



# SEMINÁRIO TURISMO SUSTENTÁVEL

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VETinSET

## Existência de Via Algarviana está na origem do projeto ZITUR



Vale Fuzeiros Nature Guest House was carefully designed for Nature Lovers and is located along VIA ALGARVIANA, between the village of São Bartolomeu de Messines and the medieval town of Silves, just 45 min from Faro Airport.



Alte Tradition Guest House was inspired on the richness of local arts and traditions, the elegant decoration carefully integrates representative pieces of several traditional arts, namely on each room representing a specific art.

## Oportunidade

Eco-Turismo

Via Algarviana – Algarve

Unidades de alojamentos  
“pequenas” e “temáticas”

Atividades / Participativo

**Projeto Integrado de  
Turismo Sustentável**

## Clientes Alvo

Seniores (+ 50 anos) do Norte  
e Centro da Europa.

Classe Média / Média Alta  
com RMM > 1.500€ /2.000€

Mercado com crescimento  
anual > 9% (pré COVID 19)

## Fase I

- Vale Fuzeiros Nature - 2016
- Alte Tradition - 2019
- Silves History - 2022

## Fase II

- Rede de alojamentos
- “Estrutura *Produzida*” para atividades
- Parcerias / Inovação



“Nature Guest House” **Natureza**



“Tradition Guest House” **Artes e Cultura Popular**



“History Guest House” **Património Histórico**



# Vale Fuzeiros Nature Guest House



## LOCATION

- Peacefull Algarve countryside;
- In the heart of the nature;
- Near the medieval town of Silves;
- 45 minutes distance from Faro Airport;
- Walking distance to two beautiful dams.

## WALKING AND CYCLING

- Main itineraries:
  - Via Algarviana;
  - Archaeological Circuit;
  - Iberian Lynx Route;
  - Silves Route.
- Birdwatching.

## WORKSHOPS AND ACTIVITIES

- Nature;
- Local Arts and Traditions;
- Yoga and Meditation;
- Wellness massages.



# Vale Fuzeiros Nature Guest House



# Vale Fuzeiros Nature Guest House



## Percurso Pedestre das Aromáticas / Aromatic route

### Vale Fuzeiros Guest House



### Descrição/Description:

Distância/Distance: 550m

Dificuldade/Difficulty: Fácil/Easy

Duração/Duration: 30 min

### Legenda/Legend:

- 1- Alecrim/Rosemary
- 2- Tomilho/Thyme
- 3- Poejo/Pennyroyal
- 4- Salvia/Sage
- 5- Hortelã/Mint
- 6- Cidreira/Lemon Balm
- 7- Rosmaninho/French lavender
- 8- Esteva/Gum cistus
- 9- Funcho/Fennel

### Escala/Scale:

1cm -> 10m

<p><b>FUNCHO FENNEL</b></p> <p><i>Foeniculum vulgare</i></p> <p>Tenaculo até 2,5m. Florido Julho a Setembro. Morfológia foliada pinheiriforme aromática. Com umbelíferas no topo das hastes superiores.</p> <p>Size up to 2,5m. Flowering time: July to September. Morphology: great aromatic, pinnate leaves. Flowers grouped in umbels.</p>  <p><b>CULINÁRIA   COOKERY</b> Salada, sopas, tempers de peixe e carne grelhada. Salads, soups and steaks as well as fish tempers and fennel meat.</p> <p><b>MEDICINAL</b> As sementes têm propriedades antiespasmódicas e digestivas. Resaca causada em parte de bebidas. The seeds have carminative and digestive properties. It's also used in toothpastes.</p>	<p><b>SALVIA SAGE</b></p> <p><i>Salvia officinalis</i></p> <p>Tenaculo até 1m. Florido Abril a Agosto. Morfológia arbustiva com 4 herbáceas opostas de látex leitoso.</p> <p>Size up to 1m. Flowering time: April to August. Morphology: woody and woody herbs can be found in infertile soils.</p>  <p><b>CULINÁRIA   COOKERY</b> Infusão de gengibre de boca e gengivas. Condições e gripes. Cominho. Usado em shampoos, cremes e alho-poró.</p> <p><b>MEDICINAL</b> Tratamento de infeções da boca e garganta. Condições e gripes. Cominho. Usado em shampoos, cremes e alho-poró.</p> <p><b>MEDICINAL</b> Tratamento de infeções da boca e garganta. Condições e gripes. Cominho. Usado em shampoos, cremes e alho-poró.</p>	<p><b>ESTEVA GUM CISTUS</b></p> <p><i>Cistus ladanifer</i></p> <p>Tenaculo até 2m. Florido Maio a Junho. Morfológia arbustiva com 4 herbas opostas. Flores amarelas e brancas.</p> <p>Size up to 2m. Flowering time: May to June. Morphology: woody shrubs of rapid growth. Very resistant to drought and wind.</p>  <p><b>MEDICINAL</b> Com propriedades antiespasmódicas e antibacterianas é usado, utilizado para aliviar estados de tensão.</p> <p><b>MEDICINAL</b> Antispasmodic and antibacterial and is used externally to relieve insect stings.</p>
<p><b>ALECRIM ROSEMARY</b></p> <p><i>Rosmarinus officinalis</i></p> <p>Tenaculo até 2m. Florido Janeiro a Maio. Morfológia com ramos ascendentes e ramos horizontais.</p> <p>Size up to 2m. Flowering time: January to May. Morphology: ascending, aromatic and highly branched.</p>  <p><b>CULINÁRIA   COOKERY</b> Temperos de carnes. Meat seasoning.</p> <p><b>MEDICINAL</b> Tratamento de anemia. Digestão. Incomodação em SDA. Tratamento de anemia, slow digestion and SDA cases.</p>	<p><b>ROSMANINHO LAVENDER</b></p> <p><i>Lavandula stoechas</i></p> <p>Tenaculo até 1,2m. Florido Março a Maio. Morfológia. Flores amarelas em espigas, corolas purpúreas.</p> <p>Size up to 1,2m. Flowering time: March to May. Morphology: flowers grouped in whorls, covered by bracts like the petals.</p>  <p><b>CULINÁRIA   COOKERY</b> Utile das principais flores: melisses. One of the principal honeybees plants.</p> <p><b>MEDICINAL</b> Comprimido. Adução comorbida. ginecológica. prurido. alergia de pele. Usado in cases of conjunctivitis, psoriasis the itching caused by the flea bites.</p>	<p><b>TOMILHO THYME</b></p> <p><i>Thymus vulgaris</i></p> <p>Tenaculo até 1,5m. Florido Abril a Junho. Morfológia. Placoma ascendente e ramos horizontais.</p> <p>Size up to 1,5m. Flowering time: April to June. Morphology: small inflexuous and aromatic shrubs.</p>  <p><b>CULINÁRIA   COOKERY</b> Usado em grelhados de carne e peixe, sopas, saladas, etc. Used in grilled meats, steaks, salads, etc.</p> <p><b>MEDICINAL</b> Para anti-fúngico e antibacteriano. Com propriedades antiespasmódicas. Strong antifungal and antibacterial. Externally applied using insect's bites.</p>
<p><b>POEJO PENNYROYAL</b></p> <p><i>Mentha pulegiolum</i></p> <p>Tenaculo até 30 cm. Florido Junho a Agosto. Morfológia. Flores hercúlicas. Escarlateo aromático.</p> <p>Size up to 30cm. Flowering time: June to August. Morphology: herbaceous plant, strongly aromatic. Flowers almost purpleish blue corolla.</p>  <p><b>CULINÁRIA   COOKERY</b> Culinária de peixe de peixe, carne grelhada, peixe de peixe. Used in the confection of fish dishes, example: river fish.</p> <p><b>MEDICINAL</b> Usado para a falta de apetite. Algas, alergia, febre, náusea, etc. Used in cases of appetite lack, difficult digestion, fever, nausea, gastrointestinal, etc.</p>	<p><b>HORTELÃ MINT</b></p> <p><i>Mentha spicata</i></p> <p>Tenaculo até 1m. Florido Agosto a Setembro. Morfológia. Flores brancas, aromáticas.</p> <p>Size up to 1m. Flowering time: August to September. Morphology: Herbage, aromatic.</p>  <p><b>CULINÁRIA   COOKERY</b> Bebidas. Usado em saladas e em saladas como por exemplo no Piquillo. The leaves are used in flavoring salads and drinks like the Piquillo.</p> <p><b>MEDICINAL</b> Bebidas. Usado em saladas e em saladas como por exemplo no Piquillo. The leaves are used in the treatment of bronchitis.</p>	<p><b>CIDREIRA LEMON BALM</b></p> <p><i>Melissa officinalis</i></p> <p>Tenaculo até 1,5m. Florido Junho a Agosto. Morfológia. Flores brancas e amarelas.</p> <p>Size up to 1,5m. Flowering time: June to August. Morphology: it's a perennial plant, with a very strong green, mild and aromatic leaves.</p>  <p><b>CULINÁRIA   COOKERY</b> Usado em saladas de peixe e carne, em saladas, saladas, etc. Used in fish and meat salads.</p> <p><b>MEDICINAL</b> Combate a insónia, relaxante do sistema do sono. Comprimido para a digestão. Combate o glaucoma e o sono. Dispersão. Cosmético: skin and hair application.</p>

# Alte Tradition Guest House



# Alte Tradition Guest House



# Atividades são essências no turismo participativo



## COOKING A CATAPLANA

3 hours | Min. 2 pax | 25€ pax

Learn how to prepare the traditional “Fish and Seafood Cataplana”, a good example of the Mediterranean Diet. At lunch, delight yourself with the dish you prepared.



## BIRDWATCHING IN SALGADOS LAGOON

3 hours | Min. 2 pax | 25€ pax

Visit the Salgados Lagoon with an ornithologist and discover the uniqueness of this emblematic birdwatching hotspot. Here you can watch an enormous diversity of breeding, migratory and resident species.



## LIQUORS DESTILATION

3 hours | Min. 2 pax | 20€ pax

Visit a distillery where the entire production process is explained, from picking the fruit to the final product. Delight yourself with different scents and flavours through a taste session of traditional liquors.



## NATURAL COSMETIC

1h30 | Min. 2 pax | 15€ pax

Make your own body balm and lip balm with natural and healthy ingredients. Learn about the beneficial properties of each component and how they can be combined in the preparation of natural cosmetic.



# Atividades são essências no turismo participativo



## TILE PAINTING

3 hours | Min. 4 pax | 26€ pax

Come to know the history of tiles and its importance in our culture. Learn how to execute the different steps and techniques of the tile painting process, from designing to the final product.



## RELAXATION MASSAGE

1 hour | Min. 1 pax | 40€ pax

Enjoy the quiet and pleasant environment of Vale Fuzeiros Guest House to make a relaxation massage with a certified therapist.



## MUSICAL INSTRUMENTS

3 hours | Min. 2 pax | 15€ pax

Make your musical instruments, using ancestral techniques of working with reeds and cork, preserved and developed by the local populations.



## YOGA, MEDITATION

1 hour | Min. 2 pax | 10€ pax

Exercise, relax and meditate with Tibetan bowls, in the peaceful and warm atmosphere of Vale Fuzeiros Nature Guest House gardens.



# Atividades são essências no turismo participativo

## 1 - PEDREIRINHA NECROPOLIS

Composed by two graves, adult and child, found scattered throughout the emerging rocks that arise on the elevation top.

## 2- LIME KILN

In the Algarve, Lime was mainly used for the painting and house construction. These houses were built by rock and soil and lime mortar was essential for impermeability and decoration of houses. In the bottom of the lime kiln a fire was built to burn the limestone abundant in the region and it was kept burning for about 15 days to compose limestone oxide through this thermal decomposition.

## 3 - VILARINHA ALIGNMENT

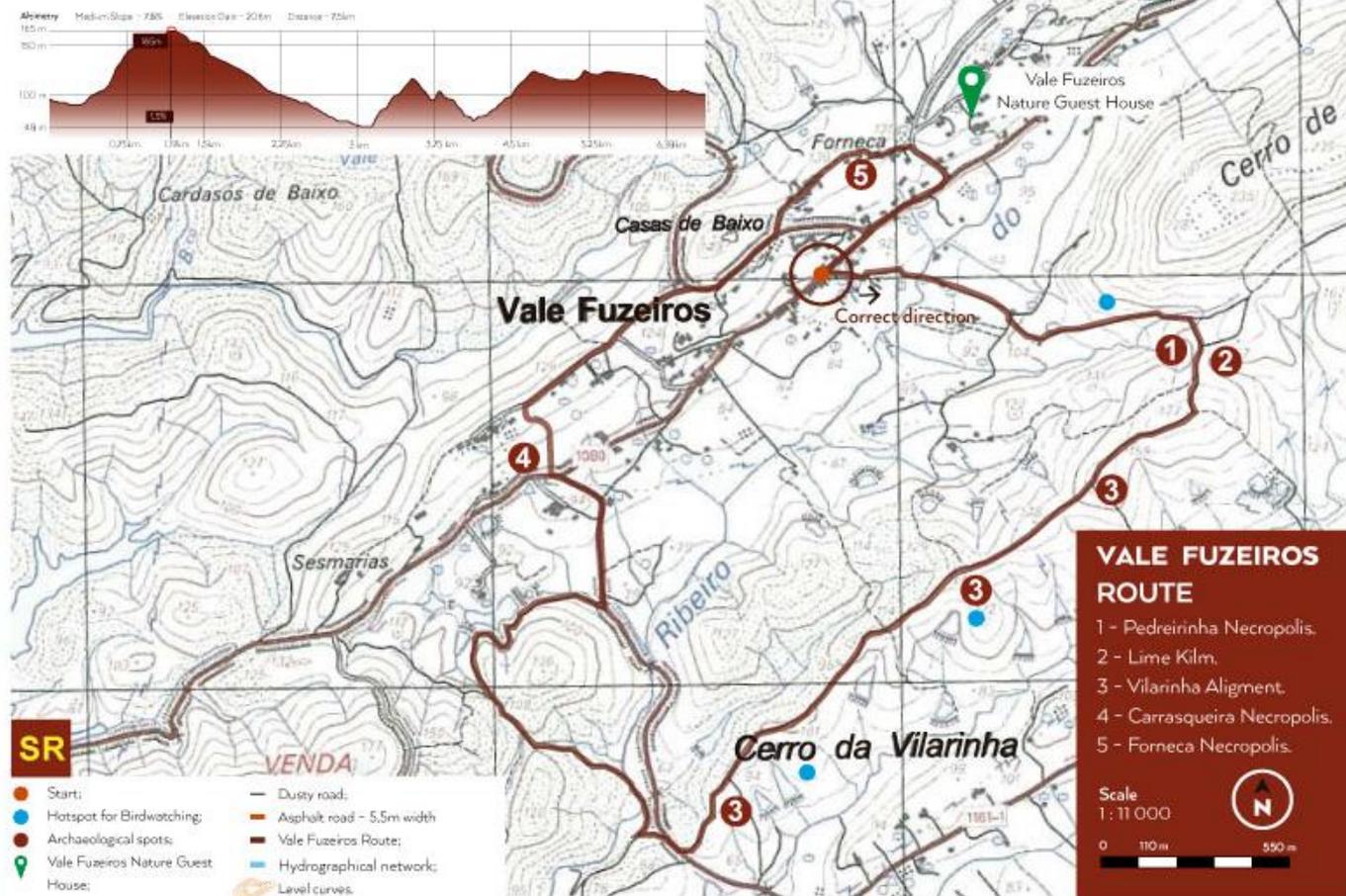
The four standing stones remaining in the places were carved in red sandstone in the region 'Silves sandstone', and constitute an alignment with social and religious functions, which was built by the first communities that inhabited the area during the second half of the sixth millennium BC and part of the next millennium (5500-4500 BC).

## 4 - CARRASQUEIRA NECROPOLIS

Previously studied cemeteries, where were found the same rituals, suggest that necropolis with this type of graves were originated in the Visigoth period.

## 5 - FORNECA NECROPOLIS

This monument is commonly attributed to the high middle age, VI and VII centuries, by the expansion of people coming from the Central Europe.



# Atividades são essências no turismo participativo



TRADITION  
GUEST HOUSE



ALGARVE  
NATURE & CULTURE

DISTÂNCIA: 11,7 KM | DURAÇÃO: 3H30 | PERCURSO: LINIAR | GRAU DE DIFICULDADE: MÉDIO

## ROTA DAS 7 FONTES

**AROUND SEVEN FOUNTAINS ROUTE**

Distance: 12km | Level: Medium | Duration: 3-30

**Route description**  
The route around 7 fountains visits one of the most important water sources of the Algarve. The wonderful Benetinha spring, reaches for 4 km in a long path and ends their up in the surface. We can also find 6 other fountains along the route (Dopo Fios, Dopo Velho, Foz de das Velhas, Olla, Tanque da Cova and Foz de São).

**ADVICE**  
Since the route goes through the hunting reserve, set by Quercus National Institute you should take special care attention if passing, leaving this area on days when hunting is permitted - Thursday, Sunday and holidays.

**Ficha Técnica**  
Start route (start direction): 12,7 Km distance, 3h30 duration, 247/138 m difference (max/min).  
The Route: High trail, Single track, Low trail, Sun light.  
Advice: Road: Paved, Paved, Paved, unpaved, passing through the river of a large forest.

DISTÂNCIA: 11,3 KM | DURAÇÃO: 3H30 | PERCURSO: LINEAR | GRAU DE DIFICULDADE: MÉDIO

## ROTA DA ROCHA DA PENHA

**ROCHA DA PENHA ROUTE**

Distance: 14km | Level: Medium | Duration: 4h

**Route description**  
The pedestrian trail starts in Aldeia da Penha, following the path to Rocha da Penha and along which you can contemplate the best rock of the southern municipality. The rock with a steep climb passes by an impressive table on Olegueta (on the left) and the path progressively rises to the top. When the top is reached it is highly recommended to walk to the left, before the correct direction is marked on the spot. From here the view overlooks the southern flank of Serra de Galdão.

Returning to the main route, we take the direction of highland. The views remain magnificent and admirable when we ascend the South Lookout. Along the entire route it is possible to observe the high floristic richness of this Protected Area and also the fauna nearby birds.

Over again in Aldeia da Penha we continue towards Benafim and we cross the Via Algarviana that takes us to Aldeia de Alva, one of the most traditional villages in the Algarve, with its whitewashed houses and flowers, in its narrow cobble streets.

**Ficha Técnica**  
Start route (start direction): 14 Km distance, 4h duration, 467/194 m difference (max/min).  
The Route: High trail, Single track, Low trail, Sun light.  
Advice: Road: between points 6 and 7, no road.

# Como “olhar” para a Natureza e Artes & Tradições Populares?



~~Apenas uma excelente forma de entreter os visitantes que gostam destes temas?~~

**NÃO**

Parte integrante da cadeia de valor da sustentabilidade?

**SIM**

## A cadeia de valor da sustentabilidade económica, ambiental, social e cultural

Natureza  
Artesãos  
Empreendedores  
Formadores

Produtos  
Experiências  
Cursos  
Percurso

Clientes / Visitantes  
Desenvolvimento local  
Fixação de populações  
Preservação da natureza  
Preservação do património

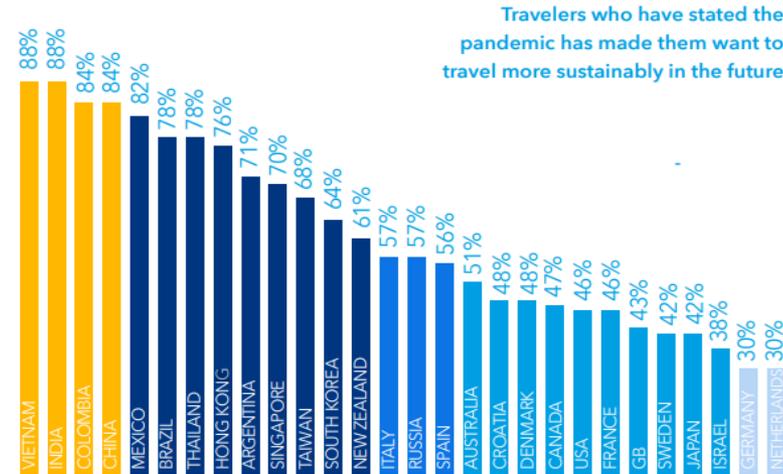
### Exemplos:

- Apoio a artesões locais para o desenvolvimento de produtos e serviços tradicionais, customizados de acordo com os padrões de procura atuais.
- Incentivos para jovens com vocação empreendedora nas áreas relacionadas com Artes e Tradições Populares.

# Principais dificuldades (excluindo financiamento)



- Estudo Booking – Sustainable Travel Report (2021)



The top priorities in travelers' everyday lives include:



84% believe increasing cultural understanding and preservation of cultural heritage is crucial.

76% want to ensure the economic impact of the industry is spread equally in all levels of society.

73% want to have authentic experiences that are representative of the local culture when they travel.

# Principais dificuldades (excluindo financiamento)



- **Foco e presença em eventos destinados a seniores > 50/60 anos**
- **Recursos Humanos:**
  - Incentivos à contratação de jovens para as zonas interiores
  - Incentivos à contratação anual vs ciclo “emprego” / “fundo de desemprego”
  - Formação em turismo sustentável = eco-turismo
- **Valorização “assumida” dos nossos recursos endógenos:**
  - Percursos terrestres bem marcados, caracterizados e divulgados....(ex: ficheiros kml/kmz/Ride GPS)
  - Preservação efetiva de artes tradicionais:
    - Produtização sem perda de genuinidade
    - Integração de empresas e artesãos
    - Distribuição e Integração com hotelaria



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1 de Julho de 2019



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