



# From Last Chance to Second Chance Tourism: The Role of Digital Technologies in The Building of Place Storytelling

Carla Palma<sup>1</sup>, Ana Cláudia Campos<sup>2</sup>, Manuela Guerreiro<sup>3</sup>, Bernardete Sequeira<sup>4</sup>

<sup>1</sup>University of Algarve, Faculty of Economics

<sup>2,3</sup>University of Algarve, Faculty of Economics, CinTurs, Research Centre for Tourism  
Sustainability and Well-being

<sup>4</sup>University of Algarve, Faculty of Economics, CICS.NOVA, Interdisciplinary Centre of  
Social Sciences

## Abstract

Many tourism attractions are now perceived as damaged and endangered places, compromising its sustainable use in the future. Given current awareness of the increasing and successful application of digital technologies in sensitive heritage sites, this research explores the link between these technologies and place storytelling by uncovering their potential in building place storytelling through destination stories. It argues that this way last chance tourism can lead to second chance tourism by facilitating visitors memorable digitally-based tourism experiences while enhancing awareness of heritage value.

This study draws on literature on last chance and second chance tourism and place storytelling to explore stakeholders' perspectives on the role of digital technologies in this process. It adopts a qualitative design applied to the case of Portimão Walls, Portugal, to explore the potential of this heritage for the design of digital experiences in the context of second chance tourism, as well as to understand the role of the stories in building place storytelling. Three focus groups were carried out with key informants selected by purposive sampling and considering their professional activity and knowledge of local history and heritage. The sample size was determined by the data saturation criterion. Results help clarifying the role of digital technologies in the building of place storytelling in a second chance tourism context. Theoretical and managerial implications are subsequently discussed.

**Keywords:** last chance tourism, second chance tourism, cultural heritage, place storytelling, digital technologies