SYMPOSIUM OLIVE4ALL

PROJECT OLIVE4ALL: OLIVE HERITAGE FOR SUSTAINABLE DEVELOPMENT: RAISING COMMUNITY AWARENESS OF LIVING HERITAGE.

Olive tourism and development of innovative tourism products

PROGRAMME

Tomar, Abrantes, Azinhaga do Ribatejo, Oliveira do Hospital, Lamego, Mirandela & Vila Nova de Foz Côa

OCTOBER 4TH TO 7TH 2023

Portugal
CONFERENCE PROGRAMME & VENUES

October 4th, 2023

10:00 - 10:45 Opening Ceremony (VENUE: POLYTECHNIC INSTITUTE OF TOMAR)

- João Freitas Coroado, President of the Polytechnic Institute of Tomar
- Hugo Cristóvão, Mayor of Tomar
- José Manuel Santos, President of Tourism Regional Entity of Alentejo and Ribatejo
- Gonçalo Morais Tristão, President of CEPAAL (Centre for the Study and Promotion of Alentejo Olive Oil)
- Francisco Dias, Chairman of the Symposium, Professor of Polytechnic Institute of Leiria

10:45 - 11:00 Coffee Break

11:00 - 12:25 Symposium Session #1 (VENUE: POLYTECHNIC INSTITUTE OF TOMAR)

- The role of CEPALL in enhancing the olive-growing heritage of the Alentejo, Gonçalo Morais Tristão
- Sustainable Cultural Management of the Olive Tree Heritage to promote culture and enhance local economy: The Routes of the Olive Tree, Marinella Katsilieri
- Olivotourism as a tourist-cultural product and its influence on the dynamics of territories, Pedro Martins and Eunice Lopes
- Olivotourism potential in Alcanena and Torres Novas, Luís Duarte Melo

12:15 - 12:40 Round-table with members of RIPTUR – Studies on olive tourism in progress

12:40 - 13:40 Symposium Session #2 (VENUE: POLYTECHNIC INSTITUTE OF TOMAR)

- A comprehensive review on olive oil tourism experience literature, Bebiana Monteiro and Josefina Salvado
- Mills and olive oil production for the social development and environmental sustainability of rural areas, Sónia Peres and Eunice Lopes
- Olive tourism routes in Idanha, Luís Duarte Melo and Tiago Lourenço

13:40 - 15:00 Lunch

15:00 Visit to the factory SIFAMECA and Oliveira do Mouchão (oldest olive tree in Portugal)

17:30 - 18:00 Symposium Session #3 (VENUE: FOUNDATION JOSÉ SARAMAGO AT AZINHAGA)

- Presentation of the projet The 100 Olive Trees of Saramago, Diretor of Saramago Foundation
- The 100 Olive Trees of Saramago: Heritage education, olive heritage and creative tourism, Fernanda Oliveira, Sofia Eurico, Francisco Dias and Daniela Amorim

18:30 Departure to Oliveira do Hospital
20:30 Check-in at hotel in Oliveira do Hospital
21:00 Dinner
9:30-10:00 **Visit to the Olive Oil Museum at Bobadela**

10:00-11:30 **Symposium Session #4** *(VENUE: OLIVE OIL MUSEUM AT BOBADELA)*
- Inhabitant and tourism dynamics for olive preservation through Unesco inscription: the case of The Olive Grove Landscapes of Andalusia (Spain), Isabelle Brianso
- Experiencing the olive tree through documentary to gain a better understanding of its uses, Natacha Cyrulnik
- Olive growing as part of the tourism offer in a village in Provence: characterisation and development prospects, Julie Deramond, Pauline Grison and Eric Triquet
- Who are the olive tourists? Outlining the profile of olive tourists visiting Messinia, Francisco Dias, Maria Kouri, Konstantina Tambaki, Marinella Katsilieri, Ioulia Rammou, Stelios Vasilopoulos and Thanasis Korakis

11:30-11:45 **Coffee Break**

11:45-13:00 **Symposium Session #5** *(VENUE: OLIVE OIL MUSEUM AT BOBADELA)*
- Olive tourism in Provence, an unfinished form of tourism, Philippe Bachimon and Pierre Dérioz
- Trails in olive-growing areas (Alpilles, Nyonsais): Communication and territorial dynamics, Laure Roulet and Yannick Hascoët
- Olive growing as part of the tourism offer in a village in Provence: characterisation and development prospects, Julie Deramond, Pauline Grison and Eric Triquet
- Olive oil, health and tourism, Bruno Sousa
- “Green gold” - “Divine gift” – “The definition of family”: Beliefs and Attitudes of olive tourists towards the olive heritage in Messinia, Maria Kouri and Marios Kondakis
- Presentation of Lagar de Azeite do Bolo, Carlos Pedro

13:10-14:30 **Lunch**

15:00 **Departure to Lamego / Régua**

17:15 **Visit to Quinta da Pacheca**

20:00 **Dinner**

22:00 **Check-in at hotel in Régua**
CONFERENCE PROGRAMME & VENUES

October 6th, 2023

9:30-10:00 **Visit to the Museum of Olive Tree and Olive Oil of Mirandela**

10:15 -11:30 **Symposium Session #6 (VENUE: MUSEUM OF OLIVE TREE AND OLIVE OIL OF MIRANDELA)**
- Mirandela: Territory of Olive Grove, Palmira Felgueiras
- APPITAD’s role in promoting olive oil and the olive-growing heritage of Trás-os-Montes, Francisco Pavão
- Wine & olive oil food heritage synergies inside the tourism experience: Find out what companies’ websites talk about, Josefina Salvado and Bebiana Monteiro
- Creative Tourism Potentials of the Polysemy of Olive Heritage in Germany, Joachim Willms

11:30-11:45 **Coffee Break**

12:40-13:40 **Symposium Session #7 (VENUE: MUSEUM OF OLIVE TREE AND OLIVE OIL OF MIRANDELA)**
- Olive tourism and rural sustainable development: A delphi panel analysis, Fernanda Oliveira and Francisco Dias
- The olive tree, olives, olive oil and other by-products in health, gastronomy and sustainability, Bruno Sousa
- Reflecting on the diversity of olive tourism experiences based on the differences highlighted by olive tourists in Missénia and Northern Portugal, Francisco Dias, Fernanda Oliveira, Nuno Rodrigues, Maria Kouri, Marinella Katsilieri, Thanassis Korakis
- Outlining the profile of Portuguese olive tourists: Experiences, motivations, and preferences, Francisco Dias, Fernanda Oliveira, Nuno Rodrigues and Victor Figueiras

13:10-14:30 **Lunch**

15:00 **Visit to Quinta de Santo Amaro**

18:00-19:30 **General meeting of the researchers**
CONFERENCE PROGRAMME & VENUES

October 7th, 2023

9:00 Departure

10:00 Arriving to Vila Nova de Foz Côa

10:00 Visit to the Archaeological Museum of Côa

10:45-12:45 Visit to the Côa Valley

13:00 Closing Ceremony

- Orlando Rodrigues, President of the Polytechnic Institute of Bragança
- Julie Deramond, coordinator of OLIVE4ALL Project
- Aida Carvalho, President of Côa Park Foundation

15:30 Departure to Lisbon (or Porto)