

# TOURISM AND VALORISATION OF CULTURAL HERITAGE: THE CASE OF THE CASTLE OF LANHOSO

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## Abstract

Given the relationship of sustainability and mutual benefits that tourism and cultural heritage can and should establish, the present study aims to reflect on the importance of the development of creative activities in the Castle of Lanhoso, in the municipality of Póvoa de Lanhoso (in northern Portugal), as a form of promotion and tourism valorisation of this heritage classified as National Monument. In this context, the study intends to stimulate and streamline the processes of monetization and preservation of the Castle of Lanhoso, making it suitable for sustainable tourism economic activity with the purpose of improving the living conditions of the population, generating employment and revenues, increasing tourism demand, promoting and preserving the identity and the local cultural heritage.

## Keywords

Castle of Lanhoso • creative tourism • heritage • residents

## 1. Introduction

Cultural heritage is of vital importance in preserving the memory and identity of communities. Indeed, when local cultural heritage is not preserved, it is lost in memory, the past has no future and in the present, we do not keep its memory (Gonçalves, 2012). It is also a vitalizing factor in the establishment and consolidation of tourism destinations, since heritage, according to Henriques (2003), is only cultural when known and enjoyed by the people, thus the need to make it available to the public.

The main motivation of this study is the tourism value of the heritage of the municipality of Póvoa de Lanhoso, through the promotion of tourism activities in the Castle of Lanhoso. This central monumental and patrimonial reference of the municipality assumes itself as the catalysing and congregating element of an entire community with centuries of common history, classified as National Monument since June 23, 1910 by the General Inspection of Fazenda do Ultramar.

The main objective of this research is to reflect on the importance of the Castle of Lanhoso in the transmission of local identity and uniqueness to its visitors (tourists and

residents), as well as to analyse the impact of the promotion and preservation of this monument on the resident community.

The paper is divided in three main sections. In the first section, a review of the literature is made on themes such as heritage, community identity, cultural tourism, creative tourism and community integration. In the second section, the municipality of Póvoa de Lanhoso is addressed through the analysis of social and economic characteristics of the municipality, tourism characteristics, tourism demand and supply, ending with the characterization of the Castle of Lanhoso and its importance in the history of Portugal. In the last section, the development of tourism activities is proposed, in order to value the tourism offer of the Castle of Lanhoso.

## 2. Literature review

### *Heritage as the identity of a community*

According to the International Council of Monuments and Sites (1964), historical and cultural patrimony endures in the present as the living testimony of the traditions and culture of various generations over time, and is thus considered common

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heritage of humanity. Hence, heritage must be preserved and transmitted in its authenticity for the future memory of the next generations. It is essential for maintaining and creating secure environments that allow individuals to find their identity and current and past values of a community. On the other hand, it allows the perception of the respective differences resulting from their specificities, through their patrimony, their customs and their cultural experiences (Barranha, 2016).

Cultural heritage is constituted by all material and immaterial goods with relevant cultural interest and which reveal the memory and collective identity of people, factors that in times of globalization must be seen as resources of differentiation and attraction in the valorisation of the territory and in the promotion of the identity of a community among the visitors and of the community in which it is inserted (Assembleia da República, 2001; International Council of Monuments and Sites, 1999).

According to Alfonso (2003), to understand cultural heritage, it is necessary to travel to the place and to experience the various specific and unique factors that distinguish it and serve as attraction and motivation for the trip. This contributes to the revelation and appreciation of the cultural identity that is transmitted in the diverse relations established between the local community and the visitors, allowing visitors to understand the place and the populations that inhabit it. At the same time, it contributes to the preservation of heritage by the resident community, given the economic importance of cultural tourism.

For Castro (2010), the dissemination of cultural identity to visitors should be seen as an opportunity and a right, given that it is a way to strengthen and preserve one's culture by valuing one's self-esteem and sense of belonging and pride of a community, especially in times of global cultures that overshadow national and local cultures.

The dissemination and preservation of cultural identity are fundamental for the present and future economic development of communities through the ability to transmit their history, through the exchange of experiences lived by different cultures and through the attraction of visitors. Tourism is of vital importance given the collection of tourism revenues that should be used for local, regional and/or national development of the communities, but also channelled to the preservation, conservation and dissemination of heritage (Throsby, 2016).

### **Cultural tourism**

Since the late 1990s, the cultural heritage of communities has been promoted as a tourism product by offering vast experiences. These experiences allow us to relive the past by visitors, making them part of their tourism resources, as well as a very profitable and competitive business oriented towards a market whose main objective is to attract and maintain visitors (Boyd, 2001; Light & Prentice, 1994).

The valorisation and preservation of cultural heritage in destinies, originated by the challenges of post-industrial consumer capitalism, led to the development of policies based on the dissemination and commercialization of distinct cultural experiences. These cultural experiences are consumed locally as a way of preserving their cultural identity and, at the same time, increasing the incomes received, thus responding to increased consumer demand (Richards & Wilson, 2006).

Hence, the promotion and commercialization of cultural touristic products by tourism destinations, adding art, history, traditions and customs, monuments, the way of life of the people, among others, assume an important and driving role for the economies. Cultural tourism products are one of the main growing motivations for tourists' travel decisions, accounting for about 40% of total world travel (Cunha & Abrantes, 2013; Organization for Economic Co-operation and Development, 2009).

Cultural tourism consists of the movement of people to a tourism destination (a geographical area in which a tourist spends at least one night, composed of various elements, including cultural heritage, which serve as an attraction and meet the needs of visitors), mainly for cultural reasons, which includes a variety of activities such as group visits, cultural visits, trips to festivals, visits to historical sites and monuments, folklore and pilgrimage (World Tourism Organization, 1985, 2007).

For Vargas-Hernández (2012), cultural tourism is a tourism of experiences related to the visit to natural landscapes, historic sites, museums, festivals, among others, and whose visitors seek an involvement with the environment that allows them to experience and participate in present and/or past lifestyles and make them feel part of the history of the place visited. This translates the identity and increases the self-esteem of the local communities since it allows a greater understanding and communication between people of different means. This tourism must be based on sustainable policies that preserve, restore and conserve heritage, since it is composed of finite and non-renewable resources.

### **Creative tourism**

For Richards (2011), creativity has historically been associated with creative people and then with creative products; however, the highlight has now shifted to the social context and the creative environment. Creativity is everywhere and can be the background or the main activity of creative tourism, depending on the level of involvement of the tourist.

According to this author, creativity becomes a backdrop for 'cool' places, animated by the development of specific creative industries, especially cinema, fashion and design. These, in turn, provide the basis for new tourism products in different cities. In Barcelona, for example, fashion and

cinema have become specific tourism products through the development of events, cultural routes and thematic spaces.

The growth of creative tourism is identified as the reaction to cultural tourism, as creative consumers seek more interactive experiences that assist them in personal development and the creation of their identity, unlike traditional cultural tourists (Richards & Raymond, 2000). The activities offered to tourists are the fundamental elements in the production and consumption of creative tourism (Tan, Kung, & Luh, 2013).

The concept of creative tourism is first mentioned by Pearce and Butler (1993). They identify creative tourism as a potential form of tourism, although they do not define the term very clearly (Richards, 2011).

According to Richards and Raymond (2000, p. 20), creative tourism is defined as 'tourism that offers visitors the opportunity to develop their creative potential through active participation in courses and learning activities, which are characteristic of the holiday destination where they are undertaken'.

Activities related to creative tourism allow tourists to learn more about local skills, specialties, traditions and unique qualities of the places they visit (Richards & Wilson, 2006). Creative tourism activities involve visitors in an authentic experience with participatory learning in the unique traditions, arts, heritage, craftsmanship or feature of a place, thus providing an interconnection with the residents who create the living culture of the destination (Kiralova & Malachovsky, 2016).

According to Lin and Wu (2010, as cited in Tan et al., 2013), the expression Creative Life Industry (CLI) is used to describe creative tourism as part of the cultural and creative industries that focus on day-to-day activities and visa to attract tourists to the destination instead of seeing creativity as an artistic term only.

Creative tourism has more potential than traditional cultural tourism because it offers the ability to add value more easily to the product and allows tourism destinations to offer innovative products using mobile and sustainable resources compared to tangible cultural products. Thus, this depends largely on the active involvement of the tourist. This is not only a place to observe, but rather to interact and participate in the experience provided, and thus, to learn actively about the environment, applying the gained knowledge to develop the proposed activities (Richards & Wilson, 2006).

### ***Integration of the resident community***

Tourism is essentially a phenomenon based on a particular place that involves the production of identity of the destination in different scales (Hall, 1998, as cited in Wang & Xu, 2015).

The municipalities see tourism as an important tool for the restoration and revitalization of economic development, resulting in an improvement in the quality of life for the resident

community and for the visitors. The support of local residents is crucial for its promotion; it is necessary to maintain positive attitudes on the part of the residents in the development of tourism, since the friendly interactions between visitors and residents have a significant effect on the satisfaction of visitors with the destination (Pizam, Uriely, & Reichel, 2000, as cited in Wang & Xu, 2015).

A place can be described as a junction of meanings, knowledge, attachment, commitment and satisfaction that an individual or group associates with a given physical space. Satisfaction with place results from how this place does or does not meet the expectations, needs, or standards of quality of life presupposed by a particular person (Shamai, 1991, as cited in Wang & Chen, 2015).

The identity of a place is determined not only by its physical components but also by the meaning and associations developed between people and place (Bott, Cantrill, & Myers, 2003, as cited in Wang & Chen, 2015). The identity of a place of residence affects the residents' attitudes towards positive or negative tourism impacts.

In a study of place behaviour, Breakwell (1986, as cited in Wang & Chen, 2015) developed a theory in the process of identity in which it is seen as a dynamic social product between the interaction of memory, guided by four principles: distinction, continuity, self-esteem and self-efficacy. The principle distinction is related to the desire for the establishment of a sense of personal or individual distinctiveness or uniqueness, since people, in a social context, tend to identify with others with whom they share experiences. The principle continuity concerns the desire to preserve the continuity of self-concept that focuses on the development of the sense of continuity used by people to construct and document their life histories through autobiographical memory. Following the same thought, continuity is argued as a key desire that leads to the construction and maintenance of identity in which the principle of self-esteem refers to a positive assessment of the person or group with which it is identified and self-efficacy is defined as an individual's belief in their ability to know and cope with changing circumstances.

These four principles of Breakwell were initially introduced in the tourism literature by Gu and Ryan (2008). These authors refer that communities have a strong sense of cooperative identity based on networks of relationship of extended families. They also conclude that the concept of attachment to the place allows the nature of the debate on the impacts of tourism and perceptions of change. Communities have strong senses of cooperative identity that are based on extended family networks.

For Wang and Chen (2015), residents oppose tourism when they feel that their identity is challenged by its development. However, it is believed that residents support the development of tourism if it meets their identity. The positive identity of the

place and attachment to it occur when social and physical resources in the residents' environment are convenient to meet the needs and preferences of the local community, thus influencing their attitudes and behaviour toward their place of residence.

According to Pizam et al. (2000, as cited in Wang & Chen, 2015), the attitude of the resident community towards the development of tourism is very important, since it is necessary to have a friendly relationship between visitors and residents, creating a significant effect on satisfaction of visitors to the destination. However, in the development of tourism destinations, the preferences and interests of visitors are mostly placed ahead of the residents.

Tourism managers, in order to provide economic and cultural benefits to community residents, should create an atmosphere in which the resident community can actively participate in the protection and preservation of their cultural heritage, avoiding potential conflicts and gaining the support of the resident community. It is advantageous to enlist local residents in the tourism development process (Besculides, Lee, & McCormick, 2002; Wang & Chen, 2015).

Integrated residents in the community perceive the impacts of tourism with more concern than those residents who are more unattached from their community (McCool & Martin, 1994, as cited in Besculides et al., 2002).

Residents' perceptions and attitudes towards tourism are influenced by social and economic factors such as residence time, economic dependency, and attachment to the community (Besculides et al., 2002).

According to Keogh (1990, as cited in Besculides et al., 2002), residents who are directly or indirectly involved in the tourism sector are more likely to encourage tourism than those who are not involved. However, even if global attitudes towards tourism are positive, residents living near tourism attractions are more concerned about the impacts of tourism than those who live farther away.

Generating employment for the residents is important for the support they can give to the tourism development of their place of residence, but equally important is how residents perceive tourism: a means to learn, share and preserve their culture.

### 3. Tourism value of the cultural heritage: The case of the Castle of Lanhoso (Póvoa de Lanhoso)

#### *Characterization of the municipality of Póvoa de Lanhoso*

Located in the heart of Minho, the municipality of Póvoa de Lanhoso is situated in the northern Portugal and belongs to the district of Braga, bordering the counties of Braga (to the west), Guimarães (to the south), Fafe (to the south), Vieira

do Minho (to the east) and Amares (to the north), located between the left bank of the Cávado River and the right bank of the Ave River (Figure 1).

Since 2013, the municipality is composed of 22 parishes, with the town of Póvoa de Lanhoso as its headquarters, integrating in its 130 km<sup>2</sup> area, all the richness and diversity of the beautiful *Minhota* landscape. In line with the 2011 Census, it has a population of about 22 thousand people.

According to the data from Pordata (2016), in 2014, 67.9% of the population was of working age and 17.6% of the population was over 65 years of age. According to the same source, the unemployment rate registered in 2011 was around 13.2% and the employment rate registered in the same period was about 44.6%.

The municipality of Póvoa de Lanhoso is in the NUT III region, Ave, which, in turn, is part of the NUT II region, North. In this municipality, there are records of heritage and also architectural testimonies of the different periods of human occupation spread throughout the county, such as the Romanesque Church of Fontarcada, the Mem Gutierrez Bridge and the Castle of Lanhoso, monuments classified as national monuments. There is also a diversity of immaterial heritage exposed in the diverse traditions and historical personages affected to the region, such as D. Teresa of Leon.

In Figure 2, it is possible to observe that in the Ave region, the municipalities with the highest number of classified cultural heritage are Guimarães, followed by Vila Nova de Famalicão and Póvoa de Lanhoso.

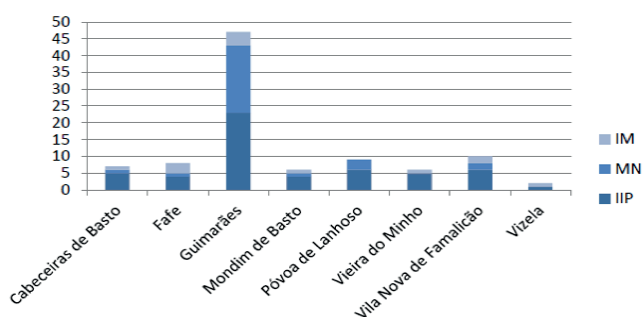
In 2012, the municipality with the highest cultural expenditure in the NUTS III region, Ave, was Póvoa de Lanhoso, registering a value well above the national average, followed by Guimarães and Vila Nova de Famalicão (Figure 3).

#### **Tourism characterization**

Table 1 summarizes the service activity sector by regions Ave, North and Portugal for the year 2011. In this year, the Ave region had a total of 27,353 registered companies,



Figure 1. Map of Portugal



**Figure 2.** Cultural heritage classified in the NUT III region, Ave  
Source: Comunidade Intermunicipal do Ave, 2014.  
Legend: IM - Property of Municipal Interest; MN - National Monument; IIP - Property of Public Interest

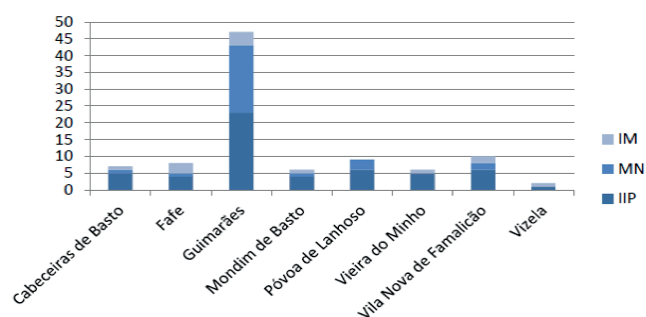
representing about 10% of the total number of companies in the North region, and around of 3% of the national total. Regarding the total economic activities in the Ave region, services represented about 74% of the total companies.

At the level of employed population, in 2011, the service sector employed a total of 60,454 people in the Ave region, representing about 9% of the total North and about 2% of Portugal. With regard to the total economic activities in the Ave region, services represented about 41% of the total number of employed staff.

In 2011, there was a total of 3,953 million euros in the Ave region, corresponding to around 8% of the North total and around 2% of the national total. With regard to the total economic activities in the region, services represented about 40% of the total turnover (Table 1).

The Gross Value Added (GVA) in the region in 2011 amounted to 797 million euros, corresponding to 7% of the North total and around 2% of the total in Portugal. With regard to the total economic activities in the Ave region, services represented about 32% of total GVA.

Regarding the importance of the services sector in the municipality of Póvoa de Lanhoso, in 2011, this sector assumed a considerable importance in the totality of economic



**Figure 3.** Cultural expenditure per inhabitant (year 2012) in the NUT III region, Ave (in €)  
Source: Comunidade Intermunicipal do Ave, 2014.

activities, since it registered a value above 40% with regard to personal service, turnover and GVA.

### Tourism demand

As reported by the Instituto Nacional de Estatística (2013), in terms of tourism demand, in 2013 the municipality of Póvoa de Lanhoso registered 9,304 overnight stays and an average stay of about 1.9 days (Table 2). The net rate of bed occupancy was around 17.8% with a proportion of foreign guests of 10.7%.

Due to the lack of available data, it was not possible to characterize more rigorously the visitor profile of the Ave

**Table 2.** Tourism demand in the municipality of Póvoa de Lanhoso, 2013

Nights (N°)	9,304
Guests (N°)	4,924
Stay average (N°)	1.9
Net occupancy rate bed (%)	17.8
Proportion of foreign guests (%)	10.7

Source: Instituto Nacional de Estatística (2013).

**Table 1.** Importance of services by regions Ave, North and Portugal in the year 2011

	Services			Services / Total Activities
	Ave	Ave / North	Ave / Portugal	Ave
	Value	%	%	%
Total companies (n°)	27 353	10	3	74
Persons employed (n°)	60 454	9	2	41
Volume of business (millions €)	3 953	8	2	40
GVA (millions €)	797	7	2	32

Source: Comunidade Intermunicipal do Ave, 2014.

region and the municipality of Póvoa de Lanhoso. However, in the year 2012, domestic tourism accounted for 63% of overnight stays and 68% of verified visitors, compared to external tourism. The most emitting countries were Spain, with about 9% of overnight stays and 8% of guests, France, with about 5% of overnight stays and 4% of guests, Italy and Germany, each representing 3% of overnight stays and 2% of guests and, finally, the United Kingdom, with about 2% of the total number of overnight stays and registered guests (Comunidade Intermunicipal do Ave, 2014).

The tourists that visit the North of Portugal and whose main attractions of visit are the natural beauty, the gastronomy and the patrimony of the region, have leisure as the main reason of visit. The tourists travel solo or as a couple, arrange the trip on the Internet in advance of at least two to three weeks, spend a value between €300 and €500 for the entire trip, travel by car throughout the region (rented or belonging to relatives and friends) and by public transport (Instituto de Planeamento e Desenvolvimento do Turismo, 2012).

### **Tourism supply**

According to the data from the Instituto Nacional de Estatística (2013, 2014, 2015), there was an increase in the accommodation capacity in the period 2013–2015, with 211 beds available in 2015. In 2012, the total number of accommodation registered in the municipality of Póvoa de Lanhoso was 22 units, distributed as follows by type of accommodation: thirteen rural tourism units, seven in local accommodation, one hotel and a housing tourism unit (Comunidade Intermunicipal do Ave, 2014).

The town hall lists several restaurants, with typical regional dishes, as well as various tourism points of interest in the municipality (Câmara Municipal da Póvoa de Lanhoso, 2016):

- Sanctuary of Nossa Senhora do Pilar – 16th century religious architecture
- Castro de Lanhoso – bronze culture (Property of Public Interest) of the Bronze Age
- Sanctuary of Nossa Senhora of Porto de Ave – 18th century religious architecture
- Carvalho de Calvos Interpretation Centre – environmental centre of the 21st century
- Church of Fontarcada – religious architecture (National Monument) from the 13th century
- Church of S. João Baptista de Rei – religious architecture (Property of Public Interest)
- Pelourinho de Moure – civil architecture / Pelourinho (National Monument) from the 16th century
- Bridge Mem Gutierres – medieval bridge (National Monument) from the end of the 14th century and the beginning of the 15th century
- Travassos Gold Museum – Museum of 1993

- Arte Sacra Museum – Museum of 2001
- Castle of Lanhoso – military architecture (National Monument) of the late 10th century

### **Castle of Lanhoso**

Considering the objective of valorisation of the Castle of Lanhoso, a more detailed description of this monument of military architecture, classified national monument, of end of century X will be made. The Castle de Lanhoso (Figure 4) is one of the oldest national castles, dating to the 10th century. It was rebuilt by Bishop Pedro de Braga with the main objective of protecting the city of Braga, given its geostrategic position, allowing to control the valleys of the rivers Ave and Cávado and the communication routes that linked important political, economic, social and religious centres, such as the old Bracara Augusta, now known as the city of Braga, and Vimaranes, now known as the city of Guimarães (Câmara Municipal da Póvoa de Lanhoso, 2016).

It is located in the largest outcrop known granite monolith, on the top of the Pilar hill, in the parish of Lanhoso, belonging to the Municipality of Póvoa de Lanhoso. There are vestiges of human occupation from thousands of years before Christ, as attested by the vestiges found in Castro de Lanhoso (Câmara Municipal da Póvoa de Lanhoso, 2016).

The history of this Castle remains intimately linked to the history of Portuguese independence from the kingdom of Castile and to the figure of D. Teresa de Leon, the mother of Afonso Henriques, the first King of Portugal. The 'Treaty of Lanhoso' was celebrated between Teresa and her sister D. Urraca, after the siege of Lanhoso Castle and the famous battle of S. Mamede, between D. Afonso Henriques and D. Teresa, episodes important in the Portuguese history.

Currently, the Castle of Lanhoso functions as the Museological Nucleus of the Castle of Lanhoso, exposing the discoveries that over the years were found, transforming it into one of the main monumental and patrimonial references of the county of Póvoa de Lanhoso.



**Figure 4.** Aerial view of the Castle of Lanhoso.  
Source: Câmara Municipal da Póvoa de Lanhoso (2016).

#### 4. Tourism valuation of the Castle of Lanhoso

According to the Comissão de Coordenação e Desenvolvimento Regional do Norte (CCDR-N, 2009), the NUT II region, North, has vast heritage resources, such as castles, forts, villages, among others, resulting from the strong occupation of the territory since the Palaeolithic period, representing about 35% of the national total, with the registration of 1,083 goods classified as National Monument and Property of Public Interest (Comissão de Coordenação e Desenvolvimento Regional do Norte, 2009).

As such, the planning of the region should take into account the valuation of these differentiation factors and of the resources that, given their specificity and singularity, demarcate themselves from others. Cultural tourism is one of the most important differentiating factors in this territory, which, when preserved, can contribute to the development of the region, generating employment and improving the living conditions of the population while contributing to the rational and functional use of the built-up spaces (Comissão de Coordenação e Desenvolvimento Regional do Norte, 2009).

The same entity indicates that the promotion and dissemination of this heritage should safeguard and preserve its authenticity and should be monetized according to its connection to the past and local memory in the form of a story that is intended to communicate as cultural heritage and local identity and national level, thus contributing to avoid abandonment, de-territorialisation and forgetfulness.

The tourism bet must have as fundamental pillar its sustainability, acting in the sense of preservation and protection of cultural heritage, thinking on ways to monetize existing resources, where apart from the recovery of buildings, it should include the supply of tourism products based on interpretative speeches. It should be based on the history and traditions associated with it, focusing on the recovery and valorisation of tourism resources with the development of tourism packages that include thematic routes, complementing the existing cultural supply, namely museums and interpretive centres (Comissão de Coordenação e Desenvolvimento Regional do Norte, 2009).

For Silberberg (1995), the success of tourism products lies in the ability to create partnerships with the various public and private entities in the tourism sector, as well as the involvement of the local community through schools, associations, local groups, among others, where, together, there will be beneficial opportunities for visitors and for all those involved.

The municipality of Póvoa de Lanhoso identifies the Castle of Lanhoso as a cultural space, which can be enjoyed by the community, providing that the preservation of its authenticity and its historical significance are preserved, and can be used for leisure and environmental and cultural sensitivities provided that the main objectives are the promotion and environmental

and landscape qualification of the territory (Câmara Municipal da Póvoa de Lanhoso, 2013).

The offer of creative experiences has become a strategy adopted by destinations that seek tourism growth, since tourists wish to participate in these experiences (Tan et al., 2013).

Thus, the tourism market has evolved due to its own saturation and also to the evolution of consumption patterns of visitors, being no longer based on the offer of products and services and concentrating on the offer of experiences, thus responding to the need to maintain customer satisfaction and loyalty. Companies have focused on offering customized experiences, where tourists actively build their experiences, participating and integrating the environment, creating added and unique value for themselves (Ali, Ryu, & Hussain, 2015).

For Richards (2011), the essence of creative tourism lies in the realization of activities that involve the tourist, allowing them to co-create and participate, developing and exploring their creative abilities and, at the same time, getting involved and getting to know the local community and their culture as part of an engaging experience.

Thus, in order to improve the living conditions of the population of Póvoa de Lanhoso, generating direct and indirect employment, involving the local community, through its organized groups and associations, we propose the development of economic, social and cultural activities that ensure the defence and the cultural heritage of the region, specifically the Castle of Lanhoso, creating opportunities to contribute to the increase in tourism demand and the consequent generation of tourism revenues, through the following animation strategies:

- Creation of tourism products associated with the characteristics, endogenous products and local companies/artisans, for example, development of the existing medieval fair:
  - Return for the resident community: a greater sense of belonging and involvement of residents in the welcoming and hospitality of visitors; local economies without the need for major financial investments or infrastructures; an increase in the reputation of the monument.
  - Return for visitors: co-creation, co-participation and involvement of the visitor in the tourism activity, allowing for greater satisfaction and future recommendation.
- Development of competitions aimed at educational institutions of different degrees of education, encouraging the creation of creative tourism products for the region:
  - Return for the resident community: encouraging entrepreneurship and combating dropout; greater knowledge of the heritage of the region.

- Return for visitors: increased supply of creative products.
- Regular monitoring of resident populations, various regional associations and opinion makers in tourism projects to be implemented:
  - Return for the resident community: greater community involvement in the decision-making processes; increased sense of belonging and involvement of residents in the welcoming and hospitality to visitors.
  - Return for visitors: creation of products with greater added value in terms of experience and hospitality lived.
- Improvement of terrestrial communication routes, basic infrastructures and signalling improvement:
  - Return for the resident community: improvement of the conditions and the quality of life of the populations.
  - Return for visitors: improvements in access and movement of visitors; increase in the quality of the services provided.
- Increase the creation of certified regional brands and products:
  - Return for the resident community: increase in the recognition of regional products, guaranteeing the economic and social sustainability of the regions; increase in the creation of micro-businesses; creation of self-employment.
  - Return for visitors: increase in the quality of the lived experience through the knowledge of unique and characteristic products of the regions.
- To revive ancient traditions and customs lost in times, such as the historical re-creation of the ‘Treaty of Lanhoso’, recreating the signature of this treaty between Teresa and her sister D. Urraca, during the siege imposed by D. Urraca her sister, D. Teresa, integrating the theatre groups and local associations, rebuilding the ‘Battle of S. Mamede’ (year 1128), rebuilding the battle between D. Afonso Henriques who saw Portugal as an independent kingdom and D. Teresa, his mother and defender of the interests of the kingdom of Castile, integrating the groups of theatre and local associations:
  - Return for the resident community: a greater sense of belonging; greater knowledge of the history and culture of the region; greater participation of the elderly population, often isolated.
  - Return for visitors: increase in the quality of the lived experience by knowledge and participation in local ethnography.
- Requalification of the existing routes and creation of new ones that include tourism animation with the participation of the resident populations through theatre companies, folkloric ranches, local associations, among

others; some examples could be the creation of the route of the castles, integrating in network the Castles of Lanhoso and the Castle of Guimarães and the creation and development of the viewpoints of Minho, integrating the main viewpoints of Braga, Guimarães, Póvoa de Lanhoso and Gerês:

- Return for the resident community: job creation; development of local economies.
- Return for visitors: increase in the quality of the lived experience; increase in hospitality and contact with resident populations.

In the article ‘Póvoa de Lanhoso: Núcleo museológico já abriu ao público’ (2011), the mayor of Póvoa de Lanhoso refers that the cultural and tourism projection of Póvoa de Lanhoso is planned on the basis of the Castle, its history and its legends. The developed projects and the valorisation of cultural spaces, such as the Castle, evidence the capacity of the municipality to respond to the touristic and cultural interest demand.

## 5. Conclusion

The dissemination and promotion of cultural heritage values the cultural identity of a community, strengthening its self-esteem and increasing its sense of belonging, especially in times of global cultures, being fundamental for economic development, present and future, capturing tourism revenues that must be channelled for the preservation, conservation and dissemination of heritage.

Cultural tourism is one of the main motivations for travel, accounting for about 40% of total recorded world travel, consisting of people travelling to a tourism destination in search of experiences that involve the environment, enabling them to experience, participate and live different ways of life, making them feel part of the history of the place visited.

Creative tourism allows a greater involvement of the visitor with the local culture and community, cultivating the interaction through the participation and active creation of personalized experiences, becoming a strategy of differentiation adopted by the destinations that aim to increase tourism demand.

Managers of a tourism destination should plan tourism strategies that provide visitor satisfaction and loyalty, without undermining the identity and well-being of the local population, minimizing conflicts between residents and visitors, creating conditions for participation informed by all stakeholders, as residents play an important role in the image of a tourism destination and in interaction with visitors, particularly in hospitality.

Thus, given the lack of awareness and the small tourism demand of the municipality of Póvoa de Lanhoso, the emergence of creative tourism products associated with the



varied patrimonial and cultural heritage will increase tourism demand. On the other hand, it offers residents the possibility of actively participating in the tourism development of the municipality obtaining economic return, creating jobs and, at the same time, preserving, restoring and disseminating the local cultural, material and immaterial heritage.

Finally, the promotion and dissemination of this heritage must safeguard and preserve its authenticity and uniqueness and must be monetized in such a way as to avoid abandonment, dispossession and forgetfulness. The proposals presented for the Castle of Lanhoso are intended to be a first step in this direction.

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