Advances in Tourism Economics 2009
Lisbon, 23-24 April 2009

Tourism development policies of a U.N.E.S.C.O world heritage city: the case of Guimarães

J. Cadima Ribeiro
NIPE/EEG
Universidade do Minho
jcadima@eeg.uminho.pt

Paula Cristina Remoaldo
NIGP/ICS
Universidade do Minho
premoaldo@geografia.uminho.pt

Abstract

Tourism is one of the economic activities which gives a larger contribution to the survival and development of many territories, in Europe and all over the world. It profits from the endogenous resources and has become a major brake in the depopulation of some of those places and regions. Tourism is also a way to preserve the cultural heritage. Guimarães has become a city that has a strong symbolic image associated, constituting an example of urban Portuguese patrimony preservation. It has tried to justify the world heritage certification attributed by the U.N.E.S.C.O. in the year 2001, by increasing the number of infrastructures and implementing a tourism animation programme with a growing level of diversification. This paper aims to produce a short analysis of the tourism strategy followed by the city tourism authorities, addressing the issues of tourism trails and image, visitors profile and cultural dynamics.

Keywords: cultural heritage; tourism development strategies; Guimarães.

Introduction

Tourism is one of the more promising ways of making profits from territory resources, having a growing role in some of the territories. Globally, it is already one of the biggest industries in the world and the trend indicates that it will keep on growing, both in well established tourist destinations and in the ones yet to be exploited.

As an activity which uses the endogenous resources, the development of tourism depends on the specific attributes of each region. To be viable, the available resources have to show a tourism vocation. The available resources can result from natural, human, historical and cultural territory attributes. Meanwhile, its economic use supposes that basic conditions are provided in terms of economic and socio-cultural infrastructures.

In order to transform tourism into an instrument of economic development, besides the before-mentioned provision of infrastructures, it is essential that major efforts are made to create innovative and diversified tourism products and services, that some level of coordination between tourism actors is guaranteed and that an adequate level of investment in the environmental equilibrium and in cultural patrimony valorisation is assured.

These ideas are supported by the emergence, in the last decades, of a new generation of tourists which has been showing a growing preference for diversified tourism products. The context raised by a society in accelerated change, more keen of the ecology values, that searches for better quality of life, wishing to have a closer relation to nature and to the cultural heritage of the visited destinations, provided the basis for the diversification of the tourism activities and products.

Meanwhile, one should underline that tourism activity will only be a way to regional and local development when it succeeds to be part of the available general productive system and not when it will be taken as an autonomous industry. Thought in another way, tourism can be quite disruptive of the economic, social and cultural equilibrium and, probably, a danger to the environment. In this sense, it is worthy to emphasize that "tourism, using a sustainable approach, is a model that makes a strong appeal to authenticity, as it integrates multiple human senses and varied agents (Peres, 2008, p. 146)".

The identification of the economic opportunity that cultural tourism nowadays represents is well demonstrated in the following sentence by Elena Vadillo Lobo (2008, p. 63), from the *Instituto de Turismo de Espanha* (Tourism Institute of Spain), produced in the *International Congress on Cultural and Religious Tourism*, organized by TUREL/TCR at Póvoa de Varzim, Portugal, on April 2008:

"Acknowledging the changes occurred in tourism at the world level, one of them being the growing demand for market segmentation, the Spanish tourism administration is performing a noticeable effort in terms of incentives to the creation of new cultural tourism products, able to satisfy a demand each day more exigent and specialized, using patterns of high level quality. As a result of that segmentation, TURESPAÑA developed promotion actions focused specially in gastronomic tourism, idiomatic tourism, and cultural events or festivals of international relevance."

Besides presenting the interest from political authorities of a few countries (in this case, Spain) in following the major tendencies of the tourism market, the cited text seems to illustrate well the diversity of segments and the complexity of that market. This involves promotion and managing strategies well idealized and better implemented, supported by close partnerships with the tourism regions and its actors. The multiplicity of actors involved, itself, supposes a minimum level of institutional coordination and the active search of basic consensus about aims and common advantages (Henriques, 2007). Coordination and the search of consensus are more necessary when we deal with cultural tourism policies.

We would like to conclude that it is also the path which is being followed in Portugal. For reaching such a result, it would be necessary that: i) no mismatch was established between administrative borders, statistical units and tourism destinations; ii) territories tourism potential was approached from the point of view of their resources and not of their ability to lobbying the central public authorities; and iii) a cultural tourism policy should be thought not as an end, but, instead, as a way to reach a more diversified cultural ambiance, able to renew itself along a trail given by its original fountain, from where it could obtain and preserve its singularity in regard to competing territories. Meanwhile, we are far from the desirable reality and we are afraid that a large cultural patrimony, built and symbolic, available in the country, like the one at Minho, will keep being neglected. That way, we risk loosing the opportunity to create employment and wealth and we risk loosing this same cultural heritage as people will not realize its economic potential.

Taking these guide lines and the enounced concerns as a departure basis, in this paper we decide to study and discuss some of features of the tourism promotion and management of an European small town, Guimarães, located in the northern part of Portugal. Due to its specific features, the analysis will be addressed to the role cultural tourism is paying it its development and the viability to take more advantage of this type of kind tourism segment. Following that path, in a first section of the paper one makes a brief literature review regarding the issue of the tourists motivations and the role that cultural tourism is assuming

in theirs preferences, after which the singularity of the city is underlined. That singularity and its buildings patrimony has allowed it to be classified by the U.N.E.S.C.O, not long ago, as World Patrimony Heritage. The obtained classification had a lot to do with the effort made by the municipality in previous years to restore and preserve the urban built patrimony, together with the supply of basic tourism equipments and of a cultural programme envisaging to attract a growing number of tourists. Before the presentation of some general data regarding Guimarães, a few methodological notes regarding the empirical approach followed are made available. In section 3, we draw a picture of the tourism development strategy that as been followed, as well of the profile of the city visitors. Some of the policies implemented are also enounced. The paper finishes with the suggestion of a few policies and concluding remarks.

1- Tourists motivations and economic use of cultural heritage

1.1- The main tourists' motivations

A typology of the motives why tourists choose to travel to some places can be found in the articles and text books of Krapf (in Vogeler Ruiz and Hernández Armand, 1997); those are:

i) cultural, educational and professional reasons (e.g., the wish to be in contact with a different societal environment, to follow special events, to learn languages);

ii) ethnical reasons (e.g., return to theirs origins; feelings motivations);

iii) sports reasons (e.g., to follow a special sport event or practise a sport);

iv) physical reasons (e.g., to rest, wealth motivations);

v) sociological reasons (e.g., to know the world, to spend the honey-moon);

vi) religious reasons (e.g., pilgrimage, to visit religious sites).

Cunha (1997) presents a similar typology of the reasons behind tourists' decisions, organizing them according to affinities. To this author, cultural and educational motives have to do with the whish of the visitor: to check the way people from other countries and places live; to watch freak and new things; to better understand the nowadays reality; to watch monuments, museums, archaeological sites and to establish contact with other civilizations; to study, to get a degree. In Licínio Cunha`s (1997) typology, we can find also ethnical reasons, presented as visits to the "family birthplace", the visit to places that have already been visited by theirs relatives or friends and to see once again relatives and friends, and sociological and psychological motivations. Those have there bases in the willingness to know the world, snob personalities, "compliance" (to do like "Silva's family") and experience adventurous situations.

Cultural, interpersonal, of status or prestige and physical or leisure motivations are included in the typology proposed by McIntosh *et al.* (1995). In this case, the cultural motivations are defined as the wish of knowing new destinations, its music, art, folklore, dances and religion. The interpersonal motivations, by its turn, are associated to the wish of getting in contact with new people, to visit the family and friends, to escape from the routine or from the family, to get new friends.

Keeping in mind the several motives behind people travelling, which result from duties in some cases and are associated to pleasure in other ones, Cunha (1997) still distinguishes between constraining and releasing reasons. In the first case we are speaking of business, meetings, health, learning reasons as explaining factors for travelling to a place. The second ones include travelling to rest and spend holidays, to take part in sport and cultural events, and due to combined reasons.

By its side, in its proposal, the World Tourism Organization (WTO) [see Cunha, 1997] refers to two kinds of visitors motivations, resulting from the images people get from a certain destination: the rational reasons (which have to do with trust, safety, saving, personal compliance and modernity) and the affection ones (associated with curiosity, novelty, sympathy, affectionateness, the wish to get in contact with something thought to be wonderful, the willingness to experience the sense of freedom or of friendship).

Referring specifically to cultural tourism, Varico Pereira, cited by Mª José Cunha (2008, p. 168), says that it has its origins in "the demand of knowledge, of information, the willingness to establish contact with other people, other societal environments and other sites, cultural curiosity regarding others behaviours, traditions and cultural identities (...). This tourism activity has as its deep basis in the connection between past, present and future, the contact and the intimacy with the cultural heritage, with traditions which were influenced by the dynamics of time, but that still are able to reveal what used to be and what used to do a certain community." The WTO, by its turn (see Henriques, 2007), says that, in its large sense, cultural tourism can be defined as every travelling of people – "once it answers to the human need of diversity, having in mind to increase the cultural level of individuals and allowing people to have access to new knowledge, experiences and contacts" (Henriques, 2007, p. 8). In a more restrict sense, cultural tourism will refer to travelling (visits) to people just for cultural and educational reasons (Henriques, 2007). Following the thought of Pine II and Gilmore about the issue, the same author (Henriques, 2007, pp. 8/9) adds that "tourism as a unique cultural experience […] should constitute an ´authentical` and ´emotional` experience and to be ´memorable`".

From what it was said previously, it is clear enough that the analysis of the market and the follow up of tourists demands and their motivations are crucial to be able to permanently adjust the tourism development strategy of any destination, as well to anticipate its future. Between several economic activities, tourism is, indeed, one the more exposed to social dynamics and one which better reflects those chances. Being initially an activity restricted to social elites, tourism has quick involved, turning accessible to larger and larger parts of the population, capturing the common motivations that lead people to travel and leaved its nature of an activity reserved to industrialized countries, transforming itself in an industry spread all over the world.

Those chances had deep consequences in tourist preferences, manners and behaviours and, by its turn, have changed motivations ranking (Cunha, 1997). The growing valorisation of less crowded destinations, of services quality, of active and more personalized holidays, of a closer contact with nature, of the discovery of the unknown and of products differentiation comes from those changes in the tourists` motivations ranking. In that context, culture, traditions and ways of life constitute tourism attraction factors that assume a growing relevance (Cunha, 2008). Referring to the kind of tourist consumer we can find nowadays, Bloom and Nilsson (2002) add that the tourist do not always seeks attractions as such but also the feeling and the identity the place creates for him/her, that is, the total experience that can be attained.

Following Richards, Henriques (2007) adds that culture, as basic input of the tourism sector, is already in the origin of a share of from 35% to 70% of all tourism in Europe. Besides, it is one of the industry segments that experience a larger growing rate.

To the industry, that is, to the tourism destinations (either urban or non-urban) willing to acquire a certain status or reinforce its market position, the consequences of the dynamics previously mentioned are quite clear: products supplied should be more diversified and personalised, quality and products innovation have to be always present and selling policy should be essentially based on markets segmentation. Regarding this, it is useful to have in mind the so-called Leiper`s system of attractions, according to each the territory tourism attractions should be ranked as primary, secondary and tertiary (Bloom and Nilsson, 2002). This willing to mean that some of the territory available attributes have a major influence in the decision of the tourist to choose a destination (the primary attractions), while others contribute to decision to be taken but, alone, are not enough to capture the attention of the tourist (the secondary ones) or, simply, do not influence the visitor's decision (the tertiary attractions) because him or her can even ignore its existence previously to the visit.

1.2- Tourism Impacts

In social and cultural terms, tourism acts as an incentive to restore and preserve the historical patrimony. Otherwise, it could just vanish. If historical heritage becomes a tourism attraction, local people get conscientious of the need to keep it safe and of respecting local architecture, whose value is many times under-evaluated by the autochthonous community (Baptista, 1990; Bote Gómez, 2001; Henriques, 2007; Cunha, 2008).

The true is that without economic support the material historical heritage hardly can be preserved and, speaking of economic support, we are calling the role taken by consumers, that is, tourists, in this case, to grant it. Once historical patrimony restored and after succeeding to establish and/or to introduce some dynamics in the supply of cultural industries that will support to the tourism strategy to be implemented, wealth can be generated and thus involving local people and attracting new activities and residents. Tourism activity can also act as an important factor of valorisation of local uses, and traditions that, otherwise, will risk being lost. Also important is the role of tourism in terms of favouring interchange and dialogue between different cultures, the one of the "visitor" and the one that welcomes the visitor, which can be quite different in terms of social and ethical values and life styles. This way, taking the case of cultural tourism, Pereiro Pérez (2003) says that, while the visitors forget their worries, local residents can establish none standardized communicational bridges with those visitors, contributing to a non asymmetric, educational and quite convivial intercultural encounter.

Even considering these positive effects, we have to be aware that negative impacts can also take place, namely the danger to fall in what one can call "tourism folklore", which would mean the denying of local singularities or, still, the less visible effect of "cultural fusion". In these cases, the dominant culture, the one of the tourist, is also the one which gets the larger advantage (Pizam and Mansfield, 1999). According to Peres (2008) and, also, Pino II and Gilmore (see Henriques, 2007), who keep a similar point of view (see Henriques, 2007), by one side, there is the need to have in mind that culture is mostly the way people of a certain territory thinks, feels and acts and, by another side, the idea that claims that the first source of tourism industry sustainability comes from its authenticity, that is, its singularity. Whenever alien values replace the local ones or whenever alien behaviours are adopted, breaking the local identity, normalization takes place, weakening or erasing the differences that were the origin of the competitive advantage of that territory (Cunha, 1997).

Tourism can also be a local population's marginalization factor and a drive to social tensions when it is conceived without incorporating local values and when is not able to generate economic and financial benefits that can be appropriated by local community (Cunha, 1997; Andrade, 2008).

Even it seems paradoxical, the first and almost sole injured by the damages it generates it is tourism, itself (Boullon, 2000). In fact, the ones that will suffer from the mistakes committed are mostly natural and cultural resources, the tourists themselves and service companies, as well tourism destinations and connected tourism trails. Being so, in order to increase benefits and minimize damages associated to tourism development there is the need to define alternative approaches or tourism development strategies which imply a responsible use of the territory, harmonizing tourism interests, natural environment preservation and local community interests (Vera, 1997; Bote Gómez, 2001; Bloom and Nilsson, 2002; Henriques, 2007; Peres, 2008).

As mentioned by Delma Andrade (2008), following a certain concept, cultural tourism can be thought as the way tourists consume the culture of the host community. This is the understanding of the issue available in Greg Richards namely, claims Delma Andrade (2008). Meanwhile, according to her (Andrade, 2008, p. 55), "to think this way is to keep a reductionist, utilitarian or functional approach of culture. Tourists do not just consume culture but, also, interact with it from their confront with alterity, from the games of identities they play and, mostly, from an experience mediatized by cultural symbols. Contacting local culture, the tourist lives a pre-visitation process, elucidating the other and him, that is, a process of spiritual and emotional renewal. Delma Andrade (2008, p. 55), says more: "the relationship between tourism and culture it is intrinsical, if we start from the point of view that tourism practices are, ultimately, a cultural act and practice".

1.3- Some comments regarding the sustainable tourism development model

Even if does not exists a sustainable tourism development model, as the economic, social and political systems and the natural resources, themselves, are different from place to place, Donaire (1998) points out three basic principles which allow one to speak of sustainable tourism development. Those principles are: planning, integration, openness, size, participation, perdurability and viability. In more detail:

i) planned tourism: tourism planning implies the deep analysis of the present and the forecasted future situation and the support to decision about the relevant issues taking

as a basis of the information available regarding the economic, the environmental, the social and the cultural variables relevant in the case of the tourism industry;

ii) integrated tourism: tourism activity must rely on the identity of the place where it occurs – the architecture, people, festivities, gastronomy, etc., incorporating the cultural and economic wealth of the host site;

iii) tourism openness: sustainable tourism is, essentially, a local strategy, open within a certain territorial framework, in order to allow the neighbouring natural sites and the neighbouring areas to take part in its tourism supply;

iv) tourism size: sustainable tourism should get a certain scale, in terms of time schedule and space, which allows to reduce seazonability and to ensure territory rehabilitation and the quality of the tourism experience;

v) participative tourism: sustainable tourism is a strategy that has to be assumed by all agents related to the tourism industry, which implies active participation;

vi) perdurable tourism: sustainable tourism, envisaging to guarantee the compatibility between economic growth and the environment and local identity preservation, ensures its medium and long run continuity.

This way, if an emergent destination wishes preventing that economic, social and environmental problems tend to growth with the increase of the tourism activity, preventing the tourism site to get a singular and, thus, competitive positioning in the market, should develop a planned sustainable approach since the beginning. We can find this idea well underlined in De Villiers (cited by Henriques 2007), when he says that the relationship between tourism and culture is mutually beneficial and vital to sustainable development of culture and tourism. Following this reasoning he claims that this cohabitation of culture and tourism is crucial to development, and it is an answer to the survival of both. To say that it means to underline the need of planning the tourism development of any territory having as a guide that "tourism experience goes far than the visitors regard and the sellers strategy" (Peres, 2008, p. 146). This key concept is valuable no matter if one refers to environmental, seaside, rural or cultural tourism. Perhaps, it is even more valid in this last case, taking the nature of the resources which allow it to exist.

2- Methodological issues and brief characterization of the city of Guimarães

2.1- Information sources

With the aim of characterizing a few dimensions of Guimarães cultural tourism, we have used secondary information sources, mainly, such as: promotional booklets made available

to tourists in museums and tourism offices; specific analyses of the tourism demand of the town and the Ave Valley, as a hall; and other information, of promotional nature or not, namely the one produced by the Guimarães Tourism Area (Zona de Turismo de Guimarães), recently closed as an autonomous tourism entity.

The just mentioned entity, Guimarães Tourism Area, conducted several studies, from time to time, trying to follow the evolution of the tourism demand and looking to capture the visitors' satisfaction regarding the local services and equipments supply of those tourists who opted to travel to Guimarães. Anyway, it is worthy to mention that those analyses do have some methodological limitations and, besides, are dated mostly from the nineteen decade of the previous century.

The studies conducted regard the tourist profile, mostly. They made use of not standardized methodological approaches. The information used in those analyses was collected trough questionnaires filled by the tourists during their stay in Guimarães hotels (just five hotels were kept for that purpose) and surveys applied to tourists during their visits to the town centre. Even collecting the information from these two sources, data were treated together. At least the reports available of 2000 and 2007 [Zona de Turismo de Guimarães, 2000, 2007 a), b) e c)] follow that approach.

The Atlante town network, to which the municipality belongs, is another information source used [ATLANTE 2005a), b), c) e d)]. This network joins six towns, four from Portugal and two from Spain, all having city centres classified by U.N.E.S.C.O. as world patrimony heritage. Born in 2003, this organization tries to think the development of these six cities making use of the concept of integrated planning.

Information from a few books was also used, as, since the nineties of the last century, several books about the town were published. Mostly, those publications were a result of the U.N.E.S.C.O. classification of the city as world heritage in 2001. Anyway, even if they possess good graphic presentation, were not very useful as the majority of them contain short economic and socio-cultural information (e.g., Cruz and Pregitzer, 2002; Paulo, 2002).

They are books envisaging attracting tourists attention, even if just a few are written in English or in a language other Portuguese.

In what regards the use of primary sources, we have performed a research visit to the city in September 2008. The aim was to observe the level of preservation of the buildings and the inner streets and the uses made of them, and to interview the head of the ex-Guimarães Tourism Area, Vítor Marques.

In that personal interview, semi-structured, we have tried to clarify doubts raised by the reading of the documents mentioned before, tourism analysis reports and promotional books, and by the visit made to the town centre and to the city website. We also envisaged getting deep information regarding several issues connected to the tourism development strategy followed and to the tourism agents involved. A special emphasis was put in getting from our interview information regarding the way the municipal authorities used to deal with the tourism industry. It is worthy to mention that the ex-Guimarães Tourism Area is managed by the municipal council.

2.2- Brief characterization of the city of Guimarães

Previously to the evaluation of tourism dimension of Guimarães, we believe it is worthy to do a succinct characterization of the city. That should help us to identify its more relevant tourism resources and their attractiveness.

It is important to have in mind that we are crossing a new area of urbanization, within which we watched the crises of a certain town concept and the definition of spatial patterns which concerns large territories mixing population and activities. That is, more than towns, the territorial organization paradigm that has emerged is better described by the concept of large metropolitan areas, connected by transport networks which allow faster and faster travelling between them (Marques, 2004).

This way, the traditional town concept has been vanishing, as well as the idea of a city centre with its trade and residential roles. Having falling in a crisis, this kind of town lost its capacity of attracting people and activities and of being a strong symbolic meeting placing. The city that is object of this analysis has crossed this process, too.

The city and the municipality of Guimarães have been reinforcing their importance in the regional context as a result of being part of a large urban conurbation which has shown a strong demographic and economic dynamics in the last decades. This reinforced position is well illustrated through the duplication of the municipality population between 1940 and 2001, as documented by the ten years population census made available by the National Statistical Institute (Instituto Nacional de Estatística: 1991 and 2001, 2004).

With the definitive implantation of the University of Minho *campus* at Azurém, and the opportunity open to its enlargement since the end of the 80 decade of the past century, the town has acquired a new demographic dynamism. Having experiencing a low level of population increase during the sixties and eighties, the nineties have shown an increase of 13%, which allowed the population living in the town to reach 65 thousand people in 2001.

The historical centre was not able to follow that rhythm, as results obvious from the lost of almost 20% of its population between 1940 and 2001. It was also during the 60 and 80 decades that it experienced the more severe lost, attaining 16% and 21% [Atlante, 2005b), p. 36]. Even after this recent dynamism, namely, as a result of the rehabilitation process implemented, the city centre lives a situation where a considerable amount of the residence buildings remain empty (18%), and tendency seems to point out to the increase of this phenomenon. The work done since 1985 did not cover all buildings and the recent calculations claim that 35% of the existing buildings still need to be submitted to restoration work [Atlante, 2005b)]. Meanwhile, one can not devaluate the fact that 331 buildings included by the Historical Centre Office (Gabinete do Centro Histórico) in the priority intervention area were rehabilitated (225 of them in the inner hall zone – 46% of the existing buildings) [Atlante, 2005b), p. 102]. The hiring is the most common way lodging. The renting has shown a tendency to diversify and increase at for both the lower and higher levels of lodging buildings.

The same way as in other towns having historical centres, the one of Guimarães was since long condemned to remain a patrimony less and less devoted to residential and commercial use, sole contradict in the last decades by public policies envisaging to enforce the urban city centre trade (called PROCOM and URBCOM). In some cases, this policies succeed to give a new hope to the small retailers located at the city centres, allowing them to compete with other retail "centres" located elsewhere, normally served by better collective infrastructures and equipments. The Guimarães city centre retail also took advantage of those policies.

Nowadays, the Guimarães historical centre does not constitute the dominant services and lodging centre of the town. Since the previous nineties, other places took a polarizing role in what regards the retail and residential equipments provision [e.g.: the parishes (freguesias) of Azurém, Costa and Creixomil].

The deterioration of housing buildings and the excess of noise associated to the existing night clubs were the main reason of the described situation. Another reason was the progressive conquer by certain kind of services and retail activities of the lower grounds of the residential buildings in a few more appealing sites, namely due to the restrictions dictated by the rules regarding the use and the preservation of the historical centre of Guimarães. Some of those rules had to do with the tourism and leisure vocation of the historical city centre.

Guimarães possesses a historical city centre 121 hectares large, which represents just 5,3% of the total area of the town [Atlante, 2005b)] (Map 1).

Map 1- Special intervention and world heritage areas of Guimarães
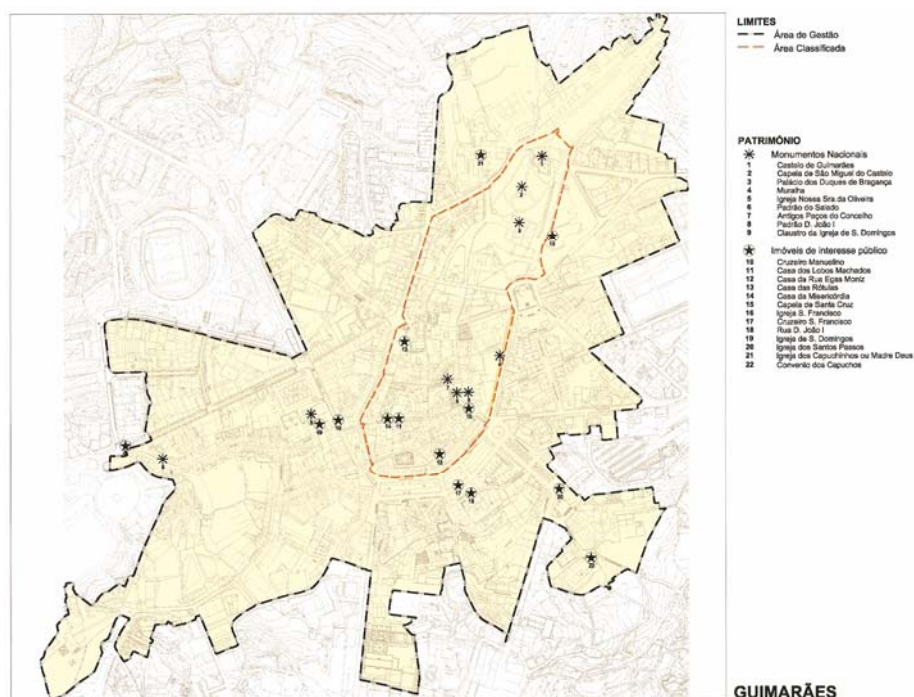
Source: Atlante (2005b), *Estudo sobre o despovoamento dos Centros Históricos da Rede Atlante,* Câmara Municipal de Évora, Évora, p. 181.

Anyway, we think one should take some precautions reading this figures, once the 2278 hectares defined as the area of the town (Table 1) razed us serious doubts. In fact, we know that the urban town perimeter defined in the seventies of the twenty century was, by that time, much larger than the territory which could really be submitted to urbanization. Even today, some of those parishes can hardly be considered as urban ones.

Table 1- A few data regarding the city of Guimarães

	Guimarães
Town/urban area (hec.)	2278
Historical centre (hec.)	121
Classified area (hec.)	19,5
Inhabitats of the town, 2001	65439
Inhabitats of the historial centre, 2001	9317

Source: Adapted from Atlante (2005b), *Estudo sobre o despovoamento dos Centros Históricos da Rede Atlante,* Câmara Municipal de Évora, Évora, pp. 15 and 17.

In the town, as a hall, we should underline the presence of services connected to education (e.g., University of Minho), to culture and leisure (e.g., museums, art galleries, libraries) and of religious nature (e.g., churches and small praying chapells). Within the historical centre, persist the "traditional" retail activities, with all their advantages and inconveniences, even if its inhabitants account for no more than 14,2% of the total population of the town.

A relevant area is devoted to gardens and other green areas and we can find also in the city centre a considerable amount of services addressed to young people and tourists, concentrated, namely, around the *Senhora da Oliveira* square (e.g., bares, restaurants, and lodging-houses). This square and the streets around possess a quite symbolic value and, mainly in summer, a quite intense cultural activity takes place there.

As expected, in the historical centre it is significant the amount of existing classified buildings or sets of buildings. Between them, we can find 10 national monuments, 10 buildings of public relevance, 2 buildings of local relevance and three other ones crossing the classification process, in a total of 25 buildings protected by the law. To this figures we should add 13 protecting areas, 5 special protected areas and 4 *Non Aedificandi areas,* around some of the classified buildings (according to the IPPAR website - www.ippar.pt - visited at the 22nd of August of 2008).

It is also noticeable the relationship established between the world heritage city centre and a few buildings and symbolic places, like the Guimarães castle, the *Duques de Bragança* palace, the chapel of *S. Miguel*, the *Senhora da Oliveira* and *Santiago* squares and the *Alberto Sampaio* museum. Besides playing a symbolic local and regional role, all of them are closely associated to the beginning of Portugal as an independent nation.

The classification by the U.N.E.S.C.O. of the old part of Guimarães as world heritage patrimony was supported by several criteria, between which we find the close relationship of the city to the birth of Portugal as an independent state in the twelve century and with the emergence of the Portuguese as an autonomous language. Another important factor that was considered was the good level attained in the preservation of the buildings of the old city. One of those buildings is the Count Palace (Palácio dos Duques de Bragança), built in medieval times (www.ippar.pt – visited at August 2008) [Remoaldo, 2006].

An important part of the existing build patrimony comes from the XVII century and in its construction were used traditional building techniques. The streets are narrow and sinuous and the allotments are also narrow and lengthy, given the historical centre its medieval typical shape (Domingues, 2006; Remoaldo, 2006).

The rehabilitation of the multifunctional industrial complex of Couros, dated from the XIX century, and of the Cultural Centre of Vila Flor, with its artistic gardens dated from the XVIII century, are two of the more recent patrimonial values made available, allowing to reinforce functionally and culturally the town.

3-Guimarães – an example of cultural patrimony?

3.1- The tourism potential of the city

As mentioned before, besides the high value of its build patrimony and its one symbolic value, the historical centre of Guimarães is something which confers to its inhabitants a strong cultural identity feeling. By another side, in its time evolution the city is endowed with the basic attributes to be "presented as an example and a reference to well understand the urban and planning practices in Portugal" (Fernandes, 2004, p. 1).

From what we got from secondary sources and from what we saw, we kept the idea that the motivations that can induce a visit to Guimarães are, mainly, the contact with traditional practices and get better knowledge about its cultural identity, well expressed even today in people's behaviour. The acquire better information regarding the beginning of the Portuguese nationality, as well as to watch the world U.N.E.S.C.O. patrimony heritage seem to be other strong motivations to visit the city as a tourist.

Traditions coming from old uses of that community like the lovers handkerchief (lenço dos namorados) and the lovers ceramic small pot (cantarinha dos namorados) were objects available in the local life until not long ago.

As facilitator and inhibiting factors of Guimarães tourism development, we can name the ones listed in Table 2.

Table 2- Facilitator and inhibiting factors of Guimarães tourism development

Facilitator factors	Inhibiting factors
1- The certification as world heritage patrimony	1- Weather, with could and raining winters and annual high temperature amplitudes, due to its location and continental nature
2- Cultural services supply during summer season, located around *Senhora da Oliveira* square	2- The circumstance of North of Portugal and Minho, the territories to which it belongs to be treated as "residual tourism destinations" in the aim of the national tourism strategy
3- The popular festivities (e.g., Gualterianas festivities, which are celebrated since centuries ago and which have a strong regional impact, taking four days)	3-The short visibility of the "Guimarães cultural tourism destination", due to the inexistence of a periodical cultural event able of actracting the atention of international visitours tour operatours and, so, able of promoting the destination image
4- The close localization from each other of the principal city museums (e.g., *Alberto Sampaio* museum, *Arte Primitiva Moderna* museum, *dos Duques de Bragança* palace, Archaeological *Martins Sarmento* museum), allowing tourists to visit all of them just walking	4-The fragile sustainability of the cultural programme available and the deficits kept in terms of cultural programme and its promotion
5-The hotel supply available which include two manor house (pousadas) of high architectural value, besides several rural tourism units, a camping park and an youth hotel	
6- Accessibilities (it is located 50 km far from the International OPorto Airport, and it endowed with direct connections through highways (A3, A7, A11) with other relevant neighbour towns; it is also just 160 km far from the Vigo, Galicia, *Peinador* Airport)	
7- the investment made in the information technologies (e.g., audio-guide system "Take the patrimony in your pocket") and the importance attributed to the use of electronic support in the city promotion (e.g. *the* site www.guimaraesturismo.com)	5- The fragility of the oficial office devoted to the tourism management and to tourism promotion, namely in what refers to techical and human ressources (as ilustrade by the absence of updating of the tourism website during all the 2008 summer, due to a break down of the server were the webpages were located)
8-The organization of free of charge learning tourism programmes, in a partnership with the Tourism learning Institute (Instituto de Formação Turística) and the Hotel and Tourism school of Oporto (Escola de Hotelaria e Turismo do Porto)	
9- The attempt to preserve the monastery sweet food and the regional gastronomy	
10- The national acknowledge obtained by a few of the marketing campaigns promoted by the local tourism office and by the quality of the services provided by it (e.g., wining promotional scheme of the National Tourism Prize of the year 2008)	6-The incipient use of foreign languages in the tourism promotion booklets and other promotional supports, including the website www.guimaraes.turismo.com and placards, and the inconsistency of the cultural programme promotion (taking the example of the availability in the tourism website of the Town Cultural Agenda just written in Portuguese)
11- The existing partnership between the local tourism agents and authorities in terms of tourism development strategy	7- The inefficient coordination of the tourism itineraries and tourism promotion with other neighbour municipalities; that coordination could promote longer stays of the tourists in the hotels of the region and the diversification of the tourism products and services supplied

Source: own elaboration.

3.2- The evolution of the tourism demand and the tourist profile

The data which allows the characterisation of the city of Guimarães tourism demand, were those published, mainly, by the ex-Guimarães Tourism Area (ex-*Zona de Turismo de Guimarães* - ZTG). As already mentioned in a previous section, those data are of limited value, due to the way they are obtained and treated for "statistic" use. Basically, this analysis is based on the amount of visitors that search the services available in the two existing tourism offices, eventually supplemented by the data about their gests collected in five city hotels. The data limitations have also to do with the growing role that is taking the on-line information on the travelling decisions made by tourists, regarding the choice and booking of accommodation, namely. This is mainly the case of the tourist looking for cultural products. Using those data, together with the ones available in a tourism market report produced by ADRAVE (2004), in the next paragraphs we present the evolution of the profile of the tourism that visited Guimarães within the period 1987 – 2007.

The Guimarães city centre visitors have been increasing since 1995, attaining an annual growth rate of 15,9% between this year and 1999 (Zona de Turismo de Guimarães, 2000; ADRAVE, 2004).

Meanwhile, a break in this growing tendency was experienced during 2000. According to Vítor Marques, the head of the ZTG, this problem was solved through an intensified promotion effort made by that entity, materialized in the production of some new booklets and city tourism maps, made available in the town hotels. Additionally, "some marketing effort was also directed to the tour operators, travelling agencies and common people, via the participation in some tourisms fairs, involving the massive distribution of promotional materials" (Zona de Turismo de Guimarães, 2000, p. 2). The idea in mind was to turn more visible the tourism product called Guimarães and to get an eventual visitor better informed about its tourism attractions. This marketing campaign seems to have produced positive effects, measured in terms of the increase visitors and, in some cases, turn not necessary the visit to the tourism offices for getting the usual information. This way, the solution of counting the tourists using those visits lost accuracy.

The promotional effort of the Guimarães Tourism Area in the neighbour Galician Spanish province should be emphasized, too. That effort was materialised in a marketing campaign, under the slogan "Guimarães in the Expo itinerary", that took place during the years 1997 and 1998. We should remember that Lisbon hosted the word EXPO'98 exhibition in that last year.

A sustained increase in the amount of tourists that visited the city was experienced after the year 2000. The figures to keep are 19048 in that first year and 57501 in 2007. Besides attaining a record figure, the number of tourists in 2007 represented an increase of 37,9% *vis-à-vis* the year before (Graph 1). This increase is quite relevant as it surpassed the tourists amounts attained in the years 2001 (the year when Guimarães got the U.N.E.S.C.O. world heritage certificate) and 2004 (the one in which Portugal organized the European Football Championship).

Graph 1 – Evolution of the Guimarães city centre tourists during the period 1997 a 2007
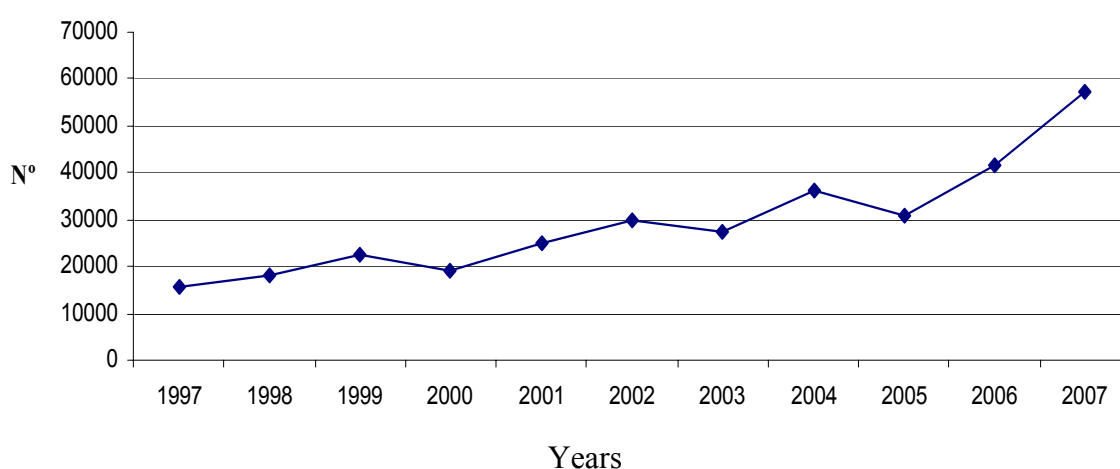
Source: Zona de Turismo de Guimarães (2000), *Síntese de resultados estatísticos,* Guimarães (available at http://www.guimaraesturismo.com); Zona de Turismo de Guimarães [2007a)], *Síntese de resultados estatísticos 2007,* Guimarães (available at http://www.guimaraesturismo.com).

"An informal meeting of European Union ministers, the election of the Guimarães castle as one of the seven wonders of Portugal and its nomination to host the European Capital of Culture during 2012" [Zona de Turismo de Guimarães, 2007a), p. 2] are considered to be other relevant factors to understand the last years' good performance.

Besides the promotional work oriented to the tour operators, travel agencies, news-writers and common people, the participation of the Guimarães Tourism Area in the tourism promotional plan of the regional tourism office and the information available in the website www.guimaraesturismo.com (which experienced a daily average of 7900 visitors) seem to be additional explaining factors of the phenomenon [Zona de Turismo de Guimarães, 2007a)].

Since 1996, Portugal, Spain and France rank as 1st, 2nd and 3rd countries of origin of Guimarães' tourists. The Spanish market has been developing a costumer loyalty since the

last decade of the XX century, becoming even the first emitting visitors market after 2004. Within Spain, it is Galicia which is the first emitting market. During 2007, by itself, Galicia represented 33,7% of the tourists origin. The border proximity and the road accessibility are the main factors for this result but, at that same year, other major Spanish tourists emitting provinces were Madrid (19,4%), Catalonia (10,1%) and Castile and Leon (9,7%).

Seasonality is a big problem faced by tourism at world level, and also in Guimarães. Seasonality occurs even with this type of tourism, that is, the one with a cultural *facies*. In the case of Guimarães, the highs in the summer months (mostly in August) are notorious and the breaks during the winter are quite deep (especially in January and February).

The June, July, August and September months have been systematically the ones which register the highest number of visitors (59% of the total year amount). The figure increases to 75% if we add the information regarding April and May. Anyway, data from recent years has shown a tendency to the reduction of that seasonality. The figures from April, May, September and October contributed to this reduction.

The five more important hotels of the city (Pousada de Santa Marinha da Costa, Pousada da Oliveira, Hotel de Guimarães, Hotel do Toural and Hotel Fundador) represent 60% of the total available beds and their occupation rates reached a few points above 50% in the period 1996 – 2000. This average rate is quite close from the national one.

Recent reports mentioned the hotel occupation rate of the main hotel units without naming them. These reports conclude that, between 2003 and 2005 that rate was a few points below the one just mentioned (48%), being the worst result the one of 2005 (44,1%). In the years following 2005, the performance have been better (with a top of 53,6% in 2007). These average rates are quite difficult to increase as the national tourism international promotion strategy adopted devaluates this territory as a tourism destination, as already underlined.

Regarding cultural equipments, like the *Duques de Bragança* palace and the *Alberto Sampaio* museum, the figures reveal an increasing of visitors during the last five years, being 2007 the one with more visitors (46400 visitors of the *Duques de Bragança* palace and 237485 of the *Alberto Sampaio* museum).

The ex-Guimarães Tourism Area website, previously mentioned, since 2004, was taken as the first promotional instrument of the city, experiencing a larger demand during Easter time and summer months. The website visitors are mostly from Portuguese, Spanish, French and Brazilian people [Zona de Turismo, 2007b)]. Besides making available several documents, allowing its download [Informative Newsletter, Gastronomic Guide of Guimarães, gastronomic recipes edited during the Two Weeks Gastronomic Fairs], it disclosures

pedestrian cultural itineraries, an abstract of the audio-guided visits and a game called "GuimaTrivia".

Since some time ago, the renewal of the website has been prepared, to turn it more enjoyable and more prepared to serve a broader community of visitors. Having this goal in mind, some more relevant parts of Municipality Cultural Agenda, regularly published by the municipal council, are supposed to be translated to English (eventually, also to Spanish) and made available in the site, instead of being available just in Portuguese version. In order to prevent new breaks of the service, as the one experienced just recently, during all the summer of 2008, it is also planned to replace the website server base, provided until now by a private internet operator, by the one of the municipal council.

In terms of marketing strategy, it is noticeable the presence of the local tourism office in several tourism fairs. This presence was assured independently of other tourism offices or participating in national and regional delegations, namely the ADETURN. This effort was intensified in the last years and was part of the effort to turn more visible the Guimarães cultural destination. Those promotional events and fairs were:

 i) International Fairs:

  . Vakantiebeurs - Utrecht (Netherlands)
  . Holiday World – Dublin (Ireland)
  . Fitur – Madrid (Spain)
  . BIT – Milan (Italy)
  . ITB - Berlin (German)
  . TUR – Gothenburg (Suede)
  . MAP – Paris (France)
  . SITC – Barcelona (Spain)
  . WTM – London (England);
ii) MICE Fairs (Meetings, Incentives, Conventions and Exhibitions)
  . Confex – London (England)
  . EMIF – Bruxels (Belgium)
  . IMEX – Frankfurt (German)
  . EIBTM – Barcelona (Spain);
iii) Regional Tourism Fairs
  1. Spanish market:
   . Salamanca
   . Málaga
   . Zaragoza
   . INTUR (Valladolid)
  2. French market:
   . Several regional tourism exhibitions, according to the ADETURN plan;
iv) International Regional Fairs
  . ExpoGalecia – Vigo (Galicia/Spain).

In spite of this promotional effort, the local tourism office and the municipal council are aware of the short visibility which the tourism destination keeps. According to that analysis, they intend to intensify the promotional work in order to attain better the envisaged goal. This particularly important if we have in mind that the town will host the 2012 European Capital of Culture. In this sense, besides intensifying the marketing campaign, it panned to increase progressively the cultural programme. Of course this just can be done within a certain financial budget and the human resources that can be allocated to preparation of the event.

4- Policy recommendations

Even if the city crossed a rehabilitation process of its retail supply during the last years supported by the PROCOM and URBOM public programmes, the emergence of new shopping centres, as the Guimarães Shopping centre, helped to the weakness of the retail functions of the Guimarães city centre. This emergence occurred in the half of the last decade and followed the tendency found in the historical centres of many other towns, as a consequence of their functional and demographic exhausting. As this is a cumulative process, it's clear that the local authorities should keep in mind the need to implement policies to preserve and animate the historical centre of the town. The presence of inhabitants and economic activities is essential to the process of preserving the existing built heritage itself.

There is no doubt that either the built patrimony (e.g., architecture) or the immaterial one (e.g., festivities and traditions) are resources that should go on being a benefit to the touristic Guimarães dynamization. Those resources are not enough to transform the city and the municipality in a relevant tourism destination. To attain that goal there is the need to develop a programme of cultural events and to integrate the Guimarães city in an itinerary of diversified products and tourism attractions.

Several documents produced in the last years regarding tourist visits to Guimarães made clear the advantage of following that approach (ADRAVE, 2004).

There is a clear need to continue the rehabilitation process held since the eighties of last century. This process was a pioneering one in the national context by that time. Its mentor was the architecture Professor Fernando Távora. As it is a world heritage patrimony it needs a continuous careful approach from the Historical Centre Office (a service from the Guimarães municipal county). This rehabilitation process is necessary to enlarge the classified area and to ensure that the city centre will remain alive.

The action taken by the municipality in the aim of urban patrimony has been mainly a normative and supervising one. The action taken has been addressed to the construction of strategies, the finding of partnerships and of investors and the support to private economic initiative, without a direct intervention in the rebuilding of it, except in what regards the public domain (Atlante, 2005b). For example, the Oporto city has followed a different approach.

There is the need to go further in what refers the rehabilitation of some buildings and block of houses, in order to increase and/or making viable its requalification and mostly to develop the tourism potential of the city. This effort should be developed in the aim of partnerships with the tour operators and coordinating cultural events. Having as a goal the success of the project of Guimarães hosting the European Capital of Culture, we think that it is inevitable to follow that strategy. Otherwise it will be difficult to respect the time schedules and cost agreement defined by Bruxels.

The town conurbation integrated by the municipalities of Braga, Guimarães, V. N. de Famalicão and Barcelos, in the aim of the implementation of the programme called Urban Networks to Competitiveness and Innovation goes in this trail. To turn it effective there is the need that the application gets success in obtaining public funds from the regional operational programme of the National Strategic Framework 2007-2013 (Quadro de Referência Estratégico Nacional - QREN). This is a sovereign opportunity to implement coordinated actions and to get economies of scale necessary to give additional potential to the tourism animation programme of this territory, unable to get from an isolated approach.

In this regard, we must keep in mind the common cultural identity of these towns and municipalities, the physical distance and the human and patrimony potential.

Four working teams were created to implement the strategy of this town conurbation mentioned above. The subjects of these working teams are: "Digital Urban Conurbation", "Urban Rehabilitation and Cultural Dynamics", "Intra and Inter Municipality Mobility", "Cooperation and Business Qualification" and "Human Potential".

The tourism industry is not in itself an area of cooperation. Anyway, as underlined before, cultural tourism has a lot to do with urban patrimony preservation and cultural dynamics and so can be an important piece of the process of dynamization of the tourism sector of this territory and, of course, of the Guimarães city centre.

To accomplish this broad strategy, there's a need of getting enough public funding to support the actions forecast and to involve the economic agents and the common people of the territory giving it the necessary commitment towards its goals.

Thoughting this way, this can be the answer which Guimarães and the other towns/municipalities integrating this network need to develop its tourism industry and its economy in order to take full profit from its resources and installed equipments and services. The past taught us that individual and autonomous strategies didn't succeed.

In the Table 3 we systemise a few policy recommendations, that can be held in the following years, unableling Guimarães to assume a more top position as cultural tourism destination.

Table 3-Main elements to consider within the short ran to increase Guimarães tourism potential

Main elements to consider	Level of importance of the policies
1-Assuming joined programme of the existing tourism events in the aim of partnerships with the neighbour municipalities, namely the one of the urban conurbation mentioned; this would allow to turn longer the stay of the tourists and would diversify the tourism package supplied	High
2-To claim for an active decision role in the new regional tourism office of North of Portugal and this is special important regarding promotional strategies of what is called "Cultural, Nature and Patrimonial Touring"	High
3-To give more sustainability to the cultural programme offered	High
4-To take full opportunity of the programme urban conurbation, developed in the aim of national funding programme called "Urban Networks to Competitivity and Innovation"	High
5-To enlarge the use of foreigner languages in the website www.guimaraesturismo.com and in the existing outdoors of the city	High
6-Reenforcing, step by step, the cultural offer of the city having in mind the hosting of the European Capital of Culture in 2012	Average
7-To turn more visual the musical jazz event called "Guimarães Jazz"	Average

Source: Own elaboration.

5-Conclusions

The enjoyment of patrimony and culture are motivations always referred by tourism literature to explain tourism travelling nowadays. Culture, traditions and ways of live are indeed attraction factors which are having an increasing importance to explain the demand of intellectual stimulating and diversified experiences.

Tourism is, on the one hand, an incentive to the valorisation and preservation of patrimony in its material and immaterial form. This can be the more solid way of obtaining financial

resources which allow preserving it. On the other hand, tourism can also be the source of social, economic and environmental problems and this means that planning should be a priority. This planning and management must pay attention to the "touristic experience and must go far beyond of the look of the visitor and the strategy of the seller" (Peres, 2008).

Recently, in 2001, Guimarães was classified by U.N.E.S.C.O. as a world heritage site because of the value of its historical built patrimony. This was also a recognition of the preservation work done, since the eighties of the last century, by the local authorities which allowed the town to consider the opportunity to take a position in the tourism market, namely in the cultural one.

But the results are not as expected, as Guimarães continues to be a peripheral destination at international level and it was not sufficient to make tourism the central factor of the city development. This has to do with problems of scale, problems with the development of a diversified cultural offer and its sustainability and the need to develop a broad programme of cultural events. Only this way it is possible to enlarge the tourists' period of stay.

Nevertheless we can not forget that the creation of a tourism image of a territory or of a city takes a long time and also involves a serious investment in a marketing strategy.

All the analysis available points out to the conclusion that the city has a long way to walk to become an established cultural tourism destination, even if it has been walking in the good direction.

The deficiencies in the tourism promotional website, and the deficiencies of it in terms of the use of foreigner languages in the promotional documents and in the website itself are good examples of inconsistencies that persist. Another step which needs to be taken regards the diversification and enlargement of the cultural programme. Additionally, the municipality needs to develop real strategies of partnership with the surrounding territory, mainly with other municipalities, as the ones in the aim of the public programme called "Urban Networks to the Competitiveness and Innovation", which joins the four main cities of Baixo Minho region.

This investigation faces several limitations, namely the ones already mentioned regarding the data used and the short period we could dedicate to this research. Anyway, by making visible some of the limitations of the action taken and of the services available, we hope to have contributed to the definition of a more consistent strategy regarding the development of the Guimarães tourism industry. In terms of tourism strategy, Guimarães and other similar cities can learn a lot from the Santiago de Compostela case, for example.

The reading of this paper can also be helpful to other municipalities that are trying to following the same strategy of investing in the cultural tourism industry. They can learn from the mistakes of others and try to do better.

References

ADRAVE (2004), *Estudo de Marketing Turístico e Plano de Comunicação do Ave: apostar na Comunicação do Turismo,* V.N. de Famalicão.

ANDRADE, D.S. de (2008), "O turismo cultural no Brasil: panorama e desafios", *Congresso Internacional – Turismo Cultural e Religioso – Oportunidades e Desafios para o Século XXI*, Actas do Congresso, Abílio Vilaça e Varico Pereira (Eds.), TUREL/TCR, Póvoa de Varzim, pp. 55-62.

ATLANTE (2005a), *Do projecto ao objecto: manual de boas práticas de mobiliário urbano em Centros Históricos,* Câmara Municipal do Porto, Porto.

ATLANTE (2005b), *Estudo sobre o despovoamento dos Centros Históricos da Rede Atlante,* Câmara Municipal de Évora, Évora.

ATLANTE (2005c), *Promoção turística conjunta de cidades atlânticas "Património da Humanidade",* Concello de Lugo.

ATLANTE (2005d), *Modelos de gestión: soluciones institucionales para las ciudades históricas/modelos de gestão: soluções institucionais para as Cidades Históricas,* Ayuntamiento de Santiago de Compostela and Câmara Municipal do Porto.

BAPTISTA, M. (1990), *O turismo na economia – uma abordagem técnica, económica, social e cultural*, Instituto Nacional de Formação Turística, Lisboa.

BLOOM, Thomas and NILSSON, Mats (2002), "Local environments and identities as tourism products from a soustainable perspective", *La Geografia y la Gestión del Tourism*, Xosé Santos Solla (Ed.), Universidade de Santiago de Compostela, Santiago de Compostela, pp. 147-157.

BOTE GÓMEZ, V. (2001), *Turismo en espacio rural. Rehabilitación del patrimonio sociocultural y de la economía local,* Edição Popular, Madrid.

BOULLON, R. (2000), *Ecoturismo – Sistemas naturales y urbanos*, Librerías y Distribuidoras Turísticas, Buenos Aires.

CRUZ, J. and PREGITZER, A. (2002), *Centro Histórico de Guimarães – Património da Humanidade,* Norprint (local of edition not identified).

CUNHA, L. (1997), *Economia e política do turismo*, McGraw-Hill, Lisboa.

CUNHA, M.J. dos S. (2008), "Turismo cultural e religioso como estratégia territorial de desenvolvimento", *Congresso Internacional – Turismo Cultural e Religioso – Oportunidades e Desafios para o Século XXI*, Actas do Congresso, Abílio Vilaça and Varico Pereira (Eds.), TUREL/TCR, Póvoa de Varzim, pp. 166-176.

DOMINGUES, Á. (coord.) (2006), *Cidade e Democracia: 30 anos de transformação urbana em Portugal,* Argumentum Edições, Lisboa.

DONAIRE, J. (1998), "La geografía del turismo después del fordismo: turistas en las fábricas, turistas en los centros comerciales", *Sociedade e Território – Revista de Estudos Urbanos e Regionais*, 28, pp. 55-68.

FERNANDES, M.G. (2004), "Guimarães, exemplo e referência do urbanismo contemporâneo português", *Actas do V Congresso da Geografia Portuguesa* (CD-ROM), Lisboa, Associação Portuguesa de Geógrafos (A.P.G.), 17 pp.

HENRIQUES, C. (2007), "Turismo cultural e desenvolvimento local: uma relação criativa?", *13º Congresso da APDR – Actas do Congresso* (CD-ROM), Ilha Terceira, Açores, 24 pp.

INSTITUTO NACIONAL DE ESTATÍSTICA (1991 e 2001), *Recenseamentos Gerais da População,* Lisboa.

INSTITUTO NACIONAL DE ESTATÍSTICA (2004), *XIV Recenseamento Geral da População*, Lisboa, I.N.E.. Dados comparativos 1991-2001, CD-ROM, Lisboa.

MARQUES, T.S. (2004), *Portugal na transição do século: retratos e dinâmicas territoriais,* Edições Afrontamento, Porto.

MCINTOSH, R. *et al.* (1995), *Tourism, principles, practices, philosophies*, John Wiley & Sons, Chichester.

PAULO, J. (2002), *Guimarães,* Author Edition, Lisboa.

PEREIRO PÉREZ, X. (2003), "Patrimonialização e transformação das identidades culturais", in PORTELA, J. and CASTRO CALDAS, J. (coords.) [2003], *Portugal Chão*, Celta Editora, Oeiras, pp. 231-247.

PERES, A.N. (2008), "Cultura, turismo e comunidades locais", *Congresso Internacional – Turismo Cultural e Religioso – Oportunidades e Desafios para o Século XXI*, Actas do Congresso, Abílio Vilaça and Varico Pereira (Eds.), TUREL/TCR, pp. 146-147.

PIZAM, A. and MANSFELD, Y. (Eds.) [1999], *Consumer Behavior in Travel and Tourism*, The Haworth Hospitality Press, New York.

REMOALDO, P.C. (2006), "Guimarães – an example of urban patrimony preservation" (pp. 133-141), in GONZÁLEZ, R.C.L.; MEDINA, J.S. (eds.), *Urban changes in different scales: systems and structure - an introduction to the Urban Geography of NW Iberian Peninsula*,

International Geographical Union (Commission on Monitoring Cities of Tomorrow), Consellería de Vivenda e Solo e Consellería de Política Territorial, Obras Públicas e Transportes da Xunta de Galicia e Universidad de León.

VADILLO LOBO, E. (2008), "El turismo cultural en España", *Congresso Internacional – Turismo Cultural e Religioso – Oportunidades e Desafios para o Século XXI*, Actas do Congresso, Abílio Vilaça and Varico Pereira (Eds.), TUREL/TCR, pp. 63-64.

VERA, F. (Coord.) (1997), *Análisis territorial del turismo*, Ariel, Barcelona.

VOGELER RUIZ, C. and HERNÁNDEZ ARMAND, E. (1997), *Estructura, y organización del mercado turístico*, Editorial Centro de Estudios Ramón Areces, Madrid.

ZONA DE TURISMO DE GUIMARÃES (2000), *Síntese de resultados estatísticos,* Guimarães. Retrieved August 29, 2008 from www.guimaraesturismo.com.

ZONA DE TURISMO DE GUIMARÃES (2007a), *Síntese de resultados estatísticos 2007,* Guimarães. Retrieved August 29, 2008 from www.guimaraesturismo.com.

ZONA DE TURISMO DE GUIMARÃES (2007b), *Perfil do turista - 2007,* Guimarães. Retrieved August 29, 2008 from www.guimaraesturismo.com.

ZONA DE TURISMO DE GUIMARÃES (2007c), *Síntese de resultados estatísticos do site www.guimaraesturismo.com 2004 a 2006,* Guimarães. Retrieved August 29, 2008 from www.guimaraesturismo.com.

Websites visited

www.cidadesatlante.org (retrived August 22 and 29, 2008)

www.guimaraesturismo.com (retrived August 31, 2008)

www.ine.pt (retrived August 21, 2008)

www.ippar.pt (retrived August 22, 2008)

www.urbanaudit.org (retrived September 24, 2008)