



Cultural Sustainable Tourism (CST) - 4th Edition

A Book of Abstracts



INSTITUTO
UNIVERSITÁRIO
DA MAIA ISMAI



CEDTUR
Centro de Estudos de Desenvolvimento Turístico

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Cultural Sustainable Tourism (CST)

A Book of Abstracts submitted to the 4th edition of the international conference on **Cultural Sustainable Tourism (CST)**
22nd – 23rd Nov 2022



Acknowledgements

IEREK would like to express its appreciation to all members of the staff and scientific committee for their tremendous efforts and contribution to the growth of this institution and for making the fourth edition of the international conference on Culture Sustainable Tourism. IEREK would like to thank the honorable conference chairperson, **Professor Eduardo Cordeiro**, who is Associate Professor, head CEDTUR - Tourism Development Studies Center; University of Maia (ISMAI), Portugal, the honorable conference co-chair **Professor Fernando Faria Paulino**, Assistant professor at University of Maia (ISMAI), and their team that had a hand in making this edition of the Cultural Sustainable Tourism conference as effective by providing scientific and logistical support throughout its organization since 2020. IEREK takes pride in being an institution that amasses a highly qualified and competent team who restlessly worked for months to make this conference what it is today in hopes of creating a well-rounded society. Last but not least, we cannot neglect the prominent role undertaken by our editors and reviewers who made it their duty to help this institution in spreading knowledge to the masses.

Foreword

Humanity's strength lies in its social connectivity across the Earth's continents. Ancient traditions of trade have facilitated the exchange of knowledge, cultural norms, nutrition, ideologies, theologies, and more. Traversing Earth's landscape and exploring its territory has always been a human tradition, and it has aided us in our journey of discovery and intellectual achievement.

In the modern day, tourism persists as a method of experiencing various cultures of the world. Touristic opportunities are the highlight of people's years all around the globe, and several countries' economic structure relies heavily on tourist activity. While tourism can uplift nations' economies, and enrich their culture, it can also damage cultural heritage and identity, by employing a shift of demographics, and causing degradation to historic landmarks if managed irresponsibly.

The 4th edition of the Cultural Sustainable Tourism conference was hosted by the University of Maia, Portugal, and served as a primary forum of discussion on sustainable tourism practices, focusing on the heritage preservation of nations, integrating digital technologies and user-centered design, while considering social and economic aspects. The conference took place over 2 days, from the 22nd to the 23rd of November, and was held online. The conference included presenters from all around the world, from places such as Japan, the UK, Spain, India, Morocco, Portugal, Albania, and more.

We would like to thank the University of Maia for hosting the conference, as well as express our gratitude to the attendees, participants, authors, presenters, and speakers for contributing to the event. We always aim to achieve a high-quality standard when it comes to organizing academic conferences, and we hope that it has been met in the 4th edition of Cultural Sustainable Tourism. We hope that readers of this book will glean novel information in the field of sustainable cultural tourism, and aid in leading the world toward a positive future.

Word from the Chairman of the Board of IEREK

It is my honor to be launching this conferences on Cultural Sustainable Tourism (CST) at its 4th edition.

IEREK- International Experts for Research Enrichment and Knowledge Exchange - is an institution that began pursuing its goal of reaching excellence in the research field in 2013, and since then has been connecting the world's scholars and providing them with a platform that would advance all their endeavors. Building international relationships with prestigious universities and institutes worldwide is one of IEREK's main goals, spreading knowledge and enhancing research around the world, along the way, through collaborating with trustworthy partners who share its same vision.

The first edition of the CST conference was held in 2017, at the university of Thessaloniki, Greece. And was a great success that allowed IEREK to dive further into the fields of "Culture" and "Tourism". That said, IEREK continues to hope to present the world with a conference that positively contributes to its relative field and makes way for scholars to combine their ideas for the greater goal of discovering new and innovative solutions to the issue at hand, with the aid of our scientific committee comprised of distinguished professors and researchers from a variety of international, established universities.

Finally, I hope that the conference succeeds in delivering its message to the world of professionals in the various concerned disciplines in order for their work to be put into motion. I also declare our welcome to all audiences, from undergraduate to postgraduate students, and all who will benefit the most out of this conference. I am looking forward to meeting you all and collaborating within this successful experience.

A handwritten signature in black ink, appearing to read 'M. Amer', with a long horizontal stroke extending to the left.

Mourad S. Amer

Architect, BSc, DSc, MSc, PhD
IEREK GmbH CEO & Founder

WORD BY THE CONFERENCE CHAIRPERSON

It is with great satisfaction that I chair the 4th edition of the *International Conference on Cultural Sustainable Tourism* organized by IEREK and hosted by the University of Maia, Portugal.

I begin by thanking all the participants who have contributed in this conference with their research and knowledge, the Keynotes Speakers, moderators of the sessions and all the staff at IEREK for a wonderful job.

The Conference is announced in six topics, namely:

- i) Aspects of a Sustainable Tourism;
- ii) Policies and Mechanisms for Heritage Preservation;
- iii) User Interaction Based Development;
- iv) Social and Economic impacts;
- v) Future Prospects and Trends of Tourism;
- vi) Sustainable Environment: Geography and Tourism.

The “Tourism as a long-run economic growth factor” model, focusing on econometric relationships and the multiplier effects of tourism and competitiveness, all of which are presented as vectors of economic growth, stimulated a multiplicity of other studies and authors and reached a level of singular development. There are, however, several sub-themes that still show gaps and that contrast with the predominance of economic research in tourism and hospitality. There are, therefore, approaches to objectives that must be addressed by tourism studies and that need further study, such as employment issues and the “fight against poverty”, the articulation of tourism with regional development, as well as a number of topics such as the identities and local culture and the safeguarding and enhancement of heritage, protecting the environment and conserving Nature. In fact, this desideratum came to be established in the “Year of Sustainable Tourism”, in 2017, and in the “Agenda for Sustainable Development of 2030”, whose purpose is to stimulate public-private dialogue and contribute to the achievement of the “Sustainable Development Goals” (SDGs) appointed by the UN.

In the current context of very rapid expansion and deepening of globalization, this strong cultural identity can be an important asset for the competitiveness of the destination in the international context. The richness and diversity of a country's material and imaterial culture is a resource that can and should be valued in favor of development and social and territorial cohesion.

The objective of sustainable tourism is lies in the ways in which socially, economically and environmentally responsible tourism can be achieved. The *4th International Conference on Sustainable Cultural Tourism* (CST) provides a platform for discussion on methods and respective research tools emerging around sustainable tourism as a way to achieve responsible tourism, research based on integrated methods from many other disciplines, such as Tourism, Economics, Architecture, Geography, Sociology, Anthropology or Management. Research submitted to this conference will allow researchers and authors to see their work published, after peer review, in Springer's ASTI series, Scopus indexed, as well as in IEREK Press in order to gain the attention they very well deserve.



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The role of social media in the conservation and safeguard of gastronomy as intangible cultural heritage

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Abstract

Since 2003, when UNESCO launched the Convention for the Safeguarding of the Intangible Cultural Heritage and gastronomy has appeared as an intangible cultural heritage in the world heritage in 2016, the importance of the topic increased. The gastronomy can be approached from various perspective such as traditional gastronomy, ritual. Globalization and the mixture of different cultures lead to a risk that gastronomy as heritage and associated cultural traditions may be lost. Nowadays social media platforms and its importance in modern society in various fields can be a useful tool in the protection of intangible cultural heritage through its dissemination. This research was conducted as part of the EURICA project. The project aims to preserve ritual cuisine as a manifestation of heritage and folklore by making it easy acceptable and usable thanks to digitization of traditional recipes from different parts of Europe.

In this context, this study aims to identify and analyze already existing international platforms and networks concerned with gastronomy as a cultural heritage, and the presence of these platforms in social media. As a result, three international platforms linked to the theme of traditional gastronomy were found and analyzed regarding their amplitude and dissemination towards social media. It was found that many countries from different parts of the world have demonstrated this relatively recent trend of trying to preserve their cultural heritage using their own cuisine and using social networks as a facilitator for this objective.

Keywords

Traditional gastronomy; Intangible Cultural Heritage; Social media; Heritage dissemination; Preservation.

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