

# CARNAVAL IN TERCEIRA ISLAND – AZORES, PORTUGAL: INTANGIBLE CULTURAL

Celebrating vibrant traditions attracting global  
visitors

AND  
TOURISM

IN  
TERCEIRA  
ISLAND –  
AZORES,  
PORTUGAL



# LEARNING OBJECTIVES

## **Role of Intangible Cultural Heritage**

ICH like 'bailinhos' are vital community traditions that also enhance sustainable tourism experiences.

## **Strategies for Sustainable Tourism**

Develop strategies that uphold authenticity and encourage community involvement in ICH tourism.

## **Critical Thinking in Heritage Management**

Evaluate how to balance cultural preservation with tourism development responsibly and thoughtfully.



# BACKGROUND & CONTEXT

## **Carnaval Traditions**

Terceira Island's Carnaval features community-driven folk theater called 'bailinhos' with medieval origins.

## **Diverse Performance Types**

The festival includes Sword Dance, Tambourine Dances, Bailinhos, and Comedies performed by amateur artists.

## **Cultural Identity and Community**

Carnaval reflects strong local identity and fosters social communion and artistic expression across the island.

# COMMUNITY PARTICIPATI ON



## **Volunteer-Based Roles**

Residents actively participate as playwrights, actors, musicians, and costume designers in the carnival.

## **Role of the Puxador**

A puxador leads each performance using a sword or decorated wand to guide the group.

## **Cultural Heritage and Continuity**

Community involvement ensures the tradition continues and knowledge is passed down generations.

## **Collective Identity and Belonging**

The participatory model strengthens collective identity and belonging among island inhabitants.



# CULTURAL SIGNIFICANCE

## **National Heritage Recognition**

Terceira's Carnival was added to Portugal's National Inventory of Intangible Cultural Heritage in 2020, highlighting its cultural importance.

## **Social Communion**

The Carnival fosters deep social communion through collaborative preparation and expressive performances.

## **Artistic Expression**

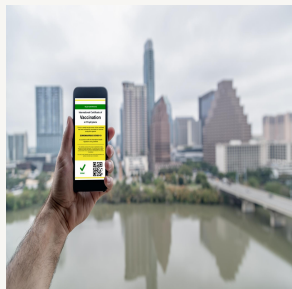
Costumes are colorful and meticulously crafted, with synchronized choreography that expresses social commentary and satire.

## **Sustainable Tourism Appeal**

The cultural richness of the Carnival makes it a strong candidate for integration with sustainable tourism efforts.

# DIGITAL INTEGRATION

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## Mobile App Accessibility

Two mobile applications improve accessibility and scheduling for 60 Carnival performances across Terceira Island.



## Real-Time Event Updates

Apps provide real-time venue and performance time information to enhance engagement for locals and tourists.



## Cultural Heritage Management

Digital tools support preservation and promotion of traditions while allowing community control over presentation.

# TOURISM POTENTIAL & BARRIERS

## Carnaval's Tourism Potential

Terceira's Carnaval features rich costumes, music, and community-driven performances attracting tourists.

## Language Accessibility Barrier

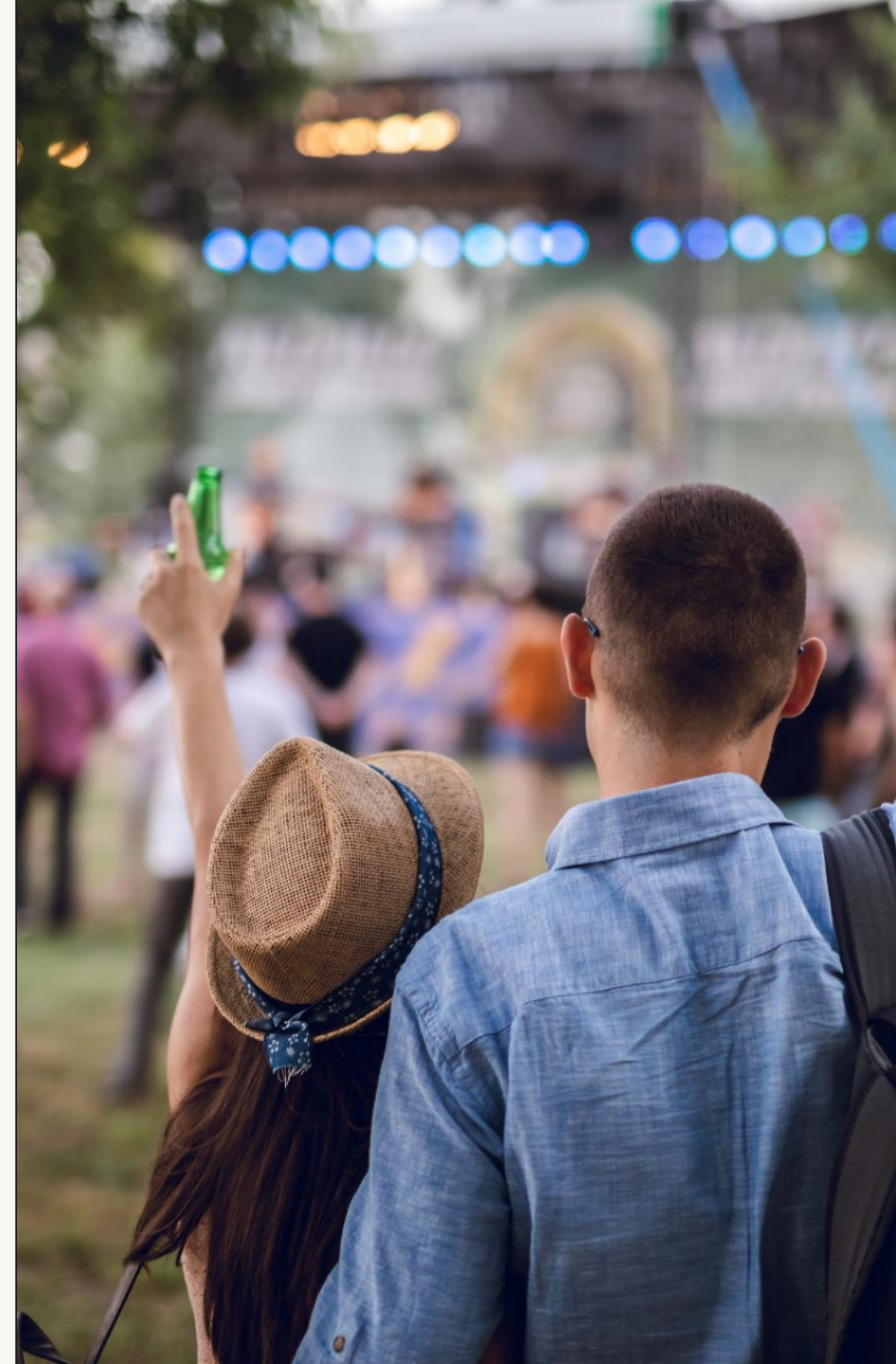
Performances conducted entirely in Portuguese limit access for non-Portuguese-speaking visitors.

## Cultural Context Challenges

Satirical, culturally specific scripts require deep local knowledge, challenging outsider understanding.

## Need for Inclusive Strategies

Strategies are needed to make the Carnaval inclusive while preserving its authenticity for sustainable tourism.



# STRATEGIES FOR SUSTAINABLE TOURISM

## **Guided Cultural Participation**

Engage tourists with guided rehearsals and workshops on traditional Bailinho music and scriptwriting.

## **Thematic Tours**

Offer thematic tours that showcase the Carnaval preparation process to create immersive experiences.

## **Digital Innovation in Tourism**

Use virtual reality and augmented reality to extend engagement beyond the festival season.

## **Themed Hospitality Experiences**

Incorporate traditional gastronomy and accommodation to deepen visitor interaction and cultural respect.





# RISKS & CONSIDERATI ONS

## **Impact of Over-Commercialization**

Over-commercialization risks undermining the authenticity of traditional cultural events like Terceira's Carnival.

## **Community Involvement**

Involving local stakeholders in tourism decision-making helps preserve cultural values and community interests.

## **Balancing Access and Integrity**

Balancing tourist accessibility with cultural integrity fosters sustainability of traditions like Carnival.



# STUDY QUESTIONS

## **Sustainable Tourism Development**

Explore how community-driven 'bailinhos' can support sustainable tourism while preserving cultural heritage on Terceira Island.

## **Tourist Accessibility Strategies**

Identify ways to engage non-Portuguese tourists while protecting the authenticity of Terceira's Carnival traditions.

## **Digital Tools Impact**

Evaluate benefits and risks of digital tools like AR/VR in promoting Carnival and preserving community roles.



# CONCLUSION AND REFERENCES

## **Preserving Cultural Heritage**

Terceira's Carnaval preserves intangible cultural heritage through sustainable tourism and community involvement.

## **Enhancing Visitor Experience**

Thoughtful planning enriches visitor experiences while maintaining the Carnaval's authentic cultural essence.

## **Academic and Digital Resources**

References include academic studies and digital tools that support deeper understanding and education about the Carnaval.