

The role of participatory-collaborative approach in tourism.

The case of INCULTUM pilot in Portugal

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PART 1 – BRIEF PRESENTATION OF INCULTUM PROJECT

- **Objectives and Challenges**
- **Concept and Methodology**



PART 2 – PORTUGUESE PILOT CASE AND PARTICIPATORY-COLLABORATIVE APPROACH

- **Brief characterization of Algarve`s agrarian coastal plain, Campina de Faro**
- **Participatory-collaborative approach in our pilot**
 - . **Community-based cultural tourism**
 - . **Cultural participation**
 - . **Training and education activities**



Brief presentation of INCULTUM Project Objectives and Challenges



- The INCULTUM project is based on innovative approaches to urban and regional development through cultural tourism.
- Corresponds to an Innovation Action that faces all challenges and opportunities gathered in the call for a sustainable social, cultural, and economic development.



innovative approaches

urban and regional
development through cultural
tourism

Innovation Action

sustainable social, cultural,
and economic development



Brief presentation of INCULTUM Project Objectives and Challenges



- Innovative participatory and collaborative approaches are being implemented:

1. transforming local communities and stakeholders in protagonists and dynamic agents

2. reducing tourism's negative impact through specific training and strengthening local identities and social ties, and



3. learning from good experiences and practices that can be replicated and translated into new strategies and policies.



Brief presentation of INCULTUM Project Objectives and Challenges



- Innovative participatory and collaborative approaches are being implemented:

1. INCULTUM has been demonstrating the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders through strategies for a sustainable cultural tourism.

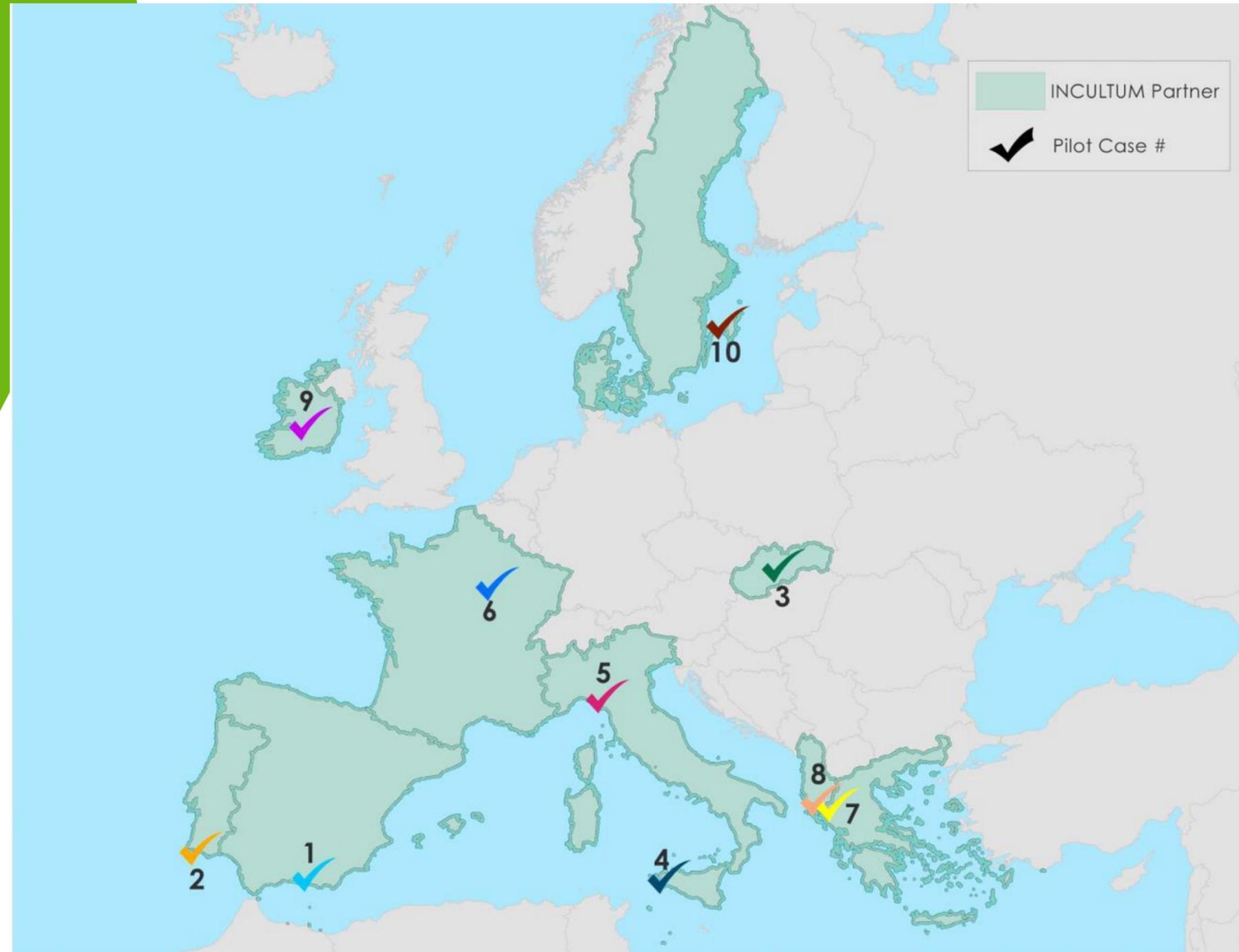


2. The project avoids negative consequences of touristification by empowering local communities with specific training and community building, but also promoting local resources and products.

Brief presentation of INCULTUM Project Objectives and Challenges



- Innovative participatory and collaborative approaches are being implemented:
3. The cultural tourism invites cross border, regional and local cooperation. Its full innovation potential is fully explored and exploited by the INCULTUM through two cross border cooperation cases. One of them is between southern Portugal, Spain, and Italy (Trapani Mountains, Sicily), with a common past in the Islamic period and a common landscape marked using water for irrigation.



Brief presentation of INCULTUM Project Concept and Methodology



Tourism is more than travelling and consuming, and it has a great potential for sustainable development when it focuses on culture, heritage, nature, knowledge, and experiences.

Tourism is much more than consuming and INCULTUM aims to demonstrate that both visitors and recipient territories and communities can benefit from this activity.



The INCULTUM ambition is to try to change the Cultural Tourism concept as a consumer product and transform it into a potential for local communities and stakeholders to further improve their own social, cultural, and economic development, from a sustainable point of view.



Brief presentation of INCULTUM Project Concept and Methodology

Innovative cultural tourism is used as a driver for innovation and cooperation, promoting sustainable economic development in local communities, their participation, and their specific territories.

The INCULTUM goes beyond the classical concept of cultural tourism and over-exploited areas and works with 'uncultivated' cultural and natural heritage and local production, to show the values of the most unknown though attractive elements of a hidden Europe.



Water Heritage as basis for
cultural tourism

Brief presentation of INCULTUM Project Concept and Methodology

They represent an important part of European history, memory, and landscapes, namely the agrarian practices and traditional ecological knowledge and Mediterranean diet. There, we can still discover and bring to life essential and authentic parts of Europe's heritage, respectful of the local communities.



In the cultural tourism, two (or more) collective identities meet and interact: the local community and the visitors. It is a distinct goal of INCULTUM that neither of these social identities suffers unwanted changes. The project aims to make sure that both will be only positively affected, increasing pride in local heritage, local forms of production, everyday life scenery, etc.

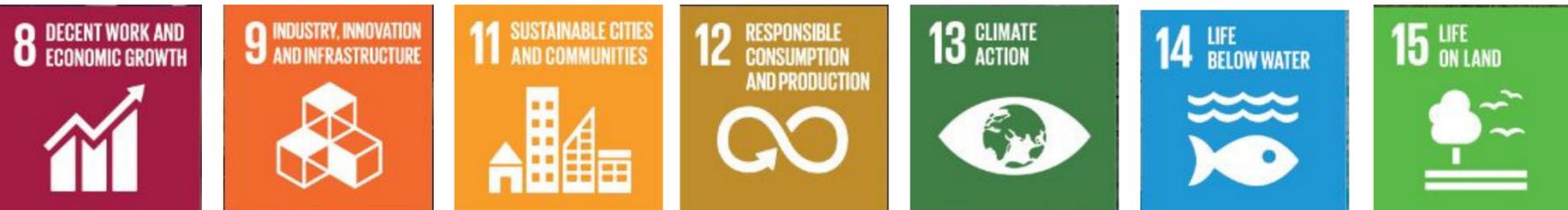
Brief presentation of INCULTUM Project

Concept and Methodology



The INCULTUM project conceptually reflects **Agenda 2030** and **Sustainable Development Goals** (SDGs), and strongly reflects particularly targeted on goals **8, 9, 11, 12, 13, 14** and **15**

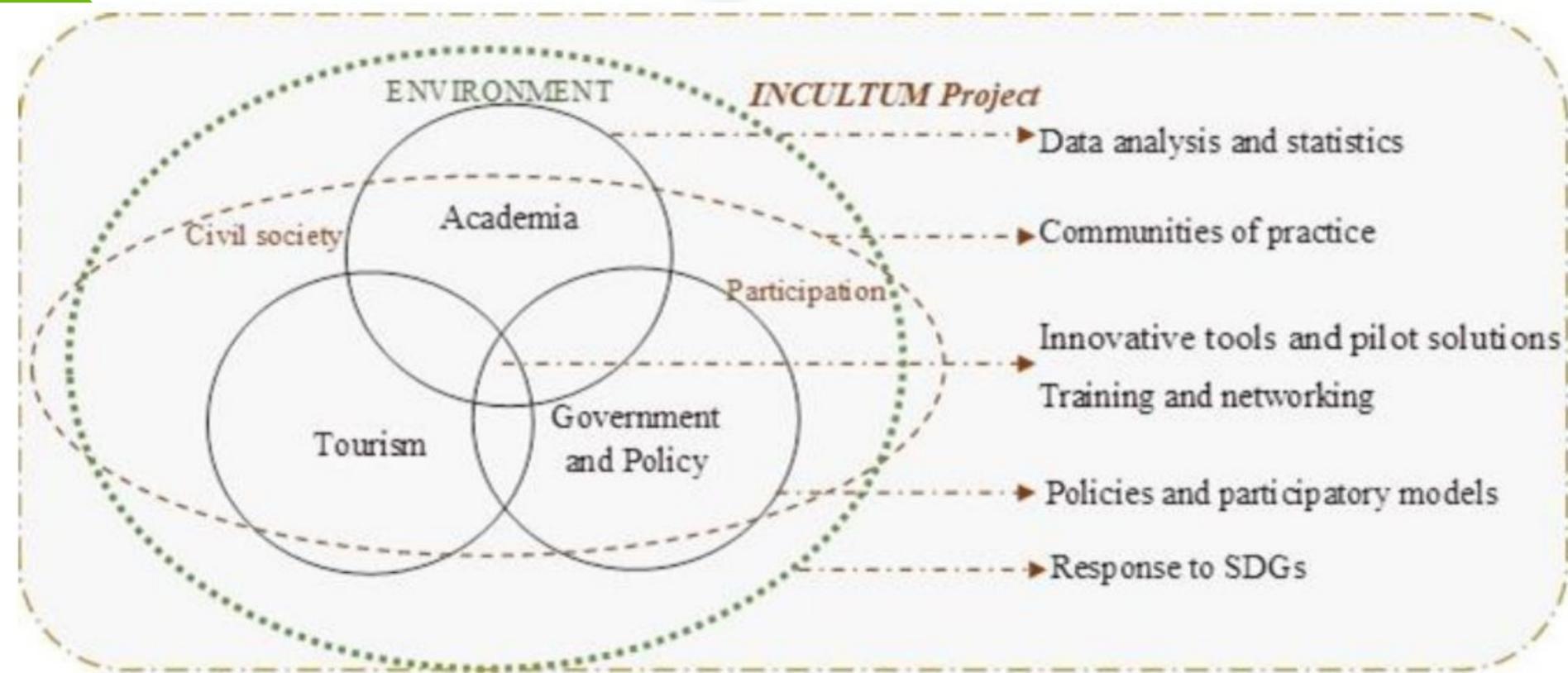
on inclusive and sustainable economic growth, sustainable cities and communities, sustainable consumption and production, sustainable use of oceans and marine resources, and sustainable use of terrestrial ecosystems and biodiversity.



Brief presentation of INCULTUM Project Concept and Methodology

In order to meet the objectives of the INCULTUM and have an impact on SDGs at the same time, the project applied the quintuple helix model (Carayannis et al. 2012) as a conceptual framework.

This model links research, industry, governing bodies, civil society, and the environment to achieve sustainable development goals in the respective regions and allows for circulation of knowledge and orchestrating innovations.



Brief presentation of INCULTUM Project Concept and Methodology

The project carries out **place-based participatory approaches and strategies for 10 pilot cases** in different geographical, social, and cultural contexts. **The goal is to improve cultural tourism** through new insights, social innovation, cross border, and local cooperation of a wide and diversified partnership of stakeholders, being **local communities' protagonists**.



At the core of the INCULTUM there are local communities and stakeholders, which are not only the main target group, but the main protagonists and the final beneficiaries.

Brief presentation of INCULTUM Project

Concept and Methodology

INCULTUM methodology rests on three pillars:

- 👉 a participatory-collaborative approach
- 👉 pilot cases, and
- 👉 data analysis and statistics.

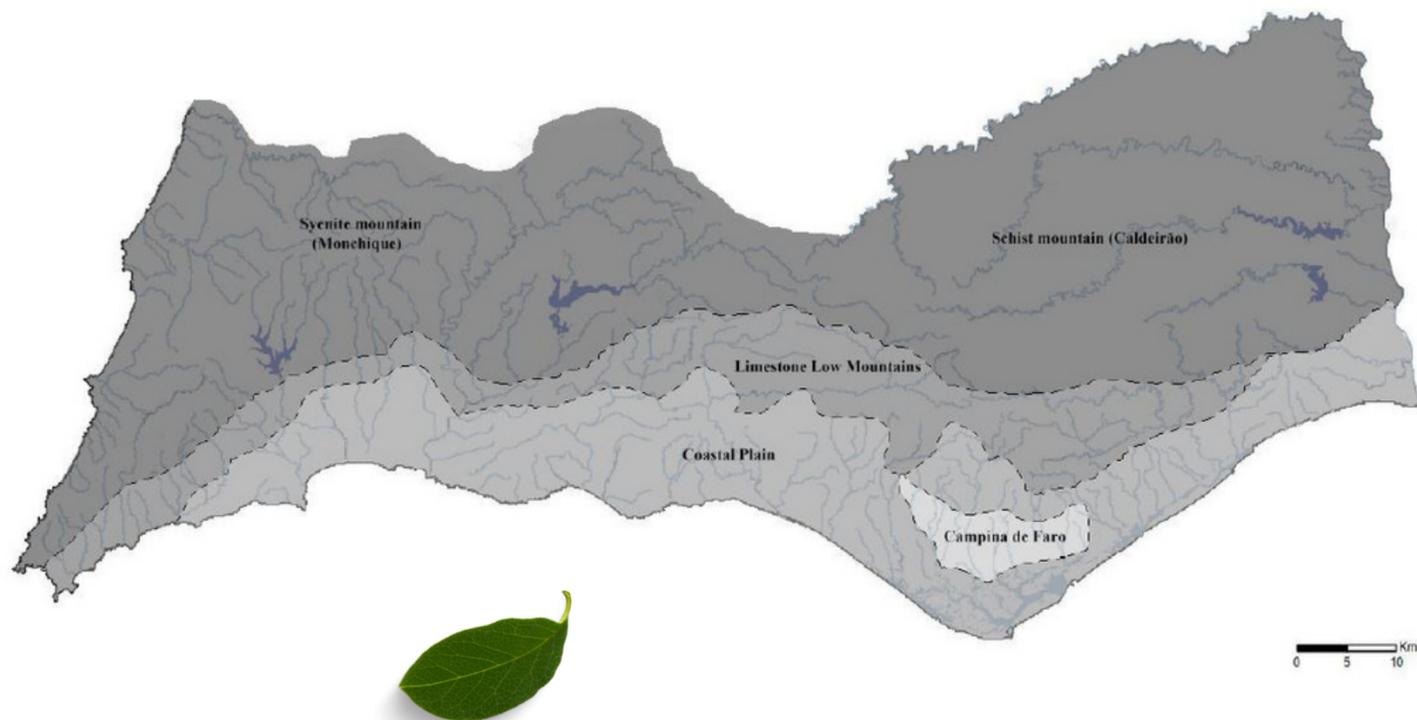


*Visiting the Margins. INnovative
CULTural ToUrisM in European
peripheries*

INCULTUM pilot in Portugal and participatory-collaborative approach

Brief characterization of Algarve`s agrarian coastal plain, *Campina de Faro*

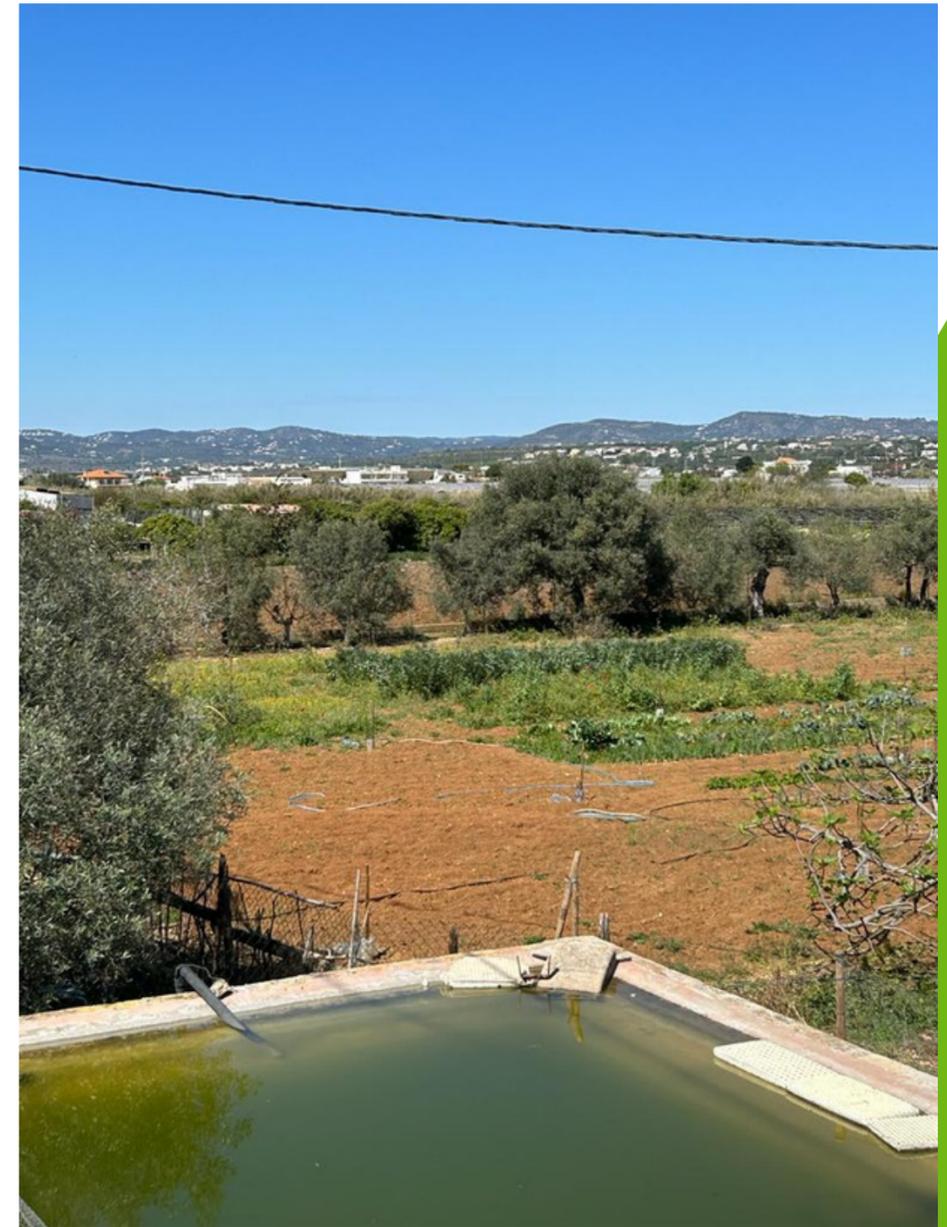
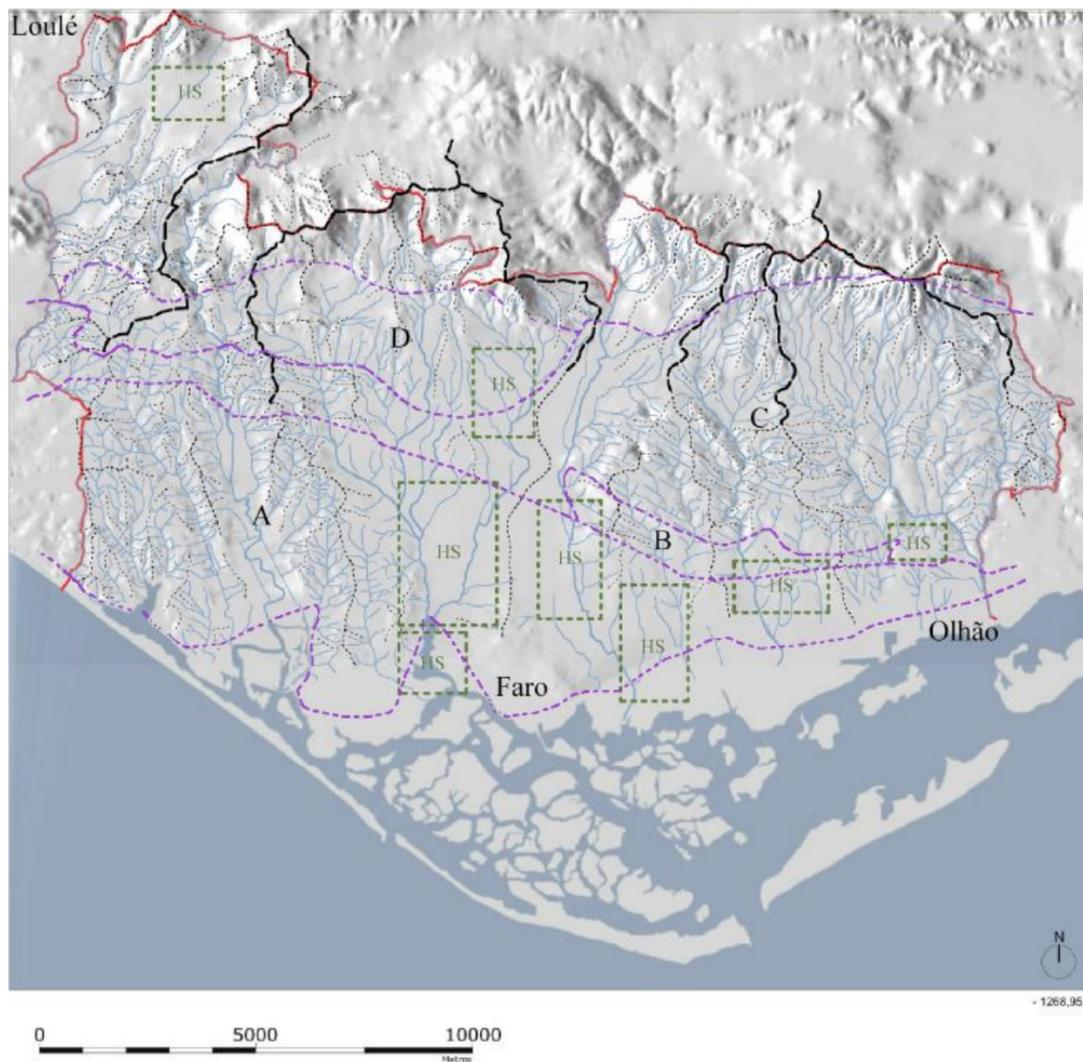
Campina de Faro is located on the littoral of Algarve, between three historical cities, in southern of Portugal. **This agrarian area is part of the coastal plain of the Algarve, with an ancient and continuous human occupation.** Situated on an aquifer and with fertile soils, it is still, despite urban-touristic pressure, a living testimony of the historical interdependence between the cities and the **food production space (vegetable gardens, orange orchards) based on the traditional irrigation system: waterwheels in wells, aqueducts, tanks, canals)** now in the process of being abandoned.



INCULTUM pilot in Portugal and participatory-collaborative approach

Brief characterization of Algarve`s agrarian coastal plain, *Campina de Faro*

The **agricultural vocation** of this territory and its **hydraulic heritage** make it highly important as a **foodshed** associated with **urban development and sustainable tourism**, both as a supplier of **agricultural products** (organic food) and an alternative touristic destination to sun and beach (**agrotourism, rural tourism, cultural tourism**).



INCULTUM pilot in Portugal and participatory-collaborative approach

- The participatory-collaborative approach in tourism has been a widely studied concept due to its significance as a key success factor in tourism development, being an essential prerequisite for achieving sustainability and the SDGs.



Fieldwork for collecting oral information on traditional irrigation techniques

INCULTUM pilot in Portugal and participatory-collaborative approach

In the Portuguese pilot we use different participatory and collaborative approaches:

- 👉 community-based cultural tourism
- 👉 cultural participation, and
- 👉 training and education activities



Workshop on foodscapes as basis for cultural tourism. Sharing of good practices.

INCULTUM pilot in Portugal and participatory-collaborative approach

Community-based cultural tourism

- Community-based cultural tourism refers to tourism that involves community participation generating benefits for residents. This happens by allowing tourists to visit these communities and learn about their local environment, their culture, habits and natural or cultural heritage



- Support and pride in tourism development are especially important in cultural tourism where the community is part of the product

INCULTUM pilot in Portugal and participatory-collaborative approach

👉 Community-based cultural tourism

- In our pilot area, the farmers are the owners of the traditional farms and the experts in traditional irrigation and crops cultivation techniques. Through the participatory approach, they have a leading role in proposing, building, and managing the hydro-agricultural routes. Thus, they have control and autonomy over the management of the routes and visits to their farms, and the benefits go directly back to the local communities, generating positive economic impacts.



INCULTUM pilot in Portugal and participatory-collaborative approach

Community-based cultural tourism

- In *Campina de Faro* community-based cultural tourism becomes a complementary activity and a way to disseminate values of the traditional agrarian spaces to bring local production and rural landscape closer to visitors.



- Tourists have a first-hand experience as they are guided directly by the farmers introducing them into the agrarian space and the local rural culture. It's a diversification and empowerment exercise through local community engagement and active participation.

INCULTUM pilot in Portugal and participatory-collaborative approach

Community-based cultural tourism

- Participatory approach makes the farmers the protagonists of the promotion and management of cultural routes in their farms, but also the production (organic farming) and commercialization of the goods they cultivate in local open-air markets in the region promoted by Portuguese pilot with their collaboration.



INCULTUM pilot in Portugal and participatory-collaborative approach

👉 Community-based cultural tourism

- The water heritage routes, and the organization of little markets for the sale of vegetables and fruits, in the typical villages, is an attraction for visitors, bringing tourism closer to the Mediterranean diet, in the traditional restaurants of Campina, with an impact on the local economy.



INCULTUM pilot in Portugal and participatory-collaborative approach

Community-based cultural tourism

- The local economy benefits from the involvement and active participation of farmers, small associations, and the local community, not only as producers-traders, but also as managers and guides for visits to cultural routes related to agrotourism and cultural tourism.



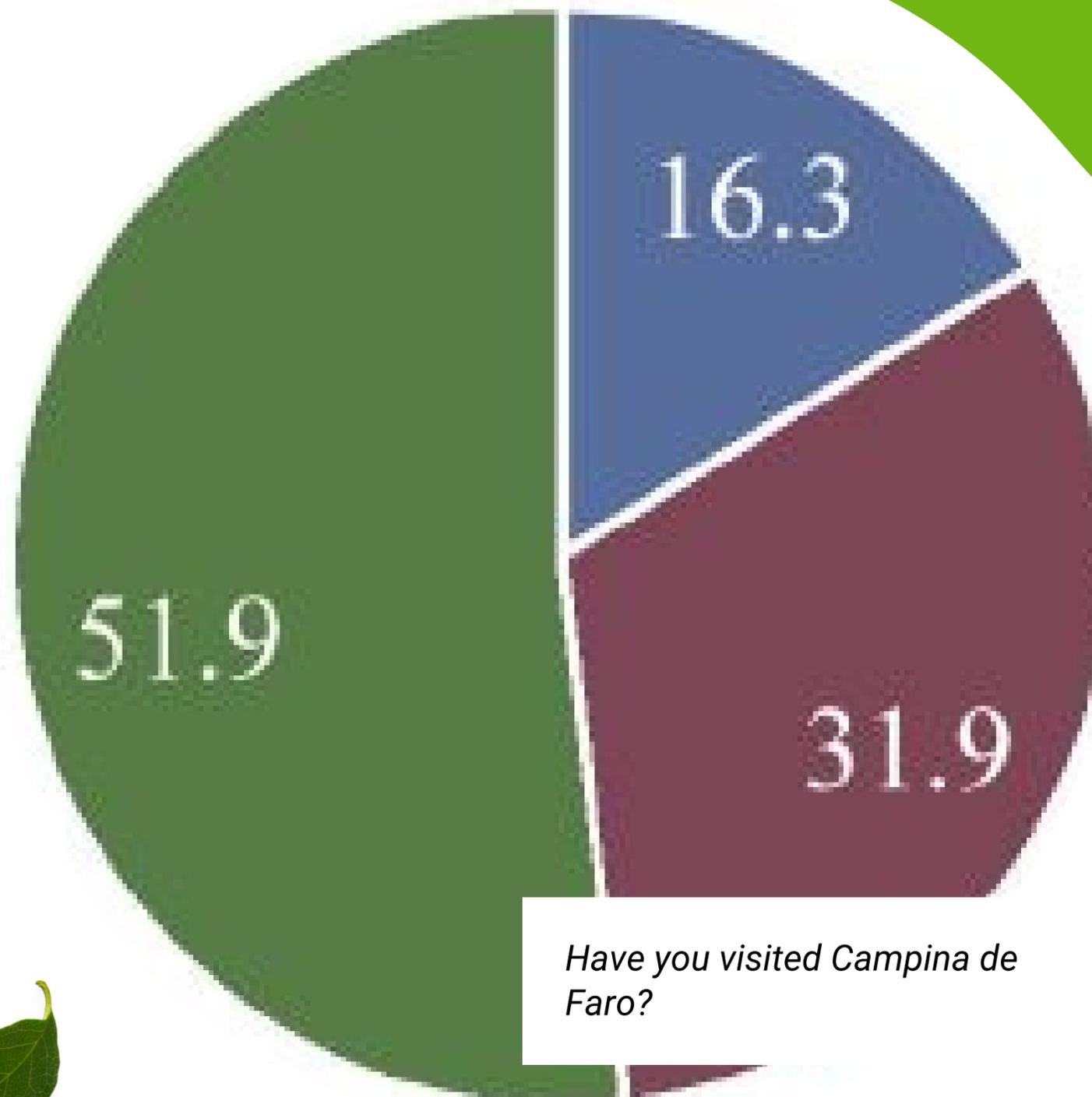
- This new tourism segment, as an alternative to the established one (sun and beach), is an important contribution to combating seasonality, providing new and different experiences to visitors whose experience of being immersed in the local rural culture is certainly remarkable.

INCULTUM pilot in Portugal and participatory-collaborative approach

👉 Cultural participation

The culture, cultural heritage and cultural participation play an essential role on the attractiveness of tourist destinations. The aim of cultural participation is to promote a positive impact, avoiding negative effects of tourism for social relationships, local cultural heritage, and agrarian landscape preservation. INCULTUM pilot in Portugal is based on an innovative participatory-collaborative approach through:

- perception interviews about expectations of the local population and visitors on Campina de Faro as tourist product



Have you visited Campina de Faro?

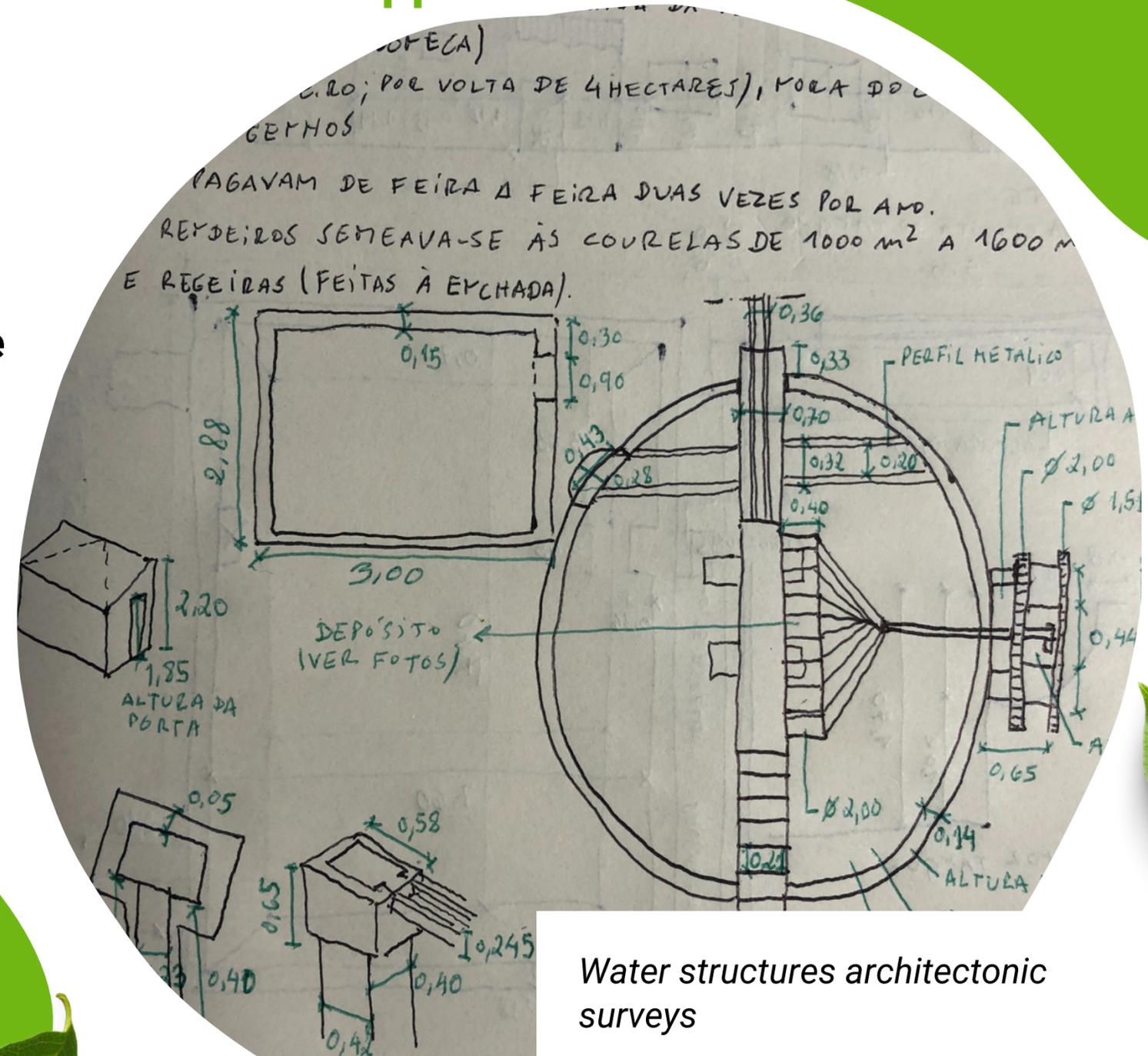
- Yes
- I did not visit, but I heard about Campina
- I did not visit and never heard about Campina

INCULTUM pilot in Portugal and participatory-collaborative approach

👉 Cultural participation

INCULTUM pilot in Portugal is based on an innovative participatory-collaborative approach through:

- direct field data collection: water structures surveys, and interviews to farmers on traditional irrigation systems and crops based on structured and semi-structured questionnaires



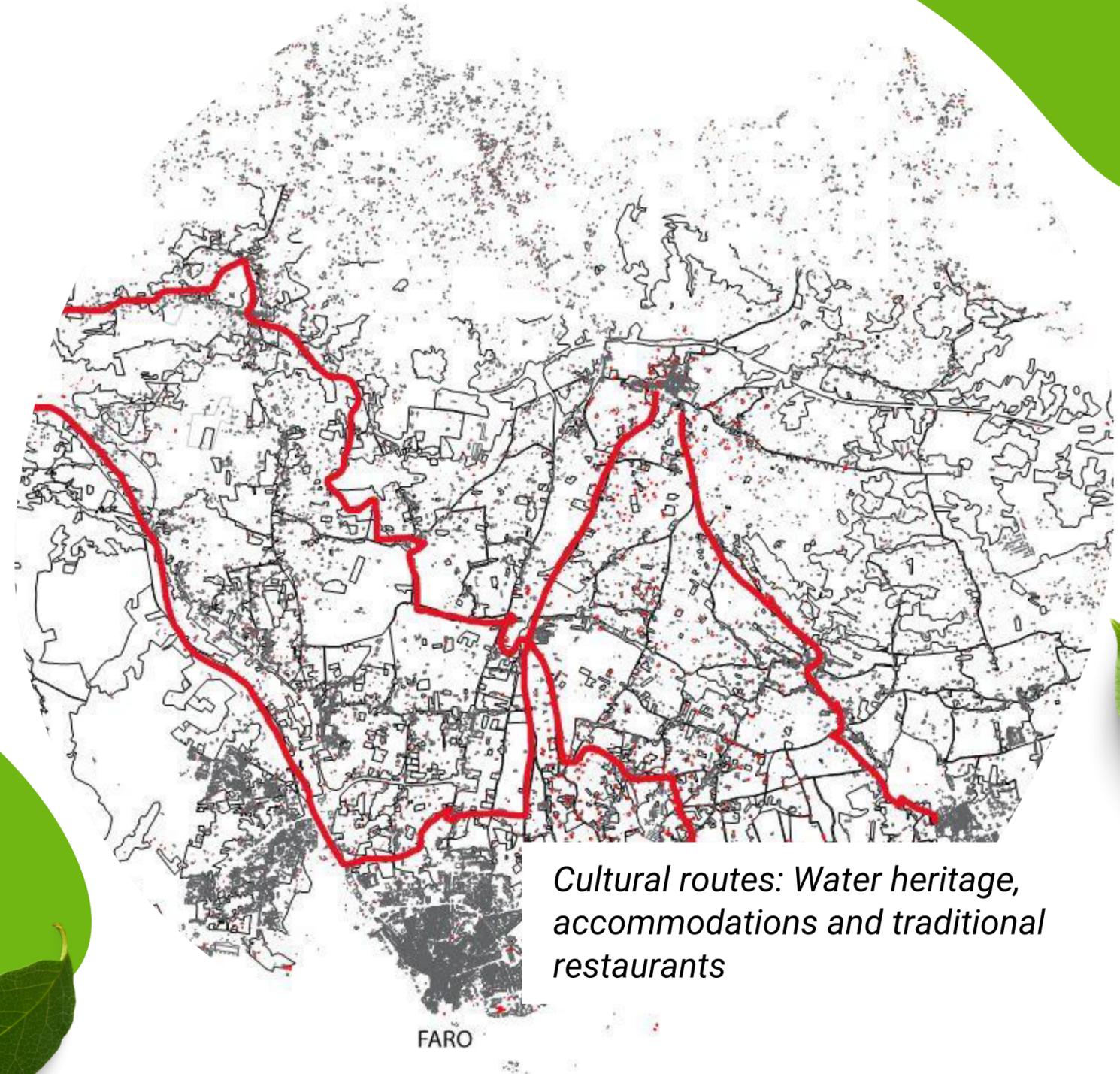
Water structures architectonic surveys

INCULTUM pilot in Portugal and participatory-collaborative approach

👉 Cultural participation

The culture, cultural heritage and cultural participation play an essential role on the attractiveness of tourist destinations. INCULTUM pilot in Portugal is based on an innovative participatory-collaborative approach through:

- participatory map on water heritage routes, accommodations, and traditional restaurants. Story map based in storytelling by old farmers, guardians of memory, to reactivating the local rural and cultural history



Cultural routes: Water heritage, accommodations and traditional restaurants

INCULTUM pilot in Portugal and participatory-collaborative approach

👉 Cultural participation

The culture, cultural heritage and cultural participation play an essential role on the attractiveness of tourist destinations. INCULTUM pilot in Portugal is based on an innovative participatory-collaborative approach through:

- creation of dissemination materials, and educational and training materials (flyers, radio programs, blogs, newsletters)



INCULTUM pilot in Portugal and participatory-collaborative approach

Training and education activities

- Local training: Seminars and Workshops on Landscape, Heritage, and Cultural Tourism. Sharing of good practices on heritage recovery and cultural routes. Targets: local community and local administrators, tourism professionals, economic operators, cultural heritage managers and university students



PROGRAMME

09:30 | Welcome to the participants
09:45 | Opening and presentation of the INCULTUM project
10:00 | Agroecology and Food Sovereignty in context of Climate Changes: problematics and solutions
10:45 | Developing Agroecology and Food Sovereignty through the revitalisation of Cultural and Water Heritage: Case studies
11:30 | Coffee break
11:45 | Workshop Food Landscapes: how to interpret the landscape we apprehend and construct an itinerary and a Cultural Tourism product?
12:30 | Designing Interpretative Routes Practical exercise in the field, with a Mediterranean picnic
15:00 | Sharing results and discussion
16:00 | Event closure

+INFO
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FOOD LANDSCAPES

2023.

PLACE: LOUL SÃO SEBAST
WORKSHOP AGROECOLO
SIGN UP: [HTTPS://](https://linktr.ee/incultum)

Promotion:  

WORKSHOP Water Path: Heritage-based solutions and community-based cultural tourism

APRIL PROGRAMME:

14

- 09:00 | Welcome to the participants
09:15 | Opening and presentation of the INCULTUM project
-Desidério Batista, University of Algarve/FCT
-Artur Gregório, In Loco Association
09:30 | Round table "Landscape, Heritage, Culture and Tourism in perspective"
Moderation: Artur Gregório, In Loco Association
-Anabela Afonso, Algarve Regional Directorate for Culture
-Luis Segura, Algarve Tourism Region
-Marco António Lopes, Faro Municipal Museum
10:00 | Debate
10:15 | Round Table "Valuing Cultural and Hydrological Heritage: good practices of tourism agents in the Algarve"
Moderation: Ana Arsénio, In Loco Association
-Catarina Oliveira, Cacela Heritage Research and Information Centre/CMVRS
-Catarina Ramos, Faro Story Spot
-Pedro Morais, expert in Ecotourism and Heritage Interpretation
10:45 | Debate
11:00 | Coffee-break
11:10 | Workshop "Changing landscapes: how to interpret the landscape we apprehend and build a Cultural Tourism itinerary and product?"
Part 1 - Step by step to build itineraries based on landscape interpretation
Part 2 - Experiencing landscape interpretation: practical exercise in the Faro riverside park (includes picnic break for lunch)
15:00 | Sharing results and discussion
16:00 | Event closure

CLASSROOM 2.35
(FCHS - BUILDING 1)
UNIVERSITY OF
ALGARVE
GAMBELAS, FARO

AIMED AT: Local producers, guides and other small tourism agents, university and high school students, other local development agents, other citizens with an interest in the topic

BRING ALONG: A lunch snack (inspired by the Mediterranean Diet), water, comfortable clothes and shoes

SIGN UP THROUGH:
[HTTPS://LINKTR.EE/INCULTUM](https://linktr.ee/incultum)

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E-mail: incultum@in-loco.pt
Tel.: +351 289 840 860

Promoted by:



Financing:

- Academic training: Seminars and Curricular Units of Landscape Architecture master on the study, fieldwork and proposals of water heritage recovery and cultural routes at pilot area.

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Algarve agrarian coastal plain, Campina de Faro

Conclusion

- The European INCULTUM project is based on a participatory approach where local community and stakeholders play a direct and important role in the implementation of pilot actions.
- The adoption of the participatory-collaborative model in the Portuguese pilot has included community-based cultural tourism, cultural participation, and training and education activities.



- The participatory map of cultural routes based on hydraulic heritage and guided by local farmers is a tourist product, a didactic resource and a vector of territorial and social cohesion that contributes to the sustainable development of the Campina de Faro.



THANKS

For Your Attention

