

## OP. 214 ENHANCING REGIONAL TOURISM: MAPPING CULTURAL EVENTS AND TRADE SHOWS IN ALTO TÂMEGA AND BARROSO

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**Abstract:** Events play a crucial role in the development of territories, promoting economic, cultural, and social dynamism. By attracting visitors and investment, events contribute to the enhancement of local resources and the projection of regional identity. Moreover, by fostering interaction between residents and visitors, events strengthen the sense of belonging and community pride. The Alto Tâmega and Barroso region is inherently a tourism area based on events, aimed at enhancing tourism. Therefore, this research aims to map existing cultural events and fairs in the Alto Tâmega and Barroso region. We observe that there are events of both types in the region every month. There is a wide variety of offerings, mostly related to gastronomy and local culture. These events are mainly of medium size and their scope is predominantly regional, so only a few of them currently attract tourists. It would be interesting in the future to conduct a survey to assess the impact on the local economy, as well as on cultural and social impacts.

**Keywords:** Alto Tâmega and Barroso; Events; Mapping of Cultural Events; Regional Tourism

**Funding:** Esta investigação enquadra-se no MONTTUR: Projeto de investigação sobre os impactos económicos, sociais e ambientais de diversos eventos no Município de Montalegre. (FLUP/PS-CPS/2024-8184).