



CRUZIANA

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

In this issue: – Geoparks and Entrepreneurs Meeting in Idanha-a-Nova – Environmental and Cultural Tourism and Training in Entrepreneurship Program – II Blueberry Producers Meeting...and more!



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

Geo-histories of our places and people: Escalos de Baixo

Right in the middle of Castelo Branco “Campo” we'll sight Escalos de Baixo. With a 46, 02 km² area, its plain west landscapes fall sharply in the Ponsul Fault Scarp to meet the Ponsul River Valley, in the east. Here, by the vicissitudes of the Ponsul Fault reactivation, the river runs entrenched in the Munheca Gorge following the NNE-SSW direction, in a schistose valley with 125 m deep at Rochão. In about 5 km, 30 m are conquered through several small rapids and waterfalls, which are magnified during the winter, regularly covering the beautiful immersion watermill of Munheca, with Jewish evidence. To the south, the Ponsul River ends up by leaving the Ponsul Fault and its scarp, that notorious Naturtejo Geopark Geomonument, in a narrow S shaped inflection at Belgais area, depositing its voluminous sediment load in the extended river terrace and, from that, stretches himself in a valley whose configuration reminds more Saharan latitudes, starting from this point one of the most important Geopark Geosites. It was in this Ponsul terraces that the well-known French archaeologist Claude Domérgue identified remarkable gold mining exploration, extended back to Roman technologies, which the findings at Granja de Belgais seems to attest, despite that the landscape markings became indelible with the centuries. Yet, the Vicar João Rolão Preto, in his Parochial Memories of 1758, still confirms that, in the Ribeirinha river mouth, “Aside where it flows to Ponsul, it is stated that it has been extracted gold in his sands”. At the suggestive “Cabeço das Ferrarias” emerge two mineral galleries and iron metallurgy traces of undated age. The Ribeirinha crosses in a smooth way Escalos de Baixo, 746 inhabitant's village and accompanies the road which connects the city of Castelo Branco to Spain. In a way, this village millenary history is related to this main road. It is worth to emphasise the impressive Munheca Bridge, well restored recently, a construction of the second half of the XIX century raised above the foundations of a much older, modest and possibly Roman one. The white housing extends between the old quarter, dominated by the big S.Silvestre Parochial Church building and the monumental fountain built on the first half of the XIX century. The granitic landscape that enfolds it is dominated by the wastes of Castelo Branco's Granite weathering, punctuating it with large masses and granitic blocks (called here as “lincheiras”) where stands out the “Pedestal Rock” of the “Tapada dos Carvalhos”, geosite characteristic to the peneplanation surfaces in granitic areas which, in this particular case, keeps the climatic erosional marks which exhumed him. Together with the granitic shapes arise some of the last black oak stains, particularly in S. Luís Hill, which gives to the smooth landscape curl several colours and various sort of inhabitants in an almost legendary scenario. Here yet occurs other of the region richness, the S. Luís Thermal Spring. In a granite joint, springs sulphurous sodium water which supplies the very simple, small popular thermal spa, already referenced in the beginning of the XIX century and still in use, although they have been never allocated.



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Her relevance for dermatosis treatment has long been recognized by the region folks, who granted the epithet title of “holly” to these waters.

With a wide range of natural attributes, Escalos de Baixo still counts with Castelo Branco's sheep cheese production (DOP) and quality sausage products. Although some local business dynamics and the existence of many young people, Escalos de Baixo presents an aged population and a labour force mainly working in the nearby city of Castelo Branco. It is worth mentioning the strong local investment in quality tourism, with the idyllic “Casa de Belgais”, which offers 3 suites and nine rooms, and the magnificent concert hall who witnessed the passage of the famous pianist Maria João Pires, betting in meditating retreats and alternative medicine; The Quinta da Bigorna Complex which includes restaurant, pools and the events hall and the future “Casa da Fonte Santa de S. Luís”, opening later in the first semester of 2013, which includes a visit to the apiary wall and the thermal spas, along with an educational farm to schools and multiple workshops. The oaks of S. Luís, which may be discovered by foot, in mountain bike or by horse through extensive rural tracks, have high potential concerning its geo-(granite landforms) and biodiversity (birdlife, flora, mycology), through activities of environmental education which may benefit from the proximity of Castelo Branco, about 5 km away. The gorge from Munheca to Belgais is an oasis of untouched nature that might be explored, with the monuments and traditional structures relying there, by the Nature enthusiasts, through the recuperation of riverside trails which may even connect the good existent fisherman places.

Recommended Bibliography:

Domergue, C. 1990. Les mines de la péninsule ibérique dans l'Antiquité romaine. École Française de Rome, 625 pp.

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Tavares, F. 1810. Instruções e cautelas practicas sobre a natureza, diferentes espécies, virtudes em geral, e uso legítimo das águas mineraes, principalmente de Caldas, com a notícia daquelas, que são conhecidas em cada huma das Províncias do Reino de Portugal, e o methodo de preparar as águas artificiais. Real Imp. da Universidade, Coimbra.

The Editor
Carlos Neto de Carvalho
Scientific Coordinator
Geologist

ACTIVITIES OF THE MONTH



November – Grand Opening of the Earth Products Store in Vila Velha de Ródão. The tourist company “Incentivos Outdoor” opened in their complex at “Portas de Ródão” the Earth Products Store. Aligned with their diversifying offer strategy, “Incentivos Outdoor” now bets on the local products commercialization of all Geopark Naturtejo area, serving as well to promote towards their clients other visiting points of interest in the Geopark.

November – Tourism in Oleiros for Android. Oleiros geosites integrate the touristic guides, now in a new version. The Oleiros Municipality suits himself to the communication media evolution, developing a new Android application, where the visitor who owns this technology can find all of the touristic information available, with the GPS tracker of the sites of interest. The same technology makes the photos taken by its users all around the region available in Google Maps, automatically enhancing Oleiros visibility on the www.

1 to 4 November – “Tierra de Fuego” through the Centre of Portugal. Naturtejo organized a program for 32 Spanish operators from “Tierra de Fuego” in the Centre of Portugal. The company “Incentivos Outdoor” accompanied the visit to the cities of Guarda, Coimbra, Aveiro and Viseu.

1 to 4 November – “Tierra de Fuego” takes a walk in Geopark Naturtejo. One more group from the Spanish tour operator “Tierra de Fuego”, this time of 15 people accompanied by the local guide Jorge Costa. In this Geopark holidays they tracked the Vultures Trail of Salvaterra do Extremo and the Gardunha Trail of Louriçal do Campo; visited the medieval area of Castelo Branco, travelled the Grand Idanha Trail visiting the Historical Villages of Monsanto and Idanha-a-Velha and they finished greatly with a journey through the Fossils Trail of the Ichnological Park of Penha Garcia.

3 November to 31 December – 21st Century Rural Museum in the “Casa das Artes-Talent Factory” in Oporto. The Municipality of Idanha-a-Nova and the research centre MIRIAD of the University of Manchester, United Kingdom, organized a temporary exhibit about the border countryside in the city of Oporto.

8 to 11 November – Templar Land in International Tejo Natural Park. Naturtejo organized the touristic program for 37 Spanish tourists brought by the company “Arawak”. Tiago Oliveira took them to meet the historic village of Monsanto and her granitic geomonument, and the roman Idanha-a-Velha. In Castelo Branco they visited the Templar castle ruins, the Francisco Tavares Proença Júnior Museum, the romantic and unique Paço Episcopal Garden and the Cargaleiro Museum. In the geotouristic point of view, they could visit the Portas de Ródão Natural Monument and the Iconological Park of Penha Garcia.

10 to 11 November – 3rd Wines & Liqueurs of S. Miguel de Acha Festival. S. Miguel de Acha hosted his annual celebration dedicated to wines and liqueurs from local production. This festival, which is the 3rd edition celebrating the S. Martinho, attracted hundreds of visitors that came to acquire the regional products and taste the wines and liqueurs in the small taverns. The Live Cooking made by recognised chefs promoted the fusion between wines and cheeses. The “Seventre de S. Miguel de Acha” Brotherhood promoted the tasting of this very traditional regional delicacy. Through the night, a concert of “Fado” took place. On the next morning occurred the walking tour “Harvest Route” on the village surrounding area. The Beira Baixa Cheese Producers Cooperative promoted a tasting of their internationally prized products and there was still time for the Wines and Liqueurs Contest managed by the Management College.

12 November – Environmental and Cultural Tourism and Training in Entrepreneurship. The AUDAX-Centre of Entrepreneurship of the ISCTE-University of Lisbon is promoting an intensive training which provides to the graduate the opportunity to create a valuable proposal (of how to go from an idea to a business) for their business projects on this high growing touristic segment and by this increasing their sales towards the tourists that seek destinations with diversifying and integrated products.

This training starting point was that tourism creates an important value chain for the generation of wealth and employment in economy; on the other hand our heritage may have in tourism an important impulsion towards sustainability.

The Naturtejo Geopark is one of entities that participated in this event through the presence of Armindo Jacinto, presenting his project on the seminar "Touristic Management of Heritage Destination".

15 to 16 November – II Blueberry Producers Meeting. With the intense project submission, concerning PRODER, in the project of small fruits of all the country regions, becomes crucial the knowledge trading increment between all of the related intervenient. Given the success of the first Blueberry Producers Meeting, which took place in November last year in Amarante, it was soon scheduled new encounter in Idanha-a-Nova. The blueberry area growth is today a reality. The farmers/entrepreneurs are confronted with a new culture in which the number of technicians with knowledge is reduced. Being the most of the plantations in deployment phase, naturally arises the necessity to present the basic foundations of the Blueberry watering and fertilization and informally reunite in the same table the expert technicians of the production chain in the different country regions. It should also be pointed the contact with the already accommodated producers through technical visits to blueberries holdings, on this case a group of young farmers reunited in a common project. They were more than 150 the interested in the subject, mainly young farmers. The meeting took place in the Naturtejo Geopark headquarters and had the participation of the Agriculture Regional Director, Adelina Martins. The round table gathered in discussion entrepreneurs of all the productive regions of the country. Finally, they visited "Berrysmart", placed in Couto da Várzea Farm, in Idanha-a-Nova.



15 November – Naturtejo Geopark promoted in the Seminar "Routes and Cultural Tours – from content to business". Naturtejo Geopark attended the Seminar "Routes and Cultural Tours" which took place in the Engenheiro António de Almeida Foundation, in Oporto. More than 500 participants had the chance to know the Naturtejo Geopark through a promotional initiative.

15 November – Conference in University of Pavia, Itália . Andrea Baucon, palaeontologist collaborator of the Naturtejo Geopark, gave a conference at the University of Pavia, in Itália, about the issue "Behaviour traces – Ichnology technics and applications".

16 November – First Meeting of the Portuguese Geoparks Forum. The first official meeting of the Portuguese Geoparks Forum occurred in the UNESCO National Commission headquarters, in Lisbon. Representing Naturtejo Geopark, were present Carlos Neto de Carvalho and Joana Rodrigues. The Arouca Geopark was also present, as well as the Terra dos Cavaleiros Geopark project. Elizabeth Silva, of the UNESCO National Commission, coordinated the meeting due the absence of an elected Geopark Forum coordinator. It was established a working programme for 2013, majorly resulting from developed projects in earlier years by the UNESCO National Commission with the geoparks and other partners. Among others, is predicted a closer joint action of the Portuguese Republic Assembly and the media organs.

17 November – FAM Trip through the Oleiros Municipality. The Santa Margarida Hotel managed by the new Oleiros company “Georural” made a Get-in-touch activity to the touristic operators and the media. It was the day to present Oleiros as a touristic destination. The group visited the village of Orvalho and they were received by Paulo Brás, local president and Carlos Neto de Carvalho, who made a short presentation of the Naturtejo Geopark as destination, strengthening the Oleiros and Orvalho municipality potentials in particular. The group headed to the small village of Póvoa da Ribeira, where an outdoor lunch was served and counted with an animation provided by the tourist entertainment company “Grau 5”. The night was filled with “Fado”, Portuguese intangible world heritage in the comfort of the new hotel.

25 November – Mycological Tour through Penha Garcia reveals a significant heritage. The tourism office of Idanha-a-Nova Municipality organized a mycological tour known as “Earth Flavours”, on the Penha Garcia forests. With more than 70 participants, it was possible to learn about the fungal diversity existent in the region, and having examples of this delicacy importance in the regional gastronomy.

26 to 27 November – “Trips on my motorbike” passes across Naturtejo Geopark. The Meo cable channel “Bola TV” filming team travelled through the Portas de Ródão Natural Monument, the “Termas de Monfortinho” hotsprings, the villages of Idanha-a-Velha and Proença-a-Velha, as well as the Ichnological park of Penha Garcia, where they made a complete tour to the Fossils Tour with Joana Rodrigues.



29 November to 2 December – Geopark Entrepreneurs Meeting in Idanha-a-Nova. The Management College of Idanha-a-Nova hosted the Entrepreneurs Meeting of Naturtejo Geopark and Andalusia. This meeting was moderated by the school director Ana Rita Garcia and had the goal of commercially approximate the two regions of Spain and Portugal that have been investing for the past few years on their heritage appreciation, particularly in the areas with international geological importance classified as geoparks under the UNESCO auspices. The touristic and agro-food sectors have a growing importance in the two regions and it is relevant to share experiences and help the communication between entrepreneurs to foster investment opportunities in the two countries.

The importance of economic cooperation between Portugal and Spain was justly explained by Umbelino Gonçalves of the Commercial Hispano-Portuguese Council "It is necessary to claim to the European Union the position of the two countries as historical, cultural and linguistic references for the commercial relations between Europe, Africa and Latin America" stressed the responsible in front of a 40 entrepreneur audience of different Andalusian regions, particularly from the Geopark of Cabo de Gata-Níjar, in Almería, as well as the municipalities that constitute the Naturtejo Geopark. In turn, Armindo Jacinto, President of the Naturtejo's Administration Council, in his presentation about geoparks as touristic destinations for business promotion, stressed the necessity of the local business framework organization, of the cooperation increase between the various activity sectors and the innovation concerning quality products, having António Jónia presented the Amo-Produto Local project. The Geoproducts are a way to certificate the products and services of the Naturtejo Geopark which combine the tradition and quality to the innovation at the level of consumer communication, relying in marketing strategies in line with the appreciation of the Geological Heritage and other values that prevails in a geopark. The importance of the brand Andalusia Natural Park was demonstrated by Fernando Alonso Martín, President of the Enterprise Federation branded with Andalusia Natural Park, who runs the high quality levels demanded to the associated companies as a certified brand must possess. The creation of an appreciation of these quality products, alongside with the touristic offer diversification in the Naturtejo Geopark destination, were heavily reinforced on the second presentation by Armindo Jacinto, who also gave the examples of the Rural Based Business Incubator and the "Don't Emigrate...", as means to fight the decrease of the population through the local economic enhancement, through the appreciation of the local entrepreneur and through the attraction of young entrepreneurs, businessman and business to the region.

In the Geopark, Natural Areas and Nature Tourism session, there was a proactive exchange coming from the two regions of Portugal and Spain. The highlight goes to the "Incentivos Outdoor" example concerning the touristic entertainment in Vila Velha de Ródão, as a wide range of quality offer diversification from their services and with partnerships. Nuno Coelho, company manager, presented as results more than 20 000 clients last year and a new partnership with the CP railroad company which makes the Beira Baixa the most lucrative region for the company. Sandra Oliveira, operational director of the Hotels & Resorts made a clear demonstration of the partnership strategy with Naturtejo Geopark to the Termas de Monfortinho, around the excellency of the thermal waters and welfare offer, and also in the Active Tourism. As far as the handcraft concerns, the entrepreneur Felix García Cuenca demonstrated his art internationalization mechanisms. Concerning the Portuguese example, João Ludgero presented his vision in familiar business around the local handcraft and housing, which leads Quinta dos Trevos of Ladoeiro to recognition far beyond this region. But the nowadays challenges for the small and medium sized entrepreneurs has not been forgotten and it is through a three day visit that the Andalusian representatives will meet in first hand excellent forms of generate and manage business in Naturtejo Geopark, pushing them toward the potential and the structured good practices in this internationally certified territory by UNESCO. The entrepreneurs were also able to visit in ground some of the projects related with Nature Tourism, food products and handcraft, some of them related with the geomonuments which they had discovered.



29 November – Cycle of public presentation of mining movies heads towards Monfortinho. The document which portrays the history of the gold mining prospection in the region of Termas de Monfortinho was introduced in the village of Monfortinho, at the local association.

This document is the result of the investigation work to the exhibit “Quando a gente andava ao Menério”, which was accessible to the public in the Fonte Santa das Termas Hotel of Monfortinho and counted with the support of the Monfortinho Council. The event hall filled to see the results of the work and listen to the investigator Eddy Chambino. This movie cycle through the villages is the responsibility of Nuno Capelo from Raiano Cultural Centre.

30 November to 2 December - Historical Village Route for two! A very nice couple came to meet the two existent Historical Villages in Naturtejo Geopark with Tiago Oliveira.



IMPACT OF GEOPARK IN MEDIA

Newspapers & www

November (Raiano) – Wines and Liqueurs

November/December (Jornal de Oleiros) – 1st Tourism Congress of Campos Gerais: more consistent second Geopark for Brazil

6 November (Jornal de Nisa) – Naturtejo supports congress in Brazil

6 November (Pinhal Digital) – 1st Tourism Congress of Campos Gerais: more consistent second Geopark for Brazil

8 November (Reconquista) – Blueberries Producers are gathered in Idanha

8 November (Reconquista) – Wines and Liqueurs in a bow to S. Martinho

9 November (Diário Digital de Castelo Branco) – more consistent second Geopark for Brazil with the help of Naturtejo Geopark

13 November (Povo da Beira – Front Page) – Wines and Liqueurs succeed again in S. Miguel

13 November (Povo da Beira) – A second Geopark more consistent for Brazil

15 November (Reconquista) – Wines and Liqueurs Festival attracted lots of visitors

15 November (Reconquista) – Santa Margarida receives agents and journalists

18 November (Povo da Beira) – With the support of Naturtejo Geopark – More consistent second Geopark for Brazil

28 November (Gazeta do Interior) – Santa Margarida Hotel promoted “FAM Trip”

TV & Radio

18 November (TVI24 – Portugal Português) – Interview with Armindo Jacinto about Idanha-a-Nova

SCIENTIFIC CONTRIBUTIONS FOR THE GEPARK AND THE GEOSCIENCES

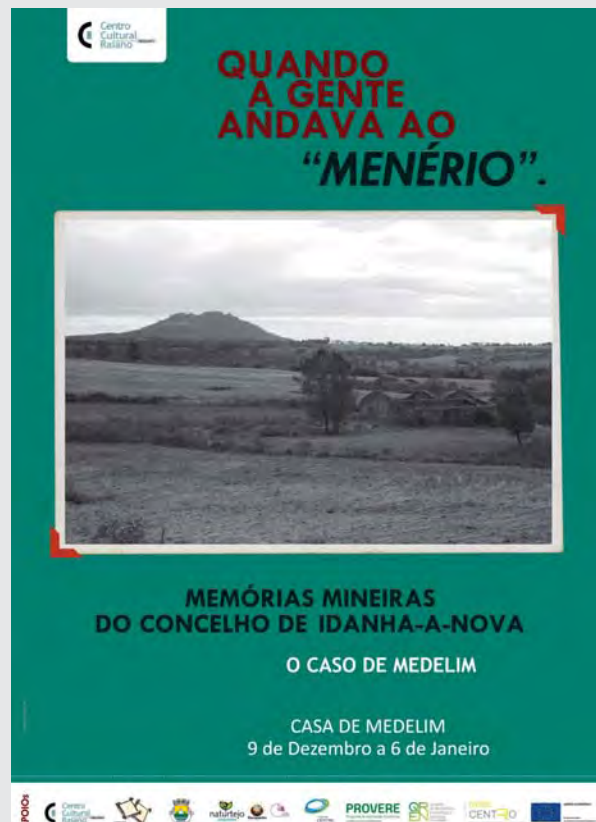


- Brilha, J. – Portugal. In: W.A.P. Wimbledon & S. Smith-Meyer (Eds), *Geoheritage in Europe and its conservation*. ProGEO, Oslo, 264-273.



PROMOTION FOR THE GENERAL PUBLIC

- Rodrigues, J. & Neto de Carvalho, C. – A Rota das Montanhas de Oleiros uma ferramenta geoturística ao serviço do Desenvolvimento. *Jornal de Oleiros* Nov./Dez.



Conferenza di **Andrea Baucon**
Università di Milano e Geopark Naturtejo, Portugal

Giovedì 15 Novembre 2012 ore **16:00**
Aula B6 del Dip. Scienze della Terra e Ambiente, via Ferrata 1, Pavia



PROMOTION FOR THE GENERAL PUBLIC

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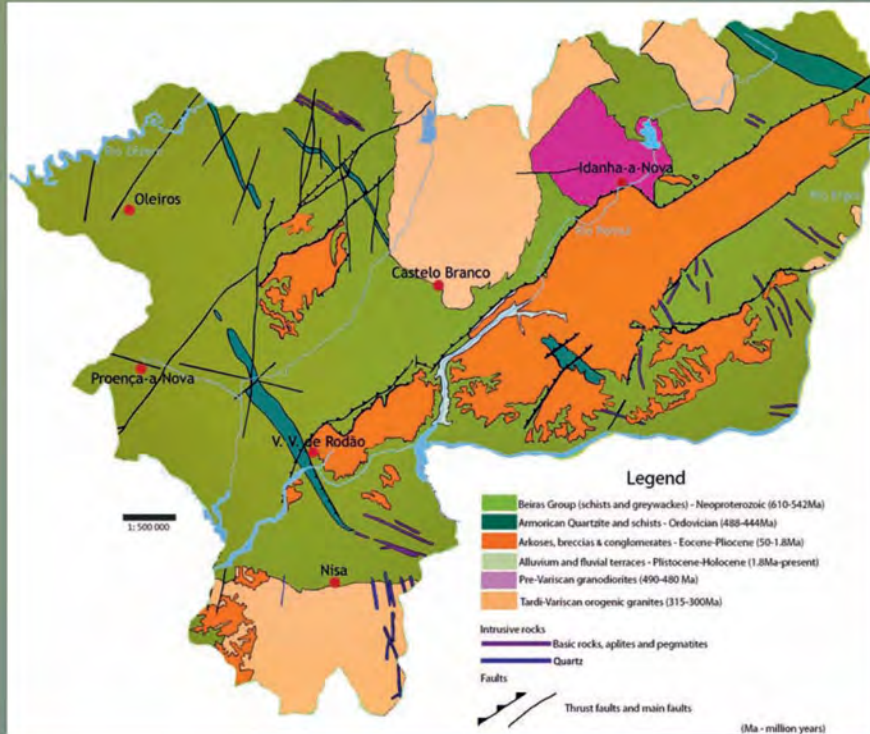
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Geoparks: Geology with a human face



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