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ABSTRACTS

Sustainable Transformation and Spatial Interaction of People and Places

Urban and Rural Landscapes for
mobility, migration and tourism



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Title

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**TERRITORIAL MARKETING APPLIED TO LOW-DENSITY TERRITORIES:
THE PARTICULAR CASE OF PEREIRA VILLAGE****Maria Leonor Alves**Instituto Politécnico de Bragança (Portugal)
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catarina@ipb.pt**Abstract**

Low-density territories, especially those located in rural areas, are essential not only for the local economies but also for the national ones. Despite their importance, low-density territories face enormous challenges, such as an ageing population, desertification, and economic development primarily based on primary activities. Territorial Marketing plays an essential role in developing low-density territories, particularly rural ones. In the context of the development and application of Territorial Marketing tools, this study aims to better understand the opportunity to preserve traditions, enhance heritage, develop and protect endogenous products, and create experiences that promote the connection between visitors and local communities. Moreover, maintaining the territory's sustainability and residents' quality of life are essential inputs that territorial marketing should consider when considering low-density territories. This article aims to acquire a more profound knowledge of the Pereira residents' perceptions of their territory. Pereira is a small village characterized as a low-density territory in the Trás-os-Montes region, a region located in the interior of Portugal. The study also intends to better understand the village endogenous products, events, experiences, traditions and heritage that can be promoted to enhance tourism's economic contribution. Following a qualitative methodology, this study uses semi-structured resident interviews. The results achieved will contribute to defining marketing territorial strategies that consider not only the territory's sustainability and identity, but also the well-being of residents. Future studies should consider other perspectives, such as those of investors, local governments, municipalities, visitors, and tourists.

Keywords | Territorial Marketing, Sustainability, Low-density territories, Tourism, Rural areas.

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