

# **International Conference**

## **Meanings of the Rural**

*Between social representations,  
consumptions and rural development  
strategies*



University of Aveiro  
28-29<sup>th</sup> September 2015

## **Full Programme**

## *Organizing Committee*

Elisabete Figueiredo (DCSPT-UA)

Carlos Rodrigues (DCSPT-UA)

Celeste Eusébio (DEGEI-UA)

Diogo Soares da Silva (DCSPT-UA)

Elisabeth Kastenholtz (DEGEI-UA)

Fernando Nogueira (DCSPT-UA)

Gonçalo Santinha (DCSPT-UA)

João Lourenço Marques (DCSPT-UA)

Maria João Carneiro (DEGEI-UA)

Ana Paula Castro (Secretariat)

# *Practical info for Participants*

## *Conference Venue*

The plenary and parallel sessions take place at the Department of Social, Political and Territorial Sciences, rooms 12.2.1, 12.29, and 12.2.12 (2<sup>nd</sup> floor).

The photography exhibition “Rural Moments”, by the internationally awarded photographer Rui Pires, will be held at the UA Bookshop during the two days of the conference.

Lunch will be served at the Refeitório do Crasto; the conference dinner will be on the Olá Ria restaurant, at the Cais da Fonte Nova, in the center of the city.

Those locations are pointed out on the Aveiro and UA Campus maps provided on pages 5 and 19.

## *Internet Access*

During the congress, you can use the free eduroam WiFi access using the following credentials (if you don't have a username and password already):

Username: [departmentocspt@visit.uaveiro.eu](mailto:departmentocspt@visit.uaveiro.eu)

Password: rural

If connecting using an Android mobile phone or tablet, please be sure to use the MSCHAPV2 authentication protocol.

## ***Photography exhibition:***

### ***‘Rural Moments – A vision on the life in Portuguese villages through photography’ (2006-2012)***

***University of Aveiro Auditorium Bookshop***

***From September 28<sup>th</sup> until October 10<sup>th</sup>***

*By Rui Pires (<http://1x.com/member/ruipires/about/>)*

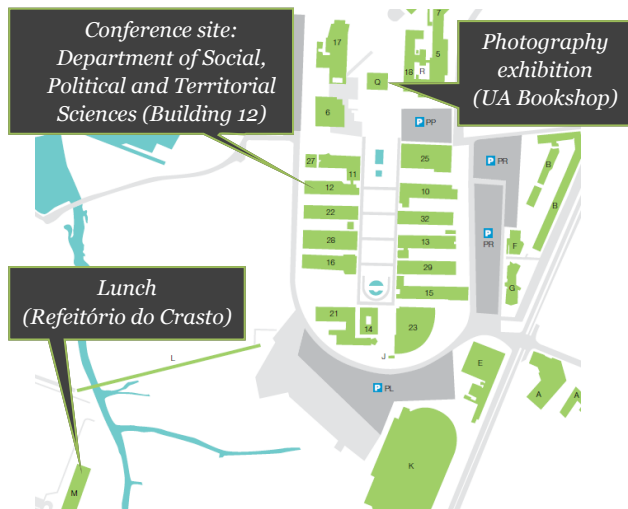
Rui Pires is a photographer with a classic and humanistic style and he is particularly dedicated to documentary photography. He has graduated in Professional Photography at the New York Institute of Photography, in Image Analysis and Evaluation, and in Advanced Photography at the PSA - Photographic Society of America. He is a member of PSA and he is an Independent Curator for several exhibitions and Galleries, as well as for diverse Non-Governmental Organizations.

Rui Pires is a nationally and mainly internationally awarded photographer for the project Rural Moments as well as for other of his (several) projects.

In 2006 Rui Pires started a project that aims to document the life in Portuguese villages that are going through a process of abandonment. The project is still running, although the photos presented in the exhibition are from 2006 until 2012. The photos were mainly taken in Serra de S. Macário and Serra de Montemuro, Portugal.

# Programme overview

<i>September 28<sup>th</sup></i>	<i>September 29<sup>th</sup></i>
<i>8:30 – 9:30 - Registration</i>	
<i>9:30 - 10:30 - Opening session</i>	<i>9:00 - 11:00 - Parallel session 2</i>
<i>10:30 - 11:00 - Coffee break</i>	<i>11:00 - 11:30 - Coffee break</i>
<i>11:00 - 12:30 - Plenary session 1</i>	<i>11:30 - 13:00 - Plenary session 2</i>
<i>12:30 - 14:00 - Lunch break</i>	<i>13:00 - 14:30 - Lunch break</i>
<i>14:00 - 16:00 - Parallel session 1</i>	<i>14:30 - 16:30 - Parallel session 3</i>
<i>16:00 - 16:30 - Coffee break</i>	<i>16:30 – 17:00 - Coffee break</i>
<i>16:30 - 18:30 – ENPLANT Session (in Portuguese)</i>	<i>17:00 - 18:30 - Parallel session 4</i>
<i>20:00 - Dinner</i>	<i>18:30 - Closing session</i>



# Detailed programme

September 28<sup>th</sup>

**8:30 – 9:30 – Registration** – Hall of the Dep. Social, Political and Territorial Sciences (DCSPT)

**9:30 – 10:30 – Opening Session** – Room 12.2.1

## Opening Session

<b>Prof. Dr. Manuel Assunção</b>	Rector of the University of Aveiro
<b>Prof.<sup>a</sup> Dr.<sup>a</sup> Teresa Carvalho</b>	Member of the Executive Committee of the DCSPT
<b>Dr. Celso Brás</b>	President of APPLA – Portuguese Association of Territorial Planners
<b>Prof.<sup>a</sup> Dr.<sup>a</sup> Elisabete Figueiredo</b>	Coordinator of the Organizing Committee

**10:30 – 11:00 – Coffee Break** – Hall of the 2<sup>nd</sup> floor, DCSPT

**11:00 – 12:30 – Plenary Session I – Meanings and Consumptions of the Rural** – Room 12.2.1

**Plenary Session I**

*Chair: Elisabeth Kastenholz (University of Aveiro, Portugal)*

**Keith Halfacree**  
(Swansea University, United Kingdom)

*Social Representations of Rurality: a Two-decade Reflection*

**Maria Jesus Rivera**  
(University of the Basque Country, Spain)

*Pro-rural migration: the need to put rural representations into context*

**Elisabete Figueiredo**  
(University of Aveiro, Portugal)

*The Rural Matters Project – an overview of the main results regarding the Meanings and Consumptions of the Rural in Portugal.*

**12:30 – 14:00 – Lunch Break** – ‘Refeitório do Crasto’

**14:00 – 16:00 – Parallel Session 1**

**Theme 1 – Social meanings and representations of the rural** – Room 12.2.1

Chair: Elisabete Figueiredo

Andrew S. Maclaren (University of Aberdeen, UK) – ***More-than-representational knowledges of the rural***

Josep Pérez Soriano (University of Valencia, Spain) - ***Between uprooting and resistance. Emerging meanings of the rural***

Dolores Sesma, María Jesús Rivera (University of the Basque Country, Spain) Elvira Sanz (Public University of Navarra, Spain), Beatriz Izquierdo (University of Burgos, Spain), Jorge Ruiz (Institute of Advanced Social Studies, Spain) – ***Narratives and practices amongst newcomers in rural Spain: challenges in three case studies***

Diogo Soares da Silva, Elisabete Figueiredo, Celeste Eusébio and Maria João Carneiro (University of Aveiro, Portugal) – ***A tale of two rurals: antonymic discourses on the Portuguese countryside***

**Theme 2 – Rural Development Policies, Strategies and Actors** – Room 12.2.9

Chair: Paul Swagemakers

Paulo Pinto (University of Évora, Portugal) and António Covas (University of Algarve, Portugal) - ***Preliminary approach to the implementation of a network-territory: the case study of Vila Flor county (north- eastern Portugal)***

Elvira Sanz, Andoni Iso, Jesús Oliva (Public University of Navarra, Spain) Ion Martínez Lorea (University of La Rioja, Spain) - ***Mobilities and strategies of development in Spanish mountain areas***

Wu-Long Jhuang (University of Sheffield, UK) – ***Tourism planning for indigenous people? Territoriality and resistance in a truku village in east Taiwan***

Mariano Perez Humanes, Carlos Tapia Martín and Carmen Guerra de Hoyos (University of Sevilla, Spain) - ***Productive space and counterurbanization in the "Gran Vega" of Seville***

Paul Swagemakers and María Dolores (Lola) Domínguez García (University of Vigo, Spain) - ***How to move on? Collective action and environmental protection in the city-region of Vigo, Spain***



### **Theme 3 – Consumptions of the Rural** – Room 12.2.12

Chair: Lúcia Pato

Beatriz Izquierdo (University of Burgos, Spain) and Patricia Campelo (University of the Basque Country, Spain) - ***Beyond traditional rural tourism? Analyzing Leader in basque rural areas***

Celeste Varum, Celeste Eusébio and Carlos Fonseca (University of Aveiro, Portugal) - ***Local authorities and the development of tourism in rural areas: the case of hunting tourism***

Robert Manning (University of Vermont, United States of America) - ***National parks as vital components of rural areas: defining, measuring, and managing carrying capacity***

José Carvalho, Paula Ruivo (Polytechnic Institute of Santarém, Portugal) and Manuel Veiga (Presidente of the Parish of Avelãs de Cima, Portugal) - ***Public services in rural areas - critical approach to models***

Teresa Maria Gamito (University of Lisbon, Portugal), Lúcia Madureira (University of Trás-os-Montes e Alto Douro, Portugal) and José Manuel Lima Santos (University of Lisbon, Portugal) - ***Rural resources, a trigger for rural innovation management and evaluation, applied to municipal waste***

Lúcia Pato (Polytechnic Institute of Viseu, Portugal) - ***Rural tourism – what its sustainability?***

**16:00– 16:30 – Coffee Break** - Hall of the 2<sup>nd</sup> floor, DCSPT

**16:30 – 18:30 - IX ENPLANT Session** – *Das vacas gordas às vacas magras (Portuguese only)* – Room 12.2.1

The Aveiro University was the first in Portugal to offer a higher education degree in the Urban and Regional Planning field, by 1983. A decade after its inception, the Association of Portuguese Planners (APPLA) was created in Aveiro. It was aimed at promoting and preserving the values and expertise of a young profession, as well as

to protect the professional interests of its associates. With more than 350 undergraduate and graduate members, during the last two decades, APPLA has been organizing meetings, both for its associates and open to the society, in order to promote the exchange of ideas and practices and to debate emergent and critical issues on the planning field in Portugal and Europe.

Since the beginning of this decade, the ENPLANT (National Territorial Planners Meeting) has been marking, in a more systematic way, the annual agenda of APPLA, in close collaboration with the Social, Political and Territorial Department - University of Aveiro. This IX ENPLANT, which is part of the International Conference “Meanings of the Rural”, is, thus, an excellent opportunity to deepen the debate around rising topics on diffuse rural-urban relations and on the role planning and public policies may play.

### ***IX ENPLANT Session***

*Chair: José Carlos Mota (University of Aveiro, Portugal)*

**Álvaro Domingues**

(Faculty of Architecture, University of Porto, Portugal)

**António Manuel Figueiredo**

(Quatenaire Portugal)

**Jorge Carvalho**

(DCSPT, University of Aveiro, Portugal)

### **20:00 – Conference Dinner – Olá Ria**

Live Music by Students Saxophone Quartet, University of Aveiro

Rui Simão (ADXTUR) – Presentation of the Schist Village Network

Joana Valente (Quinta da Pedra Mija, Portugal) – Presentation of the Pedra Mija Rural Tourism Unit

Photography Contest (*Significados do Rural Em Portugal/ Meanings of the Rural in Portugal*) Awards

Announcement of the Winners and Awards Ceremony

9:00 – 11:00 – Parallel Session 2

**Theme 1 – Social meanings and representations of the rural** - Room 12.2.1

Chair: João Lourenço Marques

Jesus Oliva (Public University of Navarra, Spain) – **Rural mobilities and meanings of the rural. Learning from the field**

Elisabete Figueiredo and Diogo Soares da Silva (University of Aveiro, Portugal) – **Hoping for a brighter future: social images on the development processes of Portuguese rural areas**

Daniel Amaral, Elisabete Figueiredo and Vania Baldi (University of Aveiro, Portugal) - **Techniques and approaches to produce a documentary film about the social representations of Portuguese rural areas**

João Lourenço Marques and Paulo Batista (University of Aveiro, Portugal) – **Preferences for urban and rural spatial environments – a housing market perspective**

**Theme 2 – Rural Development Policies, Strategies and Actors** – Room 12.2.9

Chair: Fernando Nogueira

Artur da Rosa Pires and David Homem (University of Aveiro, Portugal) – **Linking Rural Areas and Global Challenges for a Promising Future**

Paula Ruivo, José Carvalho (Polytechnic Institute of Santarém, Portugal) and Manuel Veiga (President of the Parish of Avelãs de Cima, Portugal) – **Territorial communication – public initiatives for valuing territories**

Stefanie Duesberg and Alan Renwick (University College Dublin, Ireland) - ***A qualitative reasoned action approach to explore farmers' attitudes and perceptions regarding barriers to land mobility***

Goulas Apostolos (University of Thessaly, Greece) - ***Local dairy products and its importance on the local economy: the case of Thessaly***

Fernando Nogueira and Monique Borges (University of Aveiro, Portugal) - ***When governance really matters: strategising in rural remote areas***

### **Theme 3 – Consumptions of the Rural – Room 12.2.12**

Chair: Ana Lavrador

Patrícia Rêgo (University of Évora, Portugal) and Isabel André (University of Lisbon, Portugal) - ***Cuisine and local food in rural dynamics***

José Duarte Ribeiro, Diogo Soares da Silva and Elisabete Figueiredo (University of Aveiro, Portugal) - ***'Wish you were rural': local food consumption in two main Portuguese urban centres through family relations***

Elisabeth Kastenzholz, Maria João Carneiro, Celeste Eusébio and Elisabete Figueiredo (University of Aveiro, Portugal) - ***Local food consumption: distinct patterns of consumption and associated meanings amongst Portuguese rural tourists***

Joana Lima, Carlos Rodrigues and Gonçalo Santinha (University of Aveiro, Portugal) - ***About the possibility of planning food systems: the case of Baixo Vouga***

Maria Isabel Barreiro Ribeiro (Institute Polytechnic of Bragança, Portugal) and António José Gonçalves Fernandes (University of Trás-os-Montes and Alto Douro, Portugal) - ***Perception, knowledge and buying habits of gourmet products by urban consumers from Bragança city, Portugal***

Ana Lavrador (New University of Lisbon, Portugal) and J. Estevão (Cultural Department, Loures Town Council, Portugal) - **Lisbon wine route project. Travelling with landscape and literature**

**11:00 – 11:30 – Coffee Break** – Hall of the 2<sup>nd</sup> floor, DCSPT

**11:30 – 13:00 – Plenary Session II – Rural Development Policies and Social Innovation** – Room 12.2.1

### *Plenary Session II*

*Chair: Carlos Rodrigues (University of Aveiro, Portugal)*

**Fernando Oliveira Baptista**  
(Agrarian School, University of  
Lisbon, Portugal)

*Rural Development Policies –  
an Overview*

**Frank Moulaert and  
Constanza Parra**  
(Catholic University of Leuven,  
Belgium)

*Transdisciplinary Action  
Research in Rural  
Development: the role of Social  
Innovation*

**Eduardo Anselmo Castro**  
(University of Aveiro, Portugal)

*Aging and Demographic  
Decline in Portuguese Rural  
Areas*

**13:00 – 14:30 – Lunch Break** – ‘Refeitório do Crasto’

### 14:30 – 16:30 – Parallel Session 3

#### **Theme 2 – Rural Development Policies, Strategies and Actors** – Room 12.2.9

Chair: Gonçalo Santinha

José Duarte Ribeiro (University of Aveiro, Portugal) - ***Terroir ‘tale of two glasses’: localness vs. de-territorialization in Nemea and Basto wine regions***

Patricia Campelo (University of the Basque Country, Spain), Beatriz Izquierdo (University of Burgos, Spain), Eduardo Malagón (University of the Basque Country, Spain) and Guadalupe Ramos (University of the Valladolid, Spain) - ***Rural development policies, strategies and actors***

Rute Martins and Maria Rosário Partidário (University of Lisbon, Portugal) - ***Assessment criteria for policies towards urban-rural migration***

Barbara Jane Dilly (Creighton University, USA) - ***Coordinating rural health interests: individuals, institutions, and ideologies***

Ericê Correia (University of Pernambuco, Brasil) and Carlos Rodrigues (University of Aveiro, Portugal) - ***Innovation systems, peripheries and local development***

Gonçalo Santinha, Zélia Breda and Vítor Rodrigues (University of Aveiro, Portugal) - ***Can the European directive 2011/24/eu support the promotion of health tourism in peripheral areas? Discussing the potential of Portugal’s central region***

**Theme 3 – Consumptions of the Rural** – Room 12.2.12

Chair: Celeste Eusébio

Susan Machum and Michelle MacLong (St. Thomas University, Canada) – ***Marketing Canada: a comparative case study of rural landscapes in Canadian tourism brochures***

Jorge Coelho (Polytechnic Institute of Viana do Castelo) – ***Events in rural areas that aim local tourism development: the hiking festival in Gerês, Portugal***

Teresa Lúcio de Sales (University of Algarve, Portugal), José Castro (Polytechnic Institute of Bragança, Portugal), M<sup>a</sup> Graça Saraiva (University of Lisbon, Portugal) and Teresa Pinto-Correia (University of Évora, Portugal) – ***Walking as a way to relate to landscape***

Helena Albuquerque (Polytechnic Institute of Viseu, Portugal), Celeste Eusébio and Celeste Varum (University of Aveiro, Portugal) - ***Can bicycle tourism strength rural areas?***

Celeste Eusébio, Maria João Carneiro, Elisabeth Kastenzholz, Elisabete Figueiredo and Diogo Soares da Silva (University of Aveiro, Portugal) – ***Heterogeneity of countryside visitors regarding information search: a segmentation analysis***

**14:30 – Rural Matters Documentary Film**

**Presentation (Portuguese only)**

**University of Aveiro Bookshop Auditorium**

***‘Vozes e Olhares sobre o Rural/Voices and Visions on the Rural’***

A documentary film by **Daniel Amaral**  
(University of Aveiro, Portugal)

Commentary by **João Luís Fernandes**  
(University of Coimbra, Portugal)

**16:30 – 17:00 – Coffee Break** – Hall of 2<sup>nd</sup> floor DCSPT

## 17:00 – 18:30 – Parallel Session 4

### **Theme 2 – Rural Development Policies, Strategies and Actors** – Room 12.2.1

Chair: Maria Antónia Pires de Almeida

Manuel Pacheco Coelho (ISEG-University of Lisbon, Portugal) - ***Co-management and rural sustainable development: the case of Tamera (South-Portugal)***

T. Koehnen, M. Pires, L. Madureira, A. Baptista, A. Cristóvão and D. Ferreira (University of Trás-os-Montes e Alto Douro, Portugal) - ***The rural development cooperation mode within public/private organization in central/north Portugal: a case study of new entrant small scale-farmers***

Chrysanthi Charatsari (Plant Breeding and Genetic Resources Institute, Greece), Alex Koutsouris (Agricultural University of Athens, Greece), Evangelos D. Lioutas (TEI of Central Macedonia, Greece), Apostolos Kalivas and Eleni Tsaliki (Plant Breeding and Genetic Resources Institute, Greece) - ***Social and psychological dimensions of participation in farmer field schools: lessons from rural Greece***

Maria Antónia Pires de Almeida (CIES-ISCTE, Portugal) - ***Local government and citizen initiatives: political messages and attraction strategies for the Portuguese rural world***

### **Theme 2 – Rural Development Policies, Strategies and Actors** – Room 12.2.9

Chair: Paula Ruivo

Lúcia Pato (Polytechnic Institute Viseu, Portugal) and Vitor Figueiredo (University of Beira Interior, Portugal) - ***Rural entrepreneurship – a tool of rural development. Evidence from a Portuguese rural community***



Pablo Pérez Ganfornina (University of Sevilla, Spain) - ***The socio-spatial relations between demography evolution and mobility in Vega media of Seville***

Stavriani Koutsou (Alexander Technological Educational Institute of Thessaloniki, Greece), Athanasios Ragos and Maria Botsiou (University of Macedonia, Greece) - ***Newcomers in agriculture: new ideas, new dynamics?***

Paula Ruivo and José Carvalho (Polytechnic Institute of Santarém, Portugal) - ***Local markets – meanings and representations to the rural***

### **Theme 3 – Consumptions of the Rural – Room 12.2.12**

Chair: Maria João Carneiro

Gary Bosworth (University of Lincoln, UK) and Hanne Bat Finke (University of Southern Denmark, Denmark) - ***Commercial counterurbanisation and the commodification of the rural***

Andrea Čapkovičová (Charles University in Prague, Czech Republic) - ***Evolution of entrepreneurial ecosystem in rural Czechia – evidence of changing consumption patterns and evolution of new rurality***

Elisabeth Kastenzholz, Eva Milheiro and Joana Lima (University of Aveiro, Portugal) – ***Memories of rural tourism experiences***

Carla Silva (Polytechnic Institute of Viseu, Portugal), Elisabeth Kastenzholz (University of Aveiro, Portugal) and José Luís Abrantes (Polytechnic Institute of Viseu, Portugal) - ***Meanings and representations of the rural held by residents and tourists***

*Closing Session*

**Prof. Dr. Eduardo Anselmo  
Castro**

Coordinator of GOVCOPP  
(Research Unit on Governance,  
Competitiveness and Public  
Policies), University of Aveiro,  
Portugal

**Prof. Dr. Carlos Rodrigues**

Director of DCSPT, University of  
Aveiro, Portugal

**Prof<sup>a</sup> Dr<sup>a</sup> Elisabete  
Figueiredo**

Coordinator of the Organizing  
Committee



