

The Mountain Tour: organizing tourism resources and offer at Naturtejo Geopark

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Maps are used since ancient times to organize and simplify spatial information. Naturtejo Geopark and Oleiros developed a tourism map of this municipality to organize the territorial resources and the available tourism offer under the frame of one major subject – the Mountains Tour. In a mostly peneplained territory developed in the last 150 million years the mountainous region of Oleiros, as evidence of “recent” orogenic pulses, important source for many rivers, land of extensive forests where “living” fossils still persists, and orographic obstacle preserving a characteristic culture, became a curiosity of Naturtejo Geopark only opened to tourism in very recent times. Thus, the tourism strategy for this region of the Geopark must embrace the mountain landscape, biodiversity and culture. The 100 km-long road tour invites the visitor to organize his time according to own interests, presenting in the map only the best experiences and available services in the municipality (accommodation, restaurants, information points, health care and fuel stations). By providing the location of the geomonuments, viewpoints, native forests, fluvial beaches, monuments and hiking trails, indicating also where to find the handcrafters and presenting the local products (mountain products), the visitor may stay longer and spend money in a wider context of the region. For the purposes of marketing, the communication image was centered in the human figure of a local hero, António de Andrade, a Jesuit priest that climbed Himalaya in 1624 to reach the kingdoms of Tibet. His descriptions gained a notorious impact in the Europe of that time. The slogan used for the Mountain Tour is “The evasion from the sameness”. Four local products are also being used with remarkable success to promote Oleiros: the roasted lamb and the historical wine “Calum” (unique in Portugal), the strawberry-tree and chestnut fruits (products of the native forest). These products of the mountain are the basis for thematic fairs and gastronomy weeks that became part of the cultural calendar of Oleiros fostering local economy.

The Mountain Tour is the first stage of a more ambitious project which is structural for the whole Centre Region of Portugal – the Mountain Museum.



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