
ABSTRAKTY – ABSTRACTS

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Profile of Creative Tourist in North-Western of Portugal: an Exploratory Approach to Creative Experiences

Keywords: creative tourism; profile of tourist; creative experiences

Nowadays there is the emergence of a new type of visitors. This 'new' tourist has a new role as producer of the products and experiences that he himself consumes and is therefore called the "creative consumer" or simply a "creative tourist". Defining the concept of creative tourism and who the creative tourists are, is not an easy task. In this sense, the present study intends to identify the profile of the creative tourist of the Northwestern Region and its motivations, as well as to understand the characteristics of the cultural/creative sector existing in that region of Continental Portugal. The theme of this research arises because there is no clear definition of the profile of who is the consumer of these creative experiences, based on national and international scientific studies. Thus, from July to December 2017, 205 questionnaires were applied to participants in the creative activities of the 5 pilot institutions corresponding to the northern region of the first call of the CREATOUR project - "Development of Creative Tourism Destinations in Small Cities and Rural Areas", in Continental Portugal. For the analysis of the data, descriptive and analytical statistics were used through the Statistical Package for Social Sciences (SPSS version 20). Based on the surveys, the profile of the creative tourist in the Northwestern region of Continental Portugal follows the trend of other investigations carried out in Portugal, namely in 2012 and 2014. From the data found and regarding marital status, 52.2% are single and 32.7% are married and demonstrate a high level of education, with 44.3% with a bachelor's or master's degree. It should also be noted that the majority of tourists, i.e. 90.2%, are from Portugal, followed by the Spanish and Brazilian tourists, with a minimum percentage coming from Spain with 3.4% and Brazil with 2.4%. It is also the women who participate most in these activities (66.8%). As for the net monthly income profile of the household, this varies between 501 and 2500 € (49.3%) and most of the respondents participated in the activity accompanied by family and friends, that is, 79.5%. Most of the respondents (63.4%) participated for the first time in a creative activity and 83.9% expressed an interest in participating in creative activities elsewhere in Portugal. The overall evaluation of the experience ranged from Good (31.2%) to Very Good (62.0%).

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Uganda Religious Tourism and Pilgrimage: Conflicts and Challenges in Developing Countries like Uganda

Keywords: tourism, religious tourism, pilgrimage, Uganda Martyrs

Religious tourism has been quoted as being a form of cultural tourism by authors like Rinschede (1992) and Singh (2004) both cited Terzidou et al. (2008). In a developing country like Uganda, religious tourism is still new and has been well embraced. Unfortunately, not much attention has been given to the conflicts and challenges that might arise from this new form of tourism. Also, majority of studies undertaken about tourism and religious tourism seem not to focus on the conflicts and challenges that might be associated with this form of tourism. Purpose – The purpose of this research is to establish the conflicts and challenges associated with religious tourism and pilgrimage in developing countries like Uganda specifically looking at the Uganda Martyrs Shrine Namugongo because it receives multitudes of tourists and pilgrims every 3rd June and so would be a good representative of the other sites in the country. Design/methodology/approach – A qualitative cross sectional analytical study will be carried out to enable the researchers to better understand these challenges. The study population will be comprised of the