

# 1ST CONGRESS 2017



# TERRAS DE CAVALEIROS HUMANIZE TOURISM

27 e 28 January | Macedo de Cavaleiros

INTERNATIONAL YEAR OF SUSTAINABLE TOURISM  
Centro Cultural de Macedo de Cavaleiros

PROGRAMA

## Day 27th | UNESCO geoparks

09:00 A.m. Registration / Welcoming

09:30 A.m. Official Opening

- Macedo de Cavaleiros Mayor and Terras de Cavaleiros Geopark Association President, Duarte Moreno
- UNESCO National Commission President, Ambassador Ana Martinho
- International Geoscience and Geoparks Programme (IGGP) of UNESCO, Katrien Heirman
- Global Geoparks Network President, Nickolas C. Zouros

10:00 A.m. UNESCO International Geoscience and Geoparks Programme (IGGP)

Ecological and Earth Sciences Division Consultant - UNESCO, Katrien Heirman

10:30 A.m. Global Geoparks Network

President, Nickolas C. Zouros

11:00 A.m. Portuguese National Forum of Geoparks

Coordinator, Elizabeth Silva

11:30 A.m. UNESCO Cathedra - Geoparks, sustainable regional development and sustainable lifestyles

Coordinator, Artur Sá

12:30 A.m. Lunch break

02:30 P.m. UNESCO Global Geoparks - Experiences

- Costa Basca UNESCO Global Geopark - Asier Hilario Orus
- Terras de Cavaleiros UNESCO Global Geopark - Scientific Coordinator, Diamantino Pereira and Executive Coordinator, Sílvia Marcos
- Naturtejo da Meseta Meridional UNESCO Global Geopark - Scientific Coordinator, Carlos Neto de Carvalho
- Arouca UNESCO Global Geopark - Arouca Geopark Association President, Margarida Belém
- Azores UNESCO Global Geopark - Geral Coordinator, Paulino Costa
- Estrela Aspiring Geopark - Executive Coordinator, Emanuel Castro

05:30 P.m. Congress Closing

- Macedo de Cavaleiros Mayor, Duarte Moreno
- Secretary of State of Spatial Planning and Nature Conservation, Célia Ramos

## Day 28th | Tourism in Territories

09:30 A.m. Registration / Welcoming

10:00 A.m. Official Opening

- Macedo de Cavaleiros Mayor and Terras de Cavaleiros Geopark Association President, Duarte Moreno
- Macedo de Cavaleiros Commercial, Industrial and Services Association President, Rui Fernandes
- Porto and Northern of Portugal Tourism President, Melchior Moreira
- North Regional Development and Coordination Commission Vice-President, Ricardo Magalhães

10:30 A.m. National Tourism Strategy

Portugal Tourism Director, Nuno Fazenda

11:15 A.m. "Compete 2020" - Internationalization Project for Tourism Promotion of Terras de Cavaleiros Geopark

- REGIBIO, Vasco Lopes

11:30 A.m. Humanized Society

Nobel Prize for Literature 2015, Svetlana Alexijevich

12:00 A.m. Puteaux Municipality Experience

Secretary, Aman Kherchouch

12:30 A.m. Lunch break

02:30 P.m. 1st panel - Tourism and People

Moderation: Susana Pedreira - Gente Viajera, Onda Cero Radio

- School of Communication, Administration and Tourism of Mirandela IPB Director, Luís Pires

- Tourism Course of ISMAI Coordinator, Eduardo Gonçalves

- Tourism Pastoral of Bragança - Miranda Diocese - Alexandrina Fernandes

- Local Development Association Desteque - Aurora Ribeiro

- Design for all Foundation - Delegate Rafael Montes

03:30 p.m. Discussion

04:00 p.m. 2nd panel - Tourism in the Municipalities

Moderation: Susana Ribeiro - Blog Travel with Me

- Vale de Cambra Mayor, José Pinheiro e Silva

- Oliveira de Azeméis Councilman, Pedro Marques

- Póvoa de Varzim Councilwoman, Maria Lucinda Delgado

- Maia Councilman, Mário Nuno Neves

05:00 p.m. Discussion

05:30 p.m. Congress Closing Ceremony

- Macedo de Cavaleiros Mayor, Duarte Moreno

- Puteaux Mayor, Joelle Ceccaldi-Raynaud

- North Regional Development and Coordination Commission Vice-President, Ricardo Magalhães

\* To confirm

Organização:



Parceiros:



Apoio:



[www.congressoterrasdecavaleiros.com](http://www.congressoterrasdecavaleiros.com)