

# CRUZZIANA

GEOPARK NATURTEJO DA MESETA MERIDIONAL-EUROPEAN AND GLOBAL GEOPARK - MONTHLY REPORT

In this issue: - Examples of Good Practices in Nature Tourism for Companies – I Meeting to the Valorization of Local Products in Idanha-a-Nova – International Day of Monuments and Sites in the Geomonument of Penha Garcia – Naturtejo promotional action in Estoril Open... and more!



### Olá/Hola/Ciao/Bonjour/Γειά σου/Hallo/God Dag/Salut/Zdravo/Hello/Ahoj/Helo/Helló/ Hei

A new cycle of school textbooks started in 2012 and there are many new proposals in the market. 5 specialized publishers presented 7 textbooks for the subjects of Natural Sciences, for the 7th grade, where geo-scientific themes are abundant. There are also an increasingly high number of researchers and authors dedicating to the study of geosciences and reviewers connecting to the themes of geological heritage and geoconservation. Therefore and not surprisingly, the concepts of Geological Heritage, Paleontological Heritage, Geodiversity, Geoconservation, Geomonument and Geosite have been defined in most of these new textbooks which, under the paradigms of Science-Technology-Society-Environment for schools, fit perfectly into the various themes, from "The Earth tells its story" to "The Earth's external dynamics". However, when Portuguese geoparks are mentioned in these publications, if they do, they are in a careless and very little significant way. It is however evident that the geosites from the Azores Geopark project are used as examples of "The Earth's internal dynamics" and "Geological Landscapes", the Ichnological Park of Penha Garcia, Portas de Ródão Natural Monument or Portas do Almourão geosites, from the Naturtejo Geopark, appear on almost every textbooks as examples of "Geological Landscapes" and of "The Earth tells its story" themes through fossils, the same that happens with the geosites of Frecha da Mizarela or the Paleontological Site of Canelas, from the Arouca Geopark. In spite of this, the concept of geopark is rarely defined, geosites are rarely and losely related to the geoparks they are in and the concept of geopark is almost never used as an educational resource or explored in a more exhaustive way. Geoparks appear only in four of these textbooks as a simple suggestion for a visit or as digital resources for teachers. Two of these publishers chose to introduce some exploratory questions about some of the geosites in the Geoparks of Arouca and Naturtejo, but only one tried to do it through the Educational Department of the Arouca Geopark. In fact, contact between publishers and geoparks is still very scarce and should not be despised, since textbooks can introduce programs and educational resources developed by geoparks in the schools' daily routines and contribute to an increasingly high number of visits from schools to geoparks and their geosites of educational value. In a pro-active way educational departments from Portuguese geoparks should contact the publishers and authors of these manuals in order to enrich the experiences related to geosciences. There is still a lot of work left to show to publishers and schools of most of the educational work developed by geoparks. The Geodiversity Map presented by one of these publishers is very flattering to geoparks, but its introduction is related to the National Network of Protected Areas, associated with natural resources in which geological heritage is not relevant or where educational resources to schools simply don't exist. The enthusiasm of publishers and authors towards geoparks is starting to emerge, but some misconceptions still exist, which could be solved through the development of educational tools, together with greater cooperation between educational departments from the geoparks and publishers.

> The Editor Carlos Neto de Carvalho Scientific Coordinator Geologist

# **ACTIVITIES OF THE MONTH**



### 2nd to 4th of April – Fam Trip program "Conozca el Geopark Naturtejo" for the Spanish operator Rural

**Plan.** Jesus Alarcón, commercial agent responsible for the Naturtejo institution in Spain brought a representative of the Spanish tourist operator Rural Plan to experience the Geopark. This Fam Trip is part of Naturtejo's strategy of tourist potential promotion in the Spanish market, with great results with the increasingly higher number of visits and tourist groups attracted to this region.



**4th of April – "When we went for ore" for 5 year old children.** The students from the Padres Redentoristas Kindergarten visited the exhibition "When we went for ore" in the Raiano Cultural Center, at Idanha-a-Nova. Twenty three 5 year old children listened to the enchanting story "The Rainbow's Secret", specially wrote by Carla Nabais for this exhibition and in which the characters refer to the imaginary of minerals and chemical elements. This visit includes an excavation workshop: "Finding a treasure", the games "Colorful minerals" and "Where are they?", drawing and other activities. Lastly, the children had the opportunity to handle some daily objects and the minerals they are composed by. These young students were accompanied by Joana Rodrigues, Manuela Catana and the Educational Department of Idanha-a-Nova's Municipality.

**Sth to 8th of April – Tierra Fuego in the Geopark.** The program "Paseando por el Geopark Naturtejo da Meseta Meridional" brought 39 people through the Spanish operator Tierra Fuego. Tiago Oliveira led the group through some of the best trails of the Naturtejo Geopark, including the Vultures Route in Salvaterra do Extremo, the Gardunha Route with a small deflection to visit the historical village of Castelo Novo outside the boundaries of the Naturtejo's territory. The group also went through the Sra da Azenha – Monsanto and Monsanto – Idanha-a-Velha trails, which are part of Idanha's Great Route, as well as the Fossils Route in the Ichnological Park of Penha Garcia.



**8th of April – Easter day in the Fossils Route.** This guided tour was destined to the photographer Hélder Ferreira, author of the book "Mysteries of the Holy Week in Idanha", and his family and friends from Lisbon, in a total of 10 people which had also participated in the presentation session of his book, on the past 7th of April in Idanha-a-Nova. Manuela Catana accompanied them through this visit.



**10th and 11th of April – Religious Tourism in the Naturtejo Geopark.** The Naturtejo prepared a special program for the festivities in honor of S. Roque for 24 people from the Brotherhood of S. Roque, from Lisbon. Tiago Oliveira led them through a visit in the Historic Villages of Monsanto and Idanha-a-Velha. The group also went to Idanha-a-Nova where they visited the House of Arts and the Cultural Forum, as well as a trip to Penha Garcia and its Fossils Route. Lastly, they participated in the festivities of S. Roque in Rosmaninhal.



**13th and 14th of April – Schools from the North of Portugal in the Geopark.** In this educational activity participated 32 students and 4 teachers from Lordelo High School, from the 11th and 12th grades, in the scope of the disciplines of Biology and Geology. Their monitor was Manuela Catana. The students had the opportunity to observe the Fossils of Penha Garcia and the Boulders of Monsanto, as well as the Portas de Ródão Natural Monument and the Fossil Trunks of Vila Velha de Ródão.

**14th and 15th of April – Through the schist village of Martim Branco.** Tiago Oliveira led the program "Weekend trip – Schist Villages" destined to a group from the company Simply B. They went on a trip through the Schist Trails of Martim Branco, starting on this village and ending in Almaceda.



16th of April - Geopark goes to school in Proença-a-Nova.

**16th of April – Geopark goes to school in Proença-a-Nova.** For the second time the Geopark went to Pedro da Fonseca High School in Proença-a-Nova, in the scope of the annual project Anim'a Rocha 2011/12. The 20 students are becoming more and more interested on this project and while preparing their fieldtrip, they already showed some knowledge about Geology, Biology and the contents of this trip. The geologists Joana Rodrigues and Carlos Neto de Carvalho accompanied the students' work and discussed some of the doubts and methodologies to the exploration of these themes during the trip. It was also introduced the second phase of the project, related to the theme "Gold in Proença-a-Nova" and debated some of the strategies to the project's development.



**18th of April – International Day for Monuments and Sites in the Geomonument of Penha Garcia.** The International Day for Monuments and Sites was celebrated in the Ichnological Park of Penha Garcia, one of the 16 geomonuments in the Naturtejo Geopark, with students from the Nuno Álvares High School. 46 students from the 7th grade and their teachers wandered through the fossils trails in search for answers for the challenge proposed by the geopark about this monument. The group was accompanied by Joana Rodrigues and Manuela Catana.

**18th of April – Naturtejo Geopark as an example of "Good Practices in Nature Tourism for Tourist Companies".** "Good practices in Nature Tourism for Tourist Companies" was the theme for a session of sensitization which was organized by the national entity Tourism of Portugal in Castro Verde, in partnership with the LPN – League for the Protection of Nature. This action, which took place in the Environmental Interpretation Center of Vale Gonçalinho, intended to "raise awareness, among managers of tourist companies related to Nature Tourism, to the importance of the implementation of good practices in natural areas and to share case studies which contribute to the preservation of natural values and to the development of a differentiated and unique offer". This initiative started with the presentation of LPN's program "Sustainable Castro Verde" - good practices and codes of conduct in ecotourism. The presentation was followed by a technical visit to the Special Protection Zone of Castro Verde, oriented by the LPN.

Gordon Sillence, specialist in ecotourism and certification of the ECOTRANS – European Network for Sustainable Tourism Development, talked about codes of conduct and certification for companies of tourist animation in Nature Tourism. There were also presented some cases of good practices in nature conservation and articulation of tourist companies: Naturtejo, represented by Armindo Jacinto and Via Algarviana. Ultimately, Ana Palma, from the Tourism of Alentejo, talked about "Good promotion practices in Nature Tourism".

**19th of April – 11th Cais Association Congress.** Armindo Jacinto stopped by the Portuguese Catholic University to participate in the 11th Cais Association Congress – "Emigrant Portugal – For a Non-Forced Migratory Flux". This association's mission is to contribute for the improvement of global conditions for homeless or socially and economically vulnerable people.



**20th of April – Students of Rural development and Tourism visit the Natural Monument.** The Portas de Ródão Natural Monument and the Fossil Trunks of Vila Velha de Ródão were the main stage for a field class given by Manuela Catana to 45 students and 3 teachers from the Professional School of Lousã, from the 10th grade, in the scope of the subjects of Environment and Rural Development, Tourism and Management, Technical Operations in Touristic Companies and English.

**20th of April - ... through the city of Castelo Branco...** Another visit to the city of Castelo Branco, this time guided by José Capinha and Jorge Costa who accompanied 96 visitors from the tourist operator "Tecto do Mundo" through the castle, the historical area of the city and the romantic Bishop's Garden.

**20th of April – Senior University of Seixal visit the Geopark...** The Senior University of Seixal came visit the Naturtejo Geopark: Jorge Costa was the voluntary guide who accompanied the visit to the schist village of Foz do Cobrão, which included the experience of panning gold in the activity "There is gold in Foz"; this group of students also visited the Portas de Ródão Natural Monument, the historical village of Monsanto and Penha Garcia and its Fossils Route.

**21st of april – I Meeting to the Valorization of Local Products: strategies of sustainability in the national and international markets.** It was under the theme of "Strategies of sustainability in the national and international markets" that the I Meeting to the Valorization of Local Products took place, an initiative organized by Simply B – Experiences, Events and Communication, in cooperation with the Municipality of Idanha-a-Nova and the Naturtejo Geopark. In this meeting which was the first of a series of business encounters directed to local producers which will take place in Idanha-a-Nova, were discussed some of the most important issues to this sector, such as the most adequate strategies to integrate the national and international markets, the main errors people commit when approaching external markets, or the main rules to follow in order to define and label a product. Among the many speakers were Pedro Mimoso – International Markets consultant and Patrícia Leite – lawyer and trainer in Wine Law, who both contributed to the creation of a global perspective of local products.

Locally, there was also the presence of Conceição Carvalho in representation of NERCAB – Business Association from the region of Castelo Branco and António Feliciano from the Cooperative of Cheese Producers from the Beira Baixa and Idanha-a-Nova regions, who was also held responsible for the representation of the national program "Buy what's ours" from the Portuguese Business Association. The Project of Entrepreneurship of Regional Products in the Naturtejo Geopark presented by António Jóia and the new brand of regional products "Beira Villages" from Simply B were some of the emergent projects which aim to contribute to the visibility and commercialization of traditional products from Idanha-a-Nova. Armindo Jacinto contributed with an important aggregating role – as president of the Naturtejo and Vice-President of the Municipality of Idanha – and in his interventions highlighted the importance of local resources, revealed business opportunities and talked about future challenges. Moreover, producers were an important part of this meeting, which took place in the Superior School of Management in Idanha-a-Nova, participating actively on this event even during the festivities of Sra de Mércoles and Sra do Almortão in Castelo Branco and Idanha, which reveals the producers' interest and involvement on these subjects.

**22nd of April – Lifecooler promotes National Day for Geological Heritage in the Geoparks.** The Lifecooler company, which dedicates to the promotion of tourist destinations in Portugal, published the "Good Living Lifecooler Agenda 2012" contemplating a Geology Week. "Going to rock" is the challenge proposed by Lifecooler: "Unveil the national geological patrimony, driven by our suggestions. Be an explorer of geoparks and a scholar of museums". Lifecooler also presents some of the links on the company's webpage where people can find all Portuguese geoparks, Caves and Geology Museums.

**28th of April to the 2nd of May – Naturtejo organizes tourist programs to the Centre of Portugal.** As a Tourist Brand of Centre of Portugal Tourism region, Naturtejo cares about promoting the territory of the Centre of Portugal, in which it is included. 15 people from the Spanish operator Tierra de Fuego were accompanied by the active tourism company Incentivos Outdoor, in partnership with the Naturtejo Geopark, in a visit outside the Geopark, including the cities of Guarda, Coimbra and Conímbriga, the main representative of the Roman Era in Portugal, Aveiro and Buçaco, a site of romantic silences.

**28th of April to 6th of May – Naturtejo Geopark promoted in the Estoril Open.** The Estoril Open 2012 is an internationally renowned event and the most important Portuguese tennis tournament. Thousands of people came to see some of the best players in the world, finding products, heritage and traditions from the Naturtejo Geopark. In a promotional action, supported by the businessman João Lagos, responsible for the tournament, and in collaboration with the municipality of Idanha-a-Nova, the Naturtejo Geopark participated once again in a massive sporting event.

**29th of April – Tecto do Mundo once again in Castelo Branco.** Jorge Costa, one of our guides, visited Castelo Branco (castle and historical area) with 25 people from the tourist operator Tecto do Mundo.



# **IMPACT OF GEOPARK IN MEDIA**

## **Newspapers & www**

April (Competir Magazine) – Naturtejo Geopark united by Nature April (youtube.com/watch?v=qhi3MPLL4fo) – Through trails of trilobites... Penha Garcia April (Oleiros Magazine) – Oleiros in scientific magazine April (Oleiros Magazine) – The Appalachian Trail in the municipality April (Oleiros Magazine) – The Appalachian Trail in the municipality April (Oleiros Magazine - cover) – Gastronomy festival in Oleiros – Kid and "Maranho" crowned kings 5th of April (Reconquista) – Oleiros receives the Appalachian Trail 11th of April (Turisver) – Tourism of Portugal promotes "Good Practices in Nature Tourism" 12th of April (Reconquista) – Idanha-a-Nova to Intangible Heritage

13th of April (cienciaviva.pt) – Naturtejo Geopark – an oasis in Europe 20th of April (lifecooler.com) – Geopark Naturtejo da Meseta Meridional – Nature/Protected Areas

26th of April (Reconquista) – Conference on valorization of local products – Central of sales can generate 15 millions

# SCIENTIFIC CONTRIBUTIONS FOR THE GEOPARK AND THE GEOSCIENCES



Moreira, J.C. (2011) – Geoturismo e interpretação ambiental. Editora UEPG, Ponta Grossa, Brasil, 157 p.

Pais, J. et al. – The Paleogene and Neogene of Western Iberia (Portugal): A Cenozoic Record in the European Atlantic Domain. SpringerBriefs in Earth Sciences, 158 p.

Farsani, N. T., Coelho, C. O. A., Costa, C. M. M. – Tourism Crisis Management in Geoparks through Geotourism Development. Revista Tourismo & Desenvolvimento, 17/18: 1627-1638.



Neto de Carvalho, C., Rodrigues, J., Martins, I. & Fernandes, F. – The Mountains Tour: organizing tourism resources on offer in Naturtejo Geopark. European Geoparks Magazine, 9: pp. 22.



Until 18th July 2012











### Maio-Junho a-Nova, CCF

Oficina Pedagógica da exposição "Quando a Gente andava ao Menério" Andava alo Frence No Organização > Serviço de Acção Educativa da Câmara Municipal de Idanha-a-Nova > Geopark Naturtejo Contacto Tel: 277 202 900 Email: pergunta@geonaturescola.com

# 19 a 20 de Maio Montes da Senhora

Festival da Cereia Organização > Grupo de Danças e Cantares de montes da Liga dos Amigos de Montes da Senhora Contacto Tel: 274 670 000

Email: postodeturismo@cm-proencanova.pt 26 de Maio Olain VII GeoRota do Orvalho

Organização Junta de Freguesia do Orvalho Contacto Tel: 272 476 399 Email: freguesiaorvalho@gmail.com

### 26 a 27 de Maio Aldeia de Santa Margarida (Idanha.a.No III Festival das Flores

Organização > Junta de Freguesia de Aldeia de Santa Margarida > Câmara Municipal de Idanha-a-Nova Contacto Tel:277 202 900 Email: cmidanha@gmail.com ha@gmail.com

### 27 de Maio Aldeia de Santa Margarida (Idanha-a-Nova)

# Il Percurso Pedestre "A Flor do Mês de Maio"

Organização > Gabinete de Turismo da Câmara Municipal de Idanha-a-Nova > Junta de Freguesia de Aldeia de Santa Margarida Contacto Tel: 277 202 900 Email: info@turismodenatureza.com

27 de Maio tas (Pro A Rota da Biodiversidade em BTT

em BTT Organização Centro Ciência Viva da Floresta Contacto Tel: 274 670 220 Email: info@floresta.cienciaviva.pt

### 2 a 30 de Junho in de Timis Exposição "Património Geomineiro de Oleiros" Geomineiro de Oleiros Organização > Câmara Municipal de Oleiros > Geopark Naturtejo Contacto Tel: 272 681 008

Email: geral@cm-oleiros.pt 2 de Junho Oleiros, Casa da Cultura Apresentação do Documentário "Ouro Negro: a outra face" Contro Negro: a outra tad Organização Câmara Municipal de Oleiros Seopark Naturtejo Contacto Tel:272 681 008 Email: geral@cm-oleiros.pt

### 3 de Junho Estreito (Oleiros)

Email: geral@trilh

VI Percurso Pedestre "Trilhos do Estreito" Organização Associação Trilhos do Estreito Contacto Tel: 968 514 686 estreito.pt

# 5 e 12 de Junho Oleiros, Posto de Tu

Oficina Pedagógica "Os mais novos voltam aos tempos do Volfrâmio"

Organização > Câmara Municipal de Oleiros > Geopark Naturtejo C Tel: 272 681 008 Email: geral@cm-oleiros.pt

### 6 de Junho -a-Nova, Centro de

Os segredos escondidos no Vale Mourão e a Floresta no Centro de Ciência Viva de Proença-a-Nova Organização > Centro de Ciência Viva da Floresta > Geopark Naturtejo

### 7 a 9 de Junho ova 3 dias a Aprender no Geopark Organização Serviço de Acção Educativa da Câmara Municipal de Idanha-a-Nova Seopark Naturtejo

7 a 10 de lunho Festa do Município Organização Câmara Municipal de Proença-a-Nova Contacto Tel: 274 670 000 Email: postodetur mo@cm-proencanova.pt nail: post

### 17 de Junho

Visita Temática "Minas das Fragas do Cavalo" Organização > Câmara Municipal de Oleiros > Geopark Naturtejo Contacto Tel: 272 681 008 Email: geral@cm-oleiros.pt

### 22 a 24 de Junho Amieira do Tejo (Nisa) Feira Medieval "Pelos Trilhos

da História – Amieira **Medieval'** Medieval" Organização >Grupo Desportivo e Cultural de Amieira do Tejo > Junta de Freguesia de Amieira do Tejo > Câmara Municípal de Nisa Contacto Tel: 966 433 980 Emait amieiradotejomedieval@gmail.com

dieval@gmail.com

24 de juni Junho es e Salvaterra do Extremo

"O Rosmaninho do S. João"

 Organização
Gabinete de Turismo da Câmara Municipal de Idanha-a-Nova
Junta de Freguesia de Toulões
Junta de Freguesia de Salvaterra do Extremo Contacto Tel: 277 202 900

Email: info@turismodenatureza.com

















### 1^5 JORNADAS SOBRE O VOLFRÂMIO EUROPEU PAMPILHOSA DA SERRA, 14,15 E 16 DE SETEMBRO DE 2012

volfrâmio constituiu e ainda constitui um dos económicos aspectos marcantes no concelho de Pampilhosa da Serra, devido à proximidade das Minas da Panasqueira, as quais marcaram toda a região.

Pretende-se com estas Jornadas abordar a temática da exploração do volfrâmio, nas suas vertentes cultural, etnográfica, económica, social, histórica e metalúrgica, no espaço europeu, com especial destaque para a Península Ibérica.



More information: jornadasvolframio@gmail.com







### II GEOschools ConferenceMore Informations: http://geoschools.geol.uoa.gr/

### LOCATION AND DATES

The second Geoschools open conference will be held on June 2<sup>nd</sup> to 3<sup>nd</sup>, 2012, at the University School Cardenal Cisneros, close to the University of Alcala located at Avenida de los Jesuitas 34, 28806 Alcala de Henares (Madrid) (http://www.cardenalcisneros.es/

EAQEA

### Registration

Audience: Secondary School teachers of Biology, Ge-ology and Earth Sciences and Environmental from Bi-ology and Geology departments. Previewed number of participants will be between 100 and 150, Selection criteria: Secondary School teachers from Biology and Geology departments. Location: Assembly Hall University School Cardenal Cisneros

Cisneros

Cisneros Institutional support: GEO-Schools Project in col-laboration with the Spanish Association for the Teach-ing of Earth Sciences (AEPECT). Registration: FREE, it includes participation in field trip, coffee-breaks, lunch both days, conference vol-ume and informative material. Dinner and accommo-dation are not included. The inscription request must be sent by email to: mariadolores lopez@uah.es. It must be sent between March 1<sup>st</sup> and April 13<sup>th</sup>.



### Secretariat and information

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Secretary of the Conference: Department of Geology University of Alcalá: Maria Dolores Lopez Carrillo. Department of Geology Edificio de Ciencias. Universidad de Alcalá 28871 Alcalá de Henares (Madrid) Tino: 918854952/918854004 FAX: 918855090 e-mail: mariadolores.lopez@uah.es Other questions: Amelia Calonge; a.calonge@uah.es

### Accommodation

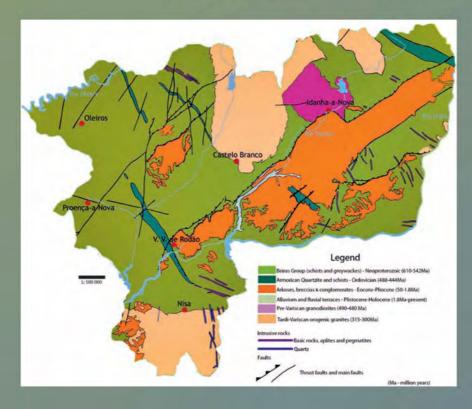
The city of Alcală de Henares and the surrounding area have a wide range of hotel accommodation facili-ties including: hotels, apartments and rooms in the University Residence. The Accommodation in the Uni-versity Residence Cardenal Cisneros can be booked in the web page. http://ceges.cardenalcisneros.com/ Price for accommodation and breakfast: 38€/day



Literong charming "rogramme" action of the second con-spect has been funded with support from the European Commission. The on joomnumentation reflects the views only of the aution, and the Com-cannot be held responsible for any use which may be made of the infor-This pro

II Conference "Geosciences literacy and teaching needs " Alcalá de Henares (Madrid); June the 2nd-3rd 2012

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www.geoparknaturtejo.com