

INTERNATIONAL  
COLLOQUIUM  
**GARDENS AND TOURISM**  
FOR AND BEYOND ECONOMIC PROFIT

12-13 December 2014

Colégio do Espírito Santo

[Anfiteatro 131]

Universidade de Évora

Évora (Portugal)

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**CHAIA**  
CENTRO DE HISTÓRIA DA ARTE  
E INVESTIGAÇÃO ARTÍSTICA

12 December 2014

9.30 a.m. **Registration | Opening Session**

Professor Paulo Simões RODRIGUES [CHAIA's Director]

 10.00 a.m. **Session I** | CHAIR: **Aurora CARAPINHA**  
**GARDENS AND TOURISM: A WORLDWIDE PHENOMENON**

*"Garden tourism" in England: an early discovery*

Maria Isabel DONAS BOTTO [University of Coimbra]

*Gardens from Spain: an all encompassing vision of the garden*

Ignacio Rodriguez SOMOVILLA [University of Barcelona]

[11.00 a.m. **Coffee break**]

 11.15 a.m. **Session II** | CHAIR: **Maria da Conceição FREIRE**  
**PUBLIC SPACES AS AN ATTRACTION FOR TOURISTS**

*Imágenes vulnerables: Toledo, la ciudad árida y los jardines escondidos*

Victoria SOTO CABA [Universidad Nacional de Educación a Distancia]

*Urban green spaces as a tourism strategy: boosting Lisbon's tourism "long tail"*

Diogo FONSECA, Steve LEMERCIER, Carlos FERREIRA, Raimundo QUINTAL [University of Lisbon]

*The Festival Garden at Ponte de Lima: a case of success*

Ana Duarte RODRIGUES [CHAIA, University of Évora]

[1.00 p.m. **Lunch**]

 3.00 p.m. **Session III** | CHAIR: **Alexandra GAGO DA CÂMARA**  
**THE CHALLENGES OF HISTORIC GARDENS AND LANDSCAPES FOCUSED ON TOURISM**

*Intervention sur les paramètres économiques d'un jardin ouvert au public*

Jean-Paul BRIGAND [Jardim Lugar do Olhar Feliz]

*Paisagem e Turismo. O caso do Núcleo Histórico de Cacela no Parque Natural da Ria Formosa no Algarve*

Desidério BATISTA [CHAIA, University of Algarve]

[4.00 p.m. **Coffee break**]

 4. 15 p.m. **Session IV** | CHAIR: **Ana Duarte RODRIGUES**  
**THE MOST FAMOUS CASES OF GARDENING PRESERVATION AND TOURISM IN PORTUGAL**

*Preservar o património de Fronteira para o futuro*

Filipe BENJAMIM [Fundação das Casas de Fronteira e Alorna]

*A experiência da Parques de Sintra-Monte da Lua*

António LAMAS [former director of Parques de Sintra-Monte da Lua]

6.00 p.m. **Closing session**

The book *The Garden as a Lab* will be launched during this closing session.

It will be presented by Professor **Aurora CARAPINHA** [CHAIA, University of Évora]

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 10.30 a.m. **Session V** | CHAIR: **Ana Duarte RODRIGUES**  
**ECONOMIC GROWTH THROUGH GARDEN TOURISM AND PROBLEMS TO BE FACED**

*The Portuguese (historic) gardens as strategic tourism resources in the XXI century.*

*The opportunity to promote, to develop and to preserve*

Susana SILVA, Paulo CARVALHO TOMÁS [University of Coimbra]

*Lisbon's Historical Gardens connecting with tourism – strategies to protection and conservation*

Diogo FONSECA, Inês FONTES [University of Lisbon]

*Eremitas contemporâneos: a transformação funcional dos espaços monásticos na Rota do Azulejo do Alentejo*

Celso MANGUCCI [CHAIA, University of Évora], **Alexandra GAGO DA CÂMARA** [CHAIA, Universidade Aberta]

12.30 p.m. **Lunch**

2.00 p.m. **Session VI**

**FIELD TRIP TO GARDENS OPEN TO THE PUBLIC IN ÉVORA**

conducted by Professor **Aurora CARAPINHA** [CHAIA, University of Évora]



[EN] **Tourism** is a successful worldwide phenomenon. However, **garden tourism** seems not be highly explored and there is a large range of **historical gardens**, **rural tourism**, agricultural landscapes that could benefit from it.

If **tourism** is understood as one of the solutions for **gardens and landscapes** support, there are also a lot of dangers associated. These are the topics for discussion in this **international colloquium**.



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