

Pedro Morais

Curriculum vitae

José Pedro de Jesus Folgado Morais
Portuguese, born on 10th July 1965 in Lisbon

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Ecotourism, nature, countryside and sustainability foremost

More than 10 years of experience in curriculum development and teaching in Ecotourism, almost 20 years in consulting and training about tourism and sustainability, participation in national and international research and development projects. This experience, coupled with an academic background in Rural Extension, Education and Ecology, grounded a work for a more sustainable world. The convergence of ecotourism, rural tourism, sustainability, and heritage interpretation, as well as the results of a doctoral thesis on the educational component in ecotourism, allow achieving unique strategies and solutions to cope future environmental and social challenges of tourism.

Studies

- ✓ **PhD in Ecology** with the thesis “Contribution for the knowledge of the educational component of ecotourism in Portugal”. Classification “Distinction, cum laude”. Universidad Autónoma de Madrid, in September 2017.
- ✓ **Diploma de Estudios Avanzados** (Advanced Studies Certificate), Universidad Autónoma de Madrid, Spain. Research about “The efficacy of environmental educational and interpretation activities: The Figueira da Foz saltworks trail, Portugal. Presented on May 2010.
- ✓ **Master of Arts in Distance Education**, University of London and IEC. Concluded on December 1996. Portuguese recognition of the Master's degree from the University of Minho on July 2002.
- ✓ **Agricultural Engineering degree** (5 years) specialisation in Rural Extension, at Universidade de Évora, Portugal. Thesis: “Distance training: A strategy for the Alentejo region”.

Additional Qualifications and Skills

- ✓ **Certified trainer** by IEFP n.º EDF3110/98 (Ministry of Employment) and by Conselho Científico-Pedagógico da Formação Contínua n.º CCPFC/RFO 11279/00 (Ministry of Education).
- ✓ Course “**Design of Interpretative Trails**”, CENEAM, Segóvia, (Jun. 2015)
- ✓ Course “**Planning for Natural and Cultural Heritage Interpretation**” AIP, Alcoy, ES, (Jul. 2006)
- ✓ Course “**Tourism in Rural Areas: Strategies and Promotion**”, International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), Saragoza. (Dez. 2003).
- ✓ Course “**Distance Learning, Design, Systems and Materials**”, Open University, UK (Set./Out. 1993).

Language skills

Portuguese (native), English (good user), Spanish (good user), French (modest user).

Current Activity

- ✓ Independent **consultant** and **trainer** for ecotourism, heritage interpretation, environmental education and related subjects. Design of investment and development projects in ecotourism themes. Trainer in sustainable tourism and heritage interpretation. Collaboration for various interpretation and local development activities. (since 2012).
Speaker in various conferences and lectures.
- ✓ **Founder** and **member** of the board of INTERPRETARE - Association for Natural and Cultural Heritage Interpretation www.interpretare.pt (since 2009).

Previous Activities

From 2012 to 2017

- ✓ **Research and writing** of a doctoral thesis "Contribution to the knowledge of the educational component in ecotourism contexts in Portugal " at the Department of Ecology of the Universidad Autónoma de Madrid under the supervising of Javier Benayas and António Ferreira (CERNAS).

From 2000 to 2011

- ✓ **Assistant Lecturer** at Escola Superior Agrária de Coimbra/IPC (Agricultural College of Coimbra/Polytechnic Institute), Portugal - www.esac.pt. Tasks: course design, teaching (tutorials and lectures) and supporting outdoor activities in the Masters degrees in Ecotourism (MET) and Organic Farming (MAB) and in undergraduate courses of Eco-agrotourism/Ecotourism (LET), Environmental Engineering (LEAM) and Agricultural Engineering (LEAP).
Supervision of more than 30 dissertations and **jury member** of more than 60 final degree dissertations mainly of Ecotourism, but also in Environmental Engineering and Agricultural Engineering degrees.

From 1998 to 2001

- ✓ **Coordinator** for farming extension, tourism, and environmental education in the project LandSTATE – Sustainability of tourism and farming by the total involvement of consumers (Project LIFE97 ENV/P/000152). IST, Lisbon, Portugal.
- ✓ **Coordinator and trainer** of a Medicinal and Aromatic Plants professional course, Covilhã, Portugal. 2000-2001.
- ✓ **Trainer** on Organic Farming professional course, Alvôco das Várzeas, Portugal.

Some Publications

- ✓ Encyclopedia entries "**Consumptive (and non-consumptive) tourism**" e "**Eco-leisure**" in: Cater, C.I. and Garrod, B. (ed.) (2015) The Encyclopedia of Sustainable Tourism. CAB, Wallingford, UK. 2016
Morais, P.; Ferreira, A.D.; Benayas, J. **Análise dos centros de interpretação ambiental portugueses**, in Revista Ambientalmente Sustentável. 2015.

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