



PROACTIVETUR

TURISMO RESPONSÁVEL • RESPONSIBLE TOURISM

PORTFOLIO OF SERVICES

MISSION

Responsible Tourism

We believe in a type of tourism that is carried out responsibly and which has a positive impact on the territory, its natural and cultural values and the people who live there.

This way of thinking, planning and practising tourism ensures that travellers have authentic, high-quality experiences, while the locals benefit fairly and directly.



VALUES

- Commitment to the territory
- Respect for people and nature
- Proactive attitude towards sustainability



SERVICES

- Installation of walking routes
- Training guides and agents
- Creating an offer of activities
- Programming nature festivals
- Valorising local culture
- Local development
- Research and publications



Installation of walking routes

We see the territory as a way of discovering its natural and cultural values, to be appreciated, treasured and preserved.

We have extensive experience in **diagnosing, designing, planning** and **developing** walking route networks in close collaboration with local organisations and communities. Find out what we've been up to.



CASES

2011-12

Implementation of a network of walking routes in the parish of Ameixial.

2012-14

Collaboration with the **Casas Brancas Association** to define the **Rota Vicentina** route.

2019

Participation in the "**Projecto Caminhar**" to support the structuring of nature tourism in São Nicolau in **Cape Verde**.

2019

Partnership with the Almargem Association in the project "**Revitalising Monchique**" to strengthen the local network of hiking trails and increase the tourist attractiveness of the area".



CASES

2020

Joins consortium and wins tender to develop network of walking routes in **Santiago, Cape Verde**.

2020

Designs and installs a network of hiking trails in the parish of **São Marcos da Serra** to promote the area.

2022

Joins a consortium of companies to develop and implement a network of hiking trails on the **island of Fogo in Cape Verde**.
Draws up technical regulations for the installation and approval of hiking trails in Cape Verde.



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11 LLE



150 mts

(Ceratòria Gallega)

RINT
94161



Training of guides and agents

We put our knowledge, acquired and proven in practice, at the service of **training tourism agents** and nature guides on issues related to **hiking and ecotourism**.

We believe that sensitising and training the various players involved in the sector is fundamental to the adoption of **good practices in responsible tourism**.





CASES

2018

Collaboration with the **Municipality of Mértola** in the local training of tourist agents in the practice of Nature Tourism and evaluation of the **Guadiana Route** in terms of its operationalisation and marketing.

2019

Training on mountain trekking routes in **São Nicolau** as part of the "**Training for Nature Tourism Guides**" programme.

2022

Collaboration with the **Rota Vicentina association** in structuring and organising two **courses on Responsible Tourism**, one aimed at local guides and the other at tourism technicians from public institutions.



Creating an offer of activities

One of the pillars of **Responsible Tourism** is providing experiences that are adapted to the values of the area and that encourage visitors to get to know it in a more authentic way.

Proactivetur has designed various types of **nature tourism activities**. In addition to these, it has been a national pioneer in programming **creative tourism activities**, which provide a creative experience of **immersion in the local culture**.





CASES

2013

Development of the "**Troiare**sort" catalogue of tourist experiences with a view to the ecotourism potential of the Sado Estuary.

2015 - 2023

Programme of workshops open to the general public:

- **Festival do Contrabando** (Alcoutim City Council)
- **Festival Islâmico** (Mértola City Council)
- **Algarve + Sustentável** (RTA)
- **Patrimónios do Sul** (Beja City Council)
- **Walking Festival Ameixial**
- **Comemorações do 25 de Abril no Palácio de São Bento** (Saber Fazer/DGartes)

2022

Structuring and developing creative tourism experiences for the "**Algarve Craft and Food**" project, in partnership with QRER.

2023

Collaboration with Epopeia Brands in the programming and production of the Algarve's first International Creative Tourism Festival, the "**Handsome Festival**".





Programming Nature Festivals

Hiking Festivals are an excellent way of **raising awareness** among the general public about hiking in territories that are less well known from the point of view of their natural and cultural values.

We have almost **a decade of experience in designing and organising hiking-related events**, involving the local community in the activities themselves and seeking to bring a direct return to the local economy and the preservation of its heritage.





CASES



2011 - 2012

Organisation of the **Sagres Birdwatching Festival**, in collaboration with the Portuguese Society for the Study of Birds (SPEA) and Almargem.

2013 - 2024

Conception and organisation of the **Ameixial Walking Festival** with Loulé Town Council.

2019

Collaboration with the QRER Cooperative in organising the **Ameixial Walking Festival** and coordinating the **Algarve Walking Season** project.



Valorising local culture

We have been actively working to promote arts and crafts.

Proactivetur/TASA has designed and provided technical support for various integrated initiatives that have led to the **development of new products**, the **training of new craftspeople**, the diversification of applications/uses of techniques/materials, the **creation of strategies** based on the valorisation of cultural heritage and the attraction of **new audiences**.





CASES

Management and promotion of the TASA Project (2013 - present) to promote the arts and crafts of the Algarve region.

Consultancy for municipalities and local organisations to create strategies based on valuing the cultural heritage linked to arts and crafts.

LOULÉ CRIATIVO 2014-16 | TASA ALCOUTIM 2015 | TASA SILVES 2016 | TASA ALENTEJO 2018 | ALENTEJO - ALGARVE - ANDALUZIA 2014 and 2019 | SANICLAU ARTESANAT 2019

Programming residencies, exhibitions and events.

TASA SEM FRONTEIRAS 2013 | PERCURSO DO LATOEIRO 2018 | MESA ARABESCA 2019 | COLABORANDO FUTUROS 2019 | EXHIBITION VIA ALGARVIANA UM ELOGIO À NATUREZA 2020.

Design and promotion of actions to pass on knowledge.

Programme design and technical support for the Loulé Criativo Coppersmith Course 2015 | Arte do Latoeiro 2017-18 | Artesãos do Séc. XXI 2018.

CASES



2020

Design and production of the "**Chilreta Barreta**" mascot for SPEA using traditional Algarve arts and crafts, based on a stylised illustration of the bird.

2020

Coordinates and organises the workshop on **the use of cane in traditional architecture**, a QWER initiative in partnership with the Municipality of Alcoutim.

2021

Supports the organisation of a new workshop on the use of cane, this time integrating this material into **sustainable construction** and combining it with the use of clay roofs.

2023

Conceives and executes the "**Aldeias do Lince**" project for the Institute for Nature Conservation and Forests, I.P. as part of the **Life Lynxconnect project**, an initiative which consisted of the co-creation of artistic pieces with the villages of Giões, Furnazinhas and Pereiro, the production of an itinerary guide and awareness-raising activities with the intention of bringing the Iberian lynx closer to the populations of the area where this endangered species has been reintroduced.





Local development

Developing a **territorial approach** that **synergises people and groups, activities** - cultural, social and economic - as well as the **environment** that surrounds them, building solutions that contribute to improving present life and the future of inland areas.

We started with the Querença Project, which later gave birth to the **QRER Cooperative**, and we are interested in actively contributing to **local and community-based strategies** that promote the territories.





CASES

2011 - 2012

Development and coordination of the "**Querença**" project in partnership with the Manuel Viegas Guerreiro Foundation, the University of the Algarve and Loulé City Council.

2014

Development of the **2nd phase of the Querença Project**, in partnership with Loulé City Council, the Querença, Tôr and Benafim Parish Council and UALG.


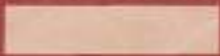

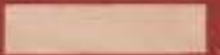
2017

Founding of the **QRER cooperative** to boost the interior of the Algarve.

Research and publications

We have promoted, coordinated and given technical support to **various studies and research activities related to the heritage of the territories**, with a view to valorising their environmental and cultural expressions.

RED BOOK

LISTA 
 VERMELHA
DAS ATIVIDADES
ARTESANAIS 
 ALGARVIAS

CASES



2011-12 | Collaboration with the Algarve Tourism Board for the publication of the **"Tourist guide to birdwatching in the Algarve"**.

2014 | **"Study on nature tourism"**, for the Algarve Tourism Board.

2015 | Development of the **study for the creation of the "Loulé Criativo"** project with a view to boosting the Loulé Criativo Tourism network network and creating a space for creativity, crafts and arts in the municipality.

2021 | Carries out the study and produces the book **"Red Book - Red List of the Algarve's Craft Activities"**.

2023 | Collaboration with Turismo de Portugal on the design of the **Guide to Good Sustainability Practices for Tourist Animation**.





Institutional Partners



Local Partners



CONTACT US

We are happy to collaborate

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