



2021PORTUGAL.EU

Summit

European Regions for Smart Communities





Cultural Heritage is our world

Catarina Valença Gonçalves



ORGANISATION



MEDIA PARTNER



SESSION: # SMART TOURISM

**TRENDS IN CULTURAL TOURISM IN PORTUGAL
THE ALENTEJO CASE**

SPEAKER: CATARINA VALENÇA GONÇALVES
(CVG@SPIRA.PT)

ENTITY: SPIRA- REVITALIZAÇÃO PATRIMONIAL

POSITION: FOUNDER AND CEO





Cultural Heritage is our world

OUR MANIFESTO

Spira is dedicated to bringing people closer to Cultural Heritage and transforming the way they look at this common heritage: we seek to bring everyone, without exception, into a spontaneous relationship with this collective asset.

*Combining knowledge, creativity and action, Spira researches, designs, organizes and promotes projects focused on this asset: **we consider Cultural Heritage a strategic resource for generating more social equity among citizens.***





Cultural Heritage is our world

WHO WE ARE | OUR MISSION

Spira is a company specialized in heritage revitalization projects with an experience of over 20 years in the sector, recognized for its degree of innovation and its problem solving solutions to old and new challenges in Cultural Heritage. Spira works in the areas of Cultural and Landscape Touring, Education, Training, Communication and Cultural Heritage Consultancy.



From these projects we highlight:

- Rota do Fresco (1998-)
- Mundo Património (2010-)
- Portugal Heritage Tours (2018-)
- patrimonio.pt (2012)
- AR&PA - Bienal Ibérica do Património Cultural (2013-)
- Cultural Heritage Management Master (2018-)
- The study *Património Cultural em Portugal: Avaliação do Valor Económico e Social* (2020)
- Artes & Ofícios Alentejo (2020-)
- Spira Tours Pro (2020-)



**MUNDO
PATRIMÓNIO**
educação patrimonial



PORTUGAL HERITAGE TOURS
BEYOND KNOWN TERRITORIES

PATRIMÓNIO.PT
para todos nós



AR & PA
BIENAL IBÉRICA DE PATRIMÓNIO CULTURAL

**ARTES &
OFÍCIOS**
ALENTEJO



Main achievements:

- ✓ 1st PRIZE ECTN Awards 2020 – Destination of Sustainable Cultural Tourism: "Somos o que Comemos - o património alimentar nos parques e monumentos de Sintra (European Year of Cultural Heritage 2018)
- ✓ SPIRA is the only Portuguese company in the cultural field to hold the **CERTIFICATION NP 4457** (innovation certification)
- ✓ As well as being a **Member of COTEC Portugal** (innovation business association)



PORTUGAL HERITAGE TOURS

BEYOND KNOWN TERRITORIES

A Spira project

TRENDS IN CULTURAL TOURISM IN PORTUGAL THE ALENTEJO CASE



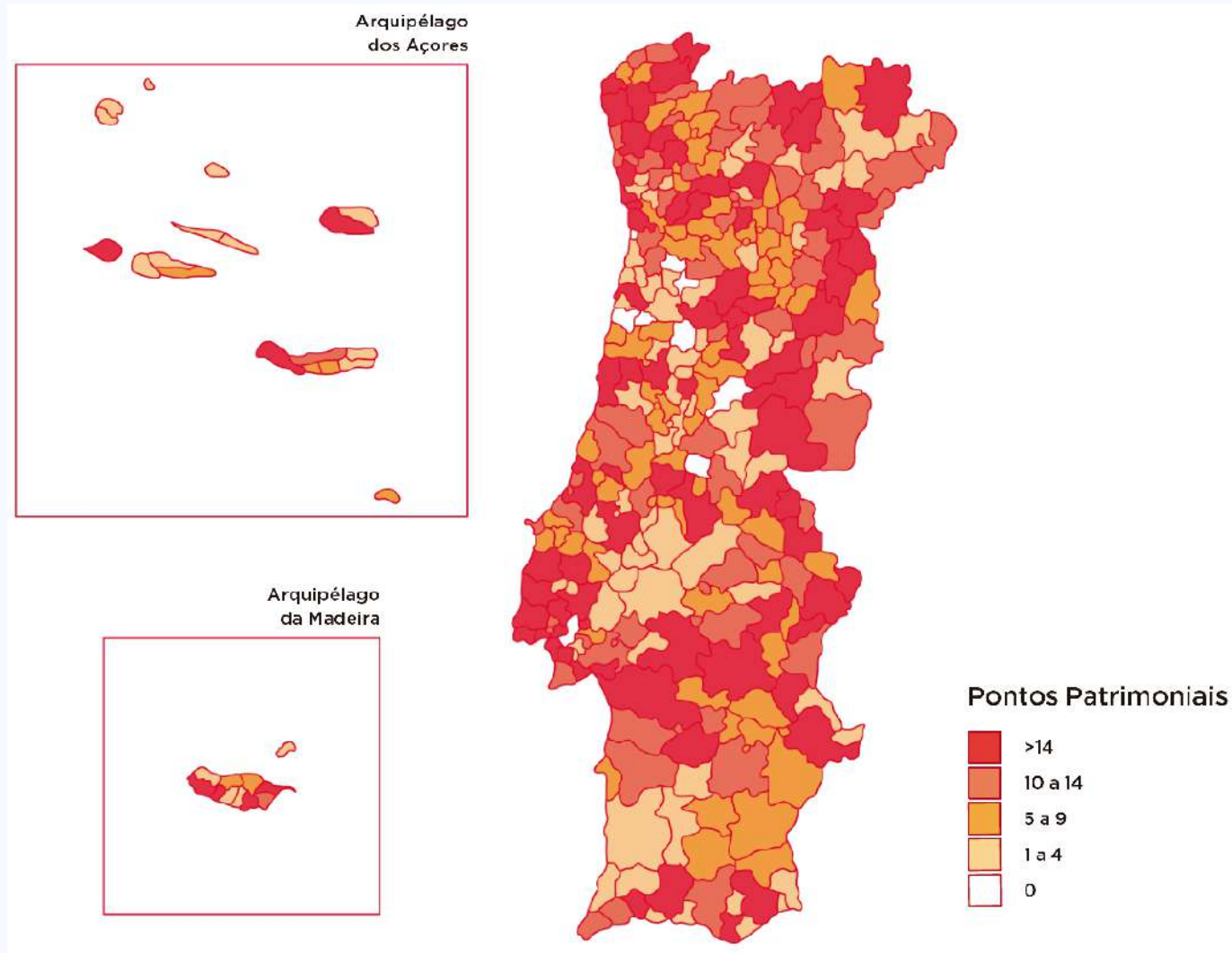
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BEYOND KNOWN TERRITORIES

A Spira project

OPPORTUNITY:

(valordopatrimonio.pt)



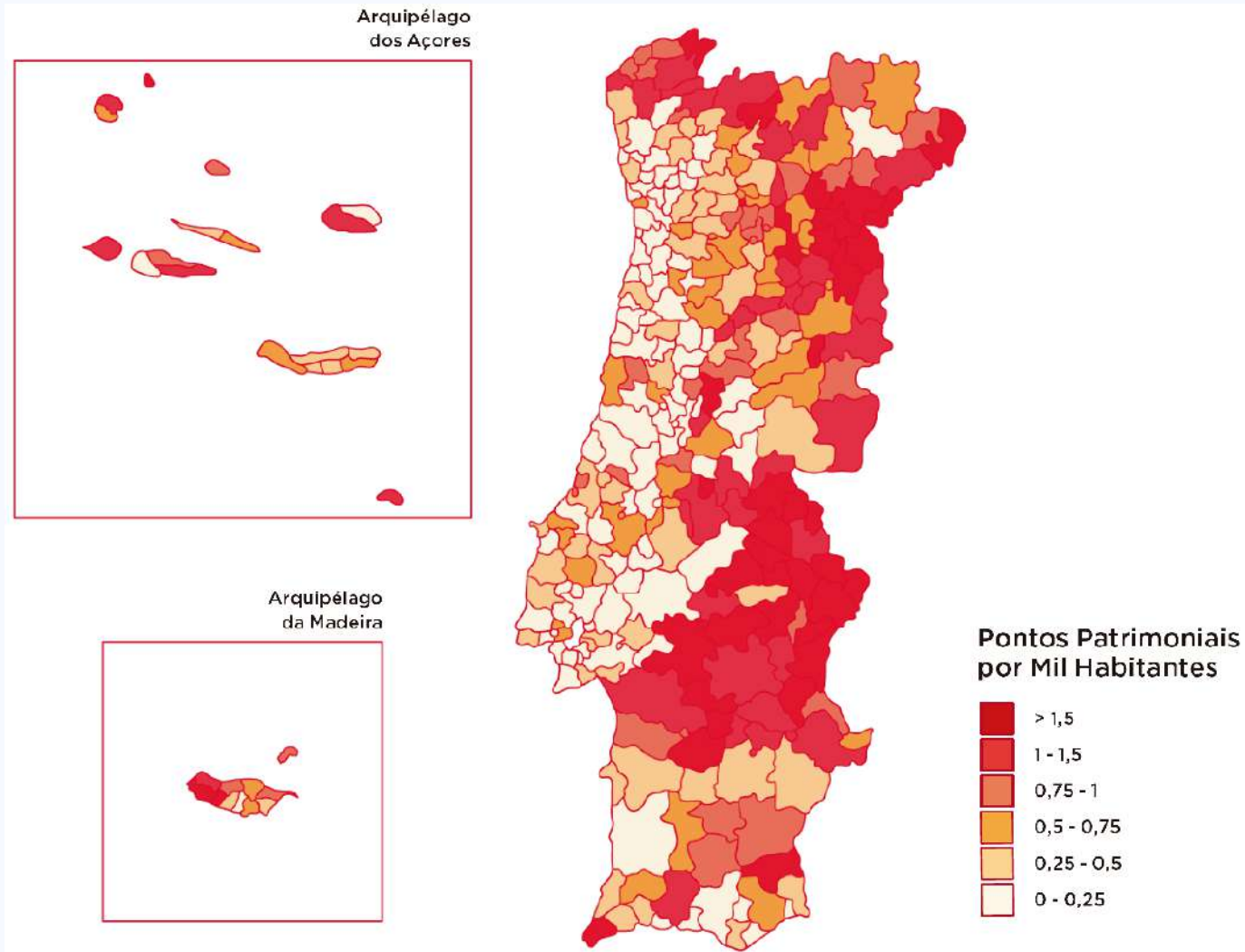
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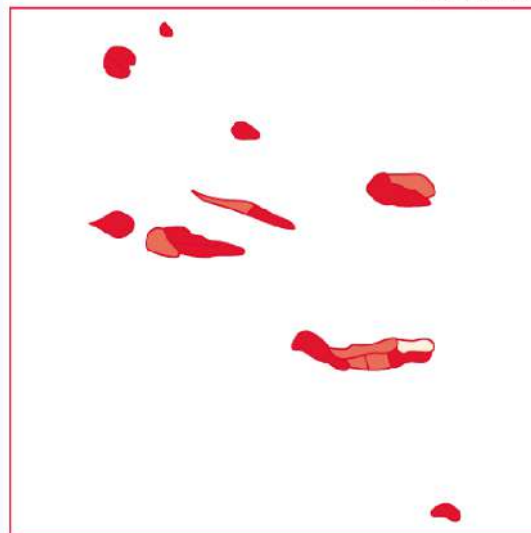
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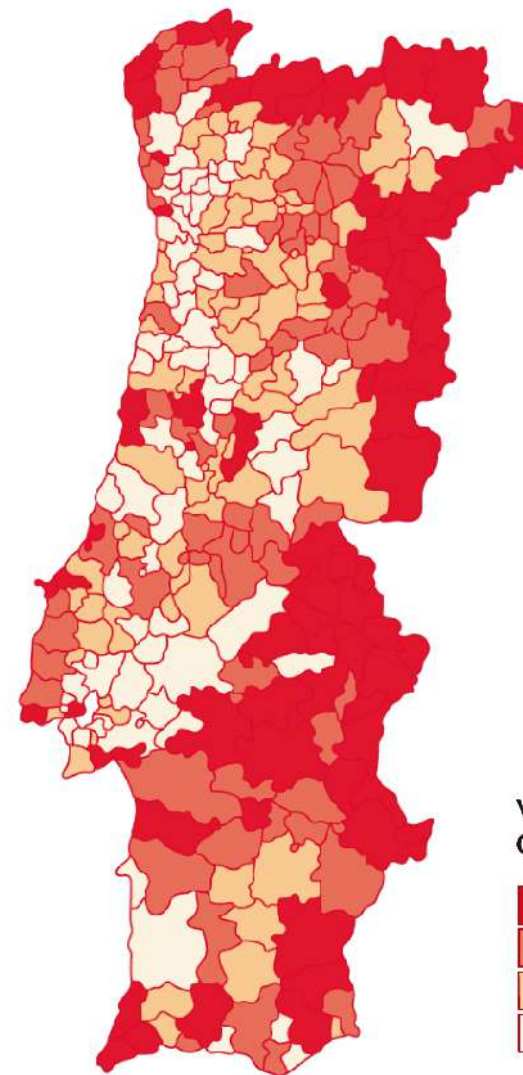
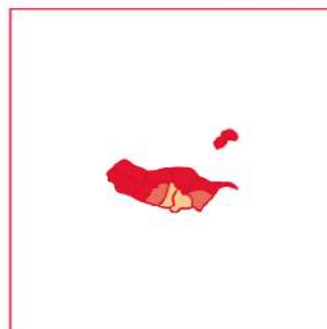
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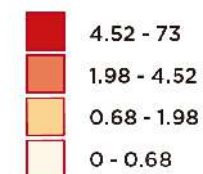
Arquipélago dos Açores



Arquipélago da Madeira



Visitantes Estimados per Capita por Município



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TREND 1:

LOCAL PEOPLE VS TECHNOLOGY



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TREND 2:

SLOW TRAVEL VS CHECK-LIST TRAVEL



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TREND 3:

SMALL TRAVEL VS GROUP TRAVEL



ORGANISATION



Initiative



MEDIA PARTNER



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