

TOCREA

INTERNATIONAL CONFERENCE OF TOURISM
AND CREATIVE INDUSTRY PROMOTION

7th and 8th – JULY

6th July

PRE-CONFERENCE

19:30 – 21:30 Welcome dinner at
Seminário de Vilar, Rua Arcediago
Van Zeller 50, 405-145 Porto

7th July

Faculty of Arts and Humanities (FLUP),
Amphitheatre 2. Avenida Panorâmica Edgar
Cardoso, 4150-564

Scientific partners:



CEPESE



CIC.DIGITAL
CENTER FOR RESEARCH IN COMMUNICATION,
INFORMATION AND DIGITAL CULTURE



CITCEM



IMMAA
INTERNATIONAL MEDIA MANAGEMENT
ACADEMIC ASSOCIATION

Institutional partners:



Popular
O banco que é para si



Faculdade de Letras
Universidade do Porto

fundação

LUSO-AMERICANA
PARA O DESENVOLVIMENTO



COOPMAR
Transoceanic Cooperation



EATSA
European Association of Tourism Societies



FCT
Fundação para a Ciência e a Tecnologia
Ministério da Ciência, Tecnologia e Inovação



ASSOCIAÇÃO
PORTUGUESA
DE IMPRENSA

09:15 – 09:45 Registration

09:45 – 10:00 Opening Ceremony with Fernanda Ribeiro (Dean of the Arts and Humanities Faculty of Porto University) and Paulo Faustino (CIC.Digital/Porto University, coordinator of ITRACOTUR project, and President of IMMAA - International Media Management Academic Association)

10:00 – 10:30 Keynote speaker: Dimitris Buhalis, Bournemouth University- **Best Practices in Social Media and Marketing Communication in Cultural Tourism.**
Commentator: Amélia Polónia, Porto University

10:30 – 11:00 Keynote speaker: Eli Noam, Director of CITI at Columbia University - **The impact of the internet on travel and creative industries.**

Commentator: Inês Amorim, FLUP/Porto University

11:00 – 11:15 Coffee Break

11:15 – 11:45 Keynote speaker: Terry Flew, Creative Industries Faculty of Queensland University of Technology and Chief Investigator, QUT Digital Media Research Centre- **The Creative Industry, Tourism, Cultural Heritage and Qualified Jobs.**

Commentator: Manuela Pinto, FLUP/Porto University/CIC.Digital

11:45 – 12:15 Keynote speaker: Nadine Strossen, New York Law School and Former President of American Civil Liberties Union- **Travel and Human rights.**

Commentator: Helena Pina, FLUP/Porto University/CIC.Digital

12:15 - 13:00 Roundtable: **Digital Marketing of Touristic Brands of Porto and North Region.**

Chairs: Ricardo Almeida (University of Santiago de Compostela) and Teresa Dieguez (Polytechnic Institute of Porto)

Speakers: Isabel Castro (Director of Tourism Porto and North), Carla Vaz (Douro Azul, Director of the Touristic Project of Tua river), Patrícia Soares da Costa (company Marquinista - Branding, Communication and Tourism)

13:00 - 14:15 Lunch Break

14:15 - 15:00 Roundtable: **Online Tourism Marketing and Portugal Perception in International Markets**

Chairs: Alexandra Pereira (CEPESE) and Amélia Polónia (FLUP/Porto University/CIC.Digital)

Speakers: Francisco Dias (President of Euro-Asia Tourism Studies Association), Francisco Belda (UNESP), Francisco Paniagua (Malaga University), Terry Flew (Queensland University), Eli Noam (Columbia University)

15:00 – 16:45 Session A (IN ENGLISH AND SPANISH) - **Public Policies, heritage management and cultural tourism promotion in the Ibero-American space.**

Organization: Amélia Polónia, (University of Porto/ CITCEM)

Chair: Ana Maria Rivera Medina, (Universidad Nacional De Educación a Distancia, Spain)

15:00 - 15:15 Presentation

15:15 - 15:30 *Social Memory and Historical Knowledge: “Checks and Balances” on the*

Portuguese Codfisheries Heritage of the 20th Century. Álvaro Garrido (University of Coimbra)

15:30 - 15:45 *Guidelines For a Heritage Policy From and To Valparaiso-Chile.* Fernando Vergara (Pontifica Universidad Católica De Valparaíso, Chile)

15:45 - 16:00 *The revitalization of Rio de Janeiro’s port zone: implications for tourism and sustainable development.* Guilherme Marques (Fundação Getúlio Vargas, Brazil)

16:00 - 16:15 *Panamá punto de encuentro histórico, turístico y cultural.* Mihaela Gabriela Stegaru (Latin University of Panama)

16:15 - 16:30 *Redefiniendo el modelo turístico en La Habana. Industrias creativas en el nuevo escenario doméstico.* Ricardo Torres (University of Havana)

16:30 - 16:45 Debate

16:45 – 17:00 Coffee break

17:00 – 18:00 Session B (IN ENGLISH, PORTUGUESE AND SPANISH) - **Creativity and Branding in Tourism.**

Chair: Francisco Belda, Francisco Paniagua (Malaga University) and Jorge Pedro Sousa (CIC.Digital)

17:00 - 17:15 *Evaluando la creatividad como motor del desarrollo local.* Antonio Castro Higuera (Malaga University)

17:15 - 17:30 *Turismo De Saúde E Bem-estar E Património Cultural: A Diferenciação Pela Comunicação.* Anabela Mateus (Universidade da Beira Interior), Ana Pereira Neto (ISEC Lisbon)

17:30 - 17:45 *Marca Porto – Análise de Caso.* Ricardo Almeida, University of Santiago de Compostela

17:45 - 18:00 *Storytelling with Mobile Augmented Reality in Cultural Heritage and Tourism.* Gunnar Liestøl (University of Oslo)

17:45 - 18:00 Debate

19:30 – 21:30 Dinner at a downtown restaurant
TBD

8th July

Faculty of Arts and Humanities (FLUP), Amphitheatre 2. Avenida Panorâmica Edgar Cardoso, 4150-564

10:00 – 11:00 Session C (IN ENGLISH) - Digital media, social media and creative content production.

Chair: Manuel Teixeira (CEPESE) and Florbela Guedes (CEPESE)

10:00 - 10:15 *The interplay between cultural heritage, tourism and social identity: the case study of municipalities' official websites.* Valeriano Piñeiro Naval, Paulo Serra (Universidade da Beira Interior)

10:15 - 10:30 *Exploring experience design in tourism through Lokalii. How can a travel app create memorable experiences?* Ida Marie Helgetveit (University of Oslo)

10:30 - 10:45 *Place Branding and Video Games.* Louis-Etienne Dubois, Christopher Gibbs, Ted Rogers (Ryerson University, Canada)

10:45 - 11:00 Debate

11:00 – 11:15 Coffee Break

11:15 – 12:15 Session D (IN ENGLISH) - Marketing, advertising and digital communication.

Chair: Paulo Faustino (FLUP/Porto University/CIC.Digital) and António Machuco (FLUP/Porto University/CIC.Digital)

11.15 - 11:30 *Opportunities for new entrepreneurs in the Tourism market: a description of the systemic transformations in the communicational environment under the regard of Digital Marketing.* Fred Izumi Utsunomiya (Universidade Presbiteriana Mackenzie, São Paulo)

11:30 - 11:45 *The Marketing and Online Marketing Activities of Travel Agencies in Slovakia.* Martina Drahošová (Comenius University in Bratislava)

11:45 - 12:00 *The promotion of Portugal as creative and tourist destination in China.* Jianjian Mou (Porto University)

12:00 - 12:15 Debate

12:15 – 13:45 Lunch break

13:45 - 14:45 Session E (IN PORTUGUESE) Tourism and Creative Economy.

Chair: Joaquim Brigas (Polytechnic Institute of Guarda) and Isabel Marques (Universidade Lusófona do Porto, CEPESE)

13:45 - 14:00 *O Bairro de Canasvieiras em*

Florianópolis - Brasil: relações entre o turismo e a economia criativa. Ana Paula Lisboa Sohn, Renato Buchele Rodrigues, Sara Gadotti dos Anjos, Carlos Alberto Tomelim (University of Vale do Itajaí)

14:00 - 14:15 *Você Tem Sede De Quê? Análises E Reflexões De Itajaí Como Uma Cidade Criativa.* Robson Freire, Giovana Cristina Pavei, Cristina Zimmermann Baccin, Marília Matos Gonçalves (University of Vale do Itajaí)

14:15 - 14:30 *Economia Criativa e Turismo: revisão sistemática de literatura.* Ana Paula Lisboa Sohn, Renato Buchele Rodrigues, Sara Gadotti dos Anjos, Carlos Alberto Tomelim (University of Vale do Itajaí)

14:30 - 14:45 Debate

14:45 - 15:30 Session F (IN PORTUGUESE) - Education, training and research methodologies.

Chair: Luís Paulo Martins (Porto University/CIC.Digital) and Tereza Rebelo (ISMAI)

14:45 - 15:00 *Escola da Indústria Criativa: Uma proposta transdisciplinar e integradora a partir da expertise do ensino do Turismo na UNIVALI.* Renato Buchele Rodrigues, Patricia Duarte Peixoto Morella, Carlos Alberto Tomelin (University of Vale do Itajaí)

15:00 - 15:15 *Internacionalização do Currículo do Programa de Pós-Graduação Stricto Sensu em Turismo da UNIVALI.* Patricia Duarte Peixoto Morella, Renato Buchele Rodrigues, Sara Gadotti dos Anjos (University of Vale do Itajaí)

15:15 - 15:30 *Turismo e lazer na extensão universitária: o caso da Universidade da Criativa Idade.* Ana Paula Lisboa Sohn, Renato Buchele Rodrigues, Silmara Hoepers, Juliana Cristina Galas (University of Vale do Itajaí)

15:30 - 15:45 Debate

15:30 - 15:45 Coffee Break

15:45 – 16:15 Closing Ceremony with Fernando Sousa (President of CEPESE) Manuel Teixeira (Research Center for the Study of Population, Economy and Society – CEPESE), Paulo Faustino (President da International Media Management Academic Association and Porto University).

19:30 – 21:30 Closing dinner at Restaurant Café Ceuta, Rua de Ceuta 20 4050 Porto