

in tourism. My research interests include language and cultures, gender studies, tourism and interpretation and entrepreneurship.

**FERNANDO MANUEL ROCHA DA CRUZ (1) AND PATRÍCIA BORBA VILAR GUIMARÃES (2)**

1. *Universidade Federal do Pará, Campus de Abaetetuba, Brasil;*
2. *Universidade Federal do Rio Grande do Norte, Brasil*

**The transforming experience of hiking in Santa Maria, Azores**

In creative tourism, we witness active and immersive experiences that value intangible resources. This modality involves both visitors/tourists and residents in the creation of tourist products. This paper is the result of qualitative research conducted between October 2019 and March 2020, through the semi-structured interviews with the Project Coordinator and the Tourism Councilor of Santa Maria and ten visitor-participants, in addition to participant observation in organized walks during that period. The research aims to present and reflect on the project *Hiking and Environment hand in hand*, promoted by the Center for Pedestrianism and Environment of Gonçalo Velho, the Club of Friends and Defenders of Cultural and Natural Heritage, and Friends of the Azores on the island of Santa Maria. Its guidelines are hiking and fruition/interpretation of the cultural and natural heritage of Santa Maria. In conclusion, the practice of hiking with a guide, in Santa Maria, allows us to act in nature, integrating with the environment, and also develop ethical values, solidarity, conviviality, respect, and collective awareness. This experience, characterized by the practice of sports (non-competitive), is culturally and creatively a factor of tourist attraction to Santa Maria for 2-3 days for Portuguese islanders and the mainland, as well as for other Europeans.

**BIOGRAPHICAL NOTES**

FERNANDO MANUEL ROCHA DA CRUZ holds a PhD in European Sociology from the Faculty of Arts of the University of Oporto (Portugal), a master's degree in Social Sciences (Federal University of Rio Grande do Norte – Brazil), and a degree in Anthropology (Universidade Fernando Pessoa – Portugal) and in Law (Universidade Portucalense – Infante D. Henrique – Portugal). He was Adjunct Professor III at the Public Policy Department of the Federal University of Rio Grande do Norte (Brazil) (Feb 2013 – Jul 2019). He is currently Senior Visiting Professor at the Federal University of Pará, Abaetetuba Campus, in the Postgraduate Program in Cities, Territories and Identities. He is an integrated researcher at the ID+ Research Institute in Design, Media and Culture (Portugal). ORCID ID: 0000-0002-1254-5601

PATRICIA BORBA VILAR GUIMARÃES holds a PhD in Natural Resources from the Federal University of Campina Grande (2010). She is a Lawyer and Professor at the Federal University of Rio Grande do Norte, in the Department of Procedural and Propaedeutic Law (DEPRO), and Leader of the Research Base in Law and Development (UFRN-CNPq). As a Professor, she is linked to the Postgraduate Program in Law (UFRN-Academic Master's) and to the Postgraduate Program in Institutional Process Management (UFRN- Professional Master's). She is a member of the European Law Institute (ELI) and of the Portuguese Association of Intellectual Law (APDI). She participates in international cooperation activities, and has projects under development with: University of Porto (UPTO), the Center for Legal and Economic Research (CIJE), Polytechnic Institute of Leiria (IPLEIRIA), Department of Advanced Studies in Law at the University of Coimbra (DAED), European Law Institute (ELI), University of the Basque Country, Department of Business Law, Universidad de la Plata, Argentina (Electronic Government), and the University of Montreal, Canada. She is a member of the Portuguese Water Resources Association (APRH).

## Concurrent session 8.4

### *Identities, traditions, and heritage in community-based tourism*

**MARIA ASSUNÇÃO GATO, ELISABETE TOMAZ, ANA RITA CRUZ, MARGARIDA PERESTRELO, AND PEDRO COSTA**

*ISCTE-Instituto Universitário de Lisboa*

**The CREATOUR® project as a learning laboratory: Reflections of a research team**

Beyond a research project, CREATOUR® [mainland Portugal] was a true laboratory of methodological experiences and joint learnings that challenged the necessity and the usefulness of developing evaluative reflection afterwards. This paper intends to provide an overview of some of the work done by the research team of DIN MIA'CET-Iscte in the CREATOUR® project and to present some reflections on this action-research experience. Based on this work are several methodologies used throughout a collaborative process with promoters of the 40 creative tourism pilot initiatives developed under CREATOUR and that allowed to identify an array of challenges and opportunities which the future national network of creative tourism may face, as well as a first reflection on the possible impacts arising from these activities. Already with some temporal distance and after a difficult pandemic, these reflections seek to provide a more comprehensive and complementary glance at the results achieved, in particular in relation to the perspectives of sustainability and resilience of a future network of creative tourism, as well as the impacts of this niche offer in the respective territories.

**BIOGRAPHICAL NOTES**

MARIA ASSUNÇÃO GATO is a Researcher at DIN MIA'CET-Iscte and holds a PhD in Cultural and Social Anthropology. ELISABETE TOMAZ is a Researcher at DIN MIA'CET-Iscte and holds a PhD in Sociology. ANA RITA CRUZ is a Researcher at DIN MIA'CET-Iscte, is a sociologist and holds a PhD in Tourism Studies. MARGARIDA PERESTRELO is Assistant Professor at ISCTE and researcher at DIN MIA'CET-Iscte, and holds a PhD in Sociology, specializing in Theories and Methods of Sociology. PEDRO COSTA is Associate Professor at ISCTE, Researcher at DIN MIA'CET-Iscte and holds a PhD in Urban and Regional Planning.

**OLGA MATOS (1), PAULA REMOALDO (2), VÍTOR RIBEIRO (2), JULIANA ARAÚJO ALVES (2), HÉLDER LOPES (2), MARIA JOSÉ VIEIRA (2), ELAINE SCALABRINI (3), AND DANIELA ANGELINA JELINČIĆ (4)**

1. *Polytechnic Institute of Viana do Castelo and Lab2pt (Portugal);*
2. *Lab2pt – University of Minho (Portugal);*
3. *Lab2pt and University of Barcelona;*
4. *University of Minho (Portugal);*
5. *UNIAG, Instituto Politécnico de Bragança (Portugal);*
6. *Institute for International Relations (Croatia)*

**Constructing sustainable tourism strategies in rural territories – the role of creative tourism in southern Europe**

The role of creative tourism assumes relevant differences in the development of urban and rural territories. In times of saturation of the growth model of large cities, climate change, and the COVID-19 disease, new development dynamics in the tourism sector are needed. This scenario can be taken advantage of by rural territories, in new creative initiatives to attract investments and tourists, and offer sustainable