



Technical Conferences

The Technical Conferences included in the Cultural Week - Lugares de Globalização, intend to gather experts, professionals and specialists associated to heritage and tourism, interested in knowing and discussing relevant issues for the cultural tourism development, allied to material and immaterial heritage, using new concepts in the creation of contents as well as using new technologies.

Scientific Commission

Alexandra Rodrigues Gonçalves

Type of event

Technical Conferences

Number of events

4

Place

Silves and Monchique

Date

19th and 20th of March in Silves

21st and 22nd of March in Monchique

Timetable

14:30 to 17:30

Duration

3 hours each session

TARGET AUDIENCE

Cultural heritage managers, cultural spaces managers, culture and tourism professionals from public and private sectors and general public, with interest in the areas of tourism, material and immaterial heritage, creation of tourism products, cultural mediation and its articulation with several artistic areas.

OBJECTIVES

Promote the meeting between professionals and specialists of heritage, tourism and arts to reflect upon the relation between heritage and tourism, modern technologies and creative arts in the construction of tourism contents, around heritage; Contribute to innovation in tourism and heritage management.

METHODOLOGY

Presentation of communications, case studies and examples followed by discussion and brainstorming between speakers and speakers and participants. Record and dissemination of conclusions.



Semana Cultural
**LUGARES
DE GLOBALIZAÇÃO**

PROGRAM

Conference 1

DATE **19th of March**

TIMETABLE **14:30 to 17:30**

PLACE **Municipal Archaeological Museum**

New trends in Cultural Tourism - From visits to experience promotion: Content production

Reflexion about the importance of bringing innovation in the content production to support the visit, heritage interpretation and transmission of material and immaterial heritage associated to sites. The importance of using various artistic manifestations: music, singing, visual arts, dancing, poetry, theatre, performances. Presentation of cases and technical guidelines in the production of contents to visitors.

Cultural and artistic projects - Contents, communities and tourism

Madalena Vitorino - Choreographer, teacher and programmer. Responsible for the project Lavar o Mar

Project CREATOUR

Develop Creative Tourism Destinations in Small Size Cities and Rural Areas

Alexandra Rodrigues Gonçalves - Culture Regional Director of the Algarve



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Conference 2

DATE **20th of March**

TIMETABLE **14:30 to 17:30**

PLACE **Municipal Archaeological Museum**

New trends in Cultural Tourism – New technologies at the service of cultural equipments and activities

Exchange of experiences about the relation of new technologies with visits and cultural contents transmission.

The surrounding Museum. Interaction and narrative

Mário Vairinhos, University of Aveiro

Technical guidelines in the production of contents to visitors

Pedro Pereira, General Manager of byAR

New technologies: potential for content transmission

Miguel Oliveira – Edigma



Conference 3

DATE **21th of March**

TIMETABLE **14:30 to 17:30**

PLACE **Monchique**

The educational service allied to cultural equipments and heritage

Innovative methodologies to boost educational services related to heritage and culture, aiming the community appropriation of the territory's cultural, material and immaterial values. Presentation of success cases, in practice in other territories.

Cacela's Heritage Centre of Research and Information

Cacela's Heritage Centre of Research and Information, CMVRS
Vila Real de Santo António Municipality

The Municipal project

Local Heritage - in schools within the extracurricular activities - AEC's
Artur de Jesus, Vila do Bispo Municipality

Creativity, Education and Museums

Alexandra Pires - Museum of Loulé



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Conference 4

DATE **22th of March**

TIMETABLE **14:30 to 17:30**

PLACE **Monchique**

Management models of heritage and tourism

Promote the reflection about management models and its suitability/adjustment to tourism activity. Presentation of innovative cases of relation between heritage management and tourism

Which Management for Heritage?

José Gameiro, Scientific Director of Portimão's Museum, Director of ICOM Portugal and Jury President of the EMYA - European Museum of the Year Award and Council of Europe Museum Prize (CoE)

Decentralization of the Heritage Management in Portugal

Catarina Valença Gonçalves - SPIRA