

**Interreg
Europe**



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JEWELS TOUR

Municipality of Coimbra

Joana Gouveia Loureiro

Office of Institutional and International Relations

joana.loureiro@cm-coimbra.pt

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THE CITY OF COIMBRA

COIMBRA, A MILLENARIAN CITY

- 319,40 Km² area
- 140,816 inhabitants
- 2013 – University, Alta and Sofia classified as UNESCO

World Heritage

- 2023 – number of tourists in Coimbra 133,231

<https://www.cm-coimbra.pt/>



JEWELS HERITAGE

- Jewish neighborhoods - *Judiaria Velha* and *Judiaria Nova*;
- Jewish Purification Baths;- The Fountain;
- Tribunal of the Holy Office Building;
- Places where the *Autos de Fé* took place - Praça do Comércio and Praça 8 de Maio.



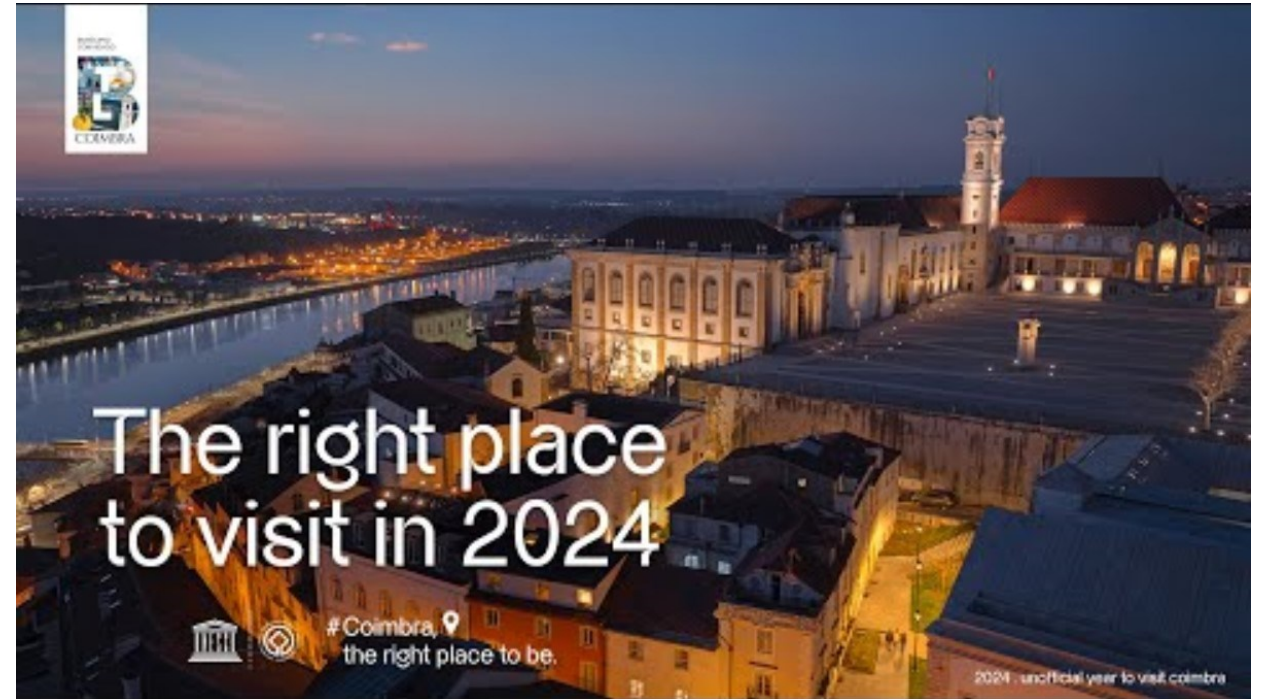
Present context

- Exhibition - **Jews of Coimbra | Memories and Materialities** in the Coimbra Inquisition Building, with audio guide and translation to English, sign language and audio description.
- Publication of the exhibition catalogue.
- Archaeological studies and surveys.
- Cycle of talks with writers about books dedicated to Jewish culture - Interweaving History and Fiction.
- Accompanied visits.
- Educational programmers for interpreting the contents of the exhibition, adapted to different age groups.
- Production of videos about Jewish Heritage.
- Luso-Sephardic Dialogues International Congress – **June 2025**



Future expectations

- Learning new methodologies
- Disseminating the history of the Jewish people of Coimbra
- Creation of new tourism products associated with the Jewish Heritage
- Developing the city's tourism sector
- Creation of international research partnerships



Presentation of the team

MUSEOLOGY

- Elisabete Carvalho
- Cecília Mendes
- Isabel Carvalho

INTERNATIONAL AFFAIRS

- Joana Gouveia Loureiro

TOURISM

- Filomena Dias

FINANCE AND ADMINISTRATIVE SUPPORT

- Paula Magalhães
- Maria Simões

COMUNICATION AND MARKETING

- João Pedro Lopes
- Catarina Gralheiro

PROTOCOL

- Luísa Ganho

CULTURAL ATTACHÉ

- Pedro Peixoto

Policy improvement expectation

- The policy instrument chosen is the **Regional Tourism Development Plan 2020-2030**, whose managing entity is **Turismo Centro de Portugal** (Associated Policy Authority)
- The improvement of this policy instrument could involve a better positioning of the strategic pillar **“Spiritual and religious tourism”** in the Coimbra region with the integration of Coimbra’s Jewish heritage into cultural and tourism routes at European level
- Currently the strategic pillar “Spiritual and religious tourism” has a medium level positioning in the Coimbra region, so this Interreg Europe project – Jewels Tour – could be a booster for this tourism product
- It is important to note that Jewish heritage as a tourist resource is also included in the **pillar “Culture, History, Heritage, Gastronomy and Wines”**, whose positioning is of a **high level**
- *Jewels Tour* offers Coimbra the opportunity to develop strategic European working networks, which will leverage the Jewish presence in Coimbra and enable the creation of new touristic routes in cooperation with European partners