

Project Nº: 059723

Project Designation: AlenMar

Objective: Enhance and promote the Portugal Marble Route

Beneficiary: CECHAP – Associação de Estudos de Cultura, História, Artes e Patrimónios

Approval Date: 23-10-2024

Initial Date: 01-01-2024

Completion Date: 31-12-2025

Eligible Investment: 284.806,50 €

Project Summary:

The project promoted by CECHAP - Association for Studies in Culture, History, Arts and Heritage, consists of a range of tourist entertainment activities, developed in an industrial space and complemented by the heritage of the architectural and urban landscape. The touristic offer by CECHAP is operating since 2014 and will be now complemented by the ALENMAR project – funded by Linha + Interior Turismo.

In this way, we intend to reproduce in digital format, memories lived in the ornamental stone industries, through oral testimonies, thus giving voice to the true local agents, of a constant practice of transmitting popular knowledge and traditions. Likewise, within the scope of this project we intend to develop partnerships with various agents in the region, with a view to developing an offer of integrated and complementary tourist experiences between resources and tourist products of the Region, leveraging its socioeconomic development.”

Main Objective:

To enhance and promote Portugal Marble Route as a tourist attraction in an industrial environment, providing visitors with a unique experience and allowing them to learn about the various heritage sites related to the marble industry, including geological, urban, technical, landscape and cultural aspects. Given the growing national and international tourist demand, we aim to consolidate the attractiveness of the Portugal Marble Route, contributing to regional socio-economic development.

Operational Obejctives:

- Promote specific tourist packages for Portugal Marble Route;

- Develop new experiences related to the marble industry to attract different types of tourists;
- Promote sustainable tourism by implementing environmentally responsible practices, such as proper waste management and raising awareness of the preservation of the region's natural and cultural heritage;
- Increase the flow of tourists to the Portugal Marble Route through digital marketing strategies, partnerships with tour operators and participation in tourist events and fairs;
- Foster partnerships with the hotel industry and local restaurants;
- Hold themed cultural events and activities throughout the year;
- Realizar parcerias com instituições educacionais e centros de pesquisa.