

Naming and framing a marginal tourism destination close to an urban tourism hub bottom-up: The case of Campina de Faro

Viktor Smith (vs.msc@cbs.dk)

Maximilian Block (mabl.msc@cbs.dk)



Visiting the margins: INnovative CULTural
ToUrisM in European peripheries

Ten pilot cases

INCULTUM aims to demonstrate the high potential of the marginal and peripheral places, cultural heritage and resources when managed by local communities and stakeholders.

over the Pilots

Background, Aims, and Scope

- **Innovation Action** under H2020 aimed at applying participatory bottom-up approaches to developing sustainable cultural tourism in peripheral and marginal places across Europe – while preserving the identity, lifestyle, and cultural heritage of the local communities and avoiding overtourism
- **10 Pilots** (and 14 territories) selected as exemplar cases
- **WP7** led by Copenhagen Business School is responsible for monitoring and supporting impact, exploitation, and cross-pilot fertilizations

The Portuguese Pilot: Campina de Faro



photo courtesy of University of Algarve

*Campina de Faro is a coastal plain located in the hinterland of the Algarve coast between the three historical cities Faro, Olhão, and Loulé. It is rich in natural beauty and cultural heritage including a historical irrigation system dating back to Islamic times, garden and orchards keeping alive traditional food production methods, and a unique local cuisine. **However**, it remains widely unknown to tourists and many residents at the Algarve coast.*

For further details, cf. [Batista \(ERSA, 2023\)](#)

The aims include:

- Inventorying, rehabilitating, and promoting the water heritage and other historical relics.
- Creation of a cultural tourism route integrating that heritage with other tourism offers such as open-air food markets, local culinary, hiking, etc.
- Involvement of local farmers/residents in the restoration/maintenance of the historical heritage and as tourist guides and “storytellers”.
- Workshops and education activities.

The challenges include:

- Aligning the interests of all stakeholders involved (farmers/residents, tour operators; authorities, etc.).
- Empowering local stakeholders to create and develop innovative and self-sustainable tourism products.
- *Aligning supply with demand and self-experienced place-brand identity with vague place-brand awareness and image among potential visitors*

Present focus: The (non-)perception of Campina de Faro by sun-and beach tourist at the Algarve coast and how to alter the situation – *on a budget*

Pilot study conducted by WP7 in collaboration with the Portuguese pilot aimed at identifying new bottom-up naming and framing techniques for increasing place-brand awareness of marginal tourism destination starting at a point “below zero”... as illustrated by Campina de Faro

- About 4.8 million tourists visited the Algarve coast in 2022, 1.5 million from Portugal and 3.3 million from a vast number of European and overseas countries. *Details and more data [here](#).*
- *However*, tourism is concentrated by the coast with an emphasis on sun-and-beach tourism, golf, etc., while the hinterland, including Campina de Faro, remains widely overlooked. ➡ Unexploited potential, for one-day (or longer) visits by Sun-and beach tourists who need a break from more conventional tourism activities. *How can this link be established?*
- *A first challenge: Lack of data on visitor numbers and on visitor perceptions*

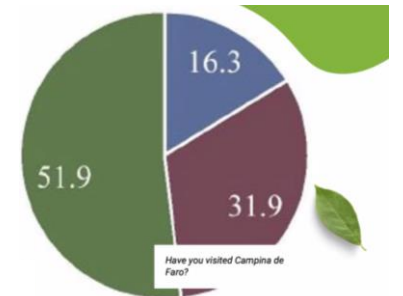
Some indications

Master Thesis study focusing on the perception of Campina de Faro and Algarve by Danish tourists ([Rugaard, 2022](#)):

- Among 117 recent Danish visitors to Portugal (among which 34% had visited Algarve), only 5 persons (4%) had ever heard the name 'Campina de Faro', and only 3 had been there
- For the respondents at large (n=465), their answers to the question 'what they would imagine 'Campina de Faro' to be?' were:
 - 59%: '*no idea!*'
 - The rest : 'a camping site', 'a lighthouse', 'an airport', 'some structure or place near Faro', etc.

Survey conducted by the Portuguese pilot targeting residents and visitors in the Algarve region (N=134); 88% respondents were Portuguese residents (cf. [Batista, ERSA 2023](#)):

- Only 31.9% had heard the name 'Campina de Faro'
- Only 16.3% had actually been there



Key rationale of the exploratory research

“A name to conjure with” ([Collins, 1977](#))

- “Having (and knowing) a name for something” is the first and crucial prerequisite for any more far-reaching (place) branding efforts.
- When resources for traditional marketing and branding initiatives are scarce, such efforts must rely on a subtle interplay between the built-in communicative potential of the name itself (the Joyce Principle), and first-hand situational cues and experiences available to the target audiences in those settings where they encounter it (the Juliet Principle).
- A detailed mapping of the corresponding variables for every “below zero” destination is essential for developing operational guidelines to support organic naming and framing operating using the cues and touchpoints available.

Theoretical framework

in continuation of [Smith, 2021](#); [Riezebos, Kist, & Kootstra, 2003](#): 80-103; [Collins, 1977](#);
see also e.g. [LaPlante-Dube, 2017](#); [Freire, 2009](#); [Muzellec, 2006](#).

The role of naming and framing in high- versus
low-budget brand development

A very condensed sketch

NAMING AND FRAMING

Understanding the Power of Words across
Disciplines, Domains, and Modalities

Viktor Smith

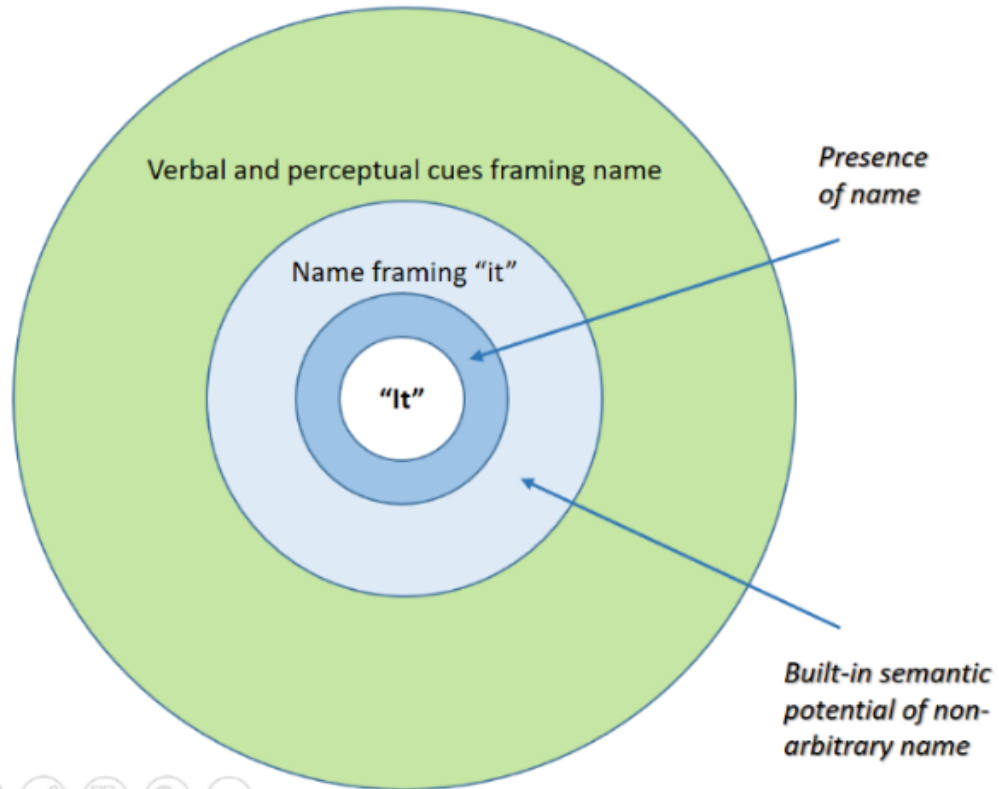
Four perspectives on naming & framing

The power of words does not come down to one, but in four tightly connected enterprises:

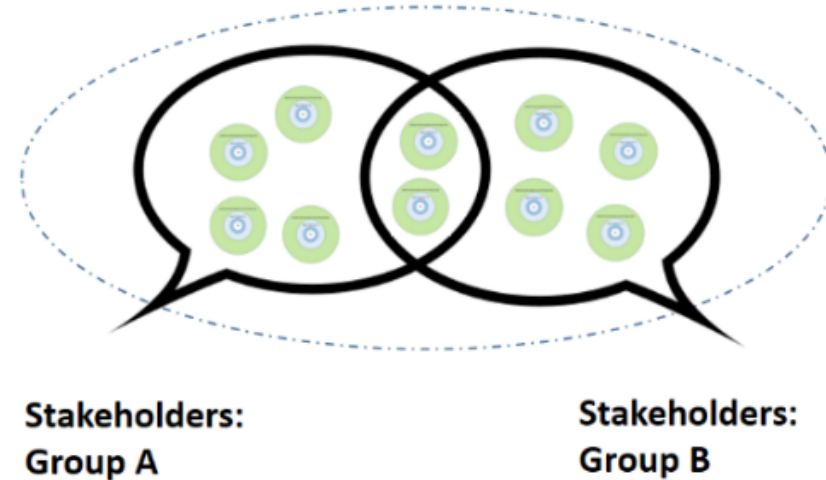
1. Having/creating a name for “it” (a person, a thing, a place, a category of objects, a brand)
2. The way the name frames “it” due to its built-in communicative properties (the *Joyce Principle*)
3. How the understanding of the name is further shaped by its framing by surrounding verbal and non-verbal cues (the *Juliet Principle*)
4. How whole “sets” of names (words) can present the same wider issue in different lights

The four perspectives (levels) visualized:

Naming & Framing Levels 1-3:



Naming & Framing Level 4:



The high-budget vs. the low-budget route of brand development

❑ **The high-budget route:** Product and brand (name) comprehension is shaped by a wide variety of multimodal (verbal, visual, sensory) cues surrounding the name across a wide array of Paid, Earned, Shared, and Owned (PESO) Media. The name may help but is not decisive.

➡ The *Juliet Principle* predominates

❑ **Low-budget route:** Product and brand (name) comprehension is achieved through the utilization of elements found in immediate connection with the product, such as name, verbal claims, and visual design of interior, packaging etc. (belonging to the Owned Media category). No need for more extensive marketing communication.

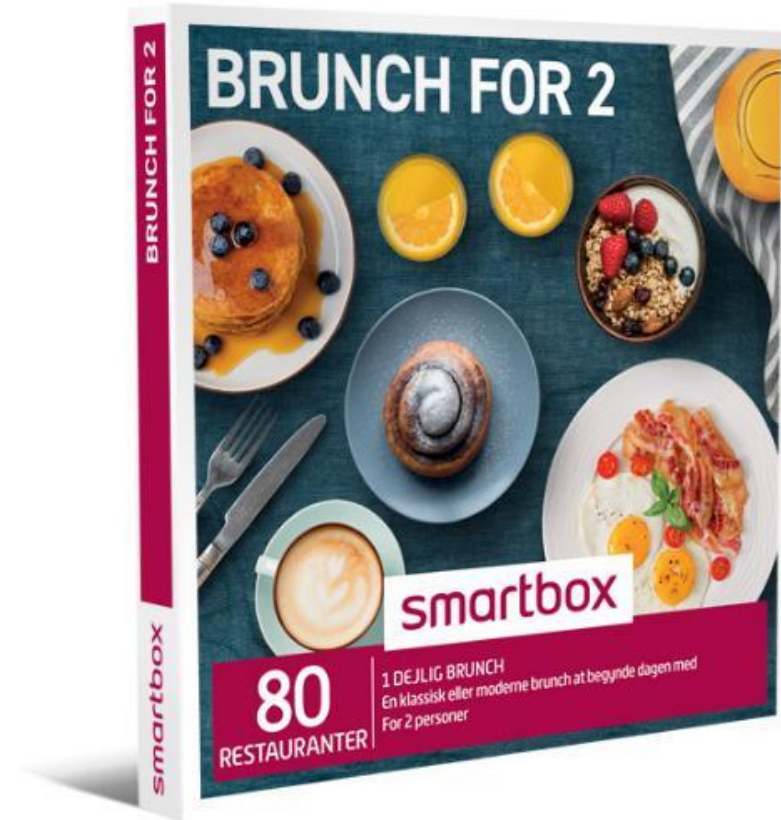
➡ The *Joyce Principle* and the *Juliet Principle* will often engage in a subtle interplay that further facilitates the result.



The high-budget route: The perception of the brand and its products is shaped via multiple contextual cues distributed over a vast array of Paid, Earned, Shared, and Owned media.



The low-budget route: The meaning of the brand and product name is shaped through a carefully selected “cocktail” of multimodal cues presented to the consumer in immediate connection with the product itself



Can the idea be transposed to tourism destinations?

YouTube ^{DK}

Søg



Google 'Sheep' view helps map remote island



Google 'Sheep' view helps map remote island

Get a taste of it [here](#), [here](#), and [here](#).



*Online campaigns for visiting the **Faroe Islands** with a high degree of bottom-up resident involvement (by the agency Mensch in collaboration with Google)*

Ongoing survey

Target population: North European sun-and-beach tourists recruited at holiday resorts by the Algarve coast ($n \geq 200$).

Survey Questions: (apart from demographics, tourism profile and interests, etc.)

- Have you ever heard the name 'Campina de Faro'? [Yes/No]
 - [If No:] Please use up to 3 words or phrases to describe what you image it would be. [Open response]
-
- [If Yes:] Please use up to 3 words or phrases to describe Campina de Faro (according to your own knowledge/experience, if any). [Open response]
 -
 - [If Yes:] Where did you first hear the name 'Campina de Faro' [Fixed choices + "other"]
 - [If Yes:] Have you ever been in Campina de Faro (some place in that area)? [Yes/No]

Expected leads for further investigation and formulation of (guiding) recommendations

- Alignment between brand identity and brand image (see also [Kotler et al., 2016](#): 426)
- Build-in features of the name that can possibly be operated upon (alternatively: need for renaming or supplementary, more suggestive destination name(s)?)
-
- Physical and digital touchpoints where the name and/or additional framings are or could be encountered by relevant tourist segments
- A catalogue of potentially relevant cues at the Juliet level, including follow-up storytelling, active contributions from the locals (see also [Freire, 2009](#)), and stimulation of Word of Mouth

Stay tuned for the survey results and
further developments

Thank you for now!