



Ecocultural heritage, tourism, resilience and landscapes dynamics in border mountains of the Iberia central range

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Abstract. The border of central Portugal with Castylla y Leon and Extremadura in Spain, combines ecocultural resources of great value. These should be articulated in a complementary way in an integrated territorial vision, reinforcing a wider market that, due to the differences and proximity, allow the construction of a composite tourist product.

The perceptions of the past, associated with the constraints and barriers that these spaces represent, have been attenuated and present at the present time a greater relationship, through the approximations generated by the physical and technological communication routes, as well as by the forms of formal and informal cooperation developed.

These territories, in addition to their natural value, represent their own ways of life, with systems of agricultural and forestry use, revealing a sustainable appropriation of the physical elements and their resources, allowing the construction of landscapes and ecosystems of ecoculture relevance, associated to the cultural heritage existing. At present, new opportunities are emerging as a result of tourism demand and its condition as international spaces of circulation. Mountain border areas, due to their patrimonial value and resources, require the coordination of efforts between the management entities and the various touristic actors. Thus, the study seeks to clarify the current dynamics and evidence management models that value and mobilize the historical and ecocultural resources in the tourist promotion of the border regions.

Keywords: Tourism, Heritage, Mountain, Policies and Territorial Cohesion

1. Introduction

The mountain areas have seen a growing appreciation ecocultural and tourist in the face of natural and cultural resources and housing to the perception of integrity and authenticity associated with it. However, in Portugal, the mountains have stayed away from policy interventions with specific territorial as well as guidelines for concerted development of tourism and its development. It appears that the practices of recreation and leisure are becoming wider, which implies new forms of tourism and environmental planning.

The adaptation of the mountain to the demands of society, taking into account its productive structure and organizational forms, implies the definition of guidelines that safeguard its multifunctionality and heritage, allowing the diversity of activities and increasing the level of comfort of the population. This territorial appropriation generates problems and conflicts, because the exploitation sometimes takes place through the destruction of natural and cultural values and of the resources themselves, but also because the social and economic conditions for their development and exploitation are different from urban models.

Thus, mountain areas, with natural resources of great interest and fundamental functions for the environment and society, are threatened by the presence of a "new" model of land use and by the regressive tendency of the traditional economic and organizational system. They are presented as depressed and conflicted areas, because of their physical and economic structure, they present particular difficulties in achieving the balance and harmony between a valuable but fragile natural environment and the use of their resources; Between the forms of traditional occupation and the policies of state intervention.

These aspects should be attenuated in view of their environmental importance and the need to promote the protection and sustainable development of these regions, enabling their communities to obtain the means and living conditions that are the same as those of other areas, respecting their cultural identity and conservation the natural and cultural heritage.

The traditional economic structure of the mountains of the Cordillera Central has been disjointed, with the reconfiguration of lifestyles, while preserving many of their cultural identity and heritage elements that promote new forms of ownership, with motivations and connotations preferably related to tourism activities. This has been a dynamic factor of economic and social regeneration, promoting services that improve the welfare and value of existing resources. However, there is a territorial management policy and integrated tourism recovery.

Tourism is, in growth and qualification, one of the enormous potential of the region, allowing to secure the population, enhance resources and generate wealth. It is a fundamental and strategic factor, with development and profitability potential, given the diversity of resources, highlighting nature and cultural heritage. The physical structure, forms of use and occupation of land, the distribution of various historical and architectural complexes, vegetation and water resources, are the symbolic tourist factors in the region and turn it into a diverse mosaic, which gives rise to different products, enhancing search alternatives, but complementary to each other, giving expression and value to the set.

In this context, the aim of the research is to highlight the Ecocultural value of these territories and the absence of concerted strategies of articulation and public management of these border mountains and tourist activities associated.

2. Dynamics of mountain areas and cross-border cooperation

The mountain constitutes a space of risk and permanent challenge, due to the topographic and climatic conditions, which condition structurally the activities and the forms of use and occupation of the mountain. Diverse spatial practices generate

conflicts with social groups and with the territory itself. These conflicts between natural values, economic activities and the populations themselves often arise from the different social and cultural values associated with the activities carried out on the mountain than by the economic differentiations. The existence of diverse groups and forms of occupation, permanent and other temporary, implies the adoption of unequal space practices, corresponding to representations and different perceptions that are urgent to create, creating principles and guidelines of land use and occupation. The floating population is a result of physical conditions, agricultural and pastoral cycles or seasonal jobs, generating discontinuities in occupations and in their intensities, without political and planning guidelines in accordance with their specificities [13, 16, 36].

Human intervention is increasingly present in the mountain due to the exploitation of its resources, the increase of accessibility and the expansion of economic activities that, with varying significance, have transformed these regions, although in a discontinuous way in space and time. This occupation implied changes in the territory, to obtain from it the necessary conditions for their stay, both as places of residence and as areas of exploitation and transformation of their resources. Generally, we can say that the mountain landscape can be defined by high lands, where the natural domain is bigger, and valleys where the anthropic action is significant [6, 19, 24]. To the former correspond the main natural values and a reduced extension of territory dedicated to productive activities; and to the latter a greater human presence and transformation, despite the existing constraints. Between both areas there are intermediate and transition spaces, usually associated with strong slopes and forest occupation, which functionally constitute spaces of articulation and complementarity, which today tend to be occupied by forest and activities related to the tourism sector.

Economic activities have always been conditioned by the physical characteristics of these territories, which limit their presence and the development of functions indispensable to the broader satisfaction of the needs of their populations. In this sense, the mountain was, and remains, although with different contours in the face of the dissemination and diffusion of knowledge and techniques, an archaic space where human activities and relationships find traditional traits of a rural society governed by values of cohesion and social integration that the restrictions and constraints increase and approximate, due to the permanent harshness imposed to the practice of productive activities [19, 23].

Nowadays, change tends to dominate the social and economic life of these areas, associated with the challenges and potential of the mountain, especially related to the natural dimension, the cultural heritage and the diversity of uses and functions. In this context the average mountains suffer from several problems that can be structured in 3 major orders: perception, ecological and socioeconomic.

Perception:

- Distance and even isolation from the economic and social dynamics of the lower areas, mainly urban agglomerates;
- Absence of a specific model of ordering, due to the present ecocultural conditions;
- Tendency for the real estate promotion and construction of infrastructures, without cautioning the physical conditions and the mountain integral economy.

Ecological:

- Forest fires and soil erosion;
- De-structuring of landscapes due to the progressive disappearance of traditional productive activities associated with the agro-pastoral system;
- Introduction of fast-growing species;
- Decharacterization of the landscape by the disorderly increase of real estate construction (tourism), recreational, leisure and sports infrastructures.

Socioeconomics:

- Negative demographic evolution with a tendency towards depopulation and Progressive aging;
- Lack of collective services and equipment;
- Rupture of local traditional organization communities forms.;
- Lack of appreciation and recognition of mountain communities with specific policies;
- Rupture of the agrosilvopastoral system;
- Poor accessibility and scarcity of community support infrastructures;
- Problems of institutional relationship and qualification of resources.

The transformations experienced by mountain spaces, especially in the last half century, led to a differentiated perception, with expectations, protagonists and problems that originated the reconfiguration of the productive bases, social organization and landscapes [2, 19, 25]. Many of their activities have stood still in time, recording a departure from the patterns of progress of adjacent territories, especially urban ones. Nowadays we see a general revaluation of the mountain, in terms of its image, productive processes and ways of use, due to the emergence of a new social value system, which rewards the natural and cultural qualities of these territories. These changes of perception, even of occupation, mean that these spaces, previously isolated and hostile due to natural impositions, now have a distinct vision and appropriation, because of their knowledge and openness to the outside [16, 33]. The increase in accessibility, the exploitation of resources, the diffusion of ecocultural values, the expansion of recreation and leisure activities and the increase of visitor flows, have contributed to its revitalization as a space of production and consumption, associated to quality standards [12].

Cooperation tends to be a vitalizing factor, generating instruments that reduce the weaknesses that the borders tend to represent and assume [7, 26]. These spaces, due to their historical trajectory and the eco-cultural resources they possess, stand out in the central Iberian range of international rivers, classified natural areas, nature reserves, castles and fortresses, historic villages, Gastronomy, festivities and traditions associated with both cultures, arguments with high potential for leisure and tourism activities. The development of tourism functions and services, supported by sustainability strategies, allow the creation of new opportunities for employment and socio-professional integration of communities. Each border carries its own imagery, which will only be fully understood when involved in the local atmospheres and in the tourist and cultural experiences offered [32, 35]. They are space for cultural exchanges and hybridisms that incorporate memories, histories and ways of life of their own.

The interpretation of the frontier space by its communities assumes two

dimensions, which manifestly interact in a contrary way in the perception and potential of these spaces. One in which the border region is assumed as an international territory and another where the frontier is perceived as a regional area, not including the elements that make up the frontier of the colliding countries [29, 32]. It should be pointed out that border regions have a dual periphery: either in terms of their geographic positioning or in decision-making centers [1, 35], thus presenting social, economic and structural disadvantages. Furthermore, these regions have been marginalized for decades in the face of decision-making centers and limited by a real and legal barrier (the frontier), incising their condition in such a way that in the 1960s the Raia Ibérica became known as the "frontier of underdevelopment" [18, 28, 35]. Nowadays, dynamics are designed to increase the value of its assets, to recover buildings, to preserve natural areas and to increase accessibility, thus increasing the size of tourism and the wide range of leisure activities.

On both sides of the border we have seen strategies for boundary lessness, which have promoted and facilitated mobility between the populations on both sides of the border, the increase in institutional relations, which has benefited from support and development programs and community openness and political representatives to the creation of channels of cooperation and approximation [1, 28]. Among these processes, it is worth mentioning:

- Increase of the accesses and circulation facilities; which have acted not as a factor of localization of productive activities but as facilitators in the access to the great cities of the coast and in particular to the capital, favoring more the exit of the territory than the entrance of people, investments and services. However, it makes the centers on the other side of the border closer constituting an opportunity to explore.
- Institutional relations increment; promoting the articulation of interests and forms of collaboration and improvement of results, acting as a lever in the increase of the relations between the private sector and the populations on both sides of the border and facilitating forms of connection and collective benefits, attending to the present context costs..
- Increase in sociocultural relations; resulting from an increase and dinamization at Cultural, educational, sport and recreational activities exchange , creating deeper and lasting effects, and contributing to the blurring of this system of borders and to the creation of an identity. Existing infrastructures and equipment can be made more profitable by increasing the scale of users and sustaining diverse functions, qualifying the territory
- Existence of cooperation programs; which stimulated various activities between the two territories, with the constitution of territorial communities and working groups involving both sides of the border. Also, environmental and asset valuation programs are aspects of the qualification of existing resources and their allocation to tourism and leisure functions.
- Consciousness of communities to increase formal and informal partnerships and relationships; which is the first step towards changing mentalities for the development of a common and motivating project and for the joint solutions to achieve satisfactory levels of well-being for these regions.
- Increase of infrastructures to support the community; in particular to support the elderly, sports among others and that can serve both sides of the border and fill

any shortages of the territory and in the capacity to organize events..

- Political effort to establish collaborative bases; which will erase the previous constraints and constitute a catalyst of long-felt needs and wants in these territories. These processes have been developed with the support of Community programs and an increasing involvement of local and regional administrative entities.

- Decrease of the mental perception of the frontier as a barrier, which facilitates the institution of the desired common and motivating project that can leverage the development of border territories, as well as the identification and definition of anchor projects, based on specificities as differentiating elements and advantages in central territories vis-à-vis the European Union, encouraging the exploitation of the endogenous resources held, such as to counteract their emptying and socio-economic and environmental disarticulation.

This set of aspects has contributed to the knowledge of the border, its permeability and mobility, to cooperation, to the promotion of leisure and recreational activities, to the dissemination and qualification of the natural and cultural heritage, to the valuation of the environment and promotion of communication activities and strategies between countries and regions [32].

In this context, the image of space of passage and of connection between countries, suffers new perceptions, sustained in heritage, hybridity and cultural traditions, in equipment created and the recovery of spaces for tourism and leisure activities, able to allow a permanence in these spaces and the enjoyment of existing resources.

3. Tourism, heritage and landscape in the mountains of central Iberian border

The western extremity of this mountain range includes the mountains of Béjar, Francia and Gata in Spain, and Malcata, Estrela, Gardunha, among others, in Portugal. So, set translates a varied morphological structure, of conjugation, of a corrugated relief with successive separations and contrasts between saws and basins. It is worth highlighting that of Cidade Rodrigo and Celorico da Beira to the north and those of Campo Amarelo, Cória - Castelo Branco - Moraleja and Cova da Beira in the south. All this territory presents a remarkable integrity of its natural and historical-cultural heritage [19]. This patrimonial value subsists, in great part, due to the peripheral location, in relation to the coastal areas and main urban agglomerations, and to the deficient accessibility. The structure of the landscape in the Cordillera is complex. The mountainous complex is affected by a vigorous erosion, which alternates valleys and interfluvies surmounted by surfaces of aplanation, with a marked interdependence of the raised areas with the base. This originates a spatial organization staggered at various levels, sometimes well differentiated, depending on the variation in altitude and bioclimatic conditions, imposing specific occupations and ways of life.

This territory encompasses, in a cross-way, natural spaces with others of great historical and cultural value, referring to its morphological structure, the richness of its fauna and flora, built heritage, cultural and ethnographic dimension. There are also

various forms of settlement and productive systems, where agriculture and pastoralism are highlighted, which give it the genuineness and authenticity of the mountain.

Man's connection with this territory has been unevenly and precariously measured by the landscapes created and the benefits of his presence [7, 17-19]. Throughout the ages, the mountain range has been occupied in a differentiated way, due to political, economic and social factors that, in an integrated way or individually, give it different uses and valuations. The settlement, disseminated, follows specific alignments, defined by the foot of the mountains and valleys of the main waterways. These constitute the channels of connection and preferential articulation, between mountain spaces and low areas, representing for their wealth the areas of greatest human occupation. This settlement is a result of the physical constraints, that structure the economic activities present there, giving rise to spaces of great scenic value and holders of cultural values associated with the local ways of life, supported in the agriculture, forest, wool transformation and mining activity.

The most contemporary phase is marked by how land use and livelihoods have been affected, which is translated into the accelerated decline of the population, especially since the middle of the last century, and the decline of traditional activities. The most striking reflections of this crisis have led to the emergence of new vocations and exploitations with different economic, social and territorial implications. These changes introduce ruptures into the existing structure and interrelationships. Alongside this process, innovative initiatives are emerging, capable of taking advantage of endogenous resources and promoting development, with emphasis on leisure and recreational activities. It is also worth noting the marginalization of this territory and its resources by administrative entities, which only recognize their specific characteristics in the last two decades in terms of the potential for tourism and cultural valorization [18-19].

Border areas have a multidimensional reality, as they involve a plethora of interrelated aspects, such as all sorts of natural and artificial barriers, as well as cultural, social, economic and political interactions [29]. The border areas of the Center of Portugal and Castyla and Leon, particularly the mountain ranges enclose rural habitats, population clusters and a unique eco-cultural heritage [26]. However, abandonment, the introduction of urban planning models and the emergence of new functions and uses are beginning to call into question the secular and collective heritage of these communities. Concern for conserving biodiversity and local culture, as heritage and resource for development, is notorious, especially since the 1980s.

In both countries, this cross-border mountain range presents several hills whose physical characteristics and ecosystems reveal continuity and even some uniformity (landscape and biological), justifying joint policies for their management, in order to effectively transnational protection of their natural resources. In Portugal, the Natural Reserve of the

Sierra de la Malcata, which has continuity in Spain by the Natural Area of Sierra de Gata and Reserva de las Batuecas, the Natural Park of Serra da Estrela and in Spain the Park Natural of the Sierra de Francia, the reserve of Caza de la Buitrera, Candelaria Natural Park, Valle del Jerte and Tiétar (south slope of Sierra de Gredos) have protection status .

The protected areas, the diversity of natural resources (fauna, flora, water lines,

geomorphology ...) and the existence of some operators / services in sport and adventure, are aspects of great interest for this market, provided they are properly ordered and promoted. This set allows the construction of a diverse mosaic of landscapes, environments and practices of tourism and leisure, where they are articulated from the observation of species, hiking, climbing, winter sports, among other sporting and recreational activities.

These territories, in addition to their natural value, represent ways of life, with systems of agricultural and forestry use, revealing a sustainable appropriation, the physical elements and the resources they inhabit, allowing the construction of landscapes and ecosystems of great cultural value, associated with to the diverse existing assets. Due to their status, as peripheral (and peripheral to power centers), they have been distanced from the main development orientations of the respective states, reinforcing the depressed socio-economic profile where rural areas are deeply penalized, presenting a productive structure based on the agro-sector in a crisis and a regressive demographic trend [15-16]. The evolution of tourism is associated with a process of increasing demand and appreciation of territories of great natural value and as traditional ways of life. This provides arguments for the extension of tourism and leisure and sport practises as a form of resilience of these communities, which seek to articulate new and old uses and functions that allow for the continuity and sustainability of these territories [13, 19, 27].

Together, the border region of Beira Interior Norte and Salamanca (BIN-SAL) has a diversity of resources that foster the development of tourism, to complement the natural and cultural resources that can be typified as follows:

- International river basins - Douro and Tagus Rivers and respective dams;
- Iberian Central Mountain Range -classified natural areas;
- Bioclimatism - Air quality;
- Diversity of geomorphological elements - Landscapes, geomorphology and geosites;
- Hydrogeological characteristics - Spa - Termas
- Forest resources (Flora and Fauna) - Environment and biodiversity of fauna and flora
- Extension of agrarian areas (vineyard, olive groves, soutos, cattle.) - Rurality
- Archaeological remains - Engravings and patrimonial elements representing ancient civilizations
- Ethnographic traditions and representations - Fairs, pilgrimages, historical celebrations
- Gastronomy - Agro-livestock products and wines
- Castles and Fortresses - Military heritage
- Cathedrals, Churches and Religious Monuments and Festivities - Religious Heritage.

These elements provide conditions for the promotion of diversified tourist activities throughout the year, which should be complemented by a qualification of the hotel offer and an increase in the promotion and promotion of these tourist products. It should be emphasized that the tourist seeks to access information levels that are increasingly diverse, that allow prior knowledge of the destination or enable it to collect data capable of establishing / designing its stay, the activities to be

developed and the interaction with the territory and its resources [4-5,37]. The tourist information assumes, besides a relevant role in the promotion of tourist destinations, a great influence in the creation of its image, which implies that it is assumed as a critical factor in the qualification of the destination, in the way it is diffused and in the capacity to generate attractiveness.

The image of destiny and its capacity to promote attractiveness, according to K, is formed via information acquisition and processed with the effect of eventually prioritizing an image or changing the content of it [5, 31]. The formation of the image is close to the process of perception, reason why the quality of the information is fundamental, understood as the technical precision, the visual quality and the detail of the explanations. The visitor is grateful to receive recommendations / guidelines from qualified technicians or entities about the places that deserve to be visited, the quality products and identity, the services provided and the best ways to access them.

In this context, tourism reconstruction of borders recognizes in the mountainous areas arguments of great importance for a strategy to strengthen this function, in the sense of valorization of its resources, attraction of visitors from both countries and prolongations of stays.

In territorial terms, there is an expansion of housing units by the reconstruction and revaluation of historic properties or economic activities (former factories and estates), improvement of connections and knowledge of resources by communities on both sides of the border, extension of tourist products and creation of sports and recreational equipment [19].

At the sociocultural level, there is a promotion of new employment opportunities, heritage enhancement, greater sociability and knowledge of the cultures of both countries, broadening experiences and practices of tourism and leisure in these territories, by their communities and abroad [3, 12].

In productive terms, there is an increase in investment, with enlargements of tourist services and commercial activity, stimulating entrepreneurial initiatives, valorization of endogenous resources and their replication through the cultural industries, promotion of activities of restoration and application of local agro-pastoral and forestry products.

The protected areas, the diversity of natural resources (fauna, flora, water lines, geomorphology ...) and the existence of some operators / services in sport and adventure are aspects of great interest for this market, provided they are properly ordered and promoted. These spaces hold a diverse mosaic of landscapes, environments and practices of tourism and leisure, where they are articulated from the observation of species, hiking, climbing, winter sports, among other sporting and recreational activities.

The glacial geomorphology, constitute in the Serra da Estrela, through its valleys, morays, fluvo-glacial deposits and lagoons an eco-cultural argument of great interest, for its uniqueness in portuguese territory and for the aesthetic and cultural dimension that it introduces into the territory. On the Spanish side the Bejar and Gredos mountains give mountainous continuity and possibilities of a wide diversity of winter sports, nature contemplation and outdoor activities.

In cultural terms, the prehistoric remains, megalithic monuments, castles and fortified settlements stand out, most of them classified as national monuments and historical villages. Finally, festivals and pilgrimages, handicrafts and gastronomy, are

elements of great patrimonial interest and tourist attraction, boosted by their genuineness and beauty. Agropastoral activities, such as transhumance and threshing / peeling of cereals, constitute tourist festivities and posters that highlight the ways of life and the traditions of these regions.

Tourism has been playing a prominent role in the current dynamics of mountain areas, and is responsible for major changes in socio-economic organisation and land use, promoting new opportunities, generating flows with different motivations and enhancing the ecocultural identities of these territories [13, 30]

The expansion of the tourist market should be promoted within a framework that guarantees the sustainability of the values, natural resources and territorial identity, promoting employment opportunities and socio-professional integration of the communities, modernization of the agricultural sector, valorisation of authenticity and refunctionalization of the units the promotion of stable and proactive organizational networks for the development of tourism.

3.1 Challenges for enhancing heritage resources and promoting border tourism

Tourism has a complex and diverse relationship with borders, taking into account the political, administrative, economic, social and cultural discontinuity and the effect of separation / permeability to access other spaces / regions. Considering the border in its broad sense of demarcation, it is possible to establish a multiple relationship between it and the tourist spaces [19]. Tourism has expanded by extending the boundaries of its territories, overcoming obstacles, reaching unequaled spaces as leisure places, promoting the enjoyment or tourism consumption of (natural and cultural) heritage resources, creating (re) discoveries of ruralities and experiencing modes of mountain life. Existing ecocultural skills are today sought for the maintenance of their geological values, their environments, the present military and religious heritage, their gastronomy and their traditions and festivities. In this context, the challenge of communication / dissemination, of signaling, of technological support increases and of requalification of buildings that have to be expanded and fomented is still present. Thus, we identify several challenges that need to be promoted:

- Increase communications support, promoting the signaling of heritage resources, places of visitation and hotels;
- Develop a technological platform that allows the establishment of a tourist charter for these border territories and their easy access and interaction;
- Develop thematic travel programs that include tourist circuits with their georeferencing;
- Promotion of tourism offer in national and international exhibitions that promote the frontier destination as a visitation space;
- Encourage entrepreneurial initiatives and product and service innovation.

The articulated development of this destiny, leveraged in the mosaic of resources held, implies support and concerted collaborations for which the Communities of Castyla Lyon (CCyL) in Spain and the Communities of Beiras and Serra da Estrela in Portugal (CIMBSE) have been working and articulating efforts. Cooperation

programs (INTERREG / POCTEP) have boosted these initiatives. In this sense, projects of valorization of the tourist offer in diverse supports and with differentiated initiatives arise, allowing to disclose the region, to diffuse its resources and to define visitation circuits. We must highlight the BIN-SAL projects and the ongoing cooperation involving `Municipalities, Development Associations, Business Centers, Higher Education Institutions, Companies, which have been articulating in initiatives of value for the territory and promotion of this border region.

4. Strategies for a promotional model and qualification of the tourist offer in border peripheral regions

The environmental, social, economic and cultural relevance of tourism results in part from its expansion and spatial resilience. As a multiple activity, tourism has grown because it has been widening its spatiality and adding permeable tourist territories and sharing heritage strategies promoting and articulating tourism resources.

Developing and valuing this borderer territory as a tourist destination through the promotion of its endogenous products, culture, heritage and natural resources, as factors of economic development is crucial for its sustainability and for the preservation of its own identities and values.

In this context, development, sustainability, quality, innovation, governance are currently concepts that are transversal to most of the planning and territorial management instruments and determinants for sustainability strategy, identity preservation and tourism promotion.

Given that territories are today a space of tension between local and global [34], in which tourists, as privileged actors of globalization, play an important role in the territorial dynamics of destinations. The dissemination of territorial resources related to tourism in digital platforms and their international promotion is crucial for the success of the investments made and to leverage new services and associated products.

Thus, for the territories intended to be considered attractive for tourism and leisure, it is essential that their internal actors are aware of the tension generated by tourism and available to reconcile their interests and values with those of tourists and the practices they may develop. In this context arise three pillars on the basis of a tourism development model with the specifics, simultaneously being a border territory, mountain and low density. These characteristics induce their own conditionality, with concrete implications for their governance, mobility contexts and socioeconomic dynamics (Figure 1). Territorial resources to be allocated to tourism should consider specific support and development funds for which cross-border cooperation and the various European programs have been a real opportunity [1, 28-29]. The need to reinforce governance policies that foster cooperation and local synergies based on tourism dissemination, increased mobility and the development of technological supports that allow to know and access the offer of this territory should be emphasized.

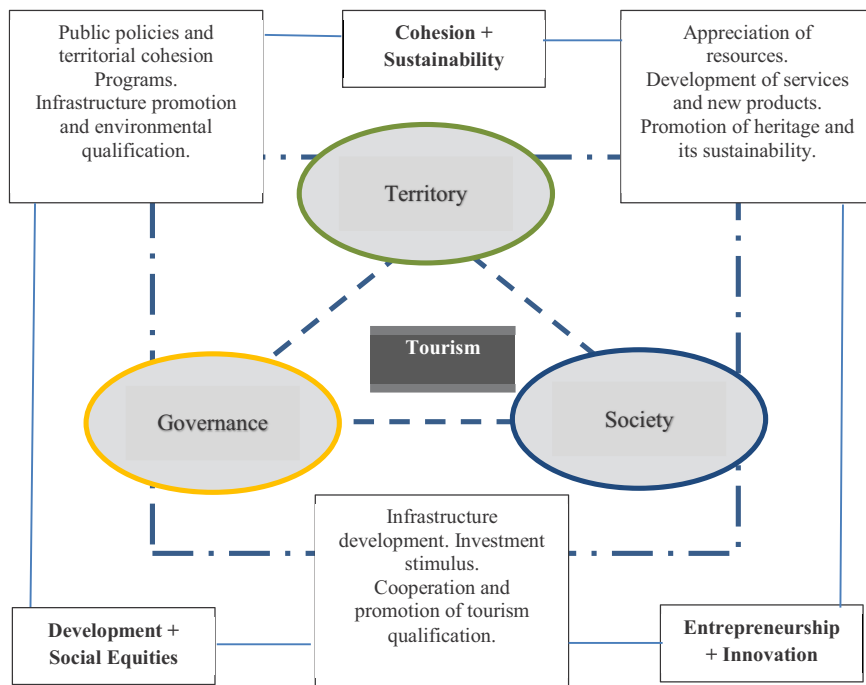


Figure 1- Bases of a model for tourism development in regions of territorial border specificity (Source: Own elaboration).

In the last decade there has been a growing articulation of efforts, formal and non-formal, in the qualification of existing heritage (natural and historical-cultural), in the exchanges between entrepreneurs from both countries (workshops, fairs and tourism promotion events), in the dissemination of existing products and services (demonstrations and presence in international fairs) and in the enhancement of frontier ecosystems. Of which we can highlight:

- Seminars and seminars in the field of tourism, promoted in conjunction with the Diputacion de Salamanca, Cova da Beira Municipalities Association, Guarda Polytechnic Institute, University of Salamanca, Salarca and Asprodes, in the ambit of BIN-SAL employ - A Raya entrepreneur;
- Improvement of physical accessibility against political efforts to improve border permeability;
- After investing in tourism - national and European programs;
- Creation of thematic scripts and circuits with the collaboration of business associations;
- Development of a brand for local products;
- Holding of fairs promoting tourism and endogenous resources of the border region;

- Promotion of training aimed at entrepreneurs and entrepreneurs for business development and training for internationalization;
- Development of publications and brochures on endogenous products and tourism;
- Enhancement of natural ecosystems, with their classification and protection;
- Expansion of leisure services, entertainment and sports activities;
- Development of a tourist charter for the region in technological support;

Ongoing initiatives have enabled the border to be promoted not only as a space for circulation and access between countries, but also as a destination for tourism and leisure activities, benefiting from existing heritage wealth, festivities and hybrids, gastronomy and local produce, classified areas and distinct ecosystems, in the experimentation of traditions with the innovations associated with local producers.

5. Conclusions

The valorization and dissemination of heritage, the restoration of real estate and traditions, the promotion of agricultural and pastoral products, the interest in sporting practices associated with water and forestry resources increase the potential of these destinations in the national and international context. However, they experience strategic management problems, which result from their not being valued and promoted by local administrative structures. here is a need for the development of initiatives to raise awareness of the diverse potential of these regions, to promote their space, culture and economy, to call for a specific development model in which tourism and leisure activities find favorable conditions for their expansion and appreciation of local ways of life.

Current trends advocate an integrated and participatory management of these spaces, which seeks, at the same time, to ensure environmental balance and associate economic plurality to this conservation, to improve the supply of services and support for secular activities. It is therefore expected that the maintenance of the population and farming and pastoral activities in a complex but rational combination scenery between the environment and man, allowing “old” and “new” production processes and land ownership to (co) exist.

In the context of the frontier regions, resources are sought to attract populations on both sides of the border, in the face of the attractiveness resulting from cultural differences and existing natural conditions, promoting those who move to the possibilities of stays with arguments enriching for leisure activities. Simultaneously as they are places of international permeability, they contain conditions for an increase in visitors who can stay in their travels and enjoy the hybridity and the existing patrimony, requiring communication formats that allow exploring these territories and find attractions of visit and stay. In this approach, it is urgent to develop joint communication channels that allow an integrated border offer from both countries, strengthening the existing offer and broadening the reasons for visiting. In this context, the eco-cultural heritage, livelihoods, hybridity and landscapes of border

regions are key factors for their resilience and ability to attract visitors. They demand greater promotions and concerted strategies between governments and tourism promoters

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