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SHAPING THE FUTURE: STRATEGIC INSIGHTS FOR GEOTOURISM DEVELOPMENT IN THE ASPIRING GEOPARK ALGARVENSIS

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Shaping the Future: Strategic Insights for Geotourism Development in the *Aspiring Geopark Algarvensis*

Índice

Executive Summary

The report "Strategic Insights for Geotourism Development in the Aspiring Geopark Algarvensis" is the result of a collaboration between the Aspiring Geopark Algarvensis (AGA), the Research Centre for Tourism, Sustainability and Well-being (CinTurs) and the University of Algarve. It aims to provide contributions toward defining the strategic direction for geotourism in this territory. It is noteworthy that this collaboration was conducted over a short period (approximately three months), which did not allow for the formulation of a comprehensive strategy but rather for the introduction of several contributions to inform future strategic planning.

The tourism sector is rapidly evolving, influenced by new consumer mindsets, emerging trends, and technological advancements. Stakeholders must understand these shifts to remain competitive and meet the changing demands of travellers. This report delves into the development of geotourism within the AGA, outlining strategies to promote sustainable tourism that leverages the region's unique geological and cultural heritage.

Research Phase: Understanding the Geopark and Its Potential

Geopark Conceptualization and UNESCO Link: Geoparks showcase significant geological heritage and are linked to UNESCO for their global importance. These areas are valuable for their geological formations, fossil assemblages, and landscapes, which offer insights into Earth's history and processes. The AGA aims to preserve these sites while promoting them as tourist destinations.

Current Tourism Landscape: The Algarve region, where the AGA is located, is predominantly known for its "sun and sand" tourism. However, there is a growing need to diversify this model to avoid the pitfalls of mass tourism, such as environmental degradation and cultural erosion.

Market Segmentation: Through detailed research involving desk studies, exploratory conversations, and team meetings, potential market segments were identified. This research phase aimed to understand the significant challenges and opportunities within the geotourism market. The main findings identified potential market segments, including eco-tourists, cultural tourists, adventure tourists, and educational tourists. These segments value sustainability, unique experiences, and learning opportunities.

Synthesis and Ideation Phases: Developing Strategies and Solutions

Key Themes for Geotourism: Three key themes were identified to anchor the geotourism strategy: Seas, Land, and People. These themes emerged from focus group sessions and nominal group techniques involving stakeholders from various sectors, including local development associations and municipal technical staff.

Tourist Routes and Themed Events: Strategic sessions outlined tourist routes and themed events aligned with the key themes. The objective was to create engaging and sustainable tourism experiences that highlight the unique attributes of the AGA. Proposed routes include geological trails, marine exploration tours, and cultural heritage paths. Themed events could include geology festivals, educational workshops, and community-led storytelling sessions.

Communication and Promotion: Another focus was identifying effective communication techniques and channels to promote the AGA. It involved stakeholders from communication departments of regional entities, who provided insights on the best strategies to reach different audiences. Results revel that the main communication goal in the first stage is to raise awareness of the AGA, attract diverse visitor segments, and encourage repeat visits. Techniques such as engaging storytelling, digital platforms, and collaborations with local influencers and media should be used to accomplish the communication goals. The main channels to privilege are social media, tourism websites, regional and international travel fairs, and educational institutions.

Implementation Phase: Delivering Solutions

Sustainable Tourism Model: The AGA's tourism development model aims to be distinct from the existing Algarve tourism model. It promotes a slow tourism approach, emphasising sustainability, preservation, and deep engagement with the local culture and environment. This approach is aligned with UNESCO's principles and aims to mitigate the negative impacts of tourism.

Brand Communication Strategy: A robust communication strategy was crafted to effectively engage target markets such as eco-tourists, educational groups, cultural tourists, and adventure seekers. This strategy focuses on delivering consistent and authentic messages through appropriate channels to build trust and encourage repeat visits.

Partnerships and Smart Destination Construction: Key partnerships were identified to support the development and promotion of the AGA. It includes promoting collaboration with local businesses, educational institutions, tourism organizations, and government agencies. Additionally, the concept of a smart destination was introduced, leveraging technology to enhance the visitor experience (such as interactive maps, mobile apps, and virtual tours) and manage tourism sustainably. Developing sustainable facilities and services, including eco-friendly accommodations, guided tours, and educational centres, are also strategic measures at the infrastructure level.

Conclusion

The Aspiring Geopark Algarvensis is well-positioned to become a unique and sustainable geotourism destination. By emphasizing three strategic themes—Land, Seas, and People—AGA can create engaging tourist experiences highlighting the region's distinct features. These themes are the foundation for developing tourist routes and themed events, ensuring visitors can deeply connect with the area's natural and cultural heritage. By focusing on strategic themes, creating engaging tourist experiences, and implementing robust communication strategies, AGA can attract diverse visitor segments and promote the conservation of its heritage. Adopting a slow tourism model aligns with sustainability goals, ensuring that tourism development benefits the local community and the environment, preserving the region for future generations.

I- RESEARCH to DISCOVER

In this phase – research to discover- detailed observation was carried out to clarify the significant challenges and issues to iidentify and characterize consumer trends and potential market segments for Geotourism in the Aspiring Geopark Algarvensis, the first objective of this study (O1). To achieve this, methods such as desk research, exploratory conversations, and team meetings were utilized. These approaches made it possible to collect valuable information and gain an in-depth understanding of the significant challenges and opportunities in the market.

1. Geopark, Its Conceptualization and Link to UNESCO

The **geological sites**, also known as geo-sites or geo-heritage sites, refer to the valuable geomorphological features of the Earth, such as "soil and rock formations, fossil assemblages, landforms and landscapes, and the impact of geomorphological processes on their modification" (Cresswell and Semeniuk 2018; in Bouchemla and Benyoucef, 2024: 2). The geological sites may also be defined as "regionally or globally referenced sections, outcrops or locations that have preserved geological features providing information about Earth's evolution or the history of Earth sciences" (Bentivenga et al. 2019; Chauhan et al. 2021; in Bouchemla and Benyoucef, 2024: 2). In the realm of the "scientific popularization of geology" (Ibidem), it's important to highlight that geoheritage "cannot be decoupled from its cultural context and the communities which construct, interpret, and experience certain objects, processes, or places, also physical landscapes, as "heritage." (Stoffelen, 2019: 100).

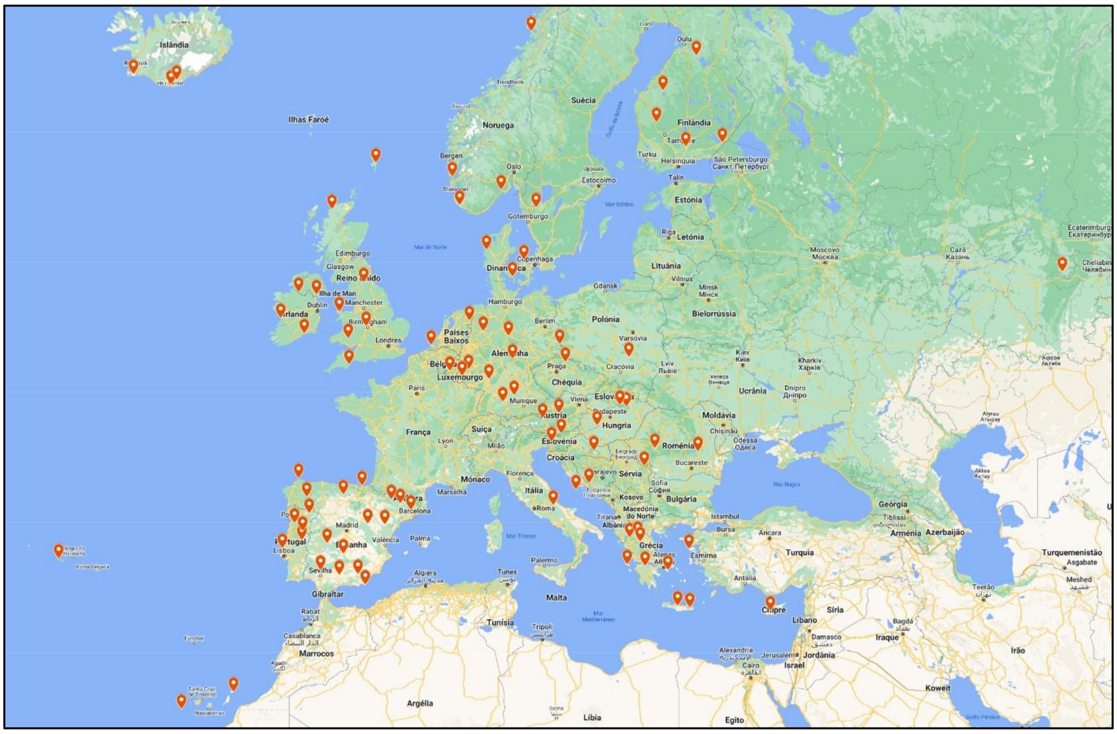
Due to their uniqueness and distinctiveness, geo-sites are recognized as worthy of protection, conservation and transmission to future generations and regarded as very valuable to scientists, educators and tourists (Reynard et al. 2009; Martin 2014; Gray 2018; Coratza and Hobléa 2018; Abdel Maksoud et al. 2019; in Bouchemla and Benyoucef, 2024: 1). Geosites involves geo-heritage valuation based on "proper identification, characterisation, assessment and ranking of significant geo-heritage sites or geosites" considering "their scientific, aesthetic, cultural and recreational heritage value" (Badang et al., 2017, p. 443; in Stoffelen, 2019: 100).

UNESCO Global Geoparks (UGGp) "are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. Their bottom-up approach of combining conservation with sustainable development while involving local communities is becoming increasingly popular" (UNESCO, 2024). It is, indeed, a singular territory with a unified geographical area where places and landscapes of international geological importance are managed within a holistic concept of protection, education and sustainable development, in addition to constituting a territory of excellence for scientific research. To this end, raising awareness and involving local communities and stakeholders regarding the importance of the territory's geological heritage is necessary for their sense of belonging and identity (Algarvensis Aspiring Geopark, 2024).

At the "First International Symposium on the Conservation of Geological Heritage"(Global Geoparks Network, 1991) held in Digne les Bains, France, in 1991, geological heritage was first defined and acknowledged as an area of importance for the conservation of geological locations. The European Community supported the development of the first project geoparks, which were created between 1995 and 1999. The first European Geopark Network was established in 2000 to protect and promote sustainable development. Four years later, in 2004, the Global Geopark Network was established. 2015, the UNESCO Global Geopark designation was established (Global Geoparks Network, 2024). Under the guidance of the UNESCO National Commission, the Portuguese Forum on UNESCO Global Geoparks emerged in 2011 to encourage a more profound interchange of experiences across its members and establish the regulations, procedures, and goals of cooperation (Ministry of Foreign Affairs, 2024).

As of May 2024, 213 UNESCO Global Geoparks are spread across 48 countries. Europe has 109 global geoparks, including 23 UNESCO global geoparks on the Iberian Peninsula, six UNESCO global geoparks and two aspiring UNESCO global geoparks in Portugal – Aspiring UNESCO Viana do Castelo Geopark and Aspiring Geopark Algarvensis (Global Geoparks Network, 2024).

Figure 1. UNESCO Global Geoparks in Europe.



Source: Own Elaboration.

UNESCO Global Geoparks are unique destinations where internationally significant geological sites and landscapes have been preserved using a comprehensive conservation, education, and tourism approach to promote sustainable development (Henrique & Brilha, 2017; Ferreira & Valdati, 2023).

The area's natural and cultural history - especially its geological inheritance - is used to educate individuals on important matters of society, as educated individuals are more likely to respect and protect the area, promoting conscious tourism (Mocior & Kruse, 2016; Šimková, Kořínková, & Obršálová, 2023). It is also a form of empowering the local community by providing an opportunity to establish solid partnerships - with a common goal of exposing and preserving the area's notable geological attributes, operations, and geologically relevant historical eras - to promote sustainable regional development in geoparks (Stoffelen, 2019).

Investigating, developing, and embracing the connections between the region's geological patrimony and its many different natural, cultural, tangible, and intangible heritage – offering a holistic view of the area’s legacy - is the purpose of a geopark (Ferreira & Valdati, 2023;

UNESCO, 2024). Geoparks also contribute directly to the UN's Sustainable Development Goals (SDGs), promoting sustainable tourism practices, environmental preservation, and social inclusion (United Nations, 2024).

The UNESCO Global Geopark designation is valid for four years, after which each Geopark undergoes a thorough revalidation procedure that examines its quality and operation. This designation is extended for four years if the requirements are still met. If not, remedial action is taken, and the geopark designation is revoked if the requirements are not satisfied (UNESCO, 2024).

2. Geoparks and Geotourism

These sites, as testimonies of geological heritage, are attracting increasing attention, on the one hand, and recognition of conservation/protection needs, on the other hand, based on typologies such as Geoparks (UNESCO, 2024). Geoparks are territorial landscape protection and promotion organisations aiming to geoheritage conservation, geo-education, and sustainable regional development using geotourism products (Algarvensis Geoparque, 2024).

In this framework, Global Geoparks Network (2024: 13) points out the "role of Geoparks to support local communities to reduce natural hazards and climate change consequences" in the context of UNESCO Global Geopark promotion as a label of excellence in sustainable tourism. Additionally, it also values (in the STRATEGIC ACTION 6) initiatives such as a) best practice awards (Geoconservation, Interpretation, Education, Communication and collaboration, Visibility, Sustainable Development, Tourism, Community Engagement, Innovation), b) GGN Film Festival, c) Geopark Youth Forum (Encourage the engagement of youth in all Geopark activities), and d) Exhibition of the GGN National Fora/Committees during the international conferences on UNESCO Global Geoparks.

Once Geoparks should have a deep interconnection not only with the resident community but also with the tourists, it is essential to develop the assessment of geo-sites 'scientific value', '**Geo Education and Geo Tourism Potential**' and 'Risk of Degradation' based on as set of criteria/indicators (table 1). There's the recognition that it's important to combine a good inventory of attributes, potential activities, and infrastructures with a good quality of interpretation to potentiate a high community involvement and a rewarding tourist experience.

Table 1. Geo Sites Assessment of Scientific Value, Geoeducation and Geotourism Potential and Risk of Degradation.

	Criteria / Indicators
Scientific Value	Representativeness, Key locality, Scientific knowledge, Integrity, Geological diversity, Rarity, Use Limitations
Geo Education and Geo Tourism Potential	Vulnerability, Acessibility, Use limitations, Safety, Logistics, Density of population, Associations with other values, Scenery, Uniqueness, Observation conditions, Didatic potential, Economic level, Proximity of recreational areas
Risk of Degradation	Atmospheric conditions, ...

Source: Adapted from Bouchemla and Benyoucef (2024: 17)

Geoparks' increasing relevance leads to the recognition "of heritage status to nature and natural features (the creation of National Parks in the US, the Man & Biosphere programme, the World Heritage Trust, etc.) combined with a desire to boost economic development in rural regions, primarily driven by the promotion of tourism" (Gonzalez-Tejada, Yi Du, Read, & Girault, 2017) but also "to conform to new international standards", namely the European Geopark Network (EGN) (2000), followed by the Global Geopark Network (GGN) in 2004, the Arouca Declaration (2011) and the creation UNESCO Global Geoparks (UGG) in 2015 (Gonzalez-Tejada, Yi Du, Read, & Girault, 2017).

The Arouca Declaration, presented in the box below and signed in 2011 under the auspices of UNESCO, not only clearly defines the concept of geotourism but also determines the implications of such a strategic option in the context of a geopark. The design of a geotourism strategy for a geopark that aspires to become part of the UNESCO Global Geopark Network must be perfectly coordinated and contribute to strengthening the identity of the territory in its multiple aspects, namely geological, environmental, cultural, and landscape, among others, with the ultimate aim of contributing to the well-being of the community. The history of the planet must be told through its geological resources that go beyond, in some cases, the local and national scale. A sustainable development approach that is green-oriented and takes concerns with climate change and the reduction of the ecological footprint must be considered in decision-making. Interpretation and storytelling must be approached on the stage where residents are living forces co-creators of value. The Arouca Declaration guides this work in all its aspects.

AROUCA DECLARATION

The International Congress of Geotourism, under the auspices of UNESCO, took place in the Arouca Geopark (Portugal) from 9th to 13th November 2011. The theme was Geotourism in Action - Arouca 2011. As result of the discussions that took place during this event, the Organizing Committee, in keeping with the principles put forth by the Center for Sustainable Destinations – National Geographic Society presents the Arouca Declaration, which establishes the following:
1. We recognize that there is a need to clarify the concept of geotourism. We therefore believe that geotourism should be defined as tourism which sustains and enhances the identity of a territory, taking into consideration its geology, environment, culture, aesthetics, heritage and the well-being of its residents. Geological tourism is one of the multiple components of geotourism.
2. Geological tourism is a basic tool for the conservation, dissemination and cherishing of the history of Life on Earth, including its dynamics and mechanisms. It enables visitors to understand a past of 4600 million years so as to view the present from another perspective and project possible shared futures for the Earth and humankind.
3. Appreciation of geological heritage should try to break new ground and prioritise the use of new technology over the use of traditional information posters.
4. Knowledge and information about geological heritage is often not presented a way that is easily understood by the general public. As a rule, this information comes in the style of scientific treatises which, besides using highly specialised language, leave visitors in the dark and limit touristic impact. Information must be accessible and intelligible for the general public, presented in a few basic concepts and with clarity, resulting in the combined efforts of scientists, interpretation experts and designers.
5. We thus believe the time has come to resurrect the basic principles of interpretation proposed in 1957 by Freeman Tilden and apply them to geological heritage:
- Any presentation of geological heritage that does not somehow relate to something in the personal experience of the visitor will be sterile;
- Information is not interpretation. Interpretation is revelation based on information. The two things are entirely different, but all interpretation includes information;
- The interpretation of a natural space must provoke and arouse curiosity and emotion much more than teaching;
6. We encourage territories to develop geotourism focused not only on the environment and geological heritage, but also on cultural, historical and scenic value. In this sense, we encourage the effective involvement of local citizens and visitors, so they are not restricted to the role of tourist spectators, thus helping to build a local identity and promote what is authentic and unique in the territory. In this way we ensure that the territory and its inhabitants obtain environmental integrity, social justice and sustainable economic development.

Arouca (Arouca Geopark, Portugal), 12th November 2011

In literature, **Geotourism** is frequently associated with rural tourism (Allan & Shavanddasht, 2019; Farsani, Coelho, & Costa, 2011), ecotourism (Obradović, et al., 2023), slow tourism, volcanic and geothermal tourism (Aquino, Schänzel, & Hyde, 2017; Dowling, Allan, & Grünert, 2021), nature-based tourism (Fung & Jim, 2015), mine tourism (Nita & Myga-Piątek, 2014), cultural tourism (Olson & Dowling, 2018; Rosendahl & Marçal Gonçalves, 2019), green tourism (Soeroso, Rahardjo, & Turgarini, 2023), speleotourism (Tomić, et al., 2019) among others.

A **geological tourist experience** of geo heritage sites is commonly associated with tourists seen as 'geo-experts' or 'geo-specialists' and often comprise professional or amateur geologists who have a good understanding of geology and a strong desire to place it at the centre of their travels (Dowling, Allan, & Grünert, 2021). Geotourists focusing on 'geological' features form one end of a spectrum of geotourists, with those having a more 'geographical' focus at the opposite end (Ibidem). However, many studies highlight that success in attracting tourists does not equal success in using tourism for sustainable regional development (Kauppila, Saarinen, & Leinonen, 2009; Rogerson, 2015; Stoffelen & Vanneste, 2016) Simultaneously, they highlight the "need to prevent the institutionalisation of landscape interpretation unrelated with alternative visions in the communication of tourism products and, consequently, in itineraries and consumption paths of tourists that determine the socio-spatial distribution of tourism-related benefits" (Bosak et al., 2010; Hall, 2005; in Stoffelen, 2019: 102).

Geological heritage and geo-tourism interconnections lead us to consider "**museum units**", in which **each unit "is part of a themed circuit" that guides the visitors through the territory attractions** (Martini, 2000). This typology of museums can enhance the involvement of "gardeners, contemporary designers, and Land artists". At the heart, Martini (2020) distinguishes the "**walking museum**" (Digne, France).

3. Geoparks in Europe: an overview of tourism activities

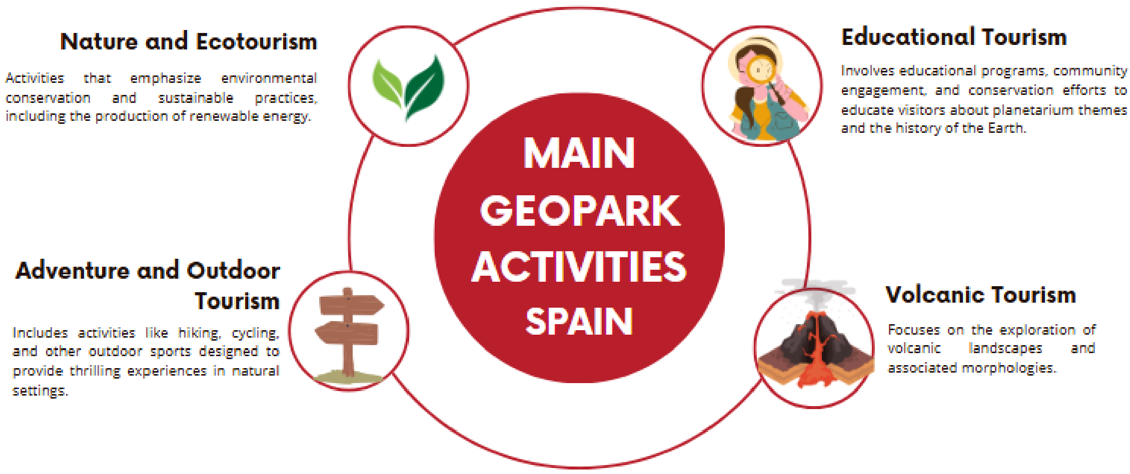
To shed light on the operational side, track relevant approaches, and identify useful insights, an analysis of all the 109 geoparks in Europe was conducted. Detailed information is provided in Appendix 1. For the geoparks in Europe, **tourism activities** vary widely but can be categorized into several main types, as presented in Figure 2:

Figure 2. Main tourism activities in geoparks across Europe

Source: Own elaboration

The sixteen geoparks in Spain offer diverse and enriching tourism experiences, focusing on four primary activities, namely Nature and ecotourism, Educational tourism, Adventure and outdoor tourism, and Volcanic tourism, as shown in Figure 3. More details on appendix 1.

Figure 3. Main tourism activities in Spanish Geoparks

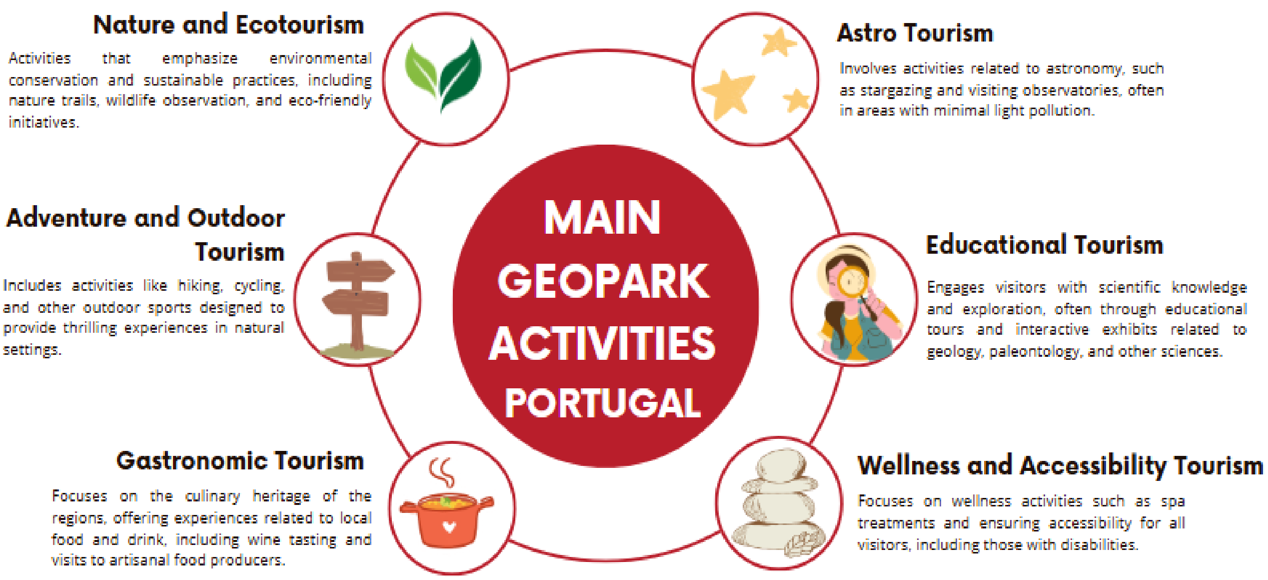


Source: Own elaboration

Portugal is home to six UNESCO Global Geoparks-Naturtejo da Museta Meridional UNESCO Global Geopark, Arouca UNESCO Global Geopark, Azores UNESCO Global Geopark, Terras de

Cavaleiros UNESCO Global Geopark, Estrela UNESCO Global Geopark, Oeste UNESCO Global Geopark- and two Aspiring UNESCO Global Geoparks- Aspiring UNESCO Viana do Castelo Geopark and Aspiring Geopark Algarvensis, each offering unique landscapes and rich cultural experiences. These geoparks focus on various tourism approaches and activities that highlight the natural and cultural heritage of the region. From nature and adventure tourism to cultural and wellness tourism, visitors can explore and enjoy the diverse offerings of Portugal's geopark; the activities are diverse but can be grouped into several main categories, as shown in Figure 4.

Figure 4. Main tourism activities in Portuguese Geoparks



Source: Own elaboration

4. The Aspiring Geopark Algarvensis

4.1 Definition and boundaries

The *Aspiring Geopark Algarvensis* territory, located in the south of Portugal, covers a total area of 2426 km², of which 1584 km² are terrestrial and 842 km² marine, extending to the bathymetric limit of 120 meters. This geopark has a significant geological heritage at national and international levels, with a history dating back 350 million years. Its territory bears witness to geological events from the birth of mountain ranges and ancient seas to the current configuration of the continents long before the dinosaurs existed (Algarvensis Geoparque, 2024).

Figure 5. Map of the Algarvensis Aspiring Geopark

Source: Algarvensis Geoparque (2024)

The geopark's great mission involves promoting the protection and dynamization of natural and cultural heritage, especially geological heritage, by creating scientific and educational knowledge. This knowledge is fundamental for sustainable socio-economic development and improving the quality of life of the local population. To achieve this goal, the geopark has a multidisciplinary scientific and technical team, including geology, biology, and other related areas specialists, who work together with the municipalities involved. The Scientific Council comprises researchers and university professors, recommends sites of interest (Geosites), proposes innovative scientific approaches, and publicizes the project (Algarvensis Geoparque, 2024).

Since its officialization as an Aspiring Geopark by UNESCO in 2019 (Algarvensis Geoparque, 2024), the Algarvensis Geopark has been carrying out awareness-raising activities with local populations, promoting environmental education and the conservation of geological heritage. The geopark promotes a green and socially balanced economy at this level, which aligns with the UN Sustainable Development Goals (SDGs), especially SDG 13 - Climate Action. It implements measures to adapt to climate change, as part of the Algarve Intermunicipal Community Climate Change Adaptation Plan (Plano intermunicipal de adaptação às alterações climáticas do Algarve , CI-AMAL , 2019) and the Loulé Municipal Climate Action Plan (Plano Municipal de Ação Climática, 2021). Due to its location in a Mediterranean climate, the territory of the geopark faces various climate vulnerabilities, including heat waves, forest fires, floods, and flash floods. Adaptation strategies aim to improve knowledge about climate change, implement adaptation measures, and integrate these actions into sectoral policies (Algarvensis Geoparque, 2024).

Thus, Geopark Algarvensis represents an intersection between geological conservation, environmental education, and sustainable development, acting as a model for territorial valorization and the integration of local communities in the preservation of heritage and socio-economic development initiatives (Algarvensis Geoparque, 2024).

The Aspiring Algarvensis Geopark website shows the geopark territory with all the geosites, hotspots, routes and trails, architectural heritage, archaeological heritage, ethnographic heritage, traditional villages, biodiversity stations, and interpretive centres marked on the map. As illustrated in Figure 6, a massive amount of work has already been done so far.

Figure 6. Map of the Aspiring Algarvensis Geopark

Source: Algarvensis Geoparque (2024)

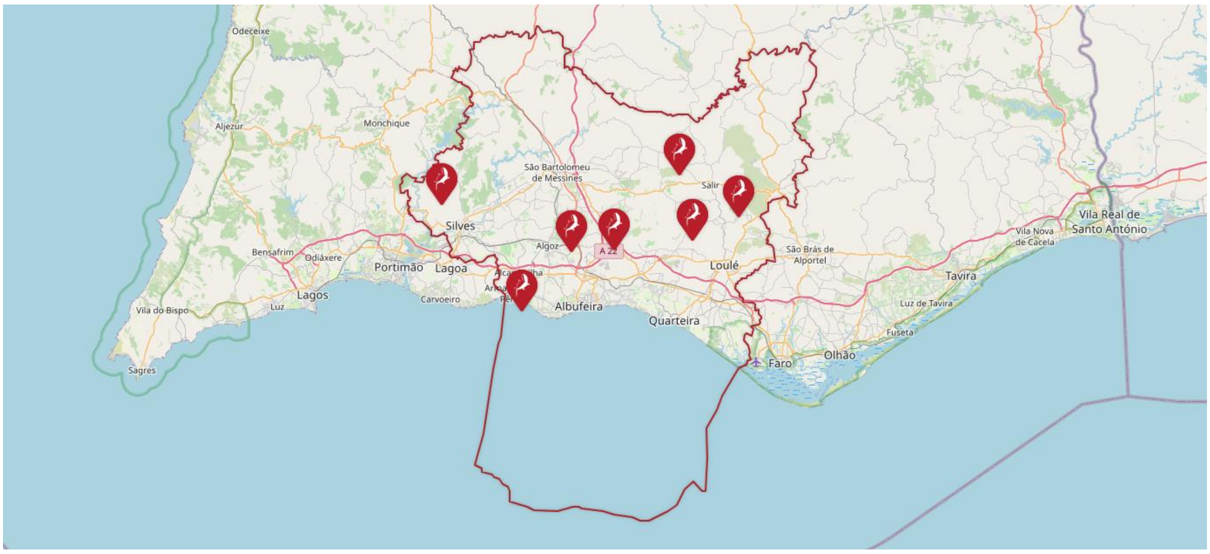
In this territory, there are 43 geosites already identified: "Baía de Armação," "Paleo-Tsunamis 1769 and 1755," "Ponor e Polje de Tunes," "Nave dos Cordeiros," "Serra de Picavessa," "Sequência de Bouma," "Serra do Caldeirão," "Triássico da Amorosa," "Rocha dos Soidos," "Paleovale | Bordo da Plataforma Continental," "Dinâmica Litoral - Vale do Lobo," "Formação de Mira - Flysch Vale Fuzeiros," "Meandro da Ribeira de Quarteira," "Falha do Carcavai - Ribeira do Cadoiço," "Cavalgamento São Bartolomeu de Messines," "Flexura do Algibre," "Argilas Cretácicas," "Queda do Vigário," "Gruta Vale Telheiro," "Diapiro de Albufeira," "Sondagem Ruivo-1," "Vale do Álamo," "Cerra dos Passarinhos," "Jazida de Placodontes," "Nave do Barão," "Eolianitos de Armação de Pêra," "Foz da Ribeira de Almargem," "Arenitos da Falésia," "Calcoarenitos dos Olhos de Água," "Península do Ancão," "Pedra do Valado," "Tsunamito 1755," "Sequência dos Arrifes," "Fonte Benémola," "Megalapia da Varjota," "Mina de Sal-Gema," "Planato do Escarpão," "Complexo Vulcano-sedimentar," "Discordância Angular," "Falha de São Marcos - Quarteira," "Formação 'Grés de Silves'," "Jazida do Metoposaurus algarvensis," and "Rocha da Pena."

Of these 43 geosites, there are five that have international value:

- Jazida Metoposaurus algarvensis
- Discordância angular do Pirinéu
- Praia dos Arrifes
- Tsunamito 1755- Lagoa dos Salgados
- Complexo Vulcano- Sedimentar da Torre
- Mina Sal-Gema

There are also five identified hotspots within the territory: "Pedra do Valado," "Cavidades Cársicas," "Charcos Temporários," "Ribeira de Quarteira," "Rio Arade/Ribeira de Odelouca," and "Fonte Benémola," which are marked on the map in Figure 7.

Figure 7. Map of the hotspots in the Algarvensis Aspiring Geopark



Source: Algarvensis Geoparque (2024)

4.2. Aspiring Geopark Algarvensis as a Potential Destination-Area within Algarve Region

Tourism destinations are characterized by their geographical and environmental features—such as coastal zones, mountainous regions, urban areas, and rural landscapes—and political divisions like cities, countries, or regions (Batista e Silva, Barranco, Proietti, Pigaiani, & Lavalle , 2021; Buhalis, 2000). A destination is a physical entity characterized by its geographical location and spatial properties and an intangible socio-cultural entity comprising its history, people, traditions, and way of life (Seaton & Bennett, 1996). It is shaped not only by physical attributes but also by the meanings, imaginations, and expectations associated with it (Bystrowska & Dawson, 2017). In tourism, a 'destination area' denotes a location with unique attributes identifiable to potential tourists and attracting their interest.

According to the UNWTO (2007), destinations have Destination Management Organisations (DMO, or Tourist Boards), the **strategic leaders in destination development** by driving and coordinating the destination management and marketing activities within the framework of a coherent strategy. In fact, the Região de Turismo do Algarve (RTA), currently Algarve Tourism Board, has been playing this role since it was first launched in 1970, leading the tourism destination Algarve, which included the 16 municipalities. Aligned with UNWTO principles, the RTA manages the Algarve as a tourist destination for domestic and foreign markets. Identifying target segments, positioning strategies, destination branding, product development, and communication are areas in which RTA leads (Turismo do Algarve, 2024).

The Algarve Tourism Board (RTA – Região de Turismo do Algarve) has the mission of valuing and developing the tourist potential of this regional tourism area, as well as the integrated management of the destination within the framework of regional tourism development, per the guidelines and tourism policy defined by the Portuguese Government and the multi-annual plans of the central administration and the municipalities that make up the region (ePortugal, 2024) The strategy for the Algarvensis territory must, therefore, be aligned with the strategic options that, in this matter, are defined for the region (Turismo do Algarve (PMETA 2.0), 2021).

Recognized as a popular Portuguese sun and beach destination since the 1970s, the Algarve has been a favoured tourist spot for domestic visitors and other European tourists, particularly from the United Kingdom, Netherlands, Germany, France, and Spain, among others (Visit Algarve, 2024) It has received numerous tourism-related awards, including the World Travel Awards for Europe's Leading Beach Destination since 2015 (WTA - World Travel Awards, 2024). To mitigate the severe seasonality linked to traditional sun and beach tourism, Portuguese authorities have promoted complementary products like golf, culture, and traditions, enhancing the region's year-round economic competitiveness (Soler, Gemar, Correia, & Serra, 2019; Oom do Valle, Guerreiro, Mendes, & Silva, 2011). This strategic refocusing has increased the region's appeal, making it a preferred destination for high-purchasing-power tourists seeking diverse experiences beyond the sun and beach (Soler et al., 2019).

4.2.1. Main touristic products in the Algarve and in the Aspiring Geopark Algarvensis Territory

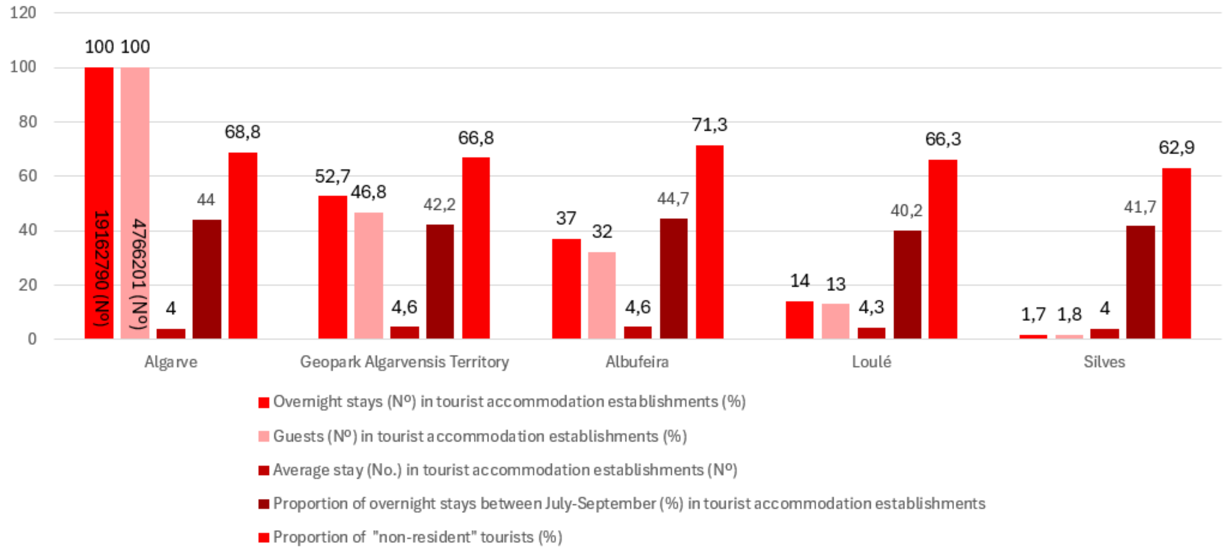
In line with the above, the strategic marketing plan for Algarve (Plano de Marketing Estratégico do Turismo do Algarve [2020-2023], 2021) is a priority guiding element. Therefore, and in the context of triangulation between the strategic options defined for the region within the scope of RTA's competencies and the reality of the Algarvensis territory, a specific destination area in the context of the Algarve, the products and their respective segments are of crucial importance for the identification of target, priority and potential segments. Four strategic product typologies have been defined for the Algarve Region: Primary Products (1. Sun and sea; 2. Golf; 3. Meeting Industry & Corporate; 4. Nature tourism; 5.

Residential tourism), Complementary Products (**6. Gastronomy and Wines; 7. Cultural and scenic tour; 8. Health and well-being tourism**), Products with potential (**9. Sports tourism; 10. Nautical tourism; 11. Accessible tourism; 12. Senior tourism; 14. Motorhomes;**) and other products (15. Cruise tourism; 16. Film and audiovisual tourism; 17. Luxury tourism; 18. LGBTQIA+; 19. Weddings) (Turismo do Algarve (PMETA 2.0), 2021).

Following the perspective of the Algarve as a tourism destination, managed adequately by a DMO (Turismo do Algarve, 2024; RTA, 2024), the Algarvensis territory, located in the Algarve central, is a destination-area within a major one. Without prejudice to its peculiarities which, in themselves, will have the capacity to attract visitors within the scope of a geotourism strategy, the geotourism strategy for the Aspiring Geopark Algarvensis must be inscribed, in a bidirectional and complementary way, in the Algarve destination. This project will certainly be a structuring and value-added factor for the entire region, contributing to consolidating the Algarve's attractiveness as a tourist destination, alleviating seasonality and improving the quality of life in the region. The contributions outlined in this project's scope to leverage the strategic axe of geotourism in this territory will, thus, follow the above-detailed approach.

The territory of the Algarvensis Geopark - made up of the municipalities of Albufeira, Loulé and Silves - captured approximately 53% of the Algarve's overnight stays and 47% of its guests in 2022 (Figure 6). However, these municipalities show marked asymmetries between themselves, with Albufeira capturing 37% and 32%, respectively, of the Algarve's overnight stays and guests, standing out for its significant concentration of tourist demand. This is followed by Loulé, which has 14% and 13%, respectively, and finally, Silves, which has 1.7% and 1.8% (Figure 8). The average stay is around 4 to 5 days. As for seasonality, it is evident in the Algarve - as a sun and sea destination - as well as in the territory of the Algarvensis geopark, although below average in Silves.

Figure 8. Tourist demand in the Algarve and in the Geopark Algarvensis Territory



Source: Adapted from INE (2022)

The asymmetry in overnight stays is also evident in the case of both residents and non-residents, while the proportion of non-resident guests is more significant in Albufeira. According to SIGTUR (2024), the seasonality rate is high, and between 2017 and 2022, it increased in Albufeira and decreased in Loulé and Silves, in which Silves presented a greater incidence. Regarding tourist intensity and density, the asymmetries between these municipalities are striking, with Albufeira standing out compared to the other two municipalities.

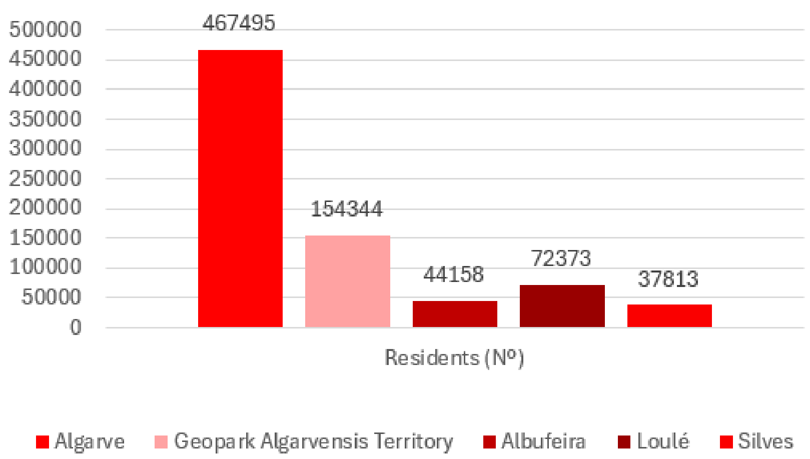
Regarding the number of establishments, rooms and total revenue, Albufeira is the most representative, followed by Loulé and Silves. At the same time, there is a coastalization of the tourist offer in this territory, with the coastal parishes having the most significant representation. As for tourist entertainment agents, there is also a concentration in Albufeira, with 295 registrations, followed by Loulé (174) and Silves (79) (Appendice 12).

4.2.2 The Residents' View of Tourism Development in the Aspiring Geopark Algarvensis Territory

As stated, Arouca's statement leads and inspires the development of this work, which aims to leverage a set of contributions to the geotourism axis within the scope of the Aspiring

Algarvensis Geopark. Therefore, the involvement of the resident community is priority and must be considered at the beginning of the process, which is why we seek to understand the relationship between residents in the territory and tourism, also considering the tourist seasonality issues that characterize this region. As shown in Figure 9, around 1/3 of residents in the Algarve live in Aspiring Geopark Algarvensis Territory.

Figure 9. Residents (Nº) in the Algarve and the Geopark Algarvensis Territory



Source: CCDR Algarve (2021)

The RESTUR (2023) and Monitur 2023) projects detail residents' attitudes and perceptions regarding the territory's tourism development and tourists concerning the Algarve, with detailed information at the municipal level. Therefore, a portrait of the Algarvensis territory is created based on these two recent studies, coordinated by researchers from CinTurs, the Research Centre for Tourism, Sustainability and Well-being of the University of Algarve.

Municipalities of Albufeira, Loulé, and Silves together shape the Algarvensis territory. So, using data from (RESTUR, 2023; RESTUR, 2021), tourism is broadly seen as a crucial economic activity that entails several positive and negative impacts during high touristic season. Most residents consider themselves "moderately" informed about tourism development and want to be more involved. The majority also believe that their sense of security will remain unchanged even if tourism increases near their homes (RESTUR, 2023; RESTUR, 2021). For example, 45.1% of residents in Albufeira believe there is a *strong* or *very strong* tourism development. Tourism is recognized as the main economic activity (4,31 on a scale of importance from 1 to 5), increasing employment opportunities (4,21) and contributing to the local economy. Still, the over-dependency on tourism is emphasized (4,41). In addition, residents believe that tourism increases drug and alcohol consumption (4,26), pollution, litter, and noise (4,06). Issues with parking, accidents, and traffic are also reported (4,23) (Monitur, 2023).

Figure 10. Albufeira | Residents' Perceptions about Tourism in High Season.

Positive Economic Impacts	Main economic activity	4,31
	Increasing employment opportunities	4,21
	New services and businesses	4,08
Negative Economic Impacts	Over-dependency on tourism	4,41
	Rising houses prices	4,39
	Rising cost of living	4,25
Positive Sociocultural Impacts	Hospitality and welcoming behavior	3,78
Negative Sociocultural Impacts	More drugs and alcohol use	3,54
Positive Environmental Impacts	Signage Improvement	3,06
Negative Environmental Impacts	Issues with parking, traffic and accidents	4,23
	More polution, noise and litter	4,24

Source: Own elaboration based on Monitur (2023)

Loulé presents a similar profile, as 42.1% of residents consider the tourism development strong. Tourism is seen as a driver of employment (4,07 on a scale of importance from 1 to 5) and of local economic activities (4,04), but it also contributes to rising house prices (4,53) and cost of living (4,41). Similarly to Albufeira, there is a concern about drug and alcohol use (3,54) and environmental concerns with issues such as parking and traffic (4,05) (Monitur, 2023).

Figure 11. Loulé | Residents' Perceptions about tourism in High Season.

Positive Economic Impacts	Increasing employment opportunities	4,07
	New services and businesses	3,96
Negative Economic Impacts	Rising houses prices	4,53
	Rising cost of living	4,41
Positive Sociocultural Impacts	Hospitality and Welcoming Behavior	3,84
Negative Sociocultural Impacts	More stress	3,6
	More drugs and alcohol use	3,58
Positive Environmental Impacts	Signage Improvement	3,04
Negative Environmental impacts	Issues with parking, traffic and accidents	4,05
	More polution, noise and litter	3,74

Source: Own elaboration based on Monitur (2023)

In Silves, 80% of residents perceive tourism development as moderate to strong. It is recognized that tourism contributes to the creation of new businesses (4,07 on a scale of importance from 1 to 5) and local economic development (4,07), but also the rising house prices (4,35) and the cost of living (4,23). The increase in stress among residents is a concern (3,82), along with parking, accidents, and traffic issues (4,14) (Monitur, 2023).

Figure 12. Silves | Residents' Perceptions about tourism in High Season.

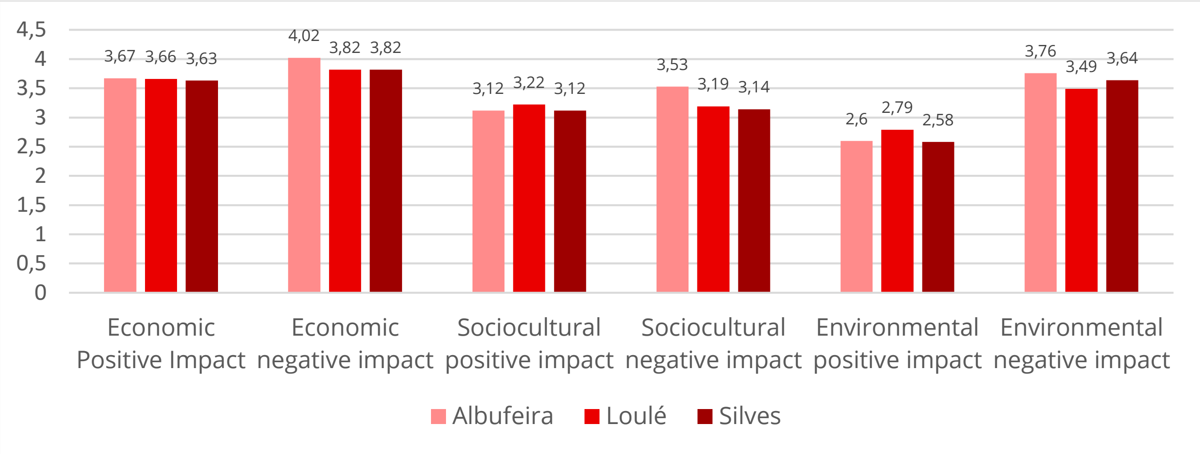
Positive Economic Impacts	Increasing employment opportunities	4,02
	New services and businesses	4,07
Negative Economic Impacts	Rising houses prices	4,35
	Rising cost of living	4,23
Positive Sociocultural Impacts	Hospitality and welcoming behavior	3,78
Negative Sociocultural Impacts	More stress	3,82
	More drugs and alcohol use	3,76
Positive Environmental Impacts	Signage Improvement	3,01
Negative Environmental impacts	Issues with parking, traffic and accidents	4,14
	More polution, noise and litter	4,02

Source: Own elaboration based on Monitur (2023)

Since sustainable development throughout tourism is a core axe in the Arouca Declaration, the following graphic compares the averages of the three municipalities regarding the perception of positive and negative impacts on the three dimensions of sustainability:

economic, sociocultural, and environmental. Notably, in Albufeira, negative tourism impacts are perceived the most, whereas positive impacts are generally perceived similarly across all three municipalities during the high season. The impact with the highest perception values in all three municipalities is the negative economic impact.

Figure 13. Residents' Perceptions on Tourism Impacts across the Algarvensis territory in High Season.

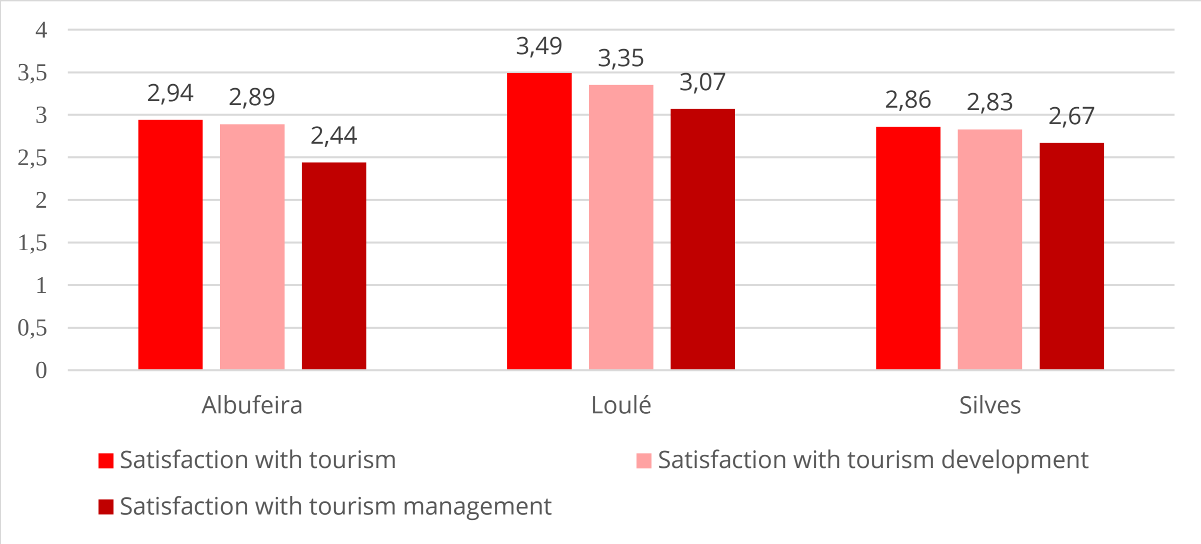


Source: Own elaboration based on Monitur (2023)

Residents in the three municipalities generally feel emotionally connected to tourists and interact more with them during the high season (RESTUR, 2023; RESTUR, 2021). Tourists' behaviour is considered "typical" regarding respect, treatment, and spending. A significant proportion of residents wish to maintain the current number of tourists in their municipalities (Albufeira - 44.1%; Loulé - 59.1%; Silves - 46.5%) (Monitur, 2023).

Residents moderately support tourism activities and are willing to welcome tourists warmly while also showing a commitment to protecting the territory's natural resources. Residents in this territory hold neutral to moderately positive views on local tourism and its development. However, Albufeira and Silves report lower levels of satisfaction with the current management of tourism (2,44 and 2,67 on a scale of importance from 1 to 5), while in Loulé, the level of satisfaction is slightly higher (3,35). Regarding satisfaction with their quality of life in the municipality, residents show moderate levels of happiness (3,72- Albufeira, 3,75- Loulé, and 3,55- Silves). Over half (53.9%) of residents in Albufeira have at least one household member working in the tourism sector, compared to 41.5% in Loulé and 34.9% in Silves (Monitur, 2023).

Figure 14. Residents' View on the Global Impact of Tourism in Algarvensis territory, during High Season.



Source: Own elaboration based on Monitur (2023)

In the **low touristic season**, the perception of tourism impacts continues to be significant, but with some variations concerning the intensity of the perceived impacts. In Albufeira, 61.7% of residents consider tourism development *strong* or *very strong*. Tourism continues to be seen as the main economic activity (4,22 on a scale of importance from 1 to 5), contributing to the creation new businesses and services. However, there is greater recognition of the negative effects on the economy (4,06), such as the increase in the cost of living (4,46) and housing prices (4,47). Socio-cultural attitudes are more neutral or slightly negative (positive - 3,20; negative - 3.37), especially about drug and alcohol use (4,11). Environmental concerns remain, including problems of pollution, noise, and litter (3.85), as well as parking and traffic issues (3,89). Positive effects are perceived neutrally (2,79) (Monitur, 2023).

Figure 15. Albufeira | Residents' Perceptions about tourism in Low Season.

Positive Economic Impacts	Main economic activity	4,22
	Increasing employment opportunities	4,21
	New services and businesses	4,22
Negative Economic Impacts	Over-dependency on tourism	4,30
	Rising houses prices	4,47
	Rising cost of living	4,46
Positive Sociocultural Impacts	Hospitality and welcoming behavior	3,91
Negative Sociocultural Impacts	More stress	3.28
	More drugs and alcohol use	4,11
Positive Environmental Impacts	Signage Improvement	3,02
Negative Environmental Impacts	Issues with parking, traffic and accidents	3,85
	More polution, noise and litter	3,89

Source: Own elaboration based on Monitur (2023).

In Loulé, 64.2% of residents perceive *strong* or *very strong* tourism development. The benefits include job creation (4,15 on a scale of importance from 1 to 5), the growth of local economic activities (4,22), and the emergence of new services and enterprises (4,20). Still, the negative effects, such as rising house prices (4,47) and the cost of living (4,36), are more emphasized. The socio-cultural impact includes an improvement in the municipality's reputation (3,83) and an increase in drug and alcohol consumption (3,54). Environmental problems are noted, especially with parking and traffic (4,03) (Monitur, 2023).

Figure 16. Loulé - Residents' Perceptions in Low Season.

Positive Economic Impacts	Increasing employment opportunities	4,35
	New services and businesses	4,20
Negative Economical Impacts	Rising houses prices	4,47
	Rising cost of living	4,36
Positive Sociocultural Impacts	Hospitality and Welcoming Behavior	3,78
Negative Sociocultural Impacts	More stress	3,28
	More drugs and alcohol use	3,54
Positive Environmental Impacts	Signage Improvement	3,26
Negative Environmental impacts	Issues with parking, traffic and accidents	4,03
	More polution, noise and litter	3,75

Source: Own elaboration based on Monitur (2023)

In Silves, 58.0% of residents see tourism development as moderate. Residents value local economic growth (4,16 on a scale of importance from 1 to 5) and job opportunities (4,18) but also recognize the increase in the cost of living (4,31) and housing prices (4,30). Socio-cultural attitudes are neutral and less concerned about negative impacts (2,90). There is less recognition of the good effects in Silves (2,62), but there is moderate agreement with the negative implications (3,51), especially pollution and traffic issues (Monitur, 2023).

In the low touristic season, tourist interaction decreases, with residents contacting only sometimes with those visiting the territory (Albufeira - 38.6%; Loulé - 38.7%; Silves -

48.4%). Despite this, many residents wish to maintain (Albufeira - 50.8; Loulé - 55.9%; Silves - 46.6%) or increase (Albufeira - 27.5%; Loulé - 23.6%; Silves - 46.6%) the level of interaction in the future (Monitur, 2023).

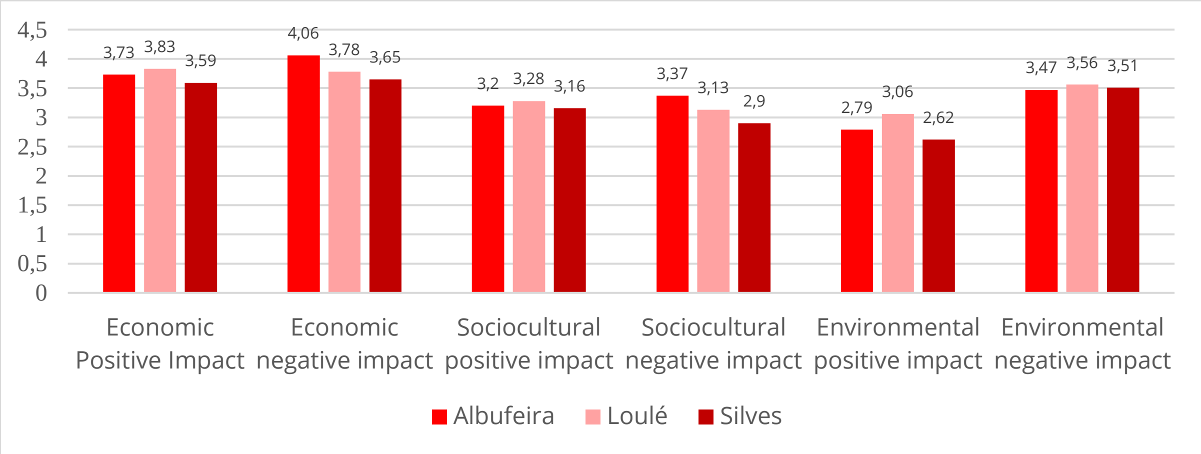
Figure 17. Silves - Residents' Perceptions in Low Season.

Positive Economic Impacts	Increasing employment opportunities	4,18
	New services and businesses	4,06
Negative Economic Impacts	Rising houses prices	4,30
	Rising cost of living	4,31
Positive Sociocultural Impacts	Hospitality and welcoming behavior	3,86
Negative Sociocultural Impacts	More stress	3,39
	More drugs and alcohol use	3,39
Positive Environmental Impacts	Signage Improvement	2,96
Negative Environmental impacts	Issues with parking, traffic and accidents	4,04
	More polution, noise and litter	3,92

Source: Own elaboration based on Monitur (2023)

Figure 16 compares the averages of the three municipalities regarding the perception of positive and negative impacts on the three dimensions of sustainability: economic, sociocultural, and environmental. As in the high touristic season, Albufeira stands out regarding perceived negative impacts, and the positive impacts are perceived similarly between the three municipalities. Again, the impact with the highest perception values in all three municipalities is the negative economic impact.

Figure 18. Residents' Perceptions on Tourism Impacts in Aspiring Geopark Algarvensis territory during Low Season.



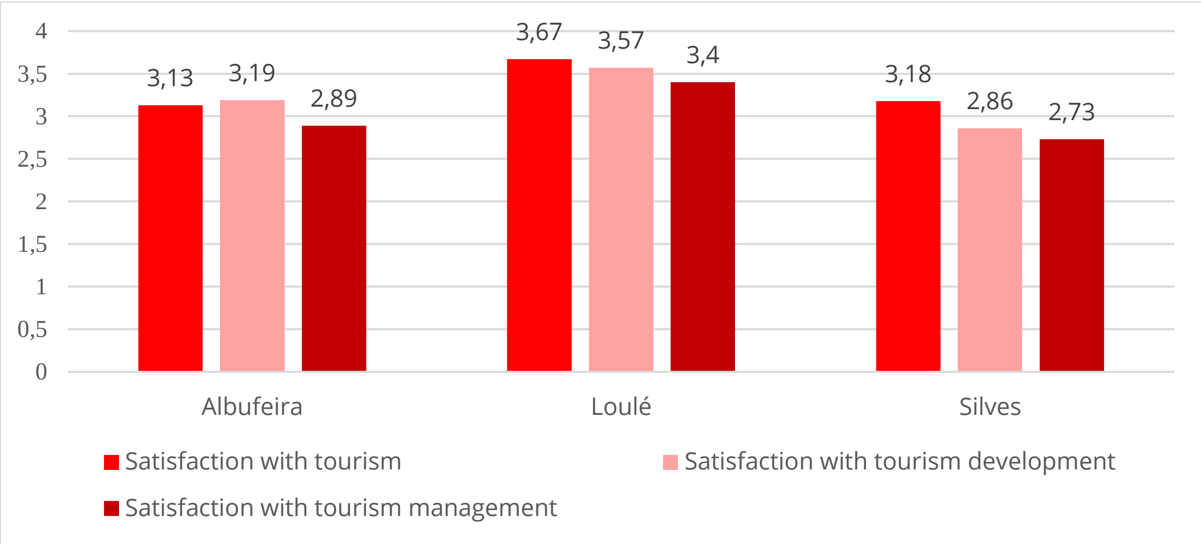
Source:Own elaboration based on Monitur (2023)

As expected, there is less interaction between residents and tourists in the low touristic season, with residents interacting only sometimes with tourists (Albufeira - 38.6%; Loulé - 38.7%; Silves - 48.4%). Despite this, many residents wish to maintain (Albufeira - 50.8; Loulé - 55.9%; Silves - 46.6%) or increase (Albufeira - 27.5%; Loulé - 23.6%; Silves - 46.6%) the level of interaction in the future (Monitur, 2023).

Regarding satisfaction, residents show moderate levels of happiness and consider themselves happy and satisfied with their quality of life in the municipality (Monitur, 2023). Most residents predict that the level of security will remain stable as tourism grows, with a small percentage believing that security can increase (Silves – 13.2%). Part of the respondents also believe that the level of security can be affected (Albufeira – 18.5%; Loulé – 13.5%) (RESTUR, 2023). Regarding professional activity, around half of the respondents in Silves and over a third of the respondents in Loulé, or someone in their household, work in the tourism sector. Still, it is not the only source of family income. In Albufeira, 80.9% of the respondents or members of their households do not work in the tourism sector, which means that tourism is not the primary source of family income in this municipality (Monitur, 2023).

Albufeira's residents (68.1%) believe that visitors treat and respect locals in a usual way, with neutral satisfaction levels (3,02 on a scale of importance from 1 to 5) and moderate support for tourism-related activities (3,87). In Loulé, citizens have moderate satisfaction with tourism (3,48), feel that they are treated *normally* (66.7%), and are optimistic about the future effects of tourism (4,04). In Silves, 56.0% have a similar view of respect from tourists, with neutral contentment (3.00) and moderate support for tourism (3,98). In all three municipalities, there is a close and fair emotional relationship between residents and tourists, with recognition of the benefits brought by tourism (RESTUR, 2023; RESTUR, 2020).

Figure 19. Residents' View on the Global Impact of Tourism in Aspiring Geopark Algarvensis Territory during Low Season.



Source:Own elaboration based on Monitur (2023)

In both the high and low seasons, residents of the municipalities covered by the Aspiring Geopark Algarvensis - Albufeira, Loulé, and Silves - recognize the economic benefits of tourism, such as job creation and business development. However, concerns such as the rising cost of living, environmental problems, and negative socio-cultural impacts are expected. Interaction with tourists is most significant during the high season, with many residents expressing a desire to maintain or increase this interaction. There is also a shared desire to be more informed and involved in tourism planning, with the majority believing that safety will not be affected by the growth in tourism. In general, residents show a moderate acceptance of the impacts of tourism, reflecting a balanced view of its effects on their lives (Monitur, 2023; RESTUR, 2023; RESTUR, 2021; RESTUR, 2020).

5. From Consumers' Mindset to the Aspiring Geopark Algarvensis Target Markets/Segments

5.1. Consumer Mindsets

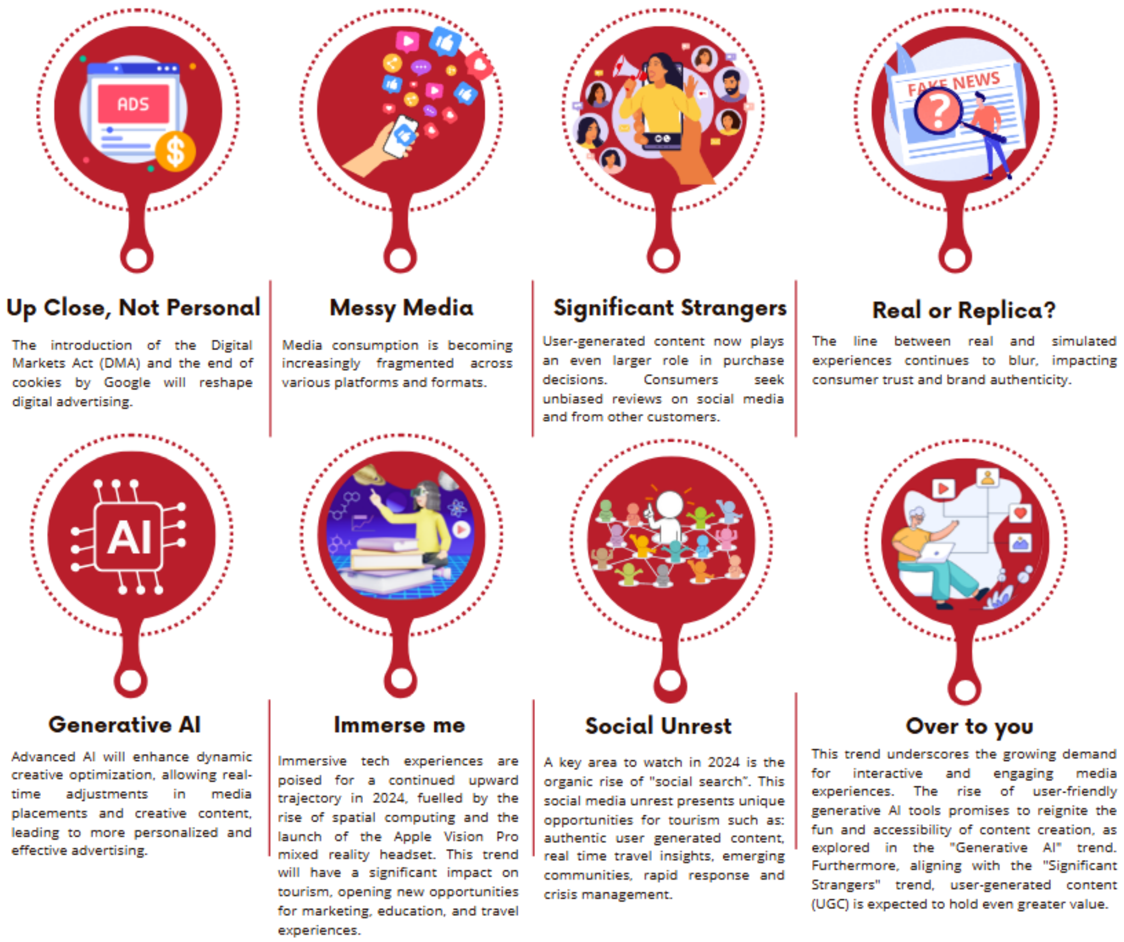
In recent years, new consumer mindsets have emerged, shaped by technological advances, societal changes, climate change and greater environmental awareness. These mindsets are characterized by a strong sensitivity to topics such as sustainability, authenticity and personalization, and they influence consumption choices in various industries, including tourism.

Illuminated by relevant global consumer mindsets, we seek to identify consumer trends with the greatest potential to shape consumer behaviour in tourism. More specifically, we seek to characterize tourist behaviour, especially in cultural and environmental tourism contexts, giving its relevance to the Aspiring Geopark Algarvensis.

The "Mindshare Trends 2024" report outlines key trends and shifts in the media, advertising, and technology landscapes. The document is structured around various themes, reflecting changes in consumer behaviour, technological advancements, and media consumption patterns. A mixed methodology approach was used to create this report from both the perspective of the industry and consumer perspectives. More than 1,500 people were surveyed, and an ethnographic project was performed to assess the evolution of consumer opinion and behaviour (Mindshare, 2024).

The key trends for 2024, as well as some from previous years reflected in the 2024 report, are presented in Figure 20.

Figure 20. Main Consumer Trends 2024.



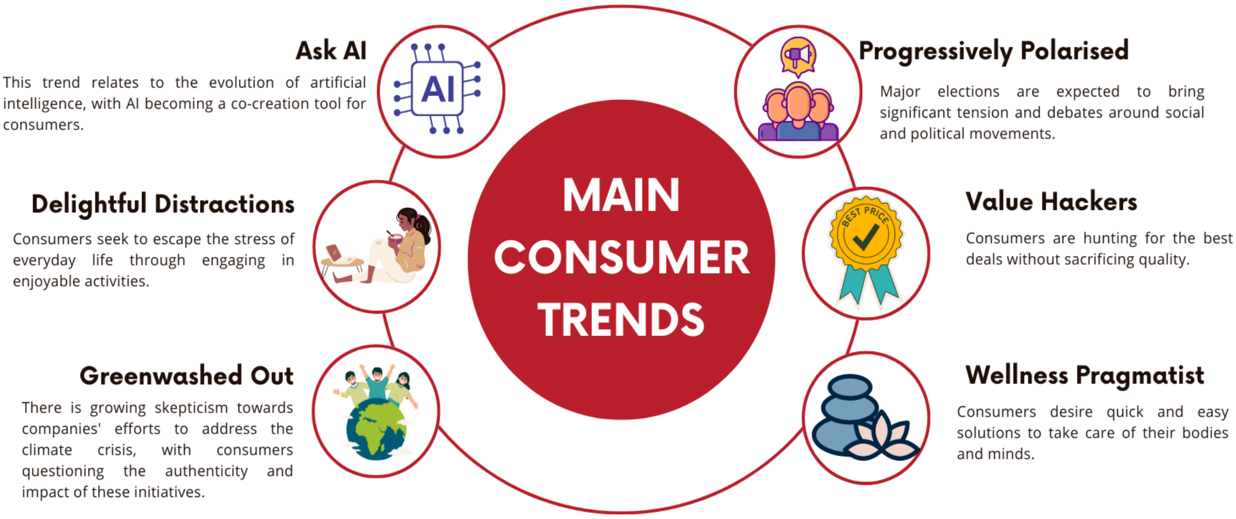
Source: Own elaboration based on *Mindshare (2024)*

For the tourism industry, the most significant trend may be the "significant strangers," as tourism businesses must develop marketing strategies that encourage visitors to become active storytellers, sharing their positive experiences on social media and other online platforms.

Additionally, tourism businesses must embrace rapid advancements in artificial intelligence (AI). Trends like "real or replica" and "generative AI" offer innovative opportunities to enhance the tourism experience. For instance, technology can create immersive virtual reality experiences that transport potential visitors to destinations and can be used to personalize travel itineraries and recommendations based on individual preferences.

The "2024 Global Consumer Trends" by Euromonitor International outlines key consumer trends expected to shape the market in 2024, which are summarized in Figure 21.

Figure 21. Main Consumer Trends.



Source: Own elaboration based on Euromonitor (2024)

Of these trends, the following are expected to have a more significant impact on the tourism sector or are particularly relevant to the industry (Euromonitor, 2024a):

- Ask AI: With generative AI gaining widespread attention, these new tools are becoming co-creators for consumers, influencing their decisions and changing their expectations of brand engagement. These tools are making it easier, for example, for consumers to find and plan the perfect trip.
- Delightful Distractions: Consumers seek to escape everyday stressors and now look for delightful distractions—moments that evoke positive feelings, spark joy, and release tension. To incorporate this trend, businesses can create interactive brand experiences that immerse consumers and fulfil their desire for escapism. It can be achieved by combining technology, storytelling, and entertainment.
- Greenwashed Out: Consumers have made noticeable efforts to protect the planet and live sustainably. However, climate change hasn't slowed down, leading to feelings that individual contributions are insufficient. As a result, consumers now expect companies

to act and demonstrate their efforts to help the planet without making false promises or narratives. To address this trend, companies can develop partnerships to reduce their carbon footprint, embrace a circular economy along the supply chain, and back up their claims with tangible proof.

Also, according to Euromonitor (2024), niche tourism segments like wellness, luxury, eco-tourism, sports, and adventure are expected to grow significantly in 2024. Consumers increasingly seek personalized experiences that align with their lifestyles and values and are willing to pay more for these tailored offerings (Euromonitor, 2024b).

5.2 Consumer Trends in Tourism

Given the focus on tourism and the consumer's role as tourists and travellers, attention now turns to studies that allow us to profile consumers in tourism contexts. The Accor Group recently released a survey with several insights for travel plans in 2024 (Accor, 2024) based on a sample from seven countries, namely the United Kingdom, Germany, the Netherlands, Poland, France, Italy, and Spain (all relevant issuing markets to the Algarve).

Figure 22. Consumer Trends in Tourism

Spending power

Despite an outgoing cost of living crisis Europeans are confident that they have more money to travel in 2024 than they did in 2023, the most confident surveyed tourists were from Poland and Germany.

Climate Consciousness

Another trend identified in this study that states that having sustainable options is very important for travel decisions.

Deeper Connections

Travellers look forward to connecting more deeply with their destinations and the local communities they encounter, seeking to immerse themselves in the culture

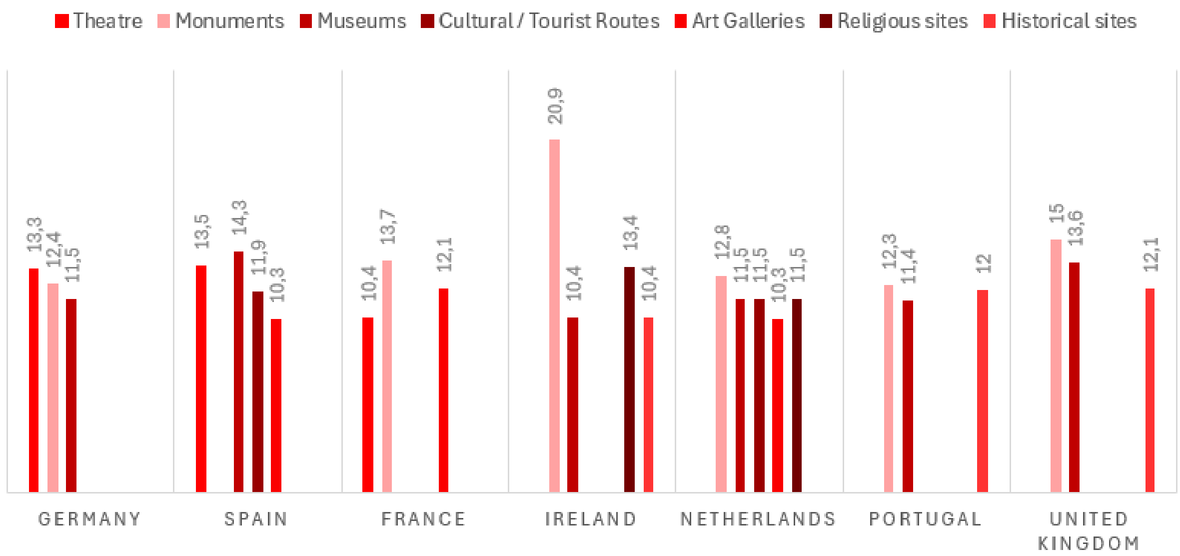
Source: Own Elaboration based on Accor (2024).

Aiming to characterize the tourists' profile during their visit to the Algarve, two central studies offer inspiring insights on the topic: the TurExperience (2023) and (Pedrosa et al., 2022) . To characterize and measure the touristic experiences and their impacts on the experiential image of the Algarve as a tourism destination, the TurExperience tracked domestic and international tourists immediately after visiting the region, having been interviewed mainly in the departure area of Faro Airport over a year, thus including views in high and low touristic seasons (July-15th September 2021, and October 2021-15th June 2022). The main issuing markets were interviewed: Portuguese, British, French, German, Spanish, Irish, Dutch, and others. In total, 2709 questionnaires were collected, 1909 during the high season and 800 in the low season. Respondents are mostly repeat visitors between 25 and 64 years old with a university degree. Predominantly, families travel on holidays, mainly motivated to engage in nautical and *sun and sea* activities during the summer and other leisure and recreation activities during the rest of the year. Tourists are constantly reporting very positive experiences while visiting our region, which is described as an attractive and pleasant place in both touristic seasons. Particularly in the low season, visitors experience a real sense of harmony. The aesthetic dimension of the experience stands out all year round, and visitors claim their memories of their experience in the Algarve are composed of many wonderful, positive, and unforgettable moments. The most remarkable elements that coin their image of the Algarve are the landscape, local gastronomy and the entertainment offered. Our region is also described as a safe, family-oriented, calm and glamorous destination. Visitors are mostly sharing their experiences online on Instagram and Facebook. Visitors during the low season report more satisfying experiences than those during the high season. Perceptions related to sustainability and green-oriented practices in the destination are more visible during the low season.

We draw some conclusions from a study conducted by Opium in August and October of 2022, which focused on a representative sample from the seven main tourism markets in the Algarve: Portugal, the United Kingdom, France, Spain, Germany, Ireland, and the Netherlands. For this report, Opium coordinated a survey of online/offline tourists (614 valid surveys) in five languages to gauge their acceptance of the cultural tourism offer, as well as documentary research and consultations with representatives of the institutions and professionals with the most significant responsibility for guiding tourism and culture policies in the region (9 interviews and 3 *Focus Groups*), to portray demand, the current state of the offer, and to outline shared expectations for future development (Pedrosa et al., 2022).

According to this study, there is an equal gender distribution, except in the markets of Portugal and Spain, where women predominate, and in the UK market, where men predominate. The surveyed tourists are, on average, over 40 years old, with younger individuals representing only 10.7% of the sample, most of whom come from France and Germany. Tourists visiting the Algarve generate an average total revenue of €1,359 during their stay, with the markets of Germany, the Netherlands, the United Kingdom, and Ireland standing out for exceeding this average, regarding the length of stay at the destination, on average, tourists stay about ten nights in the Algarve. There is a growing trend of making reservations online, especially in the United Kingdom. Most of these tourists chose the Algarve for vacations motivated by the "sun and sea", followed by "cultural," "touring," "urban tourism," and "gastronomical and wine tourism". The less frequently mentioned types were "nature tourism," "rural tourism," and "health/well-being" (Pedrosa et al., 2022). Respondents reveal that they seek to visit the following cultural attractions and events during their stay in the Algarve.

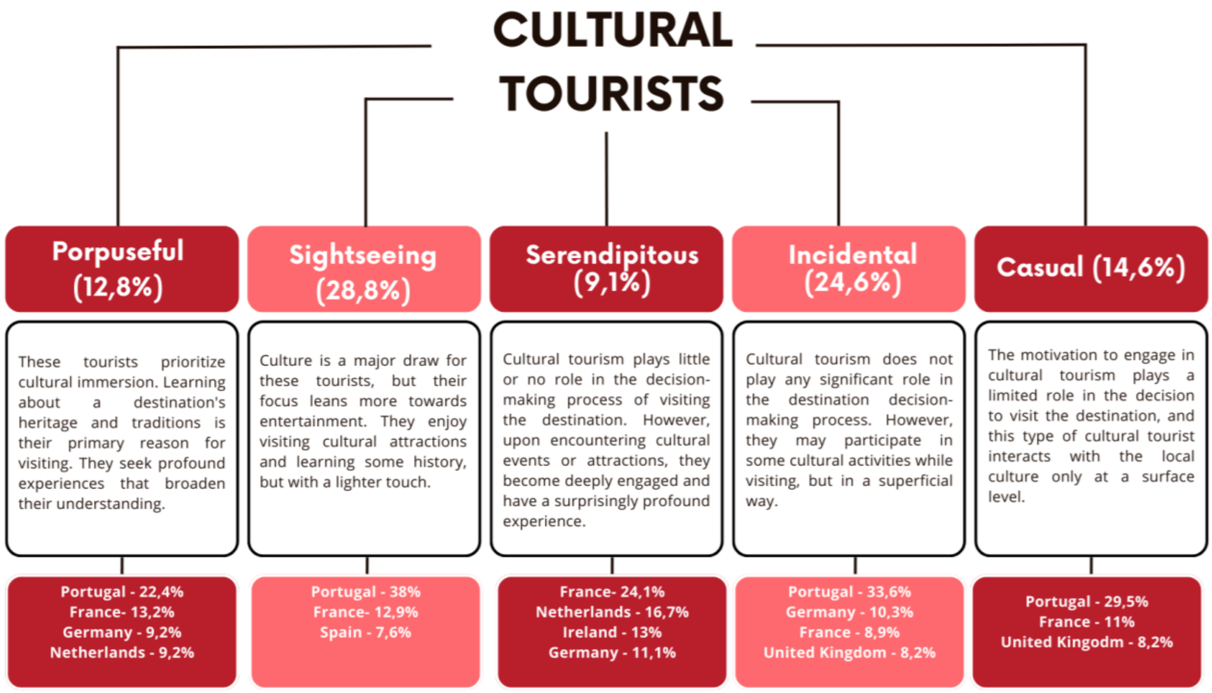
Figure 23. Cultural Preferences per Market (%)



Source: Own Elaboration based on (Pedrosa et al., 2022)

Drawn on the results, the authors of the study profile five significant segments of cultural tourists as illustrated in Figure 24.

Figure 24. Cultural tourists' profile in the Algarve.

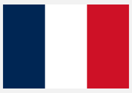


Source: Own Elaboration based on (Pedrosa et al., 2022)

Still detailing the cultural preferences of main issuing markets visiting the Algarve, the *Compendium report* offers insights into the diverse interests and cultural inclinations of tourists from various regions across Europe, based on data compilations and statistic frameworks from institutions such as Council of Europe, Eurostat and UNESCO (Compendium, 2024).

Table 2. Cultural Behaviour across main issuing markets to Algarve.

Portugal 	• High engagement in digital media, • Only 36.8% visited cultural sites in the last year, a decrease compared to 2016 (INE, 2023). • Men have higher participation rates in online cultural activities (INE, 2023). There is growing participation in cultural activities, except cinema. Reading, live events, and online activities are the most popular (Compendium, 2024).
Germany 	• High participation in cultural events, museums, theatres, and cultural and musical associations. • All age groups participate, with 1/5 being under 20 and over 60 and 14% of the population being migrants.

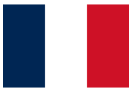
	• Voluntary commitment is an important aspect, involving 39.7% of the population over the age of 14. • Stable trend of participation with increasing digital engagement (Compendium, 2024)
Spain 	• Annual spending on **museums, monuments, sites, and archives is on the rise**. • The use of the Internet for entertainment and leisure has grown significantly (66.9% in 2014/2015), which has established a great domain for home-based activities. • Women and young people attend more museums, exhibitions, and art galleries, while men prefer monuments and archaeological sites. (Compendium, 2024).
France 	• Around 83% of households have access to the internet, which is frequently used for reading news online, watching and downloading movies, music, games, and online radio. • The more **educated social classes** attend **theatre, dance, classical music concerts, fine arts, museums, and historical monuments**. • Increased audience participation in heritage and cultural establishments. • **Digital engagement is growing** - leading to a prevalence of screen-based culture. (Compendium, 2024).
Ireland 	• A growing interest in cultural events, with a high level of engagement in the **traditional culture** outside centres and institutions, such as pubs, community centres, and streets. • **Digital engagement is increasing**, with a diverse young population actively participating (girls are more likely to participate than boys). • Volunteering is a common practice. (Compendium, 2024).
Netherlands 	• 63% of the population participates in cultural activities, with 53% visiting museums and 55% monuments - in 2016. • **There is high digital engagement in cultural practices**, with children and young people being very active. • Women and people with a higher level of education participate more. • There is growing interest in **artistic projects aimed at improving social well-being and societal participation.** (Compendium, 2024).
United Kingdom 	• **42.6% of the population visit museums or galleries, and 73% visit historical sites**. • The UK **led the way in digital cultural engagement,** with 71.5% of internet use for entertainment and leisure in 2015/2017. • **78.9% of adults participated** in the arts at least once in the last, and 64.7% three times or more. (Compendium, 2024).

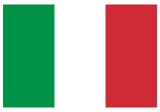
Source: Own elaboration based on Compendium (2024).

5.3. Target Markets in the Algarve Destination Strategy

Table 4 shows the target markets for tourism in the Algarve and the suitability of tourism products for each, according to RTA (2021). Classified as priority, target and monitor markets, the countries listed show a diverse range of interests and potential in terms of tourism products to maximize the potential for each market.

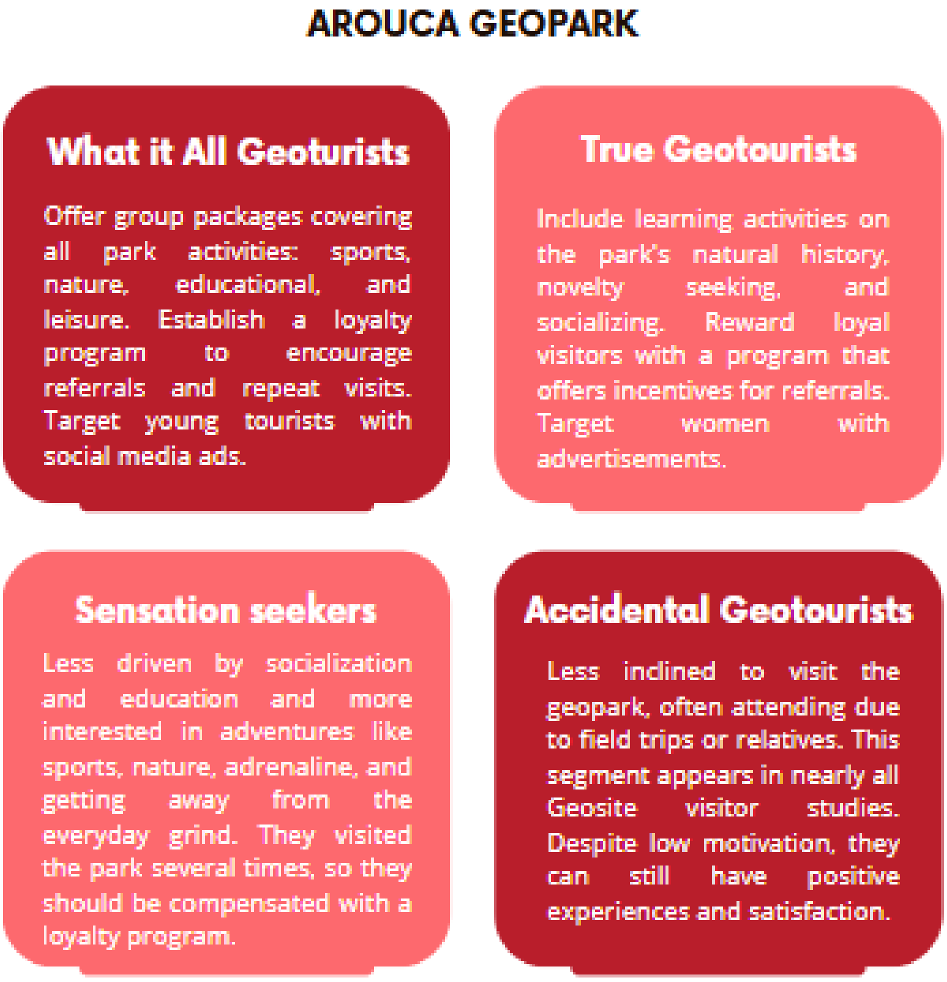
Table 3. Target Markets in the Algarve and Suitability of Products.

Target Market	Classification	Suitable Products	Products to Bet on
Portugal 	Priority Market	Sun and Sea; Meeting Industry & Corporate; Gastronomy and Wines; Motorhomes; Accessible and Senior Tourism; Film and Audiovisual Tourism.	Nature Tourism; Residential Tourism; Cultural and scenic tour.
Germany 	Priority market	Sun and Sea; Golf; Meeting Industry & Corporate; Nature Tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Health and Well-being Tourism; Nautical Tourism; Sports Tourism; Motorhomes; Luxury Tourism; accessible and Senior Tourism; Cruise Tourism.	Weddings.
Spain 	Priority Market	Sun and Sea; Gastronomy and wines; Cultural and scenic tour; Motorhomes; accessible and Senior Tourism; Cruise Tourism; Film and Audiovisual Tourism.	Nature Tourism; Nautical Tourism.
France 	Priority market	Sun and Sea; Meeting Industry & Corporate; Nature Tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Health and Well-being Tourism; Sports tourism; Motorhomes; Luxury tourism; Accessible and Senior tourism; Film and audiovisual tourism.	Golf; Nautical tourism; Weddings.
Ireland 	Priority market	Sun and sea; Golf; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Sports Tourism; Weddings; Luxury tourism; Accessible and Senior tourism.	Meeting Industry & Corporate; Nature tourism; Health and well-being tourism; Nautical tourism.
Netherlands 	Priority market	Sun and sea; Golf; Meeting Industry & Corporate; Nature tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Nautical tourism; Sports tourism; Motorhomes; Luxury tourism; Accessible and Senior tourism; Cruise tourism.	Health and well-being tourism.
United Kingdom 	Priority market	Sun and sea; Golf; Meeting Industry & Corporate; Nature tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Health and well-being tourism; Nautical tourism; Sports tourism; Weddings; Motorhomes; Luxury tourism; Accessible and Senior tourism; Cruise tourism; LGBTQIA+.	

Belgium 	Betting market	Nature tourism; Residential Tourism; Luxury tourism.	Sun and sea; Golf; Meeting Industry & Corporate; Gastronomy and Wines; Cultural and scenic tour; Health and well-being tourism; Nautical tourism; Sports tourism; Motorhomes; Accessible and Senior tourism.
Denmark 	Betting market	Sun and sea; Golf; Nature tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Luxury tourism; Accessible and Senior tourism.	Meeting Industry & Corporate; Health and well-being tourism; Nautical tourism; Sports tourism; Motorhomes.
Poland 	Betting market		Sun and sea; Meeting Industry & Corporate; Residential Tourism; Gastronomy and Wines; Sports tourism; Weddings; Luxury tourism; Accessible and Senior tourism;
Sweden 	Betting market	Sun and sea; Golf; Nature tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Luxury tourism; Accessible and Senior tourism.	Meeting Industry & Corporate; Health and well-being tourism; Nautical tourism; Sports tourism; Motorhomes.
Switzerland 	Betting market	Luxury tourism.	Sun and sea; Golf; Meeting Industry & Corporate; Nature tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Health and well-being tourism; Nautical tourism; Sports tourism; Motorhomes; Accessible and Senior tourism.
Austria 	Betting market	Luxury tourism.	Sun and sea; Golf; Meeting Industry & Corporate; Nature tourism; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Health and well-being tourism; Nautical tourism; Sports tourism; Accessible and Senior tourism.
Italy 	Betting market	Luxury tourism; Film and Audiovisual Tourism.	Sun and sea; Meeting Industry & Corporate; Residential Tourism; Gastronomy and Wines; Cultural and scenic tour; Health and well-being tourism; Sports tourism; Accessible and Senior tourism.
Finland 	Market to monitor	Luxury tourism.	Residential Tourism; Motorhomes.
Norway 	Market to monitor	Sun and sea; Cultural and scenic tour; Health and well-being tourism; Nautical tourism; Sports tourism; Weddings; Motorhomes; Luxury tourism; Accessible and Senior tourism.	Gastronomy and Wines;

Source: Own Elaboration based on Turismo do Algarve (PMETA 2.0), (2021) In this section, as an example, we analyze studies on visitor profiles conducted by some geoparks. A study was conducted in the Arouca Geopark territory to explore visitors' motivations for visiting geoparks, segment them, and profile each segment. Data from 607 visitors to the Arouca Geopark was collected with a questionnaire with 18 motivational items, which were grouped into five dimensions. This analysis identified four distinct visitor segments in Figure 25 (Amaro, Chaves, Henriques, & Barroco, 2023).

Figure 25. Arouca Geopark Visitors' Profile



Source: Own Elaboration based on Amaro, Chaves, Henriques, & Barroco (2023)

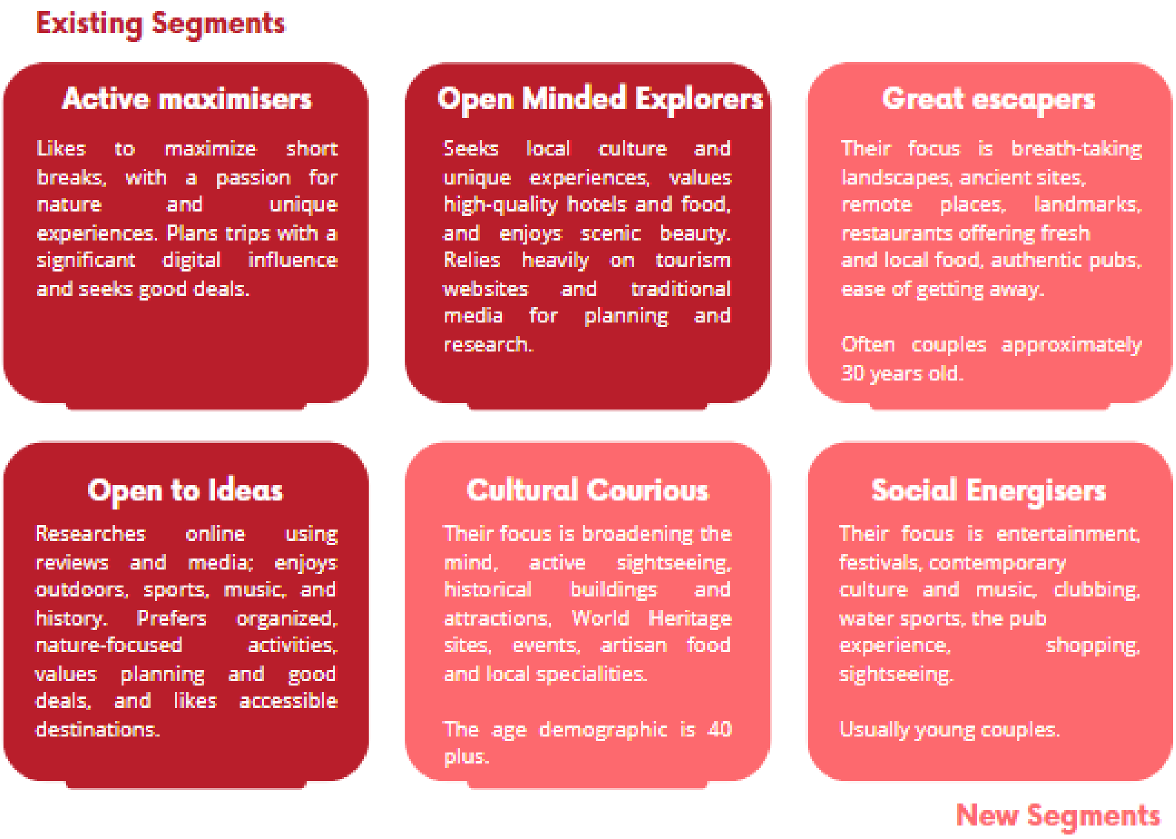
Some areas in the Bohemian Paradise Geopark face over-tourism during peak season, while more than half of the geopark remains under-visited despite having attractive geosites. A survey conducted in the summer of 2020 assessed visitor motivations and preferences using various research methods to address this. Results revealed that most visitors are not primarily interested in geology but prefer nature without educational elements. Ecotourists and geotourists are more common in less-visited areas (Drápela, Boháč, Böhm, & Zágoršek, 2021). Figure 26 summarizes this information.

Figure 26. Visitors' Profile at the Bohemian Paradise Geopark

Source: Own Elaboration based on Drápela, Boháč, Böhm, & Zágoršek (2021)

Additionally, the Mourne-Gullion-Strangford Geopark developed a Development Plan & Workbook detailing current and new visitor types for the geopark. These visitor types are illustrated in Figure 25 (Newry, Mourne, and Down District Council (NMDDC), 2017).

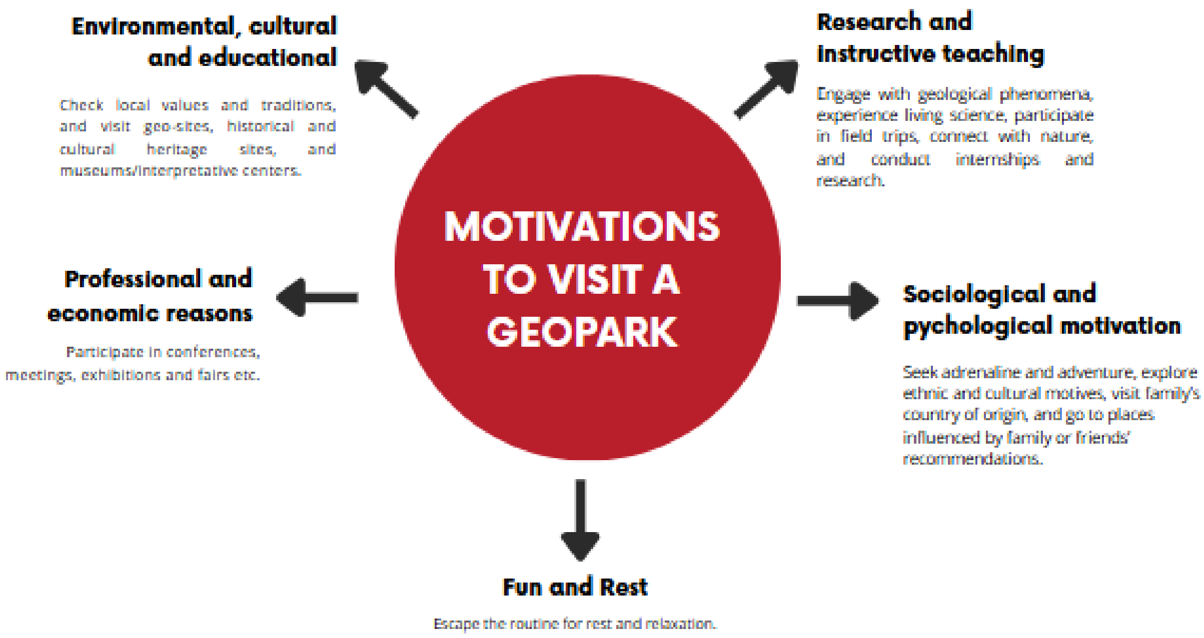
Figure 27. Existing and New Visitor Profiles at Mourne-Gullion-Strangford Experience Development Plan & Workbook



Source: Own Elaboration based on Newry, Mourne, and Down District Council [NMDDC], (2017).

Lastly, according to the Geopark Management Toolkit (2024), the general motivations to visit a geopark are shown in Figure 28 (Marketing & Promotion – Geopark Management Toolkit, 2024)

Figure 28. Visitors' Main Motivations to Visit a Geopark



Source: Own Elaboration based on Marketing & Promotion – Geopark Management Toolkit (2024)

II. SYNTHESIS to DEFINE

The second phase – **Synthesis to define** - consisted of coming up with new and innovative ideas with the stakeholders' involvement as a basis to outline critical solutions. The aims of this phase include generating data to (O4) identify anchor themes within the scope of the geotourism strategy in this destination area; (O5) identify tourist routes and circuits aligned with the anchor themes; (6) design a package of themed events based on the existing offer in the territory or with new ideas; (O7) outline a set of products and experiences aligned with the anchor themes; (O8) To identify key partners in the territory.

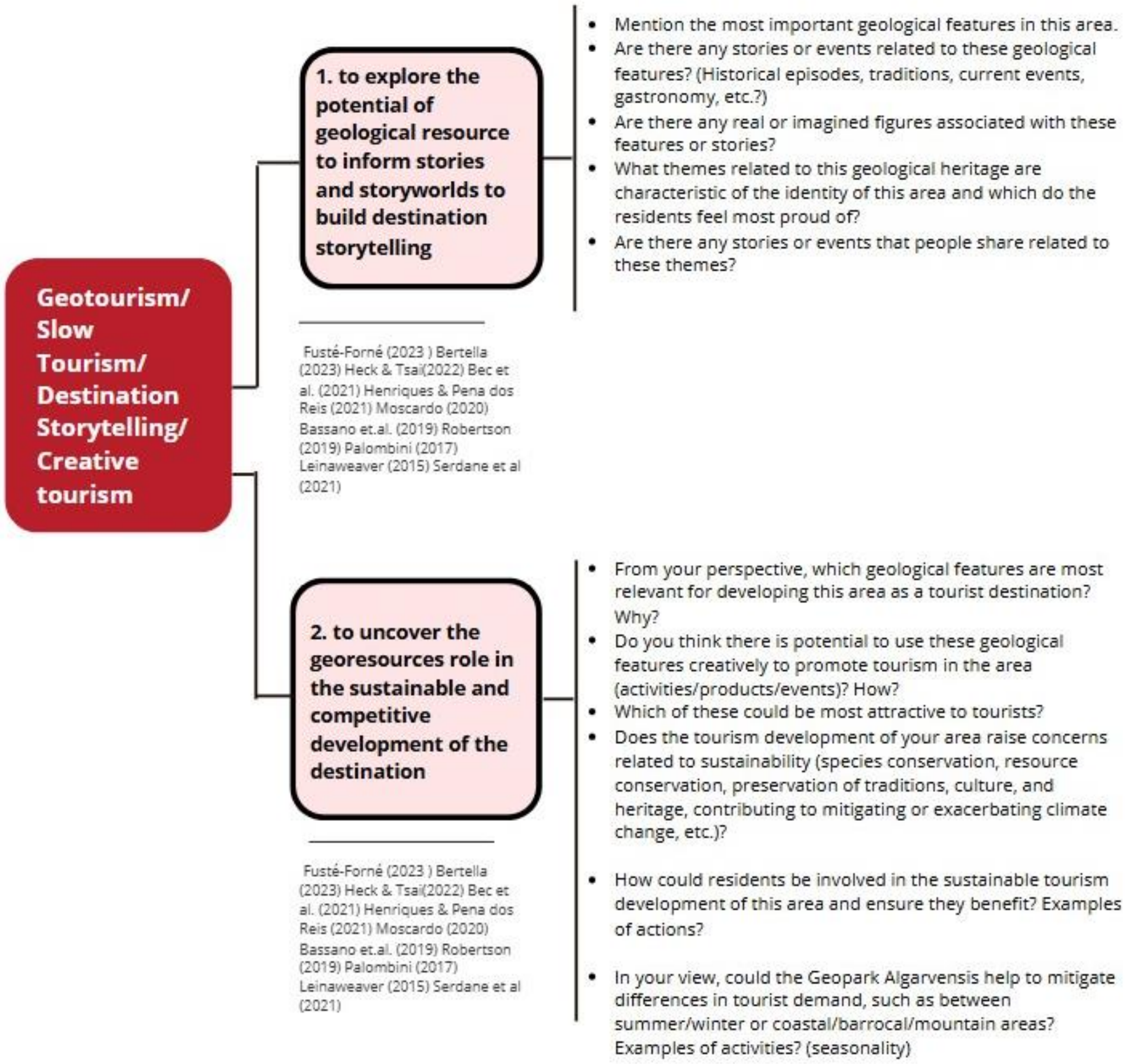
Primary data collection will focus on qualitative methodologies, namely through Nominal Group and Focus Group techniques. Qualitative methods allow us to deeply understand the dynamics of complex social phenomena (Carmo, 2020). This method is helpful to encourage participants to share their experiences, to make themselves heard, and to understand scenarios or contexts from the perspective of participants who are chosen based on their specific skills in the context under analysis (Gonçalves, Gonçalves , & Marques, 2020) .

Considering the sustainable development of the destination-area and following a bottom-up approach as recommended by UNESCO, the local population and local leaders must be involved in the Aspiring Geoparks strategy concerning the future development of the territory (UNESCO, 2022, p. 6; UNESCO, 2022, p. 28). Bearing this in mind, participatory methodologies were carried out to achieve the above-mentioned objectives. Focus groups and team meetings were held, enabling collaboration and the exchange of ideas.

Focus groups are informal but thematically organized discussions among participants selected and guided by a moderator, allowing for in-depth exploration of topics and understanding of participants' opinions (Campos, Guerreiro, & Beevor, 2022). This technique favours joint reflection and explores how individuals interpret and attribute collective meanings to a phenomenon (Bryman, 2016). Participants can discuss and question each other's opinions, being able to review their opinions or agree on new perspectives that they have not yet thought about. In this sense, the Focus Group technique is beneficial for eliciting a wide variety of points of view regarding a specific issue (Bryman, 2016).

Given the goal of coming up with new and innovative ideas with the stakeholders' involvement to outline critical solutions considering the defined objectives, a set of themes inspired by the literature review was identified. First, the Geotourim, slow tourism, destination storytelling and creative tourism literature informed the definition of two primary objectives: (1) to explore the potential of geological resources (*georesources)* to inform stories and storyworlds to build destination storytelling; (2) to uncover the *georesources* role in the sustainable and competitive development of the destination. Related specific topics for discussion and inspiring references are included in Figure 29.

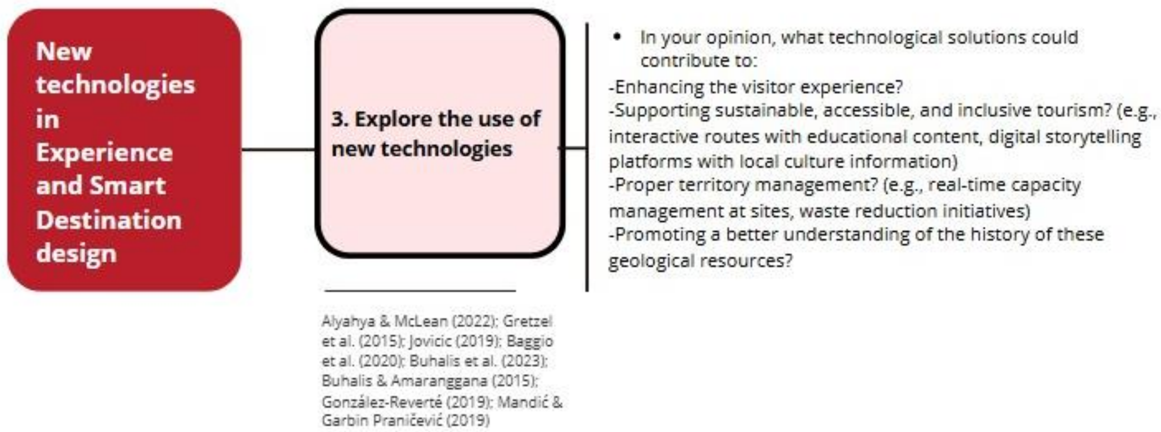
Figure 29. Focus group script



Source: Own elaboration

Next, literature on new technologies in experience and smart destination design informed the objective of exploring their potential to develop the territory as a geotourism destination-area. Related specific topics for discussion and inspiring references are included in Figure 30.

Figure 30 – Focus group script



Source: Own elaboration

6 . The Anchor Themes for Geotourism in the Aspiring Geopark Algarvensis

Intending to explore the potential of geological resources to inform stories and storyworlds to build destination storytelling, the moderators of the FG sessions sought to spark discussion around geological resources that, in the Geopark territory, are considered most relevant to developing this territory as a tourist destination. The stories and events related to these geological resources were also discussed, as well as possible themes related to this heritage, which is characteristic of the identity of the Geopark territory.

The analysis of the speeches of the participants of the four Focus Groups (FG)- – FGs of Residents (FG1), Regional Entities (FG2), Local Associations and Small Operators (FG3), and Tourist Accommodation Providers (FG4) – allowed us to identify three anchors (or major) themes around which the geotourism strategy for the Algarvensis Geopark territory should be developed: SEAS, LAND and PEOPLE. Underlying each of these themes are several categories that enrich the contributions of the stakeholders involved in this step of the data analysis, as detailed below.

SEAS

Regarding the **SEAS** theme, four categories emerged from the data: Lagoons, streams, fountains and water springs; Arts and crafts; Festivals and festivities; Landscape and biodiversity (see Table 3). Regarding the first category, participants from the various Focus Groups gave great emphasis to rivers that exist in the Geopark territory, namely "Ribeira Tôr", "Ribeira de Paderne", "Ribeira de S. Marcos da Serra" and "Ribeira of Alcantarilha". Relevance was also given to water springs (water sources), specifically the "Fonte Benémola" (this one with a more significant number of references), the "Fonte Santa", the "Fonte Filipe" and the "Nove Fontes", in Querença. Prominence was also given to “Lagoa dos Salgados” (mentioned in two FGs). The participants also mentioned the Aquifers and the "Porto de pesca de Quarteira". It should be noted that the residents' FG participants (FG1) focused most on these resources.

Arts and Crafts related to the sea were covered in the residents' FG (FG1) and, above all, by the region's entities (FG2) which, with greater incidence, highlight Octopus Fishing with buckets (Pesca do polvo com alcatruzes), Salting (of fish), Salt mines and canning industry.

The festivals and festivities alluding to the Seas were widely discussed in the residents' FG, with mention being made of the “Festa Nossa Senhora dos Navegantes”, the “Festa de Nossa Sra. da Orada”, the “Festa Sra. da Rocha” (Portimão), the “Festa da Padroeira" (Armação de Pera), the tradition of the “Banho de São João” and, also, the “Feira no areal”.

Landscape and Biodiversity, in the context of the Seas, were mentioned transversally in three FGs, namely the FGs of Residents (FG1), Regional Entities (FG2) and Local Associations and Small Operators (FG3). In these categories, reefs were the most mentioned resources, followed by Coastal Diversity and Geological Diversity.

Table 3. Seas

Themes	Categories	Recording Units	Context Units
Seas	**Rivers, streams and springs**	Fonte Benémola	FG1; FG3
		Nascente de Benémola	FG1
		Nascentes	FG4
		Ribeira Tôr	FG1
		Ribeira de Paderne	FG4
		Fonte Santa	FG1
		Fonte Filipe	FG1
		Nove fontes in Querença	FG1
		Ribeira de S. Marcos da Serra	FG3
		Ribeira de Alcantarilha	FG1
		Aquifers	FG4
		Porto de pesca de Quarteira	FG1
	Arts and Crafts	Octopus fishing with buckets (Pesca do polvo com alcatruzes)	FG1
		Salting (of fish)	FG2
		Salt mines	FG2
		Canning industry	FG2
	Festivals and festivities	Festa N. Sra. Navegantes	FG1
		Festa n. Sra da Orada	FG1
		Festa Sra da Rocha (Portimão)	FG1
		Banho de S. João (tradition)	FG1
		Festa da Padroeira em Armação de Pêra	FG1
		Feira no areal	FG1
	Landscape and biodiversity	Reefs	FG1; FG2
		Coastal Diversity	FG1
		Geological Diversity	FG3

Source: Own elaboration

LAND

Regarding the **Land theme**, four categories of resources also emerged from the FG discussion, namely: Geological resources/Geosites; Landscape and biodiversity; Mediterranean Diet; and Traditional architecture.

The mention of Geological Resources/Geosites was transversal to the three FGs, although this dimension was more discussed in the FG of Local Development Associations and Small Operators (FG3). As an example, Rocha da Pena, the Karst Landscape (Ponta do Altar), the

Caves, the Grés de Silves, the Quarries, the Metoposauros Algarvensis Deposit, the Falha de S. Marcos da Serra de Quarteira and the quality of the Algarve's land heritage, among other resources, as shown in table 4.

“Landscape and biodiversity” was a category that emerged in the discussions of the four FGs, although it was given more relevance in the FG Development Associations and Small Operators (FG3). Here, the “Diversity of Fauna and flora” stands out, with the greatest number of references; Botany, as the territory contains a set of plants that are unique worldwide (e.g. orchids); landscape and geological diversity (the latter with fewer references) and microclimate. Some typical trees of the territory were also mentioned, such as orange groves; the Medronho; the Almond Trees and the Palma, a typical species of the mountains.

The Mediterranean Diet was also a characteristic feature of the territory's identity. Gastronomy, with examples such as “cataplanas” and “xarém”, was covered transversally in three FGs (FG1, FG2 and FG3), and wine was mentioned, above all, in the residents' FG (FG1).

Traditional architecture, characteristic of the territory's identity, was addressed across the four FGs, being considered a resource with tourist potential. Specific references include the construction of Noras, Poços, Tanques, the castles of Silves and Paderne and the walls, the typical Barrocal House (houses made with earth and painted with lime), the Fornos de Cal, chimneys and *platibandas* (decorative bands or strips often found in traditional Portuguese architecture) and traditional construction materials, such as lime and adobe, …)

Table 4. The Anchor Theme LAND

Themes	Categories	Recording Units	Context Units
Land	Geological resources / Geosites	Rocha da Pena	FG3; FG4
		Karst Landscape (Ponta do Altar)	FG2
		Caves	FG1
		Mina de Sal Gema	FG2
		Lagoa dos Salgados	FG3; FG4
		Rocha dos Soidos	FG3
		Serra do Caldeirão	FG3
		Grés de Silves	FG3
		Quarries	FG2
		Protected areas	FG2
		Serra do Caldeirão	FG3
		Varjota	FG3
		Metoposaurus Algarvensis Deposit	FG3
		Vale do Álamo	FG3
		Falha de S. Marcos da Serra (Quarteira)	FG3
		Zona do Ancão	FG1
		Zona de transição Barroca-Serra	FG4
		The Land - The Quality of Algarve's Land Heritage (one of the best for construction given it´s characteristics)	FG3
	Landscape and Biodiversity	Diversity of Flora and Fauna	FG2 ; FG3
		Botany, as the territory contains a set of plants that are unique worldwide (e.g. orchids)	FG2; FG3
		Landscape diversity	FG2; FG4
		Orange groves	FG2; FG4
		Microclimate	FG3
		Geological diversity	FG3
		Medronho	FG3
		Almond Trees	FG4
		Palma, a typical species of the mountains	FG1
	Mediterranean Diet	Gastronomy (cataplana, xarém, ...)	FG1; FG2; FG3
		Wines	FG1
	Traditional architecture	Noras	FG1; FG2; FG3; FG4
		Poços	FG1; FG2; FG3
		Tanques	FG1; FG3; FG4
		Castles of Silves and Paderne and the walls	FG2;FG3
		Typical Barrocal House (houses made with earth and painted with lime)	FG1;FG3
		Fornos de cal	FG1; FG2
		Chimneys and platibandas	FG1; FG3
		Olive oil Mills	FG1
		Water and Wind Mills	FG1
		Traditional construction materials, such as lime and adobe	FG3; FG1
		Regadouros	FG4
		Moinhos de água e vento	FG1
		Traditional Family Hydraulic Supply Systems	FG3
		Museums	FG1
		Fortaleza de Alcantarilha	FG1
		Ruins of Serra da Vila	FG1
		Islamic Moorish Ruins (Mouriscas islâmicas)	FG4
		Arab Heritage	FG1
		Arab Sewers (Ancão)	FG1
		Churches	FG2
		Walls	FG2
		Historical Centers of Silves, Albufeira, and Loulé	FG3
		Rammed Earth Constructions (contruções de taipa)	FG3
		Alignment of Menhirs	FG3

Source: Own elaboration

PEOPLE

The major theme that emerged from the data analysis is **PEOPLE** In this theme, four categories emerged from the FG discussion: Stories/Events; Arts and crafts; Festivals and festivities and Communities.

As for the first category, 13 stories/events were worth recording, considered to be associated with the identity of the Geopark territory and which have the potential to be explored touristically. The most frequently cited is the story of "Remexido", highlighted in both the FG1 (focus group with residents) and the FG3 (focus group with local development associations and small operators). Legends were also mentioned (legends of enchanted Mouras and Legends associated with the Barrocal caves), stories of fishing communities, stories of the Fortress, history of the mint associated with the sandstone of Silves (pedra grés), the history of the Moors, among others. It was a fundamental resource addressed by residents (FG1) and the Local Development and Small Operators Associations (FG3).

Regarding crafts and trades, the most prominent include collective memory of ancestral practices and traditional trades, mentioned in the FG of residents (FG1), the focus group with regional entities (FG2), and the focus group with tourist accommodation providers (FG4); craftsmanship, including cane baskets; and regional sweets, with examples such as almonds and figs, also noted in the same two focus groups. The Art of bread was also mentioned; as cork production; Salamandra Penina craft beer; candle production (in Fortaleza); the Harvesting and distillation of medronho, among others. The discussion around arts and crafts emerged in the four FGs. Still, there was a greater incidence in the FGs with participants from Tourist Accommodation (FG4) and the Local Development Associations and Small Operators (FG3).

Festivals and celebrations were frequently discussed, with notable mentions including traditional festivals highlighted by the FG3 and the FG4. Popular saints' festivals, including the March of Penina, were also mentioned by the FG3 and the FG2. The Torch Procession was also mentioned; as the festival of the Sovereign Mother; the Algarve Nature Fest, and traditional games. The regional entities that participated in FG2 discussed this subject more widely. The communities were also considered a characteristic feature of the territory's identity, namely the Fishing Communities (Armação de Pera) and Aldeia da Penina.

Table 5. The Anchor Theme PEOPLE

Themes	Categories	Recording Units	Context Units
People	Stories/ Events	Remexido	FG1; FG3
		Legends of enchanted Mouras	FG1
		The history of the Moors	FG3
		Legends associated with the Barrocal caves	FG3
		Records of Travels and Earthquakes in the 18th and 19th Centuries	FG2
		History of the mint associated with the sandstone of Silves (pedra grés)	FG3
		Product Smuggling	FG1
		Stories of fishing communities	FG1
		History of the Chimney Days (The price of the chimney was calculated based on the time it took to build it)	FG3
		Stories of Rammed Earth Wall Constructions (Rammed earth is made by a madman and a lame person)	FG3
		Búzio grande (Buzina)	FG1
		Stories of the Fortress	FG1
		Casarão de guerra (previously used as a shelter for the population during the portuguese civil war)	FG1
		O maneta	FG1
	Arts and Crafts	Collective memory of ancestral practices and traditional crafts	FG1; FG2;FG4
		Craftsmanship (e.g., cane baskets)	FG3; FG4
		Regional sweets(e.g., almonds and figs)	FG3; FG4
		Casa do esparto- Creative Workshop	FG4
		Art of bread	FG4
		Cork production	FG4
		Typical Products (Resources and Methods of Production)	FG1
		Local Productive Activities	FG4
		Salamandra Penina craft beer	FG3
		Candle production (in Fortaleza)	FG1
		Honey (from Orange Blossom, Rosemary)	FG3
		Thyme Harvested in Penina	FG3
		Harvesting and distillation of medronho	FG4
	Festivals and festivities	Traditional festivals	FG3; FG4
		Popular saints' festivals(e.g., March of Penina)	FG2;FG3
		Torch Procession; Mãe Sobrana	FG2
		Anchor Events such as the Algarve Nature Fest	FG2
	Communities	Fishing Communities (Armação de Pêra)	FG1
		Aldeia da Penina	FG3
		Traditional Games	FG4

Source: Own elaboration

Following the Focus Group sessions, a nominal group session with a strategic perspective was held to identify/confirm the key themes around which the tourism strategy for the AGA should be developed. Therefore, the participants' profile was of strategic concern, involving the three municipalities within AGA's administrative territory, as well as key regional entities (Algarve Regional Development and Coordination Committee - CCDR Algarve, Algarve Tourism Board - RTA, Portuguese Environment Agency - APA-ARH Algarve, AGA, and other professionals involved in the development of geoconservation and geoeducation strategies for the AGA).

The results of this session led to an important conclusion about the participants' concerns regarding issues related to the planning and management of tourism activities in the AGA territory. Firstly, proposals such as "Preservation of the Territory and Sustainability", "Diversification of the Economic Base", and "Conservation (Defining Carrying Capacity Limits)", among others, reflect a general concern about avoiding the replication of the mass tourism model, particularly the "sun and sand" segment dominant in the Algarve region. All participants, whether from the FG or the NG, were unequivocal in stating that the tourism development model for the AGA must be entirely distinct from the one already consolidated in the Algarve. It should be a new tourism segment promoting sustainable tourism that supports preservation, conservation, and knowledge production. It supports the definition of a slow tourism model.

Secondly, the participants of this session gave a broad range of proposals regarding the key themes for AGAs' geotourism axis development. The analysis of such proposals confirmed the aggregation in the three key themes resulting from the focus group sessions: ***LAND***, ***SEAS***, and ***PEOPLE***.

Table 6. Summary of the Nominal Group 1 – Key Themes for Geotourism Development

Nominal Group 1 : Key Themes for Geotourism Development			
Proposed Topics	**Order**	**Proposed Topics**	**Order**
Geotourism and tourist routes	III	Cultural Tourism	II
Preservation of the territory and sustainability	III	Gastronomy, wines, and mediterranean diet	II
Karst and endokarst heritage – geosites and surrounding landscape	III	Festivals and celebrations	II
Geological events and occurrences revealing planetary history	III	Community awareness	II
Production of scientific knowledge	III	Archaeological contexts	I
Communication	III	Nature Tourism	I
Diversification of the economic base	III	Economic Activities	I
Conservation (defining carrying capacity limits)	III	Monitoring	I
Walking and cycling trails	III	Architecture	I
Sea and related axes	III	Stories and legends	I
Landscape and diversity	III	Revitalising the interior territory	I
Geoformation (training agents operating in the territory and raising awareness in local communities)	III	Traditions and crafts	I
Geoformation (training agents operating in the territory and raising awareness in local communities)	III	Geoeducation	I
Community	II		

Source: Own elaboration

III. IDEATION to DEVELOP

The third phase – **Ideation to develop** - focuses on developing concepts for possible solutions, drawing up new strategies, and evaluating the proposed ones. The main objectives included (O4) To identify anchor themes within the scope of the geotourism strategy in this destination area; (O5) To identify tourist routes and circuits aligned with the anchor themes; (O6) To design a package of themed events based on the existing offer in the territory or with new ideas; (O7) To outline a set of products and experiences aligned with the anchor themes; (O8) To identify key partners in the territory.

As mentioned above, bearing in mind the participatory and bottom-up nature of designing valid and relevant strategies for Geotourim in Aspiring Geoparks Global Network, nominal groups and team meetings were held to achieve the above-mentioned objectives, thus providing a collaborative environment for generating ideas and developing effective strategies.

7. Narrow Down the Anchor Themes, Routes, Themed Events and Experiences

Following the completion of four focus group sessions involving various stakeholders associated with the Aspiring Geopark Algarvensis (AGA) and regional tourism, two additional sessions were conducted using the Nominal Group Technique (Delbecq, Van de Ven, & Gustafson, 1975) to generate ideas within a group of experts on a specific topic. This technique is a collaborative approach used to achieve consensus, generate ideas, solve problems, determine priorities (McMillan, King, & Tully, 2016)and make decisions (Harvey & Holmes, 2012; Mullen, Kydd, Fleming, & McMillan, 2021).

According to the methodological guidelines for the Nominal Group Technique (Harvey & Holmes, 2012; Guleng, Mokhtar, Mahmod, Aini, & Misra, 2023) the three sessions adhered to five stages: a brief introduction and contextualisation of the session; idea generation (individually); sharing of ideas with the group; discussion and consensus-building on the final list of ideas (in group); and final voting to establish a priority order.

The first nominal group session had an operational perspective, from a technical standpoint, aiming to create/adapt tourist routes, circuits, themed events, and tourism experiences aligned with the three key themes that emerged from the analysis of ideas from the focus groups and the first nominal group session: Land, Seas and People. Therefore, entities with more operational roles within the AGA territory were involved (AGA, local development associations, and technical staff from the three municipalities with a more operational involvement in tourism matters).

This session allowed finding the main tourism experiences, activities and events to develop in each key theme of the AGAs' geotourism axis development strategy and establish a prioritization order for each proposed idea. The following table summarizes the main results of this session

Table 7. Summary of the Nominal Group 2 – Tourism Experiences, Activities and Events

Nominal Group 2: Tourism Experiences, Activities and Events				
Themes	**Experiences, Activities and Associated Eventes**	**Order**	**Experiences, Activities and Associated Eventes**	**Order**
LAND	Guided walking tours with interpretation and audio guides	IIII	Regional gastronomic menu	II
	Gamified itinerary for time travel experiences	IIII	Viewpoints along the trails	II
	Events on traditional arts and crafts	III	Nighttime observations	II
	Mobilisation of the metoposaurus to tell paleontological stories	III	Karst heritage (e.g., caves)	I
	Experience programme on food traditions and gastronomy	III	Polynucleated events to recreate lands' cycles	I
	Mediterranean diet route	III		
	Polynucleated events to recreate lands' cycles	II		
SEAS	Visits to the seafloor	IIII	Low-energy nautical tourism	III
	Maritime route along the coast revealing the communities' sea connection	IIII	Scientific routes	II
	Pedra do valado: maritime (submarine) route	III	Coastal cycling path	II
	"Be a fisherman/clam digger for a day" experience	III	Water Route	I
	View from the sea to the land	III	Underwater exhibitions	I
PEOPLE	Involvement of Schools (visits to explore geological resources)	IIII	Community involvement in creating experiences (living treasures)	III
	Annual itinerant fair of the Aspiring Geopark Algarvensis	IIII	Theoretical and practical classes on geological resources	III
	Classified villages – telling the stories of rural communities	III	Fairs and Markets	II
	Digital activity	III	Hydraulic heritage	I
	Storytelling	III		

Source: Own elaboration

The second additional nominal group session had also an operational perspective, but from a promotional and dissemination standpoint. Therefore, its objective was to identify the most effective ways to communicate and promote the AGA, considering the key themes defined in the first nominal group and the specific activities, experiences, and events that should be developed for each key theme, as determined in the second nominal group session. Thus, this session included participants from the communication departments of regional entities involved with the AGA (AGA itself and its dedicated staff, communication officers from the three municipalities involved with AGA, University of Algarve, and Algarve Tourism Board - RTA). The following table presents the results of this session regarding the communication techniques that should be prioritised:

Table 8. Summary of the Nominal Group 3 – Communication Techniques/Actions

Nominal Group 3 – Communication Techniques/Actions			
Communication Techniques/Actions	**Order**	**Communication Techniques/Actions**	**Order**
Training on the Algarvensis brand	IIII	Ambassador programme	II
Products and services of the Algarvensis brand	IIII	Strategic partnership with stakeholders	II
Storytelling for children (children's books, theatres, mascots, etc.)	IIII	Public awareness campaigns	II
Inviting communication experts	III	Scientific visits (with specific packages) - "meeting industry"	I
Promoting corporate social responsability	III	Exhibitions in shopping centres	I
Brand testing	III	Communication brand vs. Institutional brand	I
Radio campaigns with content	III	Scientific grants programme	I
Standardising the brand	II	Inter-school competitions with the "I am a geopark" brand	I
Content production - for example, storytelling	II	Algarvensis horticultural basket	I
Establishing collaborative networks with partnerships among stakeholders	II	Associating with eco-labels and other corresponding actions	I
Creation of packages marketed by travel agencies	II	Association with the N2 route	I
Advertising	II		

Source: Own elaboration

The following table presents the results of the session concerning the communication channels that should be prioritised for the promotion and dissemination of the AGA and its activities, taking into account its tourism context and the various types of audiences that may be engaged.

Table 9. Summary of the Nominal Group 3 – Communication Channels

Nominal Group 3 – Communication Channels			
Communication Channels	**Order**	**Communication Channels**	**Order**
Press trips	IIII	Educational visits	I
Involvement of the tourism industry	IIII	Artificial intelligence tools (e,g, chatbots)	I
Influencer marketing	IIII	Billboards with attractive photographs of the area on A2, A22, and boarders	I
Traditional channels (radio, TV,etc..)	III	Regional tourists information points	I
Publereporting	III	Online actions	I
DIgital panels/MUPIs	III	Involvement of research units at the University of Algarve	I
Specialist press with a storytelling approach	III	Professional orders and associations	I
Key actores for raising awareness among rural populations	III	Institucional mailing	I
Instagram (with strong aesthetic language)	II	Thematic TV channels	I
Tiktok (non-institucional communication for younger generations	II	Linkedin (for under 30s)	I
Youtube (video content, promotional films)	II	Website with multilingual translation	I
Radio shows	II	Printed Brochures	I
Participation in events (brand activation)	II	QR Codes	I
Participation in B2B and B2C fairs	I	Merchandising	I

Source. Own elaboration

IV. DELIVER SOLUTIONS

The final phase – **delivering solutions** - consisted of implementing innovative management strategies, articulating and communicating solutions, obtaining feedback, and evaluating experiences. By doing this, the following objectives are addressed: (O1) To identify and characterize consumer trends and potential market segments for Geotourism in the Aspiring Geopark Algarvensis; (O2) To suggest the positioning of the Algarvensis Geoparque brand as a destination area; (O3) To design a brand architecture proposal for the Aspiring Geopark Algarvensis, in conjunction with the Algarve brand, a tourist destination, managed by the Algarve Tourism Region; (O4) To identify anchor themes within the scope of the geotourism strategy in this destination area; (O5) To identify tourist routes and circuits aligned with the anchor themes; (O6) To design a package of themed events based on the existing offer in the territory or with new ideas; (O7) To outline a set of products and experiences aligned with the anchor themes; (O8) To identify key partners in the territory; and (O9) To advance with suggestions for the brand's communication strategy, namely the communication concepts, most relevant media, technics and related actions. Team meetings and brainstorming sessions were carried out to outline the solutions. Arouca Declaration, the 2030 Agenda for Sustainable Development, the UNESCO Global Geoparks principles are guiding the elaboration of our recommendation for the strategic axe of Geotourism in the Aspiring Geopark Algarvensis.

8. The Destination Philosophy and Vision: Slow Destination

In addition to issues related to the imperative of ensuring sustainable management of geotourism in Geopark contexts, a central concern of UNESCO, participants in the various Focus groups and nominal groups were absolutely unanimous regarding this topic. Among the most prominent concerns are, for example:

- the need to allow time for species regeneration to occur.

- the practice of intensive agriculture and the consequent replacement of Indigenous species, naturally adapted to the territory and climate.

- the severe lack of water in the region caused by extreme drought and excessive consumption.

- tourist pressure, especially in summer.

- the excessive and unregulated presence of wooden houses, which interferes with the aesthetics of the landscape.

- the replacement of the Indigenous population.

-the excessive presence of visitors in some resources (e.g., Fonte Benémola, among others).

With this in mind, **this team takes as a strategic recommendation the adoption of an approach aligned with the principles of Slow Tourism applied to the management of the Aspiring Geopark Algarvensis territory as a destination-area**. In fact, the challenge is to implement an adequate segmentation, targeting and positioning strategy for the destination whose value proposition must align the motivations and profile of market niches with the territory's interests. Therefore, the destination area's governance must adopt this philosophy as the DNA of the tourist management model in the Algarvensis territory.

In fact, society is marked by factors that encourage the pleasure of travelling and the option for short stays where they have memorable experiences that they can share on social media. The environmental consequences are evident, and tourism is considered one of the industries with the most significant ecological footprints (Dolnicar, 2020). In this scenario, the **alignment** of the industry and authorities responsible for managing destinations with the **UN's sustainable development objectives** is the right direction to **mitigate climate change** in favour of the **sustainable development of destinations** (Gössling, Scott, & Hall, 2018)

Leveraged by the idea of **slowing down the frenetic pace during holidays**, the **slow tourism movement** emerged from the slow philosophy born in Italy in 1986 with Carlo Petrini, who spread a manifesto against fast food. The slow movement assumes respect for nature rhythms, traditional products (Petrini, 2001) and the environment as core (Fusté-Forné & Jamal, 2020)The Slow Cities Movement is the next move according to which cities and places are engaged with policies that aligned with Slow Movement principles (Ciitaslow International, 2024), namely the development of local communities, local identity, uniqueness, sense of place aiming at contributing to improving residents' quality of life, place-attachment and sustainability (Manthiou , Klaus, & Luong, Slow tourism: Conceptualisation and interpretation

- A travel vloggers' perspective, 2022; Mavrić, Öğretmenoğlu, & Akova; Le Busque, Mingoia, & Litchfield, 2022).

The **pleasure** of **discovery**, **learning** and **sharing** arises thanks to a **new conception of time** and the relationship with rest and relaxation during vacations (e.g., Mavrić et al., 2021).

Literature in the area of tourism recognizes slow tourism as a fast-growing niche segment (Serdane, Maccarrone-Eaglen, & Sharifi, 2020) that has become a novel travel trend in reaction against mass tourism (Manthiou, Klaus, & Luong, 2022). Consumers tend to slow down their pace of life during leisure time in favour of options more connected to nature, history, culture and local communities (Oh, Assaf, & Baloglu, 2016; Serdane, Maccarrone-Eaglen, & Sharifi, 2020) **Slow tourism** can be defined as "**a vacation during which tourists take a longer time and have a flexible plan to experience tourism offers while living in harmony with nature, local communities, their people, and their culture at the highest level of engagement**" (Manthiou, Klaus, & Luong, 2022, p. 7)

In practice, a slow tourism strategy can be **enacted through objects** (local gastronomy and wine, handicrafts, eco-building materials, …), **practices** (winemaking, …), **environment**, **local events** (music, gastronomy, walking…), **heritage** and other initiatives aiming at improving local community quality of life (Serdane et al., 2020;…). Furthermore, ST can be used as a promotion tool for local businesses and places at the destination, impacting the environment and the local economy. Some examples of ST activities include walking, cycling, guided walks, local attractions, gastronomy, handicrafts, festivals and events, and local markets (Werner, Griese, & Bosse, 2021; Agapito & Guerreiro, 2023,.. among others). **Slow destinations** arise as places with 'slow' potential that could optimise the rationale of 'slow' to become a differentiated regional destination brand" (Shang, Yuan, & Chen, 2020, p. 2) based on distinctive features, specific sense of place and identity (Losada & Mota, 2019; Shang, Yuan, & Chen, 2020) Exploring Latvia as a case study, Serdane et al. (2020: 346) posit that ST can be seen as a "destination-related practice rather than encompassing journeys". Fueled by the above-mentioned, in the scope of Aspiring Geopark Algarvensis approach to geotourism, this definition will guide our contributions to the strategic development of tourism in this destination-area.

Recommendation:

The slow tourism philosophy should be adopted as the destination-related practice and vision guiding decision-making at all levels (from the political and strategic to the operational and tactical levels).

9. Destination-Area Storyworlds: from Anchor Themes to Offer Design

Stories have become a focal point in tourism practice, particularly in promoting tourism destinations and designing **appealing and engaging** tourism experiences (Moscardo, 2017b, 2018). In the literature of tourism, the potential of stories is recognized as a holistic structure to organize, store, and communicate information and guide innovation in tourism experience design (Moscardo, Stories and design in tourism, 2020b; Brown, Collins, & Duguid, 2016). Local stories, cultures, lifestyles and environments are central in interpretation and link with visitor experiences, particularly in mobile apps and games (for example, a location-based app that links tourists to places and experiences - The Stockholm Sound project is inspiring (Slow Travel Stockholm, 2024).

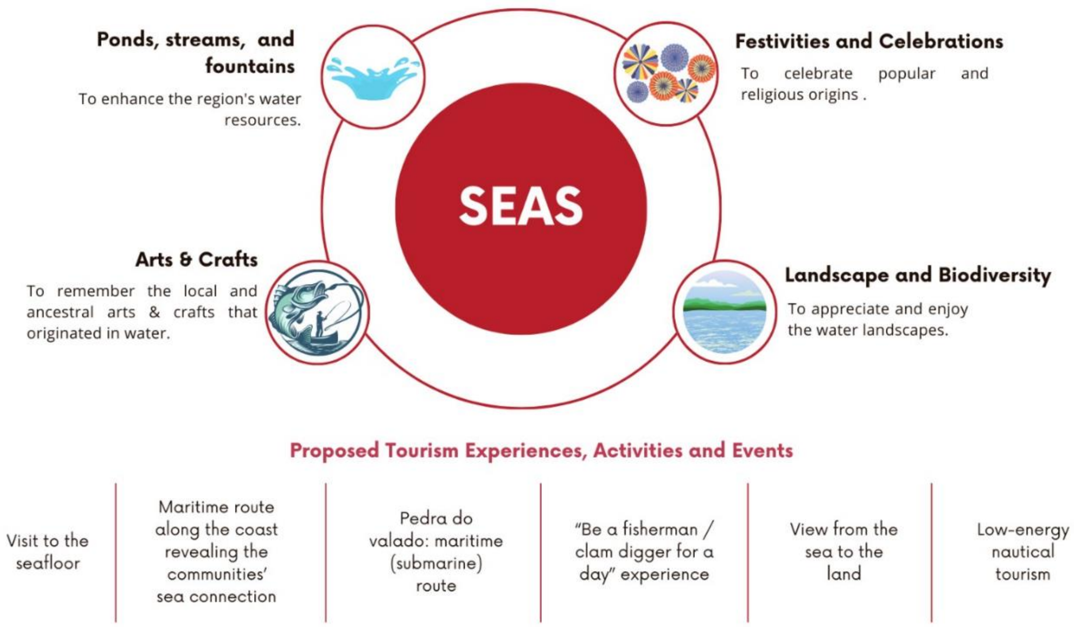
New trends in museology recognize **meaning-making**, **interpretation** and **interaction** as central elements to the visitor experience (Nielsen, 2017) where **storytelling is considered a tool for creating meaning** (Doyle & Kelliher, 2023). The **curator of the place** (museum, destination, among others) uses storytelling to support the visitor's interpretation and meaning-making, who, in this context, are encouraged to (co)create their own stories (Wiyonoputri, Eppan, & Scott, 2022). The design of appropriate place (destination) Storyworlds is advisable. Storyworlds refers "a set of stories and story-based activities that are linked to one central story or a particular character, that expands on that central focus, offering the audience the chance to immerse themselves in a whole world built around the central story or character" (Moscardo, 2020b, p. 2). The theme is "a connecting idea that links stories together" (Moscardo, 2020b, p. 3).

Guided by relevant literature on tourism and marketing focusing on destinations, we recommend embracing the storytelling principles to inform a visionary and inspiring storyworld in the *Algarvensis* destination-area.

Bearing this in mind, through participatory methodologies - focus groups and nominal groups as well as exploratory team meetings - it was possible to identify the **three anchor themes** (cf. phases 2 and 3 of this report) and related subthemes as shown in the following figures (Figures 31-33).

As presented in sections II and III of this report, the ***SEA*** emerged as an anchor theme in focus group sessions, which the nominal group participants confirmed. According to the Cambridge Dictionary, *SEA* is "the salty water that covers a large part of the surface of the earth, or a large area of salty water, smaller than an ocean, that is partly or completely surrounded by land" (Cambridge Dictionary, 2024). However, the sea encompasses a broad spectrum of meanings and interpretations, making this concept very challenging when dealing with destination storyworlds. As a symbol, it is explored in literature, poetry, philosophy, and everyday life, representing human emotions and the mysteries of existence. As a force of nature, the *SEA* embodies power, unpredictability, and resilience. It is also a metaphor for mystery and the unknown that speaks to the human drive to explore, understand, and uncover the secrets of both the natural world and the inner self. That said, in this project's scope, the plurality of the word *SEA* must be evident, and the plural is advisable: the *SEAS*. Inspired by the creative and challenging meanings ascribed to the word *SEAS*, it was possible to identify four main subthemes and a set of transversal tourism experiences, activities and events, as presented in Figure 31.

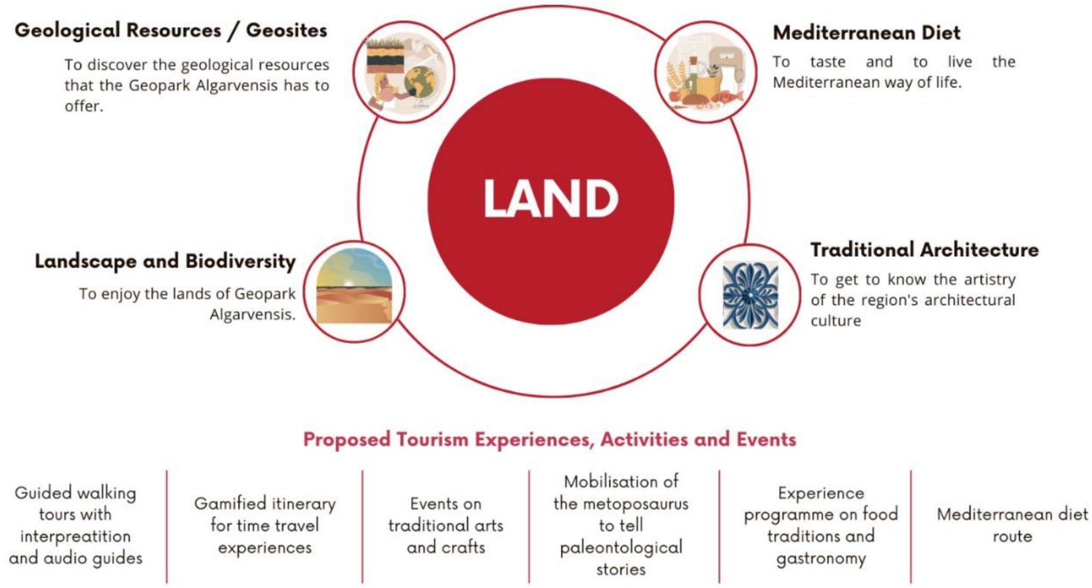
Figure 31. Seas



Source: Own Elaboration

The ***LAND*** emerged as another anchor theme in constructing Aspiring Geopark Algarvensis storyworld. As a noun, *LAND* can be defined as "the surface of the earth that is not covered by water" (Cambridge Dictionary, 2024). Like the *SEAS*, the *LAND* also covers powerful and inspiring meanings. It represents a solid foundation, something firm and unchanging upon which one can rely. It also extends to security, providing a sense of place, identity, and belonging. It is where roots are planted, symbolizing a connection to one's origins, culture, and heritage. As a nurturing force, a source of sustenance and life, the *LAND* is a field to be cultivated, sowing seeds, reaping harvests, where dreams can be realized, and new beginnings can occur. In the scope of this work, the metaphoric meaning of *LAND* must be taken into account when designing a rich and challenging storyworld for the Algarvensis geopark. Figure 32 showcases the subthemes and related transversal tourism experiences, activities, and events.

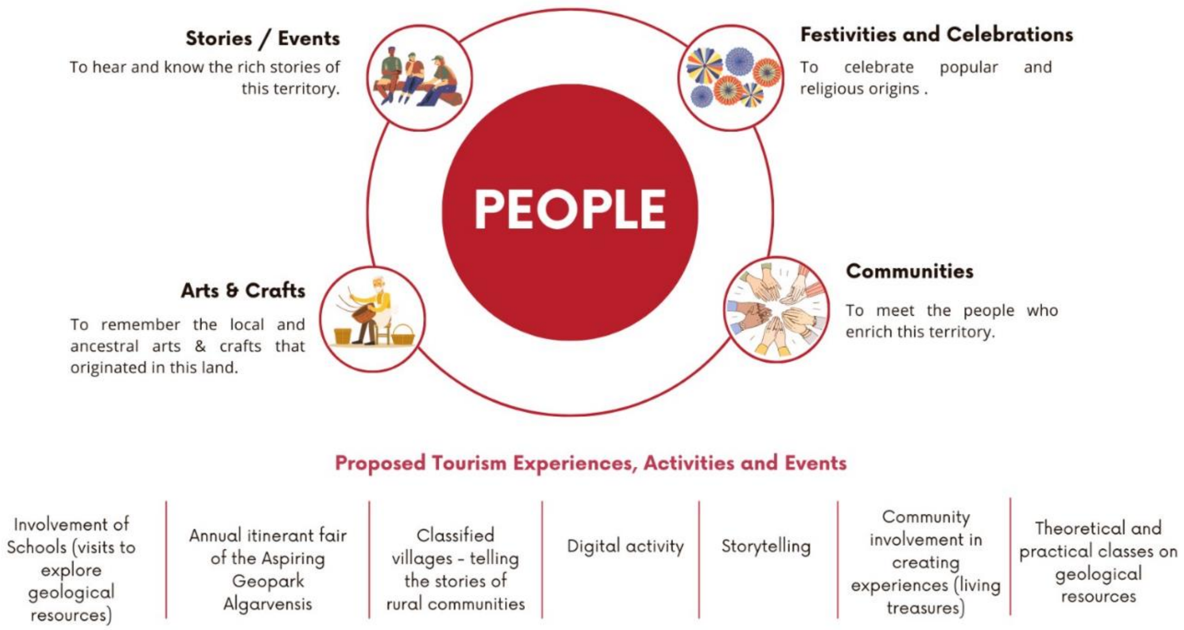
Figure 32. Land



Source: Own Elaboration

From the data analysis, ***PEOPLE*** emerged as another inspiring anchor theme to the Algarvensis Geopark as a destination-area. As a noun, the Cambridge Dictionary (2024) posits that it refers to "all the men, women, and children who live in a particular country, or who have the same culture or language". However, in the search for meanings that this word can have as a metaphor, its usefulness for building storyworlds expands, especially in the context of tourist destinations. As an evocative concept, *PEOPLE* can represent a multitude of ideas. For example, as a collective body, it suggests that a population functions as a single organism, with each individual acting as a vital part of the whole. Their ability to maintain interconnectedness and interdependence among people links to collective feelings of happiness and well-being. People's passions, aspirations, and actions reflect the community's collective conscience and spirit. It also means inclusiveness and diversity. Everyone contributes to sculpting a vibrant, democratic and resilient community where collective well-being is the greatest good. It is as a metaphor with its powerful and evocative meanings that, in the context of this project, *PEOPLE* emerge as an anchor theme in the process of building the storyworld of this destination area. Figure 33 presents related subthemes and the most relevant tourism experiences, activities and events as suggested during the Focus group and Nominal group sessions.

Figure 33. People



Source: Own Elaboration

Recommendations:

(1) The Aspiring Geopark Algarvensis should adopt the SEAS, LAND and PEOPLE as anchor themes around which this destination-area for geo-tourism in the Algarve should develop its storytelling, design its brand positioning and value proposition, and so far.

(2) From the above, we also recommend the Aspiring Geopark Algarvensis, as a geotoruism destination-area within the Algarve region, should be positioned as follows:

Explore Slowly. Experience Fully.

More than an inspiring sentence, we trust it encapsulates a mindful and deliberate approach to life by suggesting engaging with a territory that emphasizes depth over breadth, quality over quantity, and presence over speed. It invites visitors to slow down and savour special moments by engaging all senses, emotions and attention in discovery, connecting with authentic and sensory experiences, communities, and surroundings. It is an invitation to reenergize through deep and meaningful experiences. Furthermore, it is a value proposition that clearly matches the Algarvensis Geopark nature as an *aspiring* member of UNESCO's World Geoparks Network and a clearly differentiated proposal within a seasonal, mass and mature tourism destination mostly focused on Sun and Beach, and Golf offers.

10. The Curational Approach to Develop the Destination Storyworlds Through Creative Placemaking

Leveraged by the anchor themes, a holistic placemaking approach (Richards, 2020) is essential for effective creative tourism development to ensure coherent and relevant storyworlds. It integrates local resources, meaning-making (storytelling), and creativity coherent through programming as a key process ensuring local participation, fostering collective creativity and collaboration. The curational approach (Richards, 2023) to developing destination storyworlds through creative placemaking is a powerful strategy since by carefully curating the destination's narrative and using creative design tools, programming, and community involvement. This approach creates immersive and authentic experiences. It enhances the overall visitor experience, strengthens the destination's brand identity and provides economic and social benefits.

Recommendation:

Being the curational approach recognised as a "value creation tool" across tourism destinations development strategy, it is our recommendation to adopt the curational approach to develop the Aspiring Geopark Algarvensis destination-area storyworlds through creative placemaking bearing in mind the three anchor themes and related sub-themes. Being this a destination-area specialized in geotourism, geosites and georesourses must be the hotspots in the Aspiring Geopark Algarvensis storyworlds.

11. Brand Architecture within the Algarve as a Tourism Destination

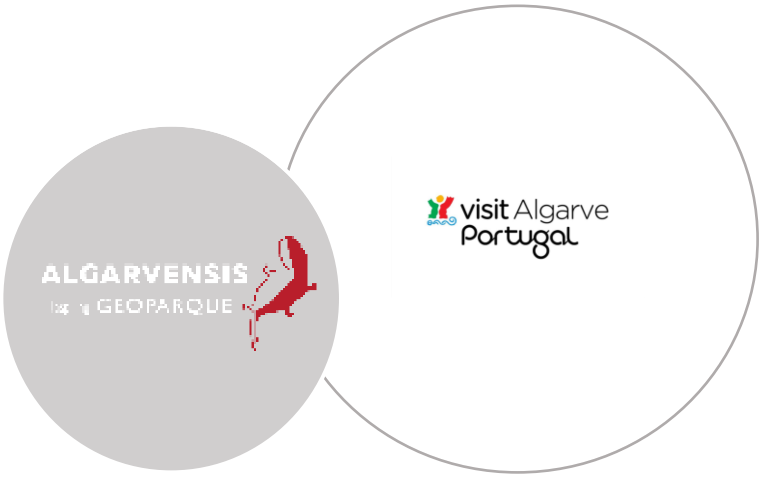
Although conceptualized by UNESCO as "single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. (…)" (UNESCO, 2024), the Aspiring Geopark Algarvensis is a territory placed in the Algarve region. As one of the most popular and powerful tourism destinations across Europe, it holds a Tourism Board (DMO), the strategic leader in destination development. It drives and coordinates destination management and marketing activities within a coherent strategy properly articulated with national and governmental bodies. The current Algarve Tourism Board is actually leading the tourism destination Algarve acting in many ways, namely as an attractive place for domestic and foreign vacationers, identifying target segments, defining positioning strategies, destination branding, product development, and communication (Turismo do Algarve, 2024).

In the face of the above, the Aspiring Geopark Algarvensis must, therefore, be aligned with the strategic options that, in this matter, are defined for the region (Turismo do Algarve (PMETA 2.0), 2021). However, this should not be confused with aligning with general tourism options in the Algarve, but as an opportunity to add value to the existing offer, contribute to qualifying and diversifying the offer, selecting demand, reduce the ecological footprint and mitigate the seasonality.

Considering the positive awareness and the awarded nature of the Algarve as a worldwide tourism destination (e.g., Guerreiro et al., 2023), it is recommended that the Aspiring

Geopark Algarvensis, located in the central part of the Algarve region, adopt a **Master/sub-brand Relationship strategy** which benefits from the positive associations in the mind of the customers about the Algarve, with the master brand (Algarve) adding attributes by the sub-brand (Aspiring Algarvensis Geopark), while the latter are benefiting by the reputation of the master brand (Datzira-Masip & Poluzzi, 2014). This way, the Aspiring Geopark Algarvensis will also benefit from the association with Portugal as a nation brand.

Figure 34. Brand architecture



Source: Own elaboration

Recommendation:

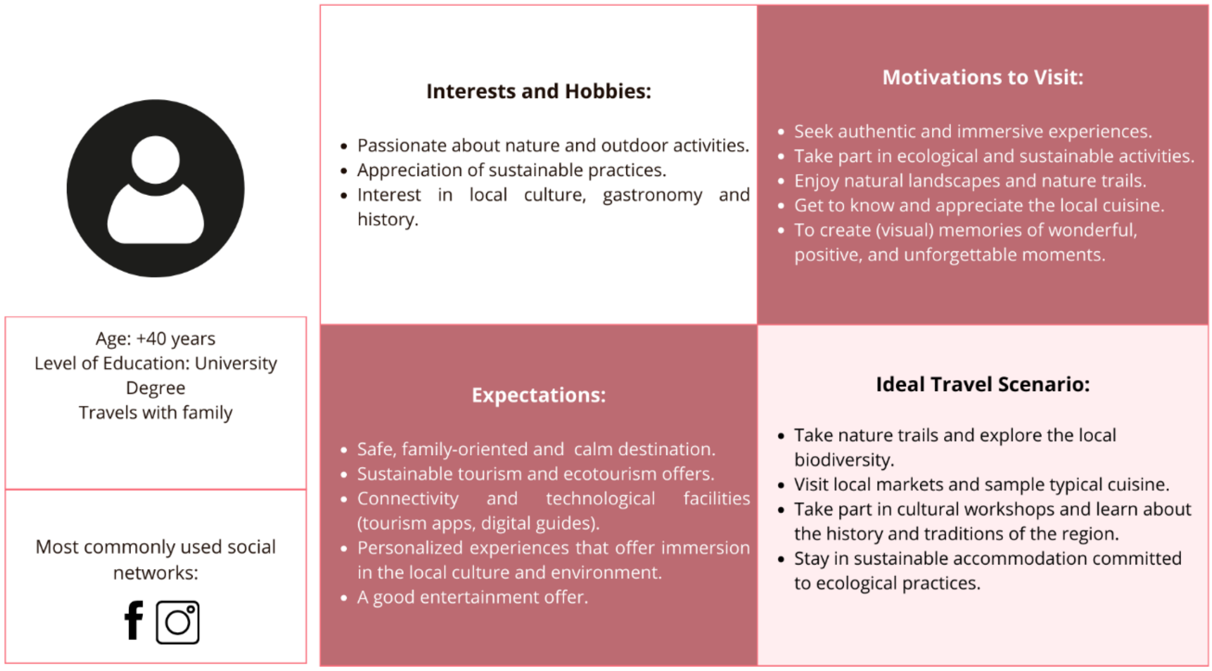
To adopt a Master/sub-brand Relationship strategy as represented in the figure below.

12 Unveiling and Shaping Potential Markets

Inspired by the research developed in section I, namely the characterization of consumer mindsets global trends in tourism contexts, especially in the Algarve region and in geoparks, it is possible to unveil a general segment that, in addition, is aligned with the recommended strategic approach (the Slow Tourism approach). From the above, we trust that this potential

Aspiring Geopark Algarvensis segment is sensitive to the outlined vision and strategy. Future studies must explore and detail this segment to better understand their motivations, aspirations, expectations, imagery and wishes. Along with detailed secondary data analysis, primary data collection within Aspiring Geopark Algarvensis visitors and others in the region is recommended as a next-step process to decide about an accurate targeting strategy.

Figure 35. Profiling a global segment for Aspiring Geopark Algarvensis



Source: Own Elaboration

Informed by the targeting strategy and related markets in the Algarve (PMETA 2.0, 2021), the following showcases in more detail the issuing markets with more interest in the Aspiring Geopark Algarvensis as a geotourism destination-area within the Algarve region.

Figure 36. Target Markets in the Algarve and Suitability of Products: Highlighting Priority Products for the Aspiring Geopark Algarvensis

	Sun and Sea	Nature Tourism	Gastronomy and Wines	Cultural and scenic tour	Sports Tourism	Nautical Tourism	Acessible and Senior Tourism	Golf	Meeting Industry & Corporate	Residential Tourism	Health and well-being tourism	Motorhomes
Portugal	Priority	Promising	Priority	Promising			Priority		Priority	Promising		Priority
Germany	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority
Spain	Priority	Promising	Priority	Priority		Promising	Priority					Priority
France	Priority	Priority	Priority	Priority	Priority	Promising	Priority	Promising	Priority	Priority	Priority	Priority
Ireland	Priority	Promising	Priority	Priority	Priority	Promising	Priority	Priority	Promising	Priority	Promising	
Netherlands	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Promising	Priority
United Kingdom	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority	Priority
Belgium	Priority	Priority	Promising	Promising	Promising	Promising	Promising	Promising	Promising	Priority	Promising	Promising
Denmark	Priority	Priority	Priority	Priority	Promising	Promising	Priority	Priority	Promising	Priority	Promising	Promising
Poland	Promising		Promising	Priority	Promising	Promising	Promising		Promising	Promising		
Sweden	Promising	Priority	Priority	Promising	Promising	Promising	Priority	Priority	Promising	Priority	Promising	Promising
Switzerland	Promising	Promising	Promising	Promising	Promising	Promising	Promising	Promising	Promising	Promising	Promising	Promising
Austria	Promising	Promising	Promising	Promising	Promising		Promising	Promising	Promising	Promising	Promising	
Italy	Promising		Promising		Promising		Promising		Promising	Promising	Promising	Promising
Finland				Priority						Promising		
Norway	Priority		Priority				Priority			Promising		

Legend: Priority Promising

Source: Own elaboration

13. Key-Partners

From the participatory methods, it was possible to identify a set of recommended partnerships that, given the destination-area definition, will favour the development of the geotourism in this territory by engaging all parties. Table 10 showcases a list of relevant partners.

Table 10. Key-partners

Categories	Recording Units	Context units
Associations	Local Development Associations	FG1;FG2; FG3
	Via Algarviana	FG2; FG3
	Resident Foreigners' Associations	FG4
	Almargem	FG3
	Algarve Guides and Business Association	FG3
	QRER	FG3
Local parish councils	Local parish councils	FG3
Community	Community	FG2
	Artisans	FG4
Networks	Network of Museums	FG2
	Portuguese Industrial Tourism Network	FG2
	Portuguese Creative Tourism Network	FG2
Companies	Companies (tour operators, ...)	FG3
	Proactivetour	FG3
Schools	Schools	FG1;FG4
Regional Entities	University of Algarve	FG2
	RTA (Região de Turismo do Algarve)	-

Source: Own elaboration

14. A Smart Destination Construction

Smart tourism enhances decision-making, improves tourist experiences, and fosters interactive connections with community stakeholders (Mehraliyev, Chan, Choi, Koseoglu, & Law, 2020) It adopts a holistic approach to tourism development, leveraging technology to drive economic growth, boost visitor satisfaction, and promote sustainable practices. This approach specifically involves applying information and communication technologies (ICT) to innovate within the tourism industry, improving operational efficiency, service quality, and visitor experiences (Gretzel, Sigala, Xiang, & Koo, 2015). The transformative potential of ICT reshapes traditional tourism practices, allowing destinations to adapt to the evolving needs of post-modern travellers (Buhalis & Amaranggana, 2013; Jovicic, 2019; Li, Hu, Huang , & Duan, 2017). Consequently, smart tourism destinations strategically integrate technology, innovation, and collaboration into destination management, infrastructure development, and stakeholder engagement, thereby enhancing the visitor experience and promoting sustainable tourism (Baggio, Micera, & Del Chiappa, 2020; Boes, Buhalis, & Inversini, 2015; Buhalis, O'Connor, & Leung, 2023; Xiang, Stienmetz, & Fesenmaier, 2021; Coca-Stefaniak, 2020). Various digital technologies have proven useful in tourism for enhancing service delivery and personalising the visitor experience. Technologies such as big data analytics, mobile applications, social media platforms, and virtual reality are employed to collect and analyse data, improve service delivery, and create personalised visitor experiences (Alyahya & McLean, 2022; Buhalis & Amaranggana, 2013).

This framework emphasises that the smart tourism concept can be effectively applied to geoparks, enhancing visitor experiences by providing access to geospatial information, multimedia content, and interactive guides, thereby improving understanding and appreciation of geological features and cultural heritage sites (Buhalis & Amaranggana, 2015; Buonincontri & Micera, 2016). It also enhances visitor interpretation through digital storytelling, virtual tours, and interactive exhibits that engage visitors and convey information about geological processes, biodiversity, and conservation efforts (González-Reverté, 2019; Jovicic, 2019; Mandić & Garbin Praničević, 2019).

Additionally, smart tourism supports visitor management and sustainability by offering real-time data on visitor flows, resource utilisation, and environmental impacts (El Archi, et al., 2023; Fyall & Garrod, 2020; Jovicic, 2019). It fosters community engagement and stakeholder collaboration by leveraging social media platforms, crowdsourcing, and online forums to gather feedback and involve local communities in decision-making processes (Garrod, Fyall, Leask, & Reid, 2012; Khan, Woo, Nam, & Chathoth, 2017) Furthermore, it enhances destination promotion through targeted advertising, personalised recommendations, and virtual experiences using digital marketing campaigns, social media influencers, and online travel platforms (Buhalis & Amaranggana, 2015; Gretzel, U., Werthner, Koo, & Lamsfus, 2015; Jovicic, 2019). By integrating smart tourism principles into geopark strategies, destinations can create more engaging, sustainable, and memorable experiences for visitors while preserving and promoting geological heritage. This approach aligns with geopark management goals to conserve geological diversity, foster community development, and promote responsible tourism practices.

Recommendation:

Considering the above, a smart destination strategy must be a priority in the Aspiring Algarvensis Geopark. The participants in diverse Focus groups were instigated to disclose technological solutions that, in their view, should be included in the destination-area strategy as a priority. Table 11 shows the main results.

Table 11. Technology Solutions

Themes	Categories	Recording Units	Context Units
Technology Solutions	**Experiences**	QR codes	FG2; FG3
		Narrative Interpretation Center of the Geopark to Provide an Integrated View of Resources Based on a Multimedia Model	FG2; FG4
		Gamification (e.g., Rally Papers)	FG3
		Augmented Reality	FG2
		Geocatching	FG1
		Virtual Tours (e.g., of caves that are not accessible)	FG2
		Immersive Experiences (e.g., water splashes, earthquake at Rocha da Pena)	FG2
		Non-technological accommodations	FG3
		Interpretive tables	FG3
		Using technology to integrate traditional tales and legends (leveraging the living memory of the community and the knowledge of the University of Algarve)	FG2
	Accessibilty	Technologies for territory management	FG2; FG3
		Improvement of internet access infrastructure	FG1;FG3
		App with offline navigation	FG3;FG4
		Audioguide for the visually impaired	FG3
	Plataforms	Online booking platform	FG4
		Multilingual website	FG3

Source: Own elaboration

15. Crafting the Marketing Communication

Designing a solid, consistent, and realistic communication strategy tailored to target markets is crucial for the success and sustainability of a destination-area. A well-designed communication strategy will effectively engage target audiences since professionals in charge will craft tailored messages that match specific audiences' profiles –adventure seekers, cultural enthusiasts, and family travellers, among others. From the marketing management perspective, resources can be allocated more effectively by focusing on channels and messages that reach the target audiences. Coherent, consistent, authentic brand communications build trust and credibility encourage word-of-mouth, and repeat visits (Kotler, Armstrong, Harris, & He, 2019).

As shown in tables 8 and 9 presented in part III of this report, participants in Nominal group 3 unveil their view regarding the most suitable communication techniques/actions and channels to be included in a future communication plan that we recommend to be developed shortly, here summarized in figure 37.

Figure 37. Summary of the Nominal Group 3 – Communication Techniques/Actions/ Channels

Source: Own elaboration

Recommendation:

A solid, consistent, and realistic communication strategy should be designed at two levels: a) a strategic communication plan focusing on positioning the Aspiring Geopark Algarvensis destination brand within target markets;

b) an action plan, tailored to specific target markets and specific products

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Appendice

Appendice 1- Analysis of all Geoparks in Europe

UNESCO Global Geopark	Location	Km^2	Geosites	Keywords	UNESCO year	Website	Strategic Plan
Majella	Italy	740	95	Nature and ecotourism; Adventure and outdoor tourism; Cultural and historic tourism; Leisure tourism; Experience and thematic tourism (sunset, stars, animals).	2021	https://www.parcomajella.it/nasce-il-majella-geopark-geoparco-mondiale-dellaunesco.htm	
Copper Coast	Ireland	50	30	Virtual or digital tourism (3D tours); Adventure and outdoor tourism; Cultural and educational tourism.	2015	https://coppercoastgeopark.com/about/	
Burren and Cliffs of Mother	Ireland	530	11	Community Education Tourism, Ecotourism and Conservation; Transport Tourism and Accessibility; Adventure and outdoor tourism; Cultural and Gastronomic Tourism (Geofood, Food festivals); Experience and Thematic Tourism	2011	https://www.burrengeopark.ie/	https://www.cliffsofmoher.ie/about-the-cliffs-of-moher/cliffs-of-moher-2040-strategy/
Styrian Eisenwurzen	Austria	586	X	Adventure and outdoor tourism; Sensory and Experience Tourism; Educational and Cultural Tourism; Sustainable Tourism and Conservation	2004	https://www.steiermark.com/de/Gesaeuse/Region/In-der-Natur/Natur-und-Geopark-Steirische-Eisenwurzen	
Ore of the Alps	Austria	211	77 (contado)	Educational and Cultural Tourism	2014	https://geopark-erzderalpen.at/en/	
Famenne-Ardenne	Belgium	915	21 (counted)	Gastronomic Tourism; Adventure and outdoor Tourism; Cultural and Craft Tourism	2018	https://www.geoparcfamenneardenne.be/en/	https://www.geoparcfamenneardenne.be/en/downloads/master-plan-2022-2026.html
Papuk	Croacia	336	X	Adventure and outdoor tourism (Adrenaline park) ; Virtual and Digital Tourism (360° virtual tour)	2007	https://www.pp-papuk.hr/papuk-unesco-geopark/?lang=en	
Biokovo-Imotski Lakes	Croacia	533	X	"Poetry in stone and fairy lakes"; Adventure and outdoor tourism; Nature and ecotourism; Cultural tourism.	2024	https://gp-biokovoimotski.com/geopark-biokovo/	
Vis Archipelago	Croacia	x	73	Gastronomic Tourism; Adventure and outdoor Tourism; Sustainable Tourism.	2019	https://www.geopark-vis.com/eng/geopark-vis-archipelago-homepage	https://search.app.goo.gl/gFBsS4w

Troodos	Cyprus	1147	50	Botanical garden; Enotourism (local wine villages); Cultural tourism; Nature tourism; First Cycling Network in Cyprus (57km); Sports tourism.	2015	http://www.troodos-geo.org/cgibin/hweb?-V=index&_FAA=1&-dindex.html&_VLANGUAGE=gr	https://search.app.goo.gl/FHjcnnn
Bohemian Paradise	Czech Republic	742	x	Adventure and outdoor tourism; Nature tourism; Cultural tourism; Handicrafts (centre of Czech jewellery-making)	2005	https://www.geoparkceskyraj.cz/en/	https://search.app.goo.gl/32jprZC
Odsherred	Denmark	355	x	"Create memories for life"; Experience Tourism; Nature tourism; Cultural tourism; Adventure and outdoor tourism.	2014	https://geoparkodsherred.dk/	
The South Fyn Archipelago	Denmark	2733	24	Experience tourism; Gastronomy tourism; Cultural tourism; Rural Tourism; Adventure and outdoor tourism.	2024	https://www.geoparkoehavet.com/experience-geopark/plan-your-trip/plan-your-trip	
Vestjylland	Denmark	4759	48	Nature tourism; Nautic tourism; Adventure and outdoor tourism.	2023	https://www.geoparkvestjylland.com/	https://www.geoparkvestjylland.com/geopark/development/development
Rokua	Finland	1326	x	Adventure and outdoor tourism; Wellness tourism (spa) ; Accessibility tourism.	2010	https://rokuageopark.fi/en/experience	https://search.app.goo.gl/fhQqDCY
Lauhanvuori - Haemmenkangou	Finland	4907	x	Boreal conditions; Nature Tourism; Adventure and outdoor tourism; Sports tourism; Experience tourism; Cultural tourism.	2020	https://lhgeopark.fi/	
Saimaa	Finland	4400	65	Nature Tourism; Sustainable and responsible tourism and circular economy; Nautic tourism; Adventure and outdoor tourism; Sports tourism; Gastronomy tourism	2021	https://saimaageopark.fi/en/	https://search.app.goo.gl/fhQqDCY
Impact Crater Lake - Lappajarvi	Finland	2304	x	Nature tourism; Cultural tourism	2024	https://kraatterijarvigeopark.fi/english-1	
Salpausselka	Finland	4506	x	Nature tourism; "Nature sights & trails on a map"; "Fostering a sustainable way of life"; Experience tourism; Gastronomy tourism; Wellness tourism; Sustainable tourism; "Something for all the senses".	2022	https://visitlahti.fi/en/frontpage/salpausselka-geopark/	
Vulkaneifel	Germany	1250	X	Triggering to alternative energies; collaboration with other geoparks; junior rangers	2015	https://www.geopark-vulkaneifel.de/en/	https://www.unesco.de/sites/default/files/2022-01/Geoparks_SDGs_Vulkaneifel_DEZ2021_ENGL_web_Doppelseiten.pdf
TERRA.Vita	Germany	1550	X	Make nature and the environment into an experience; awareness for environmental issues; "Paths with a heart"-tailored for hearth patients; "	2015	https://www.geopark-terravita.de/en/home	https://www.unesco.de/publikationen?page=8#row-7304

				Psst Paths"-quiet hiking trails; geothermal energy; geopark game			
Bergstrabe - Odenwald	Germany	3800	X	Picturesque and idyllic experience; Cooperation with a beekeeping company- bee-friendly trees and flowers taste nature and cultural landscape; collaborations with other geoparks; "Geopark on site-for locals to become experts in their home turf	2015	https://www.bergstrasse-odenwald.de/	https://geo-naturpark.net/en/preserve/management-plan/ https://www.unesco.de/en/culture-and-nature/geoparks/bergstrasse-odenwald
Swabian Alb	Germany	6200	X	Groundwater and water quality exhibition; "Geopark School"; Thermal water used for health-giving and therapeutic properties; speleotherapy- for individuals with allergies and respiratory concerns	2015	https://www.geopark-alb.de/en/	https://www.unesco.de/sites/default/files/2021-08/Geoparks_SDGs_Schwaebische_Alb_NOV2020_ENGL_Einzelseiten_web.pdf
Harz, Brawschweiger Land	Germany	9600	14	Responsible travel; Climate change events and exhibitions; geosite care is also biotope care; "learning to read the landscape"	2015	https://en.harzinfo.de/pure-nature/unesco-global-geopark-harz	https://www.unesco.de/en/culture-and-nature/geoparks/geoparks-germany/harz-braunschweiger-land-ostfalen
Thutingia Inselberg	Germany	700	15 geotopos (counted)	Thematic georoutes; Geoinfocentres; encourage the local population to participate in research projects; state of the art multimedia educational offerings- experience life on Pangaea	2021	https://www.geopark-thueringen.de/en/	https://www.unesco.de/en/culture-and-nature/geoparks/geoparks-germany/inselsberg-drei-gleichen
Ries	Germany	1749	5 geotopes	Highlighting the unique region for laymen visitors and geological experts	2023	https://www.geopark-ries.de/en/	https://www.researchgate.net/publication/253419305_Development_of_Geotourism_in_the_National_Geopark_Ries_Southern_Germany
Lesvos Island	Greece	1636	X	Summer events- "Earth´s festivities"; alternative tourism activities	2000	https://www.lesvosmuseum.gr/en/lesvos-geopark	https://www.jstor.org/stable/43598131
Psiloritis	Greece	1159	64	Family friendly trails; educational suitcases; universities tours; "Land of Psiloritis"-network of cooperating enterprises.	2001	https://www.psiloritisgeopark.gr/en/i-perioxi/eisagwgi/	https://www.researchgate.net/figure/The-area-of-Psiloritis-Natural-Park-and-the-most-important-geosites_fig3_313228726
Chelmos Vouraikos	Greece	647	40	Educate young people to conserve nature; legislations for the area; public workshops	2009	https://www.researchgate.net/publication/358223747_Quantitative_Assessment_of_the_Geosites_of_Chelmos-Vouraikos_UNESCO_Global_Geopark_Greece	http://www.globalgeopark.org/GeoparkMap/geoparks/Greece/14092.htm

Vikos- Aoos	Greece	1200	X	Sustainable development of rural areas; virtual tour;	2010	https://vikosaoosgeopark.com/?lang=en	
Sitia	Greece	517	80	Road trips- Geo Routes; geotourism- alternative and green tourism; comprehensive tourism product; special seal to partner enterprises	2015	https://sitia-geopark.gr/en/home-2/	https://news.gtp.gr/2023/09/29/sitia-unesco-global-geopark-setting-sustainable-tourism-example/
Grevena- Kozani	Greece	2500	123	Guided tour for Winemakers; guided hike	2021	https://www.geoparkgrevenakozani.com/	
Kefalonia - Ithaca	Greece	773	50	Literary significance- Kefalos and Ithaca are named in the Odyssey;	2023	https://kefaloniageopark.gr/en	
Lavreotiki	Greece	176	49	Raising awareness for a healthy lifestyle and biodiversity protection	2023	https://geoparklavreotiki.gr/	https://issuu.com/anver/docs/application_dossier_lavreotiki_geop http://www.globalgeopark.org/GeoparkMap/geoparks/Greece/14422.htm
Meteora Pyli	Greece	2409	21	Renew the tourism identity;	2024	https://meteorapyligeopark.gr/	
Bakony - Balaton	Hungary	3200	45	Sustainable interpretation of geological assets; geotourism as an alternative for bathing tourism; diminish the disadvantages deriving from short tourism season; aesthetic experience; empowerment of the area	2012	http://www.geopark.hu/en/	http://www.geopark.hu/EGN_Application/BBGp_Application_web.pdf
Bukk Region	Hungary	2817	40	Environmental awareness of visitors; reduce ecological footprint with digital communication platforms; recycled paper in communication; raw materials in souvenirs; ticket group; accommodation and cuisine programmes	2024	https://www.bukkvidekgeopark.com/en	https://www.bnpi.hu/msite/194/bukk_region_geopark_application_dossier.pdf
Katla	Iceland	9542	25 (counted)	Signage in the field at geosites;	2011	https://www.katlageopark.com/	
Reykjanes	Iceland	829	55	Strengthening local production based on the region's heritage;	2015	https://reykjanesgeopark.is/	https://rafhladan.is/bitstream/handle/10802/21758/rgp-progress_report_web.pdf?sequence=1
Mellerdall	Luxembourg	256	22	Community involvement; regional tourism concept; tourism labels; renewal energies	2022	https://www.naturpark-mellerdall.lu/en/	https://issuu.com/naturpark.lu/docs/geoparkmellerdallunesco_2020

De Hondsrug	Netherlands	1000	X	Tourism as a driving force; stimulate academic research; strengthen education; internation collaboration; regional marketing;	2015	https://www.dehondsrug.nl/?lang=en	https://www.dehondsrug.nl/about-us/masterplan/?lang=en
Gea Norvegica	Norway	3000	7	Knowledge based tourism; make tourists stay longer and buy local products	2006	https://www.geoparken.com/	
Magma	Norway	2329	89	GEOfood project; Wholistic approach ("leave nothing but footprints")	2010	https://magmageopark.no/en/	https://magmageopark.no/wp-content/uploads/2022/01/Magma-Geopark-application.pdf
Trollfjell	Norway	10 082	46 (counted)	Information signs and garbage bags about marine pollution to tourists;	2019	https://www.trollfjellgeopark.no/index.php/en/?Itemid=101	
Sunnhordland	Norway	4764	110	Holistic concept of protection, education and sustainable development; how bedrock landscape and resources has formed our culture; "take nothing but memories".	2023	https://www.geoparksunnhordland.no/en/	https://www.geoparksunnhordland.no/wp-content/uploads/2022/05/1-Main-Document.pdf
Holy Cross	Poland	526	17	Geo-tourism product- "Caves in Kadzielnia", increasing local awareness for the development of geo-tourism	2021	https://geopark.pl/en/home/	https://geopark.pl/wp-content/uploads/2021/10/Application-Dossier-modification.pdf
Land of Extinct Volcanoes	Poland	1300	31 (counted)	Explorer passport; quality certificate given by the geopark to local tourism businesses	2024	https://www.gorykaczawskie.pl/en/	
Hateg	Romenia	1024	4	Houses of the Geopark-small visiting centres; picturesque landscapes; interactive exhibitions;	2005	https://www.hateggeoparc.ro/new/index.php/en/home/	
Buzau Land	Romenia	1036	12	Redirect visitors from the most popular sites; thematic paths and trails; access paths, stairs and parking spaces on the geosites; inclusiveness and social justice; collaboration between stakeholders; gender equality	2023	https://buzauland.org/about-buzau-land/	https://tinutulbuzaului.org/docs/Buzau_Land_Aspiring_Geopark_-_UNESCO_Application_Dossier_(public_file).pdf
Yangan Tau	Russia	1744	X	ProGEO program;	2020	http://en.geopark-yangantau.ru/	
Djerdap	Serbia	1330	33	Danube GeoTour; Geointrepretation point	2020	https://npdjerdap.rs/en/djerdap-geopark/	https://www.researchgate.net/publication/324310393_Activities_on_the_establishment_of_Djerdap_geopark_Serbia_and_candidature_of_the_area_to_the_UNESCO_Global_Geopark_Network
Idrija	Slovenia	294	6 (counted)	Green; Boutique tourist destination; history and technology; nature and recreation; art and design; gastronomy; workshops for sustainable tourism	2013	https://www.geopark-idrija.si/en/home/	

Platabergen	Sweden	3690	45 (counted)	Collaboration with all the tourism organizations in the area	2022	https://www.platabergensgeopark.se/en/start-en/	
North Pennines	UK of Great Britain + Northen Ireland	2000	97	Volunteering; Nature tourism; Adventure tourism; Accessibility; Sustainable tourism; Stargazing	2015	https://northpennines.org.uk/	https://search.app.goo.gl/zM7so4p
North-West Highlands	UK of Great Britain + Northen Ireland	2000	54	Nature tourism; Cultural and educational tourism; Gastronomy tourism	2004	https://nwhgeopark.com/	https://search.app.goo.gl/YfnvArP
Fforest Fawr	UK of Great Britain + Northen Ireland	763	171	Nature tourism; Sports tourism; Acessibility; Self-guided tours - podcasts and audio-trails; Geotrails; Ambassadors (tourism businesses trained to help the visitor to get the most out of it); Cultural tourism	2015	https://www.fforestfawrgeopark.org.uk/	
English Riviera	UK of Great Britain + Northen Ireland	104	32	Nature tourism; Adventure and outdoor tourism; GeoActive (sports tourism); Geopark Festival; Wellness tourism; Cultural tourism; Rural tourism.	2007	http://www.englishrivierageopark.org.uk/	https://search.app.goo.gl/7etKX3e
Geomôn	UK of Great Britain + Northen Ireland	901	x	"Young geologists' club"; Adventure and outdoor tourism; Nature tourism; Cultural tourism;	2009	https://www.geomon.co.uk/	
Shetland	UK of Great Britain + Northen Ireland	1468	100	"Step back milions of years"; The Shetland Ponies; Nature Tourism (northen lights); Adventure and outdoor tourism; Golf tourism; "Fire Festivals"; "Why Shetland? - To live, work, study".	2006	https://www.shetland.org/visit/do/wildlife/geopark	https://search.app.goo.gl/UzzMExW
Black Country	UK of Great Britain + Northen Ireland	x	43	Nature tourism; Experience tourism (zoo); Cultural tourism; 3D Walkthrough of the Geopark Headquarters;	2020	https://blackcountrygeopark.dudley.gov.uk/	https://search.app.goo.gl/kTFgiUB
Mourne Gullion	UK of Great Britain + Northen Ireland	1932	24	Volunteering; Gastronomy tourism; Experiences tourism; Cultural Tourism; Nature tourism.	2023	https://mournegullionstrangfordgeopark.com/	https://mournegullionstrangfordgeopark.com/mourne-gullion-strangford-10-year-master-plan/
Karawanken | Karavanke	*Austria + Slovenia - Transnacional	1067	48	Green Tour; GeoAPP; GeoGAME; GeoPulse	2013	https://www.geopark-karawanken.at/en/	https://ars.electronica.art/solutions/en/geopark-karawanken-geoapp-geogame-geopulse-mobil/

Muskaver Faltenbogen	*German + Polish - Transnacional	580	X	"How neighbours become friends"school project; Geopark Partners- unites toursit and cultutral organizations; interactive map; na interface between science and society	2015	https://www.muskau-arch.eu/	https://www.unesco.de/en/culture-and-nature/geoparks/geoparks-germany/muskauer-faltenbogen
Novohrand - Nógrad	*Hungary + Slovakia - Transnacional	1610	76	Events to lessen environmental impact; GEOFood	2010	https://www.nogradgeopark.eu/en	
Schelde Delta	*Belgium + Netherlands - Transnacional	5500	40	Eco-friendly mobility; disseminate good practices; involve local communities; social tourism; specialist thematic maps; stories for the audience; innovation with a social impact, cooperation and social acceptance; experience and imagination	2024	https://www.scheldedelta.eu/en	https://drive.google.com/file/d/1mVos9rTSSX5f42KQ1uyNzMTDQfTYrhwA/view
Cuilcagh Lakelands	*Irish + UK + Northern Ireland - Transnacional	X	42	Sustainable destination- stay longer and spend more; Sustainable Business Network	2015	https://cuilcaghlakelands.org/	https://cuilcaghlakelands.org/app/uploads/2023/07/Geopark-Development-Plan-2021-2030.pdf

Geopark	Location	Km2	Geosites	Keywords	UNESCO year	Relevant documents		
Basque Coast	Spain	92	54	Experience Tourism; Rural development; Geofair - agricultural produce fair; GeoGourmet pack (add value to local produce)	2010	https://www.geoparktoolkit.org/sustainable-economic-development/sustainable-economic-development-case-study-1/	https://geoparkea.eus/site_media/pdf/AAFF_MAPA_GEOPARKEA_ING_BAJA.pdf	
Cabo de Gata Nijar	Spain	380	33	A space of nature, history, tradition and emotion; cycling; diving; horse rides; bird watching;	2006	https://www.juntadeandalucia.es/medioambiente/portal/landing-page-documento/-/asset_publisher/jXKpcWryrKar/content/	https://www.andalucia.org/en/natural-spaces-cabo-de-gata-nijar	https://www.juntadeandalucia.es/medioambiente/portal/landing-page-%C3%ADndice/-/asset_publisher/zX2ouZa4r1Rf/content/get-to-know-the-

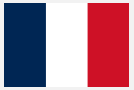
						mapa-de-geositios-cabo-de-gata-n-c3-adjar/20151		cabo-de-gata-n-c3-adjar-geopark/20151
Sierras Subbéticas	Spain	320	23	"Mediterranean forest, emblematic birds, ancient culture, monumental wealth""	2006	https://www.juntadeandalucia.es/medioambiente/portal/landing-page-%C3%ADndice/-/asset_publisher/zX2ouZa4r1Rf/content/geoparque-sierras-subb-c3-a9ticas/20151?categoryVal=	https://www.juntadeandalucia.es/medioambiente/portal_web/feader/publicaciones/folletos_geositios/folleto7palas_Geo_Subbeticas_EN_web.pdf	https://www.juntadeandalucia.es/medioambiente/portal/areas-tematicas/espacios-protegidos/otros-espacios-protegidos-caracter-internacional/geoparques/geoparque-sierras-subbeticas/conoce-geoparque-sierras-subbeticas
La Lora	Spain	960	95	Geological heritage, art and human settlement; Architectonic treasures;	2017	https://geoparquelasloras.es/		
Central Catalonia	Spain	1300	9	Sustainability culture and research;	2012	https://www.geoparc.cat/en/	https://geoparques.es/wp-content/uploads/2021/05/FOLLETO_CAST_GEOPARC_v1r1_BR.pdf	
Molina e Alto Tajo	Spain	4309	64	Natural wealth and ethnographic heritage; georoute; geocyclist route; thematic routes - ethnographic and fauna	2014	https://geoparquemolina-altotajo.com/en/		
El Hierro	Spain	595	61	Aiming to produce 100% of its electricity from renewables; "Geology on the move"; Simple and quiet way of life;	2015	https://geoparques.es/en/portfolio_page/isla-de-el-hierro-en/	http://www.elhierrogeoparque.es/	
Lanzarote and Chinijo Islands	Spain	2500	70	Volcanic processes and shapes are fully focused on tourism; Casa de los volcanes; "Efecto Lanzarote"; Moon-like landscape; Experience tourism; Planetology and astrobiology connections (planetary geology).	2015	https://geoparquelanzarote.org/en/lanzarote-and-chinijo-islands-unesco-global-geopark/	https://turismolanzarote.com/	https://cactlanzarote.com/

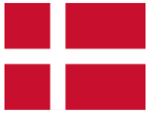
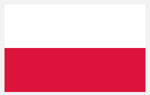
Origens	Spain	2000	80	Starlight certification; "A journey back in time"; "earth's memory"; Thematic routes (last dinosaurs on Europe);	2018	https://geoparques.es/en/portfolio_page/origens-en/	https://geoparques.es/wp-content/uploads/2021/10/200617-FULLET-ORIGENS_ang.pdf	https://www.geoparcorigens.cat/en/
Courel Mountains	Spain	578	97	The Palaeozoic Villages Route- architecture and rural ethnography	2019	https://www.courelmountains.es/		
Granada	Spain	4722	72	Eco tourism- responsible for the environment	2020	https://www.geoparquedegranada.com/en/	Application Dossier Granada Geopark by geoparquecuaternario - Issuu	
Maestrazgo	Spain	2622	67	Virtual Tour of the geosites; Maestrail- mountain run; Festival against depopulation- Allepuz; touristic geo-route	2020	https://www.geoparquemaestrazgo.com/	https://globalgeoparksnetwork.org/wp-content/uploads/2024/05/Maestrazgo_UGG_Annual_Report_2023.pdf	
Calatrava Volcanoes. Ciudad Real	Spain	4384	X	Volcano tourism-geotourism; volcanic landscape (volcanic morphologies)	2024	_	https://www.researchgate.net/publication/345389828_Characterization_and_Geotourist_Resources_of_the_Campo_de_Calatrava_Volcanic_Region_Ciudad_Real_Castilla-La_Mancha_Spain_to_Develop_a_UNESCO_Global_Geopark_Project	
Villuercaas-Ibores-Jara	Spain	2500	52	Seminar for new geo-tourist experiences; catalogue of tourist services	2011	https://geoparquevilluercas.es/	https://www.researchgate.net/publication/338548656_Geoparks_and_Education_UNESCO_Global_Geopark_Villuercas-Ibores-Jara_as_a_Case_Study_in_Spain	
Sierra Norte de Sevilla	Spain	1774	46	Geotourism guides course	2011	https://geoparques.es/en/portfolio_page/sierra-norte-de-sevilla-en/	https://globalgeoparksnetwork.org/wp-content/uploads/2024/02/Sierra-Morena-de-Sevilla-UGG_Spain_Annual_Report_2023_signed.pdf	
Sobrarbe-Pirineos	Spain	2202	106	Geological High Mountain trekking	2006	https://www.geoparquepirineos.com/	https://globalgeoparksnetwork.org/wp-content/uploads/2024/05/Sobrarbe-Pirineos_UGG_Annual_Report_2023.pdf	

Cabo Ortegal	Spain	799	52	Program for the promotion of sustainable fishing and entrepreneurship in the fishing sector	2023	https://xeoparquecaboortegal.gal/	https://drive.google.com/file/d/1xjr18sDd_sP1U3hfaxe5NBEBtMa6eLwR/view	

Appendice 2 – Table 2 (all of the markets)

Portugal 	• High engagement in digital media, • Only 36.8% visited cultural sites in the last year, a decrease compared to 2016 (INE, 2023). • Men have higher participation rates in online cultural activities (INE, 2023). There is growing participation in cultural activities, except cinema. Reading, live events, and online activities are the most popular (Compendium, 2024).
Germany 	• High participation in cultural events, museums, and theaters, with cultural and musical associations. • All age groups participate, with 1/5 being under 20 and over 60, and 14% of the population being migrants. • Voluntary commitment is an important aspect, involving 39.7% of the population over the age of 14. • Stable trend of participation with increasing digital engagement (Compendium, 2024)
Spain 	• Annual spending on museums, monuments, sites, and archives is on the rise. • The use of the Internet for entertainment and leisure has grown significantly (66.9% in 2014/2015) which established a great home-based activities domain. • Women and young people attend more museums, exhibitions, and art galleries, while men prefer monuments and archaeological sites. (Compendium, 2024).

France 	• Around 83% of households have access to the internet, with frequent use for reading news online, watching and downloading movies, music, games, and online radio. • The more **educated social classes** attend **theater, dance, classical music concerts, fine arts, museums, and historical monuments**. • Increased audience participation in heritage and cultural establishments. • **Digital engagement is growing -** leading to a prevalence of screen-based culture. (Compendium, 2024).
Ireland 	• Growing interest in cultural events, with a high level of engagement in **traditional culture** outside centers and institutions, such as pubs, community centers, and streets. • **Digital engagement is increasing**, with a young and diverse population actively participating (girls are more likely to participate than boys). • Volunteering is a common practice. (Compendium, 2024).
Netherlands 	• 63% of the population participates in cultural activities, with 53% visiting museums and 55% monuments - in 2016. • **There is high digital engagement in cultural practices**, with children and young people being very active. • Women and people with a higher level of education participate more. • There is growing interest in **artistic projects aimed at improving social well-being and societal participation.** (Compendium, 2024).

United Kingdom 	• **42.6% of the population visit museums or galleries, and 73% visit historical sites**. • The UK **leads the way in digital cultural engagement** with 71.5% of internet use for entertainment and leisure in 2015/2017. • **78.9% of adults participated** in the arts at least once in the last, and 64.7% three times or more. (Compendium, 2024).
Belgium 	• **40.5% of the population took part in activities at monuments and cultural heritage sites, and 21.3% visited museums and non-artistic exhibitions**, in 2014. • Digital engagement is high, with a **significant increase in internet use for cultural participation** between 2009 and 2014. • Special attention is given to the participation of people with disabilities. (Compendium, 2024).
Denmark 	• **High participation in subsidized activities like theatre, museums, and libraries, with an increase in cinema attendance**. • Women have higher participation rates, and the cultural participation starts to decrease from the age of 60. T • The population also shows a **high level of engagement with digital cultural content**. • Denmark has traditionally been **very active in the voluntary cultural area.** (Compendium, 2024).
Poland 	• **Cultural participation has been increasing since 2016**. • Despite having **a relatively low overall cultural expenditure** (2.5% of household budget), a **significant portion (34.8%) is spent on attending theatres, concerts, and cinemas**.

	• Internet use for non-professional purposes has surged to 73%, indicating a potential rise in digital cultural consumption. • Poland **prioritizes cultural accessibility** through dedicated programs and cultural centres (Compendium, 2024).
Sweden 	• Swedes demonstrate a high level of cultural engagement, with **books being the most popular (78%)**. Public libraries (54%) and museums (50%) see frequent visitation. • Women seem to have a broader interest in the arts, while men read less overall. • Younger generations prioritize established activities and participate less in traditional events like classical concerts or museums they also read less compared to older demographics. (Compendium, 2024).
Switzerland 	• **Over 70% of the population visit museums, concerts, or monuments annually,** with nearly half attending theatre. • Notably, e-book consumption is on the rise, reflecting a **growing preference for digital content**. • **Music stands out** as the most popular form of cultural practice and engagement (Compendium, 2024).
Austria 	• In 2011, **only 11% of Austrians reported high cultural engagement**, suggesting a potential need for increased participation. • Initiatives are underway to leverage **digital technologies to improve the visibility and accessibility of art and culture**. • Younger generations participate more actively in cultural activities compared to older demographics. (Compendium, 2024).

Italy 	• Italians favor museums and exhibitions (27.3%), historical sites (25.3%), and cinema (45.3%) compared to theatre (15.7%) and classical music/opera (7.6%). Libraries see moderate use (12.4%). Cultural expenditure accounts for a relatively low 4.1% of total household spending. **Cultural participation is lower than desired, with economic barriers hindering access for some** (Compendium, 2024).
Finland 	• Finland demonstrates a **strong cultural engagement**, with high participation rates in activities like cinema (50%), concerts (51%), theatre (43%), museums (both art and historical), and exhibitions (around 43%). (Compendium, 2024).
Norway 	• **Cinema is the most popular** (40%), followed by libraries (37%) and museums (29%). • **High internet usage (93%)** suggests a potential rise in digital cultural consumption. • Men lean towards museums, sports, and popular music concerts, while women favor performing arts, art exhibitions, and classical music. Initiatives like the Cultural Rucksack program **promote arts education** (Compendium, 2024).

Appendice 3 – Table INE (2024)

Localização geográfica (NUTS - 2013)	Período de referência dos dados	Dormidas (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica e Local de residência (País - lista reduzida); Anual (1)	Hóspedes (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual (1)	Estada média (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual (1)	Proporção de dormidas entre julho-setembro (%) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Segmento (alojamento turístico); Anual (1)
		Local de residência (País - lista reduzida)	Local de residência (País - lista reduzida)	Local de residência (País - lista reduzida)	Segmento (alojamento turístico)
		Total	Total	Total	Total
		N.º	N.º	N.º	%
Algarve	**2022**	19 162 790	4 766 201	4,0	44,0
	2021	10 874 036	2 725 134	4,0	56,9
	2020	7 890 711	1 991 835	4,0	57,6
Albufeira	**2022**	7 138 940	1 536 436	4,6	44,7
	2021	3 788 212	819 826	4,6	59,3
	2020	2 802 494	598 568	4,7	59,0
Loulé	**2022**	2 707 290	636 930	4,3	40,2
	2021	1 603 841	384 773	4,2	51,9
	2020	1 138 114	282 485	4,0	51,8
Silves	**2022**	331 625	83 797	4,0	41,7
	2021	202 225	46 745	4,3	56,6
	2020	141 828	31 195	4,5	53,9

Dormidas (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica e Local de residência (País - lista reduzida); Anual - INE, Inquérito à permanência de hóspedes na hotelaria e outros alojamentos

Hóspedes (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual - INE, Inquérito à permanência de hóspedes na hotelaria e outros alojamentos

Estada média (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual - INE, Inquérito à permanência de hóspedes na hotelaria e outros alojamentos

Proporção de dormidas entre julho-setembro (%) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Segmento (alojamento turístico); Anual - INE, Inquérito à permanência de hóspedes na hotelaria e outros alojamentos

Nota(s):

(1) Alojamento local com 10 ou mais camas; sem limite mínimo de capacidade na Região Autónoma da Madeira até 2018.

Última atualização destes dados: 11 de julho de 2023

Appendice 4 – Table INE (2024)

Localização geográfica (NUTS - 2013)		Período de referência dos dados	Dormidas (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica e Local de residência (País - lista reduzida); Anual (1)	Hóspedes (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual (1)	Estada média (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual (1)	Proporção de dormidas entre julho-setembro (%) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Segmento (alojamento turístico); Anual (1)
			Local de residência (País - lista reduzida)	Local de residência (País - lista reduzida)	Local de residência (País - lista reduzida)	Segmento (alojamento turístico)
			Total	Total	Total	Total
			N.º	N.º	N.º	%
Algarve	150	**2022**	19162790	4766201	4	44
		2021	10874036	2725134	4	56,9
		2020	7890711	1991835	4	57,6
Albufeira	1500801	**2022**	7138940	1536436	4,6	44,7
		2021	3788212	819826	4,6	59,3

		2020	2802494		598568		4,7		59	
Loulé	1500808	**2022**	2707290		636930		4,3		40,2	
		2021	1603841		384773		4,2		51,9	
		2020	1138114		282485		4		51,8	
Silves	1500813	**2022**	331625		83797		4		41,7	
		2021	202225		46745		4,3		56,6	
		2020	141828		31195		4,5		53,9	

Appendice 5 – Table INE (2024)

		Dormidas (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica e Local de residência (País - lista reduzida); Anual (1)	%	Hóspedes (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual (1)	%	Estada média (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Local de residência (País - lista reduzida); Anual (1)	Proporção de dormidas entre julho-setembro (%) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Segmento (alojamento turístico); Anual (1)	Proporção de hóspedes não residentes (%) por Localização geográfica (NUTS - 2013); Anual (3)
Algarve	**2022**	19162790		4766201		4	44	68,8
	2021	10874036		2725134		4	56,9	
	2020	7890711		1991835		4	57,6	
Albufeira	**2022**	7138940	37	1536436	32	4,6	44,7	71,3
	2021	3788212	35	819826	30	4,6	59,3	
	2020	2802494	36	598568	30	4,7	59	
Loulé	**2022**	2707290	14	636930	13	4,3	40,2	66,3

	2021	1603841	15	384773	14	4,2	51,9	
	2020	1138114	14	282485	14	4	51,8	
Silves	**2022**	331625	1,7	83797	1,8	4	41,7	62,9
	2021	202225	1,9	46745	1,7	4,3	56,6	
	2020	141828	1,8	31195	1,6	4,5	53,9	

Appendice 6 - Table INE (2024)

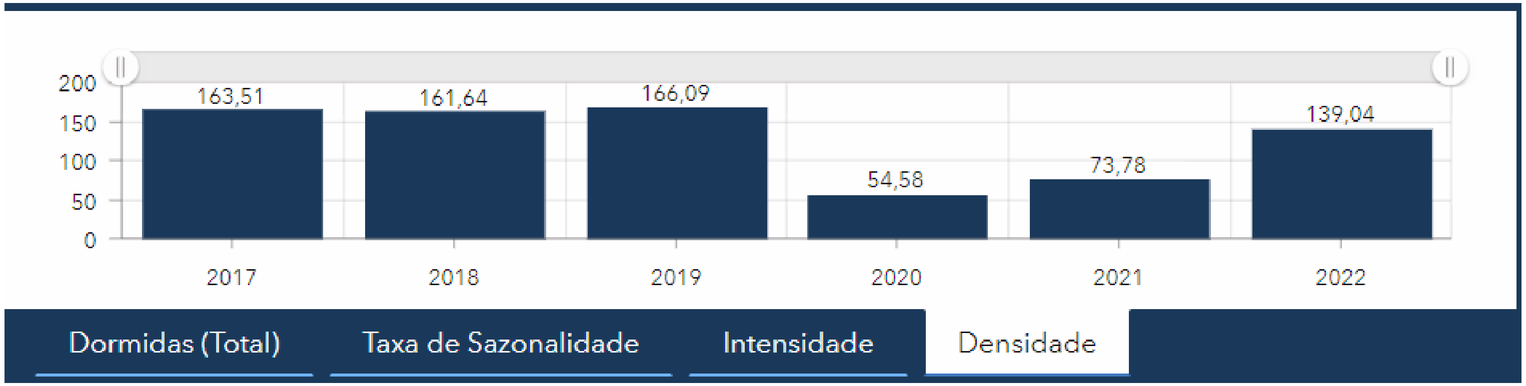
Localização geográfica (NUTS - 2013) (1)	Proporção de hóspedes não residentes (%) por Localização geográfica (NUTS - 2013); Anual (3)
	Período de referência

		dos dados (2)	
		2022	
		%	
Algarve	150	68,8	
Albufeira	1500801	71,3	
Loulé	1500808	66,3	
Silves	1500813	62,9	

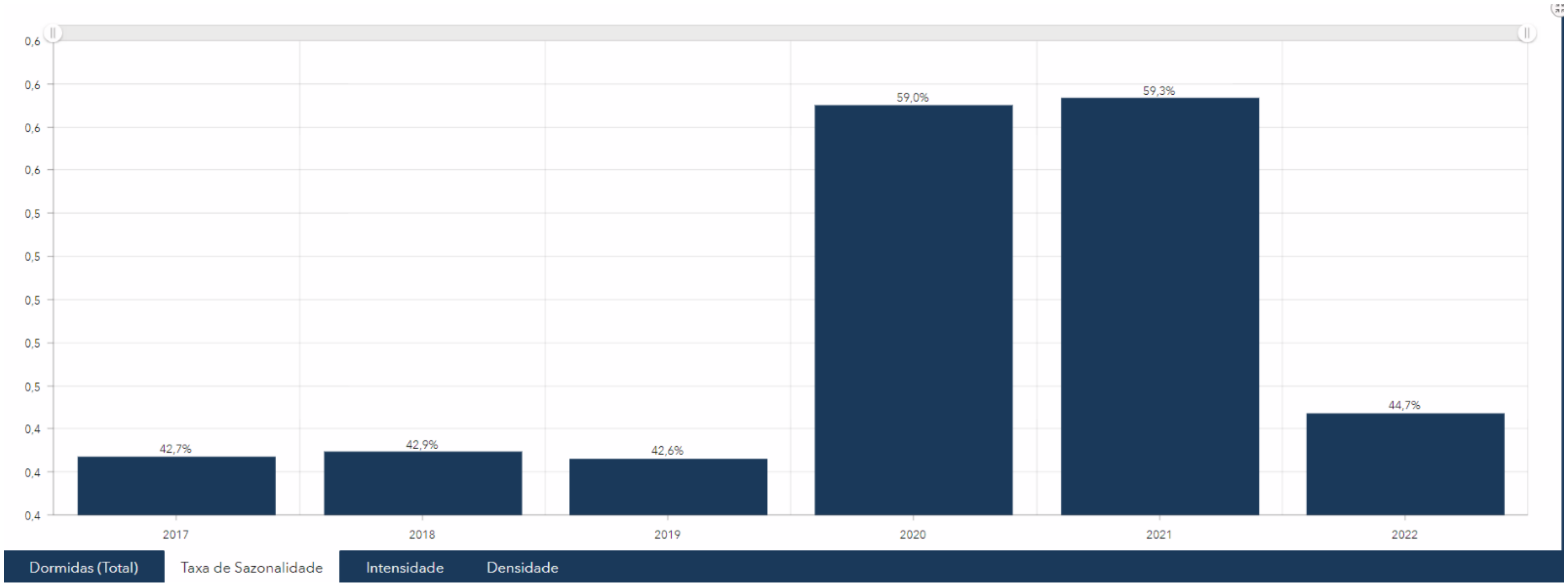
Appendice 7 – Tourist indicators- Albufeira- SIGTUR (2024)

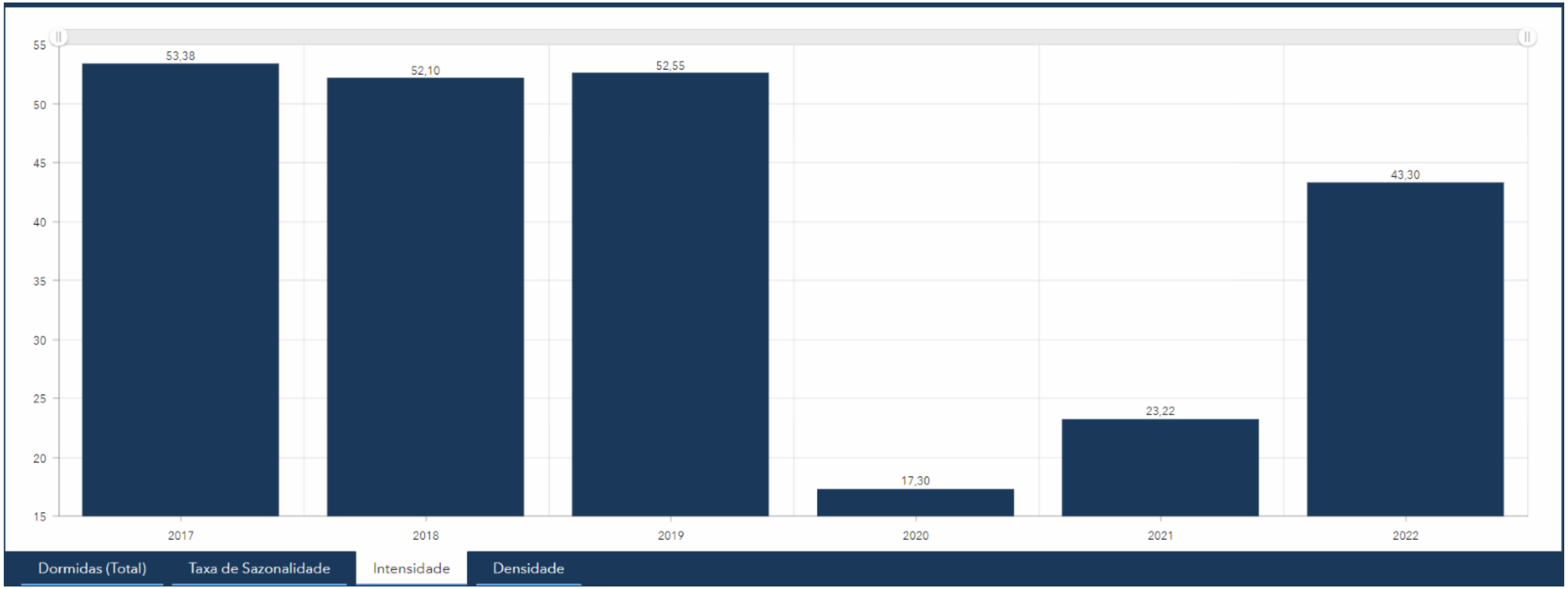
Table 2.1. Albufeira – Indicadores turísticos

Densidade turística

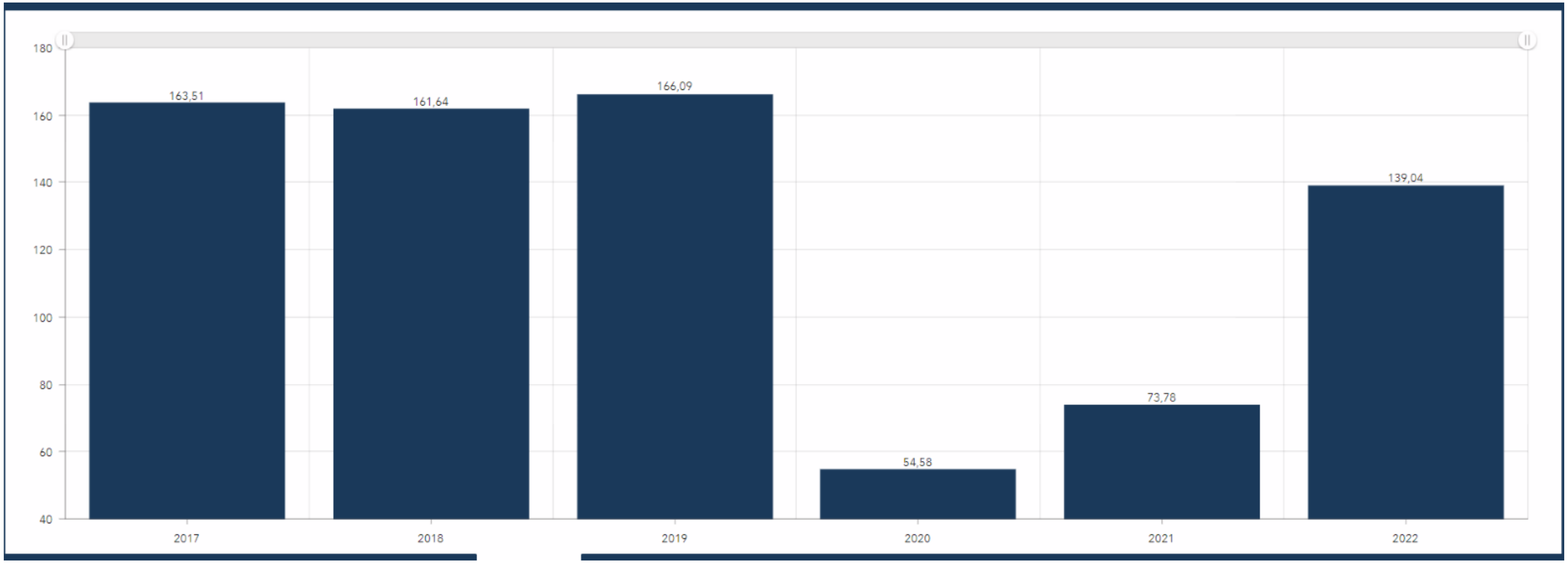


Albufeira - Intensidade Turística



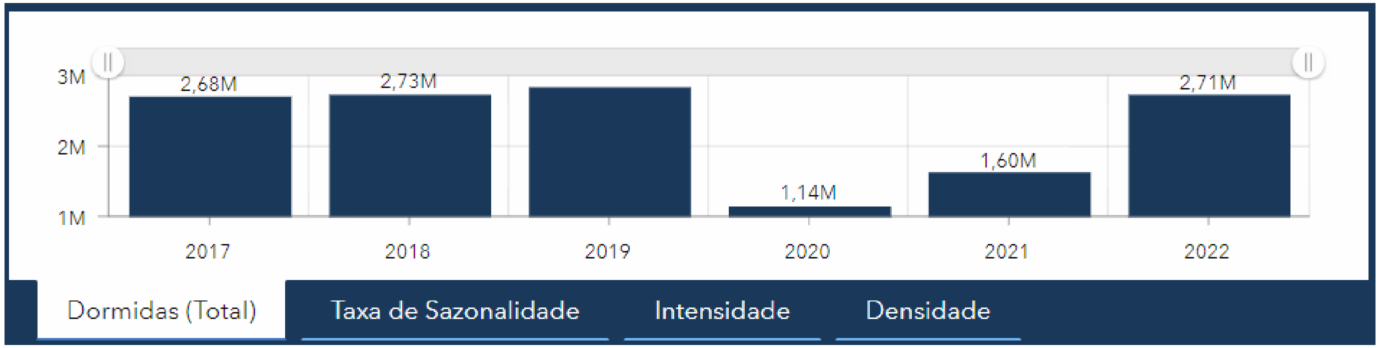


Albufeira – Densidade Turística

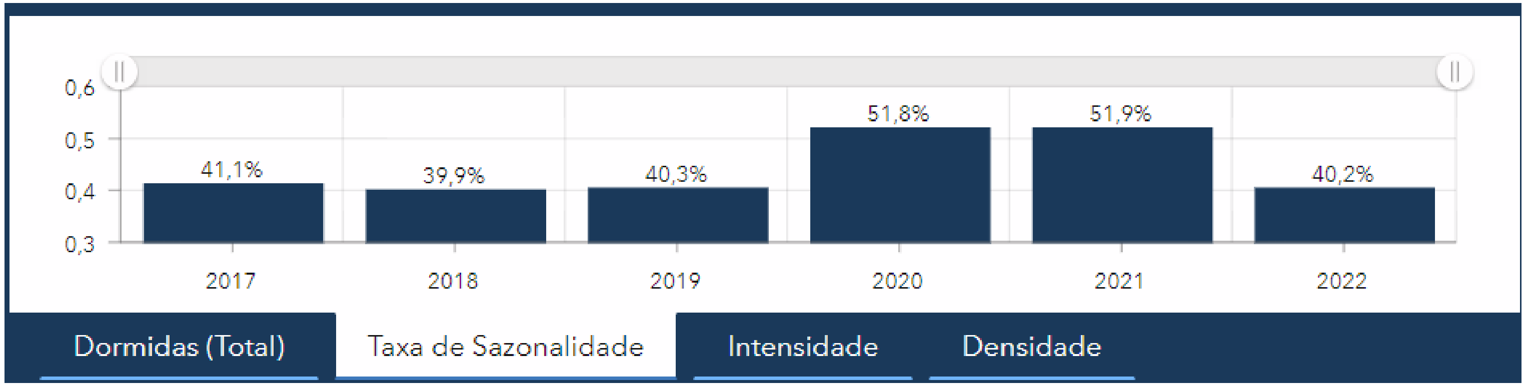

180
160
140
120
100
80
60
40
163,51
161,64
166,09
54,58
73,78
139,04
2017
2018
2019
2020
2021
2022

Appendice 8 – Tourist indicators- Loulé- SIGTUR (2024)

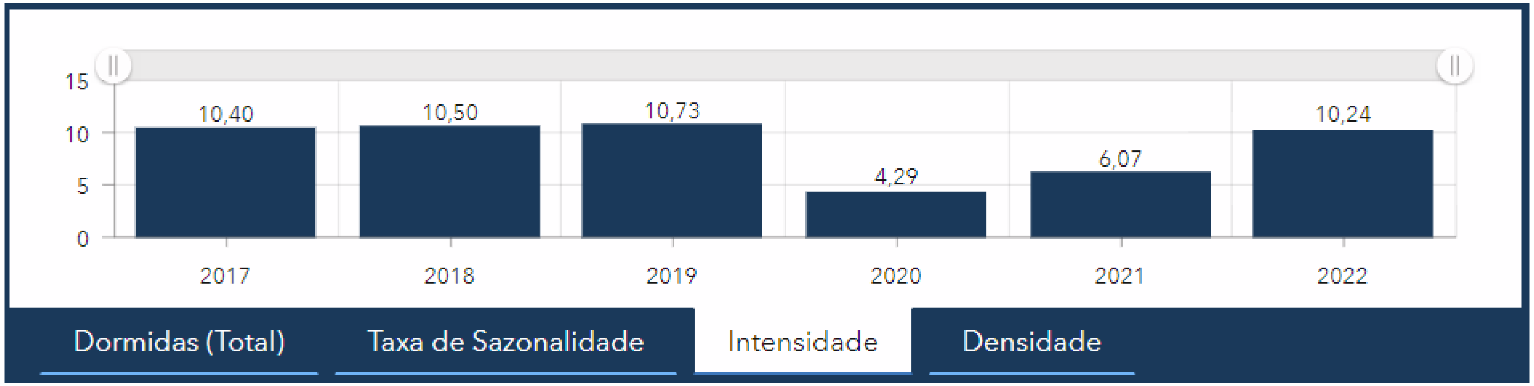
Loulé - Dormidas



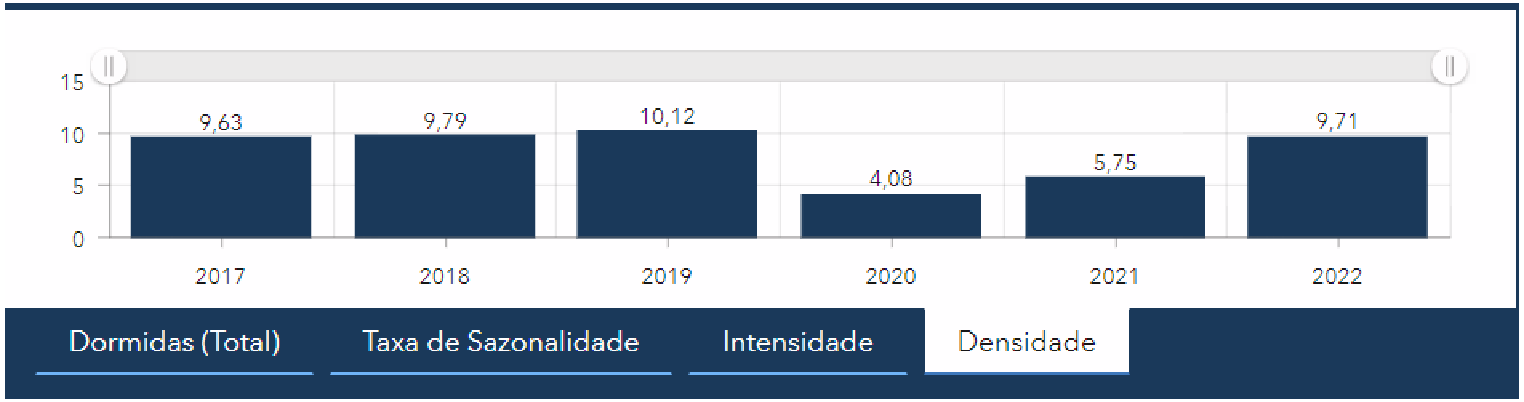
Loulé - Taxa sazonalidade



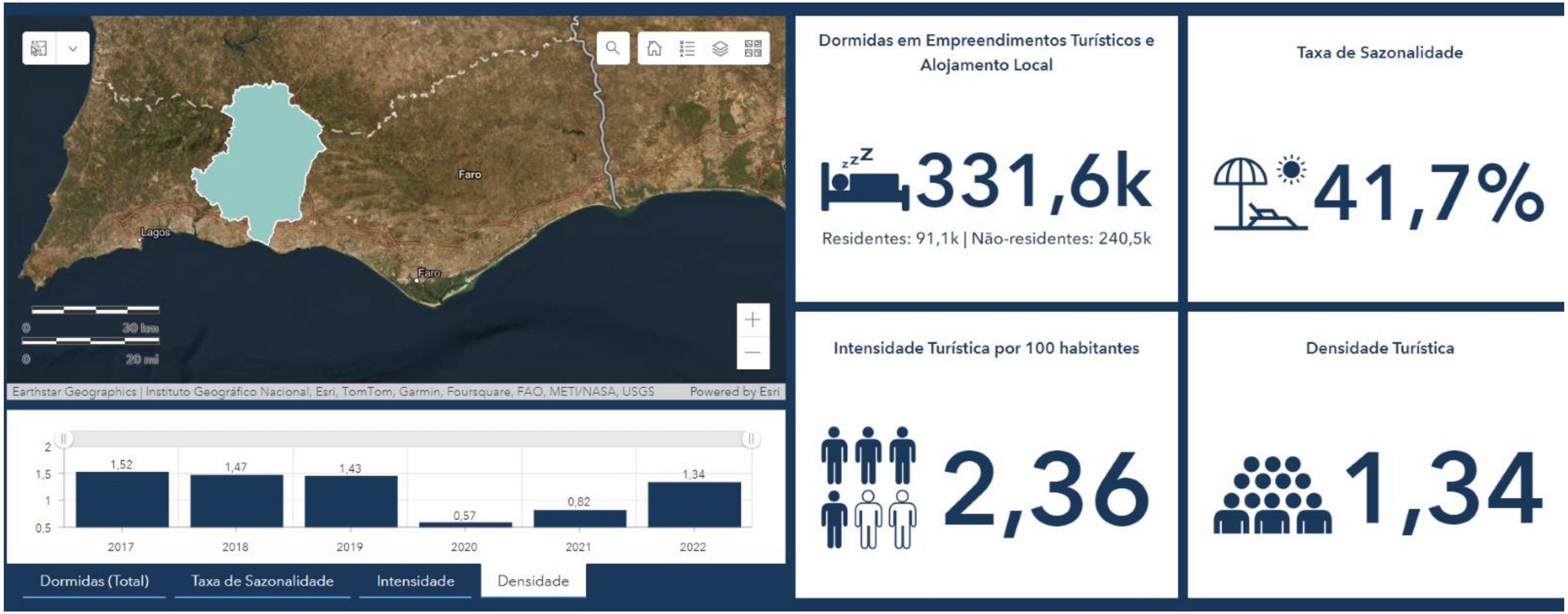
Loulé – Intensidade Turística



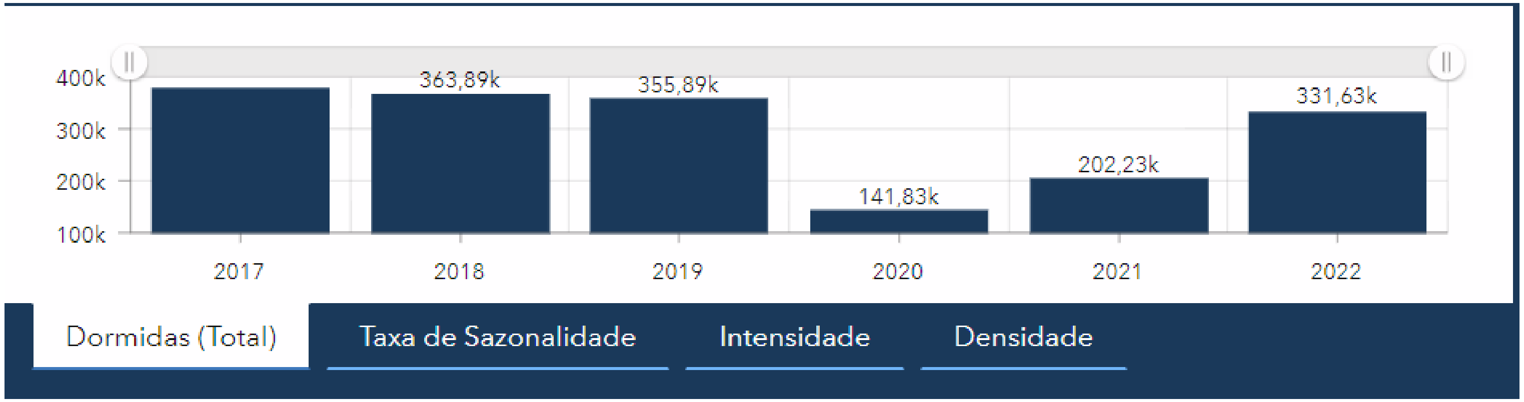
Loulé – Densidade turística



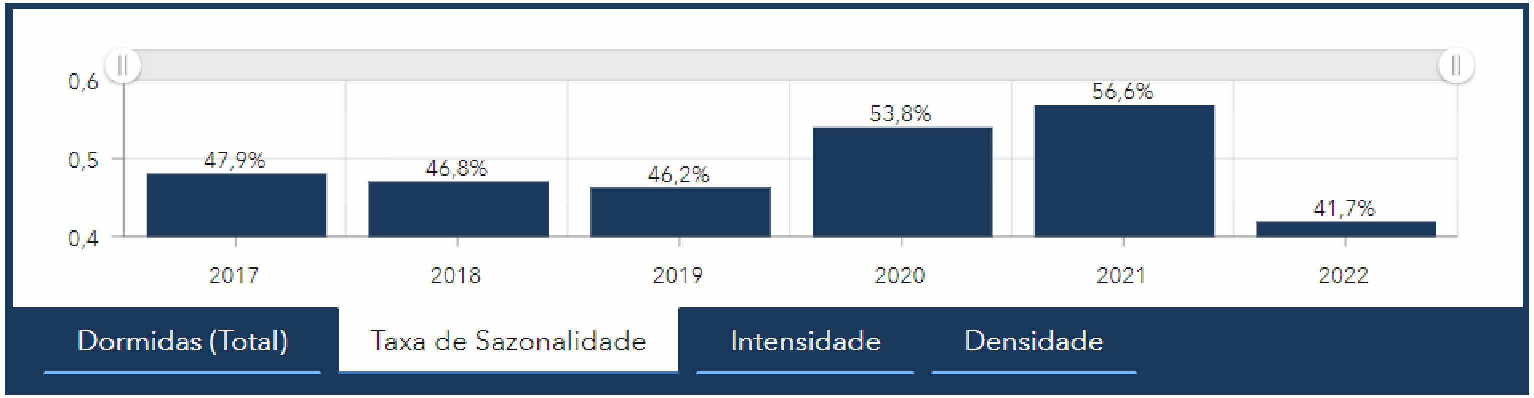
Appendice 9 – Tourist indicators- Silves- SIGTUR (2024)



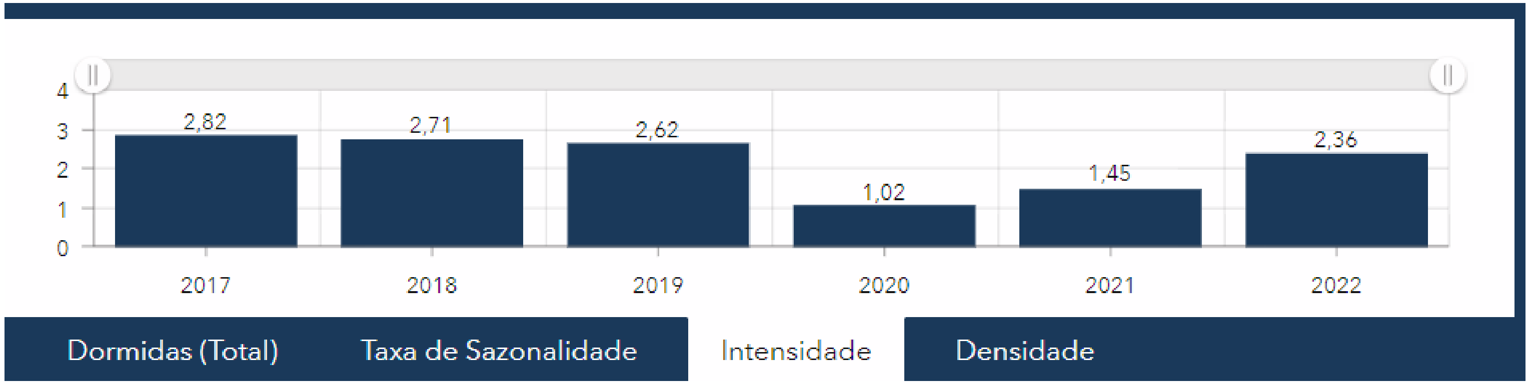
Silves - Dormidas



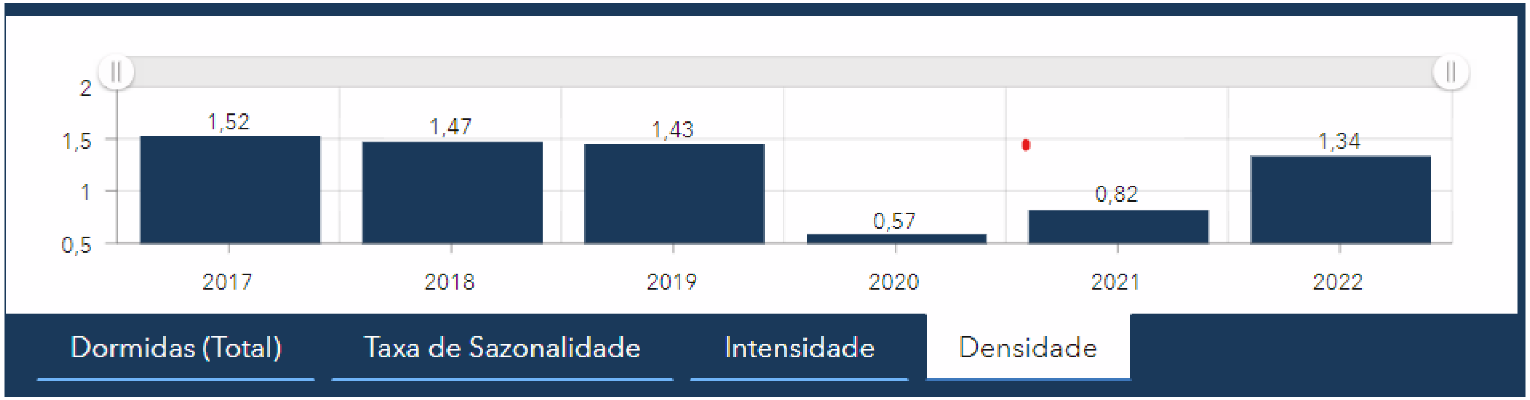
Silves – Taxa de Sazonalidade



Silves – Intensidade Turística



Silves – Densidade Turística



Appendice 10-Annual Tourism Accommodation Data: Capacity, Establishments, Rooms, and Revenue by Location (NUTS - 2013)

Período de referência	Localização geográfica (NUTS - 2013) (2)	Capacidade de alojamento (N.º) nos estabelecimentos	Estabelecimentos de alojamento turístico (N.º) por Localização	Quartos (N.º) em estabelecimentos de alojamento	Proveitos totais (€) nos estabelecimentos de alojamento	Proveitos de aposento (€) nos estabelecimentos

dos dados (1)			de alojamento turístico por Localização geográfica (NUTS - 2013) e Grau de urbanização; Anual		geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual		turístico por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual		turístico por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual		de alojamento turístico por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual	
			Grau de urbanização (3)		Tipo (alojamento turístico) (4)		Tipo (alojamento turístico) (4)		Tipo (alojamento turístico) (4)		Tipo (alojamento turístico) (4)	
			Áreas densamente povoadas		Total		Total		Total		Total	
			N.º		N.º		N.º		€ (milhares)		€ (milhares)	
2022	Algarve	150	3484		1050		52521		1421504		1045673	
	Albufeira	1500801		x	232		17061		486480		331402	
	Loulé	1500808		x	148		8242		268352		201430	
	Silves	1500813		x	28		1228		23009		14902	

2021	Algarve	150	3167		939		50151		753219		571982	
	Albufeira	1500801		x	207		16419		235019		171291	
	Loulé	1500808		x	129		8030		144440		110790	
	Silves	1500813		x	26		1267		9582		8067	
2020	Algarve	150	2427		790		45057		461563		346462	
	Albufeira	1500801		x	172		15211		142554		105318	
	Loulé	1500808		x	104		6426		84041		60441	
	Silves	1500813		x	23		1138		6192		5114	
2019	Algarve	150	3308		990		52676		1225746		909617	
	Albufeira	1500801		x	238		18407		434573		315383	
	Loulé	1500808		x	124		7595		222795		162604	
	Silves	1500813		x	31		1360		17443		13625	
2018	Algarve	150	3114		817		50983		1144530		852015	
	Albufeira	1500801		x	209		18064		408129		297231	
	Loulé	1500808		x	102		7292		197580		144738	

	Silves	1500813		x	23		1389		17739		13737	

Capacidade de alojamento (N.º) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Grau de urbanização; Anual

Estabelecimentos de alojamento turístico (N.º) por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual

Quartos (N.º) em estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual

Proveitos totais (€) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual

Proveitos de aposento (€) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Tipo (alojamento turístico); Anual

		Estabelecimentos de alojamento turístico (N.º) por Localização geográfica (NUTS - 2013) e Tipo	%	Quartos (N.º) em estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013)	%	Proveitos totais (€) nos estabelecimentos de alojamento turístico por Localização geográfica (NUTS - 2013) e Tipo	%

		(alojamento turístico); Anual		e Tipo (alojamento turístico); Anual		(alojamento turístico); Anual	
2022	Algarve	1050		52521		1421504	
	Albufeira	232	22	17061	32	486480	34
	Loulé	148	14	8242	16	268352	19
	Silves	28	2,7	1228	2	23009	1,6
2021	Algarve	939		50151		753219	
	Albufeira	207	22	16419	33	235019	31
	Loulé	129	14	8030	16	144440	19
	Silves	26	2,8	1267	3	9582	1,3
2020	Algarve	790		45057		461563	
	Albufeira	172	22	15211	34	142554	31
	Loulé	104	13	6426	14	84041	18
	Silves	23	2,9	1138	3	6192	1,3

2019	Algarve	990		52676		1225746	
	Albufeira	238	24	18407	35	434573	35
	Loulé	124	13	7595	14	222795	18
	Silves	31	3,1	1360	3	17443	1,4
2018	Algarve	817		50983		1144530	
	Albufeira	209	26	18064	35	408129	36
	Loulé	102	12	7292	14	197580	17
	Silves	23	2,8	1389	3	17739	1,5

Appendice 11- Accommodation Capacity, Offer Quality, and Tourist Activity Agents and Travel Agencies Concentration

ALBUFEIRA – OLHOS DE ÁGUA

Concelho Albufeira	**Freguesia** Albufeira e Olhos de Água
Capacidade de alojamento a turistas por área territorial **75 240** Empreendimentos Turísticos: 37 325 | Alojamentos Turísticos: 37 915	Capacidade de alojamento a turistas por 1 000 habitantes **2 627** Empreendimentos Turísticos: 1 303,2 | Alojamentos Turísticos: 1 323,8
Capacidade de alojamento a turistas por km 2 **1,8k** Empreendimentos Turísticos: 906,5 | Alojamentos Turísticos: 920,8	Concentração relativa da oferta de alojamento a turistas **84,44%** Empreendimentos Turísticos: 92,65% | Alojamentos Turísticos: 76,23%
Qualidade da oferta em empreendimentos turísticos **69,4%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **76,8%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

78,5%

ALBUFEIRA – FERREIRAS

Capacidade de alojamento a turistas por área territorial **1 169** Empreendimentos Turísticos: 0 | Alojamentos Turísticos: 1 169	Capacidade de alojamento a turistas por 1 000 habitantes **160,9** Empreendimentos Turísticos: 0 | Alojamentos Turísticos: 160,9
Capacidade de alojamento a turistas por km 2 **58,1** Empreendimentos Turísticos: 0 | Alojamentos Turísticos: 58,1	Concentração relativa da oferta de alojamento a turistas **1,18%** Empreendimentos Turísticos: 0% | Alojamentos Turísticos: 2,35%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **8,9%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

9,5%

ALBUFEIRA – GUIA

Concelho Albufeira	Freguesia Guia
Capacidade de alojamento a turistas por área territorial **9 508** Empreendimentos Turísticos: 2 959 | Alojamentos Turísticos: 6 549	Capacidade de alojamento a turistas por 1 000 habitantes **1 998,3** Empreendimentos Turísticos: 621,9 | Alojamentos Turísticos: 1 376,4
Capacidade de alojamento a turistas por km 2 **354,8** Empreendimentos Turísticos: 110,4 | Alojamentos Turísticos: 244,4	Concentração relativa da oferta de alojamento a turistas **10,26%** Empreendimentos Turísticos: 7,34% | Alojamentos Turísticos: 13,17%
Qualidade da oferta em empreendimentos turísticos **77,5%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **8,9%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

8%

ALBUFEIRA – PADERNE

Concelho Albufeira	Freguesia Paderne
Capacidade de alojamento a turistas por área territorial **4 104** Empreendimentos Turísticos: 4 | Alojamentos Turísticos: 4 100	Capacidade de alojamento a turistas por 1 000 habitantes **1 173,2** Empreendimentos Turísticos: 1,1 | Alojamentos Turísticos: 1 172,1
Capacidade de alojamento a turistas por km 2 **78,1** Empreendimentos Turísticos: 0,1 | Alojamentos Turísticos: 78	Concentração relativa da oferta de alojamento a turistas **4,13%** Empreendimentos Turísticos: 0,01% | Alojamentos Turísticos: 8,24%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **5,5%**
Concentração relativa das Agências de Viagens e Turismo (Balcões) **4%**	

LOULE – ALMANSIL

	Concelho Loulé	Freguesia Almancil
	Capacidade de alojamento a turistas por área territorial 17 293 Empreendimentos Turísticos: 6 581 | Alojamentos Turísticos: 10 712	Capacidade de alojamento a turistas por 1 000 habitantes 1 531,6 Empreendimentos Turísticos: 582,9 | Alojamentos Turísticos: 948,7
	Capacidade de alojamento a turistas por km 2 277,6 Empreendimentos Turísticos: 105,6 | Alojamentos Turísticos: 171,9	Concentração relativa da oferta de alojamento a turistas 31,63% Empreendimentos Turísticos: 36,5% | Alojamentos Turísticos: 26,77%
	Qualidade da oferta em empreendimentos turísticos 96,4%	Concentração relativa dos agentes de animação turística (Estabelecimentos) 18,6%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

21,1%

LOULÉ – ALTE

Concelho Loulé	Freguesia Alte
Capacidade de alojamento a turistas por área territorial **266** Empreendimentos Turísticos: 60 | Alojamentos Turísticos: 206	Capacidade de alojamento a turistas por 1 000 habitantes **152,3** Empreendimentos Turísticos: 34,4 | Alojamentos Turísticos: 118
Capacidade de alojamento a turistas por km 2 **2,8** Empreendimentos Turísticos: 0,6 | Alojamentos Turísticos: 2,2	Concentração relativa da oferta de alojamento a turistas **0,42%** Empreendimentos Turísticos: 0,33% | Alojamentos Turísticos: 0,51%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **1,1%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)
1,2%

LOULE – AMEIXIAL

Concelho Loulé	Freguesia Ameixial
Capacidade de alojamento a turistas por área territorial 22 Empreendimentos Turísticos: 0 | Alojamentos Turísticos: 22	Capacidade de alojamento a turistas por 1 000 habitantes 57,7 Empreendimentos Turísticos: 0 | Alojamentos Turísticos: 57,7
Capacidade de alojamento a turistas por km 2 0,2 Empreendimentos Turísticos: 0 | Alojamentos Turísticos: 0,2	Concentração relativa da oferta de alojamento a turistas 0,03% Empreendimentos Turísticos: 0% | Alojamentos Turísticos: 0,05%
Qualidade da oferta em empreendimentos turísticos 0%	Concentração relativa dos agentes de animação turística (Estabelecimentos) 0%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

0%

LOULÉ – BOLIQUEIME

	Concelho Loulé	Freguesia Boliqueime

Capacidade de alojamento a turistas por área territorial **1 261** Empreendimentos Turísticos: 200 | Alojamentos Turísticos: 1 061	Capacidade de alojamento a turistas por 1 000 habitantes **263,3** Empreendimentos Turísticos: 41,8 | Alojamentos Turísticos: 221,5
Capacidade de alojamento a turistas por km 2 **27,3** Empreendimentos Turísticos: 4,3 | Alojamentos Turísticos: 23	Concentração relativa da oferta de alojamento a turistas **1,88%** Empreendimentos Turísticos: 1,11% | Alojamentos Turísticos: 2,65%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **4,5%**
Concentração relativa das Agências de Viagens e Turismo (Balcões) **7,5%**	

LOULE SÃO CLEMENTE

	Concelho Loulé	**Freguesia** Loulé (São Clemente)

Capacidade de alojamento a turistas por área territorial **1 514** Empreendimentos Turísticos: 62 | Alojamentos Turísticos: 1 452	Capacidade de alojamento a turistas por 1 000 habitantes **84,4** Empreendimentos Turísticos: 3,5 | Alojamentos Turísticos: 81
Capacidade de alojamento a turistas por km 2 **32,8** Empreendimentos Turísticos: 1,3 | Alojamentos Turísticos: 31,4	Concentração relativa da oferta de alojamento a turistas **1,99%** Empreendimentos Turísticos: 0,34% | Alojamentos Turísticos: 3,63%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **11,3%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

14,3%

LOULE S. SEBASTIÃO

Concelho Loulé	**Freguesia** Loulé (São Sebastião)
Capacidade de alojamento a turistas por área territorial **1 374** Empreendimentos Turísticos: 117 | Alojamentos Turísticos: 1 257	Capacidade de alojamento a turistas por 1 000 habitantes **201,9** Empreendimentos Turísticos: 17,2 | Alojamentos Turísticos: 184,7
Capacidade de alojamento a turistas por km 2 **21,9** Empreendimentos Turísticos: 1,9 | Alojamentos Turísticos: 20	Concentração relativa da oferta de alojamento a turistas **1,89%** Empreendimentos Turísticos: 0,65% | Alojamentos Turísticos: 3,14%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **10,2%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

8,1%

LOULÉ – QUARTEIRA

	Concelho Loulé	**Freguesia** Quarteira

Capacidade de alojamento a turistas por área territorial **35 015** Empreendimentos Turísticos: 10 917 | Alojamentos Turísticos: 24 098	Capacidade de alojamento a turistas por 1 000 habitantes **1 433,9** Empreendimentos Turísticos: 447,1 | Alojamentos Turísticos: 986,8
Capacidade de alojamento a turistas por km 2 **917,7** Empreendimentos Turísticos: 286,1 | Alojamentos Turísticos: 631,6	Concentração relativa da oferta de alojamento a turistas **60,38%** Empreendimentos Turísticos: 60,55% | Alojamentos Turísticos: 60,22%
Qualidade da oferta em empreendimentos turísticos **77,6%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **48,6%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

44,7%

LOULE – SALIR

Concelho Loulé	Freguesia Salir
Capacidade de alojamento a turistas por área territorial **1 009** Empreendimentos Turísticos: 28 | Alojamentos Turísticos: 981	Capacidade de alojamento a turistas por 1 000 habitantes **412,2** Empreendimentos Turísticos: 11,4 | Alojamentos Turísticos: 400,7
Capacidade de alojamento a turistas por km 2 **5,4** Empreendimentos Turísticos: 0,1 | Alojamentos Turísticos: 5,2	Concentração relativa da oferta de alojamento a turistas **1,3%** Empreendimentos Turísticos: 0,16% | Alojamentos Turísticos: 2,45%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **4%**
Concentração relativa das Agências de Viagens e Turismo (Balcões) **2,5%**	

LOULE – UNIAO DE FREGUESIAS DE QUERENÇA, TOR E BENAFIM

	Concelho Loulé	**Freguesia** União de freguesias de Quere...

Capacidade de alojamento a turistas por área territorial **295** Empreendimentos Turísticos: 66 | Alojamentos Turísticos: 229	Capacidade de alojamento a turistas por 1 000 habitantes **117,1** Empreendimentos Turísticos: 26,2 | Alojamentos Turísticos: 90,9
Capacidade de alojamento a turistas por km 2 **2,9** Empreendimentos Turísticos: 0,6 | Alojamentos Turísticos: 2,2	Concentração relativa da oferta de alojamento a turistas **0,47%** Empreendimentos Turísticos: 0,37% | Alojamentos Turísticos: 0,57%
Qualidade da oferta em empreendimentos turísticos **0%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **1,7%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

0,6%

SILVES – ARMAÇÃO DE PERA

	Concelho Silves	Freguesia Armação de Pêra

Capacidade de alojamento a turistas por área territorial

8 468

Empreendimentos Turísticos: 2 117 | Alojamentos Turísticos: 6 351

Capacidade de alojamento a turistas por 1 000 habitantes

1 410,6

Empreendimentos Turísticos: 352,7 | Alojamentos Turísticos: 1 058

Capacidade de alojamento a turistas por km 2

1,1k

Empreendimentos Turísticos: 265 | Alojamentos Turísticos: 794,9

Concentração relativa da oferta de alojamento a turistas

56,57%

Empreendimentos Turísticos: 55,78% | Alojamentos Turísticos: 57,36%

Qualidade da oferta em empreendimentos turísticos

37,7%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

32%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

31,4%

SILVES – S BARTOLOMEU DE MESSINES

	Concelho Silves	Freguesia São Bartolomeu de Messines

Capacidade de alojamento a turistas por área territorial

744

Empreendimentos Turísticos: 20 | Alojamentos Turísticos: 724

Capacidade de alojamento a turistas por 1 000 habitantes

91,2

Empreendimentos Turísticos: 2,5 | Alojamentos Turísticos: 88,8

Capacidade de alojamento a turistas por km 2

3,1

Empreendimentos Turísticos: 0,1 | Alojamentos Turísticos: 3

Concentração relativa da oferta de alojamento a turistas

3,53%

Empreendimentos Turísticos: 0,53% | Alojamentos Turísticos: 6,54%

Qualidade da oferta em empreendimentos turísticos

0%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

13,3%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

2,9%

SILVES – S. MARCOS DA SERRA

Capacidade de alojamento a turistas por área territorial

82

Empreendimentos Turísticos: 60 | Alojamentos Turísticos: 22

Capacidade de alojamento a turistas por 1 000 habitantes

73,7

Empreendimentos Turísticos: 53,9 | Alojamentos Turísticos: 19,8

Capacidade de alojamento a turistas por km 2

0,5

Empreendimentos Turísticos: 0,4 | Alojamentos Turísticos: 0,1

Concentração relativa da oferta de alojamento a turistas

0,89%

Empreendimentos Turísticos: 1,58% | Alojamentos Turísticos: 0,2%

Qualidade da oferta em empreendimentos turísticos

0%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

1,3%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

0%

SILVES – SILVES

	Concelho Silves	Freguesia Silves

Capacidade de alojamento a turistas por área territorial **1 944** Empreendimentos Turísticos: 248 | Alojamentos Turísticos: 1 696	Capacidade de alojamento a turistas por 1 000 habitantes **182,3** Empreendimentos Turísticos: 23,3 | Alojamentos Turísticos: 159,1
Capacidade de alojamento a turistas por km 2 **11,1** Empreendimentos Turísticos: 1,4 | Alojamentos Turísticos: 9,7	Concentração relativa da oferta de alojamento a turistas **10,93%** Empreendimentos Turísticos: 6,53% | Alojamentos Turísticos: 15,32%
Qualidade da oferta em empreendimentos turísticos **27,4%**	Concentração relativa dos agentes de animação turística (Estabelecimentos) **29,3%**

Concentração relativa das Agências de Viagens e Turismo (Balcões)

25,7%

Silves – UNIÃO DAS FREGUESIAS DE ALCANTARILHA E PERA

	Concelho Silves	Freguesia União das freguesias de Alcan...

Capacidade de alojamento a turistas por área territorial

3 067

Empreendimentos Turísticos: 1 314 | Alojamentos Turísticos: 1 753

Capacidade de alojamento a turistas por 1 000 habitantes

614

Empreendimentos Turísticos: 263,1 | Alojamentos Turísticos: 351

Capacidade de alojamento a turistas por km 2

66,3

Empreendimentos Turísticos: 28,4 | Alojamentos Turísticos: 37,9

Concentração relativa da oferta de alojamento a turistas

25,23%

Empreendimentos Turísticos: 34,62% | Alojamentos Turísticos: 15,83%

Qualidade da oferta em empreendimentos turísticos

92,2%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

12%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

31,4%

SILVES – UNIAO FREGUESIAS DE ALGOZ E TUNES

Capacidade de alojamento a turistas por área territorial

563

Empreendimentos Turísticos: 36 | Alojamentos Turísticos: 527

Capacidade de alojamento a turistas por 1 000 habitantes

82,3

Empreendimentos Turísticos: 5,3 | Alojamentos Turísticos: 77,1

Capacidade de alojamento a turistas por km 2

12,5

Empreendimentos Turísticos: 0,8 | Alojamentos Turísticos: 11,7

Concentração relativa da oferta de alojamento a turistas

2,85%

Empreendimentos Turísticos: 0,95% | Alojamentos Turísticos: 4,76%

Qualidade da oferta em empreendimentos turísticos

0%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

12%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

8,6%

ALBUFEIRA

Capacidade de alojamento a turistas por área territorial

90 027

Empreendimentos Turísticos: 40 288 | Alojamentos Turísticos: 49 739

Capacidade de alojamento a turistas por 1 000 habitantes

2 038,5

Empreendimentos Turísticos: 912,2 | Alojamentos Turísticos: 1 126,2

Capacidade de alojamento a turistas por km 2

640

Empreendimentos Turísticos: 286,4 | Alojamentos Turísticos: 353,6

Concentração relativa da oferta de alojamento a turistas

26,55%

Empreendimentos Turísticos: 31,85% | Alojamentos Turísticos: 21,25%

Qualidade da oferta em empreendimentos turísticos

69,9%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

19,2%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

25,3%

Loule

Capacidade de alojamento a turistas por área territorial

58 049

Empreendimentos Turísticos: 18 031 | Alojamentos Turísticos: 40 018

Capacidade de alojamento a turistas por 1 000 habitantes

802,5

Empreendimentos Turísticos: 249,3 | Alojamentos Turísticos: 553,3

Capacidade de alojamento a turistas por km 2

76

Empreendimentos Turísticos: 23,6 | Alojamentos Turísticos: 52,4

Concentração relativa da oferta de alojamento a turistas

15,67%

Empreendimentos Turísticos: 14,25% | Alojamentos Turísticos: 17,09%

Qualidade da oferta em empreendimentos turísticos

82,2%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

11,6%

Concentração relativa das Agências de Viagens e Turismo (Balcões)

20,4%

Silves

Capacidade de alojamento a turistas por área territorial

14 868

Empreendimentos Turísticos: 3 795 | Alojamentos Turísticos: 11 073

Capacidade de alojamento a turistas por 1 000 habitantes

393,7

Empreendimentos Turísticos: 100,5 | Alojamentos Turísticos: 293,2

Capacidade de alojamento a turistas por km 2

21,9

Empreendimentos Turísticos: 5,6 | Alojamentos Turísticos: 16,3

Concentração relativa da oferta de alojamento a turistas

3,86%

Empreendimentos Turísticos: 3% | Alojamentos Turísticos: 4,73%

Qualidade da oferta em empreendimentos turísticos

54,8%

Concentração relativa dos agentes de animação turística (Estabelecimentos)

4,9%

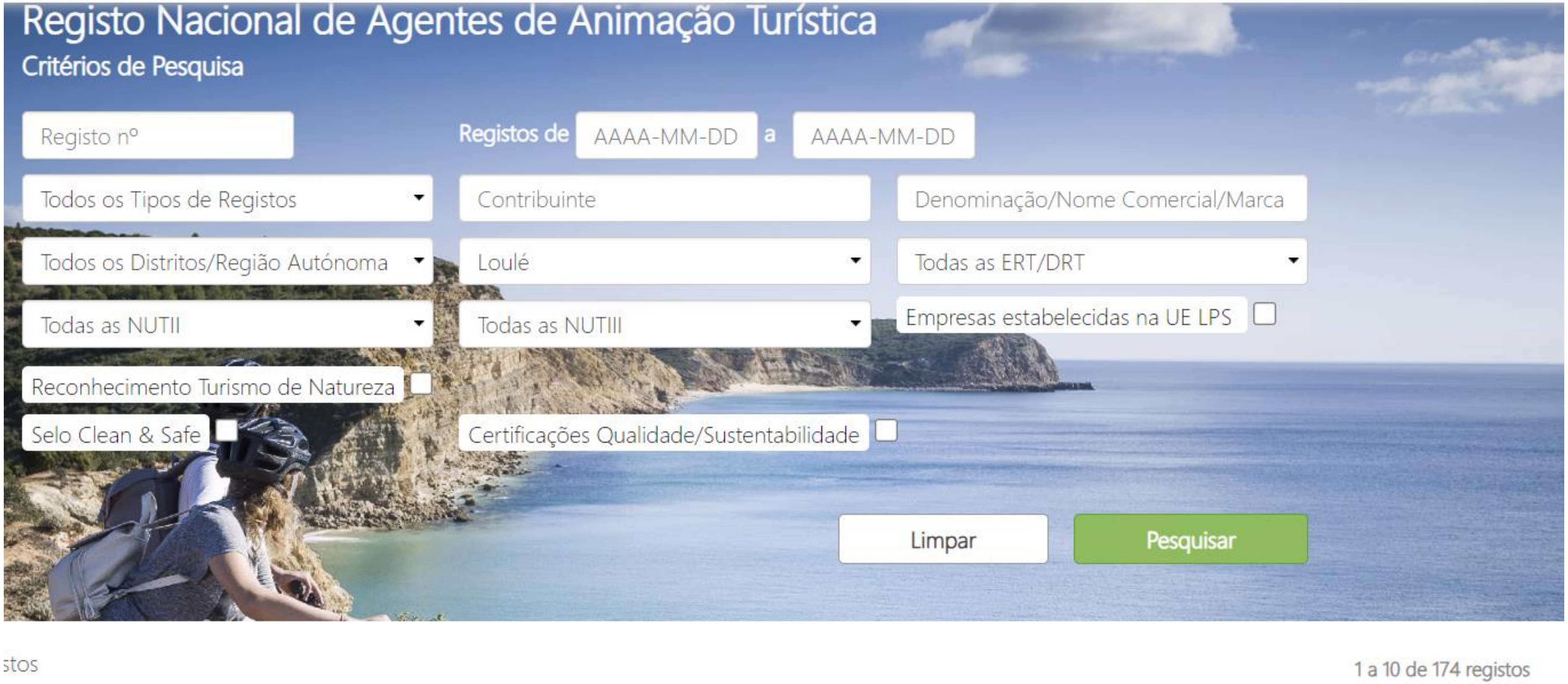
Concentração relativa das Agências de Viagens e Turismo (Balcões)

4,4%

Appendice 12- National Register of Tourist Activity Agents

tos

1 a 10 de 295 registos


Registo Nacional de Agentes de Animação Turística
Critérios de Pesquisa
Registo nº
Registos de
AAAA-MM-DD
a
AAAA-MM-DD
Todos os Tipos de Registos
Contribuinte
Denominação/Nome Comercial/Marca
Todos os Distritos/Região Autónoma
Loulé
Todas as ERT/DRT
Todas as NUTII
Todas as NUTIII
Empresas estabelecidas na UE LPS
Reconhecimento Turismo de Natureza
Selo Clean & Safe
Certificações Qualidade/Sustentabilidade
Limpar
Pesquisar
stos
1 a 10 de 174 registos


Registo Nacional de Agentes de Animação Turística
Critérios de Pesquisa
Registo nº
Registos de
AAAA-MM-DD
a
AAAA-MM-DD
Todos os Tipos de Registos
Contribuinte
Denominação/Nome Comercial/Marca
Todos os Distritos/Região Autónoma
Silves
Todas as ERT/DRT
Todas as NUTII
Todas as NUTIII
Empresas estabelecidas na UE LPS
Reconhecimento Turismo de Natureza
Selo Clean & Safe
Certificações Qualidade/Sustentabilidade
Limpar
Pesquisar
stos
1 a 10 de 79 registos