



European Union  
European Regional  
Development Fund

## State of the Art



CIMAA  
COMUNIDADE INTERMUNICIPAL  
DO ALTO ALENTEJO

July 2<sup>nd</sup> 2020



**Our region**

# Alto Alentejo

NUTS level: 3



# Alto Alentejo

NUTS level: 3

Area: 6 230 km<sup>2</sup>





# Alto Alentejo

NUTS level: 3

Area: 6 230 km<sup>2</sup>

Population: 118 352 inhabitants



# Alto Alentejo

NUTS level: 3

Area: 6 230 km<sup>2</sup>

Population: 118 352 inhabitants

Employment: 30.000/118.352





# Alto Alentejo



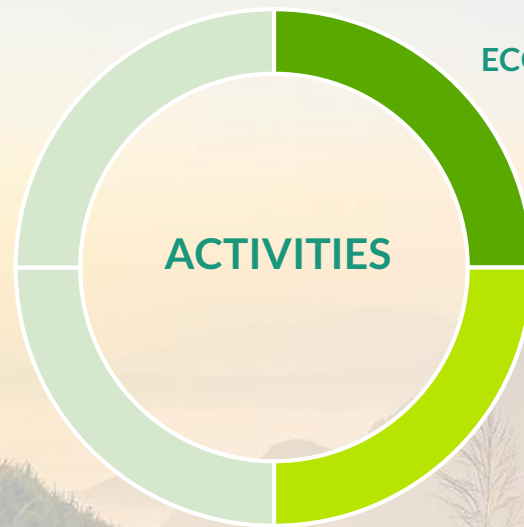






### ECO TURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- *Mycological walks;*
- *Equestrian tourism.*



### ECO TOURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- *Mycological walks;*
- *Equestrian tourism.*

### ADVENTURE TOURISM



## ACTIVITIES

### ECO TOURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- *Mycological walks;*
- *Equestrian tourism.*

### ADVENTURE TOURISM

- *Sports and nautical activities;*
- *Mountain Biking;*
- *Ballooning;*
- *Trails;*
- *Rails;*
- *Orienteering Internships.*





## ACTIVITIES

### CULTURAL TOURISM

### ECO TOURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- *Mycological walks;*
- *Equestrian tourism.*

### ADVENTURE TOURISM

- *Sports and nautical activities;*
- *Mountain Biking;*
- *Ballooning;*
- *Trails;*
- *Rails;*
- *Orienteering Internships.*



## ACTIVITIES

### CULTURAL TOURISM

- Religious tourism (Jewish and Catholic);
- Gastronomic tourism;
- Handicraft;
- Parks;
- Festivals;
- Festivals and pilgrimages;
- Museums and classified heritage;
- Border castle;
- Smuggling routes.

### ECO TOURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- Mycological walks;
- Equestrian tourism.

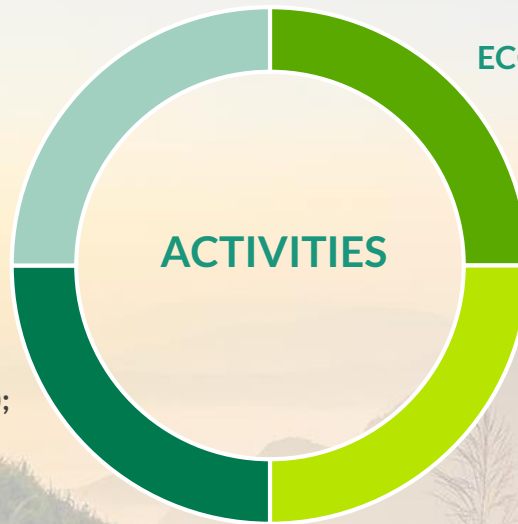
### ADVENTURE TOURISM

- Sports and nautical activities;
- Mountain Biking;
- Ballooning;
- Trails;
- Rails;
- Orienteering Internships.

## RURAL TOURISM

## CULTURAL TOURISM

- Religious tourism (Jewish and Catholic);
- Gastronomic tourism;
- Handicraft;
- Parks;
- Festivals;
- Festivals and pilgrimages;
- Museums and classified heritage;
- Border castle;
- Smuggling routes.



## ECO TOURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- Mycological walks;
- Equestrian tourism.

## ADVENTURE TOURISM

- Sports and nautical activities;
- Mountain Biking;
- Ballooning;
- Trails;
- Rails;
- Orienteering Internships.

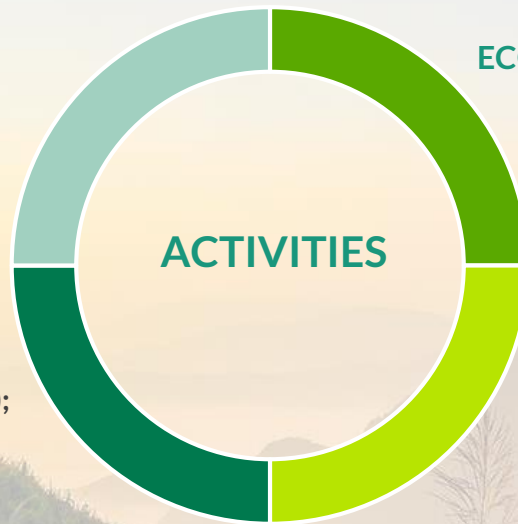


## RURAL TOURISM

- Enotourism;
- Agrotourism;
- Local accommodation;
- Gastronomic and endogenous products tourism;
- Experience tourism;
- Equestrian tourism.

## CULTURAL TOURISM

- Religious tourism (Jewish and Catholic);
- Gastronomic tourism;
- Handicraft;
- Parks;
- Festivals;
- Festivals and pilgrimages;
- Museums and classified heritage;
- Border castle;
- Smuggling routes.



## ECO TOURISM

- *Birdwatching;*
- *Cycling;*
- *Walking;*
- Mycological walks;
- Equestrian tourism.

## ADVENTURE TOURISM

- Sports and nautical activities;
- Mountain Biking;
- Ballooning;
- Trails;
- Rails;
- Orienteering Internships.

# SWOT



## STRENGTHS

- Well defined regulations;
- Identity and characteristics of the region;
- Diversity.

## WEAKNESSES

- Low population and conditions for population growth;
- Lack of investment compared to urban areas;
- Lack of communication networks in some areas;
- Relocation of products;
- Some old supply and precarious techniques use ;
- Lack of specialization and labor.

## OPPORTUNITIES

- Implement public policies to support the settlement of people with incentives to achieve certain results;
- Possibility of new ideas taking into account the specificities of the presence of villages in the park;
- Market existence;
- Existence of demand for authentic experiences.

## THREATS

- Desertification of the interior;
- Climate change and its effects on natural resources.



European Union  
European Regional  
Development Fund

# Sustainable alternative tourism potential


## *The Alentejo Feel Nature case*



July 2<sup>nd</sup> 2020





The background of the slide features three large, light-colored stone pillars. Each pillar has a horizontal yellow band near the top and a horizontal red band below it. The pillars are decorated with carvings: the left pillar shows a bird-like figure, the middle pillar shows a person in a dynamic pose, and the right pillar shows a large, stylized face. The scene is set against a clear blue sky with some light clouds.

Alentejo Feel Nature develops around the valorisation and promotion of nature tourism and its protection, in Protected Areas or areas integrated in Natura 2000 Network.

Alentejo Feel Nature intends to support the "valorisation and increase the offer, namely in the context of cycle, pedestrian and spiritual paths, contributing to the international positioning of a region as a competitive destination for the practice of these activities".

# Objectives

Strengthening  
Mobility

Valuing the  
territory

Aggregating  
communities

Consolidating the  
development  
network

Leveraging  
entrepreneurship

Promoting  
citizenship

Regulating passage  
in environmentally  
sensitive areas





More than a tourism project, Alentejo Feel Nature project has the potential to be a structuring vector for the development of the region boosting the region as an innovative international destination.



## Permanent Structures

- Observatories;
- Directional signage;
- Stay areas;
- Interpretation and information panels.





## ICT

- Digital pedestrian routes (portal and app);
- Data collection for the analysis of tourist flows on the routes (sensors, app, site and social networks);
- Integrated resources, to attract tourist flows that generate economic activity (app, portal, social networks);
- Accessible routes to tourists with special needs (audio-guides, video with sign language).



# Partners





## Resources



- Investment around 1 million €;
- Financing thought national and regional programmes – The project integrates the *inMotion* strategy;
- Human resources;
- External services ( maintenance, events presence, communication,...).



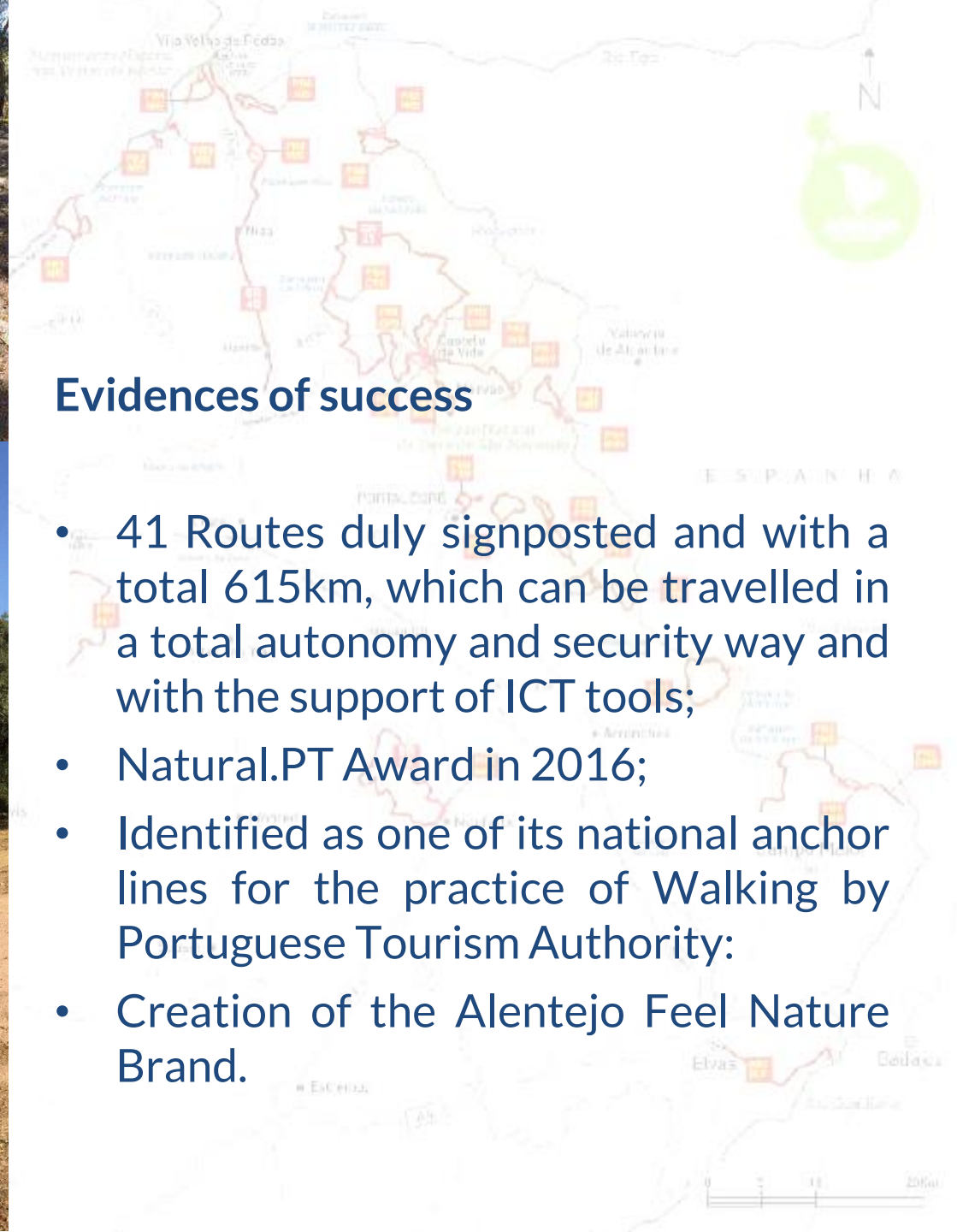




## Challenges

- Create a project that allowed the creation of conditions for the opening of an inland region to less explored touristic aspect;
- To have the support of public institutions;
- Find the necessary lines of financing.





## Evidences of success

- 41 Routes duly signposted and with a total 615km, which can be travelled in a total autonomy and security way and with the support of ICT tools;
- Natural.PT Award in 2016;
- Identified as one of its national anchor lines for the practice of Walking by Portuguese Tourism Authority;
- Creation of the Alentejo Feel Nature Brand.



European Union  
European Regional  
Development Fund

Thank you!

Questions welcome



*Project smedia*