

# Pedro Morais

## *Curriculum vitae*

José Pedro de Jesus Folgado Morais

Portuguese, born on 10<sup>th</sup> July 1965 in Lisbon



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## **Ecotourism, nature, countryside and sustainability foremost**

More than 20 years in consultancy and training on tourism and sustainability, participation in research and development projects at national and international level. 11 years of experience in curriculum development and teaching in Ecotourism higher education.

This experience, combined with academic training in Rural Extension, Education and Ecology and a PhD on the educational component of ecotourism supported a work for a more sustainable world.

The convergence of ecotourism, rural tourism, and heritage interpretation allow for unique strategies and sustainability solutions to face the future environmental and social challenges of tourism.

## **Work experience**

- ✓ Independent **consultant** and **trainer** (full time from 2012) for governmental institutions; municipalities; science centres, schools, tourism agents, professional associations, tourism recreation enterprises and private initiatives.

**Subjects:** ecotourism, rural tourism, heritage interpretation, environmental education and other connected subjects.

**Activities:** Design of funding projects. Trainer in ecotourism, sustainable tourism and heritage interpretation. Collaboration for local development projects (Portugal and Spain). Speaker in various conferences and lectures.

### **Some recent activities:**

Training development for a whale watching enterprise (Azores, Portugal) to promote deeper experimental activities through heritage interpretation;

Strategic plan to get visitors close to the Tagus river problems at the International Tagus National Park with citizen science and educational activities for visitors and tourism agents (Portuguese Environment Agency);

Interpretation and communication design for “Charcos com Vida” project (endangered aquatic plants protection), 2019-2020;

Interpretation panels design and experimental activities design for environmental education concerning ponds biodiversity (Centro Ciência Viva da Floresta);

Various training activities about heritage interpretation and ecotourism;

Support various tourism private projects to rise their sustainability level;

Promotion of local meetings at several municipalities to discuss ecotourism potential and how to take the opportunity of the new ecotourism legislation (Law 86/2019) for the development of the territories;

Participations in **international webinars** (Columbia, Spain, Mozambique, Brazil) on ecotourism and heritage interpretation subjects.

## Academic Experience

### 2020 until now

- ✓ Jury member in a doctoral panel: “Public Perception and Engagement in the Face of Climate Risk in The Coast of Paraná” (University of Paraná, Brazil),
- ✓ Jury member in a master thesis panel: “Environmental Interpretation in Integral Protected Areas: The Case Study of Abrolhos National Marine Park” (University of Rio Grande do Norte, Brazil).

### From 2000 to 2011

- ✓ **Assistant Lecturer** at Escola Superior Agrária de Coimbra/IPC (Agricultural College of Coimbra/Polytechnic Institute), Portugal - [www.esac.pt](http://www.esac.pt).

Tasks: course design, 20 course units teaching (tutorials and lectures) and supporting outdoor activities in the Masters degrees in Ecotourism and Organic Farming and in undergraduate courses of Eco-agrotourism/Ecotourism, Environmental Engineering and Agricultural Engineering.

**Organized, planned** and responsible for **lectures** of 10 course units of the undergraduate degree in Ecotourism, and collaborated in the design of more than 5 other course units of other degrees. Developed several presentations and texts related to Ecotourism teaching.

**Supervision** of more than 30 dissertations and **jury member** of more than 60 final degree dissertations, mainly on Ecotourism

#### Research projects:

- GUYAGROFOR **Development of Sustainable Agroforestry Systems Based on Indigenous and Maroon Knowledge** in the Guyana Shield Region. (FP6-2002-INCO-DEV-1) (2004-2009)
- EMAS@School - **Environmental Management and Audit Scheme** at ESAC. Project LIFE03 ENV/P/000501. Education and communication tasks (2003- 2007).

## Education

- ✓ **PhD in Ecology** with the thesis “Contribution for the knowledge of the educational component of ecotourism in Portugal” under the supervision of Javier Benayas (UAM) and António Ferreira (CERNAS, Coimbra). Classification “Distinction, cum laude”. Universidad Autónoma de Madrid, Spain, 2017.

- ✓ **Diploma de Estudios Avanzados** (Advanced Studies Certificate) on “The efficacy of environmental educational and interpretation activities: the Figueira da Foz saltworks trail, Portugal”. Universidad Autónoma de Madrid, Spain, 2010.
- ✓ **Master of Arts in Distance Education**, University of London. London, UK, 1996.
- ✓ **Agricultural Engineering degree** (5 years) specialisation in Rural Extension, with the thesis: “Distance training: A strategy for the Alentejo region”, Universidade de Évora, 1994.

## Certifications

- ✓ **Certified trainer** (in progress) by Interpret Europe for Interpretation Guides.
- ✓ **Certified trainer** by the Institute for Employment and Vocational Training (IEFP) nº EDF3110/98, since 1998.
- ✓ **Certified trainer** by Scientific-Pedagogical Council for Lifelong Training nº CCPFC/RFO 11279/00, since 1990.
- ✓ **Certified Interpretation guide** by Interpret Europe, since 2020.

## Other courses

- ✓ **“Design of Interpretative Trails”** (40 hours). Centro Nacional de Educación Ambiental (CENEAM), Segóvia, Spain, June 2015.
- ✓ **“Planning for Natural and Cultural Heritage Interpretation”** (40 hours). AIP, Alcoy, Spain, July 2006.
- ✓ **“Tourism in Rural Areas: Strategies and Promotion”** (40 hours). International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), Saragoza, Spain, December 2003.
- ✓ **“Distance Learning, Design, Systems and Materials”** (160 hours). Open University, UK, September/October 1993.

## Professional Associations

- ✓ Founder of the **Portuguese Association of Ecotourism**, setup by the end of 2021.
- ✓ Member of **TAPAS - Tourism and Protected Areas Specialist Group**, from the IUCN - World Commission on Protected Areas (WCPA).
- ✓ Country co-coordinator of **Interpret Europe**, the European Association of Heritage interpretation, since 2020.
- ✓ Promoter and member of CLIP, the **Portuguese Speaking Community of Heritage Interpretation**, with more than 30 members of 5 Portuguese speaking countries.
- ✓ Member of the board of **Plataforma Vale del Tietar en Transición**, a Spanish ONG aimed to promote a sustainable transition in the Tietar Valley (near Madrid) and its designation as a Biosphere Reserve.

## Main Publications

Morais, P. (In press). Contribution to the chapter “The use of interpretive themes in ecotourism” for the new Spanish version of *Interpretive Theme Writer's Field Guide* by Jon Kohl (Edition of NAI, USA).

Morais, P. (2017). *Contribuição para el conocimiento de la componente educativa en contextos de ecoturismo en Portugal*. PhD Thesis. Universidad Autónoma de Madrid (UAM).

Morais, P. (2016). Encyclopedia entries “Consumptive (and non-consumptive) tourism” e “Eco-leisure” in C. Cater and B. Garrod (Eds.) *The Encyclopedia of Sustainable Tourism*. CAB Intern., Wallingford, UK.

Morais, P. Ferreira, A. D.; Benayas, J. (2015). Análise dos centros de interpretação ambiental portugueses. *Ambientalmente Sustentable* 1 (19):89-107. ISSN: 1887-2417. e-ISSN: 2386-4362. dx.doi.org/10.17979/ams.2015.1.19.1581.

Morais, P. (2012). La eficacia de las actividades de educación e interpretación ambiental en contextos de ecoturismo. El caso de la ruta de las salinas de Figueira da Foz, Portugal, in *Nuevas investigaciones iberoamericanas en Educación Ambiental*, L. Cano Muñoz, M Junyent Pubill, J. Benayas del Álamo, P. Ángel Meira Carrea (Eds). Pp. 67-86. ISBN 978-84-8014-833-7.

Silveira, M.; Moraes, P.. (2010). A contribuição do ecoturismo para o desenvolvimento sustentável de áreas rurais e naturais. In *Proceedings of IWE Sustainable World*, Coimbra, Portugal.

Morais, P.; Silveira, M. (2009). O ecoturismo e a educação de turistas como estratégias de desenvolvimento sustentável para ilhas. In *Desenvolvimento Comunitário: das teorias às práticas. Turismo, Ambiente e Práticas Educativas em São Tomé e Príncipe*. B. Rocha Brito (coord.), N. Alarcão e J. Marques (Eds). CEA-ISCTE & Gerpress. Lisboa, Portugal. Pp 57-66. ISBN: 978-989-96094-0-2.

Silveira, M.; Moraes, P. A importância do ecoturismo como ferramenta de gestão em áreas naturais, In *Desenvolvimento Comunitário: das teorias às práticas. Turismo, Ambiente e Práticas Educativas em São Tomé e Príncipe*. B. Rocha Brito (coord.), N. Alarcão e J. Marques (Eds). CEA-ISCTE & Gerpress. Lisboa, Portugal. Pp. 128-134. ISBN 978 989 96094 0 2.

Bárbara, N. M; Ferreira, A. J. D.; Moraes, J. P. F. Lopes, M.A.R. (2007). Preparing professionals for the future: Searching for a new educational paradigm. In *Livro de Actas do Congresso Internacional. Educação e Trabalho: Representações Sociais, Competências e Trajectórias Profissionais*. Universidade de Aveiro. Aveiro, Portugal. Pp. 213-223. ISBN 978 972 8283 32 2.

Ferreira, A. J. D.; Lopes, M. A. R.; Moraes, J. P. F. (2006). Environmental management and audit schemes implementation as an educational tool for sustainability. *Journal of Cleaner Production* 14(9-11): 973-982. doi.org/10.1016/j.jclepro.2006.01.003.

## Language skills

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

## Other Interests/hobbies

Permaculture, farming, organic production, ecobuilding, cycling, trekking, birdwatching, environmental activism, distance education.

Pedro Moraes

January 2022