

## **THE FISHERMAN'S ROUTE PROJECT: AN INTERINSTITUTIONAL COLLABORATION INITIATIVE**

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The Fisherman's Route was created in 2015 through an inter-institutional collaboration initiative between the Porto Accounting and Business School (P. Porto) and the Parish Council of Vila do Conde (Portugal).

It is being developed as part of a sustainable tourism project based on the largest fishing community in the country: Caxinas and Poça da Barca.

Vila do Conde is a small town located approximately 27 km's north of Porto and 20 km's north of the International Airport Francisco Sá Carneiro.

It began as a village that grew up in the Mountain of Santa Clara, a small area elevated by the River Ave and very close to the sea.

### **Project goals**

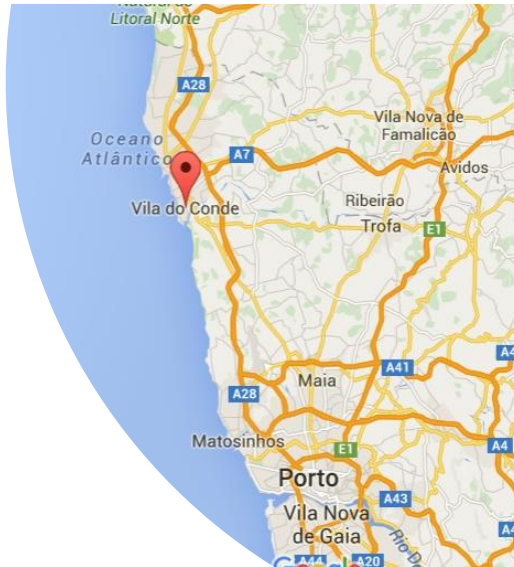
- Safeguard cultural and immaterial heritage,
- Disseminate the fishing communities traditions
- Promote the transfer of knowledge
- Integrate the LIS professionals as mediators of the process (students of the 3rd year of the degree in Information and Documentation Sciences and Technologies of - internship)

This project assumes that the information is more than ever something that must be preserved.

But... where is Vila do Conde?

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Geographical location of Vila do Conde

And... what about the fishermen traditions? The Fisherman's Route Project is a multifaceted project

- Fishes, boats, fishing nets
- Gastronomic traditions
- Outfit/clothing
- Religion
- Nicknames (very common within these communities)
- Touristic trail

We want to...

- Collect, recover and recreate tangible and intangible elements that can, by the use of ICT, be available online
- Create by signaling buildings, places, people, goods, fauna, flora and geological aspects of interest, a touristic route/trails
- Integrate this touristic trail with others like coastal route of Camino de Santiago or the E9 – European Long Distance Path 9
- Create a maritime route
- Create multimedia resources of fishermen testimony
- Create products that can work as a regional welcome card
- Combine the cuisine of the fish and other seafood, with the encouragement of gastronomic weekends, as well as with the tourist route
- Promote re-enactments and street entertainment, with the collaboration of the local association movement
- Establish partnerships with wine producers of the northern region of Portugal

Collect traditional expressions only used in these communities

- Develop an electronic catalogue and a family tree of these communities

How to?

- Literature review
- Semi-directive interviews directed to the fishing community of Caxinas and Poça da Barca
- Content analysis
- Information recovery
- Collection of audiovisual material and its appropriate technical treatment
- Partnership with other degrees of P.Porto
- Contacts with secondary partners (Portuguese federation of camping and mountaineering, other parishes, maritime police)

The highlight of this project is the high importance of informational heritage for the sustainable development of the local economy through the profitability of secular traditions that promote community sustainability and the importance of networking within the communities.

But why?

This project is part of a strategic approach to local cultural heritage protection, and is aligned with the definition that UNESCO presents of cultural heritage.

Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.

The growing importance of informational heritage as a value generator agent and as a distinctive identity is, nowadays, an essential element for creating, distinguishing and enriching tourism activities based upon the realities of the local heritage. Indeed tourism is now seen as strategic for local development.

One of the impacts of tourism is the potential contribution to regional development.

According to Beni (2000), tourism is an important element of social and economic life of the regional community, because it reflects the true aspirations of the people in order to enjoy new places, assimilating different cultures, rest and benefit from leisure activities.

But tourism also has important economic value because it helps the economic development and the environment of the peripheral regions. Thus cultural tourism has been seen as an important element for the development of a region and has contributed to promote community involvement with its history, its cultural attractions and its social memory (Lucas, 2000).

Through this project we can achieve some aims:

- a) prove the importance of the collection and retrieval of information skills that the information professional holds,
- b) the possibility of its implementation in alternative scenarios and working realities, in this specific case, collaboration between the degree in Information and Documentation Sciences and Technologies and the parish of Vila do Conde, in the development of a project of cultural and touristic nature,
- c) promote international partnerships.

Other aim for this project is to apply to Horizon 2020, achieving recognition of the inter-institutional collaboration as well as funding for the project activities.

During the project implementation, other opportunities were identified, all related to tourism.

1. Recreational boating encompasses a whole variety of sports such as sailing, windsurfing, diving, surfing, kitesurfing, paddle surfing among others. Here, the goal is entertainment and recreation. All of these activities are possible in Vila do Conde, a city that enjoys both ocean and riverside.
2. The Historical and Cultural Tourism is part of Touring, which can be generic (eg cultural and landscape tourism) or thematic (eg Baroque Route). It can be located within a primary demand (historical and cultural tourism itself) or secondary (complementary to other tourism products).

Golf is currently identified as a big business worldwide, taking up between 1999 and 2000 an increase of 6 million players worldwide. The growing interest in recent years for holding golf travel is accompanied by increased supply of high quality courses.

This intends to be a multifaceted project that was born from the collaboration between a local government body and a higher education institution, partners that aims to collect, recover and recreate information, traditions, as well as inventory resources covering several forms of heritage.

We are looking for international partners in order to stimulate international internships as well as create international projects related to informational and immaterial heritage.

**Video:**

<https://www.facebook.com/rotadopescador/videos/600796260096007/UzpfSTeYmzk1Nzk5NTQ6MzA2MDYxMTI5NDk5NDE0OjEwOjE0NTE2MzUyMDA6MTQ4MzI1NzU5OT01NDIxNjQyMzY0NzQ0NjEyODU4/>

**Page no the Facebook: Fisherman's route:** <https://www.facebook.com/events/130892420653496/>

**Collection of audiovisual material (interviews with fishermen and women of these):**

[https://www.youtube.com/watch?v=8GYfkRBBtnM&index=2&list=PLhnocTV6UCpDft4HvIqgb-qkPn1m\\_82Ohc](https://www.youtube.com/watch?v=8GYfkRBBtnM&index=2&list=PLhnocTV6UCpDft4HvIqgb-qkPn1m_82Ohc)



## **OTHER PROJECTS**

### **METRO DO PORTO - SUBWAY OPORTO**

#### **Contextualization**

We live in a time of development of tourism in Portugal and in particular in the north of the country, with the city of Porto being its epicenter.

According to the entity Turismo do Porto, "More than six million passengers used the Metro do Porto during the month of October, which corresponds to a "new monthly demand record ". According to a statement from the company, quoted by Lusa, the six Metro lines were used by a total of six million and 126 thousand people, an "historical peak" of demand that represents a growth of more than 400 thousand validations, corresponding to an additional 8.3 % than in the same month last year. The Metro's best monthly records occurred in May of this year: 5.9 million customers. Also the average value of working day validations has now reached an "absolute record" with 237 thousand registered in October. The company explained that the numbers of the last months indicate that 2018 will be "the best year ever" in the search for the Metro.

By the end of October, the cumulative number of clients was already 52.1 million, which represents a growth of close to two million and in the order of 3.6% over the previous year. According to the company Metro do Porto, the year of 2017 was the "best year ever" since 2003, when it started the commercial operation, with more than 60.6 million validations. "

Since the metro is a means of transportation so valued by tourists visiting the city of Porto, it seems obvious that a mediating platform should be developed in order to bring to its users-tourists information about the heritage of touristic and cultural interest that is susceptible of be found in the area of the different subway stations. Thus, this project is based on the idea that heritage is a resource to be esteemed and valued and that this touristic information will be of interest to a large part of the Porto metro users and that it may be a differentiated and innovative potential resource, capable of leaving positive impact in the organization.

Effectively tourism of patrimonial, cultural and ethnographic value lives by the information that others hold and is currently considered as strategic for development and it will be in this perspective that this project will develop.

#### **Project Description**

The increasing importance of the informational heritage as a generator of value and differentiating identity is nowadays an essential element for the creation of points interest for tourists and can be used as a valuable resource for the services and products offered by certain organizations. In this sense, the Information and Documentation Sciences and Technologies Internship Committee of the Polytechnic Institute of Porto contacted the Metro do Porto in order to develop a project capable of identifying POIs that are located in the surrounding area of the Metro do Porto stations, thus promoting the use of the Porto metro through the connection of its stations to the heritage of tourist interest. To do this, it will be necessary to identify the POIs of interest, collect information associated with these points of interest, and, finally, create an app in order to make this information available to tourists who use the Metro as a means of transportation in the metropolitan area of Porto.

This project will cover the informational and historical heritage of certain locations of the

metropolitan area of Oporto and presupposes the collection of photographic records, collection of heritage and cultural information, treatment and structuring of information as well as the creation of an app that suggests tourists visit the POIs located in the vicinity of the metro stations, providing them with information that allows them to decide on the interest in visiting these same POIs.

Being a large project, it is expected that it will last in time and that several students collaborate in its execution so that it is possible to reach the proposed macro objective.

### **General objectives**

This is a project that seeks to recover and enhance the tourist heritage located in the vicinity of the various metro stops in Porto, belonging to the different lines through the creation of an app for this purpose. To achieve this general goal we will need to:

1. Collect and retrieve information about POIS in the immediate vicinity of the various metro stops (architectural, cultural, museological, ethnographic, archaeological, historical ...)
2. Structure the information so that it is easily perceived by tourists
3. Provide information in Portuguese and English, in an initial phase
4. Create an app where this information is made available depending on the GPS location of the equipment using that application OR according to the destination of the subway trip (the app should be downloaded using a QR code)

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## GRANDE HOTEL DO PORTO

### Contextualization

With so much choice, it is necessary that hotels have the ability to distinguish their offer from others, in order to attract customers and thus, provide a different experience, able to leave a positive impression on their guests. Hence the need to create a brand, which easily allows its target audience to identify it and therefore differentiate it from the other hotels.

In this project, creating a brand personality is defining your offer. If on the one hand the hotel offers a tangible offer, such as the rooms, the dining rooms, the diversity of meals for example, which should be of quality, and their perception by the guests is essential for the survival of the hotel, on the other is the possibility of the hotel to offer another type of experience, intangible, in order to fully assume the concept of hospitality.

It is thus perceived that the way the hotel welcomes its guests and integrates them into its historical context and concept, must be a transforming experience, capable of changing something in each person and creating cherished memories, enriching their experience and making them part of their life story.

The strategy must go through the historical narrative, rich and that creates the desire to somehow, that the customer could be part of this story. The uniqueness, authenticity and resilience of a century-old hotel will be the basis of the choice of customers, trying to reduce the exposure of the hotel to market trends as the brand is expected to enable the business to become sustainable. A brand based on hospitality is unique, authentic and resilient. For the customers, this brand becomes the basis of their choice, thus reducing the hotel's exposure to the moods of the market and fleeting trends. The brand allows the business to become sustainable in reminding that the emotional connection present in the strategies of "hospitality" enhances the staying power.

Development actors and managers must therefore focus on their own characteristics and identity in order to promote the Grande Hotel do Porto as a Boutique & Charm Hotel, facing contemporary



challenges and needs, in a way that assumes sustainable development.

This project is based on the idea that heritage is a resource to be valued, which promotes the sustainable and sustained development of the organization to which it belongs, since heritage, regarding the sense of the word, has value by its own. It is information that translates the memory of a centennial organization and that is a potential resource for its future. In this approach, heritage owners must work to value the heritage, work towards preserving it, always maintaining an ethical stance and accountability, taking every opportunity to promote it and sustainability of your organization.

Tourism of value, cultural and ethnographic lives by the information that others hold and is currently regarded as strategic for development and it will be in this perspective that this project will develop.

### **Project Description**

The director of Information and Documentation Sciences and Technologies degree, from the Polytechnic of Porto was contacted by the Grande Hotel in order to develop a project capable of recovering and valuing the distinctive history of the hotel.

Thus, it was assumed the development of a joint project with the purpose of recovering and preserving the history of the Grande Hotel and, at the same time, creating publicity material based on the history of the hotel.

This project will cover the informational and historical heritage of the Grande Hotel do Porto and the collection of photographic records, the development of retrospective clipping, the characterization and description of illustrious personages and events that occurred on the premises as well as the contextualization and description of why it was built in Rua Santa Catarina and the role that hotel employees have played for its secular survival.

It is expected that this project will last in time and that several students collaborate in its execution so that it is possible to collect, analyze and treat as many information as possible.

### **General Objectives**

As already mentioned, this is a project that seeks to recover and value the history of the hotel with the intention of creating a brand associated with the hotel, in a tourist approach to this heritage, assuming the objective medium / long term create an electronic resource with the history of the hotel and a catalog of disclosure to make available on the website.

These macro objectives will be attainable by achieving the following objectives:

1. Collect and retrieve photographic and journalistic information about the hotel
2. Characterize and describe the illustrious characters and events that occurred on the premises
3. Treat and analyze the information collected
4. Contextualize and describe the reason why it was built in Rua Santa Catarina

5. Structure the information to develop a tool (e-book, an app, a virtual timeline or other, to be explored through a touch screen) in order to use this information to strengthen the brand "Grande Hotel do Porto"

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