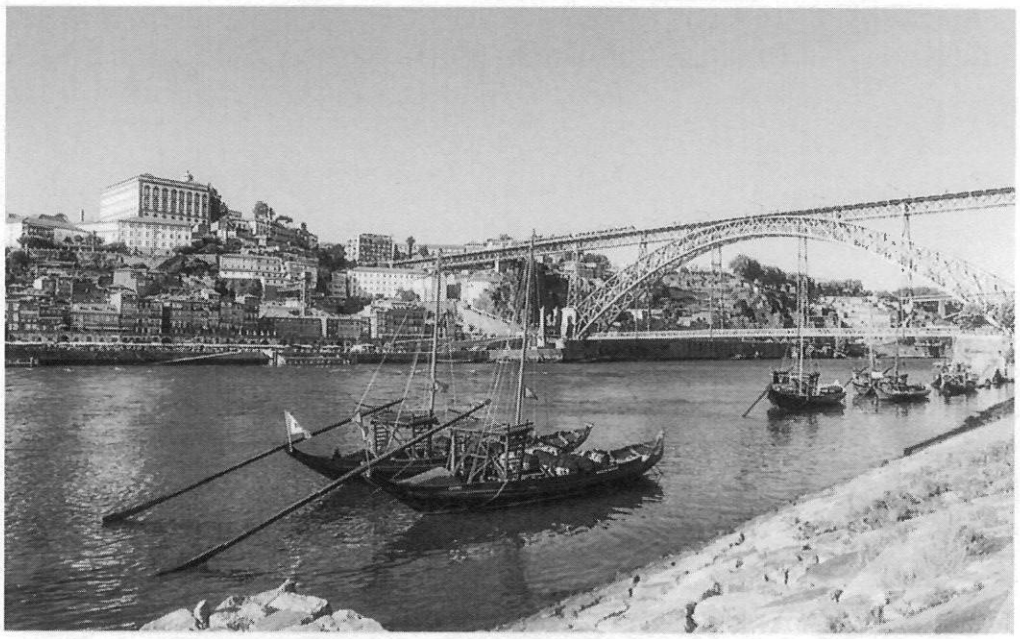
Proceedings of the
2nd International Conference on Tourism Research

University Portucalense
Porto, Portugal
14-15 March 2019



Edited by
Cristina Sousa, Isabel Vaz de Freitas and Jorge Marques

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ICTR 2019

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Preface

These proceedings represent the work of contributors to the 2nd International Conference on Tourism Research (ICTR 2019), hosted by University Portucalense on 14-15 March 2019. The Conference Chair is Dr. Cristina Sousa and the Programme Chairs are Dr. Isabel Vaz de Freitas and Dr. Jorge Marques, all from Portucalense University.

ICTR is now a well-established event on the academic research calendar and now in its 2nd year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given by Prof Greg Gardner, State University of New York, who will talk about *The Importance of The Past in an Uncertain Future*. Then an afternoon keynote will be given by Dr. Hajnalka Csáfor, Eszterházy Károly University, Eger Hungary, on the subject *Developing a Dual Education System in Tourism Studies*. The second day of the conference will open with an address by Dr. Sanna-Mari Renfors, from the Satakunta University of Applied Sciences (SAMK), Finland on the topic of *Opportunities for sustainable development of coastal and maritime tourism: The case of Finland.*

With an initial submission of 124 abstracts, after the double blind, peer review process there are 41 Academic research papers, 3 PhD research papers, 1 Masters Research paper and 1 work-in-progress paper published in these Conference Proceedings. These papers represent research from Austria, Brazil, Canada, Czech Republic, Egypt, Finland, Hungary, Italy, Japan, Latvia, Poland, Portugal, Slovakia, South Africa, Spain, Switzerland, Tanzania, United Arab Emirates, United Kingdom and United States of America.

We hope you enjoy the conference.

Cristina Sousa
University Portucalense
Porto, Portugal
March 2019

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Papers submitted to this conference have been double-blind peer reviewed before final acceptance to the conference. Initially, abstracts were reviewed for relevance and accessibility and successful authors were invited to submit full papers. Many thanks to the reviewers who helped ensure the quality of all the submissions.

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Tourism in Porto's Historic Centre: Analysing Risks and Safeguarding of the Landscape

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Abstract: Tourism in Porto has been growing accompanied by some changes in the city dynamics. In this context, more risks related to the intensive use of city spaces and services are expected to arise. The increase in the annual number of visitors in the city demands a special attention to protect the landscape and urban elements and preserve the city's identity, originality and diversity. Therefore, this study aimed to analyse the visitor's perception of the urban landscape to identify necessary actions to be taken for the sustainable tourism development in Porto. Seven dimensions of the urban landscape were studied in this research, including the pedestrian directional signalling, outdoor advertising, street furniture, green spaces, city traffic, influx of tourists, and conservation status of buildings, monuments and museums. A total of 150 valid surveys were collected from visitors from thirty-one different countries. The results indicated that respondents were satisfied with the city's environment, monuments and culture. However, low satisfaction indicators on dimensions regarding the traffic, green spaces and the conservation of buildings suggest the need to make new regulations by the city's decision-makers.

Keywords: landscape, city planning, tourism, risks, heritage safeguard.

1. Introduction

The European Landscape Convention (2000) defined "landscape" as an area which is developing its characteristics as a result of the action and interaction of natural and/or human factors. According to this definition, there are two dimensions to be considered: The perception of the individuals who experience the scenery; and the action or interaction of human activity that can be identified in the local cultural elements (material or immaterial). On the one hand, the term "landscape" requires the presence of an observer, a visitor, a tourist or an individual that sees the landscape from a particular perspective, in which the personal interpretation creates a different contemplation compared to other spectators. On the other hand, the risks of destruction are more evident through the human action/interaction with the landscape (Nogué and Wilbrand 2017).

The need to reinforce the importance of landscape and its safeguard is referred in The Burra Charter (ICOMOS 2013), which states that places with cultural significance enrich the human existence, as they are records of past experiences, expressions of the tangible and intangible heritage reflecting the diversity of societies and their past. This heritage is seen as irreplaceable, and once destroyed, unrecoverable.

In this context, UNESCO's recommendations on the historic urban landscape (2011) indicate that the landscape includes: (1) local topography, geomorphology, hydrology and natural resources; (2) built environment, both contemporary and historical; (3) infrastructures, both above and below ground level; (4) open spaces and gardens, and their patterns of land use and spatial organization; (5) perceptions and visual relationships; as well as (6) all other elements of the urban structure. Moreover, the intangible elements resulting from human diversity and identity are also components that integrate the city landscape. As Larsen and Urry (2011) stated, the tourist experience is fundamentally a visual experience. This process of gazing refers to a transformation, converting what tourists see (people and places) into images that could be

consumed as touristic products. This study approaches the urban landscape and its connection with tourism based on those concepts mentioned above.

On the other hand, in historic cities, several layers can be identified in the landscape, resulting from the human interaction over time, which demonstrate different characteristics, features and elements. Those differences are the representations of the diversity and conductors of creativity, innovation and urban regeneration. Taylor (2016) argues that intangible aspects of an urban landscape should be considered as much as the physical aspects.

The phenomenon of constant social and economic change that is observed today has taken place in the past as well and caused major changes in urban landscapes. For example, the Renaissance period, because of human actions, resulted in dramatic changes that could be experienced even today as an important heritage. As stated by Antrop (2005), "the nature of landscape changes during different periods in history is discussed and the driving forces of these changes are examined". Today, as in the past, the passage of man through places is a testimony that must be preserved. Cities are not just places of accumulation of historical elements, but carriers of traditional cultural values resulting from a process of social interaction in specific spaces (Taylor 2016).

The aim of this study is to explore the tourist's perception of the urban landscape of Porto. The historic city centre of Porto was inscribed on UNESCO's World Heritage List in 1996 (UNESCO 2017) rewarding the outstanding cultural value of this port city with 2,000 years of history. Researches about tourist perception are important to observe the reactions of natural changes coming from the passage of time. While those changes could be seen as a positive mark of cultures and societies' experiences over decades, there might be undesirable outcomes as well which could influence opinions and feelings negatively. Both of these positive and negative perceptions are critical for destination's decision makers.

2. Urban landscape: perceptions and experiences

Mínguez and Alvarez (2015) stated that the perception of landscape can be translated as a value of judgement formed on the basis of subjective preferences which are implicitly reflected in scales of appreciation or assessment for individuals. Landscape is composed of aesthetic elements which are perceived by the senses and allow experiences to be derived by the individual (van Zanten, Verburg, ScholteK and Tieskens 2016).

Individual or group experiences, located both on the emotional and cognitive fields, are the key point for the destination's tourism success (Zakrisson and Zillinger 2012). The tourism phenomenon is an opportunity to promote a city and captivate audiences who are looking for moments of leisure and searching for the touristic sites to gaze at (Larsen and Urry 2011). The recognition of the emotional experiences attached to the landscapes is essential for understanding the public's opinions about a destination (Beeho and Prentice 1997).

Antrop (2005) added that landscapes "are the tangible witnesses of ancestral values that everyone can perceive and experience directly (...). Symbolic and cognitive values pass through aesthetically felt scenery". In terms of the importance of the symbolic value of the landscape, Davenport & Anderson (2005) concluded that the greatest contribution of research on the use of places is that it leads to the understanding of man-environment direct relationship, including symbolic and emotional aspects. The landscape and its tangible and intangible assets can be perceived and understood by its observers. The value-added assets allow to establish parameters of assessment and significance. And they are inherently connected to aesthetics and the preservation of local history, along with other factors which were referred in The Burra Charter (ICOMOS 2013).

As mentioned above, the values and aesthetics of urban landscape should be preserved because their destruction is not recoverable. In this context, Connolly (2017) asked "Whose landscape, whose heritage?"

This debate of the values to preserve within historic cities was already discussed in the 80s, not only by authors focusing on the cities' historical heritage, but also by international organizations concerned with the rapid social transformations that involved changes in the urban landscape. The Charter for the Conservation of Historic Towns and Urban Areas (ICOMOS 1987) notes that the values to preserve in the historic cities are the

material and spiritual values, which express the memory of places and enhance the relationships between different urban spaces, the shape and appearance of the buildings, the natural environment of the city and their vocations throughout history. It gives particular attention to the urban forms and its buildings, its aesthetic elements, which can make the difference in the city.

The tourists' destination choice is part of the search for identities, spaces and times as moments of discovery. The curiosity about the new, the excitement of discovering the senses and the knowledge of other societies in space and time that englobes the historical heritage as a destination and a resource. Kaymaz (2012:253) stresses the importance of the visual perception during the visit: "although we receive spatial information through many of our senses (seeing, hearing, smelling and feeling), the sight is assumed to be the most valued sense". The author also notes that "scenic beauty of the landscape or, in a broader sense, environmental aesthetics, has been an area of concern for assessing visual quality of landscapes and landscape preferences" (Kaymaz 2012:254).

Regarding the urban landscape, or the city's image, not only the city is perceived, but also the monuments, buildings and its urban structure in constant evolution and movement, because of the human activities and its evolution in time (Hedblom, Andersson and Borgström 2017).

Pacione (2005) refers that the urban space is seen differently by different social groups of visitors. For this author, it is of great importance to understand the different interpretations, as they are ways to gather information about the spaces and the behaviours of those who articulate in the city. This is one of the fundamental principles that motivates this article on the discovery of perceptions and the search for the urban space, allowing to understand society in a certain space and time.

In this sense, the visitor's perception on the appropriateness of the visual impact that characterizes the city in some specific dimensions (pedestrian directional signalling, outdoor advertising, street furniture, green spaces, car traffic, tourists flow, and conservation status of the buildings, monuments and museums), is considered an important element and therefore should be taken into account by destination management organizations, namely policy makers, in the elaboration of destination planning and management policies. Also, it is important to understand the visitors' profiles, so the planning and management organizations and companies can better understand how new experiences can be provided. The expressions of satisfaction or opinions given by tourists help to conceptualize a destination. Each visitor produces its own experience through their specific search of information about a destination (López-Guzmán and González Santa-Cruz 2017). The perception of the landscape varies depending on the individuals' personal characteristics. Nogué and Wilbrand (2017) pointed out that it is possible to register visitors' opinions, which may contribute significantly to landscape planning decisions.

These theories surrounding perception have developed within the framework of psychological studies, which have shown man's emotional engagement with the landscape. It is expected to better understand how the planning of the landscape has been implemented into an UNESCO World Heritage city and three times winner of the prize for Best European Destination (2012, 2014 and 2017). Being heritage a common resource, the decision should not be made only by the experts, nor politicians or city leaders. Residents and visitors also should be sought out to participate in the decision making process.

3. Tourism and Urban landscape: opportunities, risks and safeguarding

Assuming the basic idea that landscape safeguarding and preservation is fundamental for the destination marketing, it is important to consider some of the risks that cities and their landscapes are facing with the consolidated tourism growth, seen as a very important economic activity in the world, responsible for significant and rapid changes. This rapid change, according to Terkenli (2001), refers to several transformations occurring in the landscapes, implying the need to think about its different dimensions (ecological, historical, economic), in terms of leisure activities and identity. Only a multidisciplinary study would allow a deeper structured reflection on the landscape and its components to address the issues regarding the risk, safeguarding, planning and development of work lines, which may help the decision makers.

The growth of tourism claims itself as both positive and negative in the effects and urban changes it produces, promoting changes in its structures, particularly in historical cities. The Valletta Principles for the Safeguarding and Management of Historic Cities, Towns and Urban Areas (ICOMOS 2011) clearly states that tourism should have a positive collaboration in the urban development and should ensure that the tourist influx is not negative for the city and its spaces, monuments conservation and local communities.

In this context, Aguilar, Muñoz and Ortiz (2015) identified tourism as an engine for economic growth that accelerates the transformation of the landscape by the need of developing lodging infrastructures and delivering goods and services for tourist satisfaction. This paper argues that the demand for an immediate tourist satisfaction may result in a complex relationship between opportunities, risks and challenges in the urban landscape. At this point, it is important to note the words of Ursache, (2015:134): "Appreciation of natural and cultural heritage by tourists and the connection with the local environment may generate a sense of local pride and identity for communities and residents alike and a desire to do more for their community, thus reuniting forces to support local development". The author also states: "tourism industry is seen as linked to a country's heritage more than other industries. The competitiveness of the European tourism industry is closely interconnected to its sustainability, as the quality of tourist destinations is strongly influenced by their natural and cultural heritage" (Ursache 2015). The obvious understanding about the landscape suggest a crucial protection of the cultural and natural landscape while modernizing a city and developing new lodging and service conditions.

The positive images of places allow the conveying of message, along with the repetition of visits. A positive image comes from diversity, and it is known that the place originality seen by visitors is an engine for their satisfaction and return (Rodríguez-Santos; González-Fernández and Cervantes-Blanco 2013).

Knudsen and Waad (2010) differentiate the concepts of image and identity of spaces and products. The image is identified as the individual representation where reality can lead to the formulation of free ideas, on which myths and fantasies can be built, and the identity is seen as the experience and the discovery of spaces and products.

At this moment, it is questionable how to maintain a discourse that is trustworthy and real, given the economic requirements that are based on the perspective of quantity. And the question of how to maintain a true speech when the heritage is in constant construction and deconstruction of meanings and uses, according to the changes in time (Stefano, Davis and Corsane 2012).

Summing up, this paper sets out to study the visitors perceptions of the Porto city centre landscape in order to identify risks and challenges that can inform actors' decisions regarding tourism management and planning and landscape safeguarding and preservation, in the context of the tourism growth, which puts pressure on the urban landscape (see Figure 1).

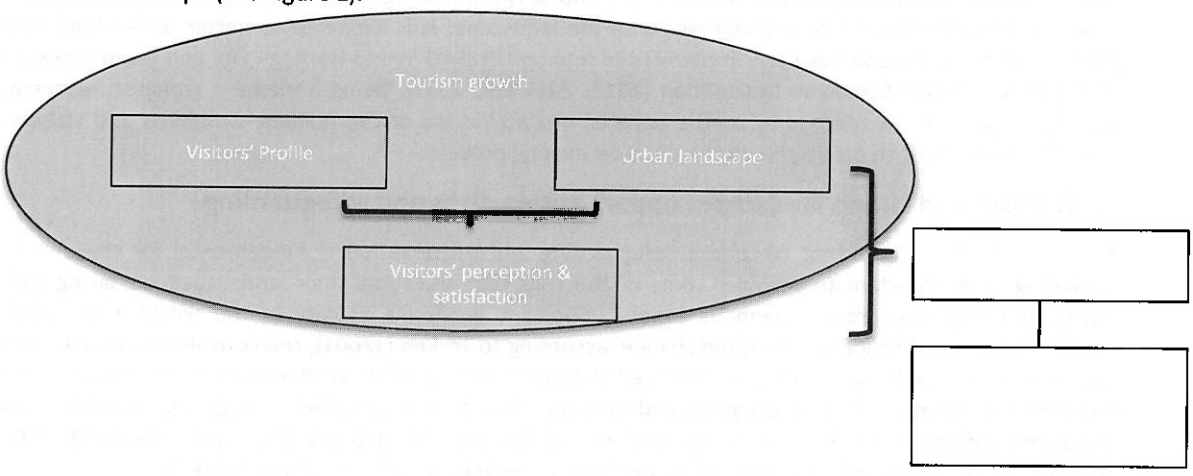

Figure 1: The research framework

4. Methodology

4.1 Empirical setting

This study analyses tourist's perception of the urban landscape of Porto, which historic centre was included in the UNESCO World Heritage List in 1996 (UNESCO 2017).The classified area of Porto city covers a dense urbanized territory of 51 hectares corresponding to the medieval defensive wall from the XIVth century. The Luiz I Bridge that crosses Douro River and the Monastery of Serra do Pilar in the south bank were also included in the classified perimeter (Figure 1).

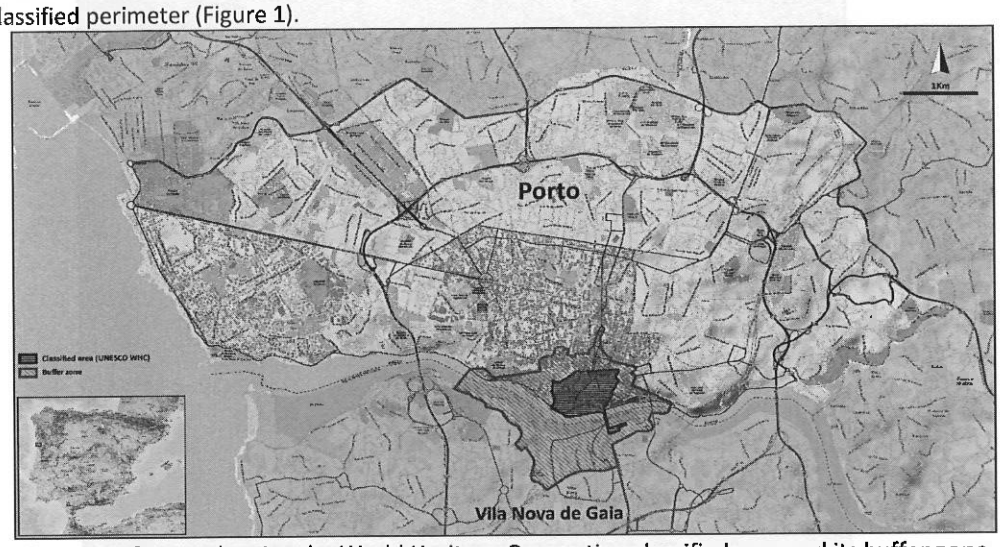

Figure 1: City map of Porto showing the World Heritage Convention classified area and its buffer zone

Source: elaborated by authors, 2017

Since 1975 CRUARB (Comissariado para a Renovação Urbana da Área Ribeira-Barredo) developed an integrated process of rehabilitation in the city center. This commissary was the responsible for the classification of the Historic Center of Porto as World Heritage on 5 December 1996. This process initialized by CRUARB was continued by SRU, a society for urban rehabilitation, constituted on November 27, 2004. The main goal of this institution is to promote the rehabilitation, develop the intervention strategy and act as a mediator between owners and investors, with the legal means. Figure 2 shows the rehabilitated areas of Porto.

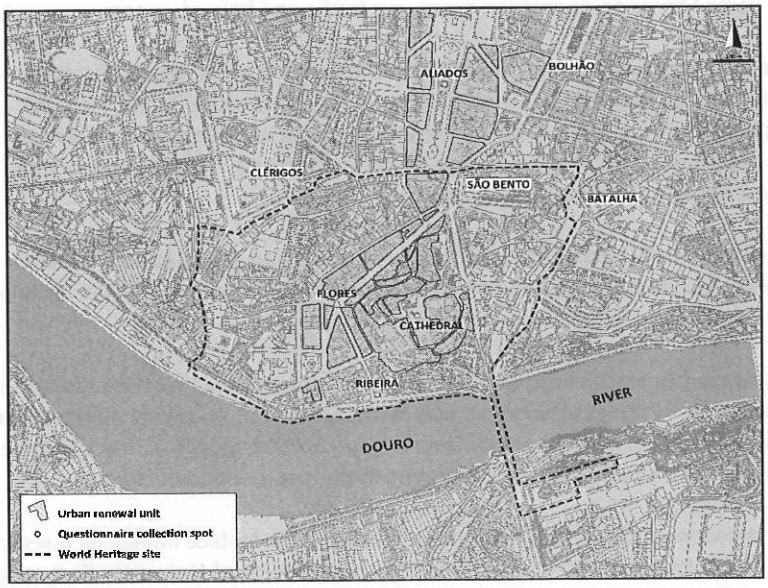

Figure 2: City map of Porto showing the rehabilitated areas of Porto.

Source: elaborated by authors, 2017

Matching with the growth of urban rehabilitation, tourist circuits were increasing and implemented with greater intensity in the rehabilitated areas (Figure 3).

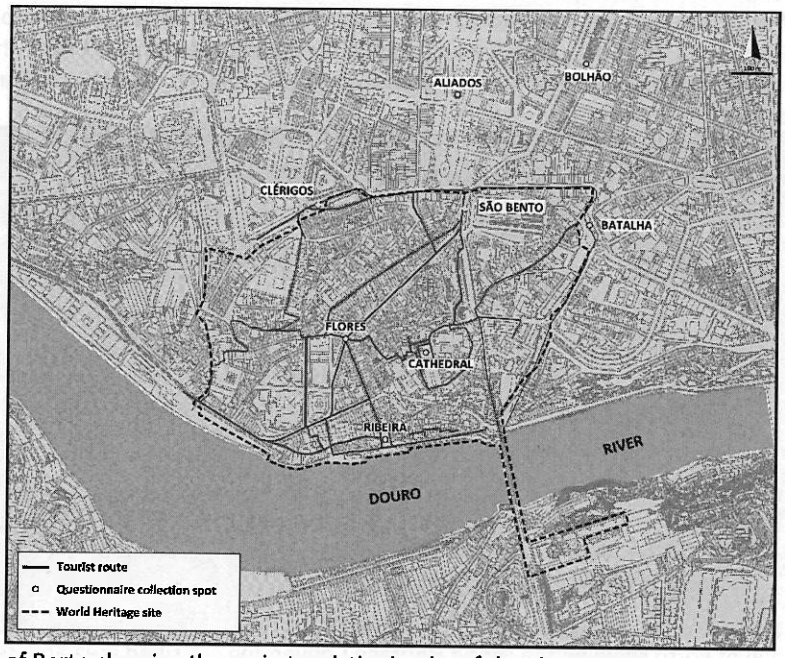

Figure 3: City map of Porto showing the main touristic circuits of the city center.
Source: elaborated by authors, 2017

4.2 Data collection

A questionnaire was developed and used as the instrument for primary data collection. The first part of the questionnaire focused on demographics as well as on the duration of stay. Subsequently, in order to capture the tourist's perceptions of the urban landscape, six dimensions were introduced in the survey: (1) directional signs; (2) outdoor advertising; (3) establishment outdoor furniture (tables, chairs, umbrellas of restaurants and bars); (4) urban furniture; (5) green spaces (trees, gardens and other natural elements); (6) other elements, which included perspectives on pedestrian areas, car traffic and flow of visitors.

To capture the tourists' perceptions for each dimension, several questions were included, focusing on quantity, layout, location, and utility, using a three-point Likert scale. In addition, for each dimension, it was included a question regarding the overall conservation of the elements, using a five-point Likert scale, as well as a question regarding deterioration, using yes/no questions. Moreover, an open-ended question was included to collect comments for each dimension.

The last part of the survey consisted of two questions: an open-ended question to determine which component is perceived as the emblematic site by tourists; and a yes/no question to know if visitors think that there are some elements deteriorating the image of this site.

A pilot test was applied to assess how well the survey instrument captured the dimensions it was supposed to measure. The first draft of the questionnaire was distributed to 30 randomly selected visitors at Ribeira, one of the most popular attractions on the bank of Douro River. Some changes in the layout were made, to make the questions more clear and to obtain more comments in the open-ended questions.

The entire data collecting process was carried out through face-to-face individual question-and-answer format by students from the Tourism, Culture and Heritage department of University Portucalense, with an average answering time of fifteen minutes.

The survey was conducted at several central locations in Porto from October 2016 to March 2017. During this period, there were some small interruptions in the data collection, explained by the turnover of assistant students. Two additional factors also contributed to the difficulty of continuous data collection: the touristic low season period; and the weather conditions of autumn and winter, which made more difficult to apply the surveys in some specific days. Ribeira remained as the most effective tourist spot for data collection, followed by the Cathedral and Aliados Avenue (Figure 4).

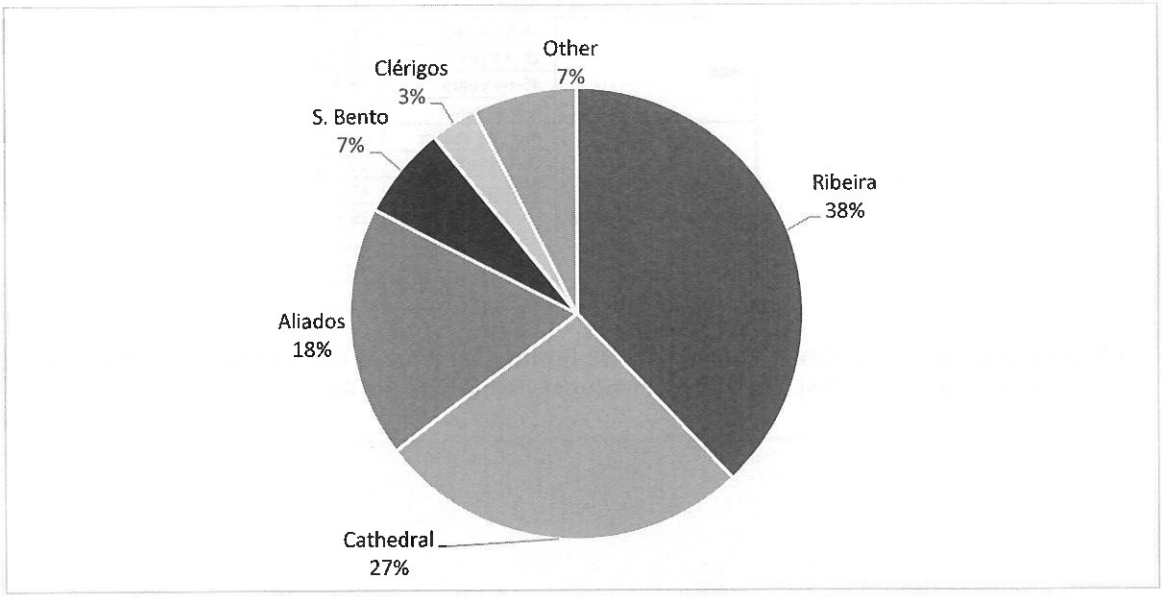

Figure 4: Main locations of data collection.

4.3 Sample

The target population of data collection was both foreign and domestic tourists visiting the historical city center of Porto. 150 valid answers to the questionnaires were obtained from visitors from 31 different countries (see Figure 5). The majority of the visitors come to Porto from European countries, namely from England and Germany.

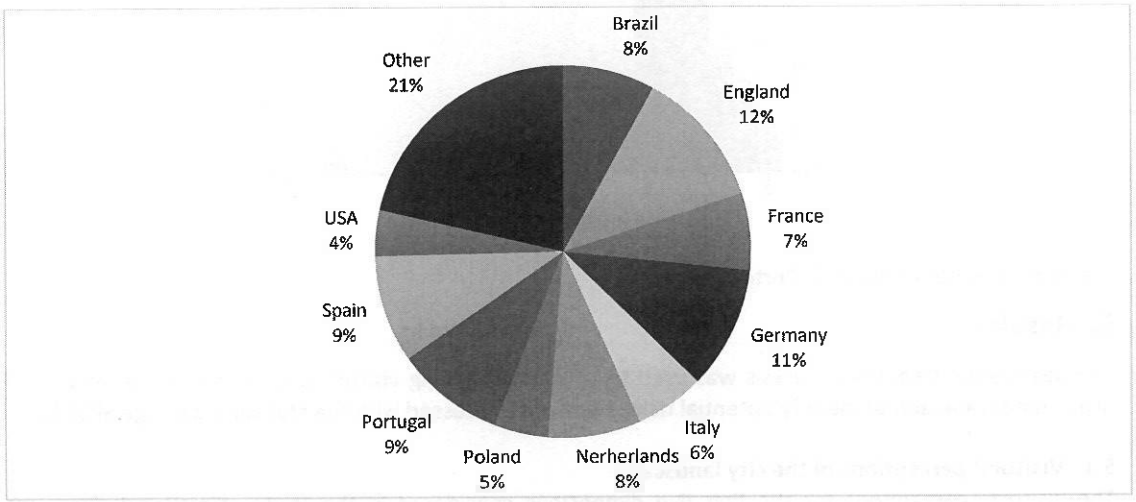

Figure 5: Respondents' country of origin.

The socio-demographic profile of the respondents is presented in Table 1. There is almost an equal gender distribution in the population of respondents. The male participants generated a slightly higher proportion in the sample, with 50.7%. More than a half of the respondents were between 25 and 44 years old. The youngest

group of respondents, who were between 15 and 24 years old, formed the second largest proportion. Senior tourists are the less frequent group. The majority of the respondents were employed, especially in the tertiary sector. Students represent about ¼ of the respondents.

Table 1: Respondents´ socio-demographic profiles

Variable	Category	%
Gender	male	50.7
	female	49.3
Age	15-24 years	24.8
	25-44 years	52.3
	45-64 years	18.8
	> 64 years	4.0
Professional activity	Primary sector	2.9
	Secondary sector	13.1
	Tertiary sector	43.8
	Student	26.3
	Housewife	2.2
	Retired	8.0
	Unemployed	3.6

Analysing the duration of stay in Porto (Figure 6), reveals that most of the respondents stayed for 4-6 days (46.1%) or for 1-3 days (41.8%). The average number of visiting days was 4.3.

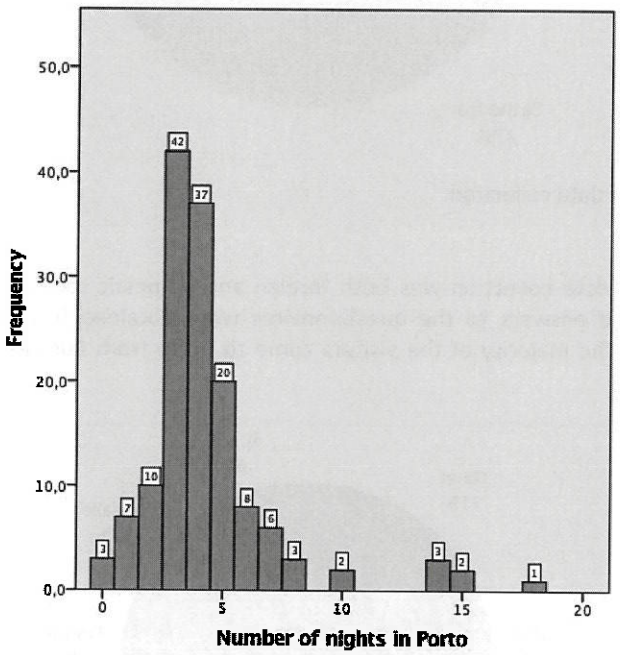

Figure 6: Number of nights in Porto

5. Results

The descriptive frequency analysis was used to collect underlying visitor's perception on the image of Porto urban landscape and to identify potential risks. Data was processed with the statistical package SPSS 20.

5.1 Visitors' perceptions of the city landscape

The visitors' perceptions for the first five dimensions considered in the study –directional signs; outdoor advertising; establishment outdoor furniture; urban furniture; green spaces – in terms of quantity, layout, location, utility and overall conservation are presented in Figures 7 to 11.

Overall, the results indicate that tourists participating in the research had a positive perceptual experience with historical centre landscape, in terms of the dimensions analysed.

In terms of quantity (Figure 7), the dimensions that gather a lower percentage of positive perceptions are the outdoor advertisement and the green spaces, in the first case due to the high share of visitors considering it excessive (21%), in the second case due to the high share of visitors considering them insufficient (22%). It is also possible to find some dissatisfaction with the pedestrian signalisation (insufficient for 11% of the visitors), with the establishments' outdoor furniture (considered excessive by 18%) and with the urban furniture (considered insufficient by 14%). This suggests that the city authorities should develop measures to change some aspects in the provision of goods/services (green spaces, signals and urban furniture) and in the regulation of the use of the city space (outdoor advertisement and establishments' use of the public space) in the city historical centre.

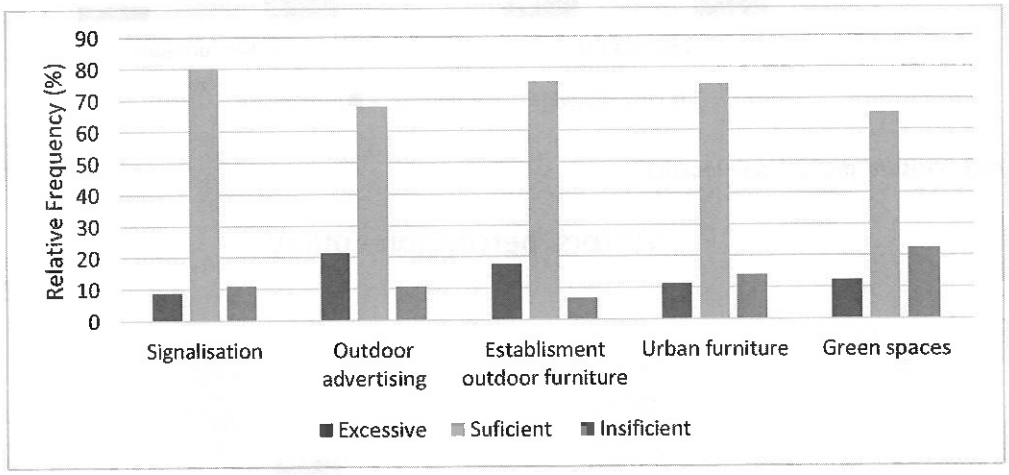

Figure 7: Visitors' perception - quantity

Regarding the layout (Figure 8), visitors express a positive perceptual experience. The only dimension considered inadequate by more than 10% of the respondents is green spaces.

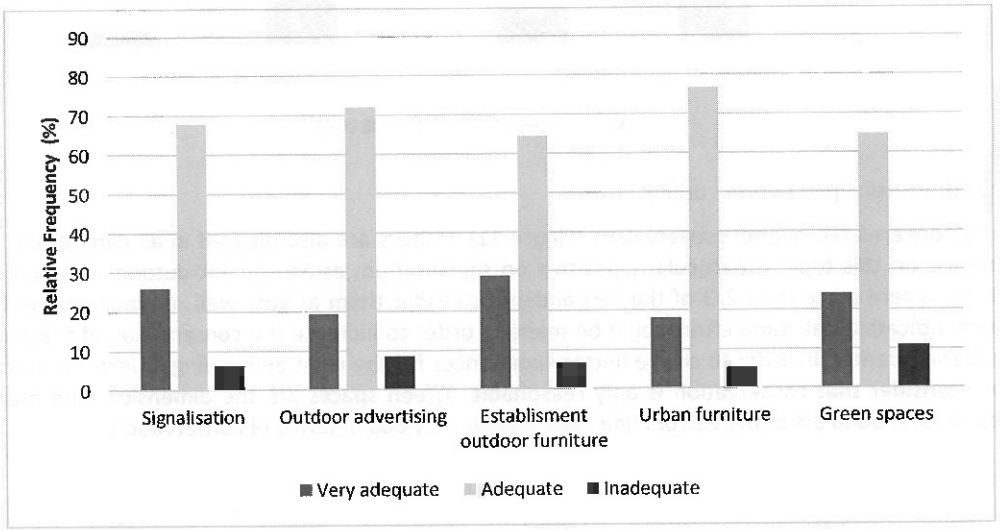

Figure 8: Visitors' perception - layout

Location and utility were only considered in two dimensions – signalisation and urban furniture. The results (Figures 9 and 101) show a positive perceptual experience in this aspect for both dimensions: less than 10% of the visitors consider them as inadequate or useless.

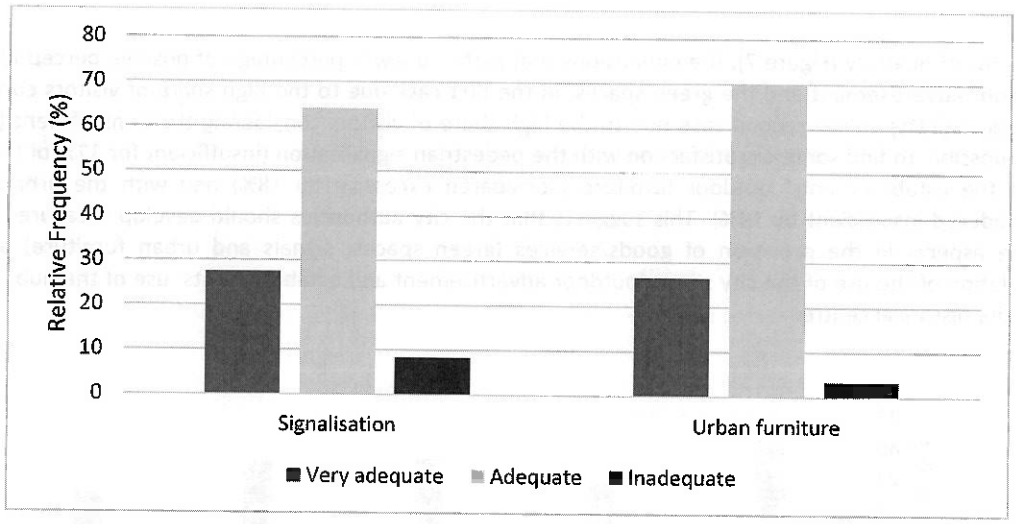

Figure 9: Visitors' perception - location

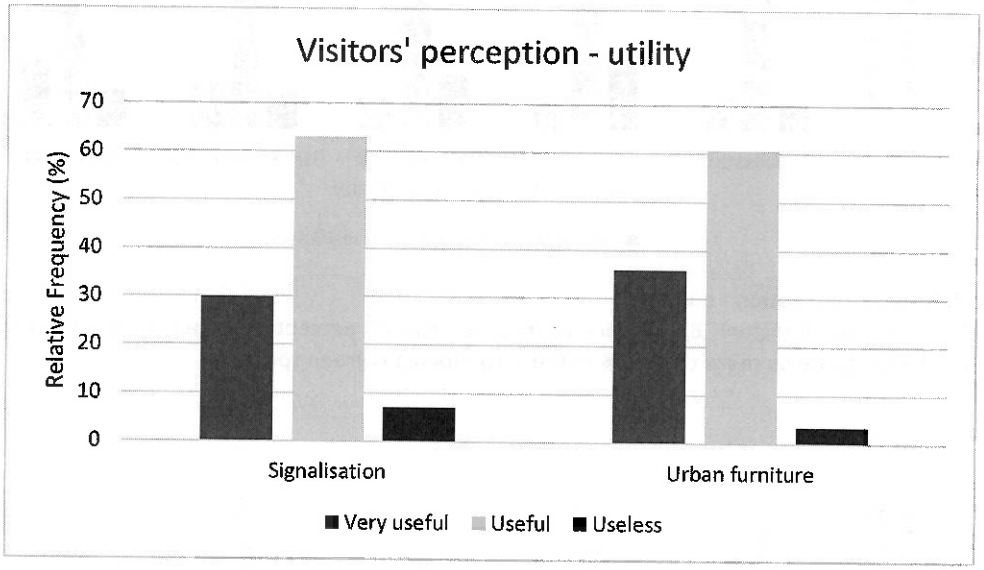

Figure 10: Visitors' perception - utility

In what concerns the overall conservation (Figure 11), visitors are also pleased in all dimensions. Perceptual experience on this topic is particularly positive on signalisation, establishment outdoor furniture and urban furniture, where more than 2/3 of the respondents consider them as very well or well preserved. However, this also indicates that some effort could be made in order to increase the conservation of these elements in the historical centre, in order to create better experiences for the most demanding tourists: at least 1/3 of the visitors consider that conservation is only reasonable. Green spaces are the dimension with more negative perceptions: around 8% of the visitors find them bad or very bad in terms of conservation.

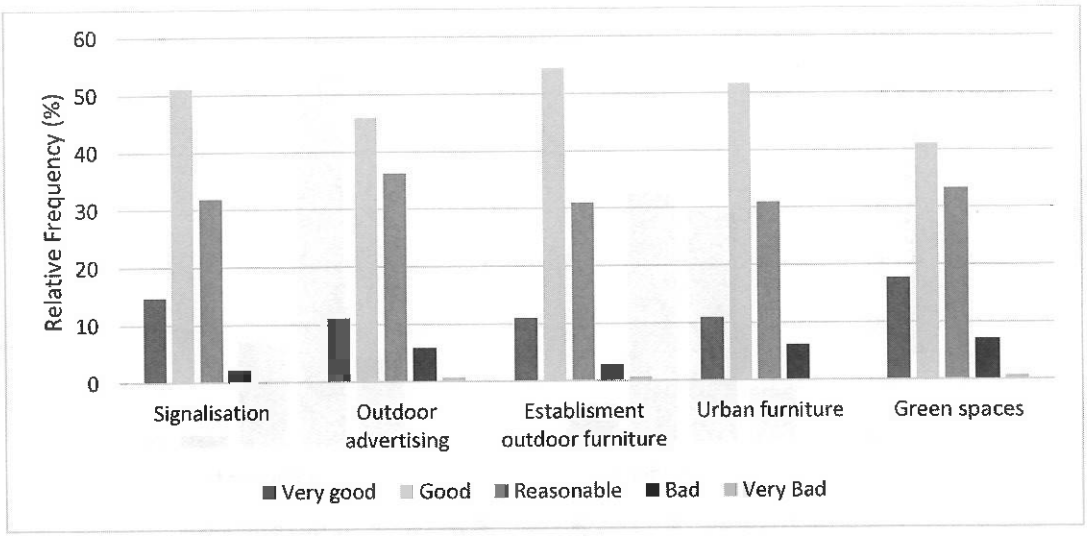

Figure 11: Visitors' perception – overall conservation

Beyond these five dimensions, other aspects of the urban landscape were considered in this research, namely car traffic, pedestrian areas, cleanliness of public areas, flow of visitors and conservation of buildings and monuments.

The presence of car traffic in the historical centre is perceived as excessive and disturbing by 45% of the visitors. This can negatively affect the image of the city and constitutes a challenge for the public authorities. Pedestrian areas located in the historical city centre of Porto are positively perceived by the visitors: 61.5% of the tourists considered them as sufficient. The visitors were also satisfied with the cleanliness and maintenance of pedestrian areas (Figure 12), reporting theme as very good or normal.

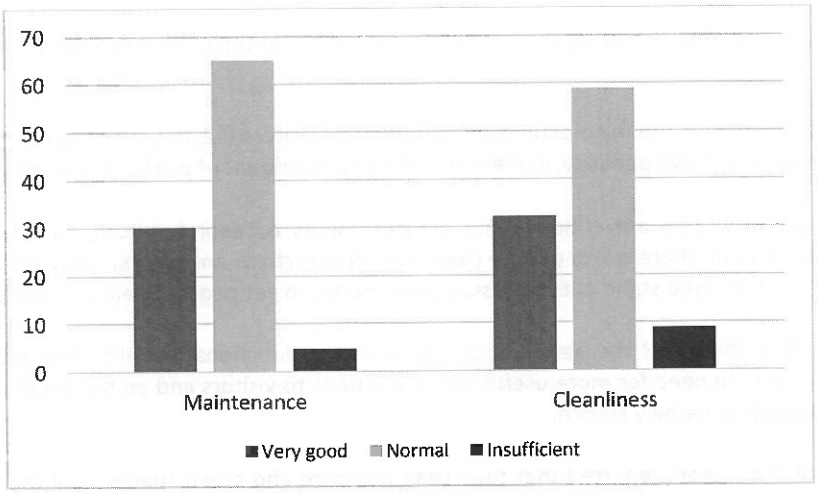

Figure 12: Visitors' perception – Maintenance and Cleanliness of pedestrian areas

The majority of respondents have not complained about the flow of tourists in the historic centre, considering it as normal and no disturbing (84.7%). In respect to tourist spots in the historic centre of Porto, 60.7% of the respondents found them as normally crowded, while 21.3% found them as very crowded. However, it is necessary to stress that the surveys were applied in the low season and therefore the tourist perception may be different on this subject in high season.

Finally, regarding the conservation of buildings and monuments, results show that visitors perceive that monuments are better maintained than buildings (Figure 13).

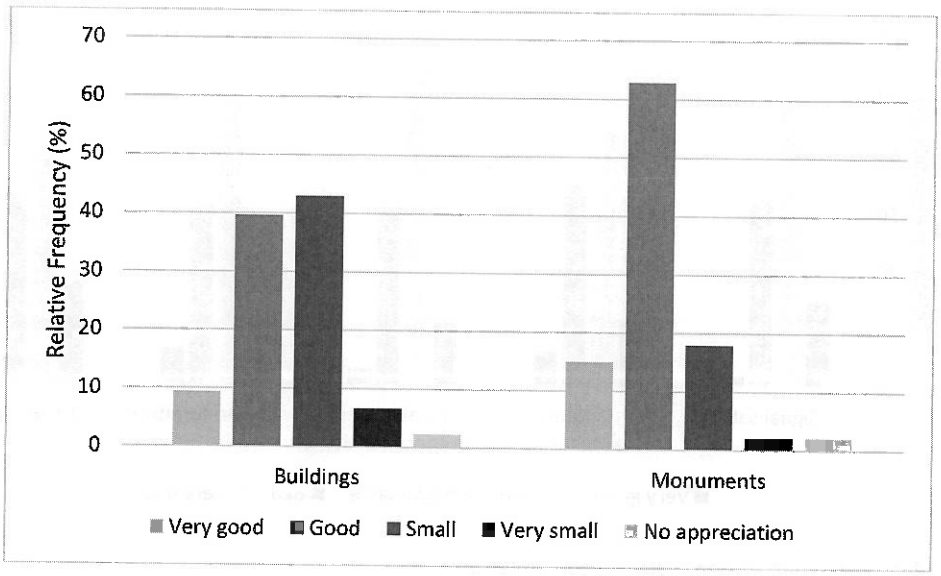

Figure 13: Visitors' perception – Conservation of buildings and monuments

5.2 Visitors' perceptions of the dimensions contributing for the city image deterioration

The questions regarding deterioration intend to understand if some of the landscape dimensions had an adverse effect on the image of the historical city centre. The percentage of tourists that considered that there was a deterioration of the city image caused each dimension is presented in Figure 14. Overall, the visitors do not identify those dimensions as a source of the city's image deterioration. The major exception goes to car traffic. 89.4% of the respondents reported that the car traffic deteriorates the city's image. On the other hand, more than a half of the participants stated that car traffic is normal in cities and it does not disturb (55.3%), while 44.7% stated that the car traffic is excessive and disturbing.

Nevertheless, in all of the remaining dimensions, more than ¼ of the visitors recognise some disturbance and reflect on it.

Outdoor advertisement is the main dimension identified by visitors (42.3%), who comment the need for more preservation from excessive publicity, namely in terms of the amount of publicity signs of some wine cellars.

Almost 30% of the visitors are critical about establishments outdoor furniture, namely stating that chairs uncomfortable and that there is lack of style (too many plastic chairs and tables). They also perceive negatively the promoters' action, who stand outside restaurants and try to get people to eat at riverside.

Additionally, more than ¼ of the participants reported that directional signalisations spoil the city's image, with comments on the need for more useful signs/directions to visitors and on the need to translate the signs to different languages, namely French.

Around 25% of the visitors reported that the urban furniture and green spaces spoil the city's image. In the first cases, the comments suggest the need for more benches, garbage bins and toilets; in the second case, visitors point out to the need for more trees in the city and the dirtiness and smell found in parks. Something that needs higher attention from the city planning and management bodies.

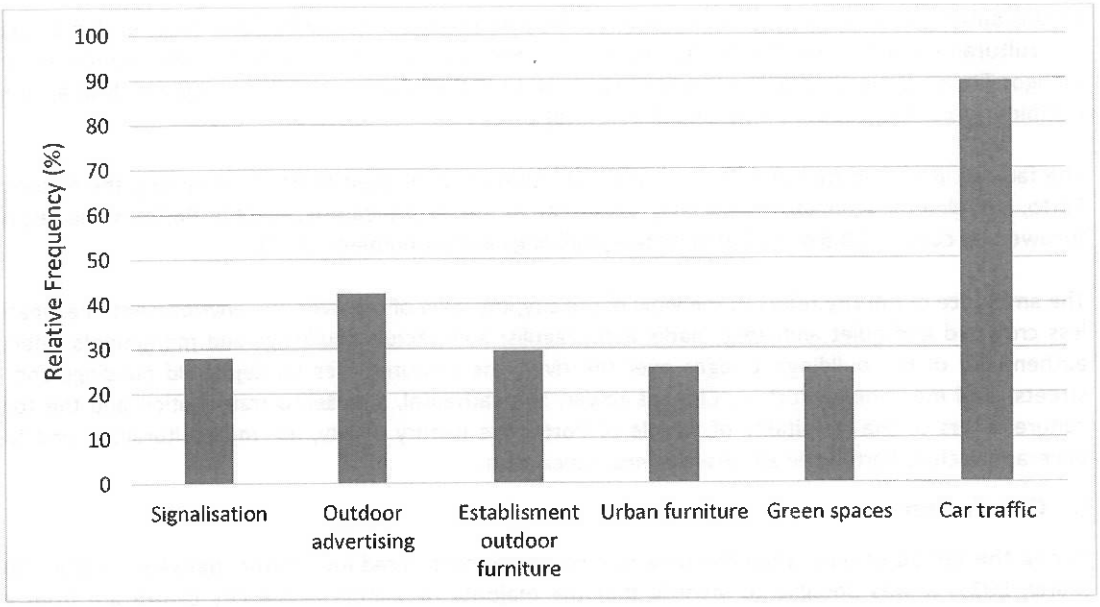

Figure 14: Visitors' perceptions – Dimensions that contribute for the city image deterioration

We also directly asked the visitors about the elements they consider having an impact on the image of the historic city centre. When we asked directly if there were elements that might have an adverse effect on the image of historical city centre, 68.5% of the visitors answered affirmatively. The elements that were identified has causing the deterioration of the city image are presented in Figure 15. Badly maintained buildings were found as the most defective side of the historic city, followed by car existence, pollution, and social constrains.

Deformed buildings refers mainly to badly maintained, ruined and degraded buildings; regarding cars, the perspectives were based on car presence and traffic in the historic centre; pollution refers to garbage and bad smell that sometimes are found in the streets; the publicity refers to exaggerated amount of publicity signs of some wine cellars; social constraints refers to the existence of homeless people on streets and hawkers.

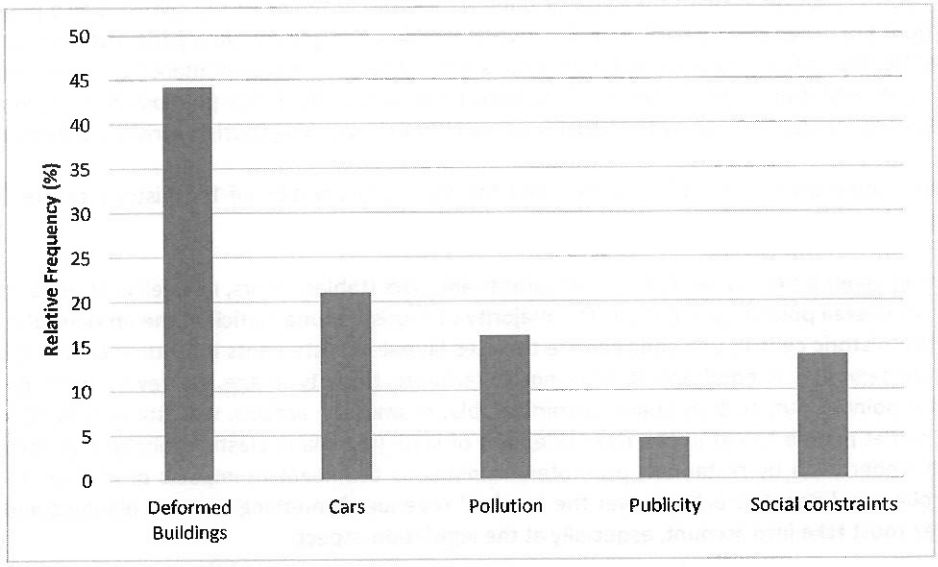

Figure 15: Visitors' perceptions –Elements with a negative impact on the city image

The dimensions considered by the tourists as the emblematic elements of the city. Ribeira was viewed as the symbol of the city by most of participants (74%), which is the special name given for the riverside area. Monuments and culture were also mentioned by the participants (18% and 8%, respectively). Some comments

on this subject referred to the culture as the history behind the city, the FC Porto football club associated to the cultural and social identity of the city and the Porto wine; the monuments more mentioned were the Clerigos Tower, the cathedral and São Bento train station; the Ribeira was commented mainly as an area of the combination between Douro River and D. Luis bridge.

The factors identified by the visitors as the ones that most pleased them while visiting the historic city of Porto, included the ambience of the city, considered as the most pleasant aspect by 48.5% of the respondents, followed by culture (28.5%), and architecture, buildings and monuments (23%).

The ambiance of the city refers to the view of the city, the view of the river, the environment, the weather, the less crowded and quiet ambience, parks and seagulls; architecture, buildings and monuments refers to the authenticity of the buildings, bridges over the river, the coloured tiles (azulejo), old buildings and narrow streets, and monuments such as Clerigos tower, the cathedral, São Bento train station and the town hall; culture refers to the hospitality of people of Porto, the history of city, its multiculturalism, and food and beverage such as Porto wine and Francesinha typical dish.

6. Conclusions

During the period of time when the data was collected, considered low season, between October 2016 and March 2017, it was possible to identify that the majority of visitors in the city centre are from western European countries, namely from England, Germany, Spain and Portugal. Outside Europe, tourists from Brazil and USA were the most representative. This can be important information for destination marketing and management organizations, for a better identification of the needs of these target populations and to identify other potential markets where to apply successful marketing strategies.

Considering the perspectives about the image of Porto, the results show an overall positive image and opinion regarding the main dimensions under study.

Most of visitors consider the quantity of directional signalizations sufficient, and its layout as adequate. The localization and utilization of directional signalization is seen as adequate and useful. Its overall condition in a good state and does not have a negative impact on the image of historic centre.

The perceptual experience with the exterior publicity located in the historical centre is also positive, adequate and its quantity is considered sufficient. The overall condition is good or very good and, in overall, it does not damage the city image. However, some visitors said that there is a need for more tourist information near the visiting spots and more signs in French. This aspect refers directly to the phenomenon of the growth of the French tourist market in Porto, with more French and French-speaking tourists arriving to Porto each year.

Moreover, some comments refer to the need for more preservation of the historic centre from excessive publicity.

Concerning general exterior aspects of restaurants and bars (tables, chairs, umbrellas of restaurants and bars), there is an overall positive perception. The majority of tourists found sufficient the amount of restaurants and bars in the historic centre, and consider the terraces layout of restaurants in historic centre as adequate. The overall conservation is good and it does not deteriorate the city image. However, some comments given should be pointed out, such as chairs uncomfortable, promoters' actions, who stand outside the restaurants and try to get people to eat at the river side, lack of style (too many plastic chairs and tables). Specially, the pressure undertaken by restaurant promoters reminds us the negative impacts of massive tourism and the uncontrolled and negative actions over the tourists' revenue. Something that the planning and management strategies must take into account, especially at the legislation aspect.

About the general aspects of urban furniture (public seats, garbage bins, street lamps, static publicity displays, etc.) there is also a positive perceptual experience. The majority of the participants found it useful, in sufficient quantity, with an adequate layout adequate and visitors were pleased with its location in the historic centre. Most visitors consider that the urban furniture do not have a negative impact on the image of historic centre.

However, some of the comments on this subject suggested the need for more public benches, garbage bins and toilets.

About the general aspects of green spaces (trees, gardens, parks, etc.) found in the historical city centre of Porto, once again the overall perceptual experience is positive. Most visitors considered the quantity sufficient and the layout was considered adequate. They are well preserved and do not have a negative impact on the image of the historic centre. Some comments about the green areas were noted, specially pointing out to the need for more trees in the city and the dirtiness and smell found in parks, needing higher attention from the city planning and management bodies.

Regarding perspectives about car traffic, pedestrian areas, cleanliness of public areas, flow of visitors and conservation of buildings and monuments, the results indicate that there is some discontentment about the car traffic in the city, especially concerning the impact on the city's image. Most respondents reported that the car traffic deteriorates the image of the city; interestingly, on the other hand, more than a half of the visitors responded that car traffic is normal and does not disturb. Therefore, we can conclude that car traffic influences the image of the city centre, but actually does not bother in daily activity or during visiting monuments or other touristic spots. This is an interesting point of view, because we can understand that the touristic image of a destination will be more valued and enjoyable if there are no external, decontextualized or misfit elements, such as cars parked around of monuments, churches, cathedrals or other important touristic places.

Most tourists considered the pedestrian areas as sufficient and normally maintained. The presence of tourists in the historic centre is seen as normal and no disturbing. Since the surveys were done in the low season, the tourist perception may be different on this subject in high season. This point out to need to replicate this research in periods with the higher numbers of visitors, so we can compare data and make more deeper conclusions

Most respondents found the tourist sites as normally crowded and consider that monuments and buildings are in a good state of preservation, although a better preservation of monuments would be very positive. Also, badly maintained buildings were found as the most defective side of the historic city by the visitors, followed by car presence, pollution, and social constraints.

On the other hand, Ribeira is viewed as the symbol of the city by most of participants, which is the special name given for the river side area. Monuments and the culture of the city were also mentioned by the participants. Some comments on this subject referred to the culture as the history behind the city, the FC Porto football club associated to the cultural and social identity of the city and the Porto wine; the monuments were specified mainly through the Clerigos Tower, the Cathedral and São Bento train station; the Ribeira was commented mainly as an area of the combination of Douro River and D. Luis bridge.

When we asked the visitors to indicate what pleased them the most while visiting the historic city of Porto, the answers referred mainly to the ambience of the city, considered as the most pleasant aspect of the city, followed by culture, and architecture, buildings and monuments. The ambiance of the city refers to the view of the city, the view of the river, the environment, the weather, less crowded and quiet ambience when compared to other European cities, parks and seagulls; architecture, buildings and monuments refers to the authenticity of the buildings, bridges over the river, the coloured tiles (azulejo), old buildings and narrow streets, and monuments such as Clerigos tower, the cathedral, São Bento train station and the town hall; culture refers to the hospitality of people of Porto, the history of city, its multiculturalism, and food and beverage such as Porto wine and Francesinha typical dish.

It is possible to conclude that the overall perspectives about Porto and the touristic activity in the city centre is positive, although some suggestions for better planning and management being pointed out. As referred before, although this study focus only in the perspectives of visitors, other similar survey was conducted to study the perspectives of residents and the next intention is to work on the data collected to compare the perspectives of residents and visitors. In addition, the comparison between the touristic low season and the high season will be very interesting to develop in further studies.

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