



DIVERSITY & SUSTAINABILITY:
OPPORTUNITIES AND THREATS ON TOURISM | 2025

POWERED BY ITSa

4TH - 6TH JUNE 2025
Coimbra, Portugal

BOOK OF ABSTRACTS

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06th June 2025

08:30 am

Sustainable Tourism in the context of global population changes (ENG) (Room 3)

OC-149 - (467) - MEDIA NARRATIVES OF IMMIGRATION IN THE TOURISM AND HOSPITALITY SECTORS IN PORTUGAL

Medéia Veríssimo¹; [Juliana Lobo](#)²; Joana Martins²; Fernanda Sant'Ana²

1 - Universidade Portucalense; 2 - Insituto Politécnico de Viseu

Proposal and Originality

This study aims to analyze how Portuguese media has portrayed immigration in the tourism and hospitality sectors from 2020 to 2024. Focusing on post-pandemic developments, the research explores the media's role in shaping public perceptions and highlighting key challenges, such as labor shortages, integration barriers, and sectoral dependencies on immigrant labor. It assesses how media coverage varies across public, private, and third-sector narratives.

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Methodology

The research involves a content analysis of news articles published in major Portuguese media outlets between 2020 and 2024. Articles related to immigration, tourism, and hospitality were collected from national newspapers, available on the search portal Google News. Key themes were identified and categorized using qualitative content analysis, focusing on sectoral narratives.

Results and Implications

The results show increasing media attention on the essential role of immigrant labor in the post-pandemic recovery of tourism and hospitality sectors. Public and private sector narratives differ, with public media focusing on challenges such as skills gap and integration, while private media often emphasizes economic dependencies and labor shortages.

Research Limitations

The study is limited to media coverage in Portugal and may not fully reflect the diverse realities within the sector or capture the perspectives of various tourism stakeholders.

References Version APA 6th or 7th Edition

Eberl, J. M., Meltzer, C. E., Heidenreich, T., Herrero, B., Theorin, N., Lind, F., ... & Strömbäck, J. (2018). The European media discourse on immigration and its effects: A literature review. *Annals of the International Communication Association*, 42(3), 207-223.

Rodríguez-Pérez, C., Jivkova-Semova, D., Pérez-Vara, E., Asadi, N., & Kreutler, M. (2022). Unravelling migration media coverage: How migrants and immigration were portrayed in Spain during the refugee crisis (2015-2018). *Historia y comunicación social*, 27(1), 161.

Solnet, D., Robinson, R. N., Baum, T., & Yan, H. (2022). Tourism work, media & COVID-19: A changed narrative?. *Annals of Tourism Research*, 97, 103492.