



MARIE SKŁODOWSKA-CURIE POSTDOCTORAL FELLOWSHIPS 2023

EXPRESSION OF INTEREST FOR HOSTING MARIE CURIE FELLOWS

HOST INSTITUTION

CICS.NOVA – Interdisciplinary Centre of Social Sciences

RESEARCH GROUP AND URL

Group: Cities, Environment and Regional Development

<https://www.cics.nova.fcsh.unl.pt/research/research-groups/3-cities-environment-and-regional-development>

SUPERVISOR (NAME AND E-MAIL)

Ana Cristina Pego (anapego@fcsh.unl.pt)

SHORT CV OF THE SUPERVISOR

PhD in Geography and Territorial Planning, MBA, BSC in economics. Invited professor at Aberta University and the University of the Algarve. The main topics of her research are smart cities, renew circular economy. Author of 6 IGI Global books and 18 articles. Erasmus evaluator at the Portuguese National Agency and coordinator of Horizonte projects, Erasmus and Prima projects. Also works with CIN TUR (Research Centre Tourism, Sustainability and Wellbeing at the University of the Algarve) and the University of Athens on international projects.

5 SELECTED PUBLICATIONS

- Pego, A., & Matos Bernardo, M. D. (2019). The Role of Urban Living Labs in Entrepreneurship, Energy, and Governance of Smart Cities. In L. Carvalho, & P. Isaías (Eds.), Handbook of Research on Entrepreneurship and Marketing for Global Reach in the Digital Economy, 203-221. Hershey, PA: IGI Global.
- Pego, A. C. (2020). Circularity in Portugal: Features of New Business Challenges. In B. Nogalski, A. Szpitter, A. Jabłoński, & M. Jabłoński (Eds.), Networked Business Models in the Circular Economy Global. doi:10.4018/978-1-5225-7850-5.ch010.
- Pego, A. (2020). New Challenges for the Tourism Sector in the Algarve Region Based on Evaluation of the Circular Economy. In Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry (pp. 185-199). IGI Global.
- Pego, A. (2021). Innovation and Ecosystems, A New Methodology for Sustainable Business in Cities. In Research on ICT Applications for Environmental Sustainability. IGI Global . ISBN 13: 9781799839316.
- Pego, A. (2022). Smart Mobility in the Mediterranean Cities: The Externality Effects. In Smart Cities, Citizen Welfare, and the Implementation of Sustainable Development Goals (pp. 151 7998-7785-1.ch008

PROJECT TITLE AND SHORT DESCRIPTION

Project Title: The impact of the tourism cluster in the Lisbon Metropolitan Region (LMR). A sustainable development based on a mix methodology.

Short description

1- **State of Art:** According to UNWTO (2017:27), tourism remains one of the best-positioned economic sectors to drive inclusive socio-economic growth, create sustainable livelihoods, promote peace and understanding, and help protect our environment. However, the sector faces several major challenges: Security concerns and the temptation to erect new barriers to travel, the technological revolution and charting

a course for sustainable development. Considering that tourism is one of the largest activities in the EU and one of the most important activities contributing to GDP (Girard and Nocca, 2017:51), it is important to develop a market strategy for sustainable development. Based on this assumption, the competitiveness of tourism in the LMR region can be emphasised with its ability to include other economic sectors based on the cluster concept. The cluster concept and its applicability to tourism sustainability can also be carried out with environmental responsibility, local economic vitality, cultural diversity and the wealth of experience required for tourism and service products (Furqan, 2010). The tourism sector is responsible for 5% of global CO emissions (caused by transport and tourism facilities), and accommodation facilities are often the largest consumers of non-renewable and valuable resources (e.g. water).

It is therefore important to address the usefulness of responsible consumption and its performance in the urban ecosystem. The concept of an urban ecosystem and its links to the environment is related to the ability to transform the linear tourism economy into a non-linear tourism economy. The process of these changes is referred to as circularity. Girard and Nocca (2017:69) point out that because of its ability to trigger and stimulate circular flows, the circular tourism sector aims to align the tourism sector and sustainable resource management. This means that residents and tourists, as well as the supply sector, should limit their spending and rethink the quality of tourism resources and the health and well-being of the community. The proposal discusses the impacts of the tourism sector in LMR based on the concept of resource optimisation in terms of regional development and ecosystem services.

2- Objectives and Research questions

Objectives: 1- to build up the tourism cluster for LMR and to perform the social and economic impacts.

Specific objectives: 1- to study the geographical distribution of the socio-economic costs and benefits of the tourism cluster 2- to study the relationships between actors in the tourism sector using the Porter-Diamond model; 3- to build a circular model for the tourism sector in LMR; 4- to analyse specific data using a geographical information system (GIS). 5- to analyse the investment and employment in LMR and their impact.

Research questions: 1- What should be the economic, social and environmental impact of the tourism cluster in terms of the circular economy concept? ; 2- What factors can contribute most to the tourism cluster in the Lisbon region? ; 3- - What lessons can be learned from the tourism cluster in other European countries?

3- Methodology:

The importance of this study is to establish important figures on the impact of tourism on the economy and society and to discuss a sustainable model for the tourism sector. Two main methodological approaches are used to answer the research questions:

1- Porter's Diamond Model is based on the following factors that constitute competitive advantage Porter (1990:77): Factor conditions: the region's position in factors of production, such as. skilled labour or infrastructures, is necessary to be competitive in a particular industry; market competitiveness is also related to information, which generates more data as a firm carries out its activities, as organisations collect and capture information that has been lost and is needed (Porter, 1980:152); demand conditions: the demand for products or services in the industry; home market or international; related and supporting industries: the presence of supplier industries and other related activities in the region; business strategy, structure and rivalry: the conditions of cooperation and competition between firms. External factors, such as government policies, are influenced (positively or negatively) by their intervention in politics, economics and chance (events or occurrences beyond the control of firms, industries or even governments) (Aghdaie et al., 2012:133). Porter's Diamond Model is a good tool to address the relationship between market factors and structure the context within tourism activities. The qualitative analysis based on Porter's Diamond Model allowed to clarify: the relationship/partnership with other stakeholders/organisations; the market strategy;

factors influencing tourism in the region; the use of green products (e.g. energy, reused materials, green labels)

2- It is also used as a confirmation/alternative for the cost-benefit analysis (CBA) method. Cost-benefit analysis According to Dreze and Stern (1987), the purpose of CBA is to evaluate the procedures in making decisions and their consequences, i.e. to accept or not a certain project based on the evaluation process. The CBA will assess the social impacts of tourism investments in the region. The methodology follows the recommendations of Hanley and Spash (1993), the EU Cohesion Policy and the World Bank, i.e. estimating "shadow prices" by surveying the population and supporting tourism data. CBA is an approach used to confirm (or not) the investment decision by certain social variables. Quantitative analysis based on cost-benefit analysis allows us to confirm the results and determine in advance how investments can be beneficial for social dynamics.

4- Results

A brief consideration allows us to conclude about the potential tourism cluster in the LMR region as a dynamic urban ecosystem. The tourism cluster offers a new understanding for a better use of natural and human resources. In this context, the research project estimates the expected social costs and benefits for the LMR where these investments will be located and establishes links with physical and social territorial policies based on the efficient use of natural, economic and social resources. Other aspects such as cost-benefit analysis of territorial impacts are explored and will be useful for researchers and spatial planners in future tourism policy. It is likely that other researchers and organisations wishing to apply this methodology to socio-economic and environmental impacts will use this study.

5- Bibliography:

- 1- Aghdaie, S. F. A., Seidi, M., & Riasi, A. (2012). Identifying the barriers to Iran's saffron export by using Porter's diamond model. *International Journal of Marketing Studies*, 4(5), 129.
- 2- Dréze, J. & Stern, N. (1987). *Handbook of Public Economics*. Edited by A.J. Auerbach and M. Feldstein, vol. II. Elsevier Science Publishers B. V. (North-Holland).
- 3- Furqan, A., Som, A. P. M., & Hussin, R. (2010). Promoting green tourism for future sustainability. *Theoretical and empirical researches in urban management*, 5(8 (17), 64-74.
- 4- Girard, L. F., & Nocca, F. (2017). From linear to circular tourism. *Aestimium*, (70), 51-74.
- 5- Hanley, N., & Spash, C. L. (1993). *Cost-benefit analysis and the environment*. Vol. 499. Cheltenham: Edward Elgar.
- 6- Pego, A. (2019). *O Cluster das Energias na Região Norte. Uma abordagem em Geografia Económica*. Phd Thesis. Lisboa: Nova University.
- 7- Porter, M. E. (1980). Industry structure and competitive strategy: keys to profitability. *Financial Analysts Journal*, 36 (4), 30-40.
- 8- Porter, M. E. (1990). New global strategies for competitive advantage. *Planning Review*, 18(3), 4-14.
- 9- Porter, M.E.(2000). Location, competition, and economic development: Local clusters in a global economy. *Economic Development Quarterly*, 14(1), 15-34.
- 10- United Nations World Tourism Organisation (UNWTO) (2017). 2017 Annual report. UNWT

SCIENTIFIC AREA WHERE THE PROJECT FITS BEST*

Social Sciences and Humanities (SOC); Economic Sciences (ECO)

***Scientific Area where the project fits best** – Please select/indicate the scientific area according to the panel evaluation areas: Chemistry (CHE) • Social Sciences and Humanities (SOC) • Economic Sciences (ECO) • Information Science and Engineering (ENG) • Environment and Geosciences (ENV) • Life Sciences (LIF) • Mathematics (MAT) • Physics (PHY)