



International Colloquium

# Garden Tourism in Portugal and around the World

**24 to 26 February 2017**

**São Miguel Island, Azores, Portugal**

## OVERVIEW

Garden tourism has experienced a large and increasing demand on a global scale. Over 150 million people all over the world visited public gardens in 2000 (W. Jackson and L. Sutherland, 2000); In the United States the number of travelers visiting gardens has surpassed the number of people visiting Disneyland and Disneyworld combined (R. Benfield, 2013); in Great Britain, historical gardens are among the main attractions (there were approximately 20 million recorded paid visits to gardens belonging to the National Trust between March, 2013 and February, 2014 (The Annual Report, 2013/14); The gardens of Chateau de Villandry are among the monuments with record visits in France, with approximately 350,000 visitors a year ('Gardens and Tourism', 2012).

This phenomenon is attributed to an array of factors: gardens being propitious environments for socializing and engaging in leisurely and recreational outdoor activities; people's affinity and curiosity regarding plants and gardening; the possibility of sensorial experiences and closeness to nature associated with sustainable practices; the relationship between biodiversity and cultural and historical richness, as well as the demand for special events, like large flower and landscape architecture shows.

Similarly in Portugal, garden tourism shows dynamism, both on an academic and business level. The inception of the Portuguese Association of Historical Gardens (2013) contributed heavily to the study, conservation, appreciation and promotion of historical gardens. Currently, there are several companies dedicated to animation tourism operating in Cultural and Landscape Touring. "Parques de Sintra" is a success story: in 2015, the company experienced a 20% increase in visitors over the previous year ([www.parquesdesintra.pt](http://www.parquesdesintra.pt)). In Madeira, 583,583 paid visits to just three gardens — Botanical Garden, Monte Palace Tropical Garden and Palheiro Ferreiro Gardens — brought an income of about € 3.5 million in 2008 (R. Quintal, 2011).

In the Azores, there are no global studies or statistics that allow for an assessment of the importance of this niche market. However, Azorean gardens have been gaining international recognition. In 2014, Terra Nostra Park was named among the 270 best gardens in the world (*'Gardener's Garden'*, Phaidon) and in 2013 it received the Garden of Excellence (ICS) award. The undertaking of 5 international meetings of Ancient Camellias and the organization of several thematic tours attest to the potential of the destination.

In this context, this conference will explore the role of historical gardens within cultural tourism, and will host a program focused on scientific research and communication tools, with the goal of improving the visiting experience for garden visitors. Similarly, the conference aims to reflect on recent trends of public intervention in the protection, conservation and restoration of landscape heritage, as well as on the role of their owners and gardeners.

## PROGRAM

24th February – José do Canto garden's room (Rua José do Canto, 9 – Ponta Delgada)

9.00H – Opening session (with the IR of the Project GardenGA, Isabel Albergaria, the chairman of the IEJ&P, Didier Wirth, and the chairman of OTA, Carlos Santos)

9.30h – *Garden Tourism: What we now know, what have we learnt. What is the future?*  
Keynote Speaker: Richard Benfield

10.20h – *How garden inventories can be useful for their preservation and history. The European Institute of Gardens and Landscapes*  
Cristina Castel Branco

10.40–10.50h – Coffee Break

10.50h – *Managing Historic Gardens of the World Heritage List: benefits and challenges of public participation*  
Monica Luengo

11.10h – *Botanical Hotel: from concept to realization*  
Raimundo Quintal

11.30h – 11.40h – debate

11.40–12.45h – Guided tour to José do Canto's Botanical Gardens by Raimundo Quintal

13.00h – Almoço\*

14.20h – Guided tour to Santana's Garden and Palace

15.45h – Guided tour to António Borges's Garden

25 th February – Terra Nostra´s room –Terra Nostra Garden (Largo do Marquês da Praia e Monforte, Furnas)

10.00h – *Garden Tours: in pursuit of hidden Portuguese treasures*  
Eduarda Paz

10.20h – *Restoration, conservation, promotion and opening to the public of the Cultural Landscape of Sintra: The mission of Parques de Sintra – Monte da Lua, S.A.*  
Elsa Isidro

10.40–10.50h – Coffee Break

10.50h – *Talking up and dumbing down: the drive for visitor numbers in English gardens*  
David Jacques

11.10h – *Historical itinerary in the villas of Rome – Management and restoration*  
Alberta Campitelli

11.30h – *The promotion of green heritage: the example of parc de La Vallée-aux-Loups (Hauts de Seine, France)*  
Marco Martella

11.50h – *Terra Nostra Gardens: current developments and future challenges*  
Marta Sousa Pires

12.10h–12.20h – debate

12.30 – Almoço no Hotel Terra Nostra\*

14.00h – Guided tour to Terra Nostra´s Gardens by Joaquim Bensaúde and Carina Costa\*

15.00h – Visit to Camellia Flower Show\*

16.30h – Departure to Furnas Lake\*

16.45h – Guided tour to José do Canto Woodland Gardens by Isabel Albergaria \*

17.30 – Return to Ponta Delgada, stop at Porto Formoso´s Tea Factory \*

20.00h – Farewell dinner (Marina Hotel)\*

26 de fevereiro – Visita às Sete Cidades

9.30h – departure to Sete Cidades

10.00h – visit to Jardim Pitoresco

11.15h – return to Ponta Delgada

\* Need to register in the application form: [www.otacores.com/greenqa](http://www.otacores.com/greenqa)

## KEY THEMES

- Gardens in the context of Cultural Tourism
- Scientific research on garden conservation and environmental sustainability
- Evaluation goals within UNESCO for Historical Gardens,
- Tourism as a vehicle for the conservation of gardens and cultural landscapes
- Garden conservation and protection versus tourism exploration
- Management and tourism marketing of gardens
- Understanding the relationship between the scientific community, the public and private stakeholders
- Representations of local identity through the lens of garden tourism
- The relationship between cultural sustainable tourism and local development

## LANGUAGE

The official language of the event will be English

## PUBLICATION

We are planning to publish a short book with selected papers.

15 January 2017 — Early registration

15 February 2017 — Final Registration

## CONTACT

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## ORGANIZING PARTNERS



OBSERVATÓRIO do TURISMO  
dos Açores



## SUPPORTERS AND COLLABORATORS



## CO FINANCED

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