

**Carlos Rodrigues**

Doutor em Direito Tributário Europeu; Professor Associado Convidado da Universidade Fernando Pessoa; Professor Universitário de Direito; Investigador Integrado i3iD-FP; Professor Visitante da SVT Faculdade (Brasil); Leitor Cátedra Gonçalves Dias (BR);

**Ana Campina**

PhD em Direito; PhD Direitos Humanos; Politóloga; Professora FCHS da Universidade Fernando Pessoa; Coordenadora 1º CE Ciência Política e Relações Internacionais; Professora Visitante da SVT Faculdade (Brasil); Investigadora Integrada FP-I3ID – Instituto de Investigação, Inovação e Desenvolvimento da Universidade Fernando Pessoa (Integrated Researcher); Member of High Commission of IKSAD Institute (Turkey); Leitora da Cátedra da UNESCO de Juventude, Educação e Sociedade; Leitora da Cátedra Gonçalves Dias (BR)

# THE INFLUENCE OF INTERNATIONAL TOURISM ON THE ECONOMY OF UNESCO WORLD HERITAGE PLACES IN PORTUGAL

*RODRIGUES, Carlos*

*CAMPINA, Ana*

**H**uman curiosity for the different, their appetite for what is different from their usual environment, the attractions for other ways of living, of knowing different cultures, have always excited people to move and interact with these differences and in them to drink and understand these origins and ways of being and being.

The new Mass Media Communication have further expanded this appetite for understanding of what is different, by exposing all the different landscapes, cultures, and heritage of humanity live, highlighting, in particular, every corner of the world, every people and their cultures and inheritance, thus serving to further sharpen human curiosity.

UNESCO's attribution of multiple parts of the world and the peoples who inhabit it as World, Cultural and Natural Heritage Places can be an incentive for people to get to know these cultures and spaces when they go sightseeing / tourism, encouraging them to learn about differences and thereby enriching their experience.



The states and the tourism stakeholders where these UNESCO World Heritage Places are located then have the possibility to take advantage of this classification awarded by UNESCO to charm International Tourism, tempting to human curiosity to know what is different and with the guarantee of this difference given by the attribution as a UNESCO World Heritage Place, thus appealing to its visit by International Tourists and, in this way, to develop economically all tourism activity and, through this, of the States.

This scientific research aims to understand the economic development of the real municipalities where the 17 places in Portugal that have been recognized by UNESCO as "World Heritage Places" are located.

Concerning the methodology applied in this study, in order to achieve the expected results, we applied the mixed one, that is, the basis is mostly qualitative research but in order to have data to explain the different realities and perspectives, as well as to link theory and real contexts, we researched and present in this paper different tables and data supported in official sources through different institutions.

In order to achieve our objective, in point 1) we will briefly review international scientific research on this subject and then present the UNESCO World Heritage Sites in Portugal.

In point 2) and its sub-points 1), 2), 3) and 4), we will analyze the impact that the UNESCO World Heritage classification has on tourism in these Portuguese towns, the increase it has caused in the number of international tourists visiting these towns and, consequently, the necessary



increase in available beds, both in hotels and in similar establishments, which has led to an increase in the revenue generated by this international tourism.

### **1. Tourism in UNESCO World Heritage areas in Portugal**

Tourism activity, in its multiple dimensions, has used the relevance that the cultural heritage that each place in the world must use it as an incentive for tourists to visit them, especially international tourists, appealing to cultural and natural differentiation as an appeal to their visitation.

In particular, the multiple stakeholders in the area of Tourism, from States to entrepreneurs in the multiple areas of Tourism, have made use of the classifications that UNESCO has attributed to the multiple places to, to their advantage, attract Tourists, especially the international ones, to visit them and, with this aim, develop tourism activity using the classification of "UNESCO World Heritage" as a Tourist appeal.

Portugal, like other countries worldwide, has made use of the "UNESCO World Heritage" classifications it has obtained for the benefit of tourism activity.

In this sense, João Oliveira Soares, Fátima Fernandes, Joana Oliveira Neves (2008, pp. 269-285) state that *“the development of tourist destinations has been highlighting the relevance of cultural heritage, considering the needs of contemporary tourists linked to a greater curiosity and desire to enjoy tourist spaces rich in heritage and cultural values”*.

In fact, as stated D. Weaver e M Oppermann (2000) there has been a continuous growth of cultural motivations and the valorization of



cultural heritage used as a strategy in the development of tourist destinations.

As the means of dissemination in the world have developed since the last century, transforming it into what is effectively called the "global village", the growing dynamics of valuing heritage, in its many variants, and the culture of peoples are, as stated J. Neves and J. Sirgado (2006), par excellence a very important means of revaluation at world level of territories and landscapes. If we consider that there has been an exponential growth in the means of dissemination of access to relevant places, and therefore with greater capacity to attract tourists, this reality has made an enormous contribution to its development as a tourist destination R. Hackenberg (2002).

This fact - the relationship between heritage, culture, and tourism - is not new and has been abundantly studied for several decades, as shown, among others, by C. Gunn (1993), who exactly makes the inseparable relationship between heritage, natural or cultural, as a driving force in attracting and attracting tourist flows.

### **1.1- Brief review of international scientific research on this topic**

Worldwide, there have been many scientific studies that analyze the interrelationship between the places that have been classified as cultural and natural world heritage places by UNESCO and their attractiveness to tourists, especially international tourists and, logically, their influence on the tourism industry, mainly in the areas where these world heritage places, natural and cultural, are located, that is, their impact on Tourism.



This analysis is based on the idea that places with natural landscapes, historical places, traditions of certain peoples and places, always have potential competitive advantages to attract International Tourists.

For Buckley (2004), *The Effects of World Heritage Listing on Tourism to Australian National Parks* the attribution of World Heritage Places significantly increases the number of international visitors.

Also Cherif Areezki and Piotrowski (2009), in *Tourism Specialization and Economic Development: Evidence from the UNESCO World Heritage List* highlights that there is an honestly favorable relationship between the attribution of WHP and a specialization of Tourism on this theme and its economic growth.

In the study made by Cuccia (2012), *Worth Being Inscribed in the World Heritage List? A Case study of 'The Baroque Cities in Val di Noto' (Sicily)*, concludes that there is a strong impact generated on Tourism in "Val di Noto" by the fact of being part of the "World Heritage List", namely regarding the number of regional overnight stays.

As for the study by Su and Lin (2014), in *Analysis of international tourist arrivals worldwide: The role of world heritage places*, regarding international arrivals in 66 countries, it concludes that there is a very positive impact between the number of these tourist arrivals and the fact that the destination places have Natural and Cultural Heritage classified by UNESCO.

If we look at the results obtained by Min Bak and Roh (2019), in *Impacts of UNESCO-listed tangible and intangible heritages on tourism*, we can



conclude that there is a relationship between the promotion of International Tourism and the inscription of places as WHP by UNESCO.

Regarding the profile of International Tourists who visit UNESCO-listed places, they conclude Adie and Hall (2017, p. 78) that they are of both sexes and, as a general rule, are highly educated, employed and usually travel in relatively small groups of two to five people. The authors also concluded that most of them are residents of Europe, a fact that "...which could indicate that World Heritage is particularly attractive to Europeans...".

The general idea that we can retain from the studies listed, and sharing the general idea also contained in the study by C. R. Plácido (2020, p.15), is that *"...a place with natural landscapes, historical sites, cultural traditions and heritage, adds a competitive advantage when it comes to attracting tourists..."*, however, and as stated next C. R. Plácido (2020, p. 15), *"...designation alone is not enough, so policies aimed at capitalizing and investing in the other links within the tourism chain must be imposed to obtain benefits..."*.

In this point of the study, we consider going further, so let's check which places in Portugal are classified as UNESCO World Heritage Places.

## **1.2 List of the classified places in Portugal**

If we consult the UNESCO-WHP "World Heritage List" website, we find that Portugal has 17 (seventeen) places inscribed as UNESCO World Heritage Places, 16 (sixteen) of which are "Cultural Place", and 1 (one) "Natural Place".



The places in Portugal that are part of this inscription are the following:

“Table 1” – Portugal – UNESCO World Heritage List

<b>Cultural Site - 16</b>	<b>Date of Inscription</b>	<b>Description</b>	<b>Cities</b>
Central Zone of the Town of Angra do Heroísmo in the Azores	1983	<i>Situated on one of the islands in the Azores archipelago, this was an obligatory port of call from the 15th century until the advent of the steamship in the 19th century. The 400-year-old San Sebastião and San João Baptista fortifications are unique examples of military architecture. Damaged by an earthquake in 1980, Angra is now being restored.</i>	<b>Angra do Heroísmo</b>
Convent of Christ in Tomar	1983	<i>Originally designed as a monument symbolizing the Reconquest, the Convent of the Knights Templar of Tomar (transferred in 1344 to the Knights of the Order of Christ) came to symbolize just the opposite during the Manueline period – the opening up of Portugal to other civilizations.</i>	<b>Tomar</b>
Monastery of Batalha	1983	<i>The Monastery of the Dominicans of Batalha was built to commemorate the victory of the Portuguese over the Castilians at the battle of Aljubarrota in 1385. It was to be the Portuguese monarchy's main building project for the next two centuries. Here a highly original, national Gothic style evolved, profoundly influenced by Manueline art, as demonstrated by its</i>	<b>Batalha</b>



		<i>masterpiece, the Royal Cloister.</i>	
Monastery of the Hieronymites and Tower of Belém in Lisbon	1983	<i>Standing at the entrance to Lisbon harbour, the Monastery of the Hieronymites – construction of which began in 1502 – exemplifies Portuguese art at its best. The nearby Tower of Belém, built to commemorate Vasco da Gama's expedition, is a reminder of the great maritime discoveries that laid the foundations of the modern world.</i>	<b>Lisboa</b>
Historic Centre of Évora	1986	<i>This museum-city, whose roots go back to Roman times, reached its golden age in the 15th century, when it became the residence of the Portuguese kings. Its unique quality stems from the whitewashed houses decorated with azulejos and wrought-iron balconies dating from the 16th to the 18th century. Its monuments had a profound influence on Portuguese architecture in Brazil.</i>	<b>Évora</b>
Monastery of Alcobaça	1989	<i>The Monastery of Santa Maria d'Alcobaça, north of Lisbon, was founded in the 12th century by King Alfonso I. Its size, the purity of its architectural style, the beauty of the materials and the care with which it was built make this a masterpiece of Cistercian Gothic art.</i>	<b>Alcobaça</b>
Cultural Landscape of Sintra	1995	<i>In the 19th century Sintra became the first centre of European Romantic architecture. Ferdinand II turned a ruined monastery into</i>	<b>Sintra</b>



		<i>a castle where this new sensitivity was displayed in the use of Gothic, Egyptian, Moorish and Renaissance elements and in the creation of a park blending local and exotic species of trees. Other fine dwellings, built along the same lines in the surrounding serra, created a unique combination of parks and gardens which influenced the development of landscape architecture throughout Europe.</i>	
Historic Centre of Oporto, Luiz I Bridge and Monastery of Serra do Pilar	1996	<i>The city of Oporto, built along the hillsides overlooking the mouth of the Douro river, is an outstanding urban landscape with a 2,000-year history. Its continuous growth, linked to the sea (the Romans gave it the name Portus, or port), can be seen in the many and varied monuments, from the cathedral with its Romanesque choir, to the neoclassical Stock Exchange and the typically Portuguese Manueline-style Church of Santa Clara.</i>	<b>Porto and Vila Nova de Gaia</b>
Prehistoric Rock Art Sites in the Côa Valley and Siega Verde	1998, 2010	<i>The two Prehistoric Rock Art Sites in the Côa Valley (Portugal) and Siega Verde (Spain) are located on the banks of the rivers Agueda and Côa, tributaries of the river Douro, documenting continuous human occupation from the end of the Paleolithic Age. Hundreds of panels with thousands of animal figures (5,000 in Foz Côa and around 440 in Siega Verde)</i>	<b>Vila Nova de Foz Côa</b>



		<p><i>were carved over several millennia, representing the most remarkable open-air ensemble of Paleolithic art on the Iberian Peninsula. Côa Valley and Siega Verde provide the best illustration of the iconographic themes and organization of Paleolithic rock art, using the same modes of expression in caves and in the open air, thus contributing to a greater understanding of this artistic phenomenon. Together they form a unique site of the prehistoric era, rich in material evidence of Upper Paleolithic occupation.</i></p>	
Alto Douro Wine Region	2001	<p><i>Wine has been produced by traditional landholders in the Alto Douro region for some 2,000 years. Since the 18th century, its main product, port wine, has been world famous for its quality. This long tradition of viticulture has produced a cultural landscape of outstanding beauty that reflects its technological, social and economic evolution.</i></p>	<p><b>Murça, Vila Nova de Foz Côa, Carrazeda de Ansiães, Santa Marta de Penaguião, São João da Pesqueira, Tabuaço, Mesão Frio, Torre de Moncorvo, Peso da Régua, Sabrosa, Sabugal, Armamar, Vila Real, Alijó and Lamego</b></p>



<p>Historic Centre of Guimarães</p>	<p>2001</p>	<p><i>The historic town of Guimarães is associated with the emergence of the Portuguese national identity in the 12th century. An exceptionally well-preserved and authentic example of the evolution of a medieval settlement into a modern town, its rich building typology exemplifies the specific development of Portuguese architecture from the 15th to 19th century through the consistent use of traditional building materials and techniques.</i></p>	<p><b>Guimarães</b></p>
<p>Landscape of the Pico Island Vineyard Culture</p>	<p>2004</p>	<p><i>The 987-ha site on the volcanic island of Pico, the second largest in the Azores archipelago, consists of a remarkable pattern of spaced-out, long linear walls running inland from, and parallel to, the rocky shore. The walls were built to protect the thousands of small, contiguous, rectangular plots (currais) from wind and seawater. Evidence of this viticulture, whose origins date back to the 15th century, is manifest in the extraordinary assembly of the fields, in houses and early 19th-century manor houses, in wine-cellars, churches and ports. The extraordinarily beautiful man-made landscape of the site is the best remaining area of a once much more widespread practice.</i></p>	<p><b>Lajes do Pico, Madalena and Roque do Pico</b></p>
<p>Garrison Border Town of Elvas and its Fortifications</p>	<p>2012</p>	<p><i>The site, extensively fortified from the 17th to 19th centuries, represents the largest bulwarked dry-ditch system in</i></p>	<p><b>Elvas</b></p>



		<p><i>the world. Within its walls, the town contains barracks and other military buildings as well as churches and monasteries. While Elvas contains remains dating back to the 10th century ad, its fortification began when Portugal regained independence in 1640. The fortifications designed by Dutch Jesuit padre Cosmander represent the best surviving example of the Dutch school of fortifications anywhere. The site also contains the Amoreira aqueduct, built to enable the stronghold to withstand lengthy sieges.</i></p>	
<p>University of Coimbra – Alta and Sofia</p>	<p>2013</p>	<p><i>Situated on a hill overlooking the city, the University of Coimbra with its colleges grew and evolved over more than seven centuries within the old town. Notable university buildings include the 12th century Cathedral of Santa Cruz and a number of 16th century colleges, the Royal Palace of Alcáçova, which has housed the University since 1537, the Joanine Library with its rich baroque decor, the 18th century Botanical Garden and University Press, as well as the large “University City” created during the 1940s. The University’s edifices became a reference in the development of other institutions of higher education in the Portuguese-speaking world where it also exerted a major influence on</i></p>	<p><b>Coimbra</b></p>



		<p><i>learning and literature. Coimbra offers an outstanding example of an integrated university city with a specific urban typology as well as its own ceremonial and cultural traditions that have been kept alive through the ages.</i></p>	
<p>Royal Building of Mafra – Palace, Basilica, Convent, Cerco Garden and Hunting Park (Tapada)</p>	<p>2019</p>	<p><i>Located 30 km northwest of Lisbon, the property was conceived by King João V in 1711 as a tangible representation of his conception of the monarchy and the State. This imposing quadrangular building houses the king's and queen's palaces, the royal chapel, shaped like a Roman baroque basilica, a Franciscan monastery and a library containing 36,000 volumes. The complex is completed by the Cerco garden, with its geometric layout, and the royal hunting park (Tapada). The Royal Mafra Building is one of the most remarkable works undertaken by King João V, which illustrates the power and reach of the Portuguese Empire. João V adopted Roman and Italian baroque architectural and artistic models and commissioned works of art that make Mafra an exceptional example of Italian Baroque.</i></p>	<p><b>Mafra</b></p>
<p>Sanctuary of Bom Jesus do Monte in Braga</p>	<p>2019</p>	<p><i>Located on the slopes of Mount Espinho, overlooking the city of Braga in the north of Portugal, this cultural landscape evokes Christian Jerusalem, recreating a sacred mount crowned with a church.</i></p>	<p><b>Braga</b></p>



		<p><i>The sanctuary was developed over a period of more than 600 years, primarily in a Baroque style, and illustrates a European tradition of creating Sacri Monti (sacred mountains), promoted by the Catholic Church at the Council of Trent in the 16th century, in reaction to the Protestant Reformation. The Bom Jesus ensemble is centred on a Via Crucis that leads up the western slope of the mount. It includes a series of chapels that house sculptures evoking the Passion of Christ, as well as fountains, allegorical sculptures and formal gardens. The Via Crucis culminates at the church, which was built between 1784 and 1811. The granite buildings have whitewashed plaster façades, framed by exposed stonework. The celebrated Stairway of the Five Senses, with its walls, steps, fountains, statues and other ornamental elements, is the most emblematic Baroque work within the property. They are framed by lush woodland and embraced by a picturesque park that, masterfully set on the rugged hill, highly contributes to the landscape value of the ensemble.</i></p>	
<b>Natural Site - 1</b>			
Laurisilva of Madeira	1999	<p><i>The Laurisilva of Madeira is an outstanding relict of a previously widespread laurel forest type. It is the largest surviving area of laurel forest</i></p>	<p>Calheta, Câmara dos Lobos, Machico, Ponta do</p>



		<i>and is believed to be 90% primary forest. It contains a unique suite of plants and animals, including many endemic species such as the Madeiran long-toed pigeon.</i>	Sol, Porto Moniz, Ribeira Brava, Santana and São Vicente
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Source - World Heritage Convention - States Parties – Portugal, consulted 20/07/2023 <https://whc.unesco.org/en/statesparties/pt>

The list that we have just added - "Table 1" - was taken from the description that UNESCO-WHP has on its WEB page, and we have chosen to insert in full the "UNESCO - Description" about the concrete content of each of those sites. As the reader will understand, it would have been extremely easy for the authors to make their own description, even for the personal and historical knowledge they have of each of those places, however this option was thought with the intention that readers know exactly the "thought" underlying UNESCO-WHP and that motivated those inscriptions.

As can be seen, from 1983 to the present day, there has been a sustained and continuous inscription of places in Portugal as World Heritage Places by UNESCO-WHP.

Having made this description, it is now time to analyze the possible relationship between the sites inscribed as a UNESCO-WHP and their attraction for International Tourism.

## **2. The impact on the Tourism of the classification as UNESCO World Heritage in Portugal - Analysis**

As stated by C. R. Plácido (2020, p. 15; p. 35) *"...according to UNESCO-WHP the economic benefits of obtaining a WHP designation, for destinations and for the local economy, are significant, since the increase in public*



*perception of the highlighted values automatically causes an increase in tourist activities and visits..."*, referring to the use of "UNESCO World Heritage as a Territorial Marketing tool", which means that "...Heritage is an important part of modern society, being very relevant for local communities..." and because of that "...it can be the basis for sustainable development...", which leads to the fact that "...in most cases heritage promotion is coordinated by those who elaborate the Territorial Marketing strategy..."

According to this author, both UNESCO-WHP and all stakeholders in the field of Tourism, understand that the classification of sites as UNESCO-WHP has increased potential in attracting Tourism, and for the part that interests us here to highlight, for International Tourism.

## **2.1- Literature review that will support our concrete analysis between the inscription of UNESCO World Heritage Places in Portugal and Local Tourism.**

Although we have already referred to the multiple studies that exist on the relationship between the classification awarded by UNESCO as a World Heritage Place and its attractiveness for international tourism, we will reinforce this relationship based on studies that specifically include "Portugal" among the countries analyzed. This fact is important for us because it reinforces and supports our study that specifically aims to analyze the case of Portugal.

In the study conducted by S. Bak, C. K. Min and T. S. Roh (2019), based on data on "72 countries", among which Portugal is included, (see "Table 1", p.921), the authors supported their study, among others, on the data of each of these countries regarding "*Tangible heritage*", on "*international*



*tourist arrivals per 1,000 population" and on their "growth rate (%) of per capita real GDP measured in 2005 US dollars".*

These authors conclude that *"using panel data from 72 countries for the 1995 ~ 2012 period, we have obtained the empirical results supporting that the UNESCO-listed World Heritages promote international tourism"* (p. 925), which makes it possible to say that this study demonstrates that countries that have World Heritage Sites classified by UNESCO have a significant increase in their International Tourism, since these inscriptions are understood as guarantees of authenticity of the value of their cultural and natural heritage.

Another study to which we will refer is the one carried out by V. Ivanunik, H. Krul and S. Bryk (2021), in which they analyze the interrelationship between the classification of World Heritage by UNESCO and the attractiveness of International Tourism, where they include Portugal in their "Table 1", which includes 56 countries, and its incorporation in the *"Rankings of Countries by Number of UNESCO World Heritage Sites, International Tourist Arrivals and Travel and Tourism Competitiveness Index 2017"* (p. 193), with "Portugal" in 18<sup>th</sup> place in the "UNESCO World Heritage", in 17<sup>th</sup> place in the "International Tourist Arrivals - 2017" ranking and in 14<sup>th</sup> place in the "Travel and Tourism Competitiveness Index 2017", that is, occupying a prominent place among the 56 countries analyzed by these authors.

These authors concluded that there is a direct correlation between countries that have UNESCO World Heritage Places and their attractiveness to International Tourists, and that their *"...the relevant*



*calculations confirm the assumption that the number of such sites influence the tourist visitation of countries..."* (p. 187). This study also leads us to conclude that there is an interrelationship between the number of International Tourists visiting countries and the number of UNESCO World Heritage Sites, which leads these authors to conclude that their study "*...shows that the number of World Heritage sites in the country is an extremely attractive component of the choice of the purpose of tourist travel..."* (p. 201).

Finally, our last support goes to J. Rebelo and R. Brito (2014), who in their "Study on the economic value of the connection to UNESCO networks in Portugal - *World Heritage Places, Biosphere Reserves, Geoparks and UNESCO Chairs*", in which these authors conclude that there is an "*...impact on economic activity arising from the UNESCO seal..."*, and that because of this "*...the connection to UNESCO brings benefits to the surrounding region..."* (p. 6), which leads them to conclude in "Table 5.1" (p. 62) that the most evident economic impact in UNESCO World Heritage Sites is the increase in bedding by about 82% (eighty-two percent).

## **2.2 Analysis of results between the inscription of UNESCO World Heritage Places in Portugal and Local Tourism**

The geographical location of Portugal in the extreme West of Europe, bordered to the North and East by Spain and to the West and South by the Atlantic Ocean, imposes as a natural and logical condition that international tourists visiting Portugal must stay overnight, which implies that in view of the growing number of international tourists there



has been a constant increase in beds in hotel units, J. Rebelo and R. Brito (2014) rightly point out.

The first aspect that we will now present in this study is the evolution that international tourism has had in the recent past, both under the number of arrivals of international tourists and under the growth in the number of beds in hotel units to accommodate them.

We will then analyze the growth in the number of hotel units, and consequently the number of beds available for use by tourists, in the cities/municipalities where UNESCO World Heritage places are located in Portugal to demonstrate the economic growth caused by the international tourist influx through the recognition of these sites as UNESCO World Heritage.

### **2.3 Evolution of International Tourism in Portugal - Number of International Tourists and number of available beds**

Portugal has been experiencing a sustained growth of International Tourists throughout the first two decades of this century, a fact that is unequivocally demonstrated by "Table 2" below, which shows us, without a doubt, that between the year 2000, with "5 599 127" of International Tourist arrivals at hotels and other types of hotel accommodation, and the year 2019, with "16 200 438", International Tourism had an increase in Portugal of 289.338%.

Of course, we do not make any reference to the year 2020, since the worldwide epidemic of "Covid-19" caused a drastic decrease in



International Tourism, a fact that also happened in Portugal, as is visible in "Table 2" below.

“Table 2” – Total arrivals of non-residents tourists in collective tourist accommodations

Year	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Arrivals of tourists in collective tourist accommodations: Total by Tourists Non-residents</b>	5 599 127	5 769 293	6 349 448	6 787 797	6 961 718	6 439 022	6 756 354	7 263 644	7 503 252	8 400 252	9 688 312	10 839 925	12 343 982	14 299 650	15 035 803	16 200 438	3 864 594

Source: PORDATA - Data Sources: Eurostat | National Entities - Arrivals of tourists in collective tourist accommodations: total and by type of tourist - Last updated: 2022-07-20 <https://www.pordata.pt/en/DB/Europe/Search+Environment/Table/5830612>

It is clear that in order for International Tourists to have "accommodations" in Portugal, there was an increase in "Hotels and similar establishments" between the year 2000, with "1 786", units, and the year 2019 with "2 401", that is, there was an increase of 134.434% of units between those years. See "Table 3" below.

“Table 3” – Tourist accommodations: Total Hotels and similar establishments

Year	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Tourist accommodations: Hotels and similar establishments</b>	1 786	2 012	2 028	2 031	2 041	1 988	2 011	2 019	2 028	2 331	2 331	2 430	2 437	2 538	2 406	2 401	2 319

Source: PORDATA - Eurostat | National Entities - Last updated: 2022-04-18 <https://www.pordata.pt/en/DB/Europe/Search+Environment/Table/5830613>

Obviously, this increase in "Hotels and similar establishments" also translated into an increase in "Bed-places", which went from 222 958 in 2000 to 362 247 in 2019, that is, there was an increase of 162.473% in



the number of "Bed-places" between the years 2000 and 2019, as shown in "Table 4" below.

“Table 4” – Tourist accommodations: Bed-places in collective tourist accommodations: Total by Hotels and similar establishments

Year	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Bed-places in collective tourist accommodations: Total by Hotels and similar establishments</b>	222 958	263 814	264 037	264 747	273 975	273 804	279 506	289 107	296 321	309 918	309 918	328 186	337 175	363 088	358 723	362 247	347 656

Source: PORDATA - Eurostat | National Entities - Last updated: 2022-06-06 <https://www.pordata.pt/en/DB/Europe/Search+Environment/Table/5830613>

Having made this brief analysis of the development of Tourism in Portugal, it is now time to present the analysis of this evolution of International Tourism in the sites that in Portugal are classified as World Heritage by UNESCO.

## 2.4 Evolution of International Tourism in UNESCO World Heritage Places - Number of available beds

As mentioned above, having analyzed the hotel development in Portugal and, consequently, the number of "*Tourist accommodations: Hotels and similar establishments*" and consequently "*Bed-places in collective tourist accommodations: Total by Hotels and similar establishments*" available for International Tourists to stay in Portugal, it is now necessary to make the same analysis regarding the cities that are part of the municipalities where the UNESCO World Heritage Places are located.

According to the "Table 1", most of the UNESCO World Heritage Sites in Portugal are part of a single city as a Municipality. The UNESCO



World Heritage site that integrates more municipalities is the "Alto Douro Wine Region", which extends over 15 (fifteen) municipalities, followed by the "*Laurisilva of Madeira*", which incorporates 8 (eight) municipalities and the "Landscape of the Pico Island Vineyard Culture", which extends over 3 (three) municipalities, followed by the "Historic Center of Oporto, Luiz I Bridge and Monastery of Serra do Pilar" which extends over 2 (two) municipalities, with all the rest occupying only 1 (one) municipality.

Let us now turn to the analysis of each of those sites considered as UNESCO World Heritage in Portugal, in order to understand, then, the importance that World Tourism has had in each of those municipalities (cities) that are integrated in the territorial areas of the sites considered in Portugal as UNESCO World Heritage, a fact measured by the evolution of the number of "*Tourist accommodations: Hotels and similar establishments*", "*Average stay in tourist accommodations: total non-residents*" and "*Total incomes of tourist accommodations*".

This analysis is made by inserting 3 tables in which we analyze, integrally, for each of those sites that are considered UNESCO World Heritage in Portugal, the effects produced by International Tourism on the evolution, in crescendo, of "*Tourist accommodations: Hotels and similar establishments - total*", the stay, per night, in these places of hospitality, "*Average stay in tourist accommodations: total non-residents*", and, consequently, the economic value that they contribute to the national income with their coming to these places, through the analysis made with the "Total incomes of tourist accommodations - Euro - Thousands". These three tables



express the economic importance of UNESCO World Heritage Places in Portugal.

#### 2.4.1 Hotels and similar establishments - total

In order to understand the economic importance that international tourism brings to the regions classified by UNESCO as World Heritage in Portugal, we analyze in this first table – 5 - the growing evolution of hotels and similar establishments, as a factor demonstrating the growing need for these places of shelter for international tourists visiting those places.

“Table 5” – Tourist accommodations: Hotels and similar establishments – total

Tourist accommodations: Hotels and similar establishments - total													Relation between 2021 comparing with 2009 in %	
Years	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		2021
Central Zone of the Town of Angra do Heroísmo in the Azores	10	8	8	8	10	13	13	13	13	36	38	20	29	290
Convent of Christ in Tomar	10	10	10	11	11	16	16	16	18	19	24	22	26	260
Monastery of Batalha	4	5	5	5	5	7	7	6	6	6	7	8	11	275

RODRIGUES, C.; CAMPINA, A. The influence of international tourism on the economy of UNESCO World Heritage Places in Portugal



Monastery of the Hieronymites and Tower of Belém in Lisbon	190	193	193	197	205	301	356	396	497	576	713	378	487	256
Historic Centre of Évora	16	16	17	18	17	27	31	34	42	45	55	41	51	510
Monastery of Alcobaça	7	7	7	7	5	9	13	17	21	24	32	24	28	400
Cultural Landscape of Sintra	15	15	14	15	17	29	42	48	60	75	95	60	79	520
Historic Centre of Oporto, Luiz I Bridge and Monastery of Serra do Pilar	111	113	115	116	117	191	187	203	268	314	424	274	348	313
Prehistoric Rock Art Sites in the Côa Valley and Siega Verde	1	1	1	1	1	5	5	4	4	4	5	4	5	500
Alto Douro Wine Region	33	32	36	33	31	94	125	123	125	142	179	148	180	545
Historic Centre of Guimarães	12	13	14	17	15	26	33	30	39	44	49	41	43	358
Landscape of the Pico Island Vineyard Culture	4	5	4	5	5	20	22	23	27	56	64	43	64	160
Garrison Border Town of Elvas and its Fortifications	10	10	10	7	7	15	18	20	21	19	23	22	28	280



University of Coimbra – Alta and Sofia	22	22	21	21	21	40	41	49	55	66	69	53	60	272
Royal Building of Mafra – Palace, Basilica, Convent, Cerco Garden and Hunting Park (Tapada)	6	6	6	7	6	13	18	26	34	43	69	45	54	900
Sanctuary of Bom Jesus do Monte in Braga	24	22	25	24	21	30	34	35	38	43	55	42	50	208
Laurisilva of Madeira	52	51	50	44	43	159	242	346	462	604	148	98	135	259

Source: PORDATA.

It should be noted that the evolution between the years 2009 and 2021, in the increase of hotels and similar establishments, varies between 160% for the localities integrated in the perimeter "Landscape of the Pico Island Vineyard Culture" and 900% in the localities that are integrated in the "Royal Building of Mafra - Palace, Basilica, Convent, Cerco Garden and Hunting Park (Tapada)".

#### 2.4.2 Average stay in tourist accommodations: total non-residents

When we move on to an analysis of the stay of international tourists, measured by their average stay in hotels and similar establishments, for example "local accommodation", we find that here we already have three distinct situations, namely. In the localities integrated in



the "Cultural Landscape of Sintra", "Laurisilva of Madeira" and "Central Zone of the Town of Angra do Heroísmo in the Azores", there was a slight decrease in the stays of international tourists, with a reduction of "86%" respectively, "89%" and "90%", i.e. in the first case the nights spent in those establishments decreased respectively from "2.3" to "2.0" nights in the first place, from "4.6" to "4.1" nights in the second place, and from "2.9" to "2.8" in the last place.

“Table 6” – Average stay in tourist accommodations: total non-residents

Average stay in tourist accommodations: total non-residents													Relation between 2021 comparing with 2009 in %	
Years	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		2021
Central Zone of the Town of Angra do Heroísmo in the Azores	2,9	3,0	3,0	3,1	3,2	2,8	3,0	3,4	3,5	3,5	3,3	4,3	2,8	90
Convent of Christ in Tomar	1,4	1,4	1,4	1,4	1,5	1,5	1,5	1,4	1,4	1,4	1,4	1,4	1,5	107
Monastery of Batalha	--	--	--	--	--	--	1,8	1,0	1,0	1,0	1,0	1,0	1,5	150
Monastery of the Hieronymites and Tower of Belém in Lisbon	2,3	2,4	2,4	2,5	2,5	2,5	2,6	2,6	2,6	2,5	2,5	2,5	2,6	113



Historic Centre of Évora	1,6	1,5	1,5	1,6	1,6	1,5	1,5	1,5	1,5	1,4	1,6	1,7	106
Monastery of Alcobaça	2,0	2,1	2,0	2,3	2,3	2,7	2,3	2,2	1,9	2,3	2,2	2,2	110
Cultural Landscape of Sintra	2,3	2,1	2,0	1,9	2,0	2,1	2,0	2,0	2,0	2,0	1,9	1,8	86
Historic Centre of Oporto, Luiz I Bridge and Monastery of Serra do Pilar	2,0	2,15	2,15	2,15	2,15	2,15	2,2	2,15	2,15	2,2	2,15	2,2	110
Prehistoric Rock Art Sites in the Côa Valley and Siega Verde	0	0	0	0	0	1	1	1	1	1,4	1,4	1,5	170
Alto Douro Wine Region	0,55	0,40	0,38	0,50	0,48	0,56	0,83	0,86	1,09	1,62	1,59	1,64	298
Historic Centre of Guimarães	1,8	1,8	1,8	1,8	1,9	1,9	1,8	1,8	1,9	1,8	1,9	2,1	116
Landscape of the Pico Island Vineyard Culture	--	--	--	--	--	0,9	2,2	2,5	2,4	3,0	3,2	3,1	344
Garrison Border Town of Elvas and its Fortifications	1,5	1,3	1,3	1,2	1,3	1,3	1,5	1,3	1,3	1,3	1,3	1,4	0,0



University of Coimbra – Alta and Sofia	1,5	1,5	1,6	1,6	1,5	1,5	1,6	1,5	1,5	1,6	1,5	1,7	1,7	113
Royal Building of Mafra – Palace, Basilica, Convent, Cerco Garden and Hunting Park (Tapada)	--	3,5	3,3	3,4	2,5	2,6	2,7	2,9	2,8	2,9	3,1	3,4	3,5	0,0
Sanctuary of Bom Jesus do Monte in Braga	2,0	2,1	2,0	2,0	2,1	2,1	2,1	2,2	2,2	2,2	2,2	2,2	2,8	140
Laurisilva of Madeira	4,6	4,6	4,6	4,8	3,6	4,7	4,8	4,8	4,6	4,6	4,3	4,4	4,1	89

Source: PORDATA.

It should be noted that in the first case the nights spent in those establishments decreased, respectively, from "2.3" to "2.0" nights in the first place, from "4.6" to "4.1" nights in the second place, and from "2.9" to "2.8" in the last place.

In the "Garrison Border Town of Elvas and its Fortifications", the stay of international tourists has remained constant, that is, international tourists stay overnight in these locations, on average, 1.5 nights.

As for the remaining locations, which are the majority, there has been, between the years 2009 and 2021, a sustained increase in nights spent in "Hotels and similar establishments", ranging from "106%" in the



"Historic Center of Évora", with an average of "1.6" nights in 2009, to "1.7" nights in 2021, to an increase of "344%" in the "Landscape of the Pico Island Vineyard Culture", in which the average number of nights spent in these locations increased from "0.9" to "3.1".

#### **2.4.3 Total incomes of tourist accommodations - Euro - Thousands**

When we analyze the economic effects for the "National Economy of Portugal" with the coming of international tourists to the regions classified by UNESCO as World Heritage in Portugal, "Table 7" below shows us that only the Lisbon region, where the "Monastery of the Hieronymites and Tower of Belém in Lisbon" is located, had not yet recovered in 2021, compared to 2009, the total volume of revenue generated by international tourists, a decrease resulting from the international pandemic caused by "Covid 19".

It should be noted, for example, that if we compare for this region the volume of revenue generated between the year 2009 and the year 2019, there had been an increase, in thousands of euros, from "347 486" to "1 042 581", that is, there had been a growth until the year before "Covid 19" of 300%.

When this comparison is made, between the year 2009 and the year 2021, we are already facing a decrease in revenue from "347 486" to "331 229" thousand euros.



“Table 7” – Total incomes of tourist accommodations - Euro – Thousands

Total incomes of tourist accommodations Euro – Thousands														
Years	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Relation between 2021 comparing with 2009 in %
Central Zone of the Town of Angra do Heroísmo in the Azores	6569	5878	5143	4949	5169	5355	5700	8686	9647	10833	10830	3138	7039	
Convent of Christ in Tomar	3867	3481	3522	3265	3075	3513	4154	4395	5411	5191	6242	2519	3951	102
Monastery of Batalha	0	1426	2580	1726	1651	1852	2160	2449	3049	3100	3109	1178	1766	123
Monastery of the Hieronymites and Tower of Belém in Lisbon	347486	366163	389437	377133	415638	504761	597729	692260	872891	965632	1 042581	208852	331229	95
Historic Centre of Évora	17238	18081	17872	16271	16052	18272	23001	27076	32391	34369	37659	16026	21883	126
Monastery of Alcobaça	1809	1904	2159	2265	2086	2583	2959	4308	5415	5558	6277	2953	3914	216
Cultural Landscape of Sintra	21248	26120	26190	27891	27654	32538	37921	41032	48024	55211	62851	18 270	31550	148

Historic Centre of Oporto, Luiz I Bridge and Monastery of Serra do Pilar	95054	102260	104377	104401	115461	137090	170794	210119	260702	299785	344829	80286	135644	142
Prehistoric Rock Art Sites in the Côa Valley and Siega Verde	0	0	0	0	0	246	180	165	170	201	255	172	567	230
Alto Douro Wine Region	12388	12518	13086	10686	10208	15782	19102	29520	33099	38251	46942	23574	38027	306
Historic Centre of Guimarães	7103	7317	6956	8973	7765	9728	10670	11829	14821	15624	17462	6032	9358	131
Landscape of the Pico Island Vineyard Culture	0	0	0	0	1192	2400	2652	3388	3827	4568	5521	2029	5208	436
Garrison Border Town of Elvas and its Fortifications	2307	2278	2130	1162	984	1611	2169	2577	2894	3031	4227	2668	4086	177
University of Coimbra – Alta and Sofia	14169	15594	17077	16032	15214	17783	19717	22792	27041	31122	32260	10615	15127	106



Royal Building of Mafra – Palace, Basilica, Convent, Cerco Garden and Hunting Park (Tapada)	-0	4195	4165	3795	4218	4915	5757	6855	8732	10731	14798	5876	10984	261
Sanctuary of Bom Jesus do Monte in Braga	9458	10182	14378	11558	11044	13283	14451	18011	21686	24559	28041	11298	16628	175
Laurisilva of Madeira	23728	25354	29787	28736	24472	33425	38840	50817	56680	54239	56139	19268	37247	156

Source: PORDATA.

"Table 7" shows that the year "2019" was the year that generated the most revenue for Portugal's economy from international tourists, a fact that suffered a sharp cut with the international pandemic of "Covid 19".

In the year 2021, there is already an increase in this monetary revenue, comparing the year 2021 with the year 2009, which was between "102%", in relation to the "Convent of Christ in Tomar", and the maximum of "436%", when this comparison is made in relation to the "Landscape of the Pico Island Vineyard Culture".

#### 2.4.4 Conclusive analysis on all 3 tables for each of those places

From the analysis of the 3 tables inserted for each of those places, it is clear that since 2009 there has been a gradual increase in the offer of



"Hotels and similar establishments", however the number of "Average stay in international tourist accommodations" has remained relatively constant, but there is, however, to highlight the fact that there has been a sharp increase until the year 2019 (prior to the pandemic - Covid 19) in the "Total incomes of tourist accommodations", having already begun its recovery in the year 2021, meaning the high economic importance for the development of the municipalities in which those UNESCO World Heritage Places are located in Portugal.

## CONCLUSION

The study we present explain how all stakeholders, and the Portuguese State, have taken advantage of UNESCO's attribution to several places in Portugal as World Heritage – cultural or natural, to use this classification awarded by a prestigious, important and recognized United Nations world organization, UNESCO, to attract international tourists and, with this reality, to proceed to the economic development of the country through the creation of wealth and well-being for the population.

The study we carried out also shows that the "UNESCO World Heritage Place" brand attributed to 17 - seventeen - places in Portugal provided Places the populations living in the municipalities where these UNESCO World Heritage Places are located with an important economic development because of attracting International Tourists, providing in this



way, and because of them, an increase in the economic income generated by their stays.

In short, we conclude that in cultural, micro and macroeconomic standings the "UNESCO World Heritage" brand is a guarantee of quality in the presentation to International Tourists of the cultural and natural differentiation appealing to the enjoyment of rich tourist spaces and cultural diversity of peoples and, also because of this, a source of wealth for these same peoples through International Tourism.

Despite this reality, our study also came across the fact that the official Portuguese tourism and cultural heritage authorities, in their constant surveys of international tourists, do not include specific questions about their knowledge and interest in Portugal's UNESCO World Heritage sites, which, in our opinion, would be an asset in terms of directing them to the benefits of this heritage.

In the future, this collection and analysis of data will allow us to combine it with other data that may emerge so that we can better monitor and understand the evolution of the relationship between UNESCO World Heritage in Portugal and international tourism and analyze the benefits for local populations of these recognitions by UNESCO, both in terms of their quality of life and in terms of maintaining their cultural and natural heritage as an identity value of their unique worldwide environment.



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