

## UNITED BY NATURE FOR THE PEOPLE

### ARMINDO JACINTO

Geopark Naturtejo Meseta Meridional. Rua Conselheiro Albuquerque, n.º4 cave C, 6000 Castelo Branco Idanha-a-Nova Municipality, armino.palma@netvisao.pt.

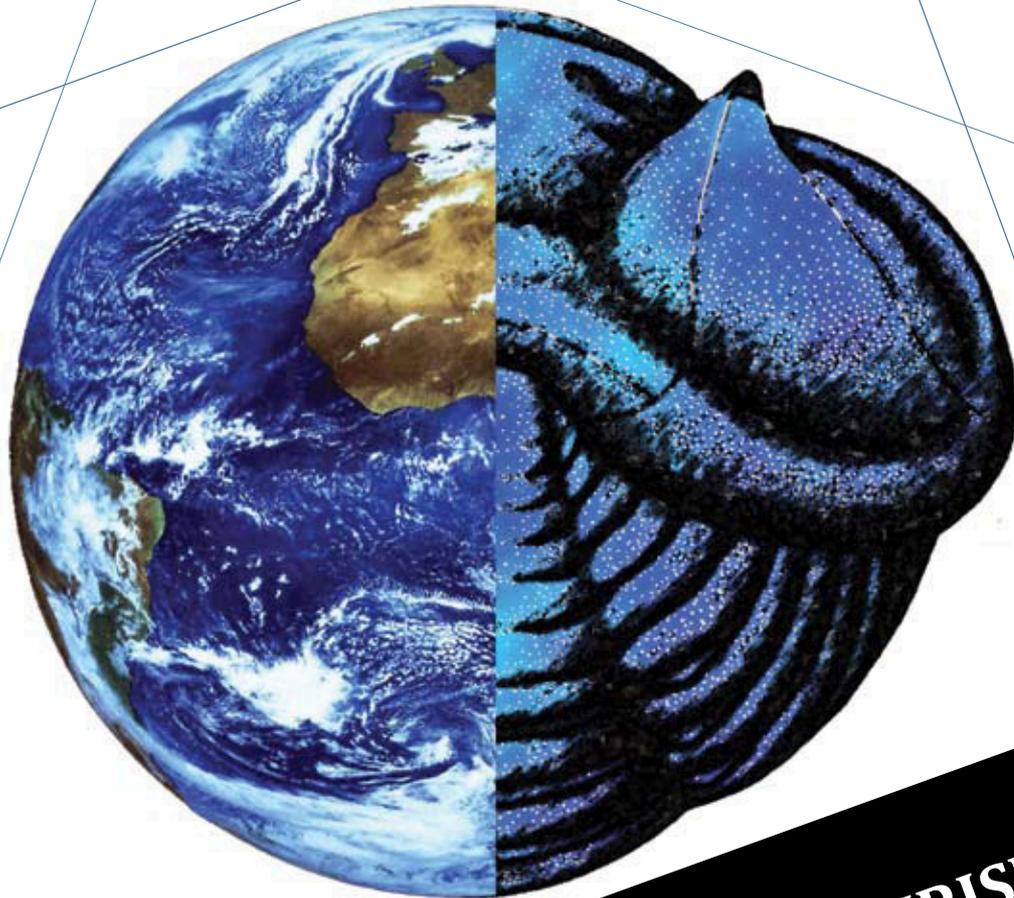
The Geopark Naturtejo Meseta Meridional has an entirely new concept in the view of the Portuguese tourism. This destination of Nature Tourism seeks to promote the bonds of communion between culture and landscapes linking the Municipalities of Castelo Branco, Idanha-a-Nova, Nisa, Oleiros, Proença-a-Nova and Vila Velha de Ródão, in favour of a sustainable development. An apparent monotony of flatness, broken only by the harsh mountains and the depth of their river valleys, the Geopark Naturtejo leads us to discover the landscape that characterized the 4600 Km<sup>2</sup> of its territory, and which now wishes to be extended to the territory of Portalegre municipality, in the continuity of the Alto Alentejo, that only the Municipality of Nisa represents. This significant land area has a main role in Portuguese Centre and Alentejo Tourism.

The Geopark offers today a vast and rich Natural, Historical and Cultural Heritage, natural destinations, 16 geomonuments that contextualize 600 million years of Earth's dynamics, protected areas due to their biological diversity, Schist Villages, Historical Villages and 70 classified monuments, reporting an ancient unity between Men and Nature.

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A territorial unit as large as diverse in the points of view of geological and geomorphological evolution of the landscapes, their biodiversity, history, its architecture, traditions and customs of their people that enriches the immaterial patrimony widespread in their language, art and music. This heritage is an important part of the Portuguese culture and contributes during millennia until today for their enrichment and distribution in the world. All these are assets that Naturtejo as a promotional tourism company, responsible by the Geopark Naturtejo, give to know to Europe and the World also.

This concept of Geopark, rather than the classification method that characterizes the area, with well defined limits, is a project of sustainable development, based on its heritage, to create wealth, influence the territory's GDP (PIB), create jobs and ensure the preservation of that heritage for future generations. The geosites that characterize the Geopark as well as the biodiversity and historical and cultural heritage, are those values to be preserved with the action of local people and the union of public and private actors, nurture and preserve what we have of more genuine and authentic. Goals such as sustainable development, training, conservation and scientific development, education, exploring excellent methods and activities organization for all the people, communicating knowledge and practice of environmental and cultural concepts, all of this is so fundamental in defining the foundation bases of Naturtejo Geopark.



# **NEW CHALLENGES WITH GEOTOURISM**

**PROCEEDINGS OF THE VIII EUROPEAN GEOPARKS CONFERENCE  
Idanha-a-Nova, 14-16 September 2009 (Portugal)**

**C. Neto de Carvalho & Joana Rodrigues (Eds.)**

**TITLE**

New Challenges with Geotourism

**EDITORS**

Carlos Neto de Carvalho & Joana Rodrigues

**EDITION**

Idanha-a-Nova Municipality/ Geopark Naturtejo da Meseta Meridional

**PHOTOS**

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**8th European Geoparks Conference Logo by**

Andrea Baucon

**DESIGN AND GRAPHIC COMPOSITION**

ESCALA VERTICAL, Lda.

cristinafatela@gmail.com

**PRINTED AND BOUNDING BY**

PRINTMOR IMPRESSORES, Lda.

**COPIES**

500 ex.

**LEGAL DEPOSIT**

298910/09

**ISBN**

978-972-8285-52-4

285



centro