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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 CEPAAAL (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*
- **Olivetourism as a tourist-cultural product and its influence on the dynamics of territories**, *Pedro Martins and Eunice Lopes*
- **Olivetourism 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



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CONFERENCE PROGRAMME & VENUES

October 5th, 2023

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 Messina,** *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 Dério*
- **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 Messina,** *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

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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



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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)