for new and better health responses and strengthening the provision of continued care. With the ageing of the population, new housing needs also arise, as adequate housing, with good accessibility and possibilities of access to community services and social life. In parallel with the ageing of the population, there has been a structural decline in the birth rate, with a fall in the fertility and birth rates and consequent decrease in the birth number – in 2018, 1,461 children (live births) were born to mothers residing in Matosinhos, that is, 228 fewer children than in 2009 (Diagnóstico Social do Concelho de Matosinhos 2020, 2020).

In terms of social protection, between 2010 and 2019 the number of pensioners to receive social security pensions in Matosinhos increases, especially the beneficiaries of old-age pension. In terms of housing, both in new leases and rents, as in sales, the median value of houses has been increasing in Matosinhos. Matosinhos is part of the group of 10 municipalities in the country where the values median rents per m² of new lease agreements and sales per m² are higher. In terms of security, the total number of crimes recorded by the police authorities in Matosinhos in 2019 was 5.881. The main types of crime were against people (1.334 crimes) and against heritage (3.614 crimes) (Matosinhos Habit, 2021).

When it comes to employment, the business fabric of Matosinhos in 2018 is essentially made up of small and medium-sized companies. The wholesale and retail trade and the repair of motor vehicles and motorcycles is by far the activities that employs the largest number of people employed in Matosinhos, in 2018. Then, it is the manufacturing industry (9.3%); Administrative activities and support services (8.9%); the consulting, scientific, technical and similar activities” (6.7%); and the accommodation, catering and similar activities (6.4%) (Diagnóstico Social do Concelho de Matosinhos 2020, 2020).

The majority of employers in the municipality (64.4%) have high school or higher education. It is the tertiary sector that employs the greatest number of people. The tertiary sector has a greater presence of feminine labour, while the secondary sector has a greater presence of male labour. When it comes to income in 2017, Matosinhos presents a purchasing power index per capita higher than the Porto Metropolitan Area. In 2018, the average monthly earnings of employees in Matosinhos are higher than in the Porto Metropolitan Area. Nonetheless, there are large asymmetries in the income of men and women. In 2018 women won on average per month less 304.30 € than men. In terms of

education, the last census of the resident population shows an increase in the level of education in the population residing in Matosinhos: in 2001 only 9% of the population had completed school university; in 2011 this percentage reached 18% (Diagnóstico Social do Concelho de Matosinhos 2020, 2020).

The Matosinhos and Leça da Palmeira parish blend a rich and diversified natural heritage with a range of cultural resources. Historically, a large portion of its population was supported by the fishing and canning industry (União de Freguesias de Matosinhos e Leça da Palmeira: Visit Matosinhos, n.d.). The fishing activity has been, for centuries, an integral part of the productive matrix of Matosinhos. Exercised many times in extremely painful circumstances, it took thousands of lives and several stories of tragedies. But at the same time, it constituted a source of revenue and supported vast communities. In Matosinhos, the importance of the fishing activity is extended throughout history, with deep roots in its culture and social structure.

The fishing industry has a strong tradition in the North Coast region of Portugal. In this specific area, there are thirteen port infrastructures, which includes a commercial port (Leixões seaport); three fishing ports (in Póvoa do Varzim, Vila do Conde and Matosinhos; five fishing centres (Quião and A Ver-o Mar in Póvoa do Varzim, Vila Chã in Vila do Conde, Angeiras and Marrecos Beach in the municipality of Matosinhos; two recreational ports (the Póvoa Marina in the municipality of Póvoa do Varzim and the Marina of Porto Atlântico, in the municipality of Matosinhos; and two recreational centres (the Recreation Centre of Póvoa do Varzim and the Marina of Vila do Conde). The fishing ports of Póvoa do Varzim, Vila do Conde and Matosinhos have fish auctions and the fishing centres have sales stations (Estratégia de Desenvolvimento Local - GAC Litoral Norte da AMP, 2016).

According to INE (Instituto Nacional de Estatística), the fishing statistics in Portugal in 2020 state that the North region had the highest number of registered fishermen (29.7% of the total) in 2020 (Estatísticas da Pesca 2020, 2021). The Matosinhos fishing port and the Póvoa do Varzim are the most important ports in the North Coast region. One of the particularities of the fisheries sector is its link with other sectors of activity as a supplier of raw materials such as the canning industry. This sector has a strong presence in Matosinhos and Póvoa do Varzim, with a large concentration of canning companies, highlighting the largest in the sector – Ramirez. (Estratégia de Desenvolvimento Local - GAC Litoral Norte da AMP, 2016).

Despite the fact that the weight of economic activity associated to fishing has declined, due mostly to European Union constraints, this municipality is nevertheless heavily influenced by the presence of the sea. In any case, it is undeniable that, in terms of collective imaginary and geographic landscape, the sea is the most prominent feature of Matosinhos (CM Matosinhos, 2011).

Matosinhos has a maritime reputation as a result of its privileged location next to the Atlantic Ocean. In the chapter 2 entitled “The sea as a cultural identity of the city of Matosinhos” the idea of the sea as being an identity factor of the city as well as a factor of development to the city will be explored.

For many years, Matosinhos was a point of entry and departure for business opportunities, but owing to its rapid expansion, it became necessary to build a port where ships could dock. It was in 1854 that its framework was designed, however, its construction was only completed in 1890. This change, regarded as the most important engineering work completed in Portugal in the nineteenth century, boosted the city's industrial and urban development. The Port of Leixões was considered the largest artificial port and the second largest in the country, when Matosinhos became a fishing community, attracting many fishermen. The significant exploitation of fishing resources resulted in this location being known as the World's Largest Port of Sardines. Between the end of the nineteenth century and the first part of the 20th century, the first canning industry factories were established, which for many years processed the raw material from Matosinhos' beach (Nunes, 2016).

Nicknamed the beach of opportunities, exploiting the resources of the sea, Matosinhos embraced at the end of the 19th century an Industrial Age. The population growth and the establishment of a fishing community related to the Port of Leixões fostered the progressive growth of industrial activities related to fishing, especially with the implementation of the Real Vinícola factory and the canning factory Lopes, Coelho Dias & C^a, Lda. Nowadays, the Matosinhos municipality counts with some canning factories, including: Conservas Portugal Norte, Lda.; Companhia das conservas Bistro & Store; Fábrica de Conservas Pinhais & Cia, Lda.; and Fábrica de Conservas Ramirez & C^a Filhos.

With a strong connection to the sea and having one of the best port infrastructures in the country, the Port of Leixões represents 25% of the Portuguese international trade and moves around 19 million tons of goods per year, is considered one of the most competitive

and versatile ports in the country. This port also serves as the main gateway by sea to Porto and the appropriate place to welcome all passengers from cruise liners (Port of the Month: Port of Leixões - Portugal, 2017). In this way, the municipality of Matosinhos and the northern region of Portugal develops with the constant growth of the port of Leixões. The development of this municipality and the growth of employment in this region, also leads to the settlement of people in the urban environment surrounding this port, contributing to its social, economic, and patrimonial development.

Matosinhos also incorporates fishing traditions from the North coast, specifically from the fishing community of Póvoa de Varzim and Vila do Conde, but also rural traditions from the lands of Maia. Its beaches with extensive sands - where, according to a legend, the image of Bom Jesus de Matosinhos appeared -, translates into the spirit of its people linked to the sea. The history of men has left marks of a millenary civilizational journey in the municipality of Matosinhos, whose memory, rich in customs, cultures, and civilizations, endures in a significant heritage that blends the past with modernity.

Matosinhos has sought, over time, to maintain its popular traditions and its origins. Examples of this preservation are the local festivities. Marked by cultural ancestry, the festivities, pilgrimages, and processions are a way for the people of Matosinhos to express their deep devotion to the saints. According to the Matosinhos City Council website, one of the most important festivities in this city is Festas do Senhor de Matosinhos (the festivity of Senhor de Matosinhos), dedicated to the patron saint of the city. It is a remarkable event on the municipality and Northern celebrations calendars and occurs for three weeks between May and June.

Senhor de Matosinhos is a combination of a religious celebration with religious festivities, but also with ludic and cultural activities. The atmosphere is festive, the Bom Jesus de Matosinhos Church and the surroundings are illuminated by thousands of light bulbs and the altars of the church are artistically decorated with flowers.

At the church, there are sermons and masses (solemn and festivity) and the procession to Senhor do Padrão starts from here. In this festivity, legends and traditions are revived and the Matosinhos' architectonical and religious heritage is shown. It attracts many visitors, from Matosinhos residents to people from other regions of Portugal and also from other countries. (Festas, Feiras e Romarias, n.d.)

Another important festivity to the Matosinhos community is Festa do Mártir de S. Sebastião. This festivity is dedicated to the Martyr of S. Sebastião (the patron saint of the fisherman). Over three days, the traditional festivities in honour of this saint attract thousands of people to the city, with a program filled with popular music, folklore, fireworks, and religious celebrations. A traditional ritual is held - the blessing of the sea. In this ritual, the fishermen express their devotion to their patron saint and pray to the Martyr of S. Sebastião for an abundant and safe sea (Festas, Feiras e Romarias, n.d.).

The Matosinhos tradition presents a city very rooted in different urban sectors. Its gastronomy, which is strongly tied to its maritime profile, and its fishing vocation, benefits from the presence of a major fishing port and the activity of the respective auction, being a very notable feature of the city. The Matosinhos gastronomy is traditionally associated with fish dishes. This vocation of the city of Matosinhos' coastal region to offer restaurants and gastronomy has had a direct influence on public space. The gastronomic tradition of grilled fish has maintained a strong differentiating characteristic for a number of restaurants, particularly in the more traditional areas of Rua de Heróis de França and Serpa Pinto (Programa Estratégico Para As Áreas De Reabilitação Urbana De Matosinhos E Leça Da Palmeira, 2017).

2 The contribution of coastal areas for economy

Oceans, seas, and coastal areas are an integral and necessary component of the Earth's ecosystem, covering more than two-thirds of the earth's surface. Besides that, oceans and seas play a significant role in achieving sustainable development, economic growth, and livelihoods. According to the United Nations Department of Economic and Social Affairs:

Oceans contribute to poverty eradication by creating sustainable livelihoods and decent work. Over three billion people depend on marine and coastal resources for their livelihoods. In addition, oceans are crucial for global food security and human health. Oceans host huge reservoirs of biodiversity (We Are All Ocean Citizens, 2021).

High concentrations of people in coastal regions produce many economic benefits: improved transportation linkages, industrial and urban development, tourism earnings, and food production are all examples. However, the combined consequences of rapid population expansion and economic and technological progress endanger the ecosystems

that supply these economic benefits (Ripple Effects: Population and Coastal Regions, 2003).

According to Eurostat, the coastal region typology is applied at the level of NUTS (the Nomenclature of territorial units for statistics) in level 3 regions:

It identifies coastal regions in the European Union (EU) as having a border with a coastline, having more than half their population within 50 km of the coastline, or having a strong maritime influence. Coastal regions can also be classified according to the sea basin in which they are located (Glossary: Coastal region - Statistics Explained, 2018).

The term “coastal regions” also covers the marine fisheries, coastal areas affected by the rise and fall of the tide, as well as beaches, dunes, and coral reefs. Coastal regions also provide vital inputs for industry, such as water and space for shipping and ports; recreational activities such as fishing and diving; and other raw resources such as salt and sand.

Coastal areas have undergone rapid population expansion as a result of their marine-based appeal as locations to live, work, and visit. According to Setiadi et.al. (2020), “today, approximately 53 per cent of the global population lives in coastal areas in over 4,285 coastal cities and agglomerations across the world”. It is a fact that in many countries, populations in coastal areas are growing faster than those in non-coastal areas. But this is also a concern since population increase and the activities connected with it can harm coastal and marine habitats. Pollution from industry, agriculture, and urban areas is deteriorating the quality of most of the world's freshwater. Also, the heavy use of fisheries results in a reduction of endemic coastal fish supplies.

Waterfront cities have generally been seen as something that boosts the economic worth and identity of a location that, by being near the water, serves as urban regeneration ideas—a wide concept for improving or revitalizing neglected and decaying urban regions (Setiadi et.al., 2020). Coastal cities have high levels of economic activity due to their proximity to ports, waterfront development, and a well-endowed coastal and marine environment. They also serve as gateways of trade and transport for countries and sites of economic activity and infrastructure including ports, airports, hotels, and fish markets.

Some activities have a significant impact on coastal ecosystems. Tourism, fishing, and aquaculture are all activities that are included. The next topic will focus on coastal tourism

since the sea is a factor of attractiveness to tourists and tourism in coastal areas is one of the fastest-growing types of the world tourism industry.

2.1 Tourism in coastal areas

Coastal tourism encompasses a wide range of activities, patterns, and infrastructure, making it the focal point of scientific research when examining and researching the many patterns of the tourism industry. “It includes many tourism, recreation, and entertainment-oriented activities such as swimming, snorkelling, diving, beaches, recreational fishing, various water sports, cruises, sports competitions, recreational and sailing boats, etc.” (Kabil et al., 2021).

According to the United Nations Environment Programme, the coastal tourism is based on:

[...] a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and, usually, good infrastructure. It includes a diversity of activities that take place in both coastal zone and coastal waters, which involve the development of tourism capacities (hotels, resorts, second homes, restaurants, etc.) and support infrastructure (ports, marinas, fishing and diving shops, and other facilities) (Sustainable Coastal Tourism, 2009).

Coastal recreation activities, which have grown in both volume and number over the previous decade, have a distinctive position in coastal tourism. They include two categories of coastal leisure uses: consumptive and non-consumptive. Activities in the first category include fishing, shell fishing, and shell collection, while activities in the second category include swimming, diving, boating, surfing, windsurfing, jet skiing, bird viewing, snorkelling, among others (Sustainable Coastal Tourism, 2009).

According to Miranda (2017), the origins of tourism in coastal areas dates back to the Roman times. In the following centuries, especially from the mid-18th century onwards, coastal tourism was often associated with the therapeutic qualities of the sea and sun.

It is around the turn of the nineteenth century that a higher attention to climate and its positive effects on health emerges. For instance, sun, sea, and sand have remained the essential components for coastal tourism to this day, particularly in the second half of the 20th century, which saw the emergence of mass tourism.

The need and desire to be in contact with the coastline, the beach, the sea, the sun, and all of the activities that this environment provides led to the emergence and development of beach, coastal, sun, and sea tourism. This tourism segment is made up of activities related to recreation, entertainment, or relaxation on beaches or in coastal settings, exploring and utilizing natural resources such as sand, sun, and sea (Miranda, 2017).

According to the same author, coastal tourism is heavily reliant on natural resources, including climate, landscape, and ecosystems. It is also dependent on cultural resources as historic and cultural heritage, arts and crafts, traditions, and so on. It includes activities that can only be performed in specific areas and under specific conditions. As a result, certain regions are thought to be particularly suitable to certain sorts of tourism activities, for which they have become well-known on a global basis.

Nations with long and unique coasts are regarded privileged because they have a vital area for the development of tourism, which allows for social and economic growth at the local and regional levels. Tourism growth in general, and coastal tourism in particular, is driven by three major factors: increased personal income and leisure time, improvements in transportation infrastructure, and increased public knowledge of international locations as a result of improved communications.

Tourism has a major impact on local coastal economies, resulting in greater wages, increased employment rates and investments, infrastructure development, and so on. This is especially important for emerging coastal locations that are consistently achieving favourable outcomes, highlighting the linkages to economic success (Sustainable Coastal Tourism, 2009).

According to Campos (2016), coastal tourism in Europe has shown interesting levels of development. Thanks to their extraordinary beauty, cultural richness and diversity, the coastal regions of Europe are the preferred destination for many European and international tourists.

Tourism is vital to the economy of several EU Member States, having a wide-ranging influence on economic growth, employment, and social development. The economic importance of coastal tourism is unquestionable. For instance, “EEA data for France shows that tourism provides 43% of jobs in French coastal regions, generating more revenue than fishing or shipping” (Sustainable Coastal Tourism, 2009). Likewise, the coastal tourism industry in other parts of the world is becoming increasingly

important in terms of its size and contribution to national economies as well as the well-being of local populations.

Europe is the most visited continent, attracting half of all foreign tourists. The EU alone accounts for over 40% of all international arrivals. In terms of tourism, coastal areas across the world constitute popular tourist destinations, and tourism is the fastest expanding sector of the global economy, dominating the economies of several regions and tiny island states. For example, tourism accounts for 95 percent of the Maldives' economy and is the country's main source of hard currency (Ripple Effects: Population and Coastal Regions, 2003).

The Mediterranean Basin is another important example. The UNWTO estimates that Mediterranean coastline regions alone attracted over 250 million tourists in 2008. According to Blue Plan (2005), this figure might rise to 312 million by 2025 (Sustainable Coastal Tourism, 2009).

Over half of the EU's tourist accommodation establishments are located in coastal areas. Coastal visitors were more prevalent in southern EU Member States, which are often more suitable to beach vacations due to climatic circumstances. In 2017, coastal areas accounted for more than three-quarters of total tourist nights spent in Malta, Cyprus, Greece, Croatia, Portugal, and Spain. The Canary Islands, Catalonia in Spain, and the Adriatic coastal region of Jadranska Hrvatska in Croatia were the three most popular tourist attractions in the EU, all of which were located on the coastline (The EU Blue Economy Report. 2021., 2021).

In fact, tourism is especially vital in Southern European nations such as Spain, Portugal, Italy, Malta, and Greece, but it is also important in other coastal countries such as Croatia, Bulgaria, Romania, and the Netherlands. These regions have long been sought after because of their distinct qualities, making them excellent locations for leisure and tourist activities to take place.

The next topic will focus on Portugal, particularly its role in tourism promotion and its position as an Atlantic destination.

2.2 The promotion of Portugal as a tourist destination

It is known that tourism is now a part of modern society's way of life, but it is crucial to understand how it affects the economy. For Cunha (2013, p. XI), tourism is one of the most important sectors of economic activity. It not only contributes to create wealth and improving the well-being of citizens, but also contributes for the production and employment it creates, for the investment and innovation it promotes, for the development of collective infrastructures it encourages, for the preservation of the environment and recovery of the historical and cultural heritage it favours, for the opportunities for regional development it represents and for the needs of individuals it satisfies.

According to the National Strategic Plan for Tourism (Plano Estratégico Nacional do Turismo - PENT), developed by the Ministry of Economy and Innovation, tourism stands out in the Portuguese economy due to its ability to generate wealth and employment (Plano Estratégico Nacional do Turismo, 2007).

According to statistical data from INE, the tourism sector is “the largest exporting economic activity in the country, being, in 2019, responsible for 52.3% of exports of services and 19.7% of total exports. Tourism revenues recorded a contribution of 8.7% to the national GDP (INE, 2019). Nonetheless, as the year of 2020 was marked by the Covid-19 pandemic, the tourism sector suffered “strong reductions” and was negatively affected (INE,2020).

According to the same source, in 2020, it was estimated that the number of arrivals to Portugal of non-resident tourists will have reached 6.5 million, corresponding to a decrease of 73.7% compared to 2019 (growth of 7.9% in 2019). In preliminary results for 2021, the INE estimates that overnight stays in Portugal increased by 45.2% compared to 2020 but decreased by 46.6% compared to 2019 (Atividade Turística Estimativa Rápida: Dezembro de 2021, 2021).

Portugal is an important tourist destination in Europe and the world:

In its relatively small territory Portugal has a wide diversity of landscapes, natural parks, historical, architectural, cultural and religious monuments, intangible cultural expressions, culinary traditions, wine regions, historical villages, spas, golf courses, ports and marinas, waterways, lakes, reservoirs with piers and moorings, providing different, unique experiences within easy reach (Moreira, 2018).

A tourist destination's brand, image, identity, values, and reputation have become crucial for attracting tourists, and the quality of the tourist experience is deeply important to the brand. The management and promotion of a brand is just as vital as branding a destination. There has been a huge expenditure in external and internal promotional programs in Portugal. The first international promotional campaign after the collapse of the fascist government (April 25, 1974) took place in London in the 1970s, with the slogan “Portugal feel free” (1974), as a broad allusion to the freedom offered by the destination (Moreira, 2018).

Portugal's tourism promotion initiatives overseas have been ongoing since 1994. While two campaigns, *Portugal the thrill of discovery* (1994-1998) and *Portugal the choice* (1999), brought attention to the quality of the goods in the 1990s, the focus in the first 15 years of the twenty-first century was the differentiation of Portugal. In the framework of Portugal's repositioning, the campaign Europe's West Coast (2007-2009), which started around the time of the Treaty of Lisbon, distinguishes the country from the Mediterranean and the south of Europe, and positions it as an Atlantic destination. In the perspective of the European Union's blue development plan, the Atlantic is of major historical significance for Portuguese society and the national economy (Moreira, 2018).

The Atlantic is a constant value in the Portuguese tourist offer. We should highlight the cruise tourism, the nautical sports and leisure, the thalassotherapy, the extensive beaches or the small ones, the landscape touring, cycling and walking, birdwatching, surfing and wave sports, whale watching, diving, sport fishing, and gastronomy, in which fresh fish and shellfish play an important role (Moreira, 2018).

Portugal's foreign advertising efforts underwent a transformation in 2013, transitioning from institutional to digital. The campaign that year relied entirely on digital media, including Google (Google AdWords and Google Display), YouTube, and Facebook, as well as market-specific websites. This campaign relied heavily on the website www.visitportugal.com, which was introduced in 2004. It increased the destination's visibility and allowed for cost savings.

Turismo de Portugal launched a uniquely digital campaign in about 20 source countries (Spain, France, the United Kingdom, Ireland, Norway, Sweden, Denmark, Finland, the Netherlands, Belgium, Italy, Russia, the United States of America, Canada, Brazil, India,

and China) in May 2017 with the tagline, 'Can't Skip Portugal.' The campaign, which ran in 2017 and 2018, has four videos about Portugal that highlight some of the country's lesser-known elements. The films were shot in the winter time and Portugal's goal is to establish itself as a year-round destination rather than only a summer break.

Throughout the various editions of the World Travel Awards, known as the “Oscars of Tourism”, Portugal has won several awards and gained visibility as a destination of choice worldwide. The World Travel Awards was established in 1993 to reward and celebrate excellence across the tourism industry, including the sectors of travel and hospitality.

The World Travel Awards 2020 state that Portugal is the Best European Destination for the 4th consecutive year and Porto is the World's Leading City Break Destination 2020. In the same year, Porto was elected the Europe's Leading City Break Destination, the Algarve as the Europe's Leading Beach Destination and Lisbon as the Europe's Leading Cruise Destination (World Travel Awards 2020 Europe Winners).

2.3 The Portuguese coastline – an attractive feature in tourism

Portugal's temperate Mediterranean weather, with reasonably warm summers and mild winters, as well as a large, low-lying sandy coastline and lengthy Atlantic beaches, have long made sun and sea tourism a major tourist attraction. It is particularly important to note that the sea has had a fundamental role in the History of Portugal, which through the discoveries opened and decisively marked the beginning of the globalization process (Campos,2016).

In Portugal, the Portuguese royal family is recognized for pioneering beach vacations in the country with the establishment of the court in Cascais, during the summer of the second half of the nineteenth century, being at the origin of the precursor movement of the bath fashion in Portugal, which will consolidate throughout the twentieth century. National tourism experiences significant growth in the 1960s and early 1970s. The economic boom of European countries, the massification of car use, and paid vacations are elements that contribute to the expansion of touristic activity in Portugal, particularly the beach tourism. During this period, great tourist resorts have been constructed along the Algarve coast, on Madeira Island, and on the beaches of the Tróia Peninsula (Miranda, 2017).

In the 1960s, we observe the rise of sun-and-sea tourism, as well as its impact on the Portuguese coastline, with the transformation of fishing communities such as Figueira da Foz, Espinho, Póvoa do Varzim, and Nazaré. It was also in the 1960s that the Algarve began to establish itself as a tourist destination, designating itself as a priority tourism development zone where investment was encouraged until today (Moreira, 2018).

Nowadays, coastal tourism is one of the most important tourist activities in the country. This is mostly due to the extensive and diversified coastline and the mild climate of Portugal (Albuquerque, 2007). For this author, tourism is seen as a factor of economic development and as a contribution for the consolidation of the process of economic integration of European countries. In fact, tourism is currently one of the activities that most contributes to the survival of numerous territories. This industry takes economic advantage of the available resources and constitutes an important factor for the economic development.

In this way, this activity is influenced by two types of factors, physical and human. In terms of physical factors, we can consider the environmental quality of a particular region as well as the stability of ecosystems. As for human factors, we can include cultural wealth, historical evolution, land use, resource management patterns and location.

All of these factors influence tourist demand in a given area, so it is necessary to take into account the preservation of ecosystems, as well as the management of resources. It is the region's environmental and historical-cultural heritage that attracts tourists, and as such, these resources must be preserved so that tourism has a future and tourists may continue to enjoy the quality they seek.

In this way, it can be affirmed that Portugal has an enormous variety of tourist resources. However, the most popular tourist resource in Portugal is undeniably the sun and sea, which are provided by a pleasant climate and a vast and diverse coastline. In 2016, Portugal counted with 464 coast beaches and estuary transition beaches, with an additional 115 inland beaches. The bathing water quality was rated excellent at 85.1 % of all beaches (Moreira, 2018).

The coastal zones are areas where there is a high concentration of activities and functions related to tourism promotion. In this context, tourism can be considered as an enhancer of coastal resources. The coastal areas are quite attractive in terms of scenery, and they are among the most sought-after areas for recreation and tourism (Albuquerque, 2007).

The Portuguese coastline concentrates resources with high tourist appeal, such as those that promote sun and sea tourism, nautical tourism, health and well-being tourism, and nature tourism (Destinos Turísticos no Litoral - Ordenamento Turístico nos Destinos do Litoral, 2021). For instance, sports and nautical tourism appeal to a variety of motivations, presenting itself as a way to mix leisure with sports/nautics. In this way, surfing can be seen as an active sport and simultaneously as a tourist/economic activity (Campos,2016).

According to Araújo (2016), in Portugal there are several quality seasonal tourist products, namely health and well-being products, tourism linked to nautical recreation, which includes surfing, maritime tourism (cruises), residential and resort tourism, business tourism and tourism associated with the quality of the territory.

The sea has long been an important aspect of the Portuguese identity. Portugal, due to its natural characteristics, is a world-class destination for the practice of nautical sports such as surfing. This sport in particular, is a growing global trend as well as a brand image. Over the last several decades, the sea economy has grown in importance and has actively pushed surfing as one of its most important activities. In this way, surf tourism represents a new global business opportunity, becoming part of the nautical tourism industry (Campos, 2016).

Surfing is a popular tourist attraction along Portugal's coast. Since 1977, when Ericeira hosted the first national surfing competition, this sport has grown in popularity among tourists. Another significant event in Portugal related to surf was the organization of the Surfing World Cup at Ericeira in 1990 which resulted in worldwide recognition of the excellence of Portuguese waves. Up until that point, various Portuguese destinations began to promote themselves for having distinct waves: Ericeira for having seven world-class waves; Peniche for having the most tubular wave; Figueira da Foz for having mainland Europe's longest straight wave; Nazaré for having the tallest wave; and Praia Norte (in Nazaré) for having giant waves. Nazaré's waves received attention in 2012, when Hawaiian surfer Garret McNamara surfed the world's greatest wave there, transforming the fishing village and coastal resort into a surf hotspot. It was also in the fishing village of Nazaré that Rodrigo Koxa, a Brazilian surfer, rode an 80ft (24m) wave in November 2017, holding a Guinness World Record for the largest wave ever surfed (Rabinowitz, 2021).

Along Portugal's coast, a number of surfing schools have been established. Some of them are accredited by the Portuguese Surfing Federation and the European Surfing Association and are dedicated toward wave sports, with numerous World Surf League events taking place in the country. On a local level, these events have a significant economic impact. With the rise of low-cost flights operating in Portugal, the number of international visitors participating in wave sports has expanded (Moreira, 2018).

Because of the notoriety and expansion that this modality has seen across the world, surfing might be used to promote Portuguese coastal locations as a destination of excellence for the practice of wave sports, while promoting tourism and encouraging the local economy (Campos, 2016).

Portugal is considered as the European country that has the best conditions for the surfing practice. The cut of the Portuguese coastline, along with persistent swells from the Atlantic, ensures that Portugal has a distinct quality that is not far behind one of the top regions in the world for surfing. Because these coastal elements are distinctive and difficult to reproduce, Portugal has a unique potential to tap into an increasingly expanding market that moves significant financial resources (Campos, 2016). Portugal is a major country in the international surfing scene and the north of Portugal is noted for having a wilder sea, with stronger waves. Surfing in the north of the country is considered an emerging product, however it is considered as one of the most undiscovered and underexplored spots for surfing. This particularity is due to the characteristics that this region presents, with cold water and beaches for surfing very exposed to the force of the sea (Araújo, 2016).

Nonetheless, surfing in the north coast and particularly in Matosinhos is gaining international and national recognition. The Spanish newspaper *El País* presents, in its online edition, the 30 best Portuguese beaches, in an article by Javier Barrio. In the list of the best beaches to surf, Matosinhos comes first in the top ten as an urban beach with waves suitable for all audiences (Barrio, 2014).

Increase the importance of Matosinhos as an important beach and surf destination implies promoting its unique qualities. The next topic will focus on the beaches and surf in Matosinhos.

2.4 Matosinhos – beach and surf

It is important to remember that Matosinhos is an attractive city due to its natural resources as well as by being a coastal city. Well known for its beaches and bathed by the Atlantic Ocean, the city of Matosinhos is highly valued by lovers of the beach, aquatic sports and city life. Currently, the Municipality of Matosinhos counts with 13 beaches distinguished with the Blue Flag Award and 9 with the flag "Beach with Gold Quality" (CM Matosinhos, 2021).

This municipality offers 15 kms of beautiful beaches. The most well-known beach is Praia de Matosinhos (Matosinhos Beach). It is a vast beach for surfers from all over the world, and surfing is practiced 365 days a year. This beach is one of the best beaches to learn how to surf. Its wide sands are met by the big and strong waves of this coast, which are widely recognized by surfers, bodyboarders, and kite surfers, with several competitive events occurring here. It is also on this beach that most of the surf schools in the city are located, which offer both group or private lessons and where people can rent the materials and equipment required (CM Matosinhos, 2021).

The promenade that runs alongside the beach, is also a popular location for walks by the sea, for those on bicycle, roller blades or even scooters. To the north of Matosinhos and after the Port of Leixões, there is another popular location for surf: Leça da Palmeira. It is a very consistent beach, and it is normally affected by stronger currents. It is indicated for more experienced surfers and for the practice of bodyboard (Matosinhos WBF, n.d.).

For surfing, the beaches in the municipality of Matosinhos do not present the same levels of difficulty: they have different degrees, for amateur, intermediate or advanced athletes. The most distinguishing feature of surfing in this location is its comfort and safety. All the beaches are supervised and are served by bathrooms, showers, first aid posts and other auxiliary support (Matosinhos WBF, n.d.).

According to Araújo (2016), the exact origin of the surf in the city of Matosinhos is not concrete. Nonetheless, it is in the year of 1994 that the first surf school – Aterro Beach in Leça da Palmeira emerges. The history of surfing in Matosinhos is also intertwined with the dynamism of those who practice it. In 1995 the mobile school was founded by João Diogo that aimed to help students to learn surf in several spots. Years of expansion of

spaces linked to surfing followed, including clothing stores and equipment, as well as events and programs such as *SurfEduca* in 2005.

The characteristic dynamism of Matosinhos surf entrepreneurs is demonstrated by the rapid expansion of the use of the internet as a means of advertising, as a result of increased sponsorships, such as Sumol to the Aterro Beach school, which became the Sumol Surf School, and for the improvement of the surf schools' conditions. In this context of great dynamism, the surf economy in Matosinhos has suffered a huge expansion in recent years. This city has increasingly invested in the development of events linked to modalities associated with water sports, especially events sports such as the *surf market* and the surf film festival – *SALt Tour* (Araújo, 2016).

The surf market in Matosinhos is an event dedicated to surf, organised by the Oporto Surf Guide and with the sponsorship of the Matosinhos City Hall. This market offers its visitors a relaxed atmosphere, with the participation of numerous companies and brands related to surfing, clothing, craft beer and gastronomy (Surf Market, 2018).

According to the Underdog Surf House, this event also serves as a “powerful marketing tool, as it will be a space for debate, networking for the national surf industry, promotion and innovation” (Surf Market in one of the best surfspots in Portugal, n.d.). Organised by the Matosinhos City Hall, the SALt is a surf film festival whose theme is the origins of surfing and has as its main focus the return to the genesis of the sport in Portugal. The films are shown outdoors, including a series of short and feature films of national and international authorship. Besides the film’s projection, this event also counts with workshops, concerts, street food and music (SALt, 2016).

Surf competitions are also held in the municipality of Matosinhos. The most popular include the Porto&Matosinhos Wave Series, with the partnership of the Matosinhos and Porto City Halls and the Matosinhos Surf School Cup (an event sponsored by the Matosinhos City Hall and the Portuguese Association of Surf Schools), that aims to promote the coastline of the city and to foster greater union and approximation with surf schools based in the municipality (Matosinhos Surf School Cup 2021, 2021).

In the edition of 2021, the Matosinhos Surf School Cup developed an initiative for cleaning the sands. The garbage collection action was promoted by the Matosinhos City

Hall, together with the Association of Surf Schools of Portugal and the Commercial Society C. Santos. This initiative aims to raise awareness of the threat posed by marine litter, the reduction of waste in the beaches, and the urgent need to protect and preserve marine and coastal ecosystems. With a strong community side, the collection of garbage is made in teams of friends, family and even work colleagues (Em Matosinhos faz-se surf, mas também se limpa o areal, 2021).

Matosinhos and particularly the Matosinhos City Hall, has been paying special attention to key points such as the current state of the beaches as well as by promoting the activity of surf. In this way, this destination has an appropriate position for safely teaching this sport with its numerous surfing schools. Matosinhos also presents a wide offer of waves that are suitable for all levels of surfing, and its attractiveness also comes from the cultural and gastronomic richness, as well as the hospitality of the local population.

Maintaining the strategy of improving environmental quality in order to increase the number of beaches with an ecological label, for instance the Blue Flag, promotes not only the environmental improvement and protection but also enables the development of a higher quality and more alluring image of Matosinhos as a tourist destination (Araújo, 2016).

Tourists nowadays are not only looking for sun and sea tourism, but also are interested in these areas having other quality criteria, both in terms of environmental as well as cultural level. Therefore, it is essential to know what the specific characteristics of each coastal zone, as well as the potential of each area, in order to be able to attribute new tourist products (Albuquerque, 2007).

In this way, in the next chapter, a connection between the sea and its elements with the city of Matosinhos will be made. In fact, the sea is a vital feature for this city, whether as a factor to identify its origins and traditions whether as a factor for its development and sustainability, and as a means to attract tourists and investment.

Chapter II - The sea as a symbol of the cultural identity of Matosinhos

1. Cultural identity and city branding

A people's cultural heritage is made up of all of their knowledge, actions, expressions, practices, and products that relate to their history, memory, and identity. The history of men has left deep marks in the Municipality of Matosinhos of a millenary civilizational path, whose memory, rich in traditions, cultures, and civilizations, resides in a valuable heritage that combines the past with renovation and modernity, which contributed to create the Matosinhos of today.

Today, in Matosinhos, the intimate relationship with the sea remains one of the characteristics that distinguishes this Atlantic-facing territory from others. It is possible to note this relationship in several aspects, since Matosinhos has one of the best port infrastructures in the country (the port of Leixões), and by having a gastronomy rich in sea flavours (a pole of tourist attraction) with many restaurants specialized in fish and seafood. This relationship is also evident in the numerous economic activities that rely on the sea, as well as in the hours of relaxation of the locals who go to the beaches and the sea to enjoy this Matosinhos distinguishing feature (Araújo, 2016).

This chapter will focus on the city of Matosinhos and how the sea and its elements contribute to its cultural identity. These elements, all connected to the sea and to the city of Matosinhos, represent its strong connection and proximity to the sea coast, which are vital components of the identity of the city, as well for its economy and sustainability. The key concepts that will be explored throughout this chapter are identity, community, heritage and city branding.

1.1. The concept of cultural identity

Before understanding how the sea can be considered a symbol of the cultural identity of Matosinhos, it is important to understand and define the concept of cultural identity. Culture is the shared characteristics of a group of people, which encompasses among others, the place of birth, religion, language, cuisine, social behaviours, art, literature, and music. According to Professor Vivian Hsueh-Hua Chen, cultural identity is:

[...] constructed and maintained through the process of sharing collective knowledge such as traditions, heritage, language, aesthetics, norms and customs. As individuals typically affiliate with more than one cultural group, cultural identity is complex and multifaceted. While formerly scholars assumed identification with cultural groups to be

obvious and stable, today most view it as contextual and dependent upon temporal and spatial changes (2014)

Identity can be seen as a social-spatial concept. According to Proshansky et al. (1983), the first awareness of identity starts when one learns to distinguish oneself from the others in visual or other perceptual modes.

Castells (2010) defines identity as the construction of meaning, and when it comes to identity, the cultural, the social, and the political context are crucial components. For this author and evidenced in recent data, the more the world becomes global, the more people feel local. Even in a globalised world, people identify themselves primarily with their locality. In this way, the local identity is a basic anchor of belonging that is not even lost in the current rapid trend of generalized urbanization.

Identity is a socio-spatial phenomena, which means that it is as dependent on space as it is on society. Human beings are always engaged in social interactions, and while the term identity implies some form of uniqueness, every individual identity is dependent on collective identities developed by multiple social groups.

Because of the social meetings that occur in a physical setting, the location gains unique significance for an individual or a social group; yet the meanings assigned to places varies amongst different groups, implying the possibility of numerous identities of the same places (Castells, 2010). Furthermore, in some contexts, the meanings linked to places can be as powerful as being a central feature of one's identity. In this way, spatial and social discourses are in close correlation when it comes to identity.

When the time aspect of society is considered, identity represents a link between the past and the present. This connection to the past is not used to obtain accurate answers for historical origins, as the variety of hypotheses would be infinite, but rather it is a reference to the past through a selective use of resources in order to evoke an adequate representation of a "us" and to invoke possibilities of what the future might hold for "us." (Raskova, 2018).

For Raskova, it is easy to accept that collective identities are imaginary communities whose major purpose is to develop a "us" feeling among each community member. In other words, all identities are built, yet proofs are required for their existence in order for

the believer to have trust in its reality. In these terms, the physical environment serves as a stable and obvious proof.

The history of a nation is also an important factor. Every state, community or city needs to have a national identity in order to keep itself together. For instance, national identities rely on the unifying power invoked by the nation's historical evolution. The value of identity is therefore based on the development of a sense of community (Raskova, 2018).

1.2. The identity of the cities

The city is a complex product that combines physical resources (heritage, architecture, urbanism) as well as cultural, historical, social, and economic resources that influence the construction of its identity. The identity is the foundation upon which a city's image is built. This structure is abstract yet based on reality, with the aim of promoting the city's qualities, thus differentiating itself from the others (Guerreiro, 2013).

The city is the place where urban history is inscribed, and collective memory is preserved. This history, however, is more than just a collection of factual references; it is a reception and perception of lost memories that have an impact on the city's space. In this way, the city has many dimensions and meanings - real and virtual, concrete and symbolic - and it is also a creator of identities and identifications.

City identity has been studied not only by urban planners, but also by researchers in geography, human geography, sociology, psychology, and marketing. The term "city identity" is ambiguous since it is used interchangeably with "branding," "marketing," and "design," overlapping the roles of economic development organizations, tourism agencies, universities, governors' offices, and other stakeholders. It is not enough to have a catchy motto, logo, or sales pitch to entice corporations and visitors. Rather, "identity is the foundation for these activities and the essence behind them" (Moonen and Clark, 2020).

A city's identity is comparable to a person's identity. Everyone has their own set of genetics, personality, and life experiences that distinguish them as individuals. People choose to express themselves through their personal brand in how they dress and what stories they tell based on their identity. People's visibility is determined by how many people know them and the social circles in which they move. When it comes to a

city's identity, developing and projecting a clear and accurate global identity requires an intentional, collaborative effort across all regional stakeholders based on evidence and mutual goals.

When building their daily lives in the city, social groups mix their trajectory with spatial processes, also mixing their history with that of that place. In this process, the spatial elements are appropriated and transformed, and the characteristics of the physical space (disposition, location and ordering) are confronted with the content and behaviour of the groups that occupy this space. As a result, individuals begin to signify spaces, transforming them into places. It is then possible to identify a society based on its urban elements. In this sense, it is crucial to preserve the places in order to preserve the urban identity.

People and ideas move quickly from place to place in an increasingly urban and economically linked globe. As a result, city-regions must identify and articulate the essential identity that underpins their appeal. They can encourage their inhabitants and other stakeholders to be active champions, and better optimize their marketing resources. Cities that transmit distinct and distinguishing character based on a cohesive, real identity are more competitive and earn new opportunities since the rest of the world knows their story (Moonen and Clark, 2020).

According to Lima (2012), the globalization process intensified by all manner of contacts and interconnections made the identity transformation possible. As a result, the construction of pre-modern era identities - predetermined, stable, and externally imposed - gave way to contemporary cultural identities.

It is the desire for (re)construction and (re)conception of identity that motivates men to travel back in time in search of references, signs, and temporal or spatial references that will support their being in the world.

In this sense, memory can be found in a variety of places, whether they be material, symbolic, or functional – which are known as memory places. The purpose of a memory place is to stop time, prevent forgetting, immortalize and materialize the intangible in order to capture the most of meaning in the fewest number of signs and elements. In this way, memory places are the records of all the subjects' interactions with the space in which they are located, as well as the subsequent relationships that emerge as a result of

that interaction. The identity heritage and traditions are transmitted and preserved by places of memory that are established as important instruments of man's knowledge, know-how and experiences. Therefore, without being the past, but a representation of this past from the present, cultural heritage and museums (the places of memory) function as aggregating symbols of a collective past (Lima, 2012).

With that being said, the heritage is crucial for the construction of identities because they provide the continuity of time through the progression of events that change its meaning. As a result, at each epoch, we may find various urban elements representative of its culture and history. The upkeep of these elements is critical to the individual's relationship with the location. In other words, culture is responsible for the formation of the common link between identity and the city. The individual recognizes the urban elements that he or she has absorbed by identifying values and signs in the space's construction (Gislon, 2016).

Nonetheless, the identity of the cities is not only linked to a historical environment and what aspects define the city as its cultural heritage and the culture of each city but is also related to the quality and lifestyle of cities, that is, the attributes and characteristics they represent (Elizagarate, 2003).

The connection between place and identity can be explored in two directions: identity *with* a place and identity *of* a place (Raskova, 2018). In this way, identity *with* a place is mostly researched by sociologists and psychologists and is defined as identification with a place, referring to the bonds between an individual and a physical setting. In other hand, identity *of* a place consists of the unique combination of intrinsic characteristics that make it distinctive, referring to the physical setting of the definition. This apparently straightforward concept is actually elusive since "a place" can refer to anything from a room to a region or to a country. Moreover, it is easier to grasp identity because, regardless of size, it is composed of some other interconnected components that cannot be reduced to one another. For instance, forms refer to the topography, spaces and things. The meanings, the aesthetic, spiritual, political, cultural and ethical values associated with places, includes memories, histories, traditions and symbols, that may be revealed in and reinforced through heritage. These elements make up the identity of every place, no matter how big or small, how ordinary or extraordinary it looks (Relph, 2015).

1.3. City branding as an effective assertion of identity

The brand of a city is increasingly regarded as a significant asset for urban development and an effective instrument for cities to identify themselves and improve their positioning.

The current marketing philosophy of cities is based on the principle that cities, taking advantage of their characteristics, must be able to respond adequately to the objectives and perspectives of different audiences. In that view, place marketing is the process of developing a place to meet the needs of its target audiences.

It occurs when citizens, businesses, and companies are satisfied with their community. The expectations of the visitors, tourists, and investors also must be met (Kotler and Armstrong, 2002). In brief, it seeks to identify characteristics that make a place attractive as a place to live, work, invest, do business, and visit as a tourist.

At the same time, the city must establish its identity. Such identification consists of an evaluation of its economy, design, fixed assets, quality of life and the city's individuals. In this way, it is possible to analyse its strengths and weaknesses, opportunities and threats, in order to identify the representative characteristics of the city. It is in this sense that, since the 80s of the 20th century, cities have directed their efforts to affirm and reinforce their identity. Among other aspects, through the analysis of market conditions, such as the quality of life and environmental responsibility, the development of information and communication technologies or the cities' economy, in order to enhance and promote its main characteristics.

In this way, the city must be conceived as a product, capable of becoming an attractive element for residents, investors and companies and for tourists and visitors, making use, for this purpose, of marketing tools. It is therefore necessary to identify the traits, the natural and environmental resources, as well as other related assets that serve as value enhancers, that must be strengthened and developed in order to support the city's growth and thus project its image in a local and international level (Moreira and Silva, 2008).

Even though cities and places are too complex to be treated like products, it is fundamental to identify their traits and resources to assign the importance of their image.

According to Kavaratzis and Ashworth (2006):

A place needs to be differentiated through unique brand identity if it wants to be first, recognised as existing, second, perceived in the minds of place customers as possessing qualities superior to those of competitors, and third, consumed in a manner commensurate with the objectives of the place.

In this way, this means that we can accept places as brandable products if their intrinsic and distinguishing traits as place products are acknowledged and a particular type of marketing developed to accommodate and exploit these characteristics is made. This is what has been done in the field of city marketing. The city is both a place of residence and a place of work for those who live there, a destination for those who visit (or intend to visit), and a location of opportunity for those who invest in it.

The brand, for instance, is a set of images, characteristics, or feelings that consumers remember when they think of a specific symbol, product, service, organisation or place (Kavaratzis,2006). The main challenge in brand creation is determining the heart of brand identification and its starting point, often known as a brand essence. In this way, the purpose of identity is to identify the meaning, intention, and justification behind the brand.

The image of the city can be regarded as one of the most important key concerns for both city identity and city branding. The image of a city provides a sense of identity, well-being, and belonging. They established the foundation of memory systems by drawing attention and making a location memorable and storable in the mind.

City image is best understood at the intersection of city branding and city identity, as the image is an essential component of both. In this way, we can say that there is a positive relationship between the city image and the satisfaction of visitors.

According to Kavaratzis and Ashworth (2006), we can develop different brands for different audiences. As a result, the city becomes a plethora of brands, a brand line comparable to a product line. This logic is derived from product branding. It is a city marketing strategy in which market segmentation, separation, and targeting are key activities. We plan, develop, and offer a variety of different products to diverse market segments.

In this context, we can assume that cities are also brands. Brands must create value to compete in increasingly dynamic, complex, and hypercompetitive contexts. They must be able to enhance their attributes by proposing something attractive and relevant that differentiates them from the competition and leads them to the preference of their target audience. Otherwise, brands are forced to compete solely on price and cities are no exception to this phenomenon. That is why, it is important to talk about city branding (As cidades também são marcas: como construir e gerir o city branding - Brandifiers, 2019)

Cities compete to attract investment, talent, visitors, or to become the headquarters of events or international organizations. In this way, cities must provide meaning for themselves. Both to give a distinctive offering and to bring better economic and social value to its citizens, businesses, and institutions, as well as to relate to its stakeholders. In a society with instant access to information and considerable ease of movement and interaction, the image of cities is swiftly constructed, whether voluntarily or involuntarily. As a result, it is more important than ever to plan and manage the perception of a city, not only to influence opinions and associations, but also to ensure that the collective imagery associated with a city is positive and has a global impact and is not constructed in an unstructured manner (As cidades também são marcas: como construir e gerir o city branding - Brandifiers, 2019).

When analysing the image of the city from the standpoint of city branding, it should be mentioned first that many cities currently attempt to promote themselves through the use of iconic artifacts. In general, city branding is primarily centred on three important attributes: image, originality, and authenticity (Riza et al., 2011).

Almost every city is working on redeveloping its image through city branding (Kavaratzis, 2006). Branding, which is mostly derived from marketing methods, is increasingly being utilized for city marketing and promotion, in the same way that products are. In Kavaratzis point of view, places are products whose identities and values must be produced and marketed.

The primary goal of developing city brands is to articulate the city in a globalized world. If a city claims to 'work,' it must have both economic richness and an appealing image. Thus, city branding must include "how culture and history, economic growth and social

development, infrastructure and architecture, landscape and environment, and other factors can be blended into a saleable identity that is acceptable to all people." (Riza et al., 2011).

When talking about the "city brand" there are still many people who think that the image of a city is only built through advertising campaigns or logos. City branding, however, requires a global perspective and a strategic project that includes all social and economic groups in the city. Only in this way will it be possible to create a brand that embodies the genuine meaning and spirit of the city, communicating a multifaceted narrative and accurately reflecting the society. The cities, in the same way as people, are unique. The features that distinguish it should be highlighted and valued. It is not simply a matter of resources; it is also a matter of identifying and communicating what makes it unique.

Building the city brand encompasses a series of specific challenges. The city cannot be viewed as just being a "product" that tends to focus on a benefit. A city is something different. It combines history, architecture, personalities, companies, culture, science, infrastructure, politics among other parameters. Its strategic plan must take this set of attributes into account and transform them into a unique proposal. That is, in a transversal strategic idea that exploits all its wealth and reflects its true essence.

To Kavaratzis, there is six essential subjects in the city branding process. These involve (1) what the city indubitably is; (2) what the city says it is; (3) what the city feels it is; (4) whom the city seeks to serve; (5) what the city is seen to be; and (6) what is encouraged and expected?.

In that basis, he proposes that branding can be understood within a three-level communication framework. The first level is concerned with the physical and visible characteristics of a city that may be recognized. The second level is made up of advertising instruments that a city uses to market itself (as technology also plays an important role by multiplying the possibilities of interaction with a city). The third level is the communication of individuals about a city through their own voices and those of the media. As a result, what should be noted in city branding is how qualities of a location, such as architecture and history, economic and product offerings, and cultural activities, may be translated into a justified identity that is acceptable to all people.

One of the imperatives for city branding is to promote cultural activities and human development in the community. In terms of the cultural dimension of city branding, the perspective of inhabitants' views of the city is critical. As a result, the first stage is to comprehend the city's character and highlight tangible markers such as cultural heritage, monuments, historical events, and, if no feature is available, the creation of significant architectural projects. The perception of the place's assets and citizen participation in the building of city image are mentioned as the first stage in the realization of an excellent city brand in cultural activities.

According to Elizagarate (2003), tourists are attracted to the city's cultural offer, which is related to its historical heritage and cultural identity, as well as its conservation and uniqueness, along with tourist and cultural events such as museums, exhibitions, musical concerts, theatrical performances, or film festivals. There is also business and leisure, which are important aspects in determining the appeal of urban tourism.

Advertising and media are components of the city branding process that share the city's distinct features and strategic aims. Advertising strategies, as well as executive management, have a substantial impact on the city's introduction and competitive advantages. They are summarized in abstract terms of the city's motto and logo, which are associated with stakeholder participation. Given the different motives for improving city image and creating a city brand, policymakers' support and participation in city branding programs are critical for domestic policymaking. In this way, foreign policy making and government communication and contact with the rest of the world might be viewed as another motivating component in the realization of city image (Dastgerdi & De Luca, 2019).

A proper city image plays a crucial role in the creation of a successful city brand. As a holistic approach, city branding works as a promotion tool for developing a distinct image of a city. As a result, one of the most essential major concerns for both city identity and city branding is the city's image. A strategic city branding project will determine the role that a city will play in the world (Riza et al., 2011).

2. The cultural identity and branding of Matosinhos: A case study

Because Matosinhos has a strong tie and closeness with the seacoast, it explains the popularity of its cuisine. Its speciality is fish and seafood, which is becoming increasingly popular on a national and worldwide scale. Aware of the tourist importance that gastronomy has in this city, the Matosinhos City Council wants to expand the potential of their products and promote the municipality's gastronomy throughout the world. That is why, this city is promoted through its distinctive brand W'BF (World's Best Fish).

The association of the name Matosinhos to the brand seeks to instantly identify the city. At the same time, the use of the name World's Best Fish assumes a status of excellence when it comes to represent the quality of its products, be it related to tourism, gastronomy, people, events or culture. Matosinhos' gastronomy is considered one of the main tourist products of the metropolitan area of Porto and the north region, being part of the most varied itineraries and guides for gastronomic promotion (A Marca - W'BF, n.d.).

The brand, in addition to being an identifiable name or symbol given to a product to distinguish it from competitors includes a series of attributes that represent values associated with it.

The strategy developed by the Matosinhos City Council, which is based on the World's Best Fish brand and on the interaction with local agents, allowed a growth of 76.5% compared to the previous year. During 2017, the tourist offices in Matosinhos received 30,000 visitors during that year, which represented a new historical maximum.

The World's Best Fish website, developed by WireMaze¹, registered a 35% increase in visits, and 38.4% in page views, compared to the previous year.

The optimization of integration with social networks was another important factor in the evolution of tourism in Matosinhos, since the traffic from these platforms increased by 25%, compared to 2016 (Matosinhos atinge novos máximos turísticos, 2018).

In the WireMaze website and in an interview with Luísa Salgueiro (the actual president of the Matosinhos City Council), the impact of the creation of the website WBF in the local economy of Matosinhos is explained:

¹ WireMaze is the market leader in local eGovernment and eTourism solutions in Portugal.

[...] the creation of the WBF brand followed a strategy that, having focused on the famous gastronomy of Matosinhos, sought to take advantage of the enormous reputation of our restaurants to attract visitors to the many other points of interest in the county, namely the beaches, cultural heritage, architecture, and cultural programming. This broad view provided by the website has made an important contribution to the growing number of tourists looking for Matosinhos, whose presence clearly translates into profits for the entire local economy. Just by looking at the number of tourists or the interest of several investors in the creation of new hotels in Matosinhos, it is easy to understand the dimension of this impact and how the investment in tourism can be translated in the creation of more qualified employment and in the improvement of the living conditions of the locals (Matosinhos atinge novos máximos turísticos, 2018).

In fact, these types of projects constitute important tools to promote the local culture and traditions. For instance, the Matosinhos gastronomy has been highly praised in the national and international press. Luísa Salgueiro, the president of the Matosinhos City Council, gives some examples on how the creation of a brand and its respective website can be key to the national and international recognition of this city: the restaurant Casa de Chá da Boa Nova obtained two Michelin stars, in 2016 and 2019; Matosinhos was considered the Gastronomic Destination of 2017 by the *Revista de Vinhos*; the Matosinhos Municipal Market featured prominently in *The Guardian*; and Anthony Bourdain came to eat fish and seafood at a seafood restaurant in Matosinhos on the show “Parts Unknown”.

Tourists are increasingly seeking a diverse and qualified experience, therefore media attention, by luring customers to restaurants, ends up helping tourists to discover other facets of the city, including the cultural heritage and architecture. The Matosinhos City Council wants to deepen its commitment to the qualification and excellence of its tourist and cultural products, allowing the creation of a network that interconnects and enhances all the reasons that bring visitors to Matosinhos.

It is noticeable that the municipalities also help in the construction of the cities' identity, helping and carrying out diversified events and initiatives, in order to project the city's image internally and externally. In this way, we can understand that the construction of a city's identity is related to tourism and, consequently, to tourist events, services and products.


For Monti (2004), the brand is an extremely vital factor in the differentiation of a product or a service for the consumer, managing to influence him or her at the time of the purchase


decision. In this way, the brand assumes different dimensions, whether for its real value, performance, identification, loyalty and its personal image. The question then arises: Can a place gather all these attributes in its name? Could this be a reality? What are the reasons people choose one country/city or another for their investments? The same author states that in order to create an effective program to develop the brand of a place, it is necessary to follow the following steps: Ensure a communication commitment with the government; Check the level of perception that the inhabitants have of their homeland; Check what kind of image this place has for visitors, tourists, investors and buyers; and create a positioning that convinces different types of audience, since the place must provide what they need. At this point, the marketing strategy is clearly defined, adapting the many visions of the brand to the needs of the interested parties, and ensuring that the products/services will be delivered in accordance with what was offered.

The spirit of the place and the spirit of the people are intrinsically tied. The position of a country, region, or city should not be created artificially, but rather to reflect reality and connect people.

2.1. Matosinhos identity and logo

We all have preconceived ideas of cities, often based on limited first-hand experience or what has been said by others. For people who never visited a particular city, all opinions are based on mere speculation and interpretation from afar. A city's logo's purpose is to either confirm or correct people's assumptions. The logo of a city helps to establish favourable associations and distinguishes it from other tourist spots. Therefore, a city logo is part of a larger strategy to revitalize the city's image and, as a result, its economy. In this way, the primary purpose of a city's branding is to increase tourism. A professional logo can captivate people's imaginations, build pride and a sense of belonging, and spark economic growth in the community through tourism and commercial investment (Dvornechcuck, 2018). Many cities develop a logo to affirm their position in the world and Matosinhos is not an exception.

The new image of the Municipality of Matosinhos has been circulating since May 2016. The logo -  was prepared by the Municipality of Matosinhos, in collaboration with ESAD- Escola Superior de Arte e Design (College of Art and Design).

The logo  is inspired by fishing nets. Its design adapts to the various visual personalities and meets the dynamic and diverse character of the city.

Matosinhos is the Creative City, the City of Design, the City of Mobility, the City of Architecture, the City of Gastronomy and the City of the Sea. This symbol suggests several interpretations: the ambiguity of its form allows it to be read as one or two Ms, a single line or a stream of lines. It is both simple and complex and can function as an illustrative element and as a signature. The graphic image of Matosinhos is drawn through a line that goes through and joins several lines. This link defines a structure that gives visual shape to the city.

The idea of connection is fundamental to the strategic positioning of the city. Matosinhos assumes itself connected to the sea through its fishing port and status of gastronomic excellence. The sea port and airport connect the city to the country and to the world. Its renowned architects and school of design establish relationships with a universe of culture and creative industries.

As a result, we may argue that Matosinhos is simultaneously a centre and a creator of connections. It is a city that takes pride in itself through the relationships it is capable of establishing. From within and for the Matosinhos' citizens, this line is able to reflect strength and movement. To outside and for an international audience, projects openness and modernity. The line drawn for Matosinhos is recognizable and memorable. It follows by this reason a defined trajectory, but not static, able to adopt multiple visual personalities - in body, colour, line and texture pairing up with the character of a city that is diverse and dynamic (Matosinhos, *Identidade e Branding*, 2015).

2.2 The promotion of tourism

Due to the great importance that tourism has in the city of Matosinhos, it is necessary to have adequate spaces for tourism promotion. That is why, there are two important spaces: the Matosinhos Tourism Office also known as *LIT – Loja Interativa de Turismo de Matosinhos* (Matosinhos Interactive Tourism Store) and the Leça da Palmeira Tourism Office.

With tourists in mind, in particular those who dock at the passenger terminal, the Municipality invested in a space next to it to promote the city and the region, associating itself with Turismo do Porto e Norte de Portugal (TPNP) – Tourism of Porto and North

of Portugal. The Matosinhos Tourism Office was the 45th to open, out of a total of 68 throughout the northern region and became part of the Porto and Northern Portugal Regional Tourist Information Network. The Matosinhos space has a tourist service area, an exhibition area for products from the Municipality and the entire region, two interactive tables with information and two video walls where films of various themes such as heritage and gastronomy are projected (Postos de Turismo, n.d.).



Figure 1 - Loja Interativa de Matosinhos (LIT). Source: Matosinhos WBF

The *Casa da Praia*, (the Beach House) on the corner between the street Hintze Ribeiro and the street António Nobre, was restored by the municipality and turned into a Tourism Office. Although the restoration project maintains the original layout of this former bathing equipment warehouse, the City Council opened the old gable facing northwest to the sea, creating a new glazed facade with shading panels. The adaptation of *Casa da Praia* as a tourism office resulted from the original aim of functioning as a support for travellers to consult other works by Architect Álvaro Siza and obtain information about areas and buildings of interest to visit in this municipality.

With this investment, in addition to the refurbished Matosinhos Tourism Office, the municipality intended to upgrade the level of tourism service, focusing on the quality of spaces and increasing the offer next to the promenade of Leça da Palmeira. Cans, books, notepads, pens, pins, fridge magnets, maps and guides are some of the items that tourists can find in the stores (Postos de Turismo, n.d.).



Figure 2- Posto de Turismo de Leça da Palmeira. Source: Matosinhos WBF

Due to the increasing tourist demand in Matosinhos, three different leaflets with themes on architecture, heritage, history and surfing in this municipality were created. Written by the famous Portuguese historiographer Joel Cleto and edited by the Matosinhos City Council, these itineraries show the best Matosinhos has to offer.

In the *Mapa da Arquitetura* (Architecture map), the architectural icons of Matosinhos are identified. Matosinhos hosts several emblematic buildings of contemporary Portuguese architecture, with projects by four of the most notable architects of the so-called Porto School: Álvaro Siza, Eduardo Souto de Moura, Alcino Soutinho and Fernando Távora. This architecture guide outlines a potential route through some of the most iconic buildings of the Portuguese architecture as well as other relevant works that are important to the public space in the city.

The itinerary “Matosinhos 30 hot-spots between land and sea” (is a bilingual leaflet, which includes places of cultural and heritage interest, such as the Monastery of Leça do Balio, Quinta da Conceição or the archaeological remains of Angeiras beach. It is divided into three circuits: a half-day pedestrian circuit, a one-day circuit that can be done through bicycle and car and a two-day circuit that is recommended to be done by car.

For the lovers of the waves, the "Matosinhos Surf & Beach Guide" maps the beaches of the municipality and the main places for surfing and other related modalities.

The brochure provides information on the equipment available and the main attractions near the beaches (Marinho, 2018).

2.3 Sea representations in the art in Matosinhos

As stated before, every city has its own unique identity. Each identity can be revealed, for instance, through the city's physical and visual form. It is perceived through the eyes of its residents and tourists and is where their collective memories are shaped. In turn, these factors affect tourism, culture, and economic prosperity, among other aspects, making a city's identity one of its most valuable assets. Cities' identities are formed and developed over time, and they are continually changing in terms of physical, cultural, and sociological evolution.

Architecture and the arts can represent the city's historical, cultural, and economic features. Thus, it helps express a community's values and creates an elevated sense of awareness for community members and visitors. In many ways, art represents life. When members of the community see themselves mirrored in social spaces, they experience a sense of respect, allowing them to identify with the place they are from, live in, or visit. Through cultural and historical understanding, as well as highlighting what is unique about the places where people live, work, or visit, the cultural heritage, and public art strengthens citizens' attachment to a location. In this sense, we can affirm that the addition and inclusion of art into any environment plays an important part in the stimulation of long-term economic growth, the development and maintenance of a cultural identity, and the creation of a sense of belonging (Gollwitzer, 2020).

The cultural heritage of a city makes part of its collective memories, its evolving culture, and its public history. It also reflects and reveals its society while also giving meaning to cities. As cultural heritage refers to cultural sites, monuments, folklore, traditional activities, practices, customs, artistic expressions, values, etc., these expressions are vital to construct, preserve and give meaning to a city's identity.

According to the Matosinhos City Council, a people's and a community's richness resides in the wealth of their past, in their great history, and in the legacy that will be projected in the present and for future generations (Matosinhos, História e Património - CM Matosinhos, n.d.). In fact, the City Council follows these precepts with regard to the history and heritage of the municipality of Matosinhos, perpetuating the values and memories, rescuing history, and defending the essence of its community. Matosinhos is a city of important traditions. Popular culture and folk tales make part of the city's heritage and preserve the collective identity of the *Matosinhenses* (the people

of Matosinhos). Due to its strong maritime vocation, many of its legends, traditions, historical recreations, and historical heritage reflect its connection with the sea.

This city is rich in historic landmarks, heritage elements, customs, and other factors that enable the public to learn about and remember its cultural and social legend. Matosinhos, over the years, has established itself in the cultural scene to the point of becoming an unavoidable reference at a national level, conquering an international prestige in areas as diverse as architecture, jazz, classical music, and historical recreations, urban art, design, among others.

Historical recreations have been part of Matosinhos' cultural agenda for over a decade. With the main objective of making its historical heritage known in an accessible and fun way, the Municipality of Matosinhos decided to invest in major events that involved the population and kept the identity of the Municipality alive. The success of historical recreations has crossed the borders of Matosinhos and attracts, every year, thousands of people not only from the region but also from neighbouring Galicia. The historical recreations: A Lenda de Cayo Carpo (The Legend of Cayo Carpo); Os Piratas (The Pirates) and Os Hospitalários no Caminho de Santiago (also known as the Medieval Fair of Leça do Balio) are, therefore, a strong tourist attraction and booster of the local economy (CM Matosinhos - Recriações Históricas, 2019).

2.3.1. The legend of Cayo Carpo

The recreation of the legend of Cayo Carpo is the first one to take place, and it normally occurs in June. This historical recreation happens between the Matosinhos beach and in the area surrounding the Senhor do Padrão Monument. The “Legend of Cayo Carpo” celebrates the beginning of the use of the toponym “Matosinhos”, which explains the conversion of the people of this land to Christianity.

This legend associates Matosinhos with the cult of Santiago de Compostela, as it explains the origin of the shells as one of the main symbols of the pilgrims who, every year, travel the paths of Santiago de Compostela.

Created in 2014, this event features a fair with several attractions from the Roman era, namely the recreation of the wedding of Cayo Carpo and Claudia Lobo (CM Matosinhos - Recriações Históricas, 2019).

The legend of Cayo Carpo says that Carpo (a pagan Roman gentleman) married Cláudia Lobo (a descendant of a Roman praetor) on Matosinhos beach. The wedding, sumptuous and magnificent, brought together dancers from different regions of the Roman Empire, exotic dances, white doves, and lots of music. During the event that was happening near the sea, Cayo Carpo notices a boat and his horse runs into the sea. At the bottom of the sea, Cayo Carpo enters a ship that transports the body of the Apostle Santiago de Compostela. The famous shells cling to his engagement robes and dazzled by what he saw, he expresses his intention to be baptized and converted to Christianity (CM Matosinhos - A Lenda de Cayo Carpo, 2013).

The procession of the bride as well as their wedding is recreated nowadays on the sand of Matosinhos Beach. The animation is carried out by legionaries, mythological characters, snake charmers, jugglers, fire breathers, and acrobats in a Romanized environment. In this historical recreation, it is also possible to buy Moroccan jewellery, watch dances, drink sangria and mead, and taste sweets or traditional Arab delicacies. (CM Matosinhos - Recriações Históricas, 2019).

2.3.2. The Pirates

From very early on, deeply linked to the sea through fishing, salt production, and shipbuilding, Matosinhos stands out since the twelfth century, as a land of famous “men of the sea” linked to maritime trade. During the following centuries, namely with the Maritime Expansion, Matosinhos becomes more and more a land of sailors, pilots, foremen, captains of ships, and pirates. Pirates used to prowl the coasts near Matosinhos and Leça da Palmeira. To prevent their action, the beaches were guarded, watchtowers were set up, and fortifications were built as the Forte de N^a Senhora das Neves – the castle of Leça da Palmeira (Os Piratas em Leça da Palmeira, 2019).

In 2012, the Pirates landed in Leça da Palmeira. Since then, in July, the area surrounding the Nossa Senhora das Neves Fort returns to the 14th century, to the world of pirates and the looting of ships loaded with gold. This event, promoted by the Municipality of Matosinhos, invokes the time when pirates of different origins still imposed their law on the beaches and coastal towns of the municipality. In this historical recreation there are spectacles, parades, fireworks, street entertainers, jugglers, merchants, stands selling local crafts, craftsman, or even fortune tellers (CM Matosinhos - Recriações Históricas, 2019).

Alongside this, even the restaurants of the surrounding area will return to the 16th century, by adapting their offer to the “pirates’ environment”. However, those who prefer an even more genuine service may opt for the traditional taverns of the time, that are installed there during the festival. The idea of making this recreation was born from some deepening of the local history since the initiative is based on names and concrete facts. For instance, the Nossa Senhora das Neves Fort, known as Leça Castle, was built to fight pirate attacks. Matosinhos is, after all, the land of many stories of corsairs, as witnessed by the remains of shipwrecks that the seabed still holds (Os Piratas em Leça da Palmeira, 2019).

2.3.3. Os Hospitalários no Caminho de Santiago

To revive memories and traditions and valuing the Pilgrimage to Santiago and its testimonies, the Matosinhos municipality carries out in the surroundings of the Monastery of Leça do Balio, a multifaceted medieval fair.

It was the first historical recreation promoted by the Municipality of Matosinhos and appeared in 2006. The medieval fair “Os Hospitalários no Caminho de Santiago” aims to promote the Camino de Santiago in the municipality, as well as to promote the Monastery of Leça do Balio, one of the most emblematic monuments in Northern Portugal and the headquarters of the Order of the Knights of St. John of Jerusalem. The Camino de Santiago, also known as the Way of St. James, is a pilgrimage of Medieval origin to the Cathedral of Santiago de Compostela in Galicia. The Monastery of Leça do Balio is paradigmatic in the set of reception and assistance places for pilgrims who went to visit the tomb of the Apostle Santiago in Compostela. The Monastery, a magnificent example of Portuguese Gothic architecture, is part of the vast World Heritage Site by the itineraries of the Camino de Santiago travelled by pilgrims from all over Europe.

The Monastery of Leça do Balio is also the setting for one of the most rigorous historical recreations in Portugal: the wedding of King Fernando I to Dona Leonor Teles, which took place there in 1372. In the monastery surroundings there are the historical recreation of crafts, music, medieval markets and taverns, and acrobats, but also conferences and guided tours of the monastery that create a unique and magical setting (Os Hospitalários no Caminho de Santiago, 2019).

Matosinhos is a very cultural city. The city's agenda is diversified, with important events taking place throughout the year. The city council of Matosinhos often promotes events connected with literature. One of the most famous is o *Encontro de Escritores Matosinhenses* which is a meeting of authors whose works have been published by the Municipality of Matosinhos to recall stories and events related to culture and the sea. Literature, local history, the importance of the sea in Matosinhos' art, and other themes are generally argued at these gatherings, which are also seen as a tribute to those who maintain and carry the name of Matosinhos further through literature (CM Matosinhos - Literatura, 2021).

2.3.4. MuMa – Matosinhos Museum Network

Museums are essential instruments in the cultural dynamism of communities and the dissemination of knowledge(s). Aware of this fact and taking into account the variety of museological spaces available in the municipality, the Matosinhos City Council proposed a project that is relatively pioneering on a national scale: the creation of a network.

This network, despite the different and multiple guardianships, responsible for these structures, brings together and dynamizes the different museums existing in this territory - MuMa – the Matosinhos Museum Network (MuMa - Rede de Museus de Matosinhos, n.d.)

With this project, the Matosinhos City Council reinforces its policy of supporting museums and museum centres in the municipality, promoting their requalification, greater dissemination, and at the same time, their democratization. Matosinhos has fourteen museums and museum centres with extremely important collections and significant pedagogical, cultural, and tourist potential. Mostly unknown to the general public, these museums now have, thanks to the creation of MuMa, not only the possibility of greater dissemination but also, given the action of the technical teams of the Municipal Council, ensuring fixed monthly opening hours to the public with educational services (MuMa - Rede de Museus de Matosinhos, n.d.).

Some of the museums and monuments that make part of the MuMa network and are of great interest to express the importance of the sea in the city of Matosinhos are the Boa Nova Lighthouse, the Quinta de Santiago Museum, the House of the Sea, and Roman Tanks, the Sea Museological Centre, and the Matosinhos Memory Museum.

The Boa Nova Lighthouse or the Leça Lighthouse is the second-largest lighthouse in Portugal. Inaugurated in 1927, the Lighthouse of Leça da Palmeira (Boa-Nova) is still functional today, although now it is a monument of industrial archaeology. It was the first electric lighthouse to appear in the north of Portugal and in other times, it was an aero-maritime lighthouse and home to a school for lighthouse keepers. The School of Lighthouse keepers operated between 1926 and 1962. Nowadays, serves as a help to activate navigation, and it is possible to do guided tours. In its installations, there is an attached museum space, where an exhibition of pieces and mechanisms related to the theme of lighthouses can be found (MuMa - Rede de Museus de Matosinhos, n.d.).

The central mission of Quinta de Santiago Museum that is under the supervision of the Matosinhos municipality, is to preserve and disseminate the historical memory of Matosinhos and Leça da Palmeira through art. This building, a bourgeois dwelling from the end of the 19th century, was built by João Santiago de Carvalho for his residence. Acquired by the Matosinhos City Council in 1968, it was later restored under the direction of the architect Fernando Távora. In addition to the architectural interest of the building designed by the Italian Nicola Bigaglia, this Museum installed since 1996 houses three types of collections: furniture from the time of its construction, painting, and sculpture.

The Museum presents medium and long-term exhibitions focused on the vast art collection of the Municipality of Matosinhos, with particular emphasis on three painters deeply identified with the city: António Carneiro (1872 – 1930) and his seascapes from Leça; Agostinho Salgado (1905 – 1967), a naturalist painter who portrayed numerous landscapes and everyday scenes of the time, especially the landscapes of Leça; and Augusto Gomes (1910 – 1976) a painter linked to neo-realism who represented in his canvases the uses and customs of the fishermen of Matosinhos.

Witnessing the identity of the people of Matosinhos, is a space of connection between the past and the present, where the visitor embarks on a journey through time and establishes a bridge between history and art (MuMa - Rede de Museus de Matosinhos, n.d.).

The *Casa do Mar* (House of the Sea) in Angeiras has 200 years of history. It was here that the fishermen kept their boats and tools for sea work and for catching the sargassum, which was left to dry on the sand, to be later applied to the land as a natural fertilizer. The maritime tradition of Angeiras is very old and these structures, until the mid-twentieth century, belonged to the large farms in the region.

This is where the Artisanal Fisheries Museum Centre now works. Outside the House, there are replicas of the ancient Roman fish salting tanks (3rd-4th centuries A.D.), classified as a National Monument. These tanks were intended for the manufacture of "garum", a product resulting from the maceration of certain species of fish which was an aperitif appreciated by the Romans. This was the only "factory" with granite tanks, known in Roman Portugal.

The original tanks were found and excavated in a rock at the old *Praia da Forcada* (Forcada Beach) the first beach to the north, connected to the current *Praia de Angeiras* (Angeiras Beach) (MuMa - Rede de Museus de Matosinhos, n.d.).

There is also another important museum dedicated to the fishermen. Opened in March 2012, the *Núcleo Museológico do Mar* - The Sea Museological Centre main function is to study, preserve and promote the memory of the fishermen of Matosinhos.

The permanent exhibition aims to preserve memories with the display of objects that were part of the *modus vivendi* of ancient times in the fishing community of Matosinhos. There is also a highlight for the so-called *Cais da Memória* (Memory Pier) where photographs of deceased fishermen from the local community are displayed on panels. The entry for this museum is free (MuMa - Rede de Museus de Matosinhos, n.d.).

The Matosinhos Memory Museum is located in the *Palacete Visconde de Trevões* and is dedicated to the memories of the territory of Matosinhos, its places, its people, and its main activities. This museum is a meeting place between the past and the present of Matosinhos with a markedly interactive museography design, using new technologies. Its permanent exhibition is based on the memories of the building itself and of its first owner - Emídio Ló Ferreira, on the memories of the territory of Matosinhos, its places, its people, and its main activities. The permanent exhibition is based on materiality, but also on multimedia and interactivity, allowing the visitor to freely explore various contents, as well as take a virtual journey through 15 emblematic places in Matosinhos, through special 360-degree glasses. In addition to works of art and objects of historical value, the museum pays special attention to people, showing testimonies of citizens from various areas of society. On the 2nd floor, the visitor has the possibility to record their testimony on video to integrate the Matosinhos Memory Museum (MuMa - Rede de Museus de Matosinhos, n.d.).

2.3.5. Architecture and sculptures

The public space is also an important place of identity (for design and exhibition), enhancing the community's proximity to the city, through public and urban art in Matosinhos. In addition to the regenerative function of municipal urbanism, the artistic elements reveal an immeasurable historical and artistic value, giving to the public space strong marks of the past, but also of contemporary motifs of the present (CM Matosinhos. Arte).

Matosinhos hosts several emblematic buildings of contemporary Portuguese architecture, with projects by four of the most notable architects: Álvaro Siza, Eduardo Souto de Moura, Alcino Soutinho and Fernando Távora, the master. This city is, therefore, considered the capital of Portuguese architecture and the headquarters of the *Casa da Arquitetura* – Portuguese Centre for Architecture.

The Casa da Arquitetura, created in 2007, is a non-profit cultural organisation dedicated to the affirmation and promotion of architecture in Portugal and around the world. The *Casa da Arquitectura* (CA) intends to meet the demand in Portugal for an institution that welcomes, treats, and makes accessible all of the different documental collections of different architects, while also encouraging a reflection on architecture and bringing architecture to the knowledge and understanding of the general public.

Year after year, the Portuguese State has recognised *Casa da Arquitectura's* activity as one of Cultural Interest. In this way, its mission is to create a collection of iconographic and emblematic works of the national and international architectural culture; increase and support research and knowledge transmission in the field of architecture; hold conferences, colloquia, dialogues, workshops, and other activities related to the debate, reflection and promotion of architecture; and encourage recreational, touristic, cultural, and social activities directed at various audiences that can contribute to the best and most comprehensive knowledge of national and international architecture (Casa da Arquitectura - Centro Português de Arquitectura, n.d.)

It was in the 50s and 60s that modern architecture appeared in Matosinhos. When the *Casa de Chá da Boa Nova* (Tea House of Boa Nova) opened in 1963, the press described it as a restaurant built in a lovely location by the sea, with big rooms and a breath-taking view of the sea.

The architect's name, Siza Vieira, is not stated and so goes unrecognised. Today, someone will be talking about Siza at any moment, anywhere in the world. It is easy to look at this building to see the genius behind it, and to distinguish the trait of the new Portuguese architecture, that of the Porto School, considered today one of the best in the world. The *Casa de Chá da Boa Nova*, a jewel conceived by a young architect from Matosinhos is today an icon of world architecture and in the past, it was undoubtedly a promising start. To join this new type of architecture, the construction of Piscina das Marés (Tidal Pools) followed.

Fernando Távora, perceived as the founder of the School of Porto, formed several generations of young architects and worked in Matosinhos on projects such as the tennis hall of *Quinta da Conceição* or the restoration of the Quinta de Santiago Museum. It was also commissioned to the Boa Nova Tea House, whose project, however, was to be executed by Álvaro Siza. Born in Matosinhos, Siza had already designed some buildings in the city, but it was the set formed by the Tea House and The Tidal Pools – now united in the Leça waterfront also projected by Siza- that ascended him into an exceptional career, both of national and international recognition and the famous Pritzker Prize – an annual award to honour architects whose built work demonstrates a combination of those qualities of talent, vision, and commitment.

Acknowledged as well with the prize which is considered the most important in the world of the discipline, and also by the Golden Lion of the Venice Biennale, Eduardo Souto de Moura, that began his career in Álvaro Siza's office, has also contributed with works to this city, namely the Matosinhos waterfront and the urban integration of the metropolitan surface area. Part of his continental collection is deposited in Matosinhos in the Portuguese Centre for Architecture (Mapa da Arquitetura - Architecture Map, n.d.).

Alcino Soutinho had the task to design the two main public buildings in Matosinhos – the headquarters of the Matosinhos City Hall, considered an exceptional example of contemporary Portuguese architecture, the complex formed by the *Biblioteca Florbela Espanca* (the Florbela Espanca library) and the municipal gallery.

These are the architects, whose work and ingeniously simple lines leave an indelible mark on Matosinhos. That is why Matosinhos is the landmark of the New Portuguese Architecture. Aware of the importance of these architectural landmarks, the tourism of Matosinhos created the Architecture Map. The guide outlines a potential route through

some of the most iconic buildings, following a colour scheme connected with the architect's names, and other examples of a discipline that like no other, has the power to transform the world and the way we relate to it (Mapa da Arquitetura - Architecture Map, n.d.)

Siza has to be noted when mentioning architecture. Matosinhos now has significant urban and architectural symbols designed by world-renowned architects: Álvaro Siza Vieira, Alcino Soutinho, Fernando Távora, and Souto Moura. The finest examples of Contemporary Architecture are the Boa Nova Tea House, Piscina das Marés (Tidal Pools), and the Leça da Palmeira promenade.

The Boa Nova Tea House is a well-known tea house and restaurant, installed in the building that was one of the first works by the architect Álvaro Siza Vieira (1958-1963). The building was designed following a competition carried out by the Municipality of Matosinhos in 1956, which was won by the architect Fernando Távora. After choosing the location for its implementation, on the rocks of Boa Nova, Távora handed the project over to one of his collaborators, Álvaro Siza, who was taking the first steps in his career. Built on the rocks that advance over the sea in Boa Nova, Leça da Palmeira, it is very close to another iconic project by the same author, the *Piscinas das Marés*, both classified as National Monuments of Portugal.

The Boa Nova Tea House is just two meters from the water, with the sea in the background, and it is one of the most sought-after places by architecture lovers, lovers of a good meal, and, above all, those who like to contemplate the sea. This restaurant is Rui Paula's most ambitious project, whose main protagonists are fresh fish and seafood. Representing a strong financial investment, this space has been consolidating itself as one of the main gastronomic spots in the north of the country. Due to the creative concept of the cuisine and the quality of the service, it won the first Michelin Star in 2016 and in 2019 the second under the direction of Chef Rui Paula (Casa de Chá da Boa Nova – Mar à mesa..., n.d.). This property is one of the most emblematic works of the renowned architect. Born from the stones, and hand in hand with the sea, it is classified as a National Monument and is integrated into the International Architecture Route.



Figure 3- Boa Nova Tea House (Casa de Chá da Boa Nova). Source: Matosinhos WBF

The *Piscina das Marés* is a set of saltwater pools located on Praia de Leça in the Parish of Leça da Palmeira in the Municipality of Matosinhos. This unique architectural work is considered an example of the dynamic harmonization of the built space with the forms created by nature. The work stands out for its harmonious integration into the landscape of the maritime coast. It includes two saltwater pools, cloakrooms, shower rooms, and a bar open during the bathing season between June and September.



Figure 4 - Tidal Pools (Piscina das Marés). Source: Matosinhos WBF

Built-in the 1960s and inaugurated in 1966, it was designed by the architect Álvaro Siza Vieira. It is an iconic building: a National Monument since 2011, and the only Portuguese one included in the book "One Hundred Buildings of the 20th Century", a reference

publication of 20th-century world architecture coordinated by Thom Mayne and which brings together several Pritzker Prize winners, including Siza Vieira. Between 2019 and 2021, *Piscina das Marés* underwent a major intervention due to the deterioration of several elements, such as the reinforced concrete structure, the main pool, and the saltwater filtration system. In June 2021, the facility reopened for visits and a new bathing season, with the possibility of enjoying the pool in safe conditions and following Covid19 recommendations and regulations (Matosinhos Sport - Piscina das Marés, 2022).

Designed also by Álvaro Siza and resulting from a new 2005 project, the Leça da Palmeira Promenade unites two of his most emblematic projects: the Boa Nova Tea House and the Piscina das Marés (The Tidal Pools). Siza Vieira sought in this intervention to enhance the pedestrian and road routes, without altering the natural characteristics and landscape. At the west of the avenue, right next to the beach, there is a leisure area and an arterial boosting with several outdoor activities (walking, jogging, biking, and skating).

Matosinhos, the land of fishermen, also has sculptures to pay tribute to the fishing community. For example, “She Changes” (a sculptural installation that is a metaphor for fishing nets that swings in the wind, mimicking the movements of anemones), is a sculpture under constant mutation and for that reason, it was given the name She Changes. It is nicknamed “Anémoma”, the Portuguese word for anemone (She Changes, 2016).



Figure 5 - "She Changes" (Anémoma). Source: Matosinhos WBF

The monument “Tragedy at Sea” from 2005, pays tribute to the families and victims of a shipwreck that occurred in 1947 and was marked as one of the saddest dates for the fishing community of Matosinhos. These life-size sculptures “symbolize, in the gestures of the figures of women and children, the pain, the affliction and the cries of despair in the face of the tragedy that unfolds at sea” (Tragédia no Mar, 2016).



Figure 6- "Tragedy at Sea" (Tragédia no Mar). Source: Matosinhos WBF

Connected with the sea and the fishing community, Matosinhos also has the “Monument to the fisherman” from 1982, whose work belongs to Irene Vilar. This sculpture represents abstractly, the prow of a boat, with its masts, in a rough sea. It is made in bronze and is located in *Praça Guilhermina Sugguia* (Arte Pública - CM Matosinhos, n.d.).

Another important sculpture is “Man of the sea”. It is from 1964, also made from bronze by Rogério Azevedo. This work is an homage to the fishermen of Matosinhos and is located in *Praça dos Pescadores*. There is also a work dedicated to the workers of the canning industry in Matosinhos. It is located in the *Praça Guilherme Pinto* and its materials are stainless steel and iron. The current *Praça Guilherme Pinto* is very close to the place where the first of the great canning factories was born – “*A Real Fábrica de Conservas de Matosinhos*” (Arte Pública - CM Matosinhos, n.d.).

2.4. Matosinhos and the gastronomy

One of the most important tourist attractions in Matosinhos is its gastronomy. Considered the dining room of the Porto Metropolitan Area, with influences from Galicia, but also from the traditional cuisine of Entre-Douro and Minho, the gastronomy of Matosinhos owes its fame to fish and seafood.

Because of the phenomena of upwelling (ascension of deep ocean waters), the coast of Matosinhos has a significant biodiversity, as seen by the abundance of algae and sargassum. The same happens with fish and seafood, which have a unique flavour and aroma that have not gone unnoticed to famous chefs and food lovers of seafood cuisine. The quality of raw materials lines up with the essential art of know-how made by the contribution of the old fishermen with the restaurants (30 Hotspots between land and sea, n.d.).

Land of sea and seaman, it is possible to delight in the many restaurants and taverns, with the various delicacies of the most diverse fish and seafood that are masterfully cooked by the locals. Matosinhos is the largest European cluster of restaurants per square meter, that is why Matosinhos is Porto's "dining room" for excellence and is often denominated as "The sea at the table".

According to *O Manel* Restaurant:

In this city with aroma of salt air you can find a vast amount of restaurants from pubs to the highest quality refined restaurants. From there Matosinhos have been distinguished as the largest European cluster of restaurants per square meter counting as well, with 600 restaurants that stand out the Portuguese cuisine, preparing delights with care and love. Causing thousands of tourists and compatriots moving on purpose to Matosinhos to enjoy its fish and seafood. In every street, you can smell the grilled fish. There's a wide range of fish and seafood that can be enjoyed, from the known sardines, cod, anglerfish, octopus, to lobster, among many others (Restaurante O Manel, 2016).

In fact, Matosinhos maintains its tradition, serving high quality fresh seafood and, above all, the fresh fish that comes daily from the Matosinhos and Angeiras fish auctions.

The Municipality of Matosinhos has been promoting, over the years, several gastronomic initiatives with its local restaurants, recognizing the important role that its fish and fresh seafood play in the local gastronomy.

The strategic goal of holding the Matosinhos gastronomy events sponsored by the brand WBF is to bring together, organize, and strengthen the strong points of the entire fish industry in Matosinhos and its target markets on a national and international scale. In this way, the Matosinhos City Council promotes certain gastronomy events through the brand WBF.

The gastronomic event *Menu Degustar Matosinhos* aims to support the restaurant industry. It focusses on the presentation of degustation menus consisting of an appetizer, a main course (meat, fish, or vegetarian), and a dessert for 15€ or 25€. For instance, in the third edition of this event in 2022 that occurred in April, 111 restaurants that are located in the municipality of Matosinhos participated.

Also, the gastronomic Event: *aMAR – Festival de Peixe e Marisco* (Seafood and Fish Festival) is a festival dedicated to fish and seafood. The first edition (in 2018) brought 30,000 visitors. In the second edition it was about 80,000 visitors. Through 20 stands, people can taste the delicacies. Apart from the promotion of fish and seafood. annually, the event's program includes presentations, workshops and show cooking sessions by well-known Portuguese chefs. There is also room for commented wine tastings and workshops given by renowned winemakers.

According to Luísa Salgueiro, the first edition of the aMAR Fish and Seafood Festival was a success and contributed to increasing the notoriety of Matosinhos from one of its main axes, the sea. Luísa Salgueiro wants, therefore, “to continue this work and intensify the notoriety of the Matosinhos World’s Best Fish brand, ensuring it a status of excellence, as well as boosting the growing flow of tourists visiting the north of the country” (2º Festival do Peixe e Marisco aMAR Matosinhos, 2019).

2.5. The canning industry

According to records, Matosinhos has been inhabited for about 5000 years. During the Neolithic period, these facts were confirmed by ancient human-action relics that have survived to the present day.

Due to the natural conditions of the water of the Leça River, which fertilized agricultural land, soon the land of Matosinhos witnessed an emergence of populations of farmers, merchants, and fishermen. There were several usages, but the following are the most important: the sargassum, the pounded crab (which was used as fertilizer until the 20th

century), the fishing activity, and the salt pans. It was since the 11th and 12th centuries that the Leça's estuary was enlarging its base, providing high-quality salt. From then, until sometime at the end of the 19th century, this resource was on the basis of commercial transactions, donations, and even rivalry with the neighbouring city – Porto (Nunes, 2016).

Traces from the time of the Roman domination, indicate that the fish were salted in tanks carved into the rocks. Matosinhos has evolved into a commercial warehouse where goods were imported and exported. All of these factors have contributed to the expansion of the canning industry in the city.

According to Nunes (2016), it is impossible to talk about Matosinhos and Leça da Palmeira without also talking about the Portuguese canning industry. For many years, Matosinhos was a point of entry and exit for business prospects, but due to its rapid growth, a port for ships to the dock was required. In this sense, Matosinhos grew in importance following the creation of the Port of Leixões. At the end of the 19th century, and by exploiting the resources of the sea, this city became an important fishing town.

It was at the beginning of the 20th century, with the construction of the Port of Leixões (Leixões seaport) in the municipality of Matosinhos, that this city embraced an Industrial Age, and the northern canning industry began. At the time, fish were abundant, a fact that encouraged the industrialists of “Lopes, Coelho Dias & C^a Lda” and “Brandão Gomes” to found the first factories in Matosinhos.

In this way, the canning industry in Matosinhos was distinguished by having passed through two types of periods: the first and second generation of canning industries. The factories from the first generation were designed with simple structures, which were similar to the typology of the salting fish structures. The factories consisted of an autonomous manufacturing unit, where the processes were carried out manually, resembling the Roman tanks for salting fish. These rectangular tanks were used by the Romans, serving for salting and producing sauces among other types of uses of fish, namely the production of garum (a condiment widely used in the production of food, which consists in the use of blood, viscera, and other excesses, removed from tuna and other fishes). In a second phase, mass production was incorporated, where all types of food were made.

The second generation of these industrial buildings introduced the production of canned food by the vacuum method, where the welders made the closure of the cans through the weld. The industry developed rapidly during the First World War, which lasted until 1922. After the First World War, Matosinhos undergoes massive implantation by the canning industry in its territory, increasing from two to fifty-four factories, dedicating itself fully and exclusively to the manufacturing of canned fish, primarily sardine products with sauces (Nunes,2016).

Nonetheless, companies were lacking in capital, which ended up creating a dependency on buyers so that the factories could maintain their activities. With an economic crisis in 1924, the União dos Conserveiros de Matosinhos (a Union of the canning industry in Matosinhos) was created in 1926 with the join of four main canning companies in Matosinhos – Lopes, Coelho Dias, Pinhais, Lopes da Cruz e Dias Araújo. However, it was dissolved in 1932 and with the Great Depression in 1929, this industry was highly hit in Portugal which led to a drastic drop in exportation. But, for a variety of reasons, Matosinhos was the least affected industrial centre. In turn, World War II brought new opportunities for this industry (Mendes, 2021).

Following the increasing demand for Portuguese canned fish during the period of World War II and the expansion in exports, there is a need for improvements in factory construction. In 1937, due to the scarcity of sardines in the south of Portugal, the demand for fish focused on Matosinhos, making the Port of Leixões the greater Port of Sardines.

In 1940 Matosinhos was already the largest canning centre at a national level. Between the 1950s and 1960s, fish were abundant, and the businesses prospered in the same measure. In 1959, COPENOR was created in Matosinhos, a cooperative of sellers, with 24 factories adhering to it, most of which were Matosinhos factories.

The growth and evolution of the canning industry since the 1900s were accompanied by the evolution of traditional fishing, namely the great modernization that took place in the 1960s as well as the evolution of the support structures for fishing.

Undoubtedly, the years 1964 and 1965 were marked by the peak in production and exports in the north region. However, soon after came the fishing crisis, where sardines were no longer abundant in the north and migrated to the south. During this time, several factories closed down in the early 1970s (Mendes, 2021). Nonetheless, Matosinhos grew

throughout the twentieth century, owing primarily to its fishing activity. This activity boosted the canning industry, and the latter, in turn, contributed to the growth of fishing, so the two were intertwined.

At the present, the Matosinhos municipality counts with some canning factories, including: *Conservas Portugal Norte, Lda.*; *Fábrica de Conservas Pinhais & Cia, Lda.*; *Fábrica de Conservas Ramirez & C^a Filhos*; and *Companhia das Conservas Bistrô & Store*.

The Conservas Portugal Norte, Lda was established in 1912 and has great experience in canned fish production. Nowadays with new and effective technologies, the knowledge and experience of its founders and employees culminate in the most traditional and tasty Portuguese canned fish. This centenary company develops totally natural quality products (no added preservatives and very rich in Omega 3), that are easily welcomed all around the world. Thus, was born the emblematic *Porthos* brand with a wide range of products synonymous with the excellent Portuguese canned fish, present in the Middle and the Far East, Europe, Africa, and North America markets. Because of its significant and long-standing presence in various areas, the consumption of its products has already become a tradition (*Conservas Portugal Norte, Lda., n.d.*).

The *Fábrica de Conservas Pinhais & Cia* was founded in 1920 by just four partners. *Pinhais & Cia* has grown over a century while remaining faithful to a traditional production method that guarantees the highest quality and flavour to its products. According to the *Conservas Pinhais* website, each can produced is a very special and unique masterpiece. The number of steps required to produce the cans is approximately triple that of a regular supermarket product, converging on a much more complex, genuine, and incomparably superior quality product.

From the selection of only the best fish, the use of the freshest ingredients, the individual cooking method, and the use of only 100% refined olive oil, this entire dedicated manual preparation process flows to culminate in an extraordinary product.

NURI is the cult brand and best seller of *Conserveira Pinhais & Cia* in international markets since 1935. Done only with the best ingredients, it is 100% handmade and hand-packed with the original vintage design. Each NURI is unique and a reference selection for Chefs. The NURI brand has a world cultural heritage of paramount importance due to

its uniqueness, authenticity, and transmission of value to the consumer (preserved from its origin).

Reference in the Portuguese market and under the symbolism of the Fisherman, the *Pinhais* brand materializes its historical relationship with the sea, as well as the strength and courage to overcome the challenges of nature. Because of the limited manufacturing, each can of the *Pinhais* and *NURI* brands is a one-of-a-kind masterpiece (Conservas *Pinhais & Cia*, n.d.)

It is possible to make a guided tour of the *Conservas Pinhais* factory. The *Pinhais Living Museum* visit includes the magnificent factory entry hall (and its astonishing stairway), a tour of the many production areas, and an observation of the traditional and artisan work methods. It finishes in the section in which each can is individually wrapped by hand.

The *Fábrica de Conservas Ramirez & C^a Filhos* was founded in 1853. It was the first cannery operating in Portugal in Vila Real de Santo António (Algarve). From Vila Real de Santo António to Matosinhos, with passage to Olhão, Albufeira, Setúbal and Peniche, Ramirez industrial and commercial activity has born as a family project. Today, it is known as the world`s oldest fish cannery in operation and also the most modern and ecological manufacturing unit in the sector.

Ramirez honours a globally renowned name, which includes 14 international brands and has its philosophy: a clear focus on innovation and differentiation, which has made the company world pioneers in many aspects of canning industrialization; quality control and food safety; healthy food, and consumer convenience; process certification, as well as sustainable fishing and social commitment. The Ramirez brand alone has around 70 references, but 14 more brands are part of the company and produce 200 different products (Ramirez: três séculos, cinco gerações | Negócios Em Portugal, 2021).

There is a wide variety of products. From tuna to sardines, as well as mackerel, cod, squid, mussels, or anchovy fillets. Among them, there are real ready meals, such as cod with chickpeas, tuna with vegetables, or Algarve baked tuna.

Advocates of the Mediterranean diet, which privileges fish and its nutritional benefits, Ramirez has sought to strengthen and diversify their offer with healthy food proposals. Recently, they launched *TunaFunctional®*, a tuna canned product that promotes the

strengthening of the immune system and the preservation of health and well-being. These are authentic products of guaranteed quality (Ramirez Conservas | A mais antiga fábrica de conservas, n.d.)

Its main export markets/countries are France, Belgium, the UK, USA, Canada, Brazil, Colombia, Angola, and South Africa. Ramirez has been in the market for almost 170 years and continues to focus on differentiation as one of its “key success factors”, continuously developing new products. Every day Ramirez thinks about how to create new and healthier recipes that enhance the canned fish product. Currently, new products are under development, and new recipes with tuna, cod, sardines, and salmon are made.

In 2015, the Ramirez 1853 opened its doors. Located in Lavra, Matosinhos, «Ramirez 1853» is an avant-garde, technical and technological unit that allows a new impetus to an export vocation that dates back to the 19th century. It is the most modern and "green" industrial unit in the fish canning sector, which allows the company to concentrate all its activity. Duplicating the production capacity while lowering operational and logistical costs, as well as developing new products, are the primary goals of this €18 million investment, which benefits the company's commitment to the sustainability of the fishing activity as well as the fishing communities (Ramirez Conservas | A mais antiga fábrica de conservas, n.d.).

The Companhia das Conservas Bistrô & Store is a project born from the Conservas Portugal Norte factory. It is more than a shop where people can buy a wide variety of canned fish. It is a bistro where the canned products are the protagonists of an eclectic taste experience, with the elaboration of dishes being the centre of attention. With an open space kitchen, people can observe how the dishes on the menu are prepared. Besides that, the products used in the dishes are available on the shelves of the shop. The lunch is served between 12:00 and 15:00 p.m., and the menu price is 8,50€. It includes a starter, a main dish, a drink, and coffee. The space also allows an interactive journey, where the visitor can get to know more about the Portuguese canning industry.

The production of canned products can be observed in a deck, with a 180° vision of the area of the artisanal manufacturing that is the essence of the Portuguese tradition. In addition to knowing the evolution of this world of cans, those who visit the space are able to make contact with the experience of a true canner and seal their can on a historical

machine that has produced thousands of cans over the years (Companhia das Conservas Bistro & Store, 2019).

2.6. Seaport of Leixões

According to Leite Pereira (2020), the development of seaports is linked to a number of historical, political, and economic factors that, in some ways, interfere directly with the development and growth of ports in Portugal. In fact, the port of Leixões is an example of human strength, which, in the face of all existing adversities, gave life to the constant construction of a Heritage, which has always been crucial for the growth of the region, allowing itself to play a vital role in the industrial, economic, and social growth. Since its creation, the Port of Leixões has been playing an essential and functional role in Portugal.



Figure 7- Port of Leixões. Source: Matosinhos WBF

The Port of Leixões is the largest seaport in the Northern Region, located 10 kilometres from the Porto city centre and around five kilometres from the Douro River, between Leça da Palmeira and Matosinhos. Due to its strategic location on the north-western façade of the Iberian Peninsula, the Port of Leixões occupies a privileged position in the context of the European port system. Since the beginning of the 20th century, the Port of Leixões has played an important part in the life and development of Matosinhos. The construction of the maritime port of Leixões implied major morphological and functional changes in the city. At the same time, it boosted its economic development and fostered industrial implantation. The sea served not only as a support for maritime transport and as a source of fish resources, but also made Matosinhos a seaside resort that reached its peak during the 19th century.

According to YilPort, the YILPORT Leixões is the largest seaport in the north of Portugal and one of the most prominent marine terminals in the country. This port is also “one of the most competitive and versatile multipurpose ports in Portugal, representing 25% of the Portuguese seaborne foreign trade, and handling more than 18 million tons of 13 commodities annually” (Leixões, Portugal, 2017). YILPORT Leixões and its container terminal are major elements of the European port system. It has a vital role on the Iberian Peninsula's Atlantic façade, where it stands as the most important inter-regional structure serving as a reference for supply chains functioning in the region. In brief, it is primarily a gateway terminal, focusing on short-sea shipping while still providing competitive connections to major European port hubs. Within the Port of Leixões, YILPORT Leixões is divided into two distinct physical locations: the North Terminal and the South Terminal.

According to COTEC Portugal, Leixões is a port of export par excellence, serving virtually all types of ships and cargo, as well as cruises. It has several regular line services to the main European and world ports. At the confluence of important national and international routes, in 2019 the Port of Leixões closed the year with around 20 million tons of goods.

Leixões is one of the most versatile and competitive ports in its natural area of operation, through which about 2,700 ships pass annually and about 700,000 TEUs (400,000 containers). The main commodities handled are textiles; raw, pressed and sawn timber; iron and steel; granite stones; machinery and construction equipment; scrap metal; cereals and their by-products, and specific cargoes such as wind turbines and transformers, among others.

The Port of Leixões is equipped with the most advanced port traffic management and security systems. The economic and industrial density of the companies located in the nearby areas and its great geodemographic centrality make the Port of Leixões the largest port infrastructure in the North of Portugal. The Leixões industrial-port complex has an impact on Portugal's GDP of around 3 billion euros annually, generating almost 20,000 jobs (APDL – Administração dos Portos do Douro, Leixões e Viana do Castelo, S.A. - COTEC Portugal, 2020).

2.7. Cruise Terminal

The Port of Leixões receives around 80 000 passengers annually in cruise ships coming from all parts of the world, mainly the United Kingdom, Germany, and the United States of America. For this purpose, Leixões features two cruise terminals: the North Cruise Terminal and the South Cruise Terminal (Porto Cruise Terminal).



Figure 8 - Cruise Terminal. Source: Matosinhos WBF

The North Cruise Terminal

This terminal, located at Dock 1 North, features a 300m quay with a -10m depth. It has appropriate facilities for the reception of tourists. The Leixões Passenger Terminal is regarded as an important architectural and historical landmark in Matosinhos. This structure, designed by Tito Figueiredo and Jorge Gigante and formally opened in April 1961, is particularly emblematic of 1960s architecture. It is constructed of wood, and its huge windows allow passengers to appreciate both the beauty of the sea and the port business.

South Cruise Terminal (Porto Cruise Terminal)

The new Cruise Terminal is a project of the Port Authority and is located on the South Mole of the port. The Porto Cruise Terminal is one of the most important infrastructures in Matosinhos and the gateway of the North region. This new cruise terminal is one of

the major projects promoted by APDL² – Administration of the Ports of Douro, Leixões, and Viana do Castelo, as part of the Strategic Development Plan for the Port of Leixões.

The terminal is composed of a pier for cruise ships, a recreational port for 170 vessels, the main building with approximately 1,500m² of useful area that includes the Sea Pole of the University of Porto, and, finally, pedestrian access for the general public linking it to the main building. Since April 2011, the new 340-meter-long pier has welcomed the largest and most elegant cruise ships from the worldwide cruise fleet, enhancing cruise tourism in the North of Portugal region. With the establishment of this new pier, the Port of Leixões can now accommodate bigger cruise ships of up to 300 meters in length. (Matosinhos WBF - Terminal de Cruzeiros do Porto de Leixões, n.d.)

It is the biggest project ever to open the port to the city, making the Port of Leixões an important gateway to the region and driving the growth in the number of cruise ships and passengers in Leixões, which is increasingly adopting the role of a cruise port. Even seen from a distance, this cruise terminal is an unavoidable icon in the architectural landscape of the Matosinhos waterfront (Matosinhos WBF - Terminal de Cruzeiros do Porto de Leixões, n.d.).

Its location on the Atlantic front makes it ideal for connecting circuits in the Mediterranean and North Europe, with the growing trend toward shorter duration circuits (4 and 5 days). It can also become an ideal destination if connected to other Portuguese ports, Iberian Ports, as well as other ports in the Atlantic Area. Because of its proximity to Porto International Airport, as well as connections to and from major European and American cities, as well as an excellent range of high-quality and large-capacity hotels, the port of Leixões is growing in the cruise market and has a high potential for the development of the cruise activity (Matosinhos WBF - Terminal de Cruzeiros do Porto de Leixões, n.d.).

The number of cruise ship calls and passengers at this port has increased substantially since the inauguration of the new pier. Besides that, and according to Port of Leixões APDL, the main building also comprises the Science and Technology Park of the Sea of

² APDL - The Port Authority of Douro and Leixões (APDL - *Administração dos Portos do Douro e Leixões, S. A.*) is a state-owned public limited company, aimed at the administration of the Ports of Douro and Leixões, its economic operations, conservation and development (APDL, SA Landing Page - Home - APDL, n.d.).

the University of Porto, which includes the Maritime Research Centre in the New Cruise Terminal Building:

This Park of Science and Technology focused on the Resources of the Sea managed by the University of Porto and is integrated in a recognized Strategy for Collective Efficiency , with the Ocean XXI Association for Research and Maritime Economy and the Cluster of the Creative Industries of the Northern Region (Porto Cruise Terminal - APDL, n.d.)

In Matosinhos, the fishing port is also an important infrastructure. The Matosinhos fishing port, which is owned by DOCAPESCA Portos e Lotas, S.A., is the leading fishing harbour in Portugal in terms of fish traded, and the most important in terms of sardine fishing and coastal trawler fishing. With three intake jetties measuring 1.890 metres in length and depths of -4 metres (Z.H.L.), it can accommodate 46 vessels and 20 trawl-boats at the same time. Floating platforms for artisanal fishing vessels were installed and the auction guarantees greater productivity of the services provided, in the best working conditions and hygiene. In 2021, DOCAPESCA – Portos e Lotas concluded the work of total requalification of the system for capturing salt water, filtering, and pre-distribution treatment installed at the top of pier nº 1 of the Matosinhos Fishing Port, whose investment amounted to 248 thousand euros.

2.8. Matosinhos Municipal Market

The image of the Matosinhos Market is an unmistakable reference point, not just for locals but also for visitors, particularly tourists. Classified as a Public Interest Property, this market maintains its original function, having been open since the first half of the 20th century.



Figure 9 - Matosinhos Municipal Market. Source: Matosinhos WBF

It combines the tradition of the old markets, where customers fill their eyes with the variety of delicacies and multi-coloured stalls, with the architectural beauty of the space. This building, which was inaugurated in 1952, is a landmark in modern architecture. The project was created by the group ARS - Architects: Fortunato Cabral, Morais Soares, and Cunha Leo, and it was completed in 1939.

The Matosinhos Market remains, to a significant degree, a strong centre of social relationships for the municipality's residents, thanks to the expansion of the variety of products and the quality connected with them as well as by the close relationship established between the customer and the seller.

Always being a place that encourages the trade of fresh products (especially vegetables, fish, and seafood), the commercial and business dynamics of the Matosinhos Market also has an incubation space dedicated to Design companies, and also counts with areas for some stores as grocery store, organic products store and restaurants that use the market's fresh products to prepare the dishes (CM Matosinhos - Mercado de Matosinhos, n.d.).

The market counts many shops and stalls, selling innumerable products. There are specific stalls dedicated to fish; meat; fruits and vegetables; spices and herbs; flowers; olive oil and olives; or even stalls selling eggs, chickens, and rabbits. Here can also be found an organic grocery shop, a cheese shop, a stationary store, and a bicycle store.

As such, the Matosinhos City Council will continue to defend the strategy of boosting the competitiveness of the Matosinhos Market and increasing its share in the commercialization of fresh and high-quality local products. Be it through commercial diversification, the promotion of products from the sea and local horticulture, and the development of the municipality's primary sector.

We can conclude that, today's cities are considerably multi-cultural and the development of urban areas affects the identity of urban environments. As stated, every city has its own distinct identity, which encompasses important aspects as inherited assets, history, traits, and culture that distinguishes it internally and externally, and has the potential to unite people and place. It was clearly stated how a city or region can achieve visibility and distinguish itself in the international marketplace, taking advantage of its qualities and characteristics.

In fact, we can assume that the sea is the most prominent feature of Matosinhos. The Matosinhos City Council constitutes a perfect example on how the preservation of the local heritage, art, and traditions contributes to give meaning to the city, affirm its identity, as well as safeguarding the spirit of its community.

As previously described, municipalities play a significant part in the creation of cities' identities, for example, through projecting the city's image both nationally and internationally. In fact, a proper city image is crucial for the creation of a successful city brand. Through its distinctive brand WBF, the Matosinhos municipality intends to affirm its position in the creation of an image of modernity and diversity. At the same time, Matosinhos seeks to deepen its commitment to promote the quality and excellence of its tourist and cultural products, and enhancing the reasons to attract visitors, investors and businesses to Matosinhos.

We can also conclude that the relationship between Matosinhos and the sea is also evident in the numerous economic activities that rely on the sea. Therefore, in the same way that the sea contributes to define the cultural identity of Matosinhos, it also describes how Matosinhos has a privileged position to attract investment and establish itself as the country's economic hub in the north region. In this way, the next chapter will focus on the blue economy, how Matosinhos strengthens its position in the sea economy, and how it can be considered a case of success in the implementation of a sustainable blue economy.

Chapter III – The Blue Economy

1. The Blue economy – definition of the concept

The ocean plays an important role, not only to regulate the climate and weather but also is a vital part of the world's economy. According to the OECD (Organisation for Economic Co-operation and Development), the ocean economy is “defined as the sum of the economic activities of ocean-based industries, together with the assets, goods, and services provided by marine ecosystems”.

According to the OECD (Organisation for Economic Co-operation and Development), the ocean economy is “defined as the sum of the economic activities of ocean-based industries, together with the assets, goods, and services provided by marine ecosystems”. More than three billion people rely on the ocean for their livelihoods. The ocean-based industries such as tourism and fisheries are key sources of income and jobs.

"Blue economy" is a concept that refers to the exploitation and conservation of the maritime environment. It is frequently used interchangeably with "sustainable ocean-based economy." However, there is no agreement on the precise definition, and the scope of application is determined by the organisation that employs it. The UN first introduced the “blue economy” at a conference in 2012 and underlined sustainable management, based on the argument that marine ecosystems are more productive when they are healthy.

The term “Blue Economy” first appeared in 2012, following the United Nations Conference on Sustainable Development (UNCSD), also known as Rio +20 or the Earth Summit (UNCTAD,2014), the European Commission adopted BE as a new development strategy for EU member states, defining it as “an economy that includes the maritime economy and all economic activities related to the oceans, seas, and coasts” (2018).

Blue Economy’ (BE) conceptualises the oceans as “shared development spaces”. It is defined by the World Bank as the “sustainable use of ocean resources for economic growth, improved livelihood, and jobs, and ocean ecosystem health (What is the Blue Economy?, 2017).

In the literature, the concept is referred to as "marine economy," "coastal economy," or "ocean economy," but it is still in its early stage and has yet to be encapsulated in a comprehensive operational definition.

According to the Commonwealth, the Blue Economy is an emerging concept that:

Goes beyond viewing the ocean economy solely as a mechanism for economic growth. In the 'business-as-usual' model, large-scale industrial nations have seen the development of their ocean economies through the exploitation of maritime and marine resources – for example through shipping, commercial fishing, and the oil, gas, minerals and mining industries - often without a view to the effects their activities have on the future health or productivity of those same resources (Sustainable Blue Economy, 2021).

The blue economy in Europe employs 4.5 million people directly, many of whom live in areas with few other options. It includes all industries and sectors associated with oceans, seas, and coasts, whether they are based in the marine environment (e.g., shipping, fisheries, energy generation) or on land (e.g., ports, shipyards, land-based aquaculture, and algae production, coastal tourism). It is a large, fast-growing sector of our economy that has taken major measures to modernise and diversify during the last decade. Along with the traditional sectors, innovative sectors such as ocean renewable energy, the blue bioeconomy, biotechnology, and desalination are evolving and growing and creating new opportunities and jobs (European Commission,2020).

These and other economic activities all have an impact on the marine environment, from visible pollution such as plastic litter and oil spills to invisible pollution such as microplastics, underwater noise, chemicals, and nutrients.

Climate change and greenhouse gas emissions are having a devastating impact on the oceans, coasts, and the people who live there, causing changes in water temperature, acidification, increasing sea levels, and more frequent and intense flooding and erosion. When combined with the enormous threat of biodiversity loss caused by climate change, pollution, over-exploitation of resources, and the destruction of natural habitats, these effects will put the blue economy and society at risk.

Nonetheless, the creation of a sustainable blue economy will generate tangible opportunities for new jobs and businesses. They will be produced by efforts to ameliorate the effects on oceans and coasts in order to construct a resilient economic model based on innovation, a circular economy, and respect for the ocean. This means that enterprises that use or develop renewable resources, preserve marine ecosystems, minimise pollution, and increase resilience to climate change will be rewarded, while others will be required to lessen their environmental footprint. This is as important for people as it is for the planet. The 2030 Agenda for Sustainable Development recognises that without a healthy

ocean, life on Earth is threatened; and without the ocean's resources, human societies all over the world lose their ability to sustain themselves.

The concept of BE has presented a new perspective of sustainable economic development in different countries or geographical areas. It depends on the growth of industries and activities based on marine and ocean resources, such as fisheries, shipping, ports, marine logistics, coastal, and recreational tourism (Kabil,2021).

Many emerging sectors in BE include renewable ocean and seas energy (wind, tides, waves, etc.), extraction of gas and oil from seas and oceans, mining, aquaculture and marine, blue biotechnology, monitoring and controlling seas and oceans, conducting marine research, and others that are distinguished by the use of cutting-edge technologies.

Various categories have arisen as a result of the diversity of the economic sectors that comprise BE. Some international organisations classify BE sectors into five major groups, while others classify them into six, seven, or eleven economic sectors. The European Union (EU) devised the basic classification for BE sectors, which separated BE into seven major sectors: "Marine Renewable Energy," "Shipbuilding and Repair," "Marine Living Resources," "Maritime Transport," "Marine Nonliving Resources," "Port Activities," and "Coastal Tourism." (Kabil, 2021).

The next subtopic will explore the importance of the blue economy for the sustainable development of the oceans, and coastal resources and for the development and implementation of policies and initiatives under the European Green Deal. It is important to note that the blue economy contributes to the European Green Deal and the transformation towards a carbon-neutral, circular, and biodiverse EU economy. Our seas are not simply the world's largest ecosystem, but also a massive economic structure - a blue economy.

Every day, the need for greater sustainability in this sector becomes increasingly apparent. Not simply because oceans and seas require suitable ecological and chemical conditions in order to develop their economic and social potential.

1.1. The Blue economy and the development of maritime and coastal areas

The primary goal of the EU Green Deal, which was presented in December 2019, is for the EU to become the first climate-neutral continent by 2050, resulting in a cleaner environment, more affordable energy, smarter transportation, new jobs, and overall higher quality of life. Their actions will englobe the climate, energy, agriculture, industry, environment and oceans, transport, finance and regional development, and research and investigation (A European Green Deal, n.d.).

Today, the European Commission proposes a new approach for a sustainable blue economy in the EU for the industries and sectors related to oceans, seas, and coasts. A sustainable blue economy is crucial to accomplishing the European Green Deal's aims and ensuring a green and inclusive recovery from the pandemic.

The European Green Deal asks for a transformation of our economy to become a modern, resource-efficient, and competitive economy that reduces net greenhouse gas emissions while protecting the EU's natural capital. The Recovery Plan for Europe aims to accelerate green and digital transitions, making Europe's economy more equitable, resilient, and sustainable for future generations. The European Union's blue economy can help achieve this dual challenge: if set on a more sustainable path, it will become a source of actions and ideas, encouraging rapid and long-term recovery, and conserving our planet.

The European Green Deal and the European Recovery Plan will define the European economy for many years, or even decades. The EU's blue economy is key to both initiatives. Not only should the blue economy, like all other sectors, support the European Green Deal, but it is also required to achieve the EU's environmental and climate goals. After all, the ocean is our primary climate regulator. It provides us with clean energy as well as oxygen, food, and other essential supplies.

Frans Timmermans, the Executive Vice-President for the Green Deal stated:

Healthy oceans are a precondition for a thriving blue economy. Pollution, overfishing and habitat destruction, coupled with the effects of the climate crisis, all threaten the rich marine biodiversity that the blue economy depends on. We must change, tack and develop a sustainable blue economy where environmental protection and economic activities go hand in hand (European Green Deal: Developing a sustainable blue economy in the European Union, 2021).

All sectors of the blue economy, including fisheries, aquaculture, coastal tourism, maritime transport, port activities, and shipbuilding, will be required to lessen their environmental and climate impact. To address the climate and biodiversity challenges, healthy seas and the sustainable use of their resources are required to develop alternatives to fossil fuels and traditional food production.

The Commission has developed a new approach for a sustainable blue economy in the EU in order to properly integrate the blue economy into the Green Deal and the recovery strategy. Transitioning to a sustainable blue economy necessitates investment in innovative technologies. New green jobs and businesses in the blue economy will be created by wave- and tidal energy, algae production, the creation of improved fishing gear, and the rehabilitation of marine ecosystems.

The detailed agenda for the blue economy should help achieve the European Green Deal's objectives, and complement other recent Commission initiatives on biodiversity, food, mobility, security, data, and more.

As examples:

- The blue economy helps to mitigate climate change through creating offshore renewable energy, decarbonizing maritime transportation, and greening ports.
- It will make the economy more circular by renewing regulations for fishing gear design, ship recycling, and for decommissioning offshore platforms.
- Developing green infrastructure in coastal areas will aid in the preservation of biodiversity and landscapes while also benefiting tourists and the coastal economy.

In the communication from the Commission to the European Parliament, the Council, the European Economic, and Social Committee, and the Committee of the Regions, entitled “on a new approach for a sustainable blue economy in the EU - transforming the EU's Blue Economy for a Sustainable Future”, we can note that the communication lays out a precise and realistic agenda for the blue economy to play a significant role in achieving the goals of the European Green Deal. Thanks to its dynamism and innovation potential, the sector is well placed to drive the green transition, replacing unbridled expansion with clean, climate-proof, and sustainable activities that tread gently on the maritime environment. The old belief that environmental protection is incompatible with economic growth is giving way to the realisation that, particularly in the maritime industry, the

environment and the economy are inextricably connected. The emphasis must change from "blue growth" to a sustainable blue economy (Communication from the Commission to the European Parliament, the Council, the European Economic, and Social Committee, and the Committee of the Regions, 2021).

This communication presents the agenda for the blue economy on decarbonisation, conservation of the natural capital, the circular economy, and responsible food production. It also announces some new initiatives and describes some of the tools and enablers to achieve the transition.

One of its main goals is achieving the objectives of climate neutrality and zero pollution. Many existing activities must lower their carbon footprint, while new carbon-neutral activities must take centre stage. By increasing offshore renewable energy and greening maritime transport and ports, the blue economy can help to achieve carbon neutrality. The European Green Deal calls for a 90% reduction in greenhouse gas emissions from all modes of transport, and this includes maritime transport. The 2020 communication on a sustainable and smart mobility strategy also intends to bring the first zero-emission vessels to market by 2030 and to decarbonize maritime transportation through a coordinated set of initiatives.

In this way, to support the decarbonisation and depollution of energy production, maritime transport, and ports, the Commission will create a Blue Forum for users of the sea to coordinate dialogue between offshore operators, stakeholders, and scientists engaged in fisheries, aquaculture, shipping, tourism, renewable energy, and other activities. It will also promote the use of EU funds to green maritime transport and pursue the objective of zero-emission ports. Preventing waste will also be key. The EU action plan on zero pollution provides a once-in-a-lifetime opportunity to increase action on pollution caused by nutrients (which causes eutrophication), pollutants, litter (mostly made up of plastics), and underwater noise. Along with decreasing pollution, developing circular models and solutions will be crucial. The 2020 EU circular economy action plan lays out an ambitious agenda for retaining materials and resources in the economy for as long as possible and reducing waste, hence boosting circularity.

The conservation and protection of biodiversity are also regarded as fundamental aspects of maritime economic activity. Expanding protection to 30 % of the EU's marine area and constructing biological corridors, as underlined in the EU biodiversity policy for 2030,

will reverse biodiversity loss, help climate mitigation and resilience, and produce major financial and social benefits. Investments in marine protected areas, particularly strictly protected areas, have been shown to yield a high economic return while also multiplying the amount of fish and marine life in regions where protection is effective.

Coastal resilience is another crucial point. For instance, developing green infrastructures in coastal regions will aid in the preservation of biodiversity, coastal ecosystems, and landscapes, as well as the long-term development of tourism and the coastal economy. These adaptation activities will, in turn, form their sector of the blue economy.

Also, ocean knowledge is vital to advance into a sustainable blue economy. Better knowledge of the ocean and its ecosystems, together with free access to data, will enable industry, public authorities, and civil society to make informed decisions. For instance, The Copernicus Marine Environment Monitoring Service (CMEMS), provides satellite data and forecasting services in the EU sea basins and around the world. Work is ongoing to improve the digitalisation of the ocean, the resolution, and usability of the data, and to transform this data into knowledge and tools for the benefit of a wide range of stakeholders.

Marine and maritime research and innovation are fundamental to attaining the EU's goal of being carbon-neutral by 2050, conserving and restoring marine ecosystems, and making the blue economy a source of ideas and action to develop sustainable innovation. Big data, artificial intelligence, advanced modelling, sophisticated sensors, and autonomous systems are designed to transform the blue economy in the near future. Traditional sectors such as shipping, fishing, and tourism can benefit from new technologies to increase their sustainability and circularity. Besides that, developing sectors such as blue biotechnologies, offshore renewable energies, and marine security rely on innovation to survive.

Achieving the European Green Deal's objectives will require significant investments. In terms of private capital, the Commission, the European Investment Bank, and the WWF have created a set of sustainable ocean-specific principles and criteria in collaboration with private and public financial institutions. Over 50 financial institutions have so far voluntarily joined the Sustainable Blue Economy Finance Initiative. Public investment from the EU is still essential for less mature technologies and initiatives that need to attract investors, reduce costs and uncertainties, and promote market entry.

The new InvestEU initiative will be extremely beneficial to marine transportation, ports, and offshore renewable energies, as well as biodiversity protection and restoration, sustainable aquaculture, and ocean monitoring.

The cohesion policy funds will continue to support initiatives that help the transition to green and net zero-carbon maritime transport options, decarbonize port infrastructures, and deploy renewable energies, as well as circular economy ventures and local climate adaptation measures. In this way, the Commission will cooperate with European financial institutions such as the European Investment Bank and the European Investment Fund (Communication from the Commission to the European Parliament, the Council, the European Economic, and Social Committee, and the Committee of the Regions, 2021).

1.2. Benefits of the blue economy: create green energy and fight climate change

The Blue Economy has the potential to improve marine ecosystem governance, reduce emissions, create a more equitable health standard, and play a role in combating climate change. Emerging energy sectors have risen dramatically in recent years, and oceans are popular locations for renewable energy. Alternative energy sources such as wind energy, hydropower, and tidal energy are suitable for marine environments.

Especially offshore wind (including floating wind turbines) is rapidly expanding and has been present for many years — the first offshore wind park was built in Denmark in 1991, and the number of offshore wind farms is expected to reach 162 by 2020, according to WFO. Offshore wind energy is only one example of the many benefits of the Blue Economy. Others are Offshore aquaculture (a new approach to fish farming), wave and tidal energy, seabed mining, and blue biotechnology, which uses, among others, shellfish, bacteria and algae for development in health care and energy production. Furthermore, established industries, such as shipping and tourism, have the potential to grow and become more environmentally friendly with new technologies.

Both the European Union and the United Nations have established long-term strategies to support the Blue Economy, with the goal of facilitating sustainable ocean-based economic advantages through the implementation of climate-resilient and inclusive blue economy policies that limit human impact. Some countries have also taken it upon

themselves to establish Blue Economy ideas and policies. Denmark and Norway, for example, place a strong emphasis on the shipping industry.

According to the EU, the shipping industry accounts for 13% of total EU greenhouse gas emissions from the transport sector. Norway has committed to reducing greenhouse gas emissions by at least 40% by 2030 compared to 1990, and to have the Norwegian fleet climate neutral by 2050. These objectives serve as the foundation for The Green Shipping Programme, which seeks solutions for sustainable and efficient shipping. The initiative is an institutional collaboration between the government and the private sector that aims to stimulate economic growth, increase competition, create new employment, and, of course, reduce emissions. The programme consists of studies and projects that are crucial in making Norwegian shipping more environmentally friendly. Around 20 large-scale initiatives have been launched, including the building of green ports and shuttle ships powered by liquefied natural gas. Seven of the projects have been completed or are in the planning stages.

Denmark, as Norway, has taken measures toward a greener and more sustainable maritime industry with the "Towards Zero" policy. Danish Shipping, a business and employers' group for Danish Shipping, is Denmark's largest single export industry and has started "Towards Zero," an initiative to make shipping climate neutral by 2050. Furthermore, Danish Shipping works hard to overcome political and financial impediments to climate-neutral shipping. The Nordic countries have made it their mission to pollute the maritime industry as little as possible. However, not all countries have the same resources as European countries, and some aspects of the Blue Economy are frequently overlooked. This poses particular difficulties in implementation for underdeveloped countries (Blue Economy: oceans as the next great economic frontier, 2022). Nonetheless, Portugal and especially Matosinhos, is also a good example of sustainability. The next topic explores the connection between blue economy and the city of Matosinhos, reflecting on how Matosinhos affirms its position for the development of a sustainable blue economy, mentioning the projects that aim to stimulate the blue economy in the city.

2. How Matosinhos affirms its position for the development of a sustainable blue economy

The international community recognizes the importance of oceans for sustainable development, which is expressed in Chapter 17 of Agenda 21, the Johannesburg Plan of Implementation, and several decisions made by the Commission on Sustainable Development. To successfully contribute to human well-being, oceans, seas, and marine resources must have ecosystem integrity, which includes well-functioning biogeochemical and physical processes. Nonetheless, human activities are progressively endangering, degrading, or destroying oceans, seas, and marine resources, diminishing their ability to deliver critical ecosystem functions. That is why it is urgent to talk about sustainability. To reduce the negative anthropogenic impacts on the marine environment, good governance, an enabling environment, sustainable land- and marine-based human activities, and adequate measures will be required, for example, through more sustainable use of resources, changes in production and consumption patterns, and improved management and control of human activities (Oceans & Seas: Sustainable Development Knowledge Platform).

In Matosinhos, an important example of the sustainable use of resources is the APDL (the administration of the Ports of Douro and Leixões) and its plan entitled “Port of Leixões Energy Transition Roadmap” that will guide to “concrete actions aimed at making the Port of Leixões one of the first non-polluting ports, placing it at the level of the main ports in the world and redoubling its commitment to the growth of a sustainable activity” (APDL,2021).

Matosinhos was created and built around the sea, and the sea remains its main source of economic dynamism and modernity. It is from the sea that comes daily the fish that boosted the industrial development of Matosinhos and that sustains the famous gastronomy of the city, now nationally and internationally recognized by the brand World’s Best Fish. The goods that have transformed this city into an important logistics platform arrive and depart from this same sea that bathes the municipality’s beaches and promotes its tourism development. Even though this city was seen, until recently, as one of the largest fishing centres in the country, which was associated with a powerful canning industry, this image has been slightly changing, mainly due to the decrease in the fishing activities not only in Matosinhos but all over the country (Resende, 2018)

Nonetheless, Matosinhos has a privileged position to continue to attract investment, create qualified jobs, and established itself as the country's economic hub in the north region. The maritime economy employs 8% of Matosinhos' active population, and the food industry generates 237 million euros each year, with an average yearly growth in turnover of roughly 4%, similar to what happens in the primary sector of fish capture and aquaculture. According to Luísa Salgueiro, the economic fabric of Matosinhos is very diverse, but the economy of the sea continues to be very present, so there is a traditional character of the sector that needs to be preserved. But the president also points out that no economic activity survives in an open and global economy if it abdicates innovation (Pereira, 2020).

Matosinhos' goal is to strengthen its position in the sea economy while also encouraging the recognition of Matosinhos as a tourist destination, be it through partnerships, projects, initiatives or conferences to encourage the exploitation of local maritime potential and assets, and by valuing the sea as a structuring vector (Matosinhos, Mar de Oportunidades, 2016).

2.1 Projects that aim to stimulate the blue economy

2.1.1. Port of Leixões Energy Transition Roadmap

The plan “Port of Leixões Energy Transition Roadmap” foresees the decarbonisation and energy self-sufficiency, 15 years before the deadline set by the EU.

The Port of Leixões started the energy transition process that will lead it to achieve carbon neutrality by 2035, making it the first port in Europe to be self-sufficient in terms of energy, with the capacity to obtain all its energy from renewable sources.

Achieving carbon neutrality and energy self-sufficiency in 2035 will mean doing it 15 years earlier than what is stipulated in the so-called European Green Deal. A commitment made by all EU member states to achieve climate neutrality and establishing a continental strategy to make European ports the first emission-free zone in the world by 2050.

As a result, Leixões is at the forefront of European ports in the transition to a new energy model that ensures port activity and economic progress, while also being compatible with an environmental sensitivity assumed as a generator of new development opportunities compatible with sustainability and population health.

According to Nuno Araújo, the president of APDL, the objective of Port of Leixões is to become an international reference port in southern Europe in the transition to a new energy system based on the use of its natural resources, with the ambition of being a self-sufficient port with zero emissions. The Port of Leixões is surrounded by the city of Matosinhos which is under urban pressure. As a result, a coexistence model based on the decarbonization of port activities is required, ensuring that they may remain in their existing position and are consistent with the urban surroundings.

The decarbonization strategy includes more than just efforts to gradually abandon the use of fossil fuels as the primary source of energy in the port activity. The search for innovative formulas to generate energy using the port's natural resources, as well as alternative proposals to be more efficient in consumption, electrification, and the use of all the resources that digitalization allows, will result in a leap in quality for the port, as well as the promotion of new synergies that will generate employment and business for the country.

Achieving the objective will require a high level of motivation in all areas of the port, as well as a huge mobilization of human and economic resources, although the expected benefits in terms of socioeconomic, environmental, health, and quality of life for the local and regional community, will more than compensate for this effort. For the implementation of the plan that will define the actions to be taken to complete the decarbonization project, the APDL teams are working closely with the Spanish consultancy company specializing in energy transition projects- Inova Labs (Port of Leixões will be the First Port with Zero Emissions by 2035 - News - APDL, 2021).

Nuno Araújo believes that if we use the word "sustainable," we must do so in an accurate manner that indicates genuine progress. This means, analysing how the investments help with the energy transition and decarbonization. This is linked to remaining a competitive port and decreasing the environmental footprint while boosting its logistical process efficiency. The major aim is to achieve positive environmental results through planning, management, and technology solutions that also contribute to port and logistical efficiency. The president of APDL also believes that port authorities must play a leading role and be proactive in engaging with the port community and forging new partnerships.

The worldwide network of port cities AIVP – inspiring people of port cities, was founded in France in 1988. With an international network that covers 37 countries, it has brought

together urban and port stakeholders and their partners for over 30 years. AIVP interviewed the Port of Leixões on the matter “Zero Emissions by 2035”. The President of APDL explains that the roadmap for the energy transition and decarbonization plan are in current development with the assistance of external experts and has two main sections: diagnosis and action plan. The first one that is already concluded, makes a global analysis of all the port emissions and energy consumption, including the port infrastructure, equipment, operations, and road traffic, and maritime activities. The second part is about the action plan, including concrete measures, and the respective schedule. Here is where the APDL needs to be highly active to achieve carbon neutrality by 2035. The president adds that “this is a very ambitious goal since it implies anticipating carbon neutrality 15 years compared to other timelines”.

In this way, in order to achieve these goals, APDL recognises the importance of leading the port community, shifting the energy consumption to more sustainable sources, developing multimodal logistic solutions in their hinterland, collaborating with municipalities, efficiently managing the port territory, and reducing the impact of port mobility and operations (Port of Leixões (Portugal): zero emissions by 2035 - AIVP, 2021).

Araújo gives the example of some measures to be applied as working in new technologies that “will allow the digitalization of port activities, aiding to improve the traffic flow, better predict the arrival of cargo, prepare for potential disruptions, and avoid situations that could have repercussions for the city”. This will be supported by the first public data centre in the country, which will also facilitate the implementation of other tools such as the digital map so that the truck driver can check the traffic in the port at that moment and the time it will take (Port of Leixões (Portugal): zero emissions by 2035 - AIVP, 2021).

Cooperation with the Matosinhos Municipality will also be key. One example of cooperation is the local voluntary carbon market. It is a pilot programme developed by the municipality in partnership with the CEiiA (Centre of Engineering and Product Development) and the Ministry of Environment and Climate Action to encourage residents and businesses to adopt carbon-reducing behaviours. By using AYR platform built by CEiiA, it will be possible to record and convert CO₂ savings into credits that can be acquired by firms aiming to be carbon neutral in order to offset emissions that cannot be eliminated in their activity. The revenues generated by these credits will be used to fund green projects in the municipality, helping to create a circular economy focussed on

decarbonization. The APDL recognised this as an excellent opportunity for collaboration and progress in the decarbonization strategy (Port of Leixões (Portugal): zero emissions by 2035 - AIVP, 2021).

APDL is also concerned with the area of sustainable mobility and its importance for the decarbonization of ports and the Port-city relationship. Every day, 1000 to 1500 trucks enter the Port of Leixões for a total of 450 thousand vehicles every year, releasing a total of 1.189 tonnes of CO₂ into the atmosphere. APDL is now expanding the breakwater and dredging the rotation basin to enable a new terminal that will double the port's capacity. In December 2020, the Port of Leixões decided to ban the entry of the most polluting trucks, those with designation EURO I, II, III, and IV, which represents about a 50% decrease in pollution. This measure includes a three-year transition period for trucks in the database. To ensure unanimity, this decision was made in collaboration with the National Association of Public Road Carriers of Goods (ANTRAM), which is also committed in reducing their environmental impact. In this way, an agreement between the two organisations to significantly reduce greenhouse gas emissions was signed (Port of Leixões (Portugal): zero emissions by 2035 - AIVP, 2021).

Furthermore, because lowering traffic is not enough, other alternate methods for road mobility are under investigation. Leixões decided to purchase the port's first electric truck to explore if it could be a solution and to research its limitations. The aim is to set a good example for the industry and encouraging new ideas. This electric truck serves as a test for their fleet (of 30 to 40 trucks) responsible for pendular movements between the APDL ports. The Port of Leixões relies heavily on road transit, which accounted for around 95% of commodities flow, with rail accounting for the remaining 5%. To change this, several investments were started with the goal to increase the percentage of cargo and movement by rail, being able to double it in two or three years to 10%.

Despite the benefits of the measures related to limiting the circulation of vehicles, APDL needs to go further, because the main part of the carbon footprint of the port comes from the maritime sector. To truly make a difference, the APDL must be able to generate its own energy, conduct research, and development on new fuels, and eventually sell them to the maritime sector. The port authorities must take an active role in order to improve the business and create this environmental change. In this way, it is believed that hydrogen will be the primary clean fuel of the future. APDL is already planning future projects by collaborating with numerous creative enterprises in Viana do Castelo to

develop wind and wave energy. This is a good example of collaboration that Leixões wants to replicate. In 2021, APDL joined the UN Global Compact network, reinforcing its commitment to sustainability and the Sustainable Development Goals. The president of APDL states that Leixões is proud of being the first Portuguese port to have joined the UN Global Compact Network, contributing with its role, on its own scale, applying the principles of the 2030 Agenda. Nuno Araújo claims that if Leixões wants to use the term “sustainable”, transparency is the key:

If we really want to be sustainable, we need to look at all our investments and measure them from an environmental perspective. That is why we have oriented all our strategy towards these two great aims, to be greener and more technological. The technology will help us make an accurate assessment, that will in itself also help us to motivate people, motivate teams, motivate our organization, demonstrating we are taking sustainability very seriously (Port of Leixões (Portugal): zero emissions by 2035 - AIVP, 2021).

In essence, the goal is to become a green smart port, more ecologically friendly, sustainable, and technologically advanced. Leixões will eventually find new ways to reduce its environmental footprint as technology advances.

While many countries strive for a greener agenda by developing their maritime economy, such attempts remain difficult to achieve. Global governments must convert a small portion of their economies toward a global, healthy blue economy. A portion of the funds is utilised to invest in new infrastructure, technologies, R&D, education, and job creation. The transition from an agricultural to a blue economy will be difficult. This means that governments must collaborate to ensure the sustainability of blue economies, as well as share research and know-how.



Figure 10 - Port of Leixões Energy Transition Roadmap.
Source: Porto de Leixões APDL

2.1.2 Mar de Oportunidades

The first edition of *Mar de Oportunidades* in 2016 happened in the Leixões Cruise Terminal and makes part of the Matosinhos Conference Cycle. This conference, organized by the Matosinhos City Council and in partnership with the *Fórum Oceano*, focused on the potential of the sea. Topics such as marine technologies, marine and environmental research, entrepreneurship in the sea area, scientific dissemination and environmental education in the sea, the promotion of fish, the canning industry, the gastronomy in Matosinhos, the maritime culture, tourism, sports, logistics, among others, were addressed.

In the opening session, the President of the North Regional Coordination and Development Commission (CCDRN) highlighted the importance of Matosinhos asserting itself as a cluster of the sea. Despite the North region representing 30% of the GDP and 40% of exports, there is still a long way to go. Matosinhos is the third-largest municipality in the region, with around 175,000 inhabitants. Matosinhos intends to establish itself as a cluster of the sea, recalling the fruitful use of community funds and the perception of local dynamics (Mar de Oportunidades, 2016).

In 2018, the second edition of the conference that reunited agents, enterprises, and institutions, focusing on the main challenges facing the consolidation and development of the blue economy for the country's economy, also serving to present the Strategic Repositioning Study of Matosinhos in the Sea Economy.

Two years after the first edition, the Sea of Opportunities conference reflected on the decrease of marine specimens and the need to reconfigure the value chain associated with fishing, whether by introducing new technologies, the renewal of production, or the search for new species. Another crucial part of the conference was the issues related to the environmental sustainability of the marine economy, with the participation of experts and researchers. The financial instruments were available to promote the blue economy and projects to promote the economy of the sea were also presented.

The growth of the tourist vocation of Matosinhos, related to the construction of the new passenger terminal, together with the affirmation of Matosinhos as the seat of one of the most dynamic and sought-after places for the practice of the so-called wave sports, help

to place the city and the municipality at the centre of a vast cluster and a veritable “sea of opportunities” (Mar de Oportunidades, 2018).

2.1.3 BluAct - Program to support the growth of the sea economy

The BluAct Program was born from the European network URBACT and the good practices associated with the creation of start-ups in the maritime economy, involving 7 European port cities. Matosinhos is the city that represents Portugal in this initiative that also involves Piraeus (Greece), Burgas (Bulgaria), Mataro (Spain), Ostend (Belgium), Galati (Romania), and Salerno (Italy).

The seven cities that are part of the competition have in common the sharing of space with a seaport, the strong tradition in the economy of the sea, and its potential for valuing knowledge due to the proximity to universities, research centres, or large companies. The objective of this competition is to support innovative business ideas, especially intensive in knowledge and technology, and to promote the creation of qualified employment, fostering the economy of the Municipality of Matosinhos.

The program is intended for teams of 1 to 5 people, with business ideas that are in the initial idea or prototype phase, or companies that are already legally constituted and with a significant impact on the economy of the sea. All business ideas selected in the first phase will participate in a concept maturation plan and how to implement it, being later evaluated together with competing business ideas also selected in the first phase.

The evaluation of applications is carried out by an Evaluation Committee, according to criteria such as innovation or technological potential, business potential, sustainability and potential for environmental impact, and potential for job creation and impact on the community. The winning business projects (business ideas and/or incorporated companies) are entitled to incubation at UPTEC *Polo do Mar* for 1 year, a business acceleration program supported and promoted by UPTEC, and the enrolment as Associates of *Fórum Oceano - Associação da Economia do Mar*, with exemption from quota in the first two years if they are constituted as a company. The award of a Prize by Indaqua-Matosinhos (BluEco Prize) with a maximum pecuniary value of 5,000 euros is foreseen for business ideas constituted as companies dedicated to sustainability and circular economy. The applications had to be submitted by June 19, 2022 (BluAct Matosinhos, 2022).

2.2. Sea ports as a structuring element for the development of Portuguese port cities – The specific case of the Port of Leixões

The Specialized Commission for Coastal and Sea Areas (CEZCM) challenged the Portuguese Port Administrations to describe the importance they represent for the national economy and their vision for the near future, until 2030.

In general terms, it is consensual that national ports constitute a fundamental pillar for the economic development of Portugal, with special emphasis on exports. Developing and modernizing port infrastructure, having competitive logistics platforms, and investing in digitalisation and decarbonization are the ways to boost maritime transport, maximize employment in the sector and increase exports.

Ports have adapted to market demands in an increasingly competitive and worldwide international context, transforming themselves into platforms where diverse modes of transport interact and which extend throughout the entire logistics chain. In a sector where the keywords are efficiency, celerity, connectivity, and, increasingly, simplification of procedures, it is up to ports to offer integrated solutions to their customers, enhancing the reliability of the service provided. In this context, the evolutionary process from the Single Port Window to the Single Logistics Window, in order to cover other modes of transport (rail and road), with a view to increasing the efficiency and effectiveness of the operations of the entire logistics chain is common to all national ports. Ports, as transport, energy, industrial, and “blue economy” clusters, decisively add value to the economy and society in general, being at the service of the cities/communities where they are located.

In this way, the port sector is preparing to face future challenges, which will appear to be decisive, mainly with regard to environmental sustainability, and increasing digitalization and innovation. In addition to contributing to greater transparency of the entire logistics process, increasing digitalisation of the sector will contribute to increased "communication" between the various players throughout the entire logistics chain, enhancing its efficiency, and serving as an important tool in the process of decarbonizing the transportation system. It will also help to eliminate inefficiencies and inaccuracies, while increasing transparency of the environmental footprint. In more specific terms, the national port system is made up of different port infrastructures that are vital for the system and for the country's economic activity.

The dynamics of each port tends to align with the needs of the respective regional productive sector and with its territorial specificities.

The Port of Viana do Castelo is essential to the shipbuilding and repair sector, which has historically defined the city, as well as a determining factor in the development of renewable energies, supporting one of Europe's largest floating wind farms and the largest national industry of wind power generator manufacture. The Port of Leixões is the main export port in the country, contributes, directly and indirectly, to 7% of Portuguese employment, and handles around 6% of the national GDP. Currently, in order to maintain its role of supporting the development of the business and industrial fabric, this port infrastructure will have an intervention in the extension of the outer breakwater and the deepening of the entrance channel that will guarantee better conditions of safety and navigability, enabling the entry of larger ships. A New Terminal will also be created to boost the port's competitiveness.

These initiatives will have a substantial impact on port operations and the reducing of maritime transportation costs, resulting in macroeconomic stimulus and employment creation (O papel dos portos portugueses na economia nacional e a respetiva estratégia para o futuro próximo (até 2030), 2020).

2.3 APDL as a cluster of innovation, sustainability and social responsibility – The Sustainability Report 2020

APDL publishes sustainability reports, on an annual basis, since 2006. At the time, it was the first Portuguese port to publish a sustainability report. They are prepared in accordance with the GRI - Guidelines for Sustainability Reports, developed by the Global Reporting Initiative, and characterize the activity carried out by the company and its social, economic and environmental performance, in each calendar year. The reports are intended to be a communication tool with all the company's Stakeholders, integrating the commitments and initiatives carried out to achieve sustainable development.

They also report in a transparent way the impacts caused by the port activity and the respective mitigation measures implemented (Relatório de Sustentabilidade 2020, 2021).

The year 2020 marks the entry of the so-called “Decade of Action” according to qualification of the UN - Organization of the United Nations, emphasizing the remaining

ten years to meet the 169 goals of the agenda 2030 of the UN. The performance of APDL is founded on the principles of environmental and economic sustainability, encouraging social commitment to the methods of integrating its activities. It is envisaged that the company's universe's business divisions experience sustained growth, contributing to the social development of the territory and the establishment of an ecosystem of innovation and added value. To meet these objectives, the strategy that APDL advocates has as its main goal the triad of decarbonization, energy transition, and digitalization, building alternative solutions for optimizing the business and strengthening healthy relationships with the local communities (Relatório de Sustentabilidade 2020, 2021).

The APDL 2020 report, refers to the performance of APDL in the year 2020 (between January 1 and December 31) and presents good practices in the economic, social and environmental dimensions in the three business units of the company: Porto of Leixões, Porto of Viana do Castelo and the Douro Waterway. As the year 2020 is marked by the impact of the Coronavirus (COVID-19) pandemic on the economy and social life, this report also includes the measures taken by the APDL to ensure the normal operation of the services and the maintenance of relations with the employees, customers, suppliers and other business partners (Relatório de Sustentabilidade 2020, 2021).

Since its joining in 2021, in the Global Compact Network Portugal, a United Nations sustainability initiative, which aims to disseminate and implement the development goals of the 2030 Agenda, APDL is committed to seven main objectives that involve: Renewable and Accessible Energies; Decent Work, and Economic growth; Industry, Innovation and Infrastructure; Cities and Sustainable Communities; Production and Sustainable Consumption; Protection of the Marine Life; and Partnerships for the implementation of the objectives (Relatório de Sustentabilidade 2020, 2021).

As previously stated, one of the main APDL concerns has to do with environmental responsibility. In addition to the elaboration of the Energy Transition Roadmap, APDL has already started the process for decarbonization and reduction of environmental footprint, through investments in infrastructure and equipment and also in the commitment to partnerships with stakeholders, aiming to promote the use of greener energies, reduce emissions and achieve sustainable development.

The quality control of air and noise is also an important measure for APDL. There are currently two air quality monitoring stations in the Port of Leixões, which

measure through a system equivalent to the method of reference, allowing permanent monitoring (365 days per year, 24 hours per day) of particle emissions from diverse ports activities. When the values rise above the set limits, the company tries to identify the focus and define measures of mitigation. In addition to this monitoring system, APDL invested in the installation of 4 measurement sensors of atmospheric and noise pollutants in the port area and its surroundings, which allow the assessment of the type of atmospheric pollutants existing in port areas, as well as measuring quantities and evaluating degrees of pollution with the greater property. The quality of the water is also taken into account. The maintenance of the water quality of the port and coastal areas and respect for marine biodiversity are very important aspects of APDL's activities. Surface water analysis is carried out in the ports of Leixões, Viana do Castelo and the Douro waterway (Relatório de Sustentabilidade 2020, 2021).

In terms of social responsibility, build and reinforce relationships of trust, and share knowledge and relevant information, through a close and transparent dialogue with all those with whom APDL relates or who affect or are affected by its activity. This is APDL's attitude towards its stakeholders. Communication is key. For that, APDL uses a varied set of communication tools that allows them to inform, share, and listen. Among them are the official website www.apdl.pt; the Sustainability Report; Seminars and Conferences; Open Days; Press Releases; Social Networks; Newsletter; Meetings and Group Works, etc.

Collaborating with stakeholders is also another APDL's priority. In July 2020, APDL became a member of Docks the Future Network of Excellence, which aims to create opportunities to design international projects that respond to the needs of ports, both in terms of technology and innovation, using available European funds.

APDL has also established a protocol with AEP – *Associação Empresarial de Portugal* (Portuguese Business Association). This protocol aims to strengthen relations with the business and industrial fabric of the Northern Region of the country, in order to increase the proximity with APDL, which is strengthening its commercial aspect with companies and industries, focusing on the existing possibilities in the logistics sector. In this way, they can receive or export cargo in a more efficient, profitable, and environmentally friendly way (Relatório de Sustentabilidade 2020, 2021).

Interaction with the community is also very important for APDL. Regarding the opening of the port to the city, despite the COVID context that conditioned the usual activities of the Cruise Terminal, it is worth mentioning the visit of approximately 4,300 people, in the educational aspect, 23 study visits were carried out to about 4,300 people. 500 students, essentially linked to the area of tourism or inserted in higher education, and 54 corporate events and photo sessions were hosted. In the Port of Leixões, 26 study visits were made to the port area, which had around 1,200 students of different grades.

The Port of Leixões Day – and its 12th Edition, was celebrated on September 19, through digital-only means as a measure to prevent and contain the Covid-19 pandemic. Throughout the day, videos and images were transmitted through Port of Leixões social networks (Facebook and Instagram) that unveiled curiosities, stories, and shared memories of more than 130 years of activity in the port (Relatório de Sustentabilidade 2020, 2021).

In this way, we can conclude that with all its intentions and actions, APDL intends to strengthen the image of Leixões as a port that is competitive and efficient, but at the same time, safe and environmentally friendly.

The Port of Leixões is a case of success in the national economy. According to the International Chamber of Shipping (ICS), 90% of the world trade is carried out via maritime transport. Therefore, it is consensual to say that the ports constitute a fundamental pillar in the economy of the countries. Portugal is no exception and the national ports, as platforms for transportation, energy, industry, and the so-called "blue economy" - a more sustainable and inclusive vision of the sea - give value to the Portuguese economy and society in general, ensuring prosperity. In an increasingly competitive and global international context, ports must adapt to new market demands in order to respond with the same efficiency as their competitors and keep up with the sector's technological evolution.

The Port of Leixões is in fact a good example of resilience and proficiency. In 2020, and even with the effect of the pandemic, the Port of Leixões handled more than 17 million tons. In this context, it reached a new historical maximum of 703,919 TEUs (unit of measure equivalent to a 20-foot container), growing 2.6% compared to 2019, which suggests not only the resilience of importing and exporting companies operating in its area of influence but also the ability of the port ecosystem to quickly adapt to changing

market conditions. This growth has accompanied the intention to increasingly modernize this port, whether in terms of intervention in port infrastructure or in terms of digitalization where projects and the use of technologies stand out (APDL - Innovation and Projects, 2021).

We can conclude that the implementation of a sustainable blue economy creates tangible opportunities for new jobs and businesses. It is a long-term strategy that aims to support sustainable economic growth through ocean-related sectors and activities, while improving human well-being and social justice and protecting the environment.

Blue economic activities as tourism, fishing, marine biotechnology research, among others, create value and provide employment at the local level. To benefit from the blue economy, we should think global but act local.

Cities and regions have an important role to play in improving the potential of the blue economy by preserving the ocean, the marine and freshwater ecosystems, the use of renewable energy, reducing waste and fighting against pollution. Although many countries are implementing a greener agenda by promoting the ocean economy, implementing these efforts remains a challenge. In this way, global governments need to transform a small part of their economy into a blue economy that ensures global benefits.

In order to reduce climate change and strengthen the resilience of local economies, cities and regions can also invest in infrastructure and environmentally friendly solutions. They are also custodians of local culture and traditions linked to water-related economic activities, which can help ensure that solutions are accepted and actively supported by local communities. Cities must also develop partnerships with private actors, community organisations, cooperatives, think tanks, and research institutes; encourage blue entrepreneurship; find new funding mechanisms to support marine and freshwater protection; create synergies across policies such as spatial planning, waste, energy, transport, and water; and promote communication between scientists and policy makers.

It was proven that sea ports are a structuring vector for the development of cities. Ports serve as points of connection between various territories and serve as hubs for the social and economic activity of the inhabitants and their surroundings. Ports have also an important role in the international trade. They not only reduce trade costs for the host country, but they also become global entry points and sources of growth and employment for whole regions. A clear example is the Port of Leixões, the largest seaport in the

Northern Region, the main export port for Portugal, and a key component of the Iberian Peninsula's Atlantic façade.

Prioritising a blue economy means investing in relevant infrastructures, technologies, research and development, job creation and education. In this way, we can conclude that Matosinhos can be considered a Blue city, since it has been affirming its position for the development of a sustainable blue economy through partnerships, initiatives, projects and conferences in order to achieve positive environmental, economic and social results.

In addition to economic benefits, welfare benefits arising from investments in the blue economy should also be considered, as seas and marine resources are essential pillars in building the economy and culture of many countries and regions.

Conclusion

The purpose of this work was to review and explore the importance of the sea in the cities, with a special focus on the city of Matosinhos. The central point of this work revolved around the concept of cultural identity and how the sea is a symbol of the cultural identity of Matosinhos. As stated throughout this work, it was also considered how the sea is a source of wealth if exploited in a sustainable manner. This idea of sustainability led to the emerging concept of the blue economy and how the blue economy is being implemented in Matosinhos.

In terms of historical context, this work investigated the origins of Matosinhos since the first traces of human activity in this region. Matosinhos has long been regarded as a desirable destination due to its natural characteristics and privileged location. From the Palaeolithic and Neolithic periods, as well as the Iron Age and the Roman period, the proximity of the sea has always been beneficial for the development of this territory. More recently, it was shown that an important fishing community was founded in Matosinhos, which, along with the canning industry, was the main engine of development in the municipality during the 20th century. As it was referred in the work, the importance of the fishing activity is extended throughout history, with deep roots in Matosinhos' culture and social structure.

The importance of city and identity was also a central point in this work. As stated, every city has its own distinct identity. Each identity may be conveyed, for example, through the physical and visual form of the city. It is seen through the eyes of its locals and tourists, and it shapes their collective memories. These elements, in turn, influence tourism, culture, and economic growth, among other things, making a city's identity one of its most precious assets. That is why art and heritage play an important role in affirming the identity of a city/place.

Through cultural and historical understanding, as well as highlighting what is unique about the places where people live, work, or visit, the cultural heritage, and public art strengthens citizens' attachment to a location. Throughout the work, it was clearly identified that the richness of a people and a community is in the riches of their past, in their history, and in the legacy that will be projected in the present and for future generations. An example of this is the dedication that the Matosinhos municipality gives to art, heritage and traditions. In fact, the Matosinhos City Council follows these precepts with regard to the history and heritage of Matosinhos, preserving values and memories, recovering history, and safeguarding the spirit of its community. In this regard, we can

confirm that the addition and incorporation of art into any environment plays a significant role in stimulating long-term economic growth, developing and maintaining cultural identity, and creating a sense of belonging.

Because Matosinhos has a strong tie and closeness with the seacoast, it explains the popularity of its gastronomy, which is primarily based on fish dishes. Aware of the importance that gastronomy has in the city at a national level but also on a worldwide scale, the Matosinhos City Council created its distinctive brand – WBF (World's Best Fish) that not only promotes the quality of its gastronomy, but also products related to tourism, people, events and culture. As previously stated in this work, it is confirmed that the municipalities also contribute to the development of cities' identities by assisting and carrying out a variety of events and projects in order to project the city's image internally and abroad. Another important tool that helps to affirm the identity of a place is having a logo. Many cities develop a logo to affirm their position in the world and Matosinhos is not an exception. As stated, the graphic image of Matosinhos can be read in various ways, proving the dynamic character of the city. Its design adapts to the various visual personalities, being identified as a city of Creativity, the City of Design, the City of Mobility, the City of Architecture, the City of Gastronomy, and the City of the Sea. In this way, a city logo is part of a larger strategy to revitalize the city's image and, as a result, its economy.

In fact, it was possible to verify that the implementation of a blue economy for the sustainable development of oceans, and coastal resources and the development and implementation of policies and initiatives under the European Green Deal bring many benefits. All sectors of the blue economy, including fisheries, aquaculture, coastal tourism, maritime transport, port activities, and shipbuilding, are required to lessen their environmental and climate impact. The need for increased sustainability in this sector grows clearer by the day as oceans and seas require appropriate biological and chemical conditions to achieve their economic and social potential. Transitioning to a sustainable blue economy is not a simple process. Many partners, investors, private and public financial institutions, governors, and stakeholders must be involved. Also, investment in innovative technologies is crucial.

As shown, Matosinhos is a clear case of success in the process of transitioning to a blue economy. It is a fact that the economic fabric of Matosinhos is very diverse, but the economy of the sea continues to be very present, so there is a traditional character of the

sector that needs to be preserved. Nonetheless, it was also noted that this municipality is a pioneer in innovation. Through partnerships, projects, initiatives, or conferences, Matosinhos is expanding its position in the sea economy, while also supporting the exploitation of local maritime potential and assets, and by valuing the sea as a structural vector.

As a future direction for research, it could be important to gather more case studies, investigating the positive effects of the blue economy, especially in Portuguese cities. The Blue Economy is a relatively new topic of study that comprises economic activities that rely on the sea and are frequently linked to other economic sectors such as tourism, marine transport, energy, and fishing. It is of extreme relevance to bring this theme into the world of academia. As the world's knowledge of the relevance of blue research grows, policymakers and research institutions concerned with ocean and coastal regions throughout the world are demanding more and better study of the Blue Economy. The establishment of blue partnerships throughout the world, as well as the investigation of new markets and the connectivity of technology, markets, and companies, should be encouraged.

The findings of this study can confirm that the concept of 'Blue Economy' is spreading fast throughout the globe and aims at transforming our economy, our habits, and our planet during the 21st century. This blue model aims at improving life as a whole, encompassing social aspects like social equity, along with reducing ecological risks and fuelling the economy through sustainable ways, for the sake of the current but also future generations. It encourages better stewardship of our ocean or 'blue' resources and highlights the close bonds between the oceans, global climate, and finally the wellbeing of humans.

It was proven that the ideas, values, and norms of the Blue Economy contribute significantly to poverty eradication, food and nutrition security, climate change mitigation and adaptation, and the production of sustainable and inclusive livelihoods. Overall, innovation is an essential factor in ensuring that a sustainable blue economy can flourish. In the specific case of Matosinhos, the ultimate objective is to create a green smart port that is more environmentally friendly, sustainable, and technologically advanced. As technology evolves, Leixões will ultimately discover new methods to lessen its environmental impact. This may constitute the object of future studies. It would be of great interest to follow up on the evolution of the blue economy implementation in

Matosinhos. In this way, a special focus should be placed on port cities and their role in the protection of the oceans and the development of a sustainable blue economy.

A blue economy provides food, jobs, and water, and is a source of economic growth. It also provides the livelihood for hundreds of millions of the poorest and most vulnerable people in the world. In this sense, we can also conclude that the blue economy contributes to social equity.

I would like to conclude this work with a quote from Noor Al-Hussein (The Queen Noor of Jordan): "Ocean health is a moral imperative, a business imperative, and a matter of global and national security. It should be recognized as a vital building block of peace and prosperity" (Quotes on the future of our ocean from Queen Noor of Jordan, Marc Benioff and more, 2020). As evidenced throughout this dissertation, the ocean leads to more prosperity when explored in a sustainable manner.

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