

Municipal Tourism Planning in an Island Territory: The Case of Ribeira Grande in the Azores

Working Paper

Abstract

This paper discloses the strategic tourism planning process deployed in the Municipality of Ribeira Grande, which is an important municipality of the Azores, although with a poor tourism performance. Recognizing this gap, it was the first municipality in the Region to develop a strategic tourism development plan. The process included statistical analysis on the responses given by tourists to a questionnaire, using the Categorical Principal Component Analysis and the k-means method. The strategic plan had to be focused on the most differentiating local resources and attractions and had to fit into the global development strategy for the Azores. Local stakeholders and tourists were heard and selected nature tourism and local natural resources as the most important. Tourists pointed out the need for more adventure tourism packages and walking trails. All the inputs resulted in the definition of four strategic products: nautical tourism, cultural tourism, wellness tourism and nature tourism.

Keywords

Azores; island tourism; strategic planning; destination planning; municipal tourism

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