

Tourism Dynamics and Architectural, Cultural and Symbolic Heritage: The Case of Oporto City Centre

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Abstract:

Tourism is, nowadays, one of the most important economic activities. European cities compete for attracting visitors and tourists, using urban marketing strategies to ensure their visibility and projection at European and global level. The design and implementation of innovative architectural and urban projects and the realization of scientific, cultural or sporting events are instruments for attracting investment and people.

The identity and image of the city are differentiating factors that determine their competitiveness and that are translated in its architectural, historical, socio-cultural heritage, in its climatic features, its gastronomy and, increasingly, in the experiments, experiences and animation provided by the city.

In Oporto, tourism has had an increasing importance in recent years due to diverse factors. There is an increasing visibility of the city at national and international level. The main goals of public policies in this matter are mainly related with the creation of a city brand – Oporto brand, enhancing the identity and characteristics of the city in general and in particular of the city centre. A main objective is also to promote and hold events all year long mitigating the seasonality effects that characterize tourism industry.

In this work, it is our objective to analyse the recent dynamics of tourism in Oporto city centre. We used a methodological approach that combines quantitative and qualitative methods, namely the analysis of statistical indicators and interviews to Oporto city centre agents. The strengths, weaknesses, the opportunities and challenges of the local tourism sector are systematized.

Keywords: Oporto City Centre; Tourism Dynamics; Cultural Heritage; Symbolic References; City Marketing

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Resumo:

O turismo é, na atualidade, uma das mais importantes atividades económicas. As cidades europeias competem entre si pela atração de visitantes e turistas, recorrendo a estratégias de marketing urbano para assegurar a sua projeção a nível internacional. A conceção e implementação de projetos urbanos e arquitetónicos inovadores e a realização de eventos científicos, culturais ou desportivos são usados como formas de atração de pessoas e de investimento.

A identidade e imagem da cidade constituem-se como fatores diferenciadores que determinam a sua competitividade, traduzindo-se no património arquitetónico, histórico e sócio-cultural, nas condições climáticas, na gastronomia e, de forma crescente, nas experiências e na animação que a cidade propicia.

No Porto, o turismo adquiriu uma crescente importância nos últimos anos, o que se deve a diversos fatores. Verifica-se uma crescente visibilidade da cidade a nível nacional e internacional. Os principais objetivos das políticas públicas nesta matéria estão relacionados, sobretudo, com a criação da Marca Porto, projetando a identidade e as características da cidade, em geral, e do seu centro, em particular. Uma das principais medidas consiste na promoção de eventos durante todo o ano, mitigando assim os efeitos de sazonalidade que caracterizam a indústria do turismo.

Neste trabalho, constitui nosso objetivo analisar as dinâmicas recentes do turismo no centro do Porto, sistematizando os pontos fortes, os pontos fracos, as oportunidades e os desafios do setor do turismo local. Para o efeito, recorreu-se a uma abordagem metodológica que combina métodos quantitativos e qualitativos, designadamente a análise de indicadores estatísticos e a realização de entrevistas a agentes locais.

Palavras-chave: Centro do Porto; Dinâmicas do Turismo; Património Cultural; Referências Simbólicas; Marketing Urbano

Resumen:

El turismo es hoy una de las actividades económicas más importantes. Las ciudades europeas compiten entre sí por la atracción de visitantes y turistas, utilizando estrategias de marketing urbano para asegurar su proyección a nivel internacional. El diseño e implementación de proyectos urbanos y de arquitectura innovadores; así como la realización de eventos científicos, culturales y deportivos se utilizan como formas de atraer a personas e inversiones.

La identidad y la imagen de la ciudad son factores diferenciadores que determinan su competitividad, traduciendo hasta el patrimonio arquitectónico, histórico y sociocultural, las

condiciones climáticas, la gastronomía y, cada vez más, las experiencias y entretenimiento que ofrece la ciudad.

En los últimos años, el turismo ha adquirido progresivamente más importancia en Porto, lo cual se debe principalmente a varios factores. Hay una creciente visibilidad de la ciudad a nivel nacional e internacional. Los principales objetivos de las políticas públicas en esta área están relacionados principalmente con la creación de la Marca Porto, proyectando la identidad y las características de la ciudad en general y de su centro en particular. Una medida clave es la promoción de eventos durante todo el año, mitigando así los efectos de la estacionalidad que caracterizan a la industria del turismo.

En este trabajo, nuestro objetivo es analizar la dinámica reciente de turismo en el centro de Porto, a través de la sistematización de las fortalezas, debilidades, oportunidades y retos del sector turístico local. Con este fin, hemos utilizado un enfoque metodológico que combina métodos cuantitativos y cualitativos, incluyendo el análisis de los indicadores estadísticos y la realización de entrevistas con actores locales.

Palabras Clave: Centro del Porto; Dinámica del Turismo; Patrimonio Cultural; Referencias Simbólicas; Marketing Urbano

1. Introduction

At the end of the 20th century, was recognised the important role that tourism plays in economic development of countries, by creation of wealth and employment (Fayos-Solá, 1996).

At present, cultural industries are considered drivers of economic activity, linking up to what is the world's largest industry nowadays – tourism (Soja, 2013).

Recently, in academia, there has been a particular interest in the relation between tourism specialization and economic growth. Studies reveal that tourism dynamics are related with the existence of natural, cultural and historical resources and that places with relative abundance of these resources have comparative advantages (Sequeira and Nunes, 2008).

Tourism is a complex industry that affects and interconnects with a wide range of areas (Mei *et al.*, 2012, Hjalager, 2015). Interaction and interleaved bonds between sectors should be considered for the development of tourism industry (Yildiz and Akbulut, 2013).

Cities aim to create distinction in order to distinguish them from other destinations (Yildiz and Akbulut, 2013). Trademarks are used to project the image and to recognition of products

that cities offer. Entrepreneurs in tourism sector put great effort in creation, maintenance and grow of their brands (Hjalager, 2007).

Tourism is an economic and social phenomenon. It refers to the willingness of consumers to spend money to buy products or experiences in a certain period of time. So it is constrained by the amount of time and money that consumers have (Serra *et al.*, 2014).

Consumers constantly renew their needs and above all their desires and expectations, change their behaviors and lifestyles, which has direct consequences for trade activities.

There are several factors that have led to an increasing tourist attractiveness of Oporto in recent years.

There is an increasing visibility of the city at national and international level. The main goals of public policies in this matter are mainly related with the creation of a city brand – Oporto brand, enhancing the identity and characteristics of the city in general and in particular of the city centre. A main objective is also to promote and hold events all year long mitigating the seasonality effects characteristic of the tourism industry. Agents of Oporto recognize the importance of tourism to economic development of city centre. Entrepreneurs are quite aware of consumers' needs and expectations. It is our objective to analyse the recent dynamics of tourism in Oporto city centre. Our results are based in official statistical information and in 24 semi-structured face-to-face interviews, made during 2015, to entrepreneurs of different types and formats (fixed establishments and urban markets) of economic activity. We used also direct observation.

In what concerns to the structure of this work, we first explain the main theories and empirical evidence related with tourism activity in urban context. Then, we explore recent developments in tourism sector in Oporto city centre, framing them in recent city dynamics. Finally, we present the main conclusions of this research.

2. Theories and empirical evidences of tourism dynamics in urban economy

Travel and tourism are causes and results of globalization (Hjalager, 2007). Decades of 1930s and 1940s were marked by social changes that led to the appearance of new forms of tourism. Fayos-Solá (1996) argued that this period was marked by mass tourism or Fordian tourism, characterized by an offer of standardized and at a good price holiday to consumers that search mainly sun and beaches, in a different environment. The author argue that in 1980s a *New Age of Tourism* emerged due to new consumer's needs, new technologies available and new forms of

production and management. This *New Age of Tourism* was marked by an in-depth knowledge of consumer's expectations, an efficient system of communication and information, distribution of products and flexibility (in reservation and payment methods, for example) in order to be competitive with the development of old standardized products (Fayos-Solá, 1996).

In the 90s of the 20th century, the dynamics and impacts of economic globalization became particularly evident (Seixas, 2013). Globalization affects economic, social, cultural and political levels of urban development (Yildiz and Akbulut, 2013). Economic and social development stemming from globalization influence changes related with local government and management practices (Beaumont and Dredge, 2010). Instead the loss of importance of local in new geographies marked by global influence, it occurs the affirmation of both the global and the local. Glocalization, in the interconnection between the different scales of action and influence, has become one of the most important phenomenon of contemporaneity (Seixas, 2013).

At the end of the 20th century, it was recognised the important role that tourism plays in economic development of countries, by creation of wealth and employment (Fayos-Solá, 1996).

After the high-tech industries and financial services as engines of urban growth, at present, cultural industries are considered drivers of economic activity, linking up to what is the world's largest industry nowadays – tourism (Soja, 2013).

It was only in the beginning of the 21st century that tourism attracted attention in the scientific literature on economic development. Recently, there has been particular interest in the relation between tourism specialization and economic growth (Sequeira and Nunes, 2008). Researchers aim to analyse whether tourism dynamics causes economic growth, and to what extent, or if economic development contributes to growth in tourism sector (Pablo-Romero and Molina, 2013).

Studies reveal that tourism dynamics are related to the existence of natural, cultural and historical resources and that places with relative abundance of these resources have comparative advantages (Sequeira and Nunes, 2008).

Governance is increasingly associated with tourism. Since the 90s of the 20th century that governance approach has a prominent role on tourism policy literature. It has implications in tourism sustainability, in that it influences relations between policy actors, the state's action capacity and the selection of policy instruments and indicators (Hall, 2011).

There are an increasing number of studies related with local tourism policy-making, networks, impact of different network arrangements and collaboration and organizational complexity. In the increasingly networked tourism sector, the effectiveness of tourism

governance depends on the effectiveness of institutional processes and structures (Beaumont and Dredge, 2010).

Tourism is a complex industry that affects and interconnects with a wide range of areas (Mei *et al.*, 2012, Hjalager, 2015). Interaction and interleaved bonds between sectors should be considered for the development of tourism industry (Yildiz and Akbulut, 2013).

Urban planners, urban designers and architects are working together with the aim of designing buildings and public spaces and create cultural, artistic and symbolic activities and events that project the city and streamline its tourist attractiveness (Table 1). Cities are working to make them unique, to distinguish them from other destinations (Yildiz and Akbulut, 2013). Trademarks are important to the products' image and recognition. Nowadays, entrepreneurs in tourism sector put great effort in creation, maintenance and grow of their brands (Hjalager, 2007).

Innovation and adaptation are inherent to natural activity of tourism agents. Their goal is to offer new or different products or experiences to continue to attract customers and reach new audiences, in order to increase their productivity and performance and make them more recognised and profitable (Mei *et al.*, 2012, Hjalager, 2015). There are many studies that present evidences that accommodation, restaurants and transportation companies are not particularly innovative; instead, attractions and travel agencies are considered more slightly innovative. Innovations in tourism, more than in other economy sectors, occur in networks and through external ideas (Hjalager, 2015). According to Hjalager (2015), tourism innovations can be framed in impact categories: i) properties and varieties of goods and services as experiences to tourists; ii) social and physical efficacy; iii) productivity and efficacy in tourism enterprises; iv) new destinations formation; v) mobility to and within destinations; vi) information transfer within and across organizational boundaries; vii) institutional logic and relations power.

Urban renewal projects	<ul style="list-style-type: none"> Re-transformation of port districts and coastal regulations Opening new museums The new additions to the fabric of the historical city Theme parks Re-use of historical buildings Architectural competitions organised by central and local governments Prestigious landscape Producing metropolitan centres
Innovative Approaches	<ul style="list-style-type: none"> Innovative approaches to accommodation services (hotels with different concepts) Innovative, technological and ecological approaches in architecture
Cultural Organizations	<ul style="list-style-type: none"> Festivals Design and fashion weeks, fairs Guided tours, city walks Local meetings, lectures Courses in art education Concerts The cultural capitals
Sport Events	<ul style="list-style-type: none"> Olympics World cups Tournaments Local races

Table 1. Examples of activities used to project cities

Source: Yildiz, 2013: 298-299

Tourism sector is extremely sensitive to world macro-economic conjuncture. Tourism demand is affected by issues like economic crises, insecurity, health conditions, natural disasters, wars, political instability or terrorism (Pablo-Romero and Molina, 2013).

Tourism is an economic and social phenomenon. It refers to the consumers' willingness to spend money to buy products or experiences in a certain period of time, so it is constrained by the amount of time and money that consumers have (Serra *et al.*, 2014).

Consumers constantly renew their needs and, above all, their desires and expectations, change their behaviours and lifestyles, which have direct consequences for trade activities. This implies challenges to entrepreneurs, in order to survive, which leads them to introduce new concepts, innovative environments and new goods and services or goods and services with distinguishing characteristics (Cachinho, 2014). Consumer preferences are today much more heterogeneous and of highly individual nature (Seixas, 2013). In urban contexts, this society's individualization increased the needs of more entertainment and cultural activities (Yildiz and Akbulut, 2013).

Institutional theory is used as theoretical basis in many tourism studies, focused mainly in research areas such as entrepreneurship, innovation, institutional arrangement, governance structures and public policy. Institutions are defined as the game's rules or humanly-devised structures that provide incentives and constraints to economic actors. They represent the social

rules that are developed in and through history. There are studies that prove that different types of tourism organization are influenced by institutional environment. And there is also evidence that organizations are active agents that, through action of managers or entrepreneurs, have influence in institutions, altering them (Lavandoski *et al.*, Fevereiro 2014). Estrin *et al.* (2013) and Simón-Moya *et al.* (2014) emphasize the importance of the institutional context to entrepreneurship. Authors refer that institutions can be formal (such as the laws or regulations where are defined the economic incentives and bureaucratic costs that influence individual and organizational choices) or informal (social, cultural or religious norms, customs, traditions, beliefs). Informal institutions are socially rooted and are, therefore, more difficult to change. They develop informally over time.

In the last two decades, there has been a strengthening of research in entrepreneurship, with particular attention to the spatial dimension of entrepreneurial activities and its causes and effects (Bosma and Sternberg, 2014). It is considered that entrepreneurship has a positive effect on economic growth by generating economic activity (Castaño *et al.*, 2015, Galindo and Méndez, 2014, Audretsch, 2015).

The scientific literature explains entrepreneurship as a product of local context and individuals' characteristics. Entrepreneurship process depends on the opportunities offered by the territories and the capacity and motivation of individuals to identify, evaluate and exploit these opportunities (Bosma and Sternberg, 2014, Boschma and Martin, 2010).

A growing number of academic studies show that entrepreneurial activity is strongly influenced by the institutional context: the entrepreneurs' strategies reflect the opportunities and limitations set by institutions. They create the incentive structures that determine the choice of being entrepreneur. They also influence the entrepreneurship type and business dimension. (Estrin *et al.*, 2013, Simón-Moya *et al.*, 2014). In scientific literature are identified two fundamental types of entrepreneurship according to motivation: entrepreneurship by opportunity and entrepreneurship by necessity (Bosma and Sternberg, 2014).

Castaño *et al.* (2015) noted the importance of cultural factors and economic performance of the territories, to the extent that this performance, being positive, generates positive economic expectations and improves the perception of opportunities, motivating individuals to engage in entrepreneurial activities.

Since the gos of the 20th century that governance approach has a prominent role on tourism policy literature. It has implications in tourism sustainability, in that it influences relationships

between policy actors, the action capacity of state and the selection of policy instruments and indicators (Hall, 2011).

In a work related with governance and networks, Beaumont and Dredge (2010) examined three types of local tourism networks in Redland City, in State of Queensland, Australia: i) a council-led network governance structure, ii) a participant-led community network governance structure and iii) a local tourism organization-led industry network governance structure. They conclude that these different types of networks may be better or worse successful in achieving good local tourism governance depending on local characteristics and specificities.

Hall (2011) considers that the work of Beaumont and Dredge is useful at an operational level, but can't be applied to conceptualisations of governance behind intervention and policy choice. Michael Hall present four types of governance with implications in tourism policy analysis: Hierarchies, Communities, Networks and Markets. The author argues that although literature in tourism stresses the role of public-private relations, hierarchies remain a significant governance type because of the continuous importance of state in international relations, the enforcement of international regulations and the ongoing importance of laws and regulations as mechanisms of state control. However, hierarchical governance has become weakened because of globalization and the strengthening of political powers at local level. Markets have an increased role as a governance mechanism, namely by corporatization and / or privatization of tourism functions that were in the domain of the state. This doesn't mean that government ceases to influence the market; instead, state uses other forms of intervention (such as financial incentives, tax incentives, among others) to encourage tourism industry to move in particular directions. Networks have a particular attention in tourism policy and planning because it is recognized that they may facilitate coordination of public and private interests and resources. Communities are a governance type very much influenced by citizen involvement and public participation in tourism public policymaking. These modes of governance could change over time, reflecting the dynamic structures of governance and public policymaking.

The role of public policies in tourism development has long been an issue of interest in academia (Hall, 2011).

Traditionally, public policies related with tourist destinations focused on attracting a greater number of visitors, through promotional activities of local places. Despite promotional activities remain a key component, in many destinations it has been replaced or supplemented by strategies of change in tourism offer, with the aim of making it more environmentally sustainable and above all more appealing to new public willing to pay for quality and new experiences (Henriksen and Halkier, 2009). Fayos-Solá (1996) argued that issues like

globalization of markets, segmentation of demand, the creation of integrated value in tourism activities, the availability of new technologies, the demand for sustainable initiatives and the challenge of competitiveness through quality and efficiency create the need of new forms in public management. The author states that in a first generation of tourism policy, which marked the first decade of mass tourism (1930s), the approach was predominantly quantitative; the aim was to increase the number of tourists and the volume of receipts. The crisis of 1970s and beginning of 1980s, when tourism was up and down, originated a second generation of tourism policy, characterized by concerns with social, economic and environmental impacts of tourism activity and with the integration of tourism policies in general policies of economic development. Legal, economic and financial instruments were used to increase the contribution of tourism to the well-being of destination's residents and workers. The resurgence of entrepreneurial paradigm, in the mid of 80s of the 20th century, originated a third generation of tourism policies, marked by entrepreneurial competitiveness, quality and efficiency. Issues like social, economic and environmental impacts on tourism regions were on the agenda in order to guarantee the long-term viability of tourism sector success. In this new form of policy, the private initiatives were essential, but also the public-private partnerships.

In what concerns to the work of Fayos-Solá, Henriksen and Halkier (2009) consider that the typology proposed was a systematization of paradigms in terms of tourism policies built over time: a first generation marked by *more of the same*, a second generation marked by *more of most* and a third generation marked by *more of the best*. The authors state that the establishment of strong mutual network dependencies is a requirement for policy change, towards more effective and efficient local tourist development strategies. They consider also (in 2009) that the development of new experiences able to attract more and new tourists would be the great challenge of the near future.

Local governments have increasingly supported a pro-economic development approach of local tourism policy, stressing the marketing and promotion of tourism, and in some cases the establishment of public-private partnerships (Beaumont and Dredge, 2010).

The evolution of European urban policy, among other things, goes towards the city marketing: promoting the city and the development of image styling for the business and tourist markets (Seixas, 2013).

In the increasingly transnational world system, destinations seek to be the most competitive in order to remain in the global tourism industry. In this sense, there has been an increasing focus on innovation in order to achieve competitive advantage in tourism (Mei *et al.*, 2012).

3. Tourism dynamics in Oporto city centre

In this work, we analyse tourism dynamics in Oporto city centre.

In terms of geographical area, it should be noted that there is no formally defined and agreed limit of the Oporto city centre, whether in academia or within public decision.

In Figure 1, it is represented both the limit of Oporto Historic Centre and the limit of central Urban Rehabilitation Areas, assumed by municipality. City centre is considered broader than the Historic Centre, but not as extensive as the limit of Urban Rehabilitation Areas. We consider the limit of Urban Rehabilitation Areas as city centre, because it would be reductive and misleading choose the other limit. Statistical information available to our analysis scale is scarce. We use a data collection mixed-method, combining quantitative and qualitative approaches.

Our results are based in official statistical information available and in 24 semi-structured face-to-face interviews, made during 2015, to entrepreneurs of different types and formats (fixed establishments and urban markets) of economic activity.

We used content analysis to analyse the interviews. This is considered one of the most elaborate techniques in the field of documentary observation (Bravo, 1994).

We used also direct observation, using a framework with aspects on which it was intended to gather information as a guide. The news of newspapers and magazines were also taken into account, because they reflect what is going on in the city.

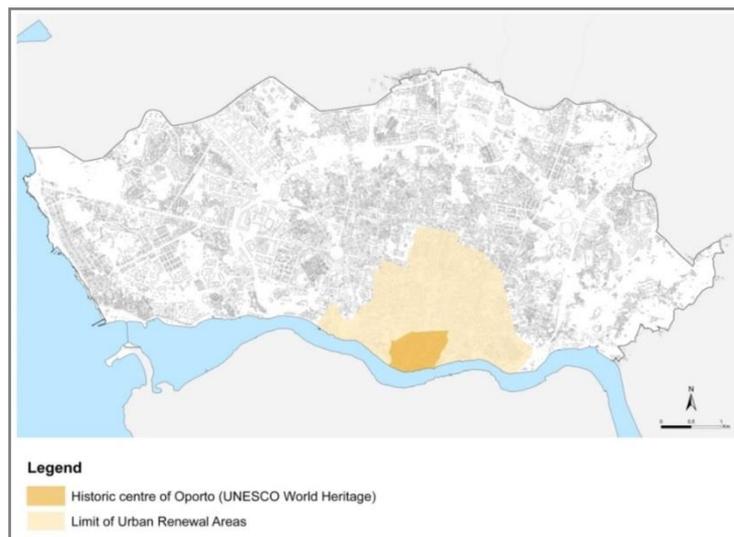


Figure 1. Reference limits of city centre

Source: Authors, 2015

3.1 Oporto city background

There are several factors that have led to an increasing tourist attractiveness of Oporto in recent years. This is due to its landscape, its architectural, historical and cultural heritage, the international projection of emblematic equipments (such as the House of Music or Serralves Foundation) or buildings (like Lello Bookstore or Café Majestic, both in city centre). And because of the Oporto Historic Centre (classified as World Cultural Heritage in 1996 and as official national monument in 2010) , but also because of Port wine, gastronomy, cultural and leisure events and nightlife (*Movida*) that city has and offers. The growing international projection of the city is due, in large extent, to the proximity of Francisco Sá Carneiro Airport and the growing number of low-cost flights and new aviation routes, generating a greater influx of foreign tourists. In 2015, Oporto took first place in the "Travelers' choice" list of TripAdvisor in the category *High season best destinations in Europe*. This is just an example of many awards that city has conquered in the last years as tourism destination.

These dynamics are associated with an increased number of accommodation businesses, an environment where traditional formats coexist with more modern ones (that hostels are a good example).

The number of hotel beds is considered a significant indicator of tourism potential of cities (Yildiz and Akbulut, 2013). There is evidence in Oporto, in recent years, of an increasing accommodation capacity, increasing quantity of overnight stays registered in accommodation and the growth of earnings by hotels (Table 2).

Oporto is a city where mass tourism coexists with tourism niches, with particular emphasis on the business tourism or tourism related to scientific meetings.

In terms of public strategies, there is a focus of the municipality on minimizing the effects of seasonality by promoting differentiated events throughout the year. There is a concern to enhance economic sustainability of tourism, through bringing people not only in the high season, but also in the low season through cultural and sporting events. Another important goal of city council is to strengthen and project the Oporto brand, a distinctive brand that promotes the city nationally, and especially internationally, attracting more people and more investment.

Indicator	Year												
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Accommodation capacity in hotel establishments (no of beds/1000 hab)			35,8	37,3	40,6	42,7	46,9	49,4	53,2	46,2	52,4	54,6	66,3
Overnight stays in hotels (no)	1.048.462	996.615	1.064.188	1.113.237	1.302.763	1.460.382	1.513.311	1.457.336	1.690.918	1.783.781	1.815.157	2.012.153	2.548.591
Average stay in hotels (no of nights)	1,9	1,8	1,8	1,8	1,9	1,9	1,9	1,8	1,9	1,9	1,9	1,9	
Proportion of foreign guests (%)	55,9	51,6	54,2	52,5	55,3	57,1	57,2	54,5	56,6	61,1	63,4	66,0	67,6
Total earning of hotels (1000 €)								74.245	84.208	83.851	85.169	93.594	
Gains for overnight stays on hotels (1000 €)								51.863	61.038	62.011	63.096	69.302	

Table 2. Tourism dynamics indicators in Oporto

Source: INE, *Infoline*, 2015

3.2 Recent tourism dynamics in Oporto city centre

The centre is an emblematic area of Oporto for its role in the city's history. Traditionally an important economic hub, it is currently the centre of political and institutional decision of the municipality, in addition to the richness of its architectural and cultural heritage (Quatenaire, 2000).

Its economy is supported in retail sector, mainly trade and services.

Recent years are marked by the development of new economic dynamics: strengthening and enhancement of coffees and restaurants, trade diversification, the boosting of handicraft trade, proliferation and diversification of accommodation businesses and the emergence of urban markets. The retail sector has focused on marketing products that meet the expectations of visitors, whether they are traditional products either because they have distinguishing characteristics. Other strategies are related with the spaces of establishments: entrepreneurs seeking to create pleasant, warm and inviting environments.

This dynamics led to a greater use of the city centre, marked by the intensification of tourists and visitors influx and for a stronger use by different social groups of Oporto and the nearby

(such as students or workers) at different times of the day. The attractiveness of the centre are due also to the different cultural and sporting events that occur throughout the year. It is important to note the music festivals, the Fantasporto (a reference in terms of film festivals), the festivities of St. John, the editions of Portugal Fashion (one of the most important fashion events in Portugal), the business and scientific meetings, the numerous guided tours, the local races, among others. Avenida dos Aliados, the emblematic central avenue of centre, is host to numerous events: Christmas animation, the New Year's Eve and other casual celebrations.

In the specific case of Historic Centre of Oporto, it turns out that the riverfront has become an important attractive place, being a factor of development of the economy of the city, and even the Douro region, in what concerns to tourism industry (Porto Vivo, Dezembro 2011).

In terms of interviews' respondents profile, we inquiry owners, managers or workers of establishments and a responsible for urban markets' organization. Respondents of establishments with an innovative character, establishments of accommodation and tourism and urban markets are generally younger (in their 20s, 30s and 40s). Respondents of traditional economic activities are generally older (in their 60s, 70s and 80s) and have lower levels of qualifications. Centenary establishments were inquired, some of them emblematic establishments of city (like Lello Bookstore), that constitute a family heirloom, this is successful business passed from parents to their children. Establishments opened in recent years were also surveyed. And here we have two types of situation in terms of motivations to open the business: situations of unemployment or precarious employment, to whom the openness of a business was a way of getting a source of income and situations of those who work or were somehow connected to the type of economic activity, aspiring to have their own business.

In respondents' opinion, urban rehabilitation had a crucial role in tourism dynamics of city centre. Renewal projects of Quarteirão das Cardosas, Praça de Lisboa or Rua das Flores are examples of private and public initiatives that constitute driving forces of the emergence of new businesses in the area and of a greater influx of people, particularly tourists.

The rehabilitation of historical buildings was another factor of attractiveness. Culturgest is an example of a cultural equipment that settled in a historical building at Avenida dos Aliados. This equipment opened in 2002 upon the completion of the Oporto as European Capital of Culture, in 2001.

Modern approaches in terms of accommodation buildings are a factor of attractiveness of new audiences. In recent years, has increased the number of hostels and other formats of accommodation targeted to young people that don't have much money to spend and families

that prefer to spend money in cultural equipment and events and other experiences than in accommodation.

The location of business in the city centre brings advantages derived from the centrality of the area, particularly in terms of the high concentration of shops and services, and to that extent a large supply area is more prone to increased demand. The flow of people is greater and the potential number of customers is naturally potentially higher.

This concentration occurs particularly in the case of hotels, travel and tourism agencies and recreational tourism operators. Data for 2015 shows that accommodation establishments located in city centre represent 69% of all accommodation establishments existing in the city (hostels not included). Of all travel and tourism agencies existing in the city, 52% are located in city centre. The recreational tourism operators (including activities such as boating, boat rental or organization of tours related to the historical, architectural, cultural and natural heritage) located in city centre represents 46% of the total existing in the city. It should be noted that, in this case, operators located in the Historic Centre represent 29% of the total, largely due to proximity to the Douro River (Table 3).

	Oporto	City centre	% of City centre in Oporto	Historic centre	% of Historic centre in Oporto
Accommodation (no of hotels)	80	55	68,8	8	10,0
Travel and tourism agencies (no)	85	44	51,8	4	4,7
Recreational tourism operators (no)	28	13	46,4	8	28,6

Table 3. Tourism agents by location – December, 2015

Source: Turismo de Portugal I.P., *Registo Nacional de Turismo*, December 2015

Tourists generate a greater flow of people and strengthen the economic activity of city centre. The most traditional retail stores (health food stores, pharmacies, jewelry shops or bookstores) do not consider to have great benefits of these positive dynamics, with the exception of the flagship establishments (such as Lello Bookstore, for example) that are themselves tourist attractions. Recent accommodation establishments (particularly hostels) opened because of the opportunities created by the increasing tourist attractiveness of the centre in recent years and currently benefit from this same attractiveness. The focus on urban renewal that has been made in recent years helps to make the centre more attractive. They confirm a positive economic dynamism marked by investment in accommodation, restaurants

and marked by diversification of trade. Nightlife bars and entertainment are factors of a great attractiveness of people at night, mainly in weekends. Respondents of 24 semi-structured face-to-face interviews confirm a positive economic dynamism marked by investment in accommodation, restaurants and marked by diversification of trade. Nightlife bars and entertainment are considered factors of a great attractiveness of people at night, mainly in weekends.

In the general opinion of respondents of the interviews, tourism dynamics are considered positive factors shifting the city centre; but it is important refer that not all respondents see tourism as positive to the area.

Respondents consider that the city centre is today a modern and cosmopolitan place, with innovative features compared with past. However, they consider that still remain the downturn in consumption caused by economic and financial crisis. There are many people moving in the streets, that enter in establishments only to see but do not consume. And this is attributed generally to the lower purchasing power of the population compared to the years before the crisis. This situation occurs especially with inhabitants and workers of the area. Tourists generally buy products or services.

There are still many vacant buildings in the centre that reflect local degradation and social and territorial exclusion of some people and some places. In addition, there are social problems, many of them evident in the main streets (begging, poverty, drugs and prostitution). Insecurity is intensely perceived in some places, often to suit the reality (there are areas where burglaries actually happen), sometimes caused by "bad" environment of some spaces.

Respondents would like that urban renewal continue, resolving the problems that persist; they would like that centre attracts more investment in trade, including through the location of major global brands and anchor tenants capable to attract even more people - and tourists - to the area. It is generally agreed that parking should be cheaper or even free, because in the respondents' opinion, despite the good supply of public transport (in terms of quantity, diversity and land cover) and public encouragement efforts to their use, a large part of consumers move in their own vehicle. It is suggested the creation of more pedestrian areas, which are considered more likely for the movement of a greater flow of people and for encouragement of consumption. Evening entertainment (Movidá) is considered responsible for excessive noise and dirty streets and this is a challenge to public policies, in order to solve the conflict between those that want to have fun and those that live in the area and want to rest at night.

Finally, say that the dynamics of tourism has led to greater internationalization of this urban space (more foreign tourists, more international franchising, and more citations in international journals). The territory of city centre is spatially organized, has its own temporal dynamics supported by different social appropriations. This poses challenges to public policies, given the complexity of interests and issues involved.

4. Conclusion

Since the 90s of the 20th century, the dynamics and impacts of economic globalization became particularly evident in cities of developed countries, occurring the affirmation of local on global and of global on local – the phenomenon of glocalization. Tourism sector is nowadays a key economic activity. In Oporto, tourism has had an increasing importance in recent years. There is an increasing visibility of the city, and particularly its city centre, at national and international level.

In this research, our focus was study tourism dynamics in Oporto city centre through a quantitative and qualitative approach.

Oporto is, at present, marked by the dynamics of tourism. The city, and in particular its centre, is a fashionable tourist destination.

Quantitative indicators show the concentration of accommodation establishments, travel and tourism agencies and recreational tourism operators in city centre.

Respondents of 24 semi-structured face-to-face interviews consider that tourism dynamic is the main factor of the recent economic development of city centre of Oporto, mainly by the investment in new accommodation establishments (particularly hostels), restaurants and nightlife bars, the diversification of trade, the promotion of cultural, artistic, and sportive events and the promotion of city centre at national and international level. This generates a greater influx of people, in general, and tourists, in particular, all them potential customers. Urban rehabilitation had a crucial role in development of attractiveness of city centre; however, there are still many vacant buildings in city centre that reflect degradation. Social problems and territorial exclusion of some streets are problems to solve. There are some conflicts between residents and people who want to have fun, especially at night. Moreover, not all respondents (business owners or managers) consider tourism positive to the centre. This constitutes challenges to public policies in order to conciliate interests and to promote a sustainable development of tourism sector.

Above all, we conclude that tourism dynamics are positive to city centre and that city centre is nowadays a modern and cosmopolitan place, with innovative features compared with past.

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