



Sustainable Tourism & Intangible Cultural Heritage: Can it be an happy marriage?

INATEL Foundation as a key player on sustainable tourism practices that promote Intangible Cultural Heritage

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*Photo: Cabeçudos e Gigantones
(Street animation in Lisbon - Giants and Bigheads
Tradition of the North of Portugal)*

I. INATEL FOUNDATION

Fundação INATEL

- Founded in 1935 as the “National Foundation for Joy at Work”;
- We are a national organization for leisure activities, with the support of the Labour and Social Security Ministry;
- Our Role is to provide Sports, Culture activities and holidays for active and retired workers.

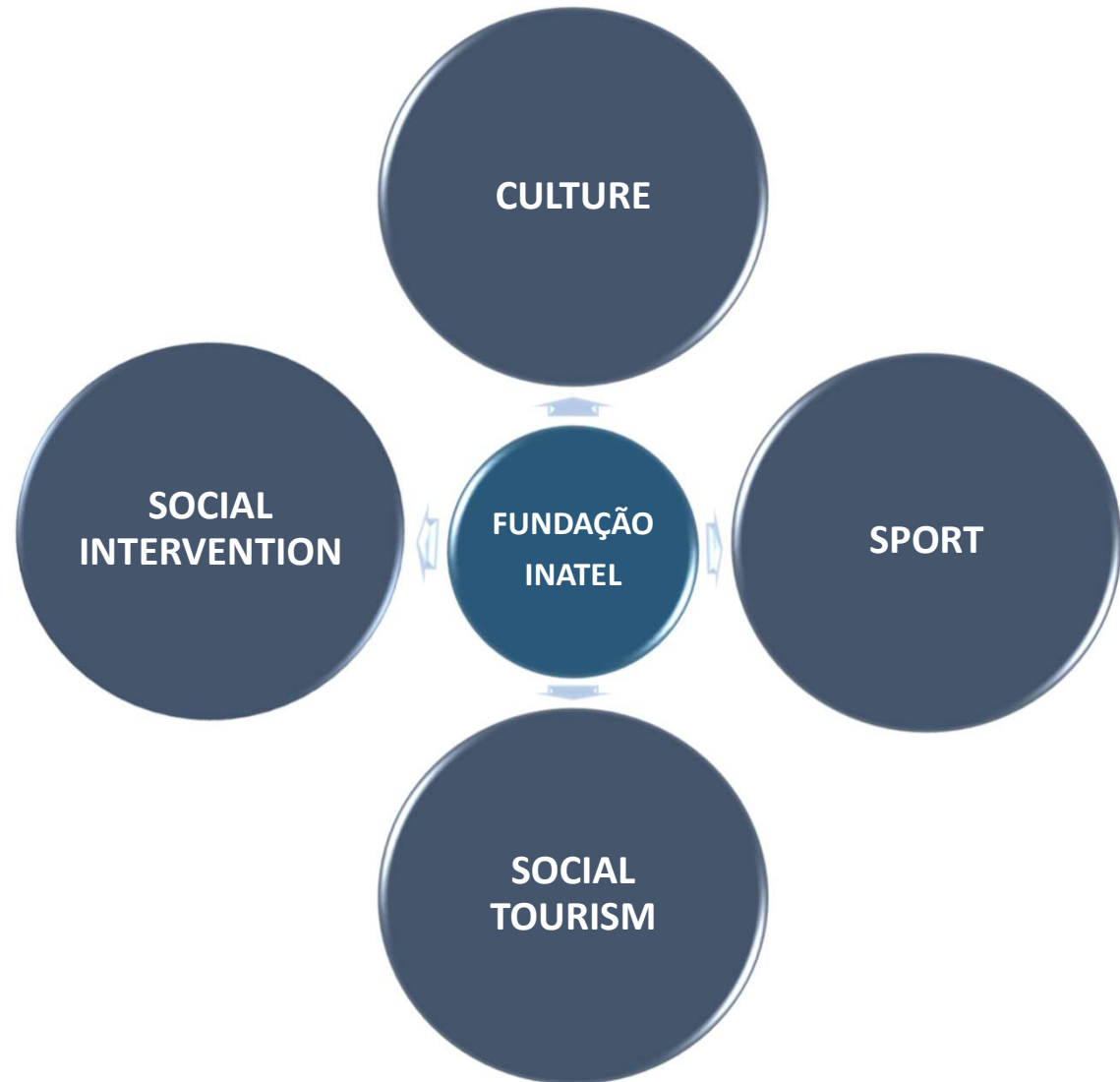


I. INATEL FOUNDATION

FUNDAÇÃO INATEL MISSION

To develop and value:

- Social Tourism;
- Cultural Recreation and activities;
- Sports and physical activities;
- Inclusion and social solidarity.



I. INATEL FOUNDATION

Operational Areas



II. INATEL FOUNDATION AND INTANGIBLE CULTURAL HERITAGE | CULTURE



- Cultural Department works mainly in the field of Art & Traditional culture (works with more than 2.500 non profit associations)
- The Cultural Department develops strategies and plans for safeguarding the Intangible Cultural Heritage (ICH):
 - producing and supporting cultural events;
 - promoting training and educational programs of ICH;
 - 1000 trainees for year and more than 200 courses of ICH.

II. INATEL FOUNDATION AND INTANGIBLE CULTURAL HERITAGE | CULTURE



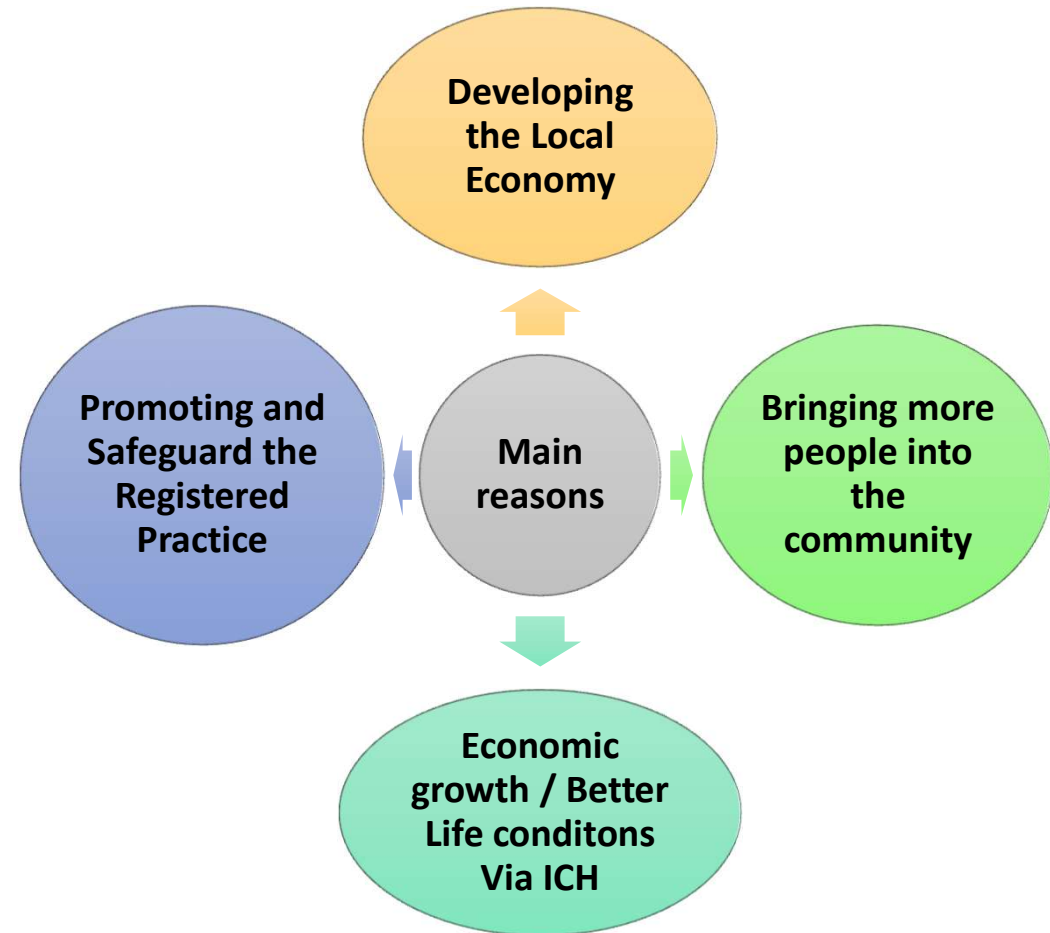
- INATEL also has a Theatre in the centre of Lisbon, Teatro da Trindade, where every month we have a show dedicated to World Music and where, over the 5 years of this Musical Cycle, about 100 artists from all over the world have already performed. (CICLO MUNDOS).
- Although we are based in Lisbon, most of our events are held outside the major urban centres, in partnership with local authorities and integrating local groups working ICH professional or amateur. Every year we do more than 400 activities all over the country.

II. INATEL FOUNDATION AND INTANGIBLE CULTURAL HERITAGE | CULTURE



- In Portugal there are 9 entries on the UNESCO Lists of Intangible Cultural Heritage:
 - 5 National in the Representative List;
 - 2 Transnational in the Representative List.
 - 2 entries on the Urgent Safeguard List.
- INATEL as an accredited organization has a seat in the national evaluation commission of the applications in the UNESCO National Commission, and also in the Commission to ICH in the Ministry of Culture, which allows us to have close contact with the communities and understand what are the main reasons to lead the communities to make these applications.

II. INATEL FOUNDATION AND INTANGIBLE CULTURAL HERITAGE | CULTURE



II. INATEL FOUNDATION AND INTANGIBLE CULTURAL HERITAGE | CULTURE



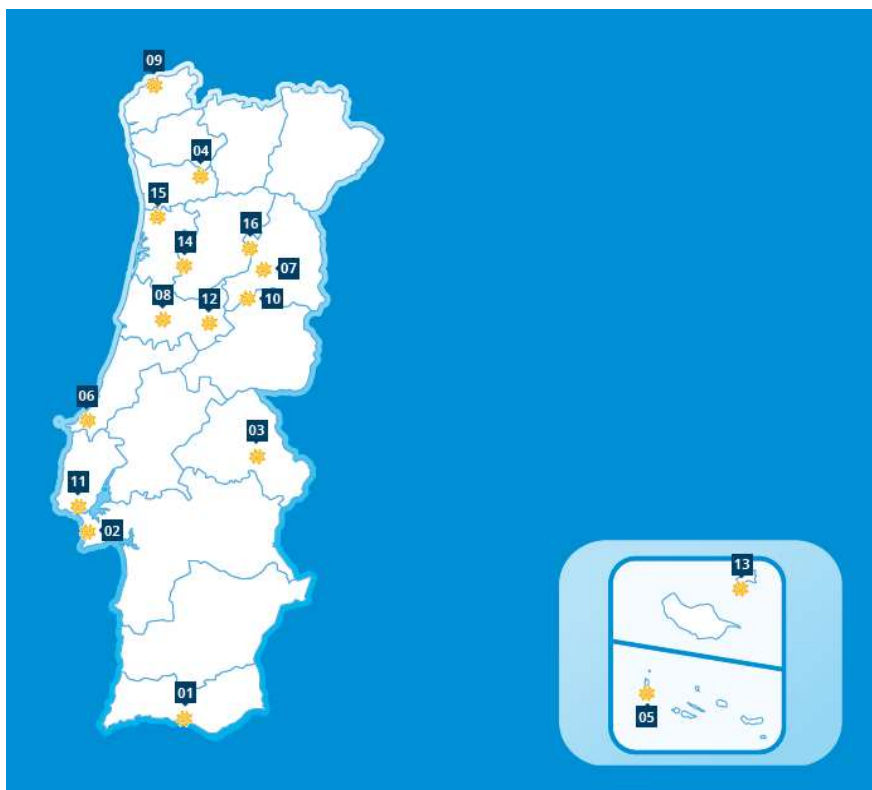
- At the moment, in Portugal, there are around 30 intentions to register Practices, mainly in the Representative List of UNESCO ICH;
- Regarding the Main reasons for inscribing a practice, the culture services work closely with the Tourism and Hospitality services of INATEL to Establishing a balance between the will and the motivations of the communities which hold ICH practices and the development of responsible and sustainable tourism.

II. INATEL FOUNDATION AND INTANGIBLE CULTURAL HERITAGE | CULTURE



- In INATEL we believe that Tourism can be an asset and not a factor of destruction or adulteration of ICH Practices;
- We build together programs that respect communities and local traditions, providing a tourism of experience;
- Our Maxim is:
I can't love and understand what I don't know

III. INATEL FOUNDATION - HOTELS



01 INATEL Albufeira Hotel***
+351 289 599 300/1
inatel.albufeira@inatel.pt

02 INATEL Caparica
+351 211 155 490
inatel.caparica@inatel.pt

03 INATEL Castelo de Vide Hotel São Paulo ** & Jardim ***
+351 245 900 200
inatel.cvide@inatel.pt

04 INATEL Entre-os-Rios
+351 255 616 059
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05 INATEL Flores Hotel ****
+351 292 590 420
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06 INATEL Foz do Arelho Hotel ***
+351 262 975 100
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07 INATEL Linhares da Beira Hotel Rural ***
+351 271 776 081
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08 INATEL Luso
+351 231 930 358
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09 INATEL Cerveira Hotel ****
+351 251 002 080
inatel.cerveira@inatel.pt

10 INATEL Manteigas Hotel * & Casa da Roda AL**
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13 INATEL Porto Santo Hotel ***
+351 291 980 300
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14 INATEL Palace S. Pedro do Sul Hotel ****
+351 232 720 200/1
inatel.spsul@inatel.pt

15 INATEL S.M.Feira
+351 256 372 048/9
inatel.smfeira@inatel.pt

16 INATEL Vila Ruiva Hotel ****
+351 271 776 015
inatel.vilaruiva@inatel.pt

IV. SOCIAL TOURISM PERSPECTIVE

A tourism, accessible to all, allowing personal and collective development, via cultural enrichment, with respect for local culture and the tourism workers, defending a fair and sustainable tourism.

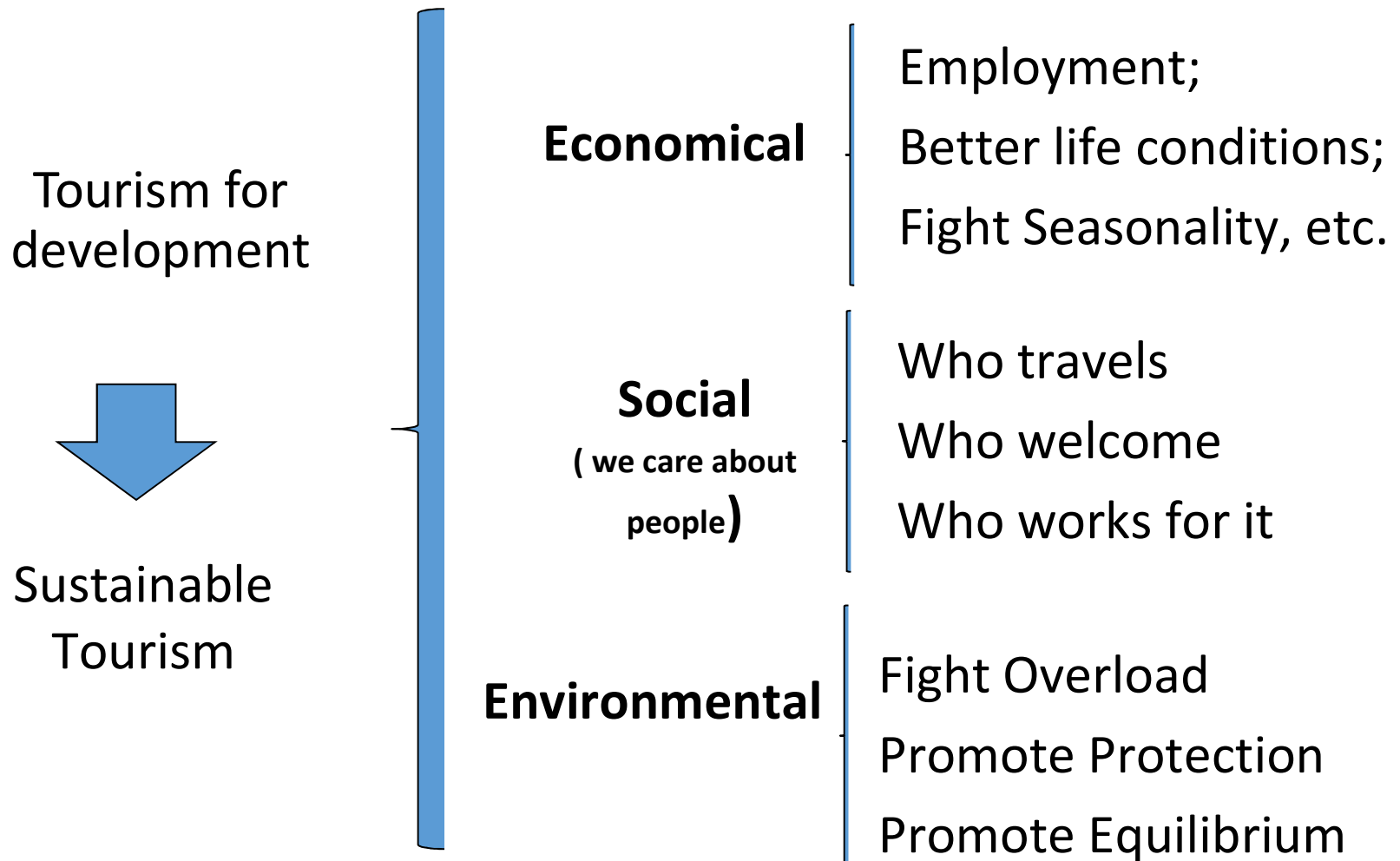


THE
TOURISTS

THE
LOCALS

THE
WORKERS

IV. SOCIAL TOURISM PERSPECTIVE

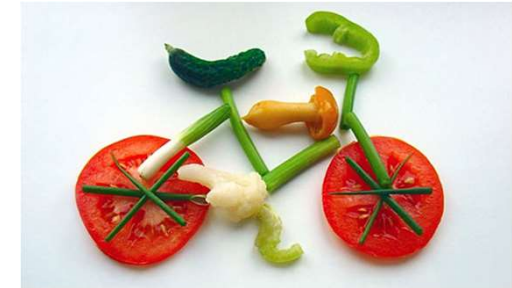


V. INATEL TOURISM PROGRAMMES

- **Cycling**

Special programs with special conditions for cycling.

INATEL belongs to “Bike friendly hotels” net.



- **Walking & Trail Running**

Special programs developed in association with local communities and INATEL Sport Department.



V. INATEL TOURISM PROGRAMMES

- **Nature Tourism Tours**

Special programmes in natural parks and protected areas in Portugal.



- **Tours with specialists**

Programmes with specialists in different areas of activities (wine, agriculture, arts, festivities, etc.)



V. INATEL TOURISM PROGRAMMES

INATEL 55+.pt

FUNDAÇÃO INATEL | INOVAÇÃO SOCIAL | TURISMO | DESPORTO | CULTURA | REPÚBLICA PORTUGUESA | MINISTÉRIO DO TRABALHO, SOLIDARIEDADE E SEGURANÇA SOCIAL | POISE | PORTUGAL 2020 | EUROPEAN UNION | TURISMO DE PORTUGAL

A public portuguese programme adressed to people, with 55 years old or more, with low income and social vulnerability.

In this program a tourist can pay beetwen 0€ to around 500€.

TOTAL 28.000 participants

PARTICIPANTS

2019- 10.000

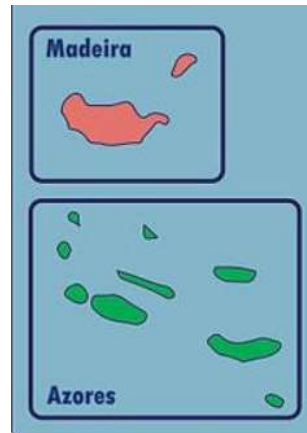
2020 - 6.000

2021- 12.000

VI. INATEL TOURISM GOOD PRACTICES

- **SELECTION OF REGIONS OF OPERATION**

Each brochure we chose different regions to operate with a special concern with the less developed and poor regions, promoting the local economies and the traditions of this regions.



VI. INATEL TOURISM GOOD PRACTICES

- **PARTNERSHIPS WITH LOCAL COMUNITIES**

(private & public)

Local guides, visits to museus, wine farms & handicraft centres, use of (at least) 3 local restaurants during the tour; use of local companies; relation wth local universities.



- **SUPPORT OF LOCAL SUPPLIERS**

From local agriculture to cultural activities performed in our hotels and programes, by our collective associates (CCD).



VI. INATEL TOURISM GOOD PRACTICES

- **Programmes to special festivities (religious, gastronomic & handicraft)**

Special programme - “Festivities” - in which we promote tourism trips to different regions of Portugal with different traditions.



VI. INATEL TOURISM GOOD PRACTICES

A Passport for the responsible Tourist

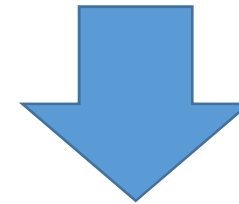
We deliver to all of our clients a fidelization passport with the 10 commandments of the responsible traveller.



VII. TOURISM FOR TOMORROW



**INTERNATIONAL SOCIAL
TOURISM ORGANIZATION**



**A TOURISM FOR DEVELOPMENT
AND NOT THE “SIMPLE”
DEVELOPMENT OF TOURISM**

VII. TOURISM FOR TOMORROW

HOW CAN WE REINFORCE THE PLACE?

- Experiment other forms of travel and new opportunities for tourist experiences;
- **Support people who keep traditions alive;**
- Involve new people, add new elements and broaden existing elements;
- Make financial investments in the place;
- Create new forms of investment;
- Make places virtually accessible;
- Develop experiences in a multi-sectoral and sensory manner;
- Use the available expertise to reinforce the DNA.

VII. TOURISM FOR TOMORROW

THE CHALLENGES FOR TOUR OPERATORS REMAIN:



- Sustainability
- Authenticity (simple forms of representation can make “false tourism experiences”)
- Long term vision
- Dialogue & Investigation
- Win-win partnerships (public & private)
- Respect for locals and for Communities
- Criteria (for choosing destinations, transports, suppliers)
- The creation of infra-structures for some heritage practices
- The use of a diversity of heritage practices
- Respect the heritage practices



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