

1

2

3 **Outdoor Recreation and Agritourism Experiences Through Website Content**

4 **Analysis**

5

6

7

8

9

10

11

Carolina Coelho

12

Universidade do Algarve

13

Fernando Perna

14

Universidade do Algarve

15

Luís Carvalhinho

16

Universidade do Algarve

17

Maria João Ferreira Custódio

18

Universidade do Algarve

19

20

21

22 Correspondence author – Carolina Coelho, [a57946@ualg.pt](mailto:a57946@ualg.pt), 963418611

23 **Recreação ao ar livre e experiências de agroturismo através da análise de conteúdo**  
24 **em websites**

25

26

Resumo

27

28 No contexto da inovação, sustentabilidade e marketing, é extremamente importante  
29 manter o conhecimento e atualização dos instrumentos de comunicação de conteúdos  
30 entre empresas e consumidores. No quadro das pequenas e médias empresas de turismo  
31 em zonas rurais, distantes dos mercados urbanos de origem, o website é uma ferramenta  
32 acessível onde a experiência do cliente começa a ganhar forma e é comercializada antes  
33 da visita. Atualmente, este é um instrumento obrigatório para quem quer ser inovador  
34 no mercado altamente competitivo das experiências turísticas. Este estudo procede à  
35 análise de conteúdos de 87 websites de empresas de turismo rural, georreferenciadas em  
36 simultâneo com 448 de empresas de animação turística ao longo de oito municípios do  
37 oeste do Algarve, região no sul de Portugal, com o objetivo de explorar o potencial  
38 deste território na disponibilização de experiências através de um mix de produto de  
39 agroturismo e recreação ao ar livre. Trata-se de uma oportunidade de mercado em  
40 evolução numa sociedade pós-pandémica onde existe um crescente interesse pela  
41 recreação ao ar livre nas zonas rurais como produto baseado na natureza. Os resultados  
42 enfatizam o potencial da região para a oferta do mix de produto, mas também a  
43 diversidade sobre as denominações e os níveis diferenciados de inclusão nos websites  
44 da informação sobre organização e missão, propósito e valores, instalações, informação

45 acerca da área circundante, parâmetro de relacionamentos, design, usabilidade e  
46 confiança, o que, no geral, pode distorcer a percepção do mercado pelos consumidores. A  
47 oferta não é homogénea entre os municípios da região, com a investigação a  
48 proporcionar importantes implicações práticas tanto para o turismo rural como para  
49 empresários de animação turística, planeadores e decisores políticos. Destacam-se as  
50 contribuições e recomendações para a investigação futura, nomeadamente sobre o papel  
51 da parceria por parte dos hóspedes e municípios como instrumento para mitigar a  
52 massificação e a sazonalidade das zonas costeiras.

53

54 *Palavras-chave:* Análise de conteúdos de website; Turismo rural; Agroturismo;  
55 Recreação ao ar livre; Experiências;

56

## 57 **Outdoor Recreation and Agritourism Experiences Through Website Content**

### 58 **Analysis**

59

60 Abstract

61

62 In the context of innovation, sustainability and marketing, it is extremely important  
63 to follow the communication instruments and contents among businesses and  
64 consumers. For small and medium tourism companies in rural areas, distant from the  
65 urban markets of origin, the website is an affordable tool where the customer experience  
66 starts to take shape and is commercialized before the visit. Today this a mandatory

67 instrument for those who want to be innovative, in the highly competitive market of  
68 tourism experiences. This study followed a content analysis research design and  
69 surveyed 87 websites of rural tourism companies, simultaneously georeferenced with  
70 448 tourist animation companies along the eight municipalities of the western Algarve,  
71 a region in the south of Portugal. It aims to explore the potential of this territory in  
72 providing experiences by a product mix of agritourism and outdoor recreation,  
73 considering the market opportunity of the increasing interest for outdoor recreation in  
74 the rural areas as a nature-based product in a post-pandemic society. Results emphasize  
75 the potential of the region for the offer of the product mix, but also the diversity about  
76 the denominations and the differentiated levels of inclusion on websites' information  
77 about organization and mission, purpose and values, facilities, surrounding area  
78 information, relationships parameter, design, usability, and trust, what overall can twist  
79 the perception of the market. The offer is not homogeneous among the region's  
80 municipalities, which brought important practical implications for both rural tourism  
81 and tourism animation entrepreneurs, planners, and policy makers. Contributions and  
82 recommendations for future research are highlighted, particularly about the  
83 partnership's role by guests and municipalities as an instrument to mitigate coastal areas  
84 massification and seasonality.

85

86 *Keywords:* Website content analysis; Rural tourism; Agritourism; Outdoor recreation;  
87 Experiences; Algarve

88

89

**Introduction**

90 The consumption of experiences has been receiving more and more attention from  
91 practitioners, marketing and tourism students (Kastenholz, Carneiro, Marques &  
92 Loureiro, 2014), with several authors reporting a growing interest for outdoor recreation  
93 in the countryside, due a close contact with nature, culture, and socialization in a in an  
94 environment with its own identity (Eusébio, Carneiro, Kastenholz, Figueiredo & Soares,  
95 2017). Consumers not only seek for new and a wide range of experiences to satisfy their  
96 sense of exploitation, well-being and to fulfill their personal needs (Perić, Wise &  
97 Dragičević, 2017) but they're also looking for more participative, interactive (Campos,  
98 Mendes, Pinto, & Scott, 2018) memorable and authentic experiences (Wang, Liu, Wei,  
99 & Zhang, 2020). When choosing the local, rural areas are being valued mainly for the  
100 lack of stress, pollution, and congestion, with a sense of returning to the roots and  
101 authenticity (Kastenholz, Carneiro, Marques & Lima, 2012; Poczta-Wajda & Poczta,  
102 2016; Siczko, Parzonko & Bieńkowska-Gołasa, 2020).

103 In this context, rural experiences developed in rural areas, meet the needs of a  
104 growing group of urban consumers who seek escape from city routine and mass tourism  
105 places, and pretend to experience reinvigorating, rural and authentic experiences  
106 (Amaral, 2019). The identity, spiritual and nature involvement are highly valued,  
107 namely by sports and recreation (Sharpley & Jepson, 2011; Carneiro, Lima & Silva,  
108 2015), which are even more valued and an identity factor of communion with the  
109 territory when integrated and practiced simultaneously with the resident communities  
110 (Perna, Custódio & Oliveira, 2019).

111 Although tourist experience has been studied in an extensively way, in some  
112 specific areas knowledge remains scarce and needed (Suhartanto, Dean, Chen &  
113 Kusdibyo, 2020) (Zatori, Smith, & Puczko , 2018). This a gap that currently focused on  
114 the new post-pandemic trends, where tourists reinforce the seek for stress-rejuvenation  
115 within a nature-based environment (Özdemir, 2020) and/or engagement with physical  
116 and psychological well-being activities (Kajosaari & Pasanen, 2021; Nienhuis & Lesser,  
117 2020), a context in which rural experiences should be target of research (Gutkevych &  
118 Haba, 2020). In the scope of rural experiences, agritourism experiences can contribute  
119 to mental-health (Rezaei, Kim, Alizadeh & Rokni, 2021) by offering pleasant moments  
120 through active participation in farms production activities (Chiscano & Binkhorst,  
121 2019), and outdoor recreation experiences can contribute to subjective well-being and  
122 mental health (Leighton, Lopez, & Johnson, 2021), by offering enjoyment, meditation,  
123 independence, autonomy, competence, comfort and intense emotions, enhanced feeling  
124 of body and the pleasure of achievement, in an intense experience of nature  
125 (Eigenschenk et al., 2019). Focused on the concern of supply in satisfying tourism  
126 needs, by diversifying products and services committed to sustainable tourism, this  
127 study aims to explore the potential of promoting agritourism and outdoor recreation  
128 experiences as a product mix, as argued by (Bhatta & Ohe, 2020), with a territorial  
129 application to the Algarve region in southern Portugal.

130 To carry out the study, the offer is analyzed through content analysis of websites,  
131 through which it is expected to respond to three research questions (RQ): RQ 1- Does  
132 Algarve territory has potential for implementation of this product mix? RQ 2 – Is it

133 possible to identify a main trend about the denominations, typologies, activities  
134 developed, and marketing tools used by companies associated with the offer of  
135 agritourism, outdoor recreation and the product mix experiences? RQ 3 - Is the supply  
136 of this product mix offer homogeneous among the region's municipalities? By  
137 answering these questions, it is expected to evaluate the main strategic contents for an  
138 innovative promotion and communication of this product mix, delivering new applied  
139 inputs to scientific, territorial and management planning of outdoor recreation.

140

141

### **Literature Review**

142 Focusing Portugal outdoor recreation experiences, the literature delivers a set of  
143 different approaches and applications. Melo and Gomes (2016) initially highlight the  
144 nature tourism perspective by sports practitioners (e.g., trekking, hiking, rafting, surfing,  
145 kayaking, windsurfing and other), in a mix of land based and water-based activities.  
146 These authors went on to seek to understand the demand profile (Melo & Gomes, 2017),  
147 other studies analyzed the impacts of walking events (Tomás & Alves, 2021), the  
148 benefits of nautical activities (Rocher et al., 2020), the link to the matrix of related  
149 activities (Silva et al., 2021), and the sustainable management practices by small  
150 medium enterprises (Carneiro, Breda & Cordeiro, 2016).

151 According to the Ministério da Economia e da Inovação (2009), Tourism  
152 Animation Companies (TAC) promotes activities of tourist entertainment, recreational,  
153 sporting or cultural activities, which are configured as tourism open-air activities or  
154 cultural tourism with interest for the region in which they occur. They are referred as

155 outdoor tourism activities, active tourism, or adventure tourism, and cumulatively must  
156 take place predominantly in natural spaces, with logistical organization and/or  
157 supervision by the provider, physical interaction with the surrounding environment,  
158 providing diversified experiences of enjoyment, experimentation and discovery of  
159 nature and landscape. They may or may not use physical facilities equipped for this  
160 purpose.

161       Specific for water-based animation activities, it defines Maritime-Tourist Operators  
162 (MTO) as tourist activities that fall under the following modalities: seaside-sightseeing  
163 tours, rental of vessels with or without skipper and crew, sea taxi; tourist fishing;  
164 maritime-tourist services on vessels moored or anchored and without their own or  
165 sealed means of propulsion, water bikes and small vessels exempted from registration  
166 (e.g. kayaks), and others.

167       Proceeding the focus to agritourism experiences in Portugal, there is a compulsory  
168 prerequisite. Tourism entertainment agents (TEA) must be registered in RNAAT  
169 platform (national register of animation tourist agents) as MTO or TAC (Ministério da  
170 Economia, 2015). After, tourism enterprises in rural areas can offer organized activities  
171 and complementary services, providing various types of experiences for their customers.  
172 According to the Ministério da Economia (2017), Rural Tourism Enterprises (RTE)  
173 distinguish themselves between country houses, agritourism and rural hotels. It should  
174 be noticed that country houses are defined as properties located in villages and rural  
175 spaces whose design, construction materials and other characteristics are integrated in  
176 the typical local architecture. Agritourism ventures the properties located on farms that



177 allow guests to monitor and learn about the agricultural activity, or to participate in the  
178 work carried out there, in accordance with the rules established by the person in charge.

179 Despite this legal classification and a greater use in Portugal literature of  
180 agrotourism term instead of agritourism (Karampela, Andreopoulos & Koutsouris,  
181 2021), when the approach is on experiences that took place in farms, authors regularly  
182 do not use the suffixes agri or agro, but rather the concept of rural tourism experiences  
183 (Amaral, 2019) as a mix offer based on rural areas (Ciolac et al., 2019; Dinis, Simões,  
184 Cruz & Teodoro, 2019; Marques, Guedes, & Bento, 2021; Pato & Duque, 2021).

185 This kind of experiences are included in cultural tourism activities as defined by the  
186 Ministério da Economia e da Inovação (2009), and it means pedestrian or transported  
187 activities that promote contact with cultural and natural heritage through mediation  
188 between the beneficiary of the service and the cultural good enjoyed. Visitors of  
189 agritourism farms not only pretend to spend time in countryside, but they also want to  
190 have access to some physical activity using the available sports infrastructure.  
191 According to Kastenholz et al. (2012) sport activities in a rural context, like parasailing,  
192 hiking, mountain biking and other sports opportunities can enrich and diversify the  
193 experience, bringing memorability and symbolic significance to it.

194 The demand and offer of memorable and authentic experience, according to  
195 Bertella (2014), creates a synergy between sport and rural places that can promote  
196 regional development, were experiences like Eno gastronomic walk, noncompetitive  
197 trails and wine/olive oil/food tutorials can enhance embodied tourism experiences and  
198 memorability. For Lebrun, Su & Bouchet, 2021), outdoor recreation and ecotourism can

199 also enable domestic tourist to rediscover their local territory (nature, culture, leisure,  
200 heritage, gastronomy.

201       Within this market approach, the Algarve showed promising characteristics able to  
202 support a product mix between agritourism and nature sport experiences (Melo &  
203 Gomes, 2016).

204       It is occurring an increasing demand for tourism products combining rural tourism  
205 and outdoor recreation as a product mix (Lulcheva & Aleksandrov, 2017). In this  
206 context the RTE has facing several challenges, not only in the design, management,  
207 development, but also in the commercialization of products related to rural areas  
208 (Pröbstl-Haider, Lund-Durlacher, Antonschmidt & Hödl, 2014). Due to the intangibility  
209 of the products, the communication and commercialization must ensure the up-to date,  
210 accurate, attractive, and accessible information. A website is a good instrument to  
211 address such need (Beldona & Cai, 2006). When managed properly it can add value,  
212 strengthen customer relationships, gain a larger market segment, and also bring usability  
213 and trust to the product (Buhalis & Law, 2008).

214       Focusing tourism, several authors have selected variables to analyze the content of  
215 companies' websites (Fanelli & Romagnoli, 2020; Souza & Thapa, 2018 and Beldona  
216 & Cai, 2006). As an example, Pato and Duque (2021) and previously Hashim, Murphy  
217 and Law (2007) developed an evaluation of the content of websites, by grouping  
218 different values into 5 different categories: information and process, value added,  
219 relationships, design and usability, and trust.

220 Under the hypothesis of Algarve possible potential to explore a product mix of  
221 agritourism experiences and outdoor recreation, this study pretend to fill a gap in the  
222 literature focused on the western Algarve, were less research was found and where there  
223 is a considerable number of companies and enterprises in the subject analyzed.

224

## 225 **Methodology and case study**

226

### 227 **The Algarve and its Western territory**

228 Due to the need of improve destination competitiveness and sustainability, with off-  
229 peak season special attention, Turismo de Portugal (2017) defined 10 strategic assets for  
230 Portuguese tourism 2017-2027 strategy, in which nature, gastronomy, sporting events  
231 and well-being are clearly identified.

232 In the south, Algarve represents a territory of 4960km<sup>2</sup> with about 467,475  
233 inhabitants (INE, 2022), in which in 2020 there were registered 111,000 overnight stays  
234 (INE, 2021), but these overnights are mostly focused on summer season and mass  
235 tourism areas. This happens even though the region has begun to invest in a diversified  
236 set of products that are strategically important for reducing problems of seasonality,  
237 namely golf, nautical tourism, international conferences, culture-oriented tourism,  
238 health tourism and nature-based tourism (CCDR Algarve, 2015).

239 Authorities believe that the economic vulnerability of the rural areas, less  
240 developed, must be supported by innovation and diversification of products and  
241 markets, adding value and promoting low density territories and endogenous resources,

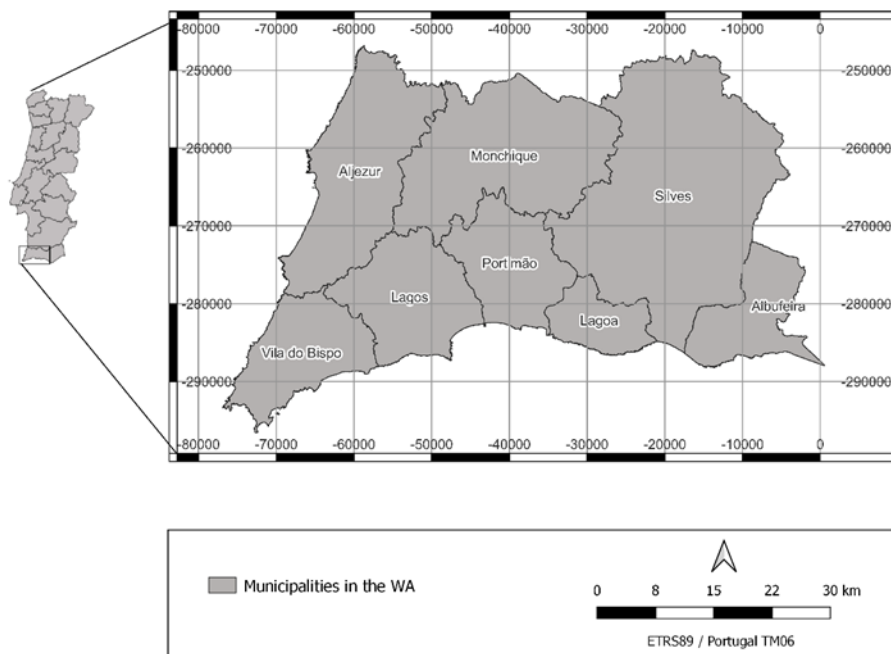
242 circular economy and sustainable practices (CCDR Algarve, 2020). To achieve this  
 243 goal, they need to understand tourist receptiveness to new products and offer, including  
 244 sports in nature, gastronomic experiences and natural and rural landscapes as part of the  
 245 motivations (Guerreiro, Pinto & Mendes, 2016; Samora-Arvela, Ferreira, Vaz &  
 246 Panagopoulos, 2020).

247 The Western territory of the Algarve includes eight municipalities (Vila do Bispo,  
 248 Aljezur, Lagos, Monchique, Portimão, Lagoa, Silves e Albufeira), and the Eastern other  
 249 eight (Alcoutim, Castro Marim, Faro, Loulé, Olhão, São Brás de Alportel, Tavira, and  
 250 Vila Real de Santo António).

251

252

Figure 1 – *Western Algarve*



253

254

Source: Own Elaboration with resource to QGIS Software 3.22.9

255

256 With is unique temperate climate and a vast and rich natural heritage, the region  
 257 shows great potential to offer nature related experiences (Agapito, Pinto & Mendes,  
 258 2014), distinguished by its diverse natural landscapes (coast, midland and mountains),  
 259 which in turn allows to explore various natural resources and nature activities.

260

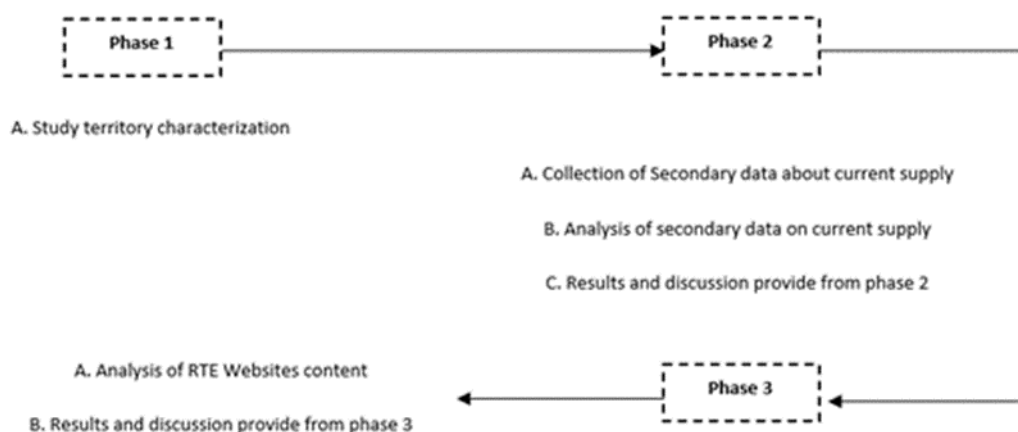
261 **Research Design**

262 Influenced by Liang, Nie, Chen & Chen, (2020), Amaral (2019), and applied in Li et  
 263 al. (2022), the research design considered 3 phases. In phase 1, the characterization of  
 264 the territory was performed to highlight the reasons why this territory can be chosen  
 265 (RQ 1), by describing his natural characteristics and market trends.

266

267

Figure 2 - *Research design*



268

Note: Own elaboration

269

270           In phase 2, secondary data about offer was gathered through search in SIGTUR  
271 – Tourism Geographic Information System, on August 31, 2022, collecting information  
272 about each RTE and TEA existent in the territory of study, filtering and selecting the  
273 desired data. Considering that the research questions include the provision of  
274 experiences related to outdoor recreation and agritourism, the TEA inserted in the  
275 category of MTO, as well as the TAC that just offered maritime-tourist activities or  
276 activities recognized as nature tourism, were excluded.

277           For analyzing the secondary data and answer to RQ 2, all the information was  
278 exported to three excel spreadsheet and a new database was created with the relevant  
279 fields named: Denomination; Typology; Identification of the Outdoors/ Nature and  
280 Adventure Activities / Identification of Cultural Activities / Scenic and cultural tourism  
281 activities; Marketing tool; LAT (latitude); LONG (longitude); Municipality.

282           In phase 3, content analysis was used as a research instrument to examine the  
283 website's customer available data, a qualitative methodology largely used in the  
284 literature (Pinto, Costa, Borges Silva & Abreu, 2020; Guruge, 2022) and with  
285 increasing importance of electronic media to access information by tourists (Barroco &  
286 Amaro, 2020), Tiago, Gil, Stemberger & Borges-Tiago, 2021)

287           Based on Pato and Duque (2021), Table 1 resumes authors insights and describes  
288 the different features aggregated by categories that were assumed crucial to evaluate the  
289 content of RTE in the Algarve's territory of study.

290

291

292

Table 1 - *Features for website contents analysis*

<b>Information and Process</b>	<b>Source</b>
Sales or reservation: Search capability; Online reservation; Special Promotions; Goods and services: Meeting facilities; Events calendar About the Lodging: Short description; Mission/Purpose/Values; Organization/ People;	(Beldona & Cai, 2006); (Hashim et al., 2007); Pato & Duque, 2021)
<b>Value Added</b>	
Travel information: Transportation; Local Sites; News; Entertainment: Leisure activities	(Hashim et al., 2007; Pato & Duque, 2021)
<b>Relationships</b> Guestbook; Newsletter subscription; Cookies; Personal interest: Comments/feedback; Online chat; Partnerships;	(Beldona & Cai, 2006; Hashim et al., 2007; Pato & Duque, 2021)
<b>Design and Usability</b> Navigation: multilingual site Success metrics: popularity ranking	(Hashim et al., 2007; Pato & Duque, 2021)
<b>Trust</b> Copyright and security: privacy statement; copyright Timeliness: Date of last update current and timely info	(Hashim et al., 2007) Pato & Duque, 2021)

293

294

Note: Adapted from Pato and Duque (2021).

295

296 To analyze of the contents of the websites, the denominations and websites features  
297 of the sample were exported to an Excel spreadsheet and a new database was created  
298 with the name fields: information and process, value added, relationships, design and  
299 usability and trust.

300 The criteria occurrence was measured using a dichotomy process (yes/no), and an  
301 analysis using descriptive statistics were performed.

302

### 303 **Results**

304 Phase 1 confirms the reliability of the territory to offer the product mix. It's specific  
305 genuine and authentic characteristics, related gastronomy and culture, and customs and  
306 unique nature resources of the region can be used to support services focusing the  
307 satisfaction of the tourism demand on outdoor recreation and agritourism experiences-

308 Using *QGis Software 3.22.9*, and latitude and longitude data collected in Phase 2, a  
309 coordinate system in which the points "LAT" and "LONG" were inserted and a  
310 conversion of geographic coordinates of type EPSG4326 to ETRS8906 was performed.  
311 Figure 3 illustrates all the georeferenced RTE and TAC included in the western Algarve  
312 research.

313

314

315

316

317

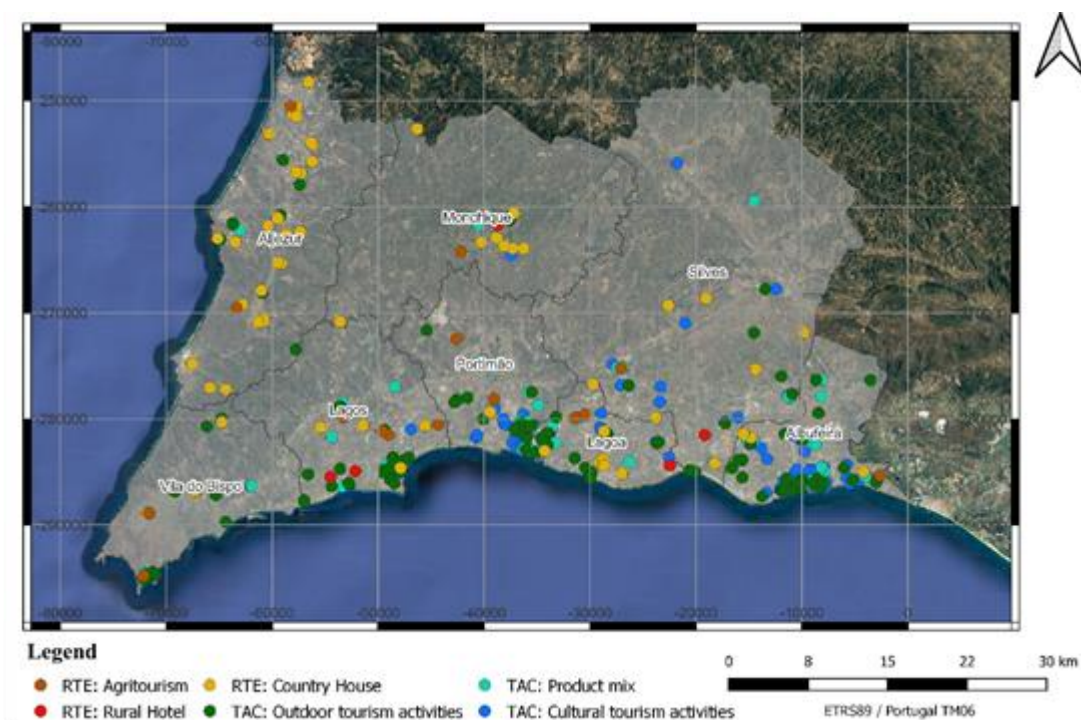


318

319

320

321 Figure 3 - *Outdoor recreation and agritourism experiences offer in Western*  
 322 *Algarve.*



323

324

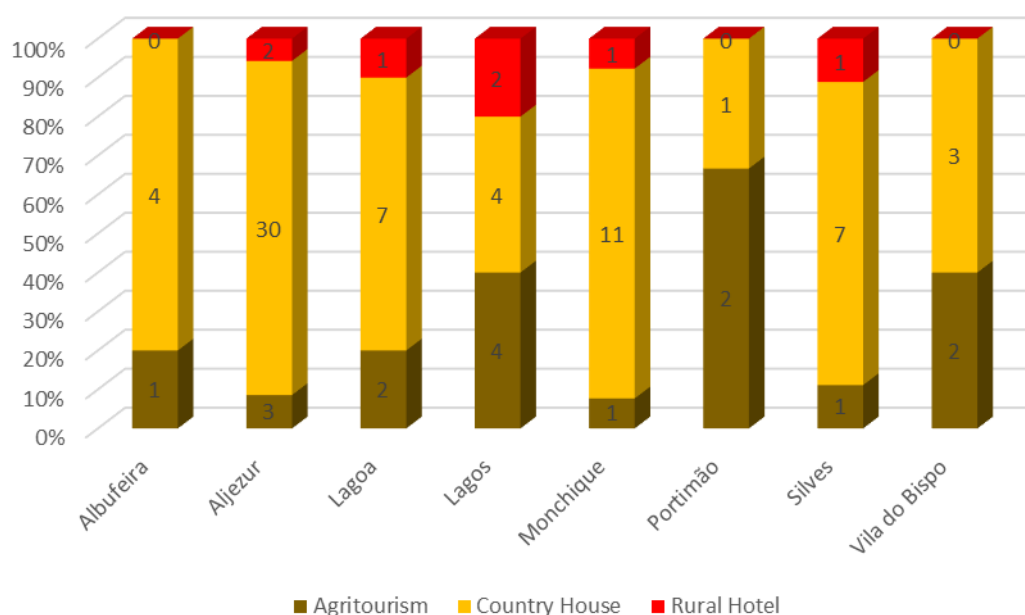
Note: Own authors with QGis Software 3.22.9

325 The map makes evidence that the supply of experiences associated with TACs is  
 326 mostly located along the coastal areas, while the supply of RTE prefers inland areas.

327 This could be related to the need of create complementary products among the  
 328 various companies, reinforcing an desired network, mixing inland activities and coastal  
 329 already well-known attractions.

330 For a greater detail, the Graphs 1 and 2 illustrate the distribution of RTE and TAC  
 331 by typology / activity in each western municipality considered.

332 *Graph 1 - RTE distribution by typology and municipality*



333

Source: Own authors; Turismo de Portugal (2022)

334

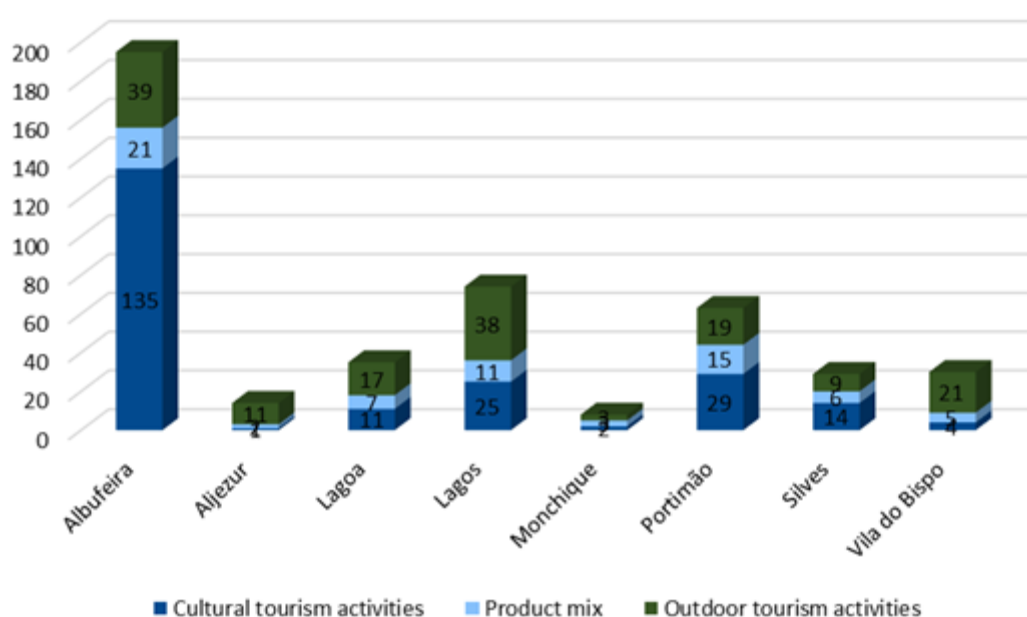
335

336 A total of 87 RTE were registered, of which 66 country houses, 16 agritourism and  
 337 5 rural hotels. The municipality of Aljezur was the one that registered the larger  
 338 number of country houses (30), Lagos registered most agritourism (4), and Vila do  
 339 Bispo rural hotels (2). Although websites are a marketing tool considered particularly  
 340 important for businesses located distant from markets, such as the rural tourism  
 341 lodgings located in interior rural areas (Pato & Kastenholz, 2017), from the 87 RTE  
 342 analyzed, only 51% had an available website to promote/communicate their products  
 343 and services.

344 Regarding TAC, a total of 448 were registered, of which 157 include outdoor  
 345 tourism activities, 221 include cultural tourism activities and only 70 frame the two  
 346 types of activities. Graph 2 makes evidence of the TAC’s ratio by activity and type  
 347 along the eight municipalities.

348

349 Graph 2 - TAC distribution by activities and municipality.



350

351 Source: Adapted from Turismo de Portugal (2022)

352

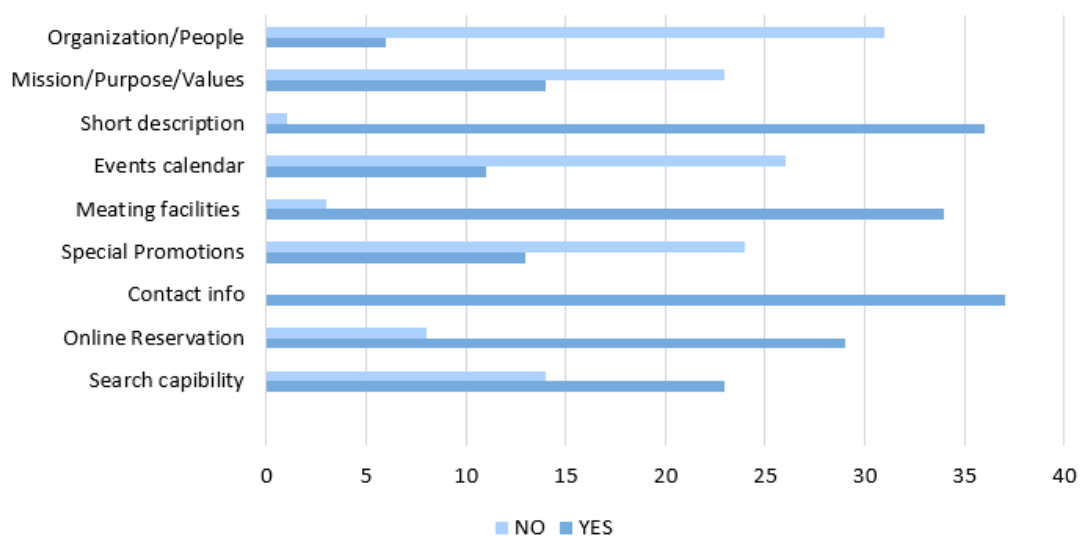
353 From 448 TAC, only 35% use this digital strategy as a mean of commercialization.  
 354 These illustrate the lack of adherence to digital commercialization by companies  
 355 associated with offering this type of experience, especially, 13%, on those TAC who  
 356 just promote cultural activities / scenic and cultural tourism activities. On the other  
 357 hand, TAC that promote a product mix of experiences have the highest percentage of

358 companies that use websites (60%), followed by outdoor tourism activities, representing  
 359 56%.

360 Along the process some irregularities were detected and excluded from the analysis.  
 361 From the 44 RTE websites included in the sample, some different enterprises have the  
 362 same website (where 7 websites were contemplated, there were just 3), websites in  
 363 maintenance (1), invalid link websites (1) and malware sites. As a result, the final  
 364 sample that supported the discussion was reduced to 37 websites.

365

366 *Graph 3 - Information and Process*



367

368 Source: Own computation based on data gathered from TP (2022)

369

370 **Discussion**

371 With the websites were checked on its contents about information regarding the  
 372 organization and mission, purpose and values, facilities, surrounding area information,

373 relationships parameter, design, usability, and trust, the variability of the data obtained  
374 became evident.

375 The websites were checked about the presence of the contact information and the  
376 short description of the company. Regarding the information about the organization and  
377 mission, purpose and values, few were the websites that included them, representing  
378 only 6 % and 37% respectively, a result that goes along Mohamed, Hewedi, Lehto and  
379 Maayouf (2020) research results.

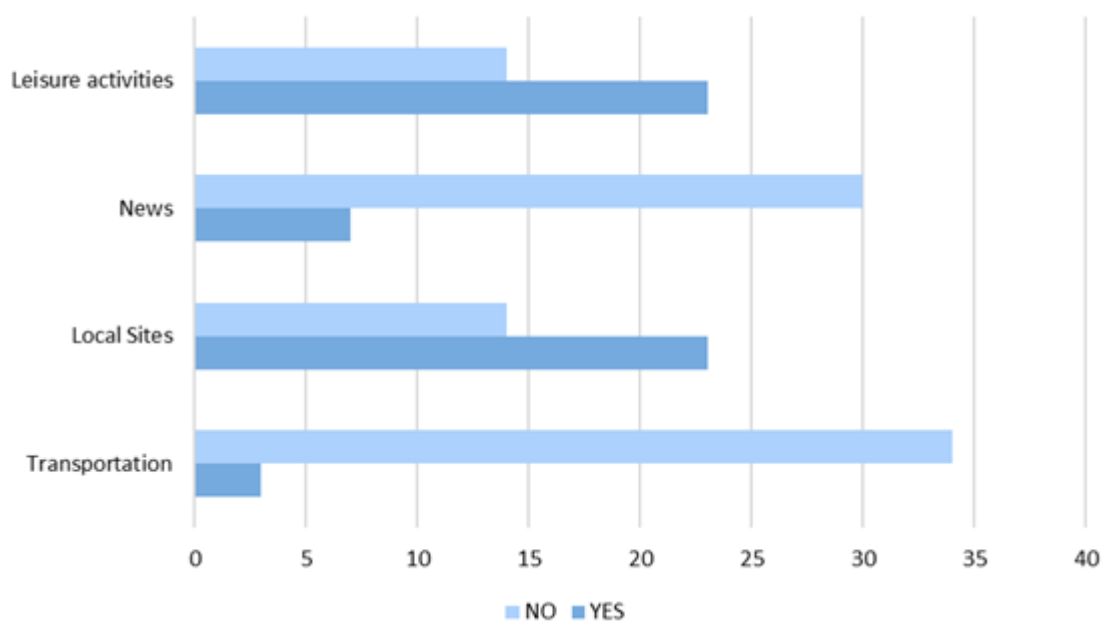
380 Most websites contained information about their facilities (92%), the possibility to  
381 book online (78%) and to check the availability of the desired dates (62%). However, a  
382 significant number do not have detailed offers or special promotions (64%), nor a  
383 calendar of events (70%). Despite websites are the most used tool to promote /  
384 communicate products and services (D. Kim, W. G. Kim & Han, 2007), and structure  
385 and accessibility are of strategic importance to destination choice (Fanelli, 2020), it is  
386 evident the need to improve the access to offers, promotions and the timing of  
387 events/activities.

388 As a way of adding value to their enterprises, most companies identify experiences  
389 that can be made with them, but also present a panoply of leisure support information's  
390 in the surrounding area (62%). This positively reinforces the trend that companies  
391 associated with rural tourism should sustainably exploit the genuine and authentic  
392 characteristics of the place (Loureiro, 2014), the related gastronomy and culture  
393 (Garibaldi & Pozzi, 2018), taking into consideration the customs and unique nature  
394 resources of the region (Zhu & Deng, 2020). Leisure activities and local sites reinforces

395 this trend, but the parameters news and transport were only present on a minority of the  
 396 websites observed, corresponding to 19% and 8%, respectively, a gap to be taken into  
 397 consideration.

398

399 *Graph 4 – Adding value by including surrounding area information.*



400

Source: Own computation based on data gathered from TP (2022)

401

402

403 Regarding relationships parameter (Graph 5), almost all the websites use cookies  
 404 (81%), but conversely a minority has a guestbook (1%) or space to subscribe a  
 405 newsletter (16%).

406

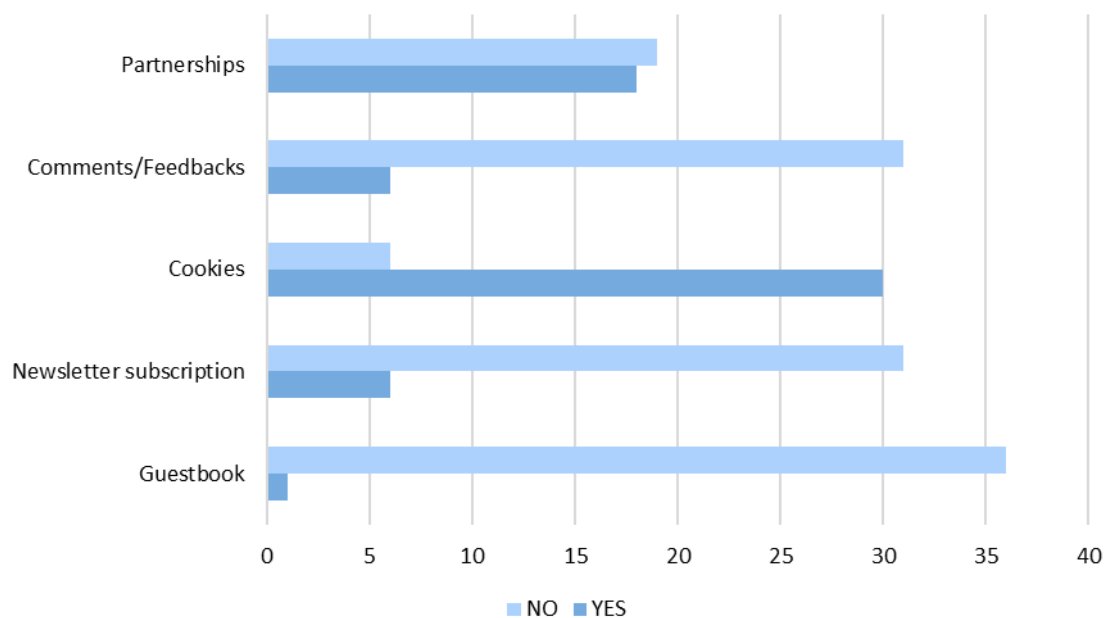
407

408

409

410

Graph 5 - Relationships



411  
412

Source: Own computation based on data gathered from Turismo de Portugal (2022)

413

414 Few websites allow a room for feedback or comments (16%). This is a negative  
415 result, since consumers are greatly influenced by the information they read, and  
416 comments from other visitors play an important role in the intention of booking and  
417 consumer confidence (Sparks & Browning, 2011).

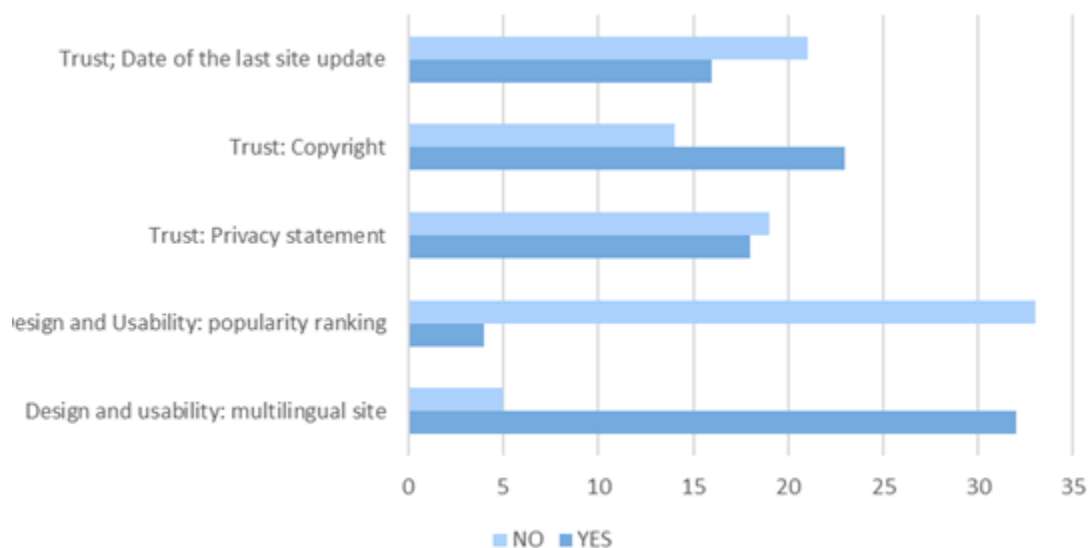
418 Regarding design and usability parameter, almost all of the websites analyzed  
419 (86%) allow the possibility to access it through several languages. However there are  
420 very few that have popularity ranking (11%), which according to previous authors is  
421 crucial for consumers trust and, consequently, it must be improved.

422 In the confidence parameter, most websites have copyright (62%), privacy  
423 statement (49%) and the last update date evidence (43%).

424

425

Graph 6 - *Design, Usability, and Trust*



426  
427

Source: Own computation based on data gathered from TP (2022)

428

429 Finally, as a major territory detailed discussion, the comparison of RTE’s websites  
 430 fields between municipalities by using the filtering tools and the expression search,  
 431 assigned a score for each field in each municipally in terms of information and process,  
 432 value added, relationships, design and usability, and trust. Since each municipality had  
 433 his own total sample of websites, each ‘yes’ score was converted in percentage  
 434 (considering the total sample of each municipality). Graph 7 shows illustrates the  
 435 comparison of each field between municipalities.

436

437

438

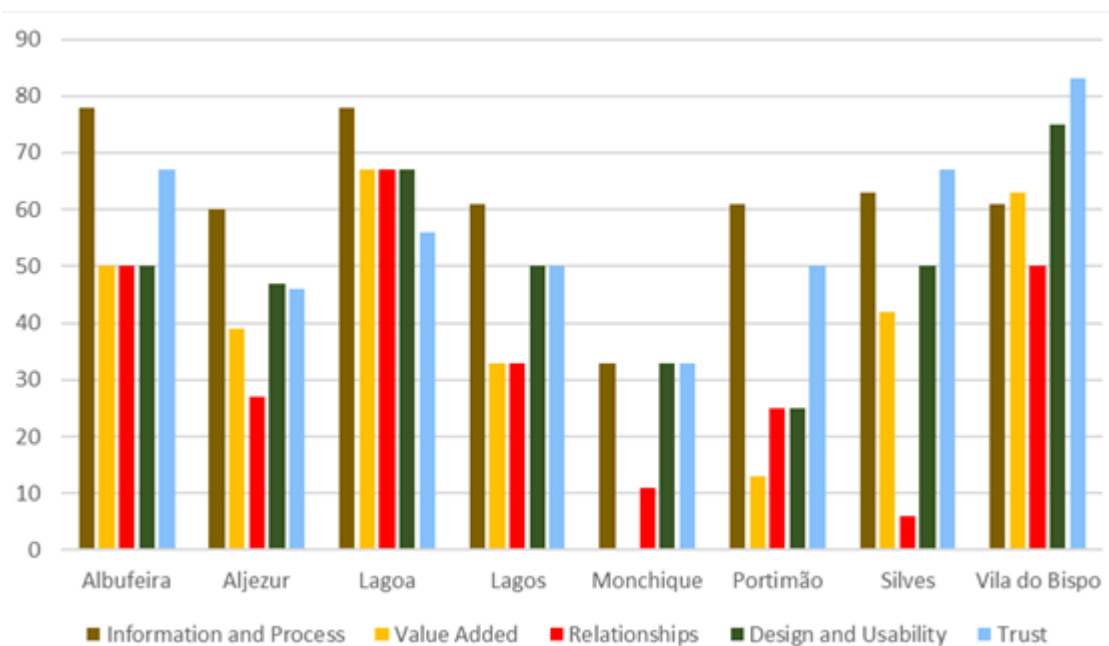
439

440



441

Graph 7 - Comparison of RTE's websites fields between municipalities



442

443

Source : Own computation based on data gathered from TP (2022)

444

445 In the field of information and process, the websites that recorded the highest  
 446 scores were those based in the municipalities of Albufeira and Lagoa (78%). The fields  
 447 of value added (67%) and relationships (67%) recorded higher scores on the websites of  
 448 enterprises based in the municipality of Lagoa. In the field of design and usability, and  
 449 in the field Trust, the websites of enterprises based in the municipality of Vila do Bispo  
 450 stood out obtaining the best scores 75% and 83% respectively. Cumulatively, and  
 451 starting from a more general analysis, the websites belonging to the municipalities of  
 452 Albufeira, Lagoa and Vila do Bispo stand out for the more uniform compliance of  
 453 website parameters.

454           The data collected illustrates that there is a significant level of discrepancy between  
455 how entrepreneurs communicate and promote their products and services on the  
456 dedicated websites. This is a potential weakness. However, bearing in mind that there  
457 are no unique and one-size-fits-all sustainability policies and practices, or instruments,  
458 but rather global successful criteria of necessary configuration in each case (Yılmaz,  
459 Perna, Azevedo, Custódio & Çeken, 2022), this divergence may be related to the need  
460 to create more initiatives and provide more support and training to local entrepreneurs  
461 (Ciolac et al., 2020), bringing them closer to acknowledgement of the global challenges  
462 that influences to each case, supporting them to actively develop partnerships and  
463 acquiring the necessary skills for the management of communication and promotion  
464 digital instruments.

465

#### 466 **Conclusions**

467           It is concluded that the Western Algarve territory has potential for implementation  
468 of the product mix (RQ1). However, there is a diversity about the denominations,  
469 typologies, activities developed, and marketing tools used by companies associated with  
470 the offer of agritourism, outdoor recreation and the product mix experiences, which may  
471 make it difficult for consumers to understand the consumer's supply of the mix (RQ2).  
472 Finally, the offer of this product mix is not homogeneous among the region's  
473 municipalities (RQ3), which is a possible weakness but, if framed in a network of  
474 partnerships, as advocated by the investigation, becomes a strength for diversity and

475 inclusion united in the common denominator of outdoor recreation and agritourism  
476 experiences.

477       The comparison between the general offer of RTE between municipalities allowed  
478 to realize that there are more developments in the municipalities of Aljezur, Monchique  
479 and Lagoa. On the other hand, the offer of outdoor activities and cultural tourism is  
480 more concentrated in the municipalities of Albufeira, Lagos and Portimão, all coastal  
481 and relatively more urban than the previous three.

482       This reinforces the idea to induce a network of partnerships that allows guests of  
483 the most interior areas to access the experiences promoted in coastal areas and vice  
484 versa. Problems such as the massification of the coast and seasonality can be mitigated,  
485 by promoting and integrating the economic, environmental and social sustainability of  
486 all municipalities in the Western Algarve. Planners and policy makers should give more  
487 support for entrepreneurs, to provide the creation of a network, between partners,  
488 accommodation, activities, leisure and transportation.

489       There are already many companies connected to rural tourism, which prioritize the  
490 use of websites as an instrument for communication and promotion of the products and  
491 services, which is quite positive, considering the importance of the digital presence, and  
492 the dissemination of information in the process of choosing the place of stay (Zhu, &  
493 Deng, 2020)

494       Although most of the websites observed do not promote the mission or the  
495 organizational structure of the company, there is almost always a small description  
496 about the enterprise and a presentation of the commodities. Regarding the promotion of

497 leisure activities, there is some lack of clarity about prices and scheduling, which should  
498 be made clearer and accessible to the visitor.

499         The parameter of relationships should be largely developed, due to the common  
500 lack of a space for comments and feedback from former customers, namely by the  
501 electronic Word-of-mouth (eWOM) great influence in the stage of choice of destination  
502 (Pandey & Sahu, 2020).

503         This case study methodology can be replicated in other territories, with theory  
504 consistence and planning resilience consequent advantages by testing the same  
505 phenomena in different contexts.

506         Finally, considering that in this study only RTE websites were analyzed, it could  
507 be interesting to develop two future research. A first one by analyzing the matrix of  
508 TAC websites and applying the same methodology not only in western Algarve but also  
509 in other territories within the same perspective stressed in the previous paragraph. A  
510 second one through a territorial stakeholder approach, by electing specific cases inside  
511 the municipalities, and trying to understand the decision process taken by the owners of  
512 TAC and RTE, and confronting with the public administration and management  
513 perspective of the promotion and planning of the territory.

514

#### 515 **Acknowledgements**

516         The authors thank their gratitude for the support obtained through the project  
517 01/SAICT/2018/39547, funded by the Algarve's Regional Operational Programme,

518 Portugal 2020 and the European Union, through the European Structural and Investment  
519 Fund.

520

521 **References**

522 Agapito, D., Pinto, P., & Mendes, J. (2014). The sensory dimension of tourist  
523 experiences: Capturing meaningful sensory-informed themes in Southwest Portugal.  
524 *Tourism Management*, 42, 224–237. <https://doi.org/10.1016/j.tourman.2013.11.011>

525 Amaral, M. (2019). Rural tourism, Hospitality and cultural tourism experiences-  
526 Rural tourism business case studies in Baixo Alentejo (Portugal). *Journal of Spatial and*  
527 *Organizational Dynamics*, VII(4), 351–362. <http://hdl.handle.net/20.500.12207/5191>

528 Barroco, C., & Amaro, S. (2020). Examining the progress of the Dão wine route  
529 wineries' websites. *Journal of Tourism and Development*, 2020(33), 29–40.  
530 <https://doi.org/10.34624/rtd.v0i33.20396>

531 Beldona, S., & Cai, L. A. (2006). An exploratory evaluation of rural tourism  
532 websites. *Journal of Convention and Event Tourism*, 8(1), 69–80.  
533 [https://doi.org/10.1300/J452v08n01\\_04](https://doi.org/10.1300/J452v08n01_04)

534 Bertella, G. (2014). Designing small-scale sport events in the countryside.  
535 *International Journal of Event and Festival Management*, 5(2), 132–145.  
536 <https://doi.org/10.1108/IJEFM-05-2013-0008>

537 Bhatta, K., & Ohe, Y. (2020). A Review of Quantitative Studies in Agritourism:  
538 The Implications for Developing Countries. *Tourism and Hospitality*, 1(1), 23–40.  
539 <https://doi.org/10.3390/tourhosp1010003>

- 540 Buhalis, D., & Law, R. (2008). Progress in information technology and tourism  
541 management: 20 years on and 10 years after the Internet-The state of eTourism research.  
542 *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
- 543 Campos, A. C., Mendes, J., Pinto, P., & Scott, N. (2018). Co-creation of tourist  
544 experiences: A literature review. *Current Issues in Tourism*, 21(4), 369–400.  
545 <https://doi.org/10.1080/13683500.2015.1081158>
- 546 Carneiro, M. J., Breda, Z., & Cordeiro, C. (2016). Sports tourism development and  
547 destination sustainability: the case of the coastal area of the Aveiro region, Portugal.  
548 *Journal of Sport and Tourism*, 20(3–4), 305–334.  
549 <https://doi.org/10.1080/14775085.2016.1220863>
- 550 Carneiro, M. J., Lima, J., & Silva, A. L. (2015). Landscape and the rural tourism  
551 experience: identifying key elements, addressing potential, and implications for the  
552 future. *Journal of Sustainable Tourism*, 23(8–9), 1217–1235.  
553 <https://doi.org/10.1080/09669582.2015.1037840>
- 554 CCDR Algarve. (2020). *Algarve 2030 - Estratégia de Desenvolvimento Regional*.  
555 CCDRA Algarve.
- 556 Chiscano, M., & Binkhorst, E. (2019). Heritage sites experience design with special  
557 needs customers. *International Journal of Contemporary Hospitality Management*,  
558 31(11), 4211–4226. <https://doi.org/10.1108/IJCHM-03-2018-0241>
- 559 Ciolac, R., Adamov, T., Iancu, T., Popescu, G., Lile, R., Rujescu, C., & Marin, D.  
560 (2019). Agritourism-A Sustainable Development Factor for Improving the `Health` of

- 561 Rural Settlements. Case Study Apuseni Mountains Area. *Sustainability*, 11(5).  
562 <https://doi.org/10.3390/su11051467>
- 563 Ciolac, R., Iancu, T., Brad, I., Popescu, G., Marin, D., & Adamov, T. (2020).  
564 Agritourism Activity-A “Smart Chance” for Mountain Rural Environment’s  
565 Sustainability. *Sustainability*, 12(15), 1–25. <https://doi.org/10.3390/su12156237>
- 566 Dinis, I., Simões, O., Cruz, C., & Teodoro, A. (2019). Understanding the impact of  
567 intentions in the adoption of local development practices by rural tourism hosts in  
568 Portugal. *Journal of Rural Studies*, 72, 92–103.  
569 <https://doi.org/10.1016/J.JRURSTUD.2019.10.002>
- 570 Eigenschenk, B., Thomann, A., McClure, M., Davies, L., Gregory, M., Dettweiler,  
571 U., & Inglés, E. (2019). Benefits of outdoor sports for society. A systematic literature  
572 review and reflections on evidence. *International Journal of Environmental Research  
573 and Public Health*, 16(6). <https://doi.org/10.3390/ijerph16060937>
- 574 Eusébio, C., Carneiro, M. J., Kastenholz, E., Figueiredo, E., & Soares, D. (2017).  
575 Who is consuming the countryside? An activity-based segmentation analysis of the  
576 domestic rural tourism market in Portugal. *Journal of Hospitality and Tourism  
577 Management*, 31, 197–210. <https://doi.org/10.1016/j.jhtm.2016.12.006>
- 578 Fanelli, R. M. (2020). Seeking gastronomic, healthy, and social experiences in  
579 tuscan agritourism facilities. *Social Sciences*, 9(1).  
580 <https://doi.org/10.3390/socsci9010002>

- 581 Fanelli, R. M., & Romagnoli, L. (2020). Customer Satisfaction with Farmhouse  
582 Facilities and Its Implications for the Promotion of Agritourism Resources in Italian  
583 Municipalities. *Sustainability*, 12(5). <https://doi.org/10.3390/su12051749>
- 584 Garibaldi, R., & Pozzi, A. (2018). Creating tourism experiences combining food  
585 and culture: an analysis among Italian producers. *Tourism Review*, 73(2), 230–241.  
586 <https://doi.org/10.1108/TR-06-2017-0097>
- 587 Guerreiro, M., Pinto, P., & Mendes, J. (2016). Nature-Based Tourism in the  
588 Algarve: a Fact or a Myth? *Journal of Spatial and Organizational Dynamics*, 4(3), 265–  
589 277. <https://jsod-cieo.net/journal/index.php/jsod/article/view/76>
- 590 Guruge, D. (2022). Environmental sustainability practices in the hotel industry in  
591 New Zealand. *Management of Environmental Quality: An International Journal*, 33(4),  
592 991–1007. <https://doi.org/10.1108/MEQ-09-2021-0228>
- 593 Gutkevych, S., & Haba, M. (2020). Rural Green Tourism: Current Trends and  
594 Development Prospects. *Informacijos Mokslai*, 89.  
595 <https://doi.org/10.15388/Im.2020.89.44>
- 596 Hashim, N. H., Murphy, J., & Law, R. (2007). A Review of Hospitality Website  
597 Design Frameworks. In: Sigala, M., Mich, L., Murphy, J. (eds), *Information and*  
598 *Communication Technologies in Tourism 2007*. [https://doi.org/10.1007/978-3-211-](https://doi.org/10.1007/978-3-211-69566-1_21)  
599 [69566-1\\_21](https://doi.org/10.1007/978-3-211-69566-1_21)
- 600 INE. (2021). Dormidas (N.º) nos estabelecimentos de turismo no espaço rural por  
601 Localização geográfica (NUTS - 2013) e Modalidade de hospedagem (turismo no



602 espaço rural); Anual: 2021. Instituto Nacional de Estatística. Retrieved December 2,  
603 2022 from <https://www.ine.pt/>.

604 INE. (2022). Instituto Nacional de Estatística - Censos 2021. XVI Recenseamento  
605 Geral da População. VI Recenseamento Geral da Habitação : Resultados definitivos..  
606 Instituto Nacional de Estatística. Retrieved December 2, 2022 from  
607 <https://www.sgeconomia.gov.pt/noticias/ine-censos-resultados-definitivos-2021.aspx>

608 Kajosaari, A., & Pasanen, T. P. (2021). Restorative benefits of everyday green  
609 exercise: A spatial approach. *Landscape and Urban Planning*, 206.  
610 <https://doi.org/10.1016/j.landurbplan.2020.103978>

611 Karampela, S., Andreopoulos, A., & Koutsouris, A. (2021). “Agro”, “Agri”, or  
612 “Rural”: The Different Viewpoints of Tourism Research Combined with Sustainability  
613 and Sustainable Development. *Sustainability*, 13(17). 1-15.  
614 <https://doi.org/10.3390/su13179550>

615 Kastenholtz, E., Carneiro, M. J., Marques, C. P., & Lima, J. (2012). Understanding  
616 and managing the rural tourism experience - The case of a historical village in Portugal.  
617 *Tourism Management Perspectives*, 4, 207–214.  
618 <https://doi.org/10.1016/j.tmp.2012.08.009>

619 Kastenholtz, E., Eusébio, C., & Carneiro, M. J. (2018). Segmenting the rural tourist  
620 market by sustainable travel behaviour: Insights from village visitors in Portugal.  
621 *Journal of Destination Marketing & Management*, 10, 132–142.  
622 <https://doi.org/10.1016/j.jdmm.2018.09.001>

623 Kim, D. J., Kim, W. G., & Han, J. S. (2007). A perceptual mapping of online travel  
624 agencies and preference attributes. *Tourism Management*, 28(2), 591–603.  
625 <https://doi.org/10.1016/j.tourman.2006.04.022>

626 Lebrun, A. M., Su, C. J., & Bouchet, P. (2021). A more sustainable management of  
627 domestic tourists in protected natural parks: A new trend in sport tourism after the  
628 covid-19 pandemic? *Sustainability*, 13(14). <https://doi.org/10.3390/su13147750>

629 Leighton, J., Lopez, K. J., & Johnson, C. W. (2021). “There is Always Progress to  
630 Be Made”: Reflective Narratives on Outdoor Therapeutic Recreation for Mental Health  
631 Support. *Therapeutic Recreation Journal*, 55(2), 185–203.  
632 <https://doi.org/10.18666/TRJ-2021-V55-I2-10653>

633 Li, Y., Xie, L., Zhang, L., Huang, L., Lin, Y., Su, Y., AmirReza, S., He, S., Zhu,  
634 C., Li, S., Gan, M., Huang, L., Wang, K., Zhang, J., & Chen, X. (2022). Understanding  
635 different cultural ecosystem services: An exploration of rural landscape preferences  
636 based on geographic and social media data. *Journal of Environmental Management*,  
637 317, <https://doi.org/10.1016/j.jenvman.2022.115487>

638 Liang, A., Nie, Y., Chen, D. J., & Chen, P. J. (2020). Case studies on co-branding  
639 and farm tourism: Best match between farm image and experience activities. *Journal of*  
640 *Hospitality and Tourism Management*, 42, 107–118.  
641 <https://doi.org/10.1016/J.JHTM.2019.11.009>

642 Loureiro, S. (2014). The role of the rural tourism experience economy in place  
643 attachment and behavioral intentions. *International Journal of Hospitality Management*,  
644 40, 1–9. <https://doi.org/10.1016/J.IJHM.2014.02.010>

- 645 Lulcheva, I., & Aleksandrov, K. (2017). Research on the supply and Consumer  
646 Demand for Rural Tourism in Eastern Rhodopes. *Scientific Papers: Management,*  
647 *Economic Engineering in Agriculture & Rural Development*, 17(4), 179–185. Retrieved  
648 October 6, 2022 from [https://managementjournal.usamv.ro/pdf/vol.17\\_4/Art24.pdf](https://managementjournal.usamv.ro/pdf/vol.17_4/Art24.pdf)
- 649 Marques, C., Guedes, A., & Bento, R. (2021). Rural tourism recovery between two  
650 COVID-19 waves: the case of Portugal. *Current Issues in Tourism*, 25(6), 857-863.  
651 <https://doi.org/10.1080/13683500.2021.1910216>
- 652 Melo, R., & Gomes, R. (2016). Understanding nature sports organizations in  
653 Portugal. *Open Sports Sciences Journal*, 9 (Suppl-1, M), 13–25.  
654 <https://doi.org/10.2174/1875399X01609010013>
- 655 Melo, R., & Gomes, R. (2017). Nature sports participation: Understanding demand,  
656 practice profile, motivations and constraints. *European Journal of Tourism Research*,  
657 16, 108–135. <https://doi.org/10.54055/ejtr.v16i.281>
- 658 Ministério da Economia (2015). *Decreto-Lei no. 186/2015 de 3 de setembro*. Diário  
659 da República no. 172/2015 Serie I. [https://dre.pt/dre/detalhe/decreto-lei/186-2015-](https://dre.pt/dre/detalhe/decreto-lei/186-2015-70179162)  
660 70179162
- 661 Ministério da Economia (2017). *Decreto-lei n.º 80/2017, de 30 de junho*. Diário da  
662 República no. 125/2017 Serie I. [https://dre.pt/dre/detalhe/decreto-lei/80-2017-](https://dre.pt/dre/detalhe/decreto-lei/80-2017-107596685)  
663 107596685
- 664 Ministério da Economia e da Inovação (2009). *Decreto-Lei no. 108/2009 de 15 de*  
665 *maio*. Diário da República no. 94/2009 Serie I. [https://dre.pt/dre/detalhe/decreto-lei/108-](https://dre.pt/dre/detalhe/decreto-lei/108-2009-608703)  
666 2009-608703

- 667 Mohamed, M. E., Hewedi, M., Lehto, X., & Maayouf, M. (2020). Marketing local  
668 food and cuisine culture online: a case study of DMO's websites in Egypt. *International*  
669 *Journal of Tourism Cities*, 6(4), 1045–1068. <https://doi.org/10.1108/IJTC-05-2019-0067>
- 670 Nienhuis, C. P., & Lesser, I. A. (2020). The impact of COVID-19 on physical  
671 activity behavior and well-being. *International Journal of Environmental Research and*  
672 *Public Health*, 17(23), 1–12. 10.3390/ijerph17113899
- 673 Özdemir, M. (2020). How Covid-19 Outbreak Affects Tourists' Travel Intentions?  
674 A Case Study In Turkey. *Social Mentality and Researcher Thinkers Journal*, 6(32),  
675 1101–1113. <https://doi.org/10.31576/smryj.562>
- 676 Pandey, A., & Sahu, R. (2020). Modeling the relationship between service quality,  
677 destination attachment and eWOM intention in heritage tourism. *International Journal*  
678 *of Tourism Cities*, 6(4), 769–784. <https://doi.org/10.1108/IJTC-08-2019-0125>
- 679 Pato, M. L., & Kastenholz, E. (2017). Marketing of rural tourism – a study based on  
680 rural tourism lodgings in Portugal. *Journal of Place Management and Development*,  
681 10(2), 121–139. <https://doi.org/10.1108/JPMD-06-2016-0037>
- 682 Pato, M. L., & Duque, A. S. (2021). Sustainability Communication in Rural  
683 Tourism: Website Content Analysis, in Viseu Dão Lafões Region (Portugal).  
684 *Sustainability*, 13(8849), 8849. <https://doi.org/10.3390/su13168849>
- 685 Perić, M., Wise, N., & Dragičević, D. (2017). Suggesting a service research agenda  
686 in sports tourism: Working experience(s) into business models. *Sport, Business and*  
687 *Management: An International Journal*, 7(1), 58–76. [https://doi.org/10.1108/SBM-09-](https://doi.org/10.1108/SBM-09-2015-0031)  
688 2015-0031

- 689 Perna, F., Custódio, M. J. & Oliveira, V. (2019). Local Communities and Sport  
690 Activities Expenditures and Image: Residents' Role in Sustainable Tourism and  
691 Recreation. *European Journal of Tourism, Hospitality and Recreation*, 9(1), 49-59.  
692 <https://doi.org/10.2478/ejthr-2019-0006>
- 693 Pinto, A. S., Costa, E., Borges, I., Silva, F., & Abreu, A. (2020). Virtual  
694 accessibility on digital business websites and tourist distribution. *Smart Innovation,  
695 Systems and Technologies*, 171, 93–103. [https://doi.org/10.1007/978-981-15-2024-2\\_9](https://doi.org/10.1007/978-981-15-2024-2_9)
- 696 Poczta-Wajda, A., & Poczta, J. (2016). The role of natural conditions in qualified  
697 agritourism - case of Poland. *Agricultural Economics*, 62(4), 167–180.  
698 [10.17221/97/2015-AGRICECON](https://doi.org/10.17221/97/2015-AGRICECON)
- 699 CCDR Algarve. (2015). *RIS3 Algarve – Estratégia Regional de Investigação e  
700 Inovação Para a Especialização Inteligente*. CCDR Algarve.
- 701 Pröbstl-Haider, U., Lund-Durlacher, D., Antonschmidt, H., & Hödl, C. (2018).  
702 Mountain bike tourism in Austria and the Alpine region–towards a sustainable model  
703 for multi-stakeholder product development. *Journal of Sustainable Tourism*, 26(4),  
704 567–582. <https://doi.org/10.1080/09669582.2017.1361428>
- 705 Rezaei, M., Kim, D., Alizadeh, A., & Rokni, L. (2021). Evaluating the mental-  
706 health positive impacts of agritourism; a case study from south korea. *Sustainability*,  
707 13(16), 2-16. <https://doi.org/10.3390/su13168712>
- 708 Rocher, M., Silva, B., Cruz, G., Bentes, R., Lloret, J., & Inglés, E. (2020). Benefits  
709 of outdoor sports in blue spaces. The case of school nautical activities in Viana do

- 710 Castelo. *International Journal of Environmental Research and Public Health*, 17(22),  
711 1–14. <https://doi.org/10.3390/ijerph17228470>
- 712 Samora-Arvela, A., Ferreira, J., Vaz, E., & Panagopoulos, T. (2020). Modeling  
713 nature-based and cultural recreation preferences in mediterranean regions as  
714 opportunities for smart tourism and diversification. *Sustainability*, 12(1), 1–15.  
715 <https://doi.org/10.3390/SU12010433>
- 716 Sharpley, R., & Jepson, D. (2011). Rural tourism A spiritual experience? *Annals of*  
717 *Tourism Research*, 38(1), 52–71. <https://doi.org/10.1016/j.annals.2010.05.002>
- 718 Sieczko, A., Parzonko, A. J., & Bieńkowska-Gołasa, W. (2020). Principles of the  
719 experience economy in designing an agritourism product. *Agricultural Economics -*  
720 *Czech Republic*, 66(4), 175–182. <https://doi.org/10.17221/209/2019-AGRICECON>
- 721 Silva, A. C. (2021). Visão Estratégica para o Plano de Recuperação Económica de  
722 Portugal 2020-2030. <https://bityli.com/Wzvln5>
- 723 Silva, G., Correia, A., Rachão, S., Nunes, A., Vieira, E., Santos, S., Soares, L.,  
724 Fonseca, M., Ferreira, F. A., Veloso, C. M., Carrançã, P., & Fernandes, P. O. (2021). A  
725 Methodology for the Identification and Assessment of the Conditions for the Practice of  
726 Outdoor and Sport Tourism-Related Activities: The Case of Northern Portugal.  
727 *Sustainability*, 13(13), 1-16. <https://doi.org/10.3390/su13137343>
- 728 Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel  
729 booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323.  
730 <https://doi.org/10.1016/j.tourman.2010.12.011>

- 731 Suhartanto, D., Dean, D., T. Chen, B., & Kusdiby, L. (2020). Tourist experience  
732 with agritourism attractions: what leads to loyalty? *Tourism Recreation Research*, 45(3),  
733 364–375. <https://doi.org/10.1080/02508281.2020.1736251>
- 734 Tiago, F., Gil, A., Stemberger, S., & Borges-Tiago, T. (2021). Digital sustainability  
735 communication in tourism. *Journal of Innovation and Knowledge*, 6(1), 27–34.  
736 <https://doi.org/10.1016/j.jik.2019.12.002>
- 737 Tomás, P., & Alves, L. (2021). Pedestrianismo, festivais de caminhadas e turismo  
738 de natureza. O exemplo do Pampilhosa da Serra Walking Weekend. *Cadernos de*  
739 *Geografia*, 43, 25–38. [https://doi.org/10.14195/0871-1623\\_43\\_2](https://doi.org/10.14195/0871-1623_43_2)
- 740 Turismo de Portugal. (2017). *Estratégia Turismo 2027*. Estratégia Turismo 2027.  
741 [https://www.turismodeportugal.pt/pt/Turismo\\_Portugal/Estrategia/Estrategia\\_2027/Pagi](https://www.turismodeportugal.pt/pt/Turismo_Portugal/Estrategia/Estrategia_2027/Paginas/default.aspx)  
742 [nas/default.aspx](https://www.turismodeportugal.pt/pt/Turismo_Portugal/Estrategia/Estrategia_2027/Paginas/default.aspx)
- 743 Turismo de Portugal. (2022). *SIGTUR* - Sistema de Informação Geográfica do  
744 Turismo. <https://sigtur.turismodeportugal.pt/>
- 745 Souza, T., & Thapa, B. (2018). Tourism Demand Analysis of the Federal Protected  
746 Areas of Brazil. *Journal of Park & Recreation Administration*, 36(3), 1–21.  
747 <http://10.0.72.234/JPRA-2018-V36-I3-8375>
- 748 Wang, C., Liu, J., Wei, L., & Zhang, T. (2020). Impact of tourist experience on  
749 memorability and authenticity: a study of creative tourism. *Journal of Travel and*  
750 *Tourism Marketing*, 37(1), 48–63. <https://doi.org/10.1080/10548408.2020.1711846>
- 751 Yılmaz, E., Perna, F., Azevedo, P. S., Custódio, M, J & Çeken, H. (2022). Can  
752 They Manage in a Sustainable Way? The Role of International Destination Awards in

- 753 Beach Management. *European Journal of Tourism, Hospitality and Recreation*, 12(1),  
754 89-99. <https://doi.org/10.2478/ejthr-2022-0007>
- 755 Zatori, A., Smith, M. K., & Puczko, L. (2018). Experience-involvement,  
756 memorability and authenticity: The service provider's effect on tourist experience.  
757 *Tourism Management*, 67, 111–126. <https://doi.org/10.1016/j.tourman.2017.12.013>
- 758 Zhu, H., & Deng, F. (2020). How to Influence Rural Tourism Intention by Risk  
759 Knowledge during COVID-19 Containment in China: Mediating Role of Risk  
760 Perception and Attitude. *International Journal of Environmental Research and Public  
761 Health*, 17(3514), 2-23. <https://doi.org/10.3390/ijerph17103514>
- 762