

## Good Practice Cases in Sustainable Tourism Destinations

### Local identity and cultural heritage preservation, Lagos, (Portugal)

ITEMS		DESCRIPTION	PICTURES
Name of the organization submitting this practice case	Name	Coastal and Marine Union EUCC and Lagos City Hall (Câmara Municipal de Lagos)	
	Contact	<a href="mailto:research5@qualitycoast.info">research5@qualitycoast.info</a> ; <a href="mailto:secretariat@qualitycoast.info">secretariat@qualitycoast.info</a> ; <a href="mailto:expediente.geral@cm-lagos.pt">expediente.geral@cm-lagos.pt</a>	
	Name (in EN) of the destination	Lagos	
	Administrative Organizations and country	Lagos is a municipality located in the region of the Algarve, in southern Portugal.	
	Tourism Organizations	Portugal National Tourism; Algarve Tourism Association	
	Surface	213 km <sup>2</sup>	
	Resident population	31,048	
	Tourism Arrivals	148,949	
	Tourism nights	644,370	
WHO	Name	Lagos City Hall (Câmara Municipal de Lagos)	
	Website	<a href="http://www.cm-lagos.pt/">www.cm-lagos.pt/</a>	
WHY	The reason for action	Lagos is one of the most visited municipalities in the region of the Algarve and Portugal. During summer months the municipality receives a considerable amount of tourists and seasonal residents attracted by beautiful beaches, natural landscape, gastronomy and cultural and historical heritage. Concerns have arisen about the negative impact that tourism development in Lagos may pose on the community culture and the local identity, through the extinction of local traditions and costumes, as well as the abandonment of some professions, such as fishing, which is already observable. Local traditions are an important way of preserving a community a community and its sustainability, therefore on of the main reasons that lead to the need of preservation of such habits. In order to maintain and preserve traditions and the character of the area and, at the same time, develop year round tourism to avoid the high concentration of tourists during the summer months, the Municipal Council has committed to develop and market cultural heritage tourism in Lagos.	
	Issues and challenge	Increasing competition between companies, cities and regions; Growing demands on the infrastructure (water supplies, public services), as well as the abandonment	

		<p>of some traditional professions and traditions. One of the challenges is that the reinforcement of education with respect to knowledge of tourism will promote the community resident's tourism conscientious and environmental conception, so they will take part in the local development.</p>	
<p><b>HOW</b></p>		<p>In an attempt to conserve and foster its local identity and uniqueness, the Municipality of Lagos organises and promotes diverse markets, fairs, festivals and cultural events. Many aspects of local tradition (cattle market, traditional food, crafts, etc.) are featured during the major fairs in Lagos<sup>1</sup>. Festivals and cultural events<sup>2</sup> are also organised throughout the whole year and they allow Lagos' residents and local associations to participate and get involved in community development activities. Tourists can choose between a wide range of art and cultural activities around the year which offer them the opportunity to learn about the local customs and the history of the area. Local food is also an important part of Lagos' culture. Restaurants in Lagos offer fresh fish menu along with traditional dishes. Furthermore, local products are promoted, such as the traditional sweet cakes "D. Rodrigo" and "Doce Fino", which are planned to be certified shortly. In 2009, in line with its objectives, the municipality of Lagos became a member of the <i>Slow Cities movement</i>. With this initiative Lagos aims to preserve its traditions, improve the quality of life for residents and visitors, promote tranquillity, gastronomy, hospitality and respect for the local environment and history.</p>	
<p><b>RESULTS</b></p>	<p>Benefits</p>	<p>Lagos has demonstrated its ability to reconcile modern values and progression with respect for historical heritage, culture and local identity. The wide and rich variety of heritage sites, craft and gastronomic markets, local products and cultural and historical events has helped to underpin local identity and its unique character making the area more attractive for tourists. Local food also plays a central role in the overall tourist experience and destination's local distinctiveness. Encouraging and supporting the involvement of local residents in art and cultural events has helped building a strong sense of community and cohesiveness among community members which has ultimately enhanced the economic vitality of the area. Besides this aspects, is also important to include other benefits, such as: strengthen the local economy, promote resource protection, increase visitors expenditures, generates employment, preserve the unique character of the community, increase community pride, and awareness of community resources, which is important to the quality of life and well-being, as well as an important factor to attract visitors.</p> <p>The number of people visiting cultural establishments, registered and accounted in 2012 were 130,000. This reflects the importance that this type of experiences have for individual tourists, in complement with the sun and sea product. In</p>	

<sup>1</sup> (Feira da Arte Doce, Feira de Velharias, Feira do Gado em Odiáxere, Feira Franca de Lagos, Feira de Tradições e Artes do Algarve)

<sup>2</sup> (Festa do Banho 29, Maias, Carnaval, Festival dos Descobrimientos, Festival Nacional de Folclore e Etnografia de Odiáxere, Santos Populares)

		consequence, the appreciation of Lagos as a cultural city, and the preservation of its local traditions and identity is undeniable, proved by the recognition of Lagos as one of the must go places in 2012, referenced by the website TRIPADVISOR.
	Recognition and Awards	QualityCoast Gold Award 2012-'13
REFLECTION	Multiplier effect and transferability	Diversification of local economy and preservation of a community unique character.
	Lessons learned and critical success factors	The involvement of the local community in cultural events is a key success factor for preserving the culture and the local identity of the destination. Encouraging residents to participate in such events helps to create a sense of belonging and unity that are essential in order to foster cultural heritage tourism and maintain authenticity. The critical success factor here is the importance of broadening the high season to attract tourists during the low season. Strategic planning, marketing, partnerships, product packaging, authenticity, play a key role in the success of Lagos as a tourism destiny of excellence.

