

CIÊNCIAS SOCIALMENTE APLICÁVEIS E HUMANIDADES:

SABERES, PRÁTICAS E HORIZONTES DE INVESTIGAÇÃO

CAMILO GIRALDO-GIRALDO
(ORGANIZADOR)



EDITORA
ARTEMIS
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PRÓLOGO

El presente volumen inaugural de la nueva colección ***Ciências Socialmente Aplicáveis e Humanidades: Saberes, Práticas e Horizontes de Investigação*** reúne 25 contribuciones provenientes de universidades y centros de investigación de diversos países. Este primer tomo marca el inicio de una serie concebida para explorar, desde múltiples perspectivas, los desafíos sociales, culturales, tecnológicos y políticos que atraviesan nuestras sociedades contemporáneas.

La diversidad de enfoques, metodologías y contextos nacionales no constituye aquí una dispersión, sino la oportunidad de construir un espacio de convergencia donde la complejidad de lo real se aborda desde perspectivas complementarias. Cada volumen de la colección buscará mantener este espíritu de diálogo interdisciplinar y pluralidad geográfica, configurando una cartografía crítica de los saberes socialmente aplicables y de las humanidades en movimiento.

La organización de los capítulos en este primer número responde a una lógica progresiva que acompaña al lector desde las escalas más amplias de la geopolítica y la gobernanza hasta las expresiones más situadas de los saberes tradicionales y las prácticas locales. Así, el volumen abre con un **primer eje dedicado a la Geopolítica, las Políticas Públicas, la Economía y el Derecho**, en el que se abordan conflictos internacionales, la gestión de recursos públicos, los mecanismos fiscales y judiciales, así como la estructura financiera de las empresas. Se trata de un bloque que ilumina las tensiones entre poder, instituciones y ciudadanía, desde el nivel global hasta el nacional y empresarial.

El **segundo eje, Gestión, Innovación Organizacional y Ingeniería Aplicada**, reúne investigaciones que exploran la gestión de recursos humanos, el liderazgo y la innovación en las organizaciones, las actividades preventivas en los servicios públicos, y estudios de optimización industrial y de sistemas de control. Aquí se articulan las dinámicas organizacionales con las lógicas de la producción y la ingeniería, mostrando la interdependencia entre gestión, innovación y tecnología.

El **tercer eje, Educación, Lenguajes y Tecnologías**, despliega reflexiones y experiencias sobre la autonomía docente en la educación superior, la incorporación de recursos de realidad aumentada y gamificación en la enseñanza, y el valor pedagógico de la tradición oral indígena. Este bloque invita a pensar la educación como un terreno de tensiones entre tradición y modernidad, donde las lenguas, los recursos tecnológicos y la interculturalidad desempeñan un papel decisivo.

El **cuarto eje, Preservación del Patrimonio y Arqueología**, centra la atención en la conservación estructural de monumentos, la gestión de riesgos en paisajes culturales

y la investigación arqueológica de sitios formativos andinos. El patrimonio se presenta aquí no solo como herencia material, sino como un campo de intervención técnica, social y política frente a los desafíos contemporáneos.

A continuación, el **quinto eje, Turismo, Territorio y Sostenibilidad**, plantea interrogantes sobre la movilidad eléctrica en áreas protegidas, las experiencias autoetnográficas del turismo arquitectónico y la función del idioma portugués en la actividad turística en Argentina. El turismo se aborda como práctica social, fenómeno económico y campo de negociación entre conservación, identidad y desarrollo.

El **sexto eje, Cultura, Medios y Diseño**, integra estudios sobre biopolítica y prensa escrita, desigualdades de género en la inteligencia artificial y la historia del diseño comercial en Corea del Norte. Estos trabajos problematizan los modos en que el poder se inscribe en los discursos mediáticos, en los algoritmos y en las formas visuales que modelan la vida cotidiana y la subjetividad.

Finalmente, el **séptimo eje, Salud, Bioética y Derechos Humanos** en diálogo con los Saberes Tradicionales, reúne investigaciones que van desde el conocimiento y uso de plantas medicinales en comunidades afrocolombianas hasta los desafíos bioéticos vinculados con la narcoterapia en Ecuador y las denuncias sobre las denominadas “cárceles electrónicas” y la vulneración de neuroderechos en América Latina. El volumen cierra, así, con un retorno a lo humano y lo local, al tiempo que sitúa en primer plano los debates contemporáneos sobre la dignidad, el cuidado y las éticas de la vida frente a las tensiones entre tradición, tecnología y derechos universales.

En su conjunto, este **primer volumen** ofrece al lector un itinerario que va del análisis de las relaciones internacionales y los marcos institucionales a las experiencias concretas de educación, cultura, turismo y salud. Su riqueza reside no solo en la pluralidad de temas y metodologías, sino también en la posibilidad de leerlos en continuidad, como parte de un proyecto editorial más amplio que seguirá desarrollándose en los próximos tomos de esta colección.

Les deseo a todos una provechosa y enriquecedora lectura.

Camilo Giraldo-Giraldo

Universidad de Castilla-La Mancha (UCLM), España

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CAPÍTULO 17

PRESERVE OR VISIT? THE ROLE OF ELECTRIC MOBILITY IN THE BALANCE BETWEEN TOURISM AND CONSERVATION IN PROTECTED AREAS

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ABSTRACT: This article contributes to the debate on sustainable electric mobility as a beneficial element for tourism activities in protected areas. While the topic of sustainable mobility is not new, the recent advancement of electromobility has reignited research interest, predominantly in urban contexts but with promising potential for application in natural spaces. Our objective is to determine the potential for electric mobility to intervene in protected areas, generating benefits for

tourism. To this end, we conducted a literature review and compared its findings with a case study of a natural reserve in Portugal. The investigative procedure involved analysing the virtues and conflicts identified in the literature regarding tourism mobility in natural areas, followed by an examination of how these factors manifest in the specific context of the Serra da Malcata Natural Reserve during the development of an INTERREG project. Although comprehensive project indicators are not yet fully available, we conclude that there is a tangible possibility to overcome existing conflicts and maximize identified virtues through electric mobility. This could have a significant impact not only on tourism activities but also on the socioeconomic development of the territories hosting these protected areas.

KEYWORDS: electric mobility; tourism; natural areas; sustainability.

PRESERVAR OU VISITAR? O PAPEL DA MOBILIDADE ELÉTRICA NO EQUILÍBRIO ENTRE O TURISMO E A CONSERVAÇÃO EM ÁREAS PROTEGIDAS

RESUMO: Este artigo contribui para o debate sobre a mobilidade elétrica sustentável como um elemento benéfico para as atividades turísticas em áreas protegidas. Embora o tema da mobilidade sustentável não seja novo, o recente avanço da eletromobilidade reacendeu o interesse da investigação, predominantemente em contextos urbanos,

mas com um potencial promissor para aplicação em espaços naturais. O nosso objetivo é determinar o potencial da mobilidade elétrica para intervir em áreas protegidas, gerando benefícios para o turismo. Para tal, realizámos uma revisão bibliográfica e comparámos os seus resultados com um estudo de caso de uma reserva natural em Portugal. O procedimento investigativo envolveu a análise das virtudes e conflitos identificados na literatura sobre a mobilidade turística em áreas naturais, seguida de um exame de como estes fatores se manifestam no contexto específico da Reserva Natural da Serra da Malcata durante o desenvolvimento de um projeto INTERREG. Embora os indicadores abrangentes do projeto ainda não estejam totalmente disponíveis, concluímos que existe uma possibilidade tangível de ultrapassar os conflitos existentes e maximizar as virtudes identificadas através da mobilidade eléctrica. Isto poderá ter um impacto significativo não só nas atividades turísticas, mas também no desenvolvimento socioeconómico dos territórios que albergam estas áreas protegidas.

PALAVRAS-CHAVE: mobilidade elétrica; turismo; áreas naturais; sustentabilidade.

1. INTRODUCTION

Mobility is a defining characteristic of modern society, representing both an undeniable necessity and a dependency. The evolution of transport over the last two centuries has enabled unprecedented global interaction and enhanced personal freedom. However, this progress carries significant costs, including air pollution, resource consumption, road safety issues, congestion, and contributions to climate change (Mozos-Blanco et al., 2018; Scott et al., 2014). While technology may offer solutions, new business models are equally imperative (Nieuwenhuis et al., 2017).

The mobility dilemma encapsulates the challenge of sustainability (Nieuwenhuis et al., 2017; Nikolaeva et al., 2019). The concept of ‘sustainable mobility’ emerged nearly three decades ago in the “EU Green Paper on the Impact of Transport on the Environment” (EC, 1992), highlighting the difficult reconciliation between transport’s benefits and its socio-environmental costs (Holden et al., 2019). Despite this, concrete actions for sustainable mobility remain somewhat neglected in broader policy frameworks like the UN’s 2030 Agenda (UN, 2015), possibly due to its interdisciplinary complexity, even as global mobility continues to increase (Van Audenhove et al., 2014; Yeh et al., 2017).

Future mobility is being shaped by ongoing changes: new vehicle technologies, shifts in ownership models, and mobile technologies empowering users (Lyons, 2016). Achieving sustainable mobility requires reducing trip number and length, encouraging modal shifts, and improving system efficiency (Banister, 2008). While most research focuses on urban settings, travel to natural spaces for leisure is becoming increasingly attractive, raising the critical question of how to manage mobility in these fragile environments.

In protected areas, encouraging pro-environmental behaviour is essential yet challenging. Leisure is often seen as a sphere of life where individuals are less willing to make environmental concessions (Stanford, 2014), and stated environmental concerns do not always translate into action (Carrigan & Attalla, 2001; Sharpley, 2001). The intensification of travel, predominantly by car, generates new risks for environmental preservation. Therefore, a fundamental challenge is to implement mobility solutions that enhance accessibility while reducing environmental impact, especially in tourist sites experiencing growing visitor numbers.

Within this context, electromobility emerges as a promising solution. It can potentially increase tourist numbers by including visitors with different accessibility needs while mitigating negative impacts. This article explores the relevance of sustainable electric mobility for tourism in protected areas through a literature review and a case study of the Serra da Malcata Natural Reserve in Portugal, under the Moveletur INTERREG project.

The paper is structured as follows: section 2 explores the interrelation between natural areas, tourism, and sustainable mobility; section 3 analyses the virtues and conflicts arising from tourism mobility in rural and natural contexts; section 4 presents the Moveletur project case study; section 5 discusses the project's results and their alignment with the theoretical framework; finally, section 6 offers conclusions and implications.

2. NATURAL AREAS, TOURISM, AND SUSTAINABLE MOBILITY

Tourism is a vital global economic sector, with constant innovation in experience-based activities. In Portugal, despite its economic importance, tourism is highly concentrated in coastal regions (Algarve, Lisbon, and Madeira), creating territorial asymmetries. Inland, low-density regions counter these imbalances by leveraging their well-preserved authenticity, traditions, and unspoiled nature - assets highly valued by tourists seeking genuine experiences (Kastenhölz, 2010; Eurico & Oliveira, 2015). The uniqueness of territorial resources is key to differentiating the tourism offer (Kozak, 1999; Buhalis, 1999).

Portugal's Tourism Strategy 2027 aims to position the country as a leading sustainable destination, focusing on conserving and enhancing cultural and natural heritage (Turismo de Portugal, 2017). Nature is a strategic asset for strengthening low-density regions economically (Salvatore et al., 2018; González et al., 2019). A significant portion of Portugal is protected (Natura2000 network, national parks), making it ambitious in landscape conservation.

Nature tourism, though not a common term among tourists themselves, is a valuable sector concept that links visitor needs with regional development (Cetin et al., 2018; Gutiérrez & López, 2017). Protected areas are raw tourism assets (Martín et al., 2018); their transformation into tourism products requires investment in accessibility, signage, and infrastructure. Their management must balance conservation with visitation, aligning environmental, cultural, and social aspects with economic development, as advocated by the European Charter for Sustainable Tourism (Europarc Federation, 1995). Protected areas are thus not just conservation instruments but also tools for territorial qualification and development (Fadigas, 2007).

This approach can lead to the creation of “environmental districts” (Rocca, 2010; Chiabai et al., 2013), where participatory processes manage economic, social, and environmental issues, fostering innovative approaches like soft and sustainable mobility.

Mobility in natural areas serves diverse needs: tourism, commuting, and emergency travel (Lambas & Ricci, 2014). Early regulations emerged in European parks to limit traffic, protect sensitive environments, and introduce mitigation technologies. Management strategies range from “soft” incentives (e.g., promoting cycling) to “strong” disincentives (e.g., access restrictions) (Cullinane, 1997; Steiner & Bristow, 2000).

Soft mobility - travel by foot or bicycle (Dubois & Ceron, 2006) - offers low-cost, healthy, low-emission alternatives to motorized transport. Themed itineraries (e.g., Portugal's Historical Villages Route, UK's National Cycle Network) are crucial for territorial cohesion and raising awareness for sustainable mobility (Lumsdon, 2000; Maltese et al., 2017).

Electromobility can further this shift by extending accessibility to a wider demographic without fully sacrificing the range and comfort of motorized travel. European examples (Germany's “Fahrtziel Natur”, Austria's “klima:aktiv mobil”) show a growing demand for sustainable mobility options, where users value good infrastructure, signage, and integrated tourist experiences (Maltese et al., 2017). However, effectively establishing a new mobility culture remains a challenge, as regulating travel to minimize negative impacts is difficult (Rocca, 2015).

3. VIRTUES AND CONFLICTS OF RURALITY AND SUSTAINABLE TOURISM MOBILITY

Tourism is a common strategy for perpetuating positive aspects of rurality, serving as a platform for regional development. However, it is a double-edged sword, containing both opportunities and perverse effects that must be managed (Williams & Ponsford, 2009; Grec, 2017; Romão & Neuts, 2017).

Tourism provides visitors with unique experiences: historical heritage, traditional festivals, music, dance, and access to natural resources. Yet, it can also lead to significant negative impacts. Increased visitor flows can alter local ecosystems, inhibiting species' reproduction and feeding. Unsustainable extractive activities for souvenirs can deplete resources. The very movement and stay of tourists consume more resources and energy than would be otherwise used.

Other negative effects include the trivialization of folk art into commercial reproductions and the staging of authenticity, where local culture is modified for tourist consumption (Grünewald, 2003; Lage & Milone, 2001). This can lead to a loss of local authenticity (Figueiredo, 2003) or the imposition of a false one. Furthermore, tourism can foster a perception of rural areas merely as spectacle or landscape, disconnecting from local productive characteristics and potentially subordinating local populations to external interests (Figueiredo, 2003).

The quality of tourism's impact depends more on the host society than on the activity itself (Pires, 2004). It is the community's responsibility to democratically establish the bases for tourism development to avoid destroying the very environment it depends on (Hennig & Künzl, 2011). This highlights the need for integrated, participatory management.

In protected areas, the core idea is to safeguard resources for rational use and future generations (Lambas & Ricci, 2014). This requires merging conservation purposes with public accessibility and socioeconomic development, potentially through legislation that confers ownership rights to local communities over natural resources.

The expectation of tourism profit can reinforce conflicts but also produce resistance, underscoring the need to defend local actors and specificities against global interests. Sustainable mobility is a central challenge within this tension.

A primary conflict arises from the dominance of private car use: 90% of visits to UK natural parks and 85% in Italy are by car (Stanford, 2014). Automobiles threaten the resources tourism depends on through visual and noise pollution, disturbance, emissions, congestion, parking problems, and erosion (Lambas & Ricci, 2014; Stanford, 2014; Grec, 2017; González et al., 2019).

Despite stricter emissions rules, these impacts degrade tourist experiences and harm local communities. This has spurred the search for alternatives like public transport, trains, and bicycles to reduce the externalities of car use (González et al., 2019), a concern shared by many visitors who wish to reduce their environmental footprint.

Mitigation and compensation of the different impacts produced by automobile circulation can be built under various possibilities (Lambas & Ricci, 2014): i) passive infrastructure: green barriers that absorb and filter unwanted particles; constructive elements that reduce noise; ii) active operations: traffic control (flow, schedules, access restrictions, use of zero-emission vehicles); iii) collaborative strategies: moving beyond top-down approaches to involve multiple stakeholders in consensus-building and collaborative learning to resolve conflicts (Jamal, 2004), and providing locals with a sense of involvement and ownership is crucial for sustainable care of natural property (Grec, 2017; Gutiérrez & Lopéz, 2017).

Destination planning must balance ecological, economic, and community interests (Jamal, 2004). Actions can include road closures, improving cycling routes, speed control, and revenue-generating solutions like access fees or user-pay policies (Jamal, 2004; González et al., 2019).

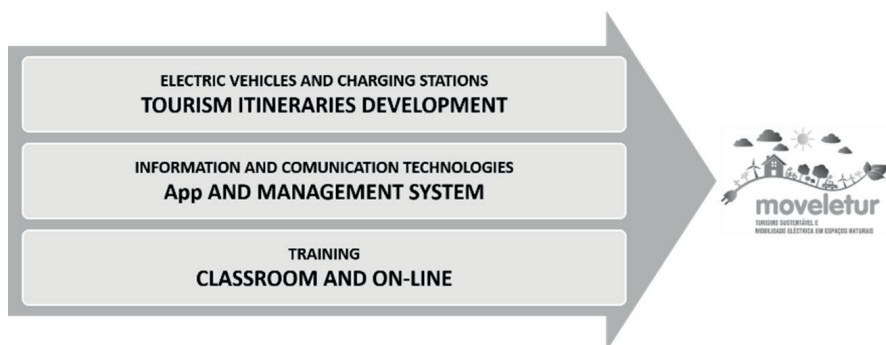
4. CASE STUDY - MOVELETUR PROJECT IN THE SERRA DA MALCATA NATURAL RESERVE

The Moveletur project (Sustainable Tourism and Electric Mobility in Natural Spaces) exemplifies the search for innovative development vectors in rural areas. Funded by the INTERREG V-A España-Portugal (POCTEP) programme with a budget of nearly €1 million, it began in May 2017. It involves 7 partners from Portugal and Spain and focuses on Natura 2000 protected areas, aiming for the long-term conservation of threatened species and habitats (Evans, 2012; Sundseth & Creed, 2008).

The project's main activities (Figure 1) centred on developing sustainable tourism by creating green itineraries that link natural and cultural values through an electric mobility network (Banister, 2008). It aimed to integrate cross-border territories sustainably, reactivate heritage resources, and create new skills and green jobs related to electric mobility management, supporting a transition to a low-carbon economy.

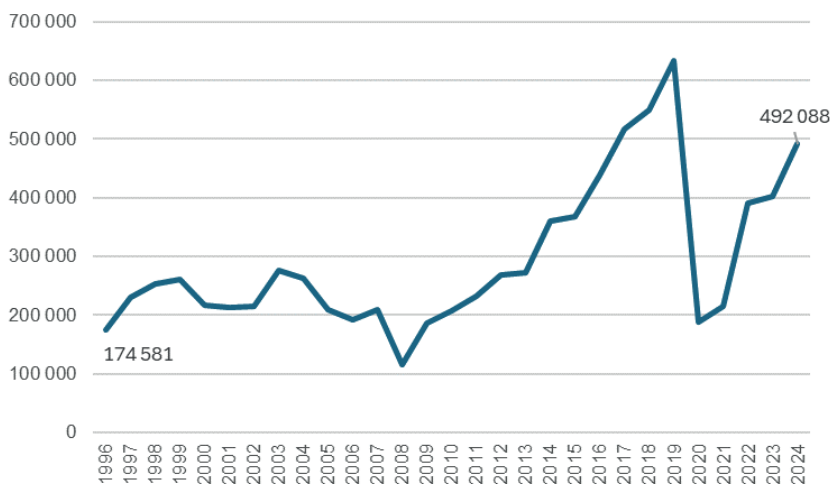
The intervention territory is a cross-border region characterized by sparse settlement, depopulation, an aging population ("greying revolution"), a significant but struggling agricultural sector, and activity rates below the national average. This extensive territory faces development difficulties but possesses valuable natural and cultural resources that need enhancement through activities like tourism.

Figure 1. Main activities developed in the Moveletur Project.



The project partners managed a fleet of electric vehicles and charging stations for public use, requiring coordination with hospitality and tourism service providers. In Portugal, protected areas have seen a steady increase in visitors (Figure 2), though their potential remains underutilized.

Figure 2. Number of visitors to protected areas in Portugal (1996-2024).

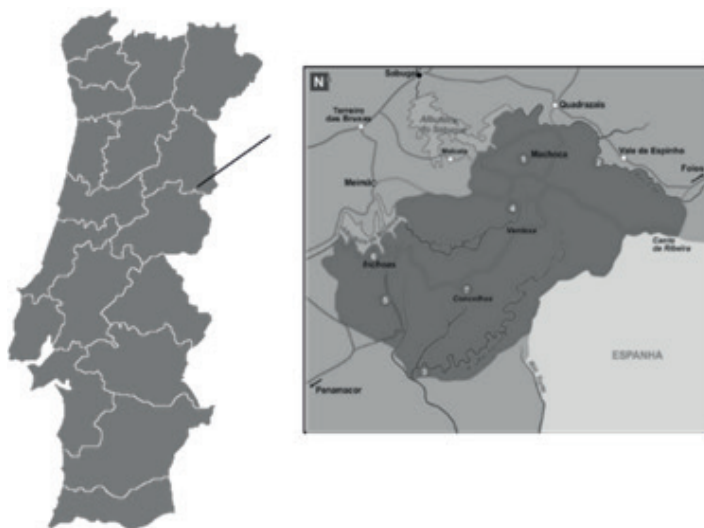


Source: Institute for Nature Conservation and Forests.

The project identified several international good practices (La Metropoli Verde, Spain; Werfenweng, Austria; Gorenjska, Slovenia; Krka National Park, Croatia; Luberon Regional Natural Park, France; Sintra, Portugal; the National Parks Initiative, USA) but noted that efforts to encourage electric mobility in natural areas remain limited, often hindered by terrain, accessibility, low population density, and infrastructure installation challenges in protected areas (FPNCyL, 2017).

The Serra da Malcata Natural Reserve (RNSM), established in 1981, covers 16,348 ha in central Portugal (Figure 3). Classified as a biogenetic reserve, its main symbol is the critically endangered Iberian lynx.

Figure 3. Location of the Serra da Malcata Natural Reserve.



The project development considered connectivity between natural/cultural elements, accessibility for electric vehicles, and charging station location, supported by a dedicated app and management system. The decision was made to focus on car charging stations, as e-bike ranges were deemed sufficient for the area's distances, and to build upon existing soft mobility itineraries to avoid further impacting natural resources. The main objectives of the project are interconnected with the objectives of other projects being developed throughout the territory related to soft mobility, which was one of the main concerns to keep the project running after its execution.

5. ANALYSIS AND DISCUSSION OF RESULTS

The Moveletur project leveraged its partners' experience in cross-border cooperation networks. It proposed integrated action across natural spaces in the Castilla y León - Norte de Portugal and Castilla y León - Centro de Portugal cooperation areas, aiming to enhance the destination's image based on sustainability. The project proposes an integrated and coordinated approach to managing the natural spaces within both cooperation areas. This intervention is anticipated to generate added value for the overarching territory and, more specifically, for the involved regions. These efforts are

designed to enhance the destination's image as a premier location for nature-based tourism, founded on the core principles of environmental sustainability, sustainable mobility, and a low-carbon economy.

The project's core challenges involve devising methodologies to conceptualize cross-border natural spaces, valorising their natural, cultural, and landscape assets, fostering nature tourism, generating new employment, and leveraging technology for the management and promotion of these areas. These challenges underscore the significant opportunity for initiatives like Moveletur. Natural spaces, particularly in border regions, hold immense potential for sustainable nature tourism. Destinations that successfully safeguard their heritage are recognized as quality attractors, where valued natural elements directly enhance the territory's economic capacity (McKercher, 2003; Saner et al., 2015; Boley & Green, 2016).

The main challenges addressed were:

- improving territorial competitiveness through new activities based on sustainable tourism and electric mobility;
- training students and workers for new green jobs;
- enhancing the value of natural resources as a key reason for destination choice;
- Strengthening rural border areas by proving the viability of new technologies like electric mobility outside urban centres.

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To overcome these challenges, the project acquired 101 electric vehicles, 29 charging stations, created 31 tourist itineraries, developed a management system and smartphone app, and conducted training actions.

Outreach sessions were crucial for community dissemination and encouraging use through vehicle lending. The feedback indicated a low environmental impact from electric mobility and its positive role in extending professional functions and complementing

tourism offers. Visitors reported fully satisfactory experiences due to the lack of noise and direct pollution, and entrepreneurs saw it as a valuable complement to their services.

Notably, the project did not verify the conflicts highlighted in the literature, likely due to its operational principles grounded in sustainability and respect for nature and communities, and because it focuses on alternative tourism with still-limited demand.

A significant operational challenge was risk management and insurance. Over 1600 loans resulted in only 4 incidents, but ensuring new forms of mobility with multiple users and specific electrical components in remote areas proved complex, necessitating careful itinerary planning to minimize risk.

Finally, the need for truly integrated cross-border activities between Portuguese and Spanish partners was emphasized to provide seamless electric mobility experiences across both countries' natural spaces.

6. CONCLUSIONS

Tourism is a potent tool for territorial development but is not innocuous (Prats, 2005). It carries risks and undesirable impacts that must be managed, including compatibility with ecosystem carrying capacity, the modernization of traditional sectors, and the need for strategic, participatory planning (Buckley, 2012).

The implementation of the Moveletur project demonstrated that the use of electric mobility for tourism purposes can realize the virtues reported in the literature - accessibility, low direct impact, positive user experience - without evident conflict. This success can be attributed to its foundation in principles of sustainability and community respect, and its focus on a niche tourism segment where demand is manageable. It presents a model for planning demand-based development sustainably.

To avoid conflicts, tourism activities must be inclusive of local development and the economic structure, allowing for the renewal of traditional sectors and the emergence of new activities that do not substantially alter the character of natural areas. New technologies, as emphasized by the UNWTO regarding smart destinations, offer possibilities for developing new services, co-creation, and coopetition (Boes et al., 2016), which can raise awareness of the benefits of sustainable practices.

The Moveletur project serves as an important initial step in demonstrating the potential of electric mobility. It shows that tourism can play a strategic role in promoting new, more sustainable forms of enjoyment and use of rural and natural territories, helping to balance the imperative to preserve with the desire to visit.

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