 Co-funded by the  
Erasmus+ Programme  
of the European Union

# Fostering Innovation and Entrepreneurship in Ecotourism to support sustainable development in Vietnam and the Philippines

## Case Studies on Ecotourism

Aveiro Region

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12<sup>th</sup> December 2023



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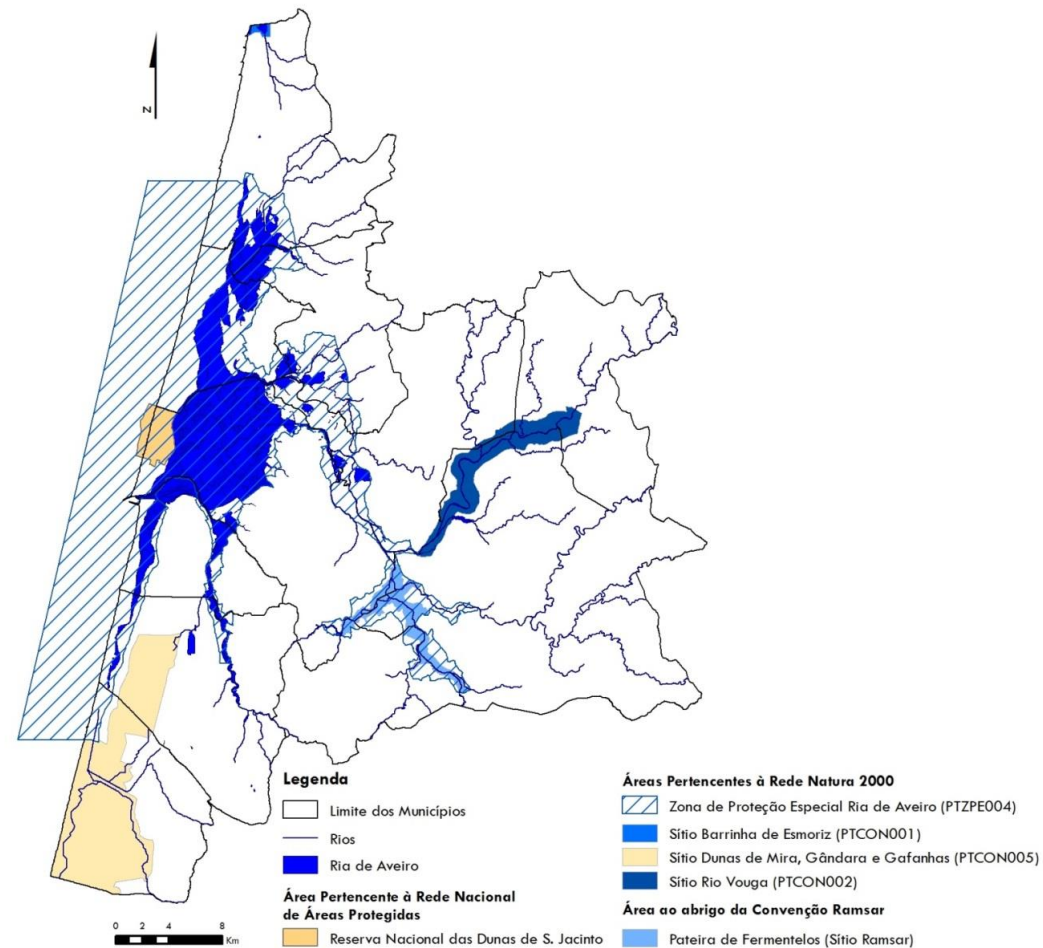
Universidade  
Portucalense



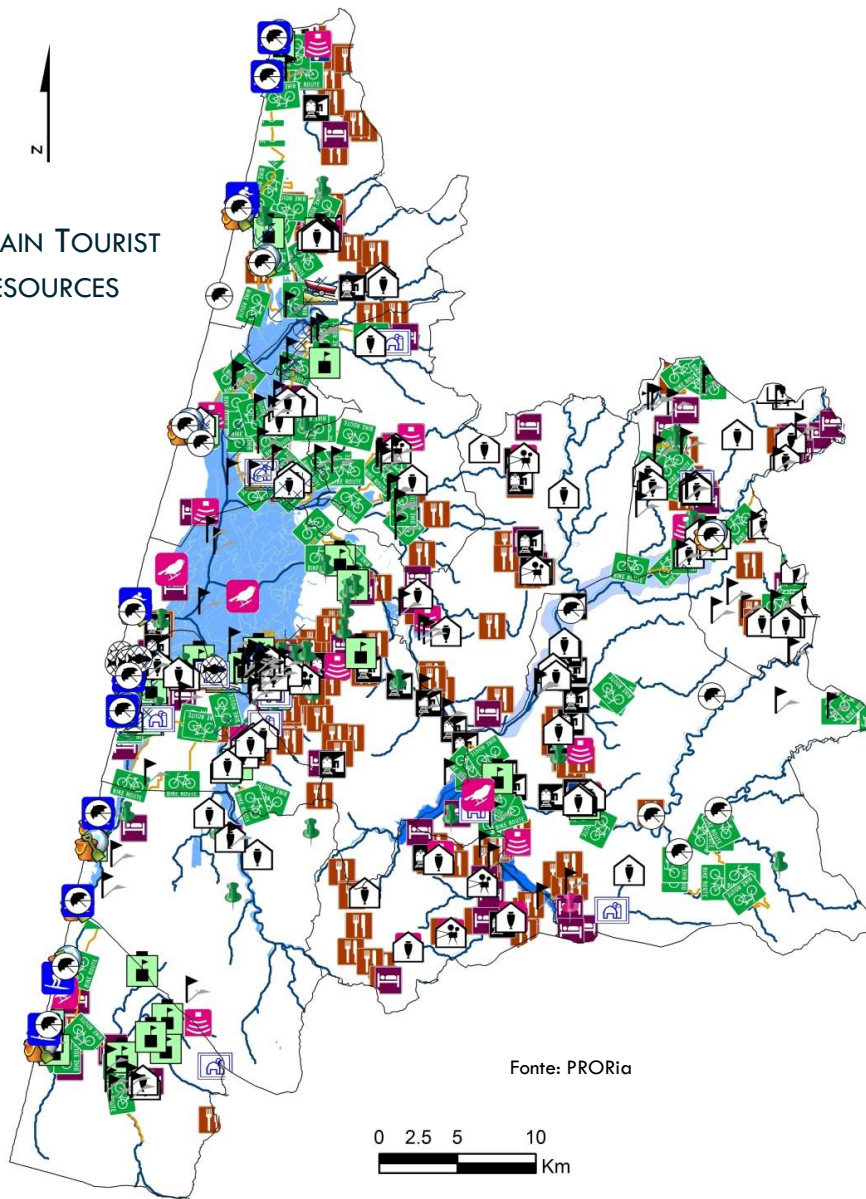
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Gesellschaft mbH



Universidad de Alicante



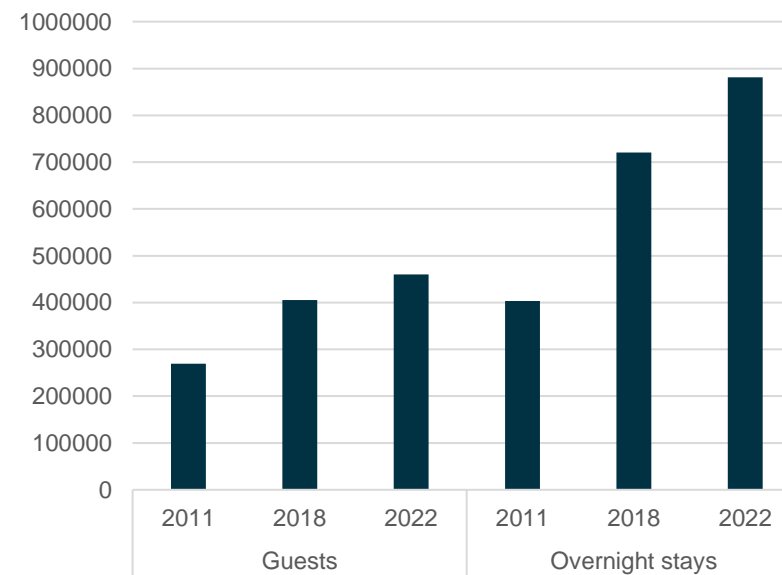
## MAIN TOURIST RESOURCES



### Legenda

- PRAIAS
- NAUTICO
- PESCA
- SPOT SURF
- APOIOS DE PRAIA
- LOCAIS NATURAIS CLASSIFICADOS
- PONTOS DE INTERESSE
- PATRIMONIO
- EQUIPAMENTOS CULTURAIS
- CONFRARIAS
- EMPRESAS
- ENOTURISMO
- ESCOLAS E ASSOCIACOES
- CONGRESSOS
- ESTALEIROS
- PERCURSOS CICLÁVEIS E PEDONAIS
- ORGANISMOS OFICIAIS
- POSTOS DE TURISMO
- TRANSPORTES
- ALOJAMENTO
- RESTAURANTES
- Rios
- Pateira de Fermentelos (RAMSAR)
- Lagoas
- Ria de Aveiro

## Tourism indicators





## Wetlands

Areas of huge importance for nature protection and conservation

Ecosystems of significant biological diversity and productivity

Spaces associated with multiple functions and the exploitation of several products

Rich natural, cultural and historical values

Production of salt

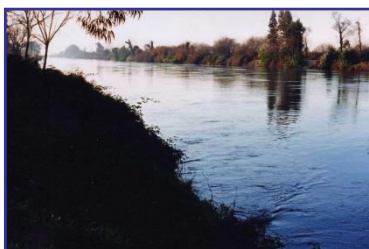
Fishing

Agriculture



New Tourism Products

### Ria de Aveiro Biotopes



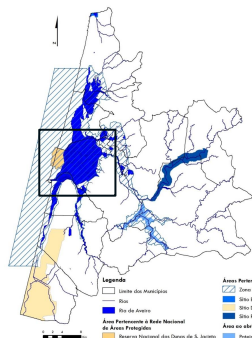
### Ria de Aveiro uses





## Salt pans as a tourist product

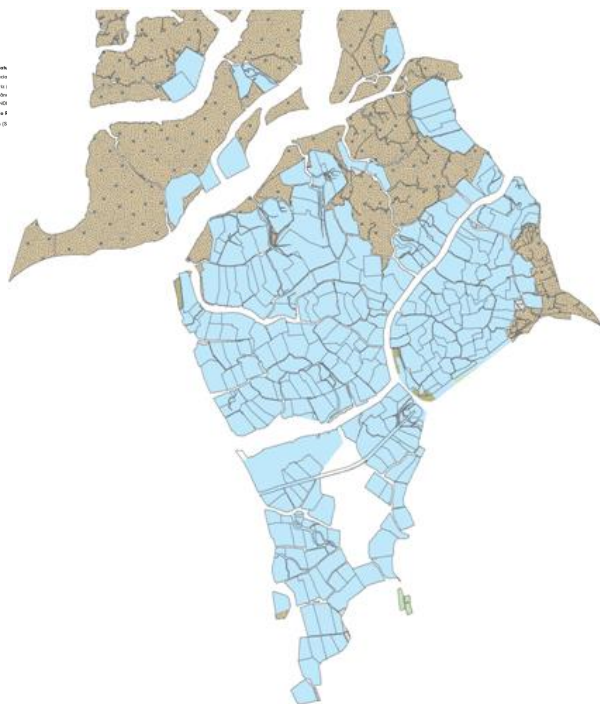




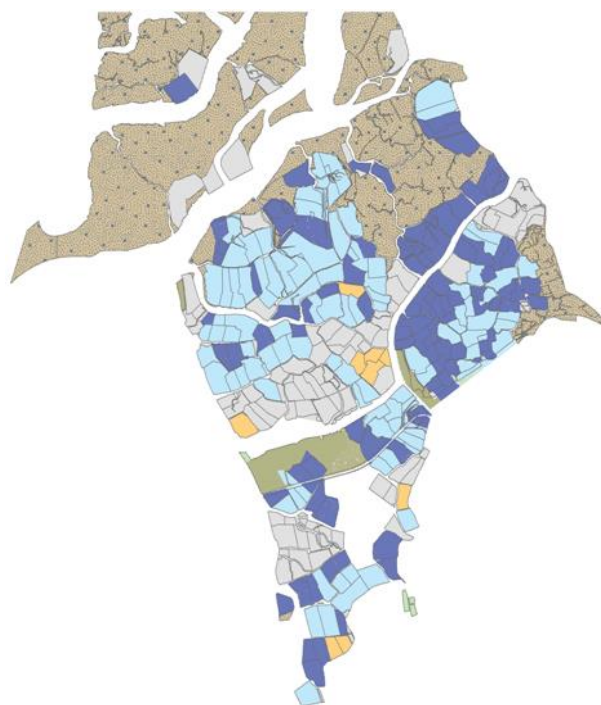
**Legenda**

- Limites Municipais
- Rio
- Área Periférica e Rede Nacional de Áreas Protegidas
- Reserva Natural das Dunas de S. Jacinto
- Zona de Protecção Especial
- Sítio Ramsar de Escuros
- Sítio Dunas de Mira, CSM
- Sítio do Vale do Vouga (PICOBIO)
- Área de Albergue de Conservação I
- Parque da Formosa (II)

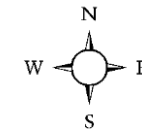
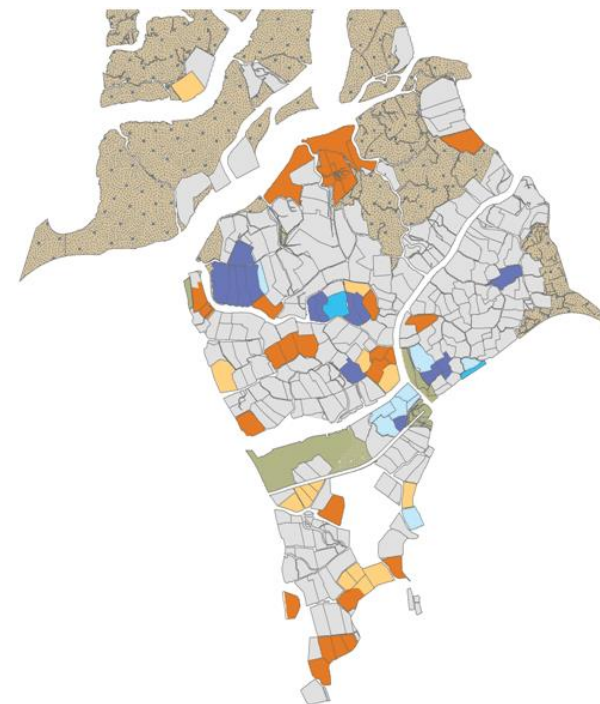
1956



1988



2022



- Aquacultura extensiva
- Aquacultura semi-intensiva
- Espaço intervenionado
- Lago da Prumaceira aterrado
- Natural
- Salicultura activa
- Salicultura semi-activa
- Salicultura inactiva
- Sem ocupação

Lack of interest in salt production

Lack of manual labour

Low income from the activity



Progressive abandonment of salt pans

**Importance of artisanal activity to the maintenance of biodiversity**



**Production sites are located in wetlands**

Nature conservation and biodiversity maintenance

**Different types of protection status**

National Network of Protected Areas

Special Protected Area (Nature 2000)

RAMSAR Convention

**Important role as substitution habitats**

Bird species - critical situation at European level

**Peaceful environment that offers visitors high-quality moments of leisure and well-being.**

**Saltpans revitalization**

**Development of new products and activities**

**New approaches investigation**

## Why?

**Diversity of resources with the potential to generate income based on a sustainable strategy**

### **Products**

Salt

Fleur de sel

Salicornia and other halophyte species

Algae

Brine

Clay

### **Activities**

Sightseeing

Observation

Health and well-being

Experimentation

Creating authentic experiences

Gastronomy



Interreg European Project

4 Countries

Development of an international Route

Traditional Salt Atlantic Route

Promotion of sustainable tourism activities



## Existent skills

Qualifying / Consolidate / Develop products through scientific research

## Innovation

New approaches to product and to production area through scientific research



## Santiago da Fonte saltpan pilot area

### Product

- Salt certification
- Label
- Consumer attention to artisan sea salt
- Complementary products and activities (algae, clays, wellbeing activities, nature tourism)

### Production

- Traditional activity maintenance
- Traditional knowledge maintenance
- Qualifying the production

### Production area

- Biodiversity
- Protection and sustainability
- Ecotourism and nature tourism for all









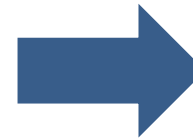




## Marinha Santiago da Fonte

### *Pilot Area for the development of an Ecotourism Strategy*

- Attracting new market niches (TA; TSBE)
- Reconversion and revitalisation of spaces
- Preservation and valorisation of natural and cultural heritage
- Tourists' motivations are changing - preference for enjoying their leisure time in a pleasant way through different activities
- New ways of exploring these spaces (exploiting the senses)
- Diversification of activities
- Higher quality of life
- Job creation



**Application of the model to other salt production areas**

**Multiplier effects as a source of information and dissemination of the potential associated with the product and the production area**

## Application of the model to other salt production areas

### Marinha dos Puxadoiros

#### Activities being developed – High season

- Birdwatching
- Guided Visits
- “Being salt producer for one day”

- Application of the knowledge acquired from the projects developed in the Ria de Aveiro
- New Business Model
- Exploitation of the salt product and the salt-growing area for tourism activities with a strong environmental component
- Production of new products, namely Oysters and Salicornia

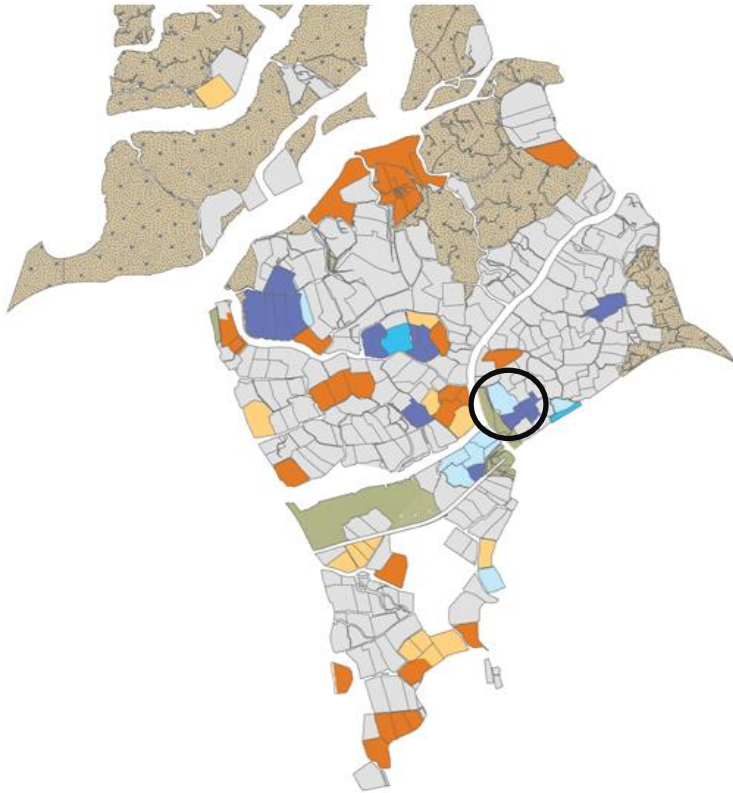




*ilha dos  
Fuxaditos*  
RIA DE AVEIRO

## Application of the model to other salt production areas

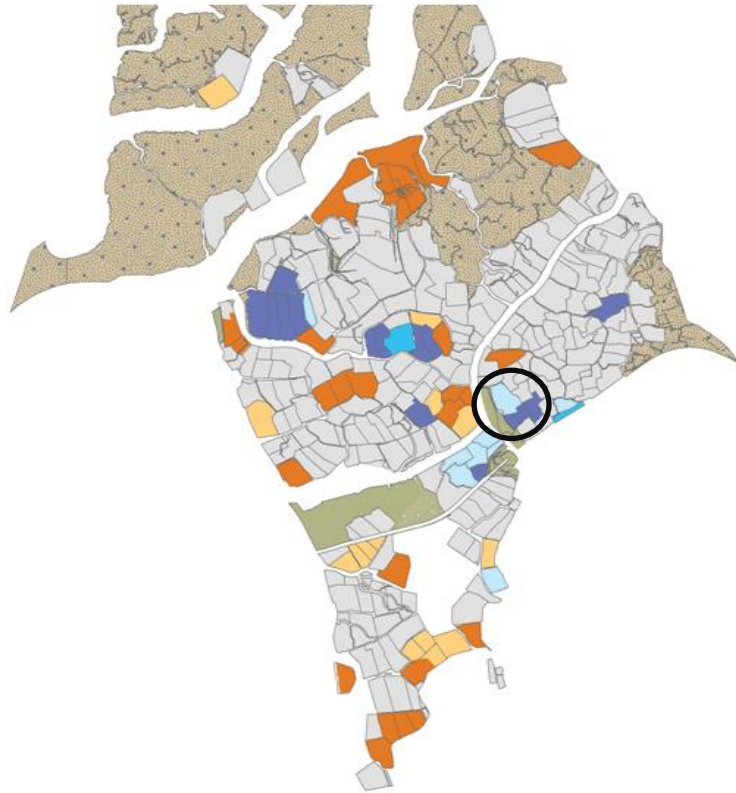
### Marinha da Noeirinha



- More than 200 years of history
- Result of the union between three neighbouring saltpans: Moeirinha, Balacosinha and Rata.
- It was left abandoned for 30 years.
- Located in one of Aveiro's most historically rich areas, commonly known as Beira Mar.
- Salt, fleur de sel and scale salt are made using 100% artisanal methods, respecting the practices

## Application of the model to other salt production areas

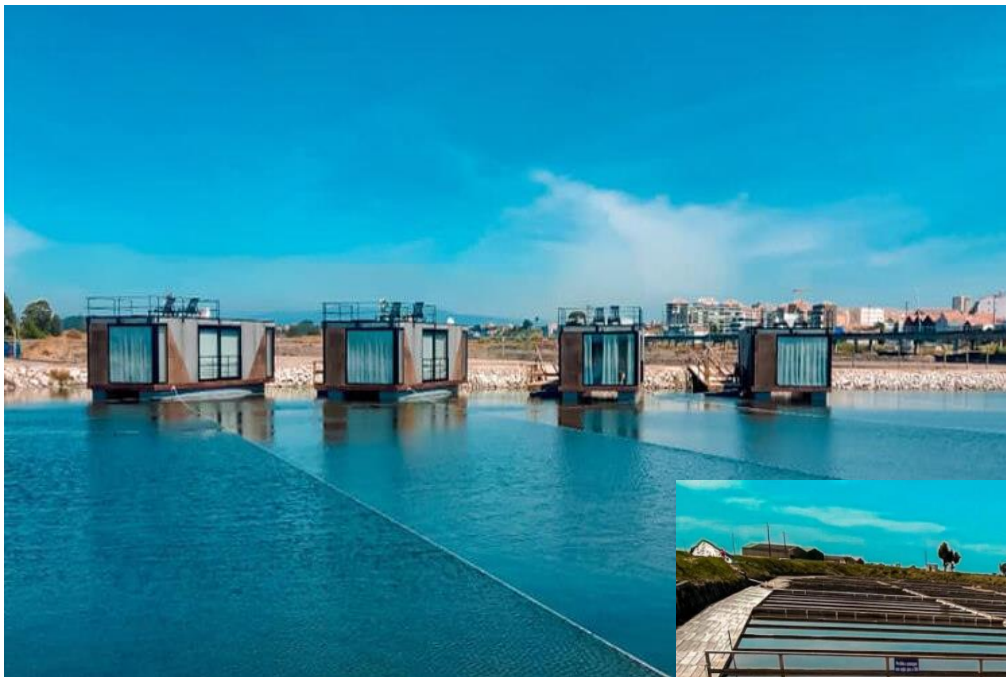
### Marinha da Noeirinha



### Activities

- Noeirinha Beach - waters with a temperature of 25 degrees in summer, this extraordinary beach is also rich in nutrients and minerals present in the saline spa.
- Rustic shop focused on regional products (salt, fleur de sel, scale salt...).
- A small bar with a terrace to enjoy snacks, drinks and other delicacies.
- Saline spa - Two salt pans, Grã Caravela and Peijota, have been brought together to create a spa
- Accommodation in Marinha da Noeirinha

## Marinha da Noeirinha



<https://www.aveiroemotions.com/pt/experiencias/visita-as-salinas.html>

### **New Tourism Products**

Mitigating the seasonal nature of tourism in coastal regions

Guaranteeing local communities more stable employment and a better quality of life

Transforming traditional seasonal sectors into year-round activities

### **Tourism / Ecotourism in Saltpans**

Revitalising saltpans

New ways of exploiting these areas

Product diversification

Creation of more jobs

### **ECOSAL ATLANTIS Project**

Managing the cultural and natural heritage of saltpans

Valorisation and promotion of the Atlantic's traditional saltpans

Ecotourism development

Implementation of a Saltpans Route



BioRia



**Environmental Education  
and Ecotourism**

### BioRia

- Pioneering nature and biodiversity conservation project
- The challenge of reviving an identity lost in time
- Valuing the ecosystem
  - Knowing in order to learn how to value and conserve
- Rehabilitation of environmentally degraded areas
- Pedestrian and Cycle Route Network
- 1st route (2005) - Salreu route - information panels and support structures
- 2009 - 3 new routes
  - Rio Jardim, Bocage, Rio Antuã Routes
- Currently - 8 existing routes

### BioRia

- **Environmental Interpretation Centre**
  - Promotion of tourist activities and environmental education
  - Visitor-orientated mechanism for the surrounding geographical areas
  - Contributes to the sustainability of the Natural Heritage
  - Privileged space for awareness-raising and training activities aimed at different audiences
  - Scientific research projects in co-operation with higher education institutions
- **Other activities**
  - **ObservaRia**
    - Estarreja Birdwatching fair
    - talks, lecture series, workshops, cinema, exhibitions, field trips, tours and much more.
  - **Biorace**
    - In full contact with nature, participants face a challenging and fun race over the distances of 10 kilometres and 5 kilometres with obstacles.
    - Inclusive activity – BioRace junior and inclusive race for people with motor difficulties and disabilities.





observaria.pt | /bioriaEstarreja | /bioria.estarreja

13~16 abril 2023

ESTARREJA Birdwatching fair

# OBSERVARIA

workshops | palestras | saídas de campo  
exposições | documentários | passeios  
voo cativo em balão de ar quente

Estarreja, a natureza mora aqui!

ESTARREJA | bioria

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# Thank you!

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