The Azores Islands: A Region with significant Potential for the Development of Slow and Adventure Tourism

ScienCity 2020

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Sustainable development and growth are undoubtedly one of the main concerns and objectives of regional territories today. This type of growth is no longer just a wish but a territorial need to improve the quality of life of the populations and also to guarantee a future for coming generations (Fadigas, 2015).
Starting point

Considering this type of growth, and particularly for territories with socio-economic bases inevitably linked to tourism, regional planning policies can present impacts of a grander scale than areas where the socio-economic basis does not depend solely on tourism (Santos et al., 2019).

Which is the case of many Insular Territories.
Slow Adventure Tourism

Adventure tourism does not present itself to a straightforward interpretation. It overlays with various distinct tourism sections and has unique characteristics that produce a context for unforgettable experiences.
Slow Adventure Tourism

SAINT project marketing images
Research opportunities

Which are the main obstacles, barriers, and opportunities related to this typology of sustainable tourism and cultural management in the Azores Archipelago?

Which are the major guidelines for the application of sustainable tourism and Cultural Management in the Azores Archipelago?
Our research

CASE STUDY APPROACH
The Azores Archipelago

(A) Western Group;
(B) Central Group;
(C) Western Group.
Materials and methods

- Case Study Research Method (Yin, 2014)
- Questionnaires design and implementation
- Extract guidelines and principles for regional sustainable development
Obstacles and opportunities

Its remote location...
Obstacles and opportunities

...and lush vegetation!!!
Obstacles and opportunities

The quality of the destination's tourism experience.

Public policy regarding spatial planning and transports will be key in ensuring this balance

Developing efforts to protect and preserve natural resources

The increasing of tourist influxes and the risk of dispersion patterns in the islands – uncontrolled growth...
Obstacles and opportunities

There are already relevant examples of limited access to some attractions and natural areas, including Vila Franca islet, Pico Mountain, Capelinhos Volcano, Gruta do Carvão, and Furnas Lake, but probably more will have to exist.

POTRAA’s full revision gains increased importance in this context, particularly if one considers that PEMTA is lacking in what regards the impacts of the new air transport model.
## Crossing studies

### Likert scale questions.

<table>
<thead>
<tr>
<th>Sentences *</th>
<th>Level of Agreement ** %</th>
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<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>i</td>
<td>0.0%</td>
</tr>
<tr>
<td>ii</td>
<td>0.0%</td>
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<tr>
<td>iii</td>
<td>0.0%</td>
</tr>
<tr>
<td>iv</td>
<td>2.8%</td>
</tr>
<tr>
<td>v</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

The highest values found are in bold. *(i) The type of tourism the Azores receives is the desired for the regional socio-economic base.; (ii) The growth and development of the Azores are sustainable.; (iii) The territorial planning strategies aimed at the AAR, and the projects that resulted from them, in the last decades, were adequate.; (iv) The spatial planning and territorial strategies carried out in the AAR in the last decades represent positive impacts on the residents’ quality of life.; (v) In the last decades, the natural landscape of the AAR has undergone profound changes through policies and strategies of spatial planning.** 1—Totally disagree; 5—Totally agree.
Crossing studies

Selection question *.

<table>
<thead>
<tr>
<th>Activities</th>
<th>Answers (%)</th>
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<tbody>
<tr>
<td>Accommodation</td>
<td>54.7%</td>
</tr>
<tr>
<td>Culture</td>
<td>15.1%</td>
</tr>
<tr>
<td>Nature</td>
<td>51.9%</td>
</tr>
<tr>
<td>Rental/hire services</td>
<td>17.9%</td>
</tr>
<tr>
<td>Restoration</td>
<td>38.7%</td>
</tr>
</tbody>
</table>

The highest values found are in bold. * Question: If there are impacts related to territorial planning strategies on tourism, which activities are most affected?

https://www.mdpi.com/2071-1050/12/15/6059
Conclusions

- The Azores’ strategic planning has been conducted with great responsibility, and sustainability issues have been essential in this endeavor.

- The need to protect the region’s competitive advantages, such as natural assets and high levels of sustainability, has been pivotal to following a consistent planning model.
Conclusions

- Nature tourism, ecotourism, and adventure tourism, inspired by sustainability principles, can be critical elements in this model.

- Regional technical plans have chosen nature tourism as the priority product for the destination, in addition to reemphasizing the significance of sustainability for continuous improvement and valuation thereof.

- Tourism is an important strategic sector for the Azores and can make a decisive enrichment to the region’s development and growth.
Extracted principles

- **enhance** the urban and rural life quality standards – strategies to rejuvenate its population

- **design** policies that focus on the SD aiming to create significant investments regarding infrastructure and services – focusing on the air accessibility

- **strengthen** the conservation and preservation of the ecological systems

- **stimulate** the interaction between societies and the environment
Extracted principles

- **Foment** synergies that sustain green areas with ecological and cultural heritage values
- **Encourages** entrepreneurship, associated with small and medium-sized businesses – furtherance the diversity offering
- **Prevail** rural tourism over mass tourism
- **Promote** the narrow cooperation among the public sector, the private sector, communities, and civil society – fostering their active involvement.
References


References


References


Publication Opportunities

Special Issues (Q2 Journals):

- **Conservation in Peripheral and Ultra-Peripheral Territories**
  (https://www.mdpi.com/journal/sustainability/special_issues/conservation_peripheral_territories)

- **Sustainability in Tourism Activities and the Low-Density and Peripheral Territories**
  (https://www.mdpi.com/journal/sustainability/special_issues/Sustainability_Tourism_Activities)

- **Nexus between Politics and Economics in the Emerging Countries**
  (https://www.mdpi.com/journal/economies/special_issues/Nexus_Politics_Economics_Emerging_Countries)
Publication Opportunities

Special Issues (index Journals):

- Urban Landscapes Changes in Mediterranean Regions
  (https://www.mdpi.com/journal/urbansci/special_issues/urban_landscapes_changes_mediterranean_regions)

- The Global Economy, The Tourism Sector and Sustainable Development
  (https://www.inderscience.com/info/ingeneral/cfp.php?id=5196&fbclid=IwAR0krYYA2pF1wvuTk2Dg32qDQN-rVVRpofNJZtNQkMmhkx2_Lfvc4HK4lk)
Publication Opportunities

Thematic Books (indexed):

- Peripheral Territories, Tourism, and Regional Development

(https://www.intechopen.com/welcome/7f784619ccc27dce1838fd6cdff6e8e)

International Congress:

International Congress on Sustainable Development, Landscape Planning and Territorial Governance (SD2021)

https://sd2020.ipportalegre.pt
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THANK YOU

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