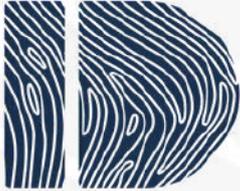


INTERACTIVE E-BOOK

SEMANA 
ROTA VICENTINA

21 - 27 MAR. 2021

"We embrace this movement that the people of the Southwest started and we want to give it strength, form, openness, reflection, action, citizenship."

Manifiesto Rota Vicentina

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in the index and go directly
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Introduction on to this e-book

Culture and tourism hand in hand in the sustainable promotion of the region: that is how the ID Rota Vicentina project was born.

This interactive e-book summarises the main conclusions of Semana ID 2021, a 100% online event that celebrated the fruits of this project and featured colloquia, training sessions, Instagram lives and, among other activities co-built with the community, the preview of Nature Documentary "Portugal's Southwest – The Coast of the Storks".

For a better understanding of this event we have chosen some key quotes that invite to want to know more and to (re)discover what was a week full of relevant content for the Southwest and for those who think about sustainability and tourism these days.

Help guide

Whenever you see this symbol [] know that you can click on the buttons that lead you to learn more.

Clicking the buttons will redirect you to the channel @rotavicentina's YouTube channel where all recordings from Semana ID 2021 are available.

To illustrate the discussion throughout the talks we selected some quotes that are clickable, to take you directly to the respective part of the video.

For full access to this event, click this button and access the official Semana ID 2021 page.

**Semana ID
2021
Page**



What happened at Semana ID 2021?

PROGRAMME

SUNDAY - 21 MARCH

Opening session

Conversations about identity and sustainability: what guides us?

Preview & Conversation:
Documentary "Portugal's
Southwest – The Coast
of the Storks"

MONDAY - 22 MARCH

Cycling and Culture (of mobility?)
local

Talking about trails and Travel:
shall we share some memories?

Recertification of the Historic
Way: Leading Quality Trails

TUESDAY - 23 MARCH

Porch talks: who are the hosts
of Rota Vicentina?

The Southwest Coast: the last
stronghold of freedom?

WEDNESDAY - 24 MARCH

Talking about the Arts
of the Southwest

Talking about bikes and travel:
let's go cycling?

How to take care of Walking
Trails?

THURSDAY - 25 MARCH

Invasive Plants in the Southwest:
identification and control

Chats on the tracks: what's the
weather like there?

FRIDAY - 26 MARCH

Who is the national tourist who
seeks sustainability?

Porch talks: who are the hosts
of Rota Vicentina?

SATURDAY - 27 MARCH

Talking about trails and travel:
let's go walking?

ID and now? - Talking with the
community and closing

Calendar

Semana ID 2021?

MARCH 2021						
21	22	23	24	25	26	27
Opening						ID and Now? Closing
	Talk 1	Talk 2			Talk 3	
	Live chat Instagram 1	Live chat Instagram 2	Live chat Instagram 3	Live chat Instagram 4 e 5	Live chat Instagram 6	Live chat Instagram 7
Premiere of documentary						
	Recertification of the Historic Way					
			Online Training			

TALKS

- 1 | Cycling and the local Culture (of mobility?)
- 2 | The Southwest Coast: the last stronghold of freedom?
- 3 | Who is the national tourist who seeks sustainability?

LIVE CHAT AT INSTAGRAM @ROTA VICENTINA

- 1 | Conversations about identity and sustainability: what guides us?
- 2 | Talking about trails and travel: shall we share memories?
- 3 | Porch talks: who are the hosts of Rota Vicentina? (part 1)
- 4 | Talking about the Arts of Southwest
- 5 | Talking about bikes and travel: let's go cycling?
- 6 | Porch talks: who are the hosts of Rota Vicentina? (part 2)
- 7 | Talking about trails and travel: let's go walking?

How was the community involved in this event?

From evenings in the village to concerts in the middle of nature, many activities were co-built with the community to be part of the programme.

Throughout the entire ID project, the community was invited to participate in the project, contributing to reflection and assuming its role as a “cultural agent” that provides goods and services that are part of the territory’s identity.

The ID Guide was conceived, guidelines were launched for the co-construction of this programming. With a growing notion that the event would have to be online, the ambition was compromised, but the community did not give up and prepared several proposals that delighted us with the quality, diversity, genuineness and human warmth, even through the screen.

Some proposals were took place again after this event and others were integrated into tourist programmes that were developed by the Rota Vicentina partners and launched during this week.



Summary Semana ID 2021

*by Marta Cabral, president of the
Rota Vicentina Association*



Summary Semana ID 2021

Semana ID **started** as a turning point in relation to the ID project, the Rota Vicentina, and I believe, in the context of tourism in the region and in the world.

It has taken many years to reflect on the need for sustainable solutions so that the dynamics of the Rota Vicentina can gradually respond to the challenges of the territory and its community.

Last year, the pandemic made it imperative to think together urgently, and the weekly meetings with partners and associates created a shared understanding of the movement that is in full swing on the Costa Alentejana and Vicentina.

The Semana ID reflected this movement and only erred by having an excess of content which was fundamental to understanding its dynamics. In addition to the **summary video**, this ebook intends to summarise and underline some particularly relevant messages and content to guide the next steps.

The **visit** to the Southwest was done digitally, but the promise of better days was well documented, with several videos promoting the **new programmes** prepared by RV partner companies with a focus on local identity.

The **Agenda** was also filled with proposals for various events, not only from companies but also from people and entities that represent the Southwest and its culture so well. And so we jumped from trail to trail, from porch to porch, in a series of **lives** with **entrepreneurs, volunteers, artistic projects and RV friends spread out along the trails.**





The conclusion is obvious: the trails connect a whole territory filled with **people** who make up its essence, who work to offer products and services without which this land would not be what it is. These people joined us and the message became clear and demonstrated the potential that awaits us.

But we **thought** even more than we visited because of the pandemic. Three colloquia brought us a current and integrated vision of the priorities for the territory, with views to developing the best conditions for its sustainable development based on the tourism system.

A **common basis for reflection** was the climate emergency, the European ecological pact and an evident change in the paradigm of territorial development accelerated by the pandemic that the planet has experienced for more than a year.

On the other hand, there is the need to recognise that the **Southwest is a special place** that offers such riches that are so hard to find anywhere else in this country or in the world.

Paying attention to the **local community**, its culture and activities is a central element of tourist attraction and central to the role that Rota Vicentina can play in supporting this socio-economic dynamic.

**Summary video
Cultural and
Landscape
Programmes**



Click to discover the suggestions from the contributing network companies which include elements of regional identity in their tourist products.



We started by focusing on **nature** with the preview of the documentary “Portugal’s Southwest - The Coast of the Stork”, which made it clear to many viewers the infinite wealth that hides in every corner of this region, from the sea to the mountains, passing through the rivers and valleys.

The challenge remains to make this film reach everyone who is part of the future of this land.

**Conversation with
the documentary
filmmakers**



**Documentary
teaser**



The **trails** also had everyone's attention. There was the recertification of the **Historic Way** as a **Leading Quality Trail** and an outline of this path's importance as an integrated hiking experience, faithful to the territory's narrative and the community that takes care of it every day. The coastal beauty and popularity of the **Fishermen's Trail** was also highlighted.

Review Recertification of the Historic Way



In addition to the challenges of the territory, we also dedicated ourselves to **thinking about the project** itself, because ID comes from Identity and that belongs to the territory.

On the first day, we laid the **foundations of the work** done and ended the week asking "**ID and now?**". Many joined us in a precious reflection, and we easily concluded that we are on the right path, we and a huge community of people who declare their love for this land.

Conversation about the working ID base



Culture is a manifestation that surrounds us and it has to be increasingly present in the region's tourism offer: this is its main differentiating factor.





We **continue** to focus on the local community, facilitating the approach to the nature that surrounds us and motivating the **ability** to welcome the most diverse proposals.

We **add** value to the product but also to production, we map what we have, focusing on the **new generations** and encouraging their **creative** and contemporary involvement. We **monitor** the impacts of this work and readjust where necessary.

We recognise that **this movement** towards a sustainable Southwest **already exists** and is reinforced with the commitment of Rota Vicentina, while it is also our responsibility **to get the message across to public partners and our governments**, in a participatory process that we structure and disseminate.

The **celebration of the Southwest...** we felt it in every minute of this week. There were so many moments of sharing, stories, ambitions, laughs and commitments, so much hope for the future and so much unity around this, one of the most coveted corners of Europe but **that remains ours, of those who truly love this land!**

Marta Cabral
President of the Rota Vicentina Association



About Semana ID conversations

*summary of conclusions and
quotes from speakers*



Cycling and the local culture (of mobility?)

March 22, 2021

As bike tourism is a practice of enjoying nature on a bicycle, responding to a more sustainable form of leisure and mobility, what is its potential to inspire the territories and communities that it visits?

In what ways can the expectations of cyclists be met, whilst, at the same time, integrating more holistic and sustainable ways of doing tourism?

Can this development of cycling tourism be the engine for accelerating the transition towards a new local culture of smoother, healthier, cleaner and future mobility?

How should this area and its public and private agents prepare to incorporate these ways of living and visiting?

- **Moderator**

Pedro Pedrosa (PP) | Entrepreneur and Consultant (A2Z/Responsible Trails)

- **Interventions**

Jana Apih (JA) | Entrepreneur and Consultant, Goodplace – Slovenia Green

Joana Ivónia (JA) | Ciclaveiro project Coordinator

Nadja Frener (NF) | Massa Crítica de Aljezur

- **Round Table**

Eduardo Santos (ES) | MTB practitioner & Resident in the Southwest

João Mariano (JM) | MTB soul rider & Aljezurense

Ricardo González (RG) | MTB practitioner, Entrepreneur (BikeToursPortugal)

Teresa Fernandes (TF) | National MTB champion, Sports Teacher

& Resident in the Southwest

Cycling and the local culture (of mobility?)

From the first Colloquium on “Cycling and the local Culture (of mobility?)”, it became clear there is not only a need to look at the territory with the view of working towards sustainable mobility, involving the local community in the challenge of cycling, but also the public entities in the structuring of cycle paths.

There needs to be an understanding that investment is not only mandatory but is now essential, as there is a community which is increasingly oriented towards sustainable lifestyles and the importance of local dynamics in the attractiveness and logistical and economic support associated with tourism and that sees the bicycle as an element indispensable to lifestyle – and travel.



Pedro Pedrosa



Jana Apih



Joana Ivónia



Nadja Frener



Eduardo Santos



João Mariano



Ricardo González



Teresa Fernandes



**Review
Colloquium**

Cycling and the local Culture (of mobility?)

"This concern (climate change) is being incorporated by people who use the bicycle on a daily basis. But also for those people who think about taking a vacation and are concerned about their ecological footprint. Instead of using a car, bus or motorbike, they start to opt for a bicycle."

PP

"A fundamental point is the need for heavier investments if we want to secure some of the sections in the region."

PP

"The construction of a sense of belonging through the bicycle implies continuous, collaborative and participatory work, involving the community."

Jl

"Even in this pandemic context, studies point out that activities such as walking and cycling, which already had a growth of 8-10%, in relation to other forms of tourism, will continue to be the focus of tourists' attention."

PP

"Even in bathing areas people use the car a lot. I feel like it's a problem for me to want to enjoy the place and be clogged up with car parking when we could be using it otherwise."

Jl

"There is a relationship of animosity, motorists do not know how to relate to cyclists and vice versa."

JM

"It is important that bicycle users are called upon to be able to give a contribution on how these projects could be implemented."

RG

Click to listen more





The Southwest Coast: the last stronghold of freedom?

March 23, 2021

The Southwest Coast corresponds to a Natural Park which for several years has been considered an example of a national nature destination, and today, it is also an international reference. What makes this coast a sustainable destination with the capacity to prevent mass tourism?

There are serious restrictions on construction, which may have prevented following the course in which other coastal areas have suffered at this level; but new challenges arise in terms of planning regulations (agriculture and intensive forestry).

On the other hand, the lack of response to accommodation needs combined with the interrelationship between alternative lifestyles and the desire for contact with nature has brought about a movement of campers and caravaners who occupy the most distinguished areas of the natural park as if they were camping areas, but without the respective support infrastructures.

With this being a local and also a global trend, how can the region respond within its position of commitment to social and environmental sustainability?

- **Moderators**

Luísa Schmidt (LS) | Sociologist & Journalist

Marta Cabral (MC) | President of the Rota Vicentina Association

- **Interventions**

Ann Heidi Hansen (AH) | Case Study Norway

- **Round Table**

Carla Cabrita (CC) | Nature Guide Walkin´ Sagres

Luís Carmo Costa (LC) | Neoturis Partner

Pedro Clemente (PC) | Researcher FCT, Universidade Nova de Lisboa

Pedro Prista (PP) | Anthropologist

- **Mensagens Especiais**

Paula Canha (PC) | local biologist

Laura Canha (LC) | Movement Together for the Southwest

Nuno Carvalho (NC) | RWSW - Rewilding Southwest

The Southwest Coast: the last stronghold of freedom?

From the Colloquium “The Southwest Coast: the last stronghold of freedom?”, it was concluded that freedom has to be associated with a greater culture of conscience, and that the work of structuring a tourism development strategy as a means and not an end in itself has to be developed in a progressive and participatory way.

Thinking about why we want tourism, what we want to offer and who we want to actively invite are essential starting points. We recognise that defining the load capacity is difficult but it is important to identify its components. And to return the spotlight to the host, which in turn demands a serious commitment from the government to the necessary balanced and systemic management of the territory.



Luísa Schmidt



Marta Cabral



Ann Heidi Hansen



Carla Cabrita



Luís Carmo Costa



Pedro Clemente



Pedro Prista



The Southwest Coast: the last stronghold of freedom?

"The natural park was created due to the natural richness and scenic value, and the geographical situation with national, European and world importance, a kind of oceanic and continental articulation plate."

LS

"The most vulnerable areas of the Park are the coastlines that have been subject to excessive loads and risk of destruction. of the values that give meaning to the Park itself."

LS

"The European Ecological Pact clearly states that it is urgent to create an effective culture of conservation and restoration of nature as a pillar for our collective survival and this implies a paradigm shift."

LS

"Portugal has a responsibility on this path. It makes no sense to continue in this chaotic situation in which this Park lives. We have to turn the page on this common good that belongs to all of us."

LS

"Tourism is a tool, not an objective in itself. The goal is to create value for the local community."

AH

"We are no longer in a time of limitless growth. In recent years we are dealing with people who use freedom without conscience."

CC

"It is difficult to define a number but it is important to reflect on the different components of carrying capacity. What we see in an area like the Costa Vicentina is that it walks towards environmental unsustainability.

By the time we realize the damage, it will be too late to turn back."

PC

"We need to stop wanting only volume, it's important to start really looking for value. The question arises: How do we measure the success of tourism? The first question should be 'What can tourism do for us'? We were inspired by the Persistent Inquiry Method: what, where, when, who, how."

AH

The Southwest Coast: the last stronghold of freedom?

"The uncontrolled advance of agricultural holdings has been destroying a unique natural heritage of incalculable wealth and depleting the already weakened Santa Clara Dam."
LC

"The most recent national and international studies show that the autochthonous forest is one that must be preserved and expanded, either for the ecological services it provides or for its medium-long-term profitability."
NC

"Motorhomes are very strong in several European countries, where there are many infrastructures and services for caravans, but not overnight stays in natural parks and protected areas are allowed. Portugal is not yet ready for motorhomes."
LPC

"The great global industries all have the same subordination to an idea halfway between the global and the delusional, what has been called the theology of the market."
PP

"We cannot escape thinking about tourism, from the top to the bottom, as a global industry. It will be very important to reverse the role. We got used to giving the tourist the spotlight, it's important to give the host the spotlight. Tourism is not the transport industry, it is the hospitality industry."
PP

"It is essential that we invest in reflection and awareness before it is necessary to create rigid prohibitive laws."
PP

"It is urgent to activate debate and collective concern, from the outset in participatory and collaborative planning processes."
LS

"The new generations have a very different attitude because they realize that their future may be at stake, we have to count on them for this."
LS



Who is the national tourist who seeks sustainability?

March 26, 2021

With the Covid pandemic, geographical proximity in tourism has become a key element, not only because of health security concerns but also due to factors that point towards future trends - such as flight shaming, slow tourism and an environmental and social responsibility associated with a culture of immersion - as opposed to frequent and “collectible” trips for the social networks. Diverse countries came face to face with their respective domestic markets and Portugal was no exception.

For the natural areas in Portugal that depended on the (huge) international niche market - with consumers very experienced in interacting with nature and also very aware of sustainability issues - last summer brought a new, more challenging reality at different levels and revealed weaknesses that, if they were already evident, they then became critical.

Is the country prepared to invest, in the same way it already does in foreign markets, to invest in learning about the Portuguese tourist, their profiles, expectations and needs, to have at its core a differentiated communication strategy? What plan is there for the promotion of the most sensitive areas alongside the inclusion of the co-responsibility of the visitor and guidance for good practices? How can the regions and the country effectively connect to truly guarantee this objective?

- **Moderator**

Eglantina Monteiro (EM) | Anthropologist and Entrepreneur
(Companhia das Culturas 8950)

- **Round Table**

Alfredo Sendim (AS) | Entrepreneur (Herdade do Freixo do Meio)

Paula Cosme Pinto (PP) | Ex-Journalist & Consultant

Adviser for "O Apartamento"

Artur Pegas (AP) | Entrepreneur (Papa Léguas – Viagens de Aventura)

Paula Silva (PS) | Entrepreneur (Figueirinha Ecoturismo)

& resident in the Southwest

Who is the national tourist who seeks sustainability?

In the last colloquium, it was concluded that this tourist is not yet identified and there is no communication structure that responds to their needs.

There was talk of the importance of territorial organization to provide communication with a “literacy for sustainability”, without which we promote the fashion of nature but do not ensure its preservation or stimulate a resilient local economy anchored in natural and socio-cultural values. .

We need to invest in the critical capacity of the consumer, empowering local communities and developing a new narrative of response to the global challenges of society, to be embraced by both entrepreneurs and public authorities.



Eglantina Monteiro



Alfredo Sendim



Paula Cosme Pinto



Artur Pegas



Paula Silva



Who is the national tourist who seeks sustainability?

"This morning, highlights the pedagogical practice that the different companies have been developing, in contrast to a non-pedagogy on the part of public entities, as would be required."

EM

"Living in a sustainable way takes work, but it is worth it on several levels, in terms of mental health, on a physical level, for the planet and also economically."

PS

"We have to transform this territory into a territory of inspiration, future and hope."

AS

"Destiny cannot be a victim of its own media coverage for lack of strategy."

PP

"The right customer is the one who is receptive to receiving this type of content."

AP

"Today 'contact with nature' is an aspirational fashion, with influencers and paths of mimicry without conscience"

PP

"As entrepreneurs, we have to extend these values: what we seek for ourselves does not have to be harmful to others, on the contrary."

AS

"When we communicate a destination, we have a duty to pass on sustainability tools to the end customer, the press, tour operators, etc."

PP

Who is the national tourist who seeks sustainability?

"When the media simplify with lists of the "10 best places to...", idyllic places are no longer idyllic when they are suddenly visited by masses without preparation to visit in conscience. The advisors have to give this help to the media."

PP

"There has to be a literacy for 'sustainability', without it the word will continue to be hollow."

AP

"Do we want to communicate a trend or to have a communication that is itself sustainable?"

PP

"Sustainability is per se an act intrinsic to the citizen; and the citizen sometimes travels; and they prefer destinations where this subject has been considered and they are prepared."

AP

"The luxury of being able to enjoy nature, to disconnect; but for that we have to have an ecosystem prepared, so we can turn off."

AP

"One of the works that RV should continue is developing the connection to local economic activities, corresponding to an effective economic recovery. A small production can be of excellence and be an excellent economic option. It's not about nostalgia."

EM

"Our country is a nature tourism destination in itself. There is a lack of a national network for sharing 'know-how', namely at the governmental level."

PP

"The challenges that humanity faces today are so great that only with everyone's vision can they be resolved."

AS

**Detailed information about
the community conversation**
*summary of the conclusions of the
conversation "ID and now?"*



ID and now?

Talking with the community

At the end of Semana ID, we invited the entire community to participate in a relaxed and open conversation.

The only maxim was to take stock of the week and launch ideas for next steps on this way to sustainability. This is because we believe that only with everyone's involvement can we really build this path.

The online conversation ended with a toast to the Southwest of Portugal, to resilience and to Semana ID!

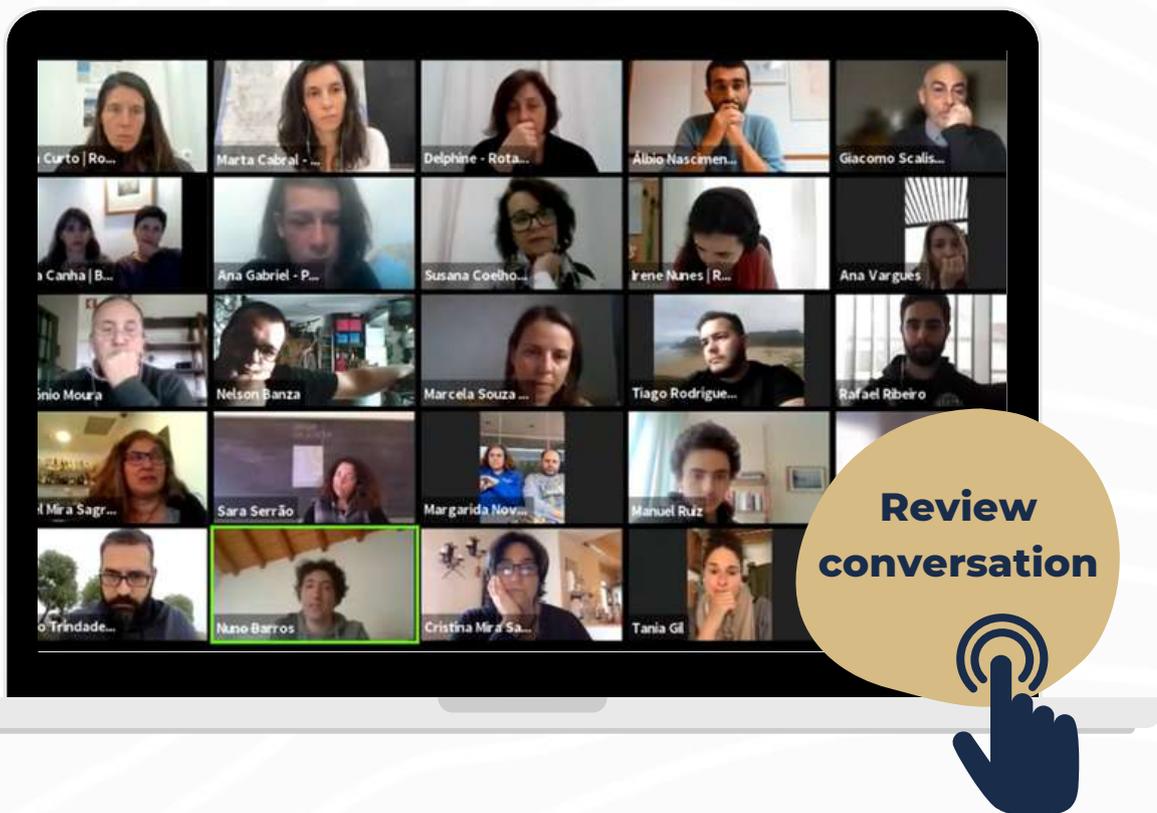
- **Special participations**

Marta Cabral | President of the Rota Vicentina Association

Giacomo Scalisi | Lavrar o Mar

João Ministro | Proactivetur

Álbio Nascimento | The Home Project



ID and now?

Talking with the community

"Culture can live alone, but tourism needs culture as an asset."

Giacomo Scalisi

"Culture is a manifestation that surrounds us."

João Ministro

"It is important to bring the local community closer to the nature in which they live, showing what is behind the beauty."

Nuno Barros

"It is important to empower people who live in the territory, because they not only value the local identity, but also exercise it."

Fernando Parreira

"We need highly sustainable and responsible tourism that has a special focus on culture."

João Ministro

"Rota Vicentina intends to dynamize a consistent movement that is based on the life and work of the local community."

Marta Cabral

"The movement is already created, the challenge is how to protect this identity, without deviating from the path."

João Ministro

"The Semana ID showed much of what is happening in the territory with a common denominator: We are all working in the same direction."

Giacomo Scalisi

ID and now?

Talking with the community

"What is at the heart of this movement?

*The 'Love for this land'.
Rota Vicentina is on a path that connects much more with life than with tourism. Tourism is a bridge."*

Marcus Pavani

"Being part of Rota Vicentina's network of associates is an important channel to bring in customers, but more important than that is realizing that this is a channel to make a difference in the region."

Joaquim Lourenço

"The emotions and the experience of this place require time, it is important that tourists spend time for this connection."

Sara Sessão

"I am very optimistic about future generations, I believe that many young people feel their responsibility for this territory and want to come back to contribute and defend it."

Giacomo Scalisi

"The pandemic made it possible to disconnect to reconnect, from of the necessary paradigm shift. Each will have to pay more attention to its impact."

Álbio Nascimento

"Rota Vicentinas will be what we make of it because Rota Vicentina belongs to all of us."

Marta Cabral

"To stimulate civic engagement, it is necessary to show consequences of this continued engagement."

Manuel Ruiz

Video Collection

created under the ID Project and
presented during Semana ID

Recommended videos



Summary Video Semana ID 2021

With the most memorable moments of the schedule.



Playlist Voices ID

Podcast about 5 case studies of tourist and cultural agents. Complement to ID Guide.

[ID Guide](#)



Summary of Culture and Landscape Programmes

Short experiences or programmes to lose yourself in time and landscape. Because the best part of the Rota Vicentina is the people!



Manifesto Rota Vicentina

The Rota Vicentina is the project of a true Community, of a group of people who share this land and are attached and dedicated to it.



Video testimonials Fall in Love with this Land

Residents and tourists, Portuguese and foreigners, hikers and beyond, united in love for this land, willing to invest in a sustainable future.



Click to watch
the full video

SEMANA

ROTA VICENTINA

21 - 27 MAR. 2021



Promotor



Parceiros estratégicos



Co-Financiado por



Parcerias



A week to visit, think and celebrate the Southwest.

2nd edition

***7 days that result from the working together,
during 1 year, of cultural and tourist agents from
Alentejo and Vicentina coast.***

SEMANA 
ROTA VICENTINA

3 - 9 APRIL 2022