

Community involvement and management organisations' interaction in a UNESCO classified area: issues from Porto World Heritage Site

Susana Rachao
Polytechnic Institute of Viana do Castelo
susanarachao@hotmail.com

Olga Matos
Polytechnic Institute of Viana do Castelo
omatos@estg.ipvvc.pt



www.tourism-student-conference.com

AIM OF THE RESEARCH

To analyse the interaction between the local community and the key organisations involved in the management of Porto WHS concerning its urban planning, tourism and social development and provide recommendations to its improvement.

OBJECTIVES

Objective 1

To identify major urban, social and tourism information problems existing in the classified area;

Objective 2

To analyse the main management issues highlighted by local organisations and by local community;

Objective 3

To propose recommendations to boost local sustainable tourism through the improvement of the relational and involvement of local community to the classified area.

BACKGROUND OF THE STUDY AREA

FLAGSHIP EVENTS



1996 – World Heritage Site list;

2001 – European Cultural Capital;

2012 – European Best Destination;

2014 – European Best Destination;
3rd Best European Airport.

Source: <http://www.pandaempresas.net/?link=portugal/mapa-porto.php>

BACKGROUND OF THE STUDY AREA

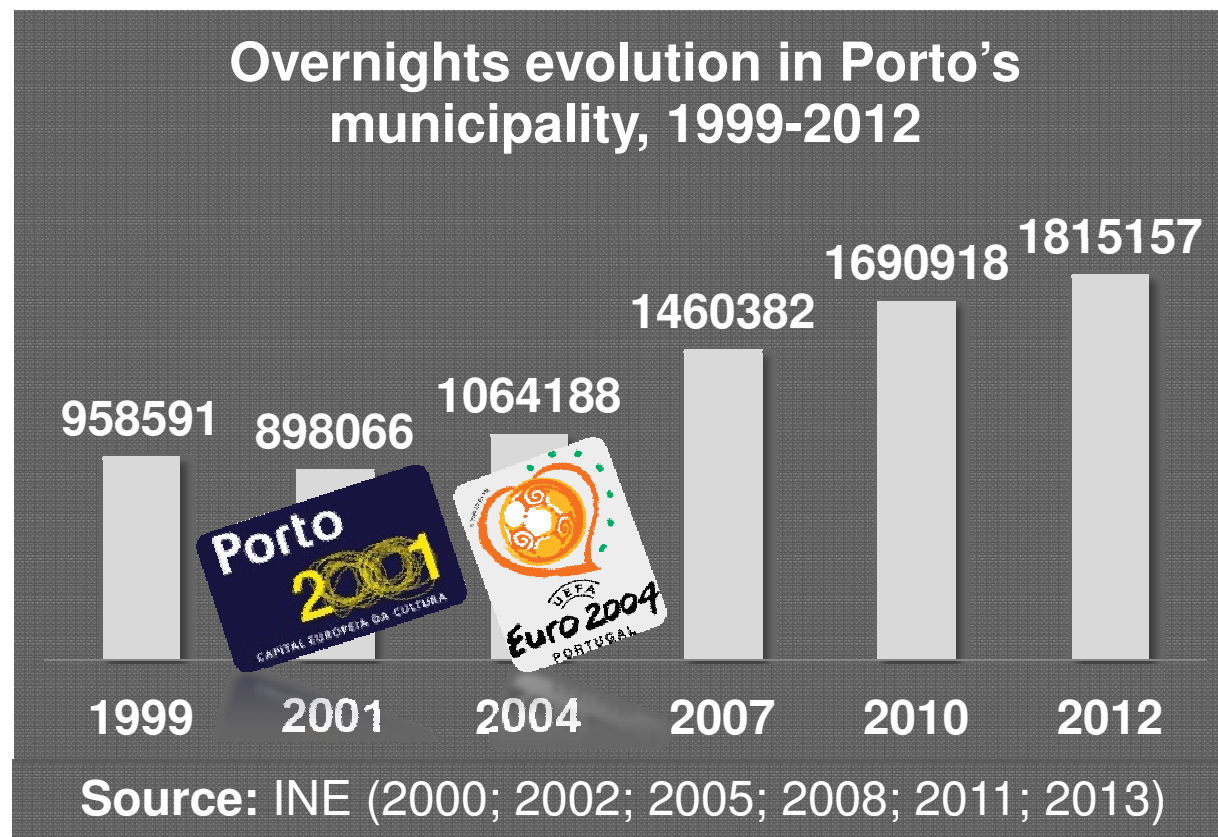
HISTORIC CENTRE OF PORTO WHS LIMITS



Source: <http://www.portopatrimoniomundial.com/planta-area-classificada.html>

BACKGROUND OF THE STUDY AREA

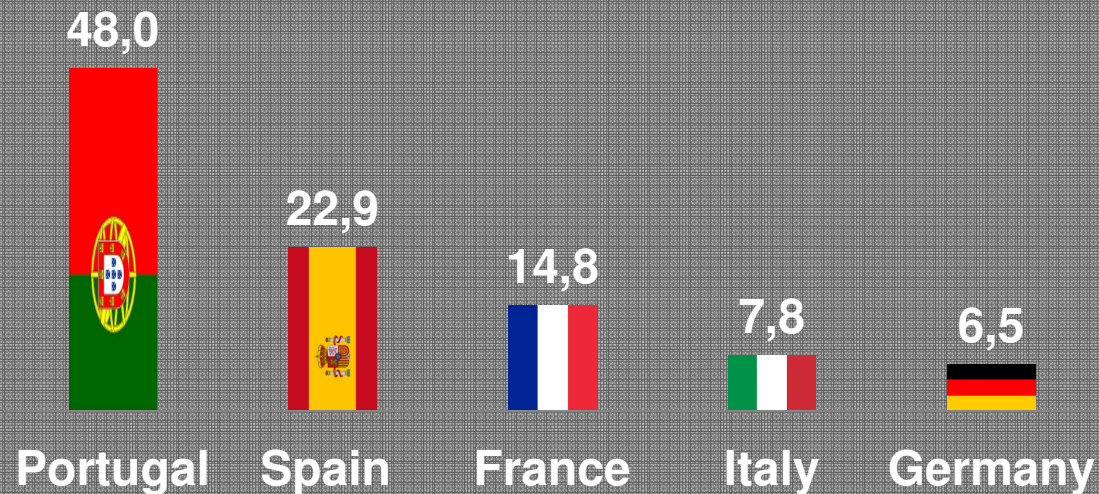
TOURISM DEMAND



BACKGROUND OF THE STUDY AREA

TOURISM DEMAND

Overnights in Porto's municipality
accommodation according to
country of residence, 2012 (%)



Source: INE (2013)

Motivations
Source:
IPDT (2013)



COMMUNITY INVOLVEMENT

Murphy (1985)

“... has become a key element to tourism development and planning”.

ICOMOS (1999)

“...the rights and interests of the host community [...] should be respected”.

Kusumahadi (2007)

**ECONOMIC
EMPOWERMENT**
Access towards capital
and resources.

**SOCIAL
EMPOWERMENT**
Community social life
development.

**CULTURAL
EMPOWERMENT**
Conservation and
revitalisation of local
values.

**POLITICAL
EMPOWERMENT**
Local community
rights.

COMMUNITY INVOLVEMENT

“Know local community needs
and perceptions about new
development” (Presenza *et al.*,
2013:22)



SUSTAINABILITY

90's Buzzword

SUSTAINABLE TOURISM

- **New products** (Godfrey, 1993);
- **Tourism development without compromising future generations”** (Tosun, 1998);
- **Improvements in community resources** (UNWTO, 2011).

SUSTAINABLE TOURISM

Sustainability of a tourism destination

When the views of stakeholders which influencing local tourism development **converge with each other** and **with local residents interests** (Del Chiappa, 2012).

RESEARCH QUESTIONS

Are local community being effective involved in the development plans of Porto's Historic Centre WHS?

Are planners and managers implementing strategies together to gain local community support?



RESEARCH METHODOLOGY

Secondary sources	Scientific articles; Official statistical data;	
Primary sources	Questionnaires to local community	Interviews to local management organisations
Sampling technique	Convenience sampling	Convenience sampling
Sample size	151	4
Data collection technique	Face-to-face structured interviews	Structured interviews
Data collection	January until June 2012	January until June 2012
Data analysis	SPSS version 18.0	Content analysis

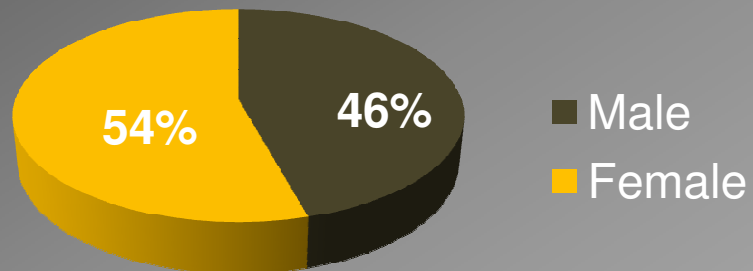
RESULTS AND FINDINGS

<i>Research Topic</i>	<i>Organisation's Responses</i>			
	Porto Lazer (City Hall's Tourism Department)	Infante D. Henrique (Local Association)	PAUP (Portuguese Association of Urban Planners)	Porto Vivo (Urban Rehabilitation)
Main activities developed	Popular Festivals; Sports & Music Events.	Open community debates.	Journeys of Urbanism.	Open debates; Flea Market (2 nd hand fair).
Communication between	Creative contests and walking trails for locals.	Intermediary between private and public stakeholders.	No initiatives.	Boosts cooperation between stakeholders.
Organisations' perceptions of community opinion	Relationship must be improved.	Local community "mistrust".	No perception.	"Daily basis" relationship.

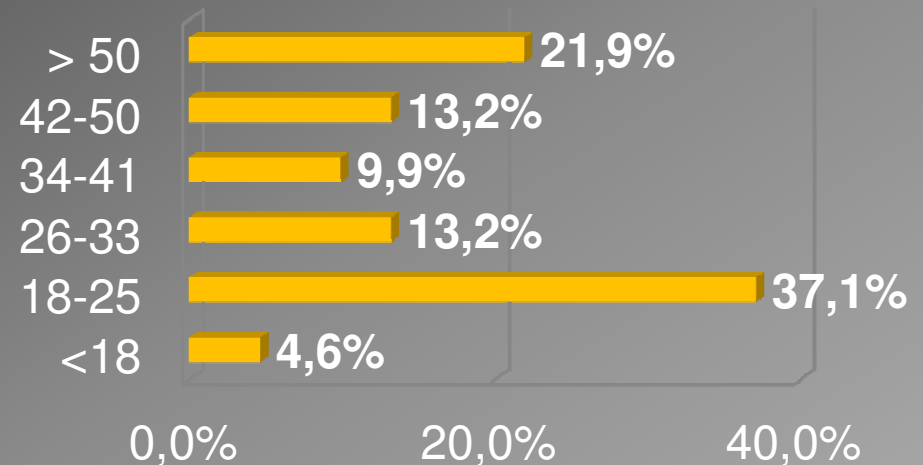
RESULTS AND FINDINGS

SOCIODEMOGRAPHIC PROFILE

Gender

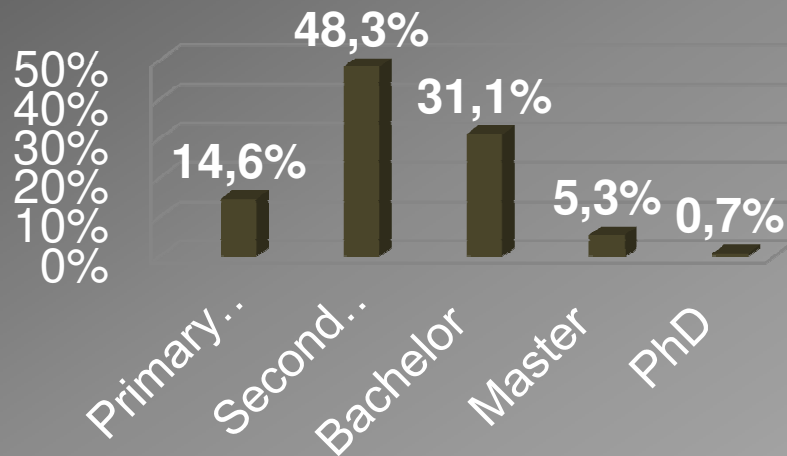


Age

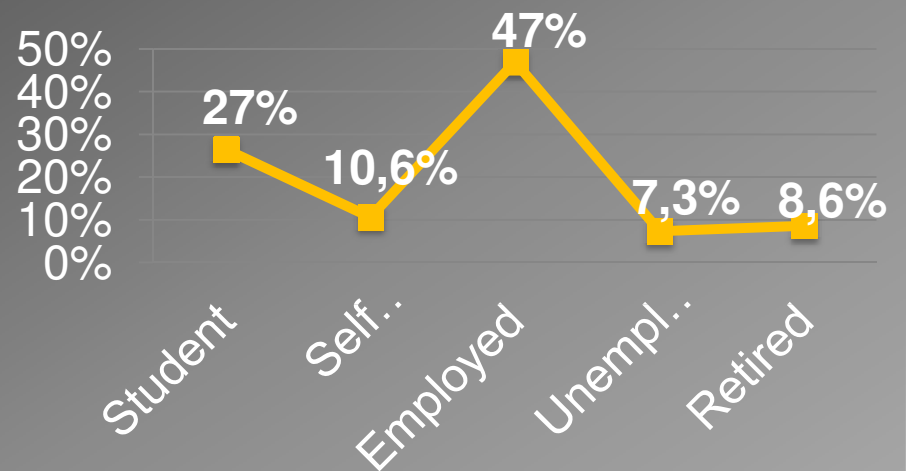


RESULTS AND FINDINGS

Educational Qualifications



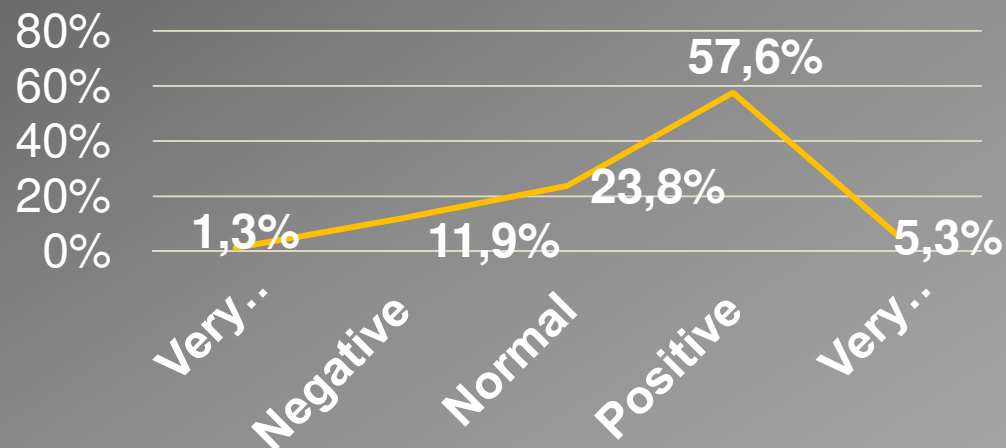
Current Position



RESULTS AND FINDINGS

Knowledge about the WHS's perimeter

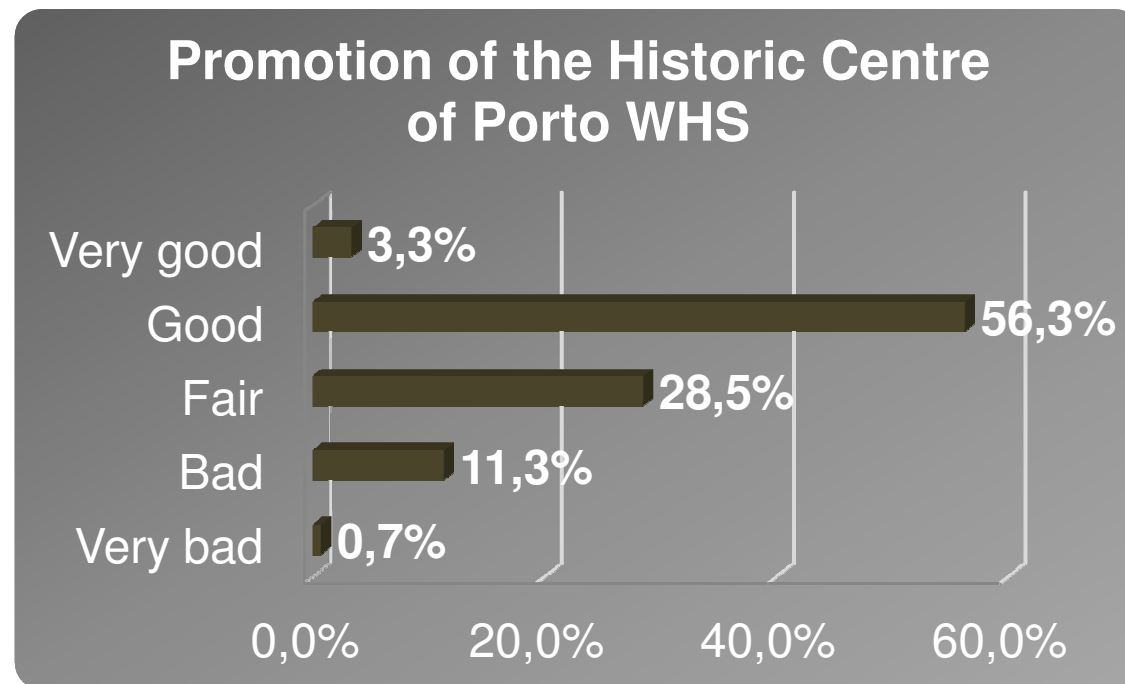
Local community image of WHS's classification



YES
(21,2%)

NO
(78,8%)

RESULTS AND FINDINGS



RECOMMENDATIONS

Issue 1

The lack of activities focused in the local community of the Historic Centre.

Recommendation 1

The development of local creative industries events which use local materials and local know-how providing a way to involve the local community and consequently attract alternative tourism market segments.

RECOMMENDATIONS

Issue 2

The low interaction between the public and private stakeholders and the local community.

Recommendation 2

The development of collaborative planning which goal should promote communication and equality between players for solving local management issues.

RECOMMENDATIONS

Issue 3

The lack of “humanization” of city planners.

Recommendation 3

Citizens are the major consumers of the Historic Centre and representatives of its culture. So, it is important to boost “relational strategies” since strategic plans are “from people to people”.

FUTURE RESEARCH AND LIMITATIONS

**Comparing
different WHSs to
assess the levels
of interaction
between
stakeholders.**

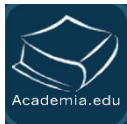
**Assess the type
and intensity of
community
participation in a
WHS.**

“People are the greatest asset” (Porto’s Mayor)

Prós e Contrás, Porto Sentido. RTP1, 2014 February 10. 22.00 hrs.

M.S. Susana Rachao

susanarachao@hotmail.com



<https://ipvc.academia.edu/SusanaRachao>



<http://pt.linkedin.com/pub/susana-rachao/2b/995/a93>