

Mobiliteach Sectoral

Hospitality and STEAM Cross disciplinary didactics

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The evolution of the Hospitality field :
The case of INSIGNARE

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ORGANISATION: INSIGNARE



ESCOLA
DE HOTELARIA
DE FÁTIMA

insignare
ASSOCIAÇÃO DE
ENSINO E FORMAÇÃO

“Hospitality field”: what we´ve done at INSIGNARE´s Schools? We innovate!



Best I&D project in Portugal – Hospitality Education Awards

- This project had the main goal to study the Route of Carmelita, a unidirectional tourist route from Coimbra to Fátima, within the route of the municipality of Ourém (territory impact of the INSIGNARE Schools).
- It intended to make the Route known but also to work on it and to add value to the existing “product”.
- With specialties of the sectors that worked on it, it was possible to develop new tourist products with students and teachers working together.

The beginning – a value Proposal

- The new Carmelite Route was developed by teachers from several courses at the Fatima Hotel School, making it possible to do more and better for future hikers/tourists.
- The “Rota da Carmelita” became the inspiration for these students, thus enhancing the value of tourism.



The beginning – a value Proposal

- The entire route was covered more than once by teachers and students, focusing on topics to be studied later in the classroom, challenging their inspiration for “something more”.



- This inspiration resulted in the creation of 2 new products, using indigenous ingredients:

- ✓ “O Carmelito” – a pastry designed to be allusive to the Route,

- ✓ “Pão Doce de Bolota” – a bakery product with acorn flour.





- All the dynamics transmitted to students in class, brought the possibility of creating new tourist products for the Route.
- The creation and study of “Carmelito”, a pumpkin and cinnamon dry pastel, had the the purpose of recognizing the most traditional products along the way of the route
- In this research, the acorn, less used and known in gastronomic preparations, emerged as evident. In the pre-Roman peoples of the Iberian Peninsula, the acorn was famous for being used to obtain flour, which they used to make bread.



The needs...

The entire route is identified with Landmarks, Signs and Information Totems, but with gaps on where to eat – where to sleep”; customs and traditions of the region; link to the websites of cultural activities of the Municipality and Parishes..



- The pastel “O Carmelito” was officially presented at the 8th edition of the “International Religious Tourism Workshop” which brought together more than 600 tour operators in Fátima.
- Local merchants are easily involved in the production of this pastel, inserting themselves in its production, to later be marketed along the Route, in cafes and restaurants, thus increasing their potential customers.





From Idea to Product/Service

- The beginning of this new Route was marked on September 27, 2019, World Tourism Day, with the participation of the Municipality of Ourém and the ACISO Business Association, which supported the School's initiative.
- This was followed by internal planning, meetings with associated professors and trainers, and several visits were made with the students, in order to discover: The origin; The Path and the indigenous products to carry out experiments in new confections.





Impact on the community

- The entire student community at the School felt a great impact, especially the courses more linked to product development.
- The small towns and villages where the Route is located, regain life and spirit, rebuilding their information and the record of ancient traditions and stories, which otherwise became dispersed and lost in time.
- The new products now created are generators of new dynamics, of various initiatives, which in themselves, generate jobs.



The film...

Film Rota Carmelita

https://www.youtube.com/watch?v=JWFDIQfys6E&t=51s&ab_channel=INSIGNAREEPOEHF



Thank you!

