



REPORT on the IMPLEMENTATION of the  
**+ SUSTAINABLE**  
**TOURISM PLAN 20-23**

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## MESSAGE FROM THE PRESIDENT

*The present and future challenges for Portugal to become an increasingly sustainable tourist destination require a shared responsibility from the different actors in the tourism value chain. The + Sustainable Tourism Plan 20-23 demonstrated the sector's motivation and capacity to share this responsibility and jointly act on different fronts, implementing projects and initiatives that contribute to achieving a more sustainable and responsible tourism of the future.*

*As the entity responsible for enhancing and promoting tourism activity, and aware that tourism has a role to play in the transition to a more sustainable economic model, capable of ensuring that future generations can enjoy the assets that distinguish us, Turismo de Portugal's commitment to sustainability will continue beyond the implementation of this plan. We will be striving to achieve tourism development committed to the training and enhancement of human resources, the protection of the environment and natural and cultural heritage, the principles of the circular economy, the well-being of residents and, also, the attraction of more responsible tourists.*

*Despite the progress made thus far, we are aware that there is still a long way to go. Sustainability starts with each and every one of us, as a consumer, professional and tourist. This is why we believe that everyone has a role to play in achieving this ambition to make Portugal one of the safest, most sustainable and most competitive tourist destinations in the world.*

*This is the path to the future and we will tread it together, because we simply cannot do it any other way!*



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FRAMEWORK



“More than a challenge, [SUSTAINABILITY] is the path to the TOURISM of the FUTURE”

Developed under the premise of stimulating the sustainable development of tourism throughout the entire value chain, from supply to demand, and promoting a destination based on best sustainability practices, the + **Sustainable Tourism Plan 20-23** was the strategic, participatory and dynamic, broad and creative benchmark through which Turismo de Portugal assumed the responsibility of mobilising agents and society to promote sustainability in tourism in Portugal.

This mobilisation and the public consultation phase of the plan, which took place from 26 October 2020 to 26 January 2021, resulted in more than 100 participations from sector agents, public entities, associations and citizens. The total number of contributions received made the plan more complete and diversified, with the number of actions growing from 74 to 119.

Accommodating the requirements of national and community directives and guidelines in the area of sustainability, the + Sustainable Tourism Plan 20-23 was designed in full alignment both with national policies - highlighting, in particular, the liaison with the Action Plan for the Circular Economy and also with the Recovery and Resilience Plan for Portugal - and European policies, in particular with the European Green Deal. This last is a strategic document that is integral to the European Commission's strategy to implement the 2030 Agenda and achieve the United Nations Sustainable Development Goals (SDGs), its aim being to turn the European Union into a modern, more efficient and more competitive economy in terms of the use of resources.

In line with the vision defined in the 2027 Tourism Strategy, i.e. to position Portugal as one of the most competitive and sustainable destinations in the world, the plan set out eight strategic goals in terms of economic, social and environmental sustainability:

1. **Boost tourist demand in the country and in the various regions;**
2. **Grow at a faster rate in revenue than in overnight stays;**
3. **Make tourism a year-round business activity;**
4. **Enhance the qualifications of people employed in tourism;**
5. **Ensure that tourism makes a positive impact on resident populations;**
6. **Improve energy efficiency levels in tourism companies;**
7. **Foster rational management of water resources in tourism;**



## 8. Promote efficient waste management in national tourism activity.

With these directives in mind, the preparation and implementation of the plan was governed by five guiding principles, which steered the operationalisation of the various actions implemented, namely:

1. Contribute to achieving the goals of the 2027 Tourism Strategy;
2. Reinforce the role of tourism in the 17 United Nations' Sustainable Development Goals;
3. Promote energy transition and the circular economy agenda for companies in the sector;
4. Involve the sector's stakeholders in a joint commitment to transform the destination's offering and sustainability;
5. Encourage a change in attitude across the whole of the sector's value chain.

A total of **119** initiatives and projects, distributed across **four strategic axes**, were developed during the plan's **three year term**. Given the typology and broad scope of actions covered and the scale of present and future challenges in the field of sustainability, as well as the constantly changing external context, it was considered, from the very outset, that plurality would be essential to implementing the plan and that all partners and actors - institutions, regions, companies and civil society - should be involved and mobilised.

"More than a challenge, it is the path to the tourism of the future" was the motto that guided the preparation and implementation of the plan.

In order for us to continue on this path, this report aims to identify and share the results achieved with a view to ensuring the continuity of the work carried out thus far.

The + Sustainable Tourism Plan 20-23 is available online at:

<https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/sustainable-tourism-plan-2020-2023-turismo-de-portugal.pdf>



2

# IMPLEMENTATION OF THE PLAN

## 2.1 General Implementation of the Plan



Figure 1 – Action axes in the + Sustainable Tourism Plan 20-23

At the end of the plan's term, on 31 December 2023, we had achieved 97% of what we set out to do: 100 out of the 119 actions planned were completed and a further 15 are under development, having been initiated during the term of the plan.

The so-called “actions under development” refer to projects and initiatives whose targets were unable to be met during the term of the plan but which are ongoing and will be maintained and implemented.

The four actions not started at all are ones that were later deemed to be less important in relation to others or unimportant in view of the status of the matters in question. Consequently, the value of these actions was deemed insignificant.

It should also be noted that many of the actions considered completed are identified as such because the goals proposed in the plan have been achieved; many of them, however, have continued over time or resulted in the implementation of new actions.



Implementation Status	No. of Actions
Completed	100
Under development	15
Not started	4
<b>TOTAL</b>	<b>119</b>

Table 1 – General Implementation Status of the Plan



Figure 2 – Implementation Status by Axis

## 2.2 Implementation by Axis

### AXIS I

### STRUCTURE

### An increasingly sustainable offering

#### Goals

1. Ensure that the sector quickly and effectively adopts environmental efficiency measures;
2. Public policies for land planning and territorial management instruments to include provisions that ensure the sustainability of territories and tourism uses;
3. Principles of sustainability to be used to guide the structuring of products and tourism offerings;
4. Ensure the positive impact of tourism on communities by reducing regional asymmetries;
5. Ensure the different activities are compatible with tourism;
6. Use the innovation ecosystem in tourism to develop solutions geared towards sustainability challenges;
7. Research and innovate for the circular economy;
8. Increase digitalisation in companies' activities.

#### 11 areas of activity and 80 actions

Axis I - STRUCTURE an increasingly sustainable offering - comprises a total of 80 actions intended to contribute to boosting increasingly sustainable behaviours on the part of both companies and tourist destinations. This could occur either through action at the level of public policies or through the provision of information or the implementation of technical support tools, the aim being to make businesses more competitive and generate benefits for the national economy and local communities.

## Areas of activity

1. ENHANCEMENT OF ENVIRONMENTAL EFFICIENCY IN THE TOURISM OFFERING
2. SUSTAINABLE COMPANIES AND DESTINATIONS
3. CLIMATE CHANGE MITIGATION
4. CIRCULAR ECONOMY
5. SUSTAINABLE MOBILITY
6. ACCESSIBILITY FOR ALL
7. ENHANCEMENT OF CULTURAL HERITAGE
8. ENHANCEMENT OF NATURAL HERITAGE
9. ENHANCEMENT OF THE NAUTICAL ACTIVITIES AND BEACH OFFERING
10. REDUCING INEQUALITIES
11. INNOVATION FOR SUSTAINABILITY

This Axis has an implementation rate of 82%, corresponding to 66 completed actions. The 11 actions under development (14%) will continue to be monitored by Turismo de Portugal and their respective promoters/partners.

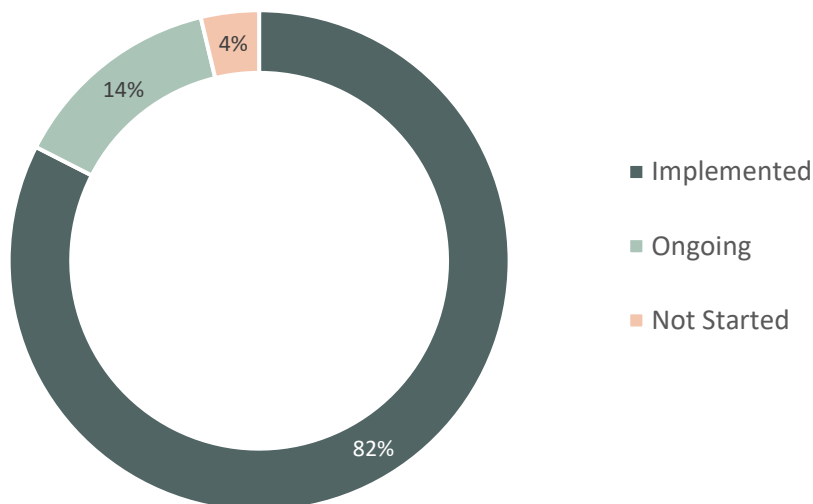


Figure 2 – Axis I Implementation Status – STRUCTURE

## 1. ENHANCEMENT OF ENVIRONMENTAL EFFICIENCY IN THE TOURISM OFFERING

This area targeted the strengthening of environmental efficiency in the tourism offering, playing a crucial role in responding to sustainability challenges. Four out of the six planned actions were completed. Carrying out these actions made it possible to provide agile tools specially adapted to the tourism sector, offering an effective approach to including the environmental component in management models and thus contributing to a significant transformation in the practices adopted by companies in the sector.

The successful implementation of these actions not only strengthens environmental resilience, but also positions tourism businesses at the forefront in promoting sustainable practices. As a result, a growing change in companies' operating standards is expected, consolidating an effective commitment to environmental preservation and sustainable development.

No.	Key actions	Implementation Status	Description
1	Review of Tourist Accommodation Ordinances - Local Accommodation and Tourist Accommodations (inclusion of mandatory sustainability requirements focusing on energy and water efficiency and waste production)	Under development	Ordinance No. 262/2020 of 6 November was published, establishing the operating conditions and identification of local accommodation establishments (article 17 of said ordinance lists certain environmental sustainability conditions that local accommodation establishments must prioritise). The ordinance classifying tourist accommodations is currently being assessed by the supervisory authority.
2	Definition of sustainability requirements in territorial management instruments (TMIs) for the installation of tourism uses	Completed	Within the scope of its assigned competences in the drawing up of territorial management instruments (TMIs), Turismo de Portugal has been ensuring the insertion of sustainability requirements in the installation of tourist accommodations, as well as golf courses (when referenced in the TMIs) in the regulations of the territorial plans, which directly and immediately bind individuals, as well as in the Territorial Programmes, which bind the Administration.
3	Definition of sustainability criteria for granting support under the Offer Qualification Support Line and the Enhance/Transform Programme	Completed	The inclusion of sustainability criteria for assessing the merit of investment projects in the Offer Qualification Support Line and the Enhance Programme was implemented with the aim of boosting an increasingly sustainable tourism offering.

4	<p><b>“For Sustainable Tourism” Platform - monitoring hotel consumption and disseminating information and good practices for increasingly efficient consumption</b></p>	Under development	<p>The project is currently being developed by AHP [Portuguese Hospitality Association - AHP], in partnership with ENA – Arrábida Energy and Environment Agency. Funded by the PPEC (ERSE), it is based on the development of tools and a technological platform for managing energy consumption (electricity, gas, water, etc.) in hotels, with a view to improving their energy performance. It is moving forward with a group of five pilot hotels.</p>
5	<p><b>AQUA+ Hotels - national benchmark for water efficiency</b></p>	Completed	<p>The AQUA+ Hotels Certification, developed by ADENE in collaboration with TP, was launched on 15 December 2022, with a collaboration protocol entered by TP and ADENE on the same date. AQUA+ Hotels is a simple, agile and voluntary instrument that allows the assessment and classification of the water efficiency of tourist accommodations and local accommodation, throughout their lives (design, construction, in use and rehabilitation). It is an important tool in supporting the sustainable transition of the tourism offering in Portugal. ADENE monitors participation and reports to TP whenever requested. A joint TP/ADENE training action is planned. More information at: <a href="https://www.aquamais.pt/aquamais-hotels/">https://www.aquamais.pt/aquamais-hotels/</a></p>
6	<p><b>Good Practice Guide for Sustainable Construction in Tourism Accommodations (new builds, conversion, upgrading) and dissemination of good practices</b></p>	Completed	<p>In collaboration with Turismo de Portugal, the NOVA University of Lisbon has produced the Guide "Construção Sustentável em Empreendimentos Turísticos" ("Sustainable Construction in Tourism Accommodations"). Please note that this guide is available in Portuguese only and can be found at: <a href="https://www.turismodeportugal.pt/guia-para-a-construcao-sustentavel-em-empreendimentos-turisticos">guia para a construção sustentável em empreendimentos turísticos (turismodeportugal.pt)</a> This Guide was part of the project "Sustainable tourism: a better future for [with] everyone". With the support of the Environmental Fund, it is intended to be a useful tool to help improve the eco-efficiency of tourist accommodations, encouraging greater uptake of sustainable practices and contributing to making the business more sustainable, with lower consumption of resources and greater economic and environmental benefits.</p>

## 2. SUSTAINABLE COMPANIES AND DESTINATIONS

To increase more sustainable behaviours, the measures under this line of action sought to provide companies and their employees and other entities with skills in managing tourist destinations through the provision of information and technical support tools.

There was an emphasis on the active dissemination of good practices, with the aim of empowering and guiding those involved in incorporating more sustainable behaviours into their respective operations.

In addition to helping to raise awareness among stakeholders about the importance of sustainability, the actions carried out helped to boost Portuguese and foreign tourists' confidence in Portugal as a safe tourist destination, and similarly among employees of companies in the sector and the general population.

Out of a total of 17 actions, 13 were completed, with 4 still under development.

No.	Key actions	Implementation Status	Description
1	Clean & Safe Seal 2020 - definition of sanitary hygiene requirements to make tourists and employees feel safe - Platform <a href="http://www.portugalcleanandsafe.pt">www.portugalcleanandsafe.pt</a>	Completed	The Clean & Safe seal was created by Turismo de Portugal with the aim of supporting companies in identifying the measures to be adopted to contain the COVID-19 pandemic and to boost Portuguese and foreign tourists' confidence in Portugal as a tourist destination, and similarly among company employees and the general population. This first version of the seal, launched in 2020, conveyed information on the necessary minimum measures in terms of social distancing, hygiene and cleaning of establishments, helping to promote Portugal as a safe destination. The requirements were defined in collaboration with the NOVA Medical School.
2	<i>Clean &amp; Safe Seal 2021</i> - boosting confidence in the offering through the updating of requirements and development of the Platform <a href="http://www.portugalcleanandsafe.pt">www.portugalcleanandsafe.pt</a>	Completed	The Clean & Safe seal remained in force throughout 2021, with the aim of conveying information as to the necessary minimum measures in terms of social distancing, hygiene and cleaning of establishments, at a time when the pandemic was still ongoing. Its purpose was to promote Portugal as a safe destination in the eyes of Portuguese and foreign tourists. The requirements, drawn up in collaboration with the NOVA Medical School and aligned with the demands of the situation, helped boost confidence in Portugal's tourism offering.

3	Clean & Safe Seal 2022 – upgrading of the post-COVID 19 offering in terms of the environment, safety, health and well-being	Completed	A new version of the seal was launched in June 2022, with the aim of functioning as an instrument to support companies in “crisis management”. Maintaining the focus on health issues, it also began to predict other public health crises, extreme phenomena and international constraints. For this new phase, partnerships were established with the NOVA Medical School, the National Emergency and Civil Protection Authority and the Rural Fire Integrated Management Agency – entities that collaborated in the preparation of the technical documents available to participants. Training for companies continued throughout 2023. The seal remained in force until June 2024.
4	Updating of the criteria for recognition as nature tourism - tourism recreational activities and tourist accommodations (Decree-Law No. 186/2015, of 3 September and Ordinance No. 261/2009, of 12 March, amended by Ordinance No. 47/2012, of 20 February)	Under development	The TP and the Institute for Nature Conservation and Forests (ICNF) worked together on a proposal for legislative changes to the nature tourism recognition process. The aim was to give greater relevance and visibility to the sustainable practices of tourism companies, as well as ensuring a more effective contribution of this procedure to the sustainable management of areas covered by the National System of Classified Areas. The proposal will be assessed by the supervisory authority.
5	Updating of the code of conduct for tourism recreational companies (Ordinance No. 651/2009, of 12 June)	Under development	The updating of the code of conduct for tourism recreational companies was also worked on by TP and the ICNF, within the scope of the previous action, with a view to forming part of a future Ordinance, to be submitted to the supervisory authorities in 2024.
6	ISO-TC 228 Sustainability: Translation and implementation of Standard ISO CD 23405 Tourism and related services – Sustainable tourism - Principles and terminology and model and Standard ISO 21401 Tourism and related services – Sustainability management system for accommodation facilities - Requirements	Under development	In 2021, SC 14 - Sustainability was created, integrated into TC 144 - Tourism Services, which ensures representation in ISO/TC 228/WG 13 - Sustainable Tourism. The following documents were presented at the third meeting of the Sustainability Monitoring Group: ISO 21401:2018 Sustainability management system for accommodation establishments - Requirements Under review by EG 13 - Sustainable Tourism); ISO 23405:2022 Sustainable tourism - Principles, vocabulary and model; and ISO/CD 18060 - Sustainable Tourism - Indicators for organisations in the tourism value chain - Requirements and guidance for use (under development by WG 13 - Sustainable Tourism). An assessment is expected to be carried out regarding whether the aforementioned documents should be translated, within the scope of the work of SC 14.

7	Review of the already-published Portuguese standards regulating tourism services	Completed	Through the various SC of TC 144 - tourism services, representation in various international WGs is ensured, namely: ISO /TC 228/ WG 1 Diving services; ISO/TC 228/ WG 2 Health; ISO/TC 228/ WG 3 Tourist Information; ISO/TC 228/ WG 7 Adventure Tourism; ISO/ TC 228/ WG 13 Sustainable tourism; ISO/TC 228/ WG 14 Accessible Tourism; ISO/TC 228/ WG 15 Accommodation; ISO/TC 228/ WG 16 Restaurants.
8	Production of technical information on nationally and internationally recognised sustainability certifications and seals for tourism activities and dissemination of examples of good practices	Completed	Documents on the subject are available on Turismo de Portugal's Business Portal. Note, in particular, Technical Guidance No. 7/DVO/2021 for AL [Local Accommodation] - "Environmental certification and environmental quality seals" and also technical information on Certifications and Quality and Sustainability Seals, applicable to Tourist Accommodations, Travel and Tourism Agencies and Tourism Recreation. At the same time, changes were made to the National Tourism Register to allow information on certifications and their respective validity periods to be input, thus creating a national register of certifications for tourist accommodations.
9	Enhancement of sustainable destinations – disseminating good practices by certified destinations and destinations in the process of becoming certified	Completed	Content was developed on Turismo de Portugal's Business Portal for the purpose of disseminating good sustainability practices for companies and destinations. A methodology for surveying and systematising good practices in tourist accommodations was also implemented, through a questionnaire that is answered during in-person visits. Following the survey of good practices, which should be continued, a report/presentation is expected to be developed, with systematisation of the results. Produced on a six-monthly or annual basis (depending on the volume of information collected) it is intended to contribute to informed decision-making in the area of sustainability, as well as to the possible development of specific action plans with a view to implementing improvements in good practices and addressing identified problems.
10	Good Practice Guides for Sustainability in Tourism Recreation and Events and dissemination of examples of good practices	Completed	The Good Practice Guide for Sustainability in Tourism Recreation was developed by Turismo de Portugal in partnership with APECATE, Proactivetur and ADERE. The guide presents a set of good practices for environmental, economic and social sustainability to be applied in tourism recreational activities, aiming to improve the quality of the tourist experience, minimising the impacts on cultural and natural heritage and taking the well-being of local communities into account. Available (in Portuguese only) at: <a href="http://Guia de Boas Práticas de Sustentabilidade para a Animação Turística (turismodeportugal.pt)"><u>Guia de Boas Práticas de Sustentabilidade para a Animação Turística (turismodeportugal.pt)</u></a>



11	<p><b>Good Practice Guide for Sustainability in Thermal Spas in Portugal and dissemination of examples of good practices</b></p>	Completed	<p>The Good Practice Guide for Sustainability in Thermal Spas, prepared by the Association Termas de Portugal, with technical support from ADENE and with the collaboration of Turismo de Portugal, was presented at the ATP Thermalism Congress, in October 2023. The Guide is a document that presents a set of good practices and management methodologies to be implemented by managers of thermal spa establishments. In particular, it addresses the question of energy and water efficiency, as well as promoting the quality of the tourist experience and reinforcing the role of these establishments in the sustainable development of Portugal as a tourist destination. Available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/guia-bp-sustentabilidade-termas-out-2023.pdf">guia-bp-sustentabilidade-termas-out-2023.pdf</a> (turismodeportugal.pt)</p>
12	<p><b>Good Practice Guide for Sustainability in Local Accommodation and dissemination of examples of good practices</b></p>	Completed	<p>Since tourist accommodations (TCs) and local accommodation (LA) both provide accommodation services for tourists, it was considered preferable not to treat them separately but, rather, to identify good practices that could be applied to both. Following this principle, no specific guide was drawn up for LA. However, this type of accommodation was taken into consideration in the preparation of both the "Good Practice Guide for the Circular Economy in Tourist Accommodation" and the "Guide to the Reduction of Single-Use Plastics in Tourist Accommodation". Both guides were drawn up with the support of the Environmental Fund, within the scope of the project "Sustainable tourism: a better future for [with] everyone". The action's planned goals were deemed to have been achieved, even though it was carried out in conjunction with others foreseen in the plan.</p>
13	<p><b>Dark Sky Astrotourism Destinations – Night Sky Protection Measures</b></p>	Under development	<p>The protection of the night sky is a relevant aspect in the context of the sustainability of territories and their ecosystems, but also has an impact on the public health of communities. Additionally, it allows the promotion of tourist experiences associated with astrotourism, especially in low-density territories. The work was started in conjunction with already-certified astrotourism destinations and also with the Institute of Astrophysics and Space Sciences. It will continue to be developed in 2024.</p>
14	<p><b>Creation of Working Groups for the development of Regional Ecotourism Programmes (Law 86/2019 of 3 September)</b></p>	Completed	<p>Pursuant to Law 86/2019, which aims to create regional ecotourism programmes (REPs), Turismo de Portugal emphasised the need for Regional Tourism Entities (RTEs) to develop their respective REP, setting up working groups comprising representatives from various entities. Since 2021, the different RTEs have integrated an REP into their activity plans, gradually developing actions adapted to the specific characteristics of their regions, sharing the common goal of promoting sustainable tourism and environmental conservation. Equally important is the role of RTEs in raising awareness among local tourism agents to offer service provision that preserves both the natural environment and local culture.</p>

15	Strategy for the Enhancement of the Interior – implementation of sustainability measures to boost tourism in low-density areas	Completed	<p>As part of this Strategy, Turismo de Portugal supported the launch of two pilot projects:</p> <p><b>_Walking Trail: Mills and Swamps of the Aveleda Stream and the River Onor</b> - Developed and completed in 2022, the aim here was to create the Great Cross-Border Pedestrian Route. Approved by the FCMP [<b>Portuguese Camping and Mountaineering Federation</b>], the route runs through the extreme northeast of Trás-os-Montes, using traditional and old public footpaths in the heart of the Montesinho Nature Park, allowing walkers to admire the heritage and ethnographic values that the route has to offer. Additionally, an app was created for the route to provide users with a wide range of functionalities. Geolocation makes it even more useful depending on exactly where and when the app is used.</p> <p><b>_Montesinho Park Observatory</b> - The project for the observatory, located in the Casa da Lama Grande complex, inside Montesinho Nature Park, has been completed and approved. Its aim is to ensure the monitoring of relevant environmental elements and study the dynamics of mountain ecosystems in the face of climate change, making it a prime facility for observation and scientific experiments.</p>
16	Working Group for Monitoring Tourism Recreation – constraints on the activity of tourism recreation companies	Completed	<p>The Inter-ministerial Working Group operated from July 2020 to July 2022. The interim and final reports presented to the supervisory authorities highlighted the matters in which it was possible to produce results as well as those that proved to be more complex, requiring continued coordination between the various areas of governance. Within the scope of the work carried out, the following stand out: (i) the <i>websig</i> tool with the georeferencing of tourism recreation activities that can be developed in protected areas and (ii) the "Guideline for beach management - surfing activities".</p>
17	National Tourism Award – recognition of successful cases in the following categories: Networked Tourism; Authentic Tourism; Sustainable Tourism; Trustworthy Tourism; Smart Tourism	Completed	<p>This initiative, organised by the BPI Bank and Impresa, with the institutional support of Turismo de Portugal, has been taking place annually since 2020. Each year, it has allowed us to highlight excellent public and private projects throughout the country. The 2023 edition attracted a total of 768 applications, distributed across the following categories: Authentic Tourism - 247; Gastronomic Tourism - 236; Inclusive Tourism - 65; Innovative Tourism - 108; and Sustainable Tourism - 112.</p>

### 3. CLIMATE CHANGE MITIGATION

The eight climate change mitigation and adaptation actions implemented by the plan play a crucial role in promoting more sustainable tourism. This is partly because they aim to reduce greenhouse gas emissions, but also because they focus on protecting the most fragile ecosystems, helping to increase the resilience of territories and their communities to climate change.

The focus on providing the sector with support information directly related to the adaptation and mitigation of climate change not only helps preserve resources, but also addresses tourists' growing expectations for responsible experiences.

Seven out of the eight planned actions were completed, and one that is currently under development should allow the establishment of a robust model for measuring/monitoring tourist load capacity.

No.	Key actions	Implementation Status	Description
1	Diagnosis of risk areas - climate change, physical desertification of soils, loss of biodiversity - and definition of the tourist load in the most sensitive territories (coast, inland waters and classified areas)	Under development	Since the topics to be addressed are complementary to each other, TP decided to merge this action with another one - "Definition of the tourist load capacity of territories for territorial planning purposes" - provided for in Axis IV. From this perspective, it was deemed important to have an efficient tool that would help in the definition of tourist load capacity on different territorial scales, ranging from specific urban spaces to municipalities, regions or the country as a whole. This would also enable more sensitive territories to be identified, such as protected areas or other similar areas whose individual characteristics mean they are deserving of particular care. To this end, TP is identifying partners for the development of a pilot project that will enable the goals of this action to be met.
2	National Strategy for Adaptation to Climate Change within the scope of the 2020/2030 National Climate Change Programme	Completed	The National Strategy for Adaptation to Climate Change (abbreviated to ENAAC in Portuguese) has contributed to raising awareness about climate change and its impacts, as well as outlining the measures that Portugal should adopt to minimise its effects. Within the scope of the 2020/2030 National Programme for Climate Change, TP is monitoring the work done under the National Strategy for Adaptation to Climate Change as part of the Economy WG, by participating at meetings and issuing opinions, whenever requested.

3	Water efficiency on golf courses in Portugal – diagnosis and proposals for improvement and integration within the scope of Regional Water Efficiency Plans	Completed	<p>In collaboration with Turismo de Portugal, the CNIG [National Council for the Golf Industry] and the Portuguese Golf Federation have produced the Guide "Eficiência Hídrica nos campos de golfe em Portugal" ("Water Efficiency on Golf Courses in Portugal"), available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/analise-da-eficiencia-hidrica-nos-campos-de-golfe-em-portugal">análise da eficiência hídrica nos campos de golfe em Portugal (turismodeportugal.pt)</a></p> <p>This Guide was part of the project "Sustainable tourism: a better future for [with] everyone", with the support of the Environmental Fund. It analyses water efficiency on golf courses in Portugal, with the aim of providing an updated perspective on water management practices in golf course irrigation and presenting strategic proposals for greater efficiency in water consumption on golf courses.</p>
4	Support for the implementation of water efficiency measures on golf courses	Completed	<p>Following the characterisation of good practices carried out through the Guide "Water Efficiency on Golf Courses in Portugal", an application was submitted to the <i>Life</i> 2022 programme, in collaboration with the CNIG, but it was not approved.</p> <p>In 2023, the Sustainable Tourism Line was launched, with an allocation of €50M in credit, with mutual guarantee, to support investments in the area of environmental sustainability, including investments related to water management. Due to its significance in the national context, the issue of water efficiency on golf courses will continue to be monitored in 2024.</p>
5	Good Practice Guide for carbon neutrality in tourist accommodations and dissemination of examples of good practices	Completed	<p>In collaboration with Turismo de Portugal, the NOVA University of Lisbon has produced the Guide "Neutralidade Carbónica em Empreendimentos Turísticos" ("Carbon Neutrality in Tourist Accommodations"), available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/guia-neutralidade-carbonica-nos-empreendimentos-turisticos">guia neutralidade carbonica nos empreendimentos turísticos (turismodeportugal.pt)</a></p> <p>This Guide was part of the project "Sustainable tourism: a better future for [with] everyone" with the support of the Environmental Fund. The Guide aims to be educational and provide guidance on principles, concepts and practices that tourist accommodations can and should adopt in order to take a new stance as responsible economic actors, while establishing new levels of quality in services and products, in response to the growing demands of guests who are already committed to, or aware of, climate change and sustainability.</p>
6	Information manual regarding heat waves and other extreme phenomena for tourists and tourist accommodations	Completed	<p>As part of the 2022-2023 Clean &amp; Safe Seal, technical documents and draft action plans were developed and are available to members at: <a href="https://portugalcleanandsafe.com/pt-pt">https://portugalcleanandsafe.com/pt-pt</a></p> <p>The new version of the Clean &amp; Safe Label currently functions as a support tool for companies for "crisis management". The aim is to boost people's confidence in Portugal as a safe tourist destination, whether they are national or foreign tourists, employees of companies operating in the sector or members of the general population.</p>

7	Guides for tourists on fire prevention at campsites, music festivals and walking/cycling routes	Completed	In collaboration with the Integrated Rural Fire Management Agency - AGIF, content was developed and disseminated regarding fire risk prevention recommendations for route managers, tourists and route users, as well as for promoters of music festivals and campsites. Available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/prevencao-de-incendios-rurais-e-seguranca-de-pessoas-e-bens-para-empresas-turisticas-e-turistas">Prevenção de incêndios rurais e segurança de pessoas e bens para empresas turísticas e turistas (turismodeportugal.pt)</a>
8	Two-year plan for climate change mitigation in UNESCO Geoparks	Completed	The Portuguese network of UNESCO Geoparks drew up a Climate Action Plan, which includes activities in the area of tourism: training sessions for partners in each Geopark to help them adopt good practices and manage resources sustainably; promotion of GEOfood routes and 100% Responsible by Geoparks programmes, aimed at tourism recreational companies; and reforestation actions. Many of the projects are continuing in 2024.

#### 4. CIRCULAR ECONOMY

Promoting the circular economy in tourism allows the life cycle of the materials used to be extended, through both reuse and recycling, producing effects in terms of the preservation of natural resources. Furthermore, the efficient use of energy and water not only reduces environmental impacts, but also generates opportunities for the creation of new jobs and the development of innovative technologies.

The 11 actions planned in this area were all completed and played an important role in stimulating the circular economy in the tourism sector, by creating conditions conducive to a significant transition towards a more circular economic model, based on the prevention, reduction, reuse, recovery and recycling of materials, water and energy.

In addition to promoting greater awareness on the topic, the measures are expected to lead to tangible economic benefits for companies, through the adoption of circularity principles that result in more efficient and responsible business practices.

No.	Key actions	Implementation Status	Description
1	Regional Agendas for Transition to the Circular Economy – integration of measures aimed at the tourism sector	Completed	Turismo de Portugal monitored the development of actions, identified by the Regional Tourism Entities (RTEs), which contribute to the transition to a circular economy (whether or not integrated into the regional agendas). These actions, some more specific than others, aim to implement strategies to reduce waste in the tourism sector, such as eliminating single-use plastics, encouraging reuse and recycling and/or making use of biodegradable packaging. The various initiatives implemented by the RTEs generally aim to promote the reduction of waste and the adoption of practices that minimise the consumption of natural resources, such as the efficient use of water and energy in tourist accommodation, encouraging the use of low-impact transport and opting for local and seasonal products. By gradually including more actions of this type and others in their regional agendas for the transition to the circular economy, with a view to raising awareness in the sector, the RTEs are helping promote more sustainable and resilient tourism. In turn, this contributes to the conservation of natural resources and the economic development of local communities.
2	Support to help companies in the sector adapt their business to the reduction/elimination of problematic or unnecessary single-use plastics	Completed	Plastic pollution, especially in the marine environment and clearly visible on beaches, is one of the greatest environmental challenges faced by the planet today. This is because most of these plastics are produced for single use only and they often end up being discarded without recycling. In view of this reality, Turismo de Portugal deemed it important to join the Portuguese Pact for Plastics (PPP), an unprecedented collaboration platform that brings together the different actors in the plastics value chain in Portugal. As such, TP joins government, producers, retailers, recycling entities, universities, NGOs, associations and others, as a founding institutional member. In this context, it participates in the work of the Pact with a view to helping companies in the sector eliminate or reduce the use of single-use plastics, as well as to better inform customers about the changes in behaviour necessary for a truly circular economy. More information about the PPP can be found at: <a href="https://www.pactoplasticos.pt/">https://www.pactoplasticos.pt/</a>

3	<p><b>Guide to Reducing Single-Use Plastics in Tourist Accommodation and dissemination of examples of good practices</b></p>	Completed	<p>In collaboration with Turismo de Portugal and with contributions from the Portuguese Pact for Plastics, Travel Without Plastic has produced the guide "Vamos Reduzir os Plásticos de Uso Único - Guia para Empreendimentos Turísticos" ("Let's Reduce Single-Use Plastics - Guide for Tourist Accommodations"), available (in Portuguese only) at: <a href="http://guia.vamos-reduzir-os-plasticos-de-uso-unico-para-o-alojamento-turistico.turismodeportugal.pt">guia vamos reduzir os plasticos de uso unico para o alojamento turistico (turismodeportugal.pt)</a>; complemented by the Communication Guide, available (in Portuguese only) at: <a href="http://guia-de-comunicacao-para-o-alojamento-turistico.turismodeportugal.pt">guia de comunicacao para o alojamento turistico (turismodeportugal.pt)</a> and also the <i>Self-Assessment Checklist</i>, published (in Portuguese only) at: <a href="https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/turismo-sustentavel-mai-2021-checklist-autoavaliacao-alojamento-turistico.xlsx">https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/turismo-sustentavel-mai-2021-checklist-autoavaliacao-alojamento-turistico.xlsx</a></p> <p>This guide and the documents complementing it were part of the project "Sustainable tourism: a better future for [with] everyone" with the support of the Environmental Fund. The documents were developed with the intention of providing entrepreneurs and employees working in the accommodation subsector with a useful tool to help them cut down on unnecessary single-use plastic.</p>
4	<p><b>Guide to Reducing Single-Use Plastics for Tour Operators and dissemination of examples of good practices</b></p>	Completed	<p>In collaboration with Turismo de Portugal and with contributions from the Portuguese Pact for Plastics, <i>Travel Without Plastic</i> has produced the Guide "Vamos Reduzir os Plásticos de Uso Único - Guia para Operadores Turísticos" ("Let's Reduce Single-Use Plastics - Guide for Tour Operators"), available (in Portuguese only) at: <a href="http://vamos-reduzir-os-plasticos-de-uso-unico:guia-para-os-operadores-turisticos.turismodeportugal.pt">Vamos reduzir os plásticos de uso único: guia para os operadores turísticos (turismodeportugal.pt)</a></p> <p>This guide and the documents complementing it were part of the project "Sustainable tourism: a better future for [with] everyone" with the support of the Environmental Fund. It was developed with the intention of being a useful tool for tourism agents, promoting a change in attitudes and the adoption of sustainable practices in the use of single-use plastics.</p>
5	<p><b>Good Practice Guide for the Circular Economy in Tourist Accommodation and dissemination of examples of good practices</b></p>	Completed	<p>In collaboration with Turismo de Portugal, AHRESP, has produced the "Boas Práticas para uma economia circular no Alojamento turístico" ("Good Practice Guide for the Circular Economy in Tourist Accommodation"), available (in Portuguese only) at: <a href="http://guia-de-boas-praticas-para-uma-economia-circular-no-alojamento-turistico.turismodeportugal.pt">guia de boas praticas para uma economia circular no alojamento turistico (turismodeportugal.pt)</a></p> <p>This guide is part of the project "Sustainable tourism: a better future for [with] everyone" with the support of the Environmental Fund. It sets out the guiding principles for a more circular and sustainable business, as well as a set of good practices and inspiring cases, which are just a few examples among many that the tourist accommodation sector has been implementing, demonstrating that it is possible to make business more sustainable, with economic and environmental benefits.</p>

6	<b>Good Practice Guide for Circular and Sustainable Catering and dissemination of examples of good practices</b>	Completed	<p>In collaboration with Turismo de Portugal, AHRESP, has produced the guide "Boas Práticas para uma Restauração Circular e Sustentável" ("Good Practices for Circular and Sustainable Catering"), available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/guia-de-boas-praticas-para-uma-restauracao-circular-e-sustentavel">guia de boas praticas para uma restauração circular e sustentavel (turismodeportugal.pt)</a></p> <p>This guide is part of the project "Sustainable tourism: a better future for [with] everyone" with the support of the Environmental Fund. The document is intended to be a guide from and for the sector, bringing together a set of good practices and examples that aim to alert catering and similar establishments to the urgent need for commitment to preserving the planet and its resources. It sets out guiding principles for a more circular and sustainable business.</p>
7	<b>HOSPES Platform - implementation of circular economy practices and social responsibility in tourist accommodation</b>	Completed	<p>Based on the pillars of social responsibility, environmental sustainability and the circular economy, the HOSPES Corporate Social Responsibility and Environmental Sustainability Programme was developed by the Associação da Hotelaria de Portugal [Portuguese Hospitality Association - AHP] in conjunction with hotels.</p> <p>Annually and depending on their participation in the year in question, members of the HOSPES Programme receive the "We Share" seal of Social Responsibility and "We Care" seal of Environmental Sustainability. The seals are intended to distinguish hotel units that contribute to the sustainable development of the activity through their participation in the programme, and to confer visibility and recognition among guests and industry stakeholders.</p>
8	<b>Make Better Use of Food in Tourism Project - Combating food waste in tourism</b>	Completed	<p>Created with the aim of combating food waste in restaurants, this project was absorbed by the Embrulha Project, identified below, since it and restaurants were deemed to be targeting the same outcome.</p>
9	<b>Embrulha Project - combating food waste in restaurants - project expansion</b>	Completed	<p>Promoted by LIPOR, in partnership with APHORT, the Embrulha Programme aims to revive the behaviour of taking leftover food home, without shame or prejudice, demystifying cultural issues. It consists of participating restaurants providing customers with biodegradable packaging free of charge. Customers can then take their leftover food away with them to eat at home, rather than it going in the bin.</p> <p>The project's expansion to the eight municipalities in which LIPOR operates - Gondomar, Maia, Matosinhos, Porto, Valongo and Espinho - has been completed. Currently, 119 restaurants are participating in the project.</p>



10	Gastronomy and Wines SELECTION Programme – creation of the new Sustainable Gastronomy segment	Completed	<p>The Gastronomy and Wines SELECTION Programme was developed by the AHRESP in partnership with Turismo de Portugal. It promotes a network of restaurants that guarantee customers' satisfaction by serving traditional Portuguese recipes, preferentially using Portuguese/regional products, implementing good practices and offering impeccable quality of service. At the same time, the programme instils a set of actions in terms of improving processes, enhancing services and qualifying and enhancing resources.</p> <p>In addition to “Service and Gastronomy” and “Hygiene and Safety” criteria, the programme now also includes “Sustainability” criteria, whereby aspects related to food waste, energy and water management and waste management are assessed.</p>
11	UNESCO Geoparks Portugal GEOfood Project - enhancing local sustainable food identities in geoparks and structuring network experiences	Completed	<p>The UNESCO Geoparks Portugal GEOfood Project is one of this Portuguese network's benchmark projects in terms of its activity to consolidate the methodology for recruiting, training and promoting members - local producers, restaurants and other businesses associated with local food identities. The GEOfood initiatives and members are advertised on the Geoparks' websites. The project is also replicated in the international Geoparks network. The development of routes with GEOfood partners is a project that will continue to be promoted by the Portuguese Geoparks network.</p>

## 5. SUSTAINABLE MOBILITY

Soft and cycling mobility, connectivity between territories and the adoption of means of transport with low or zero carbon emissions are some of the challenges to be met by the sector.

The five actions defined for sustainable mobility emphasise the areas identified above. The commitment to soft and cycling mobility and electric mobility is particularly noteworthy. It contributes directly to a reduction in GHG emissions associated with travel and, at the same time, to a more integrated tourist experience, encouraging visitors to explore places in a more authentic way.

Four out of the five actions were completed and one is still under development.

No.	Key actions	Implementation Status	Description
1	National Strategy for Active Cycling Mobility (ENMAC) – increase, management and promotion of cycling routes for tourism	Completed	Each year, while the plan was underway, Turismo de Portugal and its partners - IP Património, FPC and FPCUB staged activities aimed at promoting cycling routes for tourists and residents, within the scope of Measure E1 - 9 of the ENMAC, as well as monitoring the strategy, which will be running from 2020 to 2030.
2	Integrated management and promotion of the Atlantic Coast Route - EuroVelo 1, within the scope of the Collaboration Protocol with partners	Completed	In 2021, Turismo de Portugal, the FPCUB, Regional Tourism Entities, Regional Tourism Promotion Agencies and Intermunicipal Communities encompassed by the Eurovelo 1 Atlantic Coast Route signed a Collaboration Protocol with a view to arranging institutional coordination for the management, organisation and promotion of this route, which is a cornerstone of the Portuguese Trails projects. Since then, and during the term of the plan, annual meetings have been held at national level with partners, as well as regional monitoring meetings. The Collaboration Protocol remains in force.
3	Increase in electric charging stations and mobility through electric vehicles	Completed	Recognising the importance of the transport sector in tourism activity and taking into account the negative impacts caused in terms of greenhouse gas emissions and, consequently, climate change, Turismo de Portugal and the Environmental Fund conducted a study on the possibility of a support programme for converting the tourism sector's fleet into electric vehicles. However, it was not possible to implement this during the plan's term. However, a protocol was signed with MOBI.E, SA, for the purpose of installing a charging station in the Algarve Region, which resulted in the installation of 16 charging stations, one in each of the Algarve's municipalities. In 2023, the Sustainable Tourism Funding Line was launched. It includes, within the scope of sustainable mobility, the acquisition of electric vehicles for tourism activities and the installation of charging points next to the tourist accommodations or sites where tourist activities take place.
4	Study and assessment of the relevance of national energy certification benchmarks for tourism company fleets	Completed	Based on the MOVE+ fleet energy efficiency rating system, ADENE, which developed and operated the system, conducted a study called "Sustainable Mobility in the Tourism Sector". The study aims to identify opportunities and make recommendations for improving sustainable mobility practices in tourist accommodation facilities in Portugal, taking into account current practices in the tourism sector with regard to mobility and the potential for improvement identified through the application of the rating methodology. Study and survey results available at: <a href="https://www.movemais.pt/adene-apresenta-estudo-mobilidade-sustentavel-turismo/">https://www.movemais.pt/adene-apresenta-estudo-mobilidade-sustentavel-turismo/</a>

5	<p><b>Creation of a Working Group for Sustainable Mobility (urban areas, low density, natural areas) to identify trends and propose actions to increase connectivity in territories through low or zero carbon services</b></p>	<p>Under development</p>	<p>Turismo de Portugal is monitoring the International Working Group Partnership on Sustainable Tourism Mobility (PEP), on sustainable mobility in the tourism sector. Its aim is to strengthen cooperation and increase the capacity of organisations to develop and implement sustainable mobility projects that are convenient and attractive for tourists and local communities. A document is being prepared that should include technical guidelines and examples of shared good practices - "Sustainable Tourism Mobility - Guidance for Pan-European Countries". At the same time, Turismo de Portugal is monitoring the CEiiA pilot project "Voluntary Local Carbon Market", to be implemented in Matosinhos. This project aims to encourage the adoption of green behaviours in exchange for individual rewards (through discounts on the acquisition of green goods and services) and collective rewards (through the well-being that the purchased credits can generate from the investment that can be made in the green economy). Turismo de Portugal intends to assess the possibility of supporting the implementation of the project in other territories.</p>
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## 6. ACCESSIBILITY FOR ALL

Accessibility in territories is one of the priorities of tourism activity, since only an inclusive offer, accessible to all, makes it possible to achieve the pillar of social sustainability, in addition to strengthening the competitiveness of businesses and tourist destinations.

Four out of the five intended actions were implemented during the plan's term, with one project still ongoing.

The actions implemented demonstrate the effort made to raise awareness, among promoters of public and private projects, regarding the need to consider physical and communication accessibility actions as a priority investment in their projects, thus ensuring greater universality in access to new tourist services and products.

No.	Key actions	Implementation Status	Description
1	All for All Programme – training the sector to increase accessible and inclusive tourism offerings and development of technical tools for accessibility	Completed	Within the scope of the All for All Programme axes related to adapting the offering and training tourism agents, new technical guides were made available, several webinars were held and good practices from public and private projects were disseminated, focusing on creating accessibility conditions for all. The tourist regions of Alentejo, Algarve and Central Portugal have also developed projects to train their partners in accessibility. Information available (in Portuguese only) at: <a href="https://turismodeportugal.pt">All for All Programme - Portuguese Tourism (turismodeportugal.pt)</a>
2	Inclusion of accessibility criteria for granting support within the scope of the Offer Qualification Support Line and the Enhance/Transform Programme	Completed	The inclusion of accessibility criteria for assessing the merit of investment projects in the Offer Qualification Support Line and the Enhance/Transform Programme was implemented with the aim of expanding the inclusive offering in the territories.
3	Accessible Beach Programme – Beach for All – distinguishing beaches through the “Accessible Beach” Award and disseminating good practices	Completed	This programme has seen an annual increase in the number of beaches awarded the "Accessible Beach" classification, attesting to a growing investment by bathing area managers in accessibility for all. In 2023, 242 beaches were distinguished, 42 more than in 2020.
4	Accessible Festivals Programme – distinguishing accessible cultural festivals and disseminating good practices	Completed	The first edition of the Accessible Festivals Programme took place in 2023. Its aim is to encourage promoters of cultural festivals to make their events accessible to everyone and thus be distinguished and advertised as an inclusive offering. The programme is expected to continue and attract an increasing number of applications.
5	Development of a pilot project “Peneda Gerês National Park: more accessible and inclusive” and dissemination of methodology to be applied to other Protected Areas	Under development	A project is underway through ADERE – Peneda Gerês and its partners to increase accessibility in the Peneda Gerês National Park, including accessibility conditions at the Park's "Gates", on pedestrian trails and support equipment, with completion expected by the end of 2024.

## 7. ENHANCEMENT OF CULTURAL HERITAGE

As a strategic asset for national tourism, cultural heritage has been enhanced by the actions implemented. The measures taken contributed to the preservation of the tangible and intangible values that characterise and differentiate us as a tourist destination and that generate benefits for the national economy and for local communities.

The impact of the actions carried out in this area is noteworthy in terms of the upgrading of cultural assets and diversification of the tourism offering in territories with lower tourist demand, helping to reduce seasonality and promoting more sustainable tourism.

Five out of the seven actions planned for this area were completed and two are under development.

No.	Key actions	Implementation Status	Description
1	REVIVE Programme - Recovery and enhancement, for new tourist uses, of currently totally or partially vacant and run-down architectural heritage of interest	Completed	The REVIVE Programme aims to promote and streamline the processes of rehabilitation and enhancement of vacant public heritage so that it can be used for tourism-related economic activities. The intention is to help make regional destinations more attractive to tourists, spreading demand over a wider area, and to develop tourism in the various regions of the country, generating wealth and jobs, and thereby contributing to the economic and social cohesion of the territory. By December 2023, 29 tenders had been launched and 21 contracts had been signed. In June 2023, the third phase of REVIVE was announced, with 16 more properties joining the programme. REVIVE currently has 65 properties.
2	REVIVE NATURE Programme - Recovery and enhancement, for new tourist uses, of property located in low-density territories	Completed	The REVIVE Nature Programme aims to recover and enhance public properties that have been vacant for decades, most of which are located in areas blessed with valuable natural heritage. Taking into account the properties' original functions, histories and geographical specificities, their potential for attracting tourists is considerable. By the end of 2023, 35 properties belonging to the Revive Nature Fund had been awarded - 34 as a result of tenders and one by direct agreement.
3	Revitalise Fortresses Programme - revitalising heritage to attract new audiences (focusing on enhancing the interior and territorial cohesion)	Under development	This ongoing programme aims to boost tourist enjoyment of the border fortresses. Types of investment to be carried out in the fortresses have been identified and will be included in Turismo de Portugal's funding lines. Examples of actions carried out under the programme include technical visits to the territories, the identification of themed itineraries and a series of webinars dedicated to border fortresses.

4	Action Plan for Industrial Tourism – development of the tourism offering anchored in the enhancement of national industrial activity and industrial heritage	Completed	The Dynamic Group of the Portuguese Industrial Tourism Network conducted several actions to promote this new tourism offering. Noteworthy activities include training sessions, webinars, technical visits and also, since 2022, the "Discovering Industrial Tourism" activities agenda. By the end of 2023, the network consisted of around 200 industrial heritage and living industry resources, with the visiting conditions set out in the Good Practice Guide for Industrial Tourism. The network continues to work towards consolidating and promoting Industrial Tourism in order to attract national and international demand. Information available (in Portuguese only) at: <a href="https://turismoindustrial.turismodeportugal.pt">Turismo industrial (turismodeportugal.pt)</a>
5	National Saber Fazer ("How To") Programme - sustainable development of artisanal production	Under development	Turismo de Portugal monitored the process of setting up the How To Association, within the scope of the National How To Programme, and remains available to collaborate with the Ministry of Culture in the sustainable development of artisanal production.
6	National Strategy for Intangible Heritage – contribution to the enhancement of Intangible Cultural Heritage and its promotion for tourism purposes	Completed	Turismo de Portugal joined the National Network of Intangible Heritage, promoted by the former Directorate-General of Cultural Heritage, in October 2023. The organisation is therefore expected to continue collaborating with different partners, including Regional Tourism Entities, in enhancing intangible cultural heritage and promoting it for tourism purposes.
7	Regional projects for the touristic enhancement of cultural heritage, focusing on key assets and territorial cohesion	Completed	Turismo de Portugal monitored the implementation of projects to enhance cultural heritage tourism, focusing on key assets, developed by RTEs, with actions implemented through partnerships with regional/local economic agents. Practical examples of these projects include the revitalisation of historic centres, the creation of tourist routes based on local cultural traditions, the organisation of themed festivals and the promotion of endogenous and artisanal products. The actions included in these projects contribute to the diversification of the tourism offering by covering territories with lower tourist density, reducing seasonality and promoting sustainable and responsible tourism that benefits local communities.

## 8. ENHANCEMENT OF NATURAL HERITAGE

All five actions planned for the enhancement of natural heritage were fully implemented. This made it possible to implement measures aimed at enriching the regions' tourism offering by promoting the preservation of natural resources and biodiversity.

By enhancing the value of various natural assets and their connectivity, it was possible to contribute to increasing the offering of tourist experiences associated with the enjoyment of natural heritage, dignifying it as a national strategic asset. In turn, this led to economic benefits as well as growing environmental awareness among both local communities and tourists, resulting in a better balance between development and preservation.

No.	Key actions	Implementation Status	Description
1	Portuguese Trails – “100% Responsible” Programmes (programmes from “bike-and-walk friendly” companies that incorporate sustainable practices)	Completed	This initiative, launched by Turismo de Portugal, aimed to highlight the sustainable practices that companies are employing in the cycling and walking programmes included in Portuguese Trails. The requirements necessary for the 100% Responsible Programmes and the experience of companies that implement these programmes were disseminated during several webinars and training actions. At the end of 2023, 151 programmes from 22 companies were available on the <a href="#">Portuguese Trails - Cycling and Walking website</a> . Turismo de Portugal intends to continue working with cycling and walking companies to increase the number of programmes that incorporate environmental and social sustainability practices.
2	Geotourism – “100% Responsible” Programmes (programmes from partner companies of UNESCO Portugal Geoparks that incorporate sustainable practices)	Completed	Turismo de Portugal and the Portuguese UNESCO Geoparks network launched the initiative “100% Responsible by Geoparks Programme” with the aim of encouraging partner companies in these territories to implement and promote sustainable practices in their tourism programmes. As part of the initiative, training sessions were held, and good practices were shared. By the end of 2023, around 50 company programmes were available on the Geoparks websites.
3	Tools for disseminating good practices in Nature Tourism in the National Network of Protected Areas, in accordance with the Special Plans and Programmes for Protected Areas and in liaison with the goals of Natural.PT	Completed	In June 2023, the ICNF [Institute for the Conservation of Nature and Forests] made the Web-SIG - Nature tourism activity tool available. This lets tourism companies access systematised and visually detailed information on the tourism activities that can be developed and their respective location in Protected Areas, taking the respective territorial management instruments into account. More information at: <a href="https://geocatalogo.icnf.pt/geovisualizador/atn_atividades/">https://geocatalogo.icnf.pt/geovisualizador/atn_atividades/</a>

4	<p>Responsible Motorhome Programme - Development of an integrated network of Motorhome Service Areas (MSAs) to provide support for motorhome owners; Guide on Sustainable Motorhome Ownership; awareness-raising and monitoring to combat illegal motorhome parking and unfair competition practices in motorhome rental; creation of the “Life Campers” brand</p>	Completed	<p>The initiatives planned under the Responsible Motorhome Programme were implemented, with the aim of responding to the growing demand for this modality and fostering the adoption of appropriate measures to harmonise its practice with environmental, public health, land planning and land transport requirements. The highlights are:</p> <p><b>_ The creation of the “Life Campers” brand</b>, with the aim of raising awareness among tourists about the need to respect the environment and local populations, as well as the use of suitable places for parking and overnight stays and the adoption of good practices. An information leaflet has been made available (in Portuguese only) at: <a href="https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/folheto-autocaravanismo-jun-2023-por.pdf">https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/folheto-autocaravanismo-jun-2023-por.pdf</a></p> <p><b>_ The publication of the Good Practice Guide for Motorhomes</b>, which aims to inform both motorhome owners and entities responsible for licensing Service Areas of the applicable legislation and current rules. The guide is available (in Portuguese only) at: <a href="https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/guia-boas-praticas-autocaravanismo-jul-31.pdf">https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/guia-boas-praticas-autocaravanismo-jul-31.pdf</a></p> <p><b>_ Protocols signed</b> with the competent authorities to step up monitoring and sanctions for illegal situations and practices</p> <p><b>_ In collaboration with FCMP updated information is provided on the location and services</b> available at each MSA in the MSA network through the Outdoor Routes Portugal platform - <a href="https://outdoor-routes.pt/service-areas/">https://outdoor-routes.pt/service-areas/</a>. The platform is currently being expanded.</p>
5	<p>Regional projects for the touristic enhancement of natural heritage, focusing on key assets and territorial cohesion</p>	Completed	<p>Turismo de Portugal monitored the implementation of projects to enhance cultural heritage tourism, focusing on key assets, developed by RTEs, through the promotion of natural resources in the various regions, which are particularly unique, attractive and can be integrated into themed tourist itineraries. These would include protected areas, nature reserves, water resources, distinct flora and fauna, specific ecosystems and more. Investment in improving infrastructure such as trails, viewpoints, bridges and signage helps increase the tourism offering in the territories. It also encourages sustainable and responsible tourism practices in the preservation and conservation of local biodiversity. Connecting the different natural attractions of the regions encourages visitors to explore different areas, which helps to distribute the tourist flow in a more balanced way.</p>



## 9. ENHANCEMENT OF THE NAUTICAL ACTIVITIES AND BEACH OFFERING

The promotion and development of sustainable tourism in coastal and marine areas creates economic opportunities for local communities and, at the same time, encourages the conservation of marine ecosystems.

Under this premise, with the aim of guiding the structuring of products and tourism offerings through sustainability principles, the actions developed focused on qualifying and enhancing the infrastructures, equipment and services related to this strategic asset. Additionally, they contributed to promoting more sustainable management of nautical tourism activities.

The four actions were carried out in conjunction with a range of partners who play a leading role in enhancing the nautical and bathing offering and whose involvement proved to be essential.

No.	Key actions	Implementation Status	Description
1	Guidance for managing tourist activities on surf spot beaches	Completed	With the aim of contributing to better management of surfing activities in bathing areas, this guide sets out good practices that entities managing these bathing areas can implement, ensuring compliance with planning rules, the compatibility of activities and the safety of participants and other users, in accordance with principles of simplicity, equality and transparency. Turismo de Portugal, APA, DGAT, DGRM and IPDJ were involved in creating the guide in collaboration with the APECATE and AESP and with consultations with the FPS and municipalities. Available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/guia-orientador-para-a-gestao-de-praias-com-atividades-de-surfing">guia orientador para a gestão de praias com atividades de surfing (turismodeportugal.pt)</a>
2	Good Practice Guide for Sustainability in infrastructures supporting nautical tourism on the coast and in rivers and reservoirs, and dissemination of examples of good practices	Completed	This guide is the result of a joint effort by Turismo de Portugal, APPR, Fórum Oceano, Docapesca, Associação Bandeira Azul and the University of Algarve. It was published in March 2023. It is a document that contributes to the sustainable management of infrastructures supporting nautical tourism. It presents a set of good management practices, of recognised effectiveness, which make it possible to improve the (environmental, economic and social) sustainability of infrastructures supporting nautical tourism, whether they take place in coastal areas or inland waters. The aims are to improve the quality of the experience of people doing water sports, as well as tourists and visitors, without neglecting the well-being of the local community that hosts them; minimise the impacts on fauna, flora, soil and water resources; and foster the continuous improvement of energy efficiency. Available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/guia-sustentabilidade-turismo-nautico-tdp-2023.pdf">guia-sustentabilidade-turismo-nautico-tdp-2023.pdf (turismodeportugal.pt)</a>

3	<b>Action Plan for the Sustainability of the Network of Nautical Stations</b>	Completed	Within the scope of the plan defined by Fórum Oceano, the following initiatives stand out: signing of a protocol with Biosphere Portugal to raise awareness about sustainability among partner nautical stations; training actions on accessible tourism, in partnership with Turismo de Portugal; review of the regulation for the certification of nautical stations and involvement of the ABAAE in the Assessment Committee, reinforcing the sustainability aspect in the certification process. The new regulation for the certification of nautical stations reiterates the importance of sustainability practices in the work of these partner networks, which is why it will continue to be worked on in this context.
4	<b>Blue Flag Award - sustainable development through criteria related to Environmental Information and Education, Bathing Water Quality, Environmental Management, Safety and Services, Social Responsibility and Community Involvement</b>	Completed	The Blue Flag Award, managed by the ABAAE, distinguishes bathing areas, ports and marinas and ecotourism vessels that meet the sustainability criteria established and confirmed by the national jury. This period saw a consolidation in the number of award-winning beaches and growth, albeit moderate, in terms of other types. More information at: <a href="https://bandeiraazul.abaae.pt/">https://bandeiraazul.abaae.pt/</a>

## 10. REDUCING INEQUALITIES

Persistent inequalities in tourism can manifest themselves in various ways - territorial, gender, educational, economic and others - and must be combatted and managed proactively using different approaches and solutions, in order to guarantee the social aspect of sustainability.

Five of the six actions planned for this area were completed. The aim was to raise awareness of existing inequalities in the sector and encourage the adoption of social responsibility measures capable of mitigating them, thereby helping to improve the quality of tourism and promote changes towards a more inclusive and sustainable society.

No.	Key actions	Implementation Status	Description
1	Creation of a Working Group for Volunteer Tourism - identification of potential and action proposals to increase the national offering	Completed	<p>The implementation of this action did not result in the creation of a working group for volunteer tourism as it was considered that the topic was not sufficiently mature for the purpose. Turismo de Portugal carried out a survey of national and international entities and initiatives working in the area, which could be useful in future pilot projects. A technical session dedicated to volunteer tourism and cultural heritage was also held in Portel, and involved several partners: the Alentejo Regional Tourism Entity, Portel Municipal Council, SPIRA, the Alentejo Regional Directorate for Culture, the Alto Alentejo Intermunicipal Community (CIMAA), the Alentejo Litoral Intermunicipal Community (CIMAL) and the former DGPC.</p> <p>The work carried out provided an understanding of the potential of the offering when there is coordination between civil society entities, institutional partners and companies, with a view to formatting experiences that not only satisfy the expectations of tourists, in the context of travel, but that also have a positive impact on the territories/communities in which these volunteering experiences take place.</p>
2	Gender equality - Survey of relevant cases of women's empowerment in tourism and dissemination of good sustainability and innovation practices led by women	Completed	<p>The monitoring by the WTTC Working Group on Equality and Women's Leadership in Tourism is one of the actions worth highlighting. Included in its scope was the translation and dissemination of the WTTC Cancun Women's Initiative Declaration, to which TP is a signatory. The Declaration recognises the contribution of women around the world and the importance of an equitable environment for women that allows them to thrive as leaders, entrepreneurs and innovators.</p> <p>Available (in Portuguese) at: <a href="https://www.turismodeportugal.pt/en/declaracao-de-intencoes-de-lideranca-de-mulheres-em-turismo">THE CANCUN WOMEN'S INITIATIVE DECLARATION - Global Declaration and Platform: Women's Equality and Leadership - 27 April 2021 (turismodeportugal.pt)</a></p> <p>A Collaboration Protocol was also entered into between Turismo de Portugal and the Commission for Citizenship and Gender Equality with a view to implementing, in 2024, a Training Plan in Equality and Non-Discrimination for companies through the school network and also a pilot training aimed at Turismo de Portugal managers.</p>
3	Creation of a discussion forum on the impacts of tourism activities on communities and production of a Good Practice Guide to minimise the negative impact of tourism activities on communities and maximise its positive effects	Not started	<p>It was considered that it would be more fruitful for the action to be developed following the development and implementation of the Tool for analysing the Tourist Load Capacity, provided for in Axis IV under the action "Definition of the tourist load capacity of territories for territorial planning purposes". This is why it was decided not to proceed with the creation of the forum at this stage.</p>

4	Social inclusion in tourism – Study on the reality in companies in the sector (characterisation of age group, gender, nationalities, special needs, etc.)	Completed	The study on "The Job Market for the Tourism Sector", developed by the University of Aveiro for Turismo de Portugal, aimed to analyse, evaluate and forecast the job market in tourism and its subsectors over 10 years, including the characterisation of the sector's evolution at a global and national level. The final report was based on nearly 5,000 surveys of tourism workers and students, with the aim of characterising the conditions of the current labour market in the sector in Portugal. It brings together a set of proposals and strategic paths pointing to how work in the tourism sector should be in the future. Final report available (in Portuguese only) at: <a href="http://Estudo do mercado de trabalho para o setor do turismo: relatório final (turismodeportugal.pt)"><u>Estudo do mercado de trabalho para o setor do turismo: relatório final (turismodeportugal.pt)</u></a>
5	Series of lectures on social responsibility in the sector and the right to leisure for all	Completed	This action was carried out through various initiatives targeting the sector's social responsibility. Among the training and awareness-raising actions, the following stand out: _The partnership between Turismo de Portugal and an NGO in the Zambujal Neighbourhood (the first neighbourhood in the world with SDG urban art – SDG <i>graffiti</i> on the side facades of buildings). A volunteer effort was carried out with Turismo de Portugal employees, who helped clean and prepare the facades for SDG 11 (Sustainable Cities and Communities). _The partnership between Turismo de Portugal, the INATEL Foundation and ISTO (International Social Tourism Organisation) provided a platform at the ISTO Congress held in the Azores and at the ISTO Europe Forum held in Brussels for reflection and debate on the right to leisure for all and the importance of reducing inequalities in the tourism sector.
6	Pilot project in intergenerational learning to collect and enhance collective memory and develop tourist experiences	Completed	The INATEL Foundation and Turismo de Portugal have developed a pilot project based on Intangible Cultural Heritage and anchored in the themes of Gastronomy (culinary practices) and Social Practices (cultural manifestations and festivities): The Bread and Olive Oil Cycle in Portalegre. In this territory, the project allowed the involvement of local partners associated with the themes, an INATEL hotel facility and the Portalegre Hotel and Tourism School. An intergenerational learning action was carried out through workshops dedicated to bread and olive oil production. It involved students from the school and local players from several generations. Thanks to this action, the INATEL Foundation was able to build a themed tourist route - "The Bread and Olive Oil Cycle". Entities involved: Centre for Studies and Promotion of Alentejo Olive Oil, Marvão Municipal Council, Marvão Olive Tourism (Olive Tourism Project) and the Belmira Tea House in Castelo de Vide.

## 11. INNOVATION FOR SUSTAINABILITY

By supporting innovation in tourism, we have helped tourism companies be more competitive and efficient in the consumption and management of services, infrastructures and resources, with a view to establishing Portugal as a smart destination.

For this area of activity, the work developed by NEST – Tourism Innovation Centre was fundamental, given its mission to promote innovation and the use of technology in the tourism value chain, supporting the development of new business ideas, projecting experimentation, and training companies in the transition to the digital economy.

The four actions carried out ranged from ideation to the acceleration of budding solutions and the dissemination of those that have matured and are ready to be put into practice.



Image 1 – Monsaraz Castle, Évora

No.	Key actions	Implementation Status	Description
1	NEST – Mind The Tourism – R&D programme focused on sustainability in tourism businesses	Completed	<p>The programme took place in 2021, organised by NEST in cooperation with <i>Planetiers</i> and UNL ToHo. It aimed to bring together the areas of tourism, sustainability and technology as a systemic opportunity to stimulate entrepreneurship in tourism activities, promoting the development of new ideas and business models capable of transforming the sector. There was a particular focus on mitigating the environmental impact of the various phases of a tourist's journey, from the moment they arrive at their destination to the moment they return to their place of origin. In particular, the programme included six <i>Talks by Planetiers</i>; six <i>Roundtables</i>: <b>Hackathon</b> with 26 mentors and 18 selected teams. More than 170 people were involved in this programme. This activity was sponsored by Fidelidade and Vila Galé as the <i>main sponsors</i> and Microsoft, NOS, Via Verde, Turismo de Portugal and NOVA as partners.</p>
2	NEST – Future Labs Sustainability – Laboratories for experimenting ideas and pilot projects in the area of sustainability and accessibility in tourism	Completed	<p>The following projects were supported:</p> <p><b>1/ Water Resources Management   Noytrall</b> Noytrall offers a guest consumption monitoring system that lets hotels create a new pricing paradigm, creating a sustainable pricing model. It will be possible to separate guest consumption from the hotel's base price, offering transparency and fairness in rates. Guests pay for what they consume.</p> <p><b>2/ Virtual Concierge   Xoltar</b> Xoltar provides an AI solution supported by a digital kiosk through an interactive virtual representative. This avatar is equipped with the ability to answer questions about the hotel and area history, as well as recommending attractions based on content provided by the 11 Hotel School.</p> <p><b>3/ Web app for Accessibility   Accessible Portugal</b> <i>GuestAccess</i> is a digital tool, a free web app for training developed in partnership with Turismo de Portugal and the Accessible Portugal Association. Its aim is to increase knowledge and encourage the adoption of correct measures by all accommodation and restaurant employees, in order to facilitate and improve the experience of guests with functional limitations or special needs.</p> <p><b>4/Yoonik   Digital Identity in Hospitality</b> The purpose of the YooniK ID product is to create a de facto identity for the hospitality, retail and other industries that is strongly GDPR compliant. The main idea of this component is to store a biometric token cryptographically signed by an identity provider on the user's smartphone and use this information to prove identity on any device authorised by a biometric recognition combination.</p> <p><b>5/ Sciven   Cogeneration, Energy Efficiency and Decarbonisation</b> <b>SCIVEN</b> is a clean-tech company focused on the development and implementation of turnkey solutions for the production, storage and management of thermal and electric energy for the tourism, industry and energy communities sectors.</p> <p>More information available at: <a href="https://www.nestportugal.pt/resources/future-labs/">https://www.nestportugal.pt/resources/future-labs/</a></p>

3	<b>NEST - Digital tool for sustainability self-diagnosis</b>	Completed	<p>With the aim of supporting SMEs in terms of sustainability, NEST has developed a diagnostic tool called T+, with technical support from PwC. This tool, aimed at companies in the tourism industry, aims to assess the carbon footprint of SMEs in the sector, raise awareness among them and indicate points for improvement that can bring greater efficiency and cut costs.</p> <p>Available free of charge since April 2021, the tool also allows information to be collected for Turismo de Portugal's annual sustainability report, as it has the capacity to methodically capture data from the sector.</p> <p>Since its creation, the T+ tool has performed more than 160 diagnoses and is available at:  <a href="https://www.nestportugal.pt/resources/tplus-a-ferramenta-de-autodiagn%C3%B3stico-de-sustentabilidade/">https://www.nestportugal.pt/resources/tplus-a-ferramenta-de-autodiagn%C3%B3stico-de-sustentabilidade/</a></p>
4	<b>Ideas competition for the creation of a tool to weigh bio-waste and food waste in tourist accommodations and restaurants</b>	Not started	This did not go ahead because there were already solutions available on the market.
5	<b>Support for start-ups with sustainability-orientated projects, within the scope of the FIT Network acceleration programmes</b>	Completed	<p>Promotion of the presence of start-ups at events such as BTL 2022 and 2023 (seven FIT sustainability start-ups), Tourism Innovation Summit (one FIT sustainability start-up in 2023 and two in 2023).</p> <p>Promotion of the presence of start-up services aimed at general sustainability solutions in NEST's communication networks in several posts, in a total of around 25 communication pieces.</p>
6	<b>Ideas competition for the creation of a technological tool for the assessment and voluntary compensation of the "responsible tourist" footprint</b>	Not started	This did not go ahead during the plan's term because it was considered that, before developing a tool, a consensus would need to be reached on the methodology for accounting for the footprint per entity, as well as agreeing on the existence of a common source for compensation.



## AXIS II

### QUALIFY

#### Sector agents



#### Goals

1. Qualify and train young people and professionals in sustainability practices, as agents of change;
2. Ensure the integration of the pillars of sustainability across educational and training projects;
3. Educate for sustainability and the circular economy;
4. Enable companies to sustainably manage their activity and business;
5. Enable tourist destinations to meet the planet's demands in terms of sustainability.

#### One area of activity and 17 actions

Axis II - QUALIFY the sector's agents - comprises 17 actions focused on: the valorisation of tourism professions; the training of human resources; the continuous training of entrepreneurs and managers; and the importance of the dissemination of knowledge and information as a decisive contribution to aligning supply with a tourist demand that is increasingly responsible, conscious and attentive to the necessary social and environmental adaptations.

#### Areas of activity

##### 1. TRAINING FOR SUSTAINABILITY

The implementation rate for this axis is 88%, corresponding to 15 completed actions. Of the two actions under development, the Internal Sustainability Plan of Turismo de Portugal and its network of schools stands out due to its significance. The plan is materialised in the "Roadmap for Carbon Neutrality", which is currently being prepared. Turismo de Portugal will thereby reaffirm its ambition to lead the transition to carbon neutrality through the involvement of the entire Turismo de Portugal value chain, thus contributing to mitigating the impacts of climate change, which is imperative for the competitiveness of tourism.



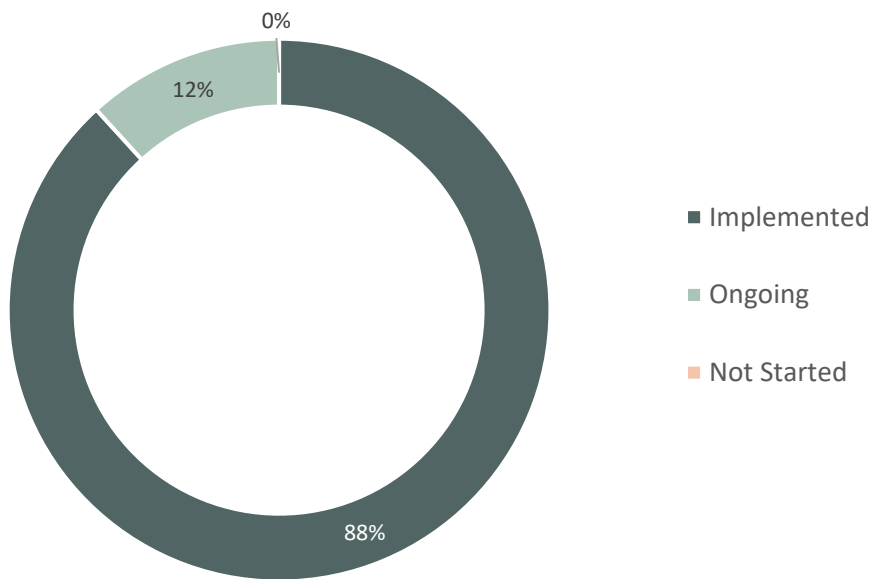


Figure 3 – Axis II Implementation Status – QUALIFY

## 1. TRAINING FOR SUSTAINABILITY

The training of tourism sector agents, providing them with tools that allow them to make choices that contribute to more sustainable management of tourism businesses and destinations, ensuring that tourism can continue to grow without compromising the natural, cultural and social resources of local communities, is essential to increasingly enhancing the destination.

Education for sustainability is an essential component in enhancing tourism professions, the training of human resources, the ongoing training of entrepreneurs and managers and the dissemination of knowledge and information, in alignment with tourist demand and the responsible performance of tourist activities.

No.	Key actions	Implementation Status	Description
1	Increasing the training content on sustainability, circular economy and energy and water efficiency in courses offered by Turismo de Portugal's schools	Completed	<p>Since 2020, new content has been developed and expanded in the areas of Sustainability in Tourism. This has been done through the creation and development of short-term training courses for sector professionals, modules in the various initial training courses aimed at young people, and a vast number of lectures, <b>workshops</b> and initiatives have also been held in these areas, namely: Executive Training Courses for sector professionals: 354 courses and 17,598 participants; Number of participants taking the initial training course modules: 2,069 young people; Number of participants attending lectures and <b>workshops</b>: 8,371; Number of participants in sustainability initiatives (practical activities developed with school communities): 31,161</p>
2	Training in Circular and Sustainable Catering Management	Completed	<p>Within the scope of this action, several international projects were developed:</p> <ul style="list-style-type: none"> <li>_ <b>Vet4FoodProject</b>, (ERASMUS+) aimed at creating a training module on food system sustainability for vocational education. Four online training sessions were held for instructors from the countries involved and a <b>handbook</b> on teaching and learning strategies was drawn up;</li> <li>_ <b>GrowLife</b> Project, which aims to promote a more sustainable food system and contribute to a systemic behaviour change among producers, consumers and policies;</li> <li>_ <b>Eat4Change</b> project, which aims to promote the transition to sustainable diets among young people between the ages of 15 and 35, working jointly with companies and authorities to adopt more sustainable production practices. Workshops were held, sustainable menus were created and a contest to create the winning menu was held, involving 114 students from four schools.</li> <li>_ <b>Aim2Sustain</b> project (ERASMUS +) aiming to create teaching/learning content on sustainability topics aimed at professionals in the HoReCa channel.</li> <li>_ <b>PANTOUR Project</b> (ERASMUS+), which aims to implement, at European level, the "Blueprint for Sectoral Skills Development in Tourism". This digital, sustainability and social skills plan for the tourism sector will develop new tools and methodologies to support cooperation between vocational education, higher education and companies in the tourism sector, seeking to boost innovation in Europe.</li> </ul> <p>Regarding the Circular and Sustainable Catering Management course, a session organised by the EHT Lisbon was held at the Digital Academy in 2021, attracting 40 participants.</p>
3	Development of e-learning content (MOOCs) in the area of sustainability, for independent learning	Completed	<p>Three micro-credentials were created on an e-learning basis and editions of all of them were developed, namely: Sustainable Tourism, 26 hours; four actions, with 100 participants; Circularising the Economy and Tourism, 26 hours; three actions, with 75 participants; Social Responsibility in Tourism Companies, 26 hours; two actions, with 50 participants.</p>

4	Integration of SDGs at education and training institutions	Completed	Turismo de Portugal collaborated in the preparation of the second volume of the e-book "Sustainability – Sustainable Development Goals (SDGs)" in the practices of Education and Training Institutions". An initiative by the IPQ and CS11 (Sectoral Commission) with guidelines for implementing the SDGs in teaching and training practices. The ebook can be found at: <a href="https://storagewebsiteipq.blob.core.windows.net/website/2021_ebook_sustentabilidade_cs11_ipq_.pdf">https://storagewebsiteipq.blob.core.windows.net/website/2021_ebook_sustentabilidade_cs11_ipq_.pdf</a>
5	Creation of an Education for Sustainability "Seal" to be awarded to courses/training that include content promoting sustainability.	Under development	As part of the process for recognising courses developed by other entities, the sustainability component is valued and counts towards Turismo de Portugal certification. Training for sustainability in tourism is a necessary path and one that is increasingly being taken up by tourism agents. Recognising the importance of the Education for Sustainability goals contributes to the positioning and competitiveness of Portugal as a sustainable tourist destination.
6	Educating for Sustainable Tourism Project - Training Programme for Primary and Secondary Schools for Sustainability in Tourism	Completed	In 2022-2023, the <i>Gera t</i> Project was created, in partnership with the Ministry of Education. The aim was to promote Education for Tourism, with a special focus on the areas of Sustainability and Social Responsibility. Two project-structuring documents were drawn up: The guiding document for the development of the project in schools at the Ministry of Education and a reference for Education for Tourism, which provides guidance for teachers. Both documents are available in digital format. Actions/projects carried out: <i>Gera t</i> Project 2022-2023: 24 Projects/Actions (Actions at 12 Ministry of Education basic education schools and 12 Turismo de Portugal schools) <i>Gera t</i> Project 2023-2024: 30 Projects/Actions
7	BEST Programme - training companies and destinations on sustainability issues	Completed	The BEST - Business Education for Smart Tourism Programme is a business training and capacity building programme that aims to promote the development of strategic and competitive management skills of tourism companies. It aims to encourage their preparation in relation to the current challenges and trends of the global market. Under the BEST Programme, 11 actions were carried out between 2020 and 2023, covering various areas of sustainability (1,928 participants). From 2022, the 360° Tourism Companies Training Programme began, with the aim of training companies in specific ESG areas. By October 2023, 27 actions (1,114 participants) had been carried out.
8	Executive Training Programme on Sustainability covering the three pillars of economic, social and environmental sustainability, for active professionals	Completed	The Sustainability Upgrade Programme, developed by Turismo de Portugal for professionals in the tourism sector, aims to help employees of micro and small companies acquire new knowledge and develop new skills. This will allow them to structure their businesses with new value propositions, which are more sustainable and capable of responding to the future demands of the sector, through the integration of good economic, environmental and social sustainability practices. From December 2020 to December 2023, 216 actions were carried out (8,957 participants).

9	Creation of a Short-Term Training Unit on Sustainability in Tourism to be included in the National Qualifications Catalogue (cutting across all levels of training and courses)	Completed	The Guide, to be published in the National Qualifications Catalogue, was developed within the scope of the IPQ's Sectoral Commission for Education and Training. It aims to be a guiding document for training on sustainability in tourism, contributing to the implementation of sustainable practices in education and training institutions and an inspiration for any organisation that wishes to include sustainable activities in its activity.
10	Training plan for the sustainability of destinations and companies, according to the criteria of the Global Sustainable Tourism Council (GSTC)	Completed	The GSTC provided training for Turismo de Portugal employees, covering topics such as the GSTC mission, namely the recognition of sustainability certifications, and the GSTC standards for companies and destinations, including cases of international good practices.
11	Training plan for tourism agents in fire risk, self-protection and safety	Completed	The training of tourism agents to manage fire risk situations was handled within the scope of the Clean & Safe Seal. This effort began in 2022, through the provision of technical support documents, within the scope of the management of extreme phenomena, complemented with training at the Digital Academy, for Seal participants.
12	Report assessing the impact of local accommodation; creation of sustainability areas (replacing containment areas)	Completed	<p>The dynamics of supply and demand have led to the emergence and proliferation of a range of new accommodation realities. In this context, the figure of local accommodation was created to encompass the provision of temporary accommodation services in establishments that did not meet the legal requirements to qualify as tourist accommodations.</p> <p>In order to clarify the rules applicable to local accommodation establishments, the Technical Guide "Local Accommodation, Legal Regime" was drawn up and published. Among other information provided, it lists the environmental sustainability conditions that AL establishments must prioritise. Available (in Portuguese only) at: <a href="https://www.turismodeportugal.pt/alojamento-local/regime-juridico">Alojamento local: regime jurídico (turismodeportugal.pt)</a></p>
13	Creation of a Working Group for waste management in coastal tourist destinations and training of agents	Completed	<p>The goals of this action were not achieved through the creation of a working group. With the aim of raising awareness and training the sector, and in line with Portuguese Environment Agency (APA) guidelines, the Good Practice Guide for Circular and Sustainable Catering and the Good Practice Guide for a Circular Economy in Tourist Accommodation (identified in Axis 1), include information and recommendations, in a specific chapter on waste management.</p> <p>Turismo de Portugal monitors legislation on waste management and the resulting constraints for tourist accommodations and restaurants.</p>

14	Creation of a discussion forum on the impacts of tourism activities on local communities and biodiversity, particularly in classified areas	Completed	<p>The goals of this action were not achieved through the creation of a discussion forum. However, the intended goals were achieved through other actions included in other axes and action areas in the plan.</p> <p>Turismo de Portugal has encouraged the sector, together with the RTEs, to develop several initiatives that aim to minimise the negative impact on local communities and biodiversity, especially in classified areas, such as nature reserves, national parks or other protected areas. With the aim of qualifying sector agents to promote sustainable tourism activity, Turismo de Portugal, the RTEs and other partners carried out several awareness-raising/training actions, which contributed to the reflection on issues such as pressure on natural resources, pollution, loss of biodiversity and socio-economic impacts on communities.</p>
15	Plan of events and awareness-raising actions for sustainability promoted by the Turismo de Portugal's Hotel and Tourism Schools	Completed	<p>The Turismo de Portugal Schools Network carries out recognised work in the area of education for responsibility, promoting the sustainable development of local communities, people, territories, and cultural, environmental and social heritage. With the aim of qualifying agents in the sector through training for sustainability, a plan of events aimed at raising awareness was implemented. The plan included lectures, workshops and seminars on the theme of sustainability, namely:</p> <p>2022 - organisation of 197 lectures/workshops and seminars 2023 - organisation of 231 lectures/workshops and seminars</p>
16	Internal Sustainability Plan for Turismo de Portugal and its network of schools	Under development	<p>Turismo de Portugal is in the process of drawing up its "Roadmap for Carbon Neutrality". TP has decided to join the global movement of leading organisations and develop its own Roadmap for Carbon Neutrality, thus helping to mitigate the impacts of climate change and, at the same time, leading the sector by example. The work is being done in collaboration with the NOVA University of Lisbon, which is providing support for the internal project team in drawing up the roadmap.</p>
17	Turismo de Portugal Sustainable Employee Commitment Letter	Completed	<p>All TP employees were challenged to voluntarily sign the "Sustainable Employee Commitment Letter", through which they commit, on a professional and personal level, to the gradual growth of sustainability, particularly in tourism, in conjunction with the five pillars of the SDGs. 130 employees signed up.</p>



## AXIS III

## PROMOTE

## Portugal as a sustainable destination



### Goals

1. Ensure that Portugal is internationally recognised as a sustainable destination;
2. Promote sustainable tourism offerings throughout the territory and throughout the year;
3. Promote sustainable tourism demand;
4. Promote sustainable tourist mobility within Portugal;
5. Raise awareness among tourists about responsible behaviour.

### Thirteen areas of activity and three actions

The actions included under Axis III - PROMOTE Portugal as an increasingly sustainable destination - aim to mobilise people and transform their trips into authentic and sustainable experiences, capable of generating a positive impact on territories, the environment and communities, placing Portugal at the forefront of sustainable tourism.

#### Areas of activity

1. **REINFORCE THE PERCEPTION OF PORTUGAL AS A SUSTAINABLE DESTINATION**
2. **EXPAND TOURIST DEMAND THROUGHOUT THE WHOLE TERRITORY AND THE WHOLE YEAR**
3. **PROMOTE RESPONSIBLE TOURISM AND TOURISTS**

All 13 actions within the three areas were completed, meaning that Axis III - PROMOTE Portugal as a sustainable destination - was fully accomplished.

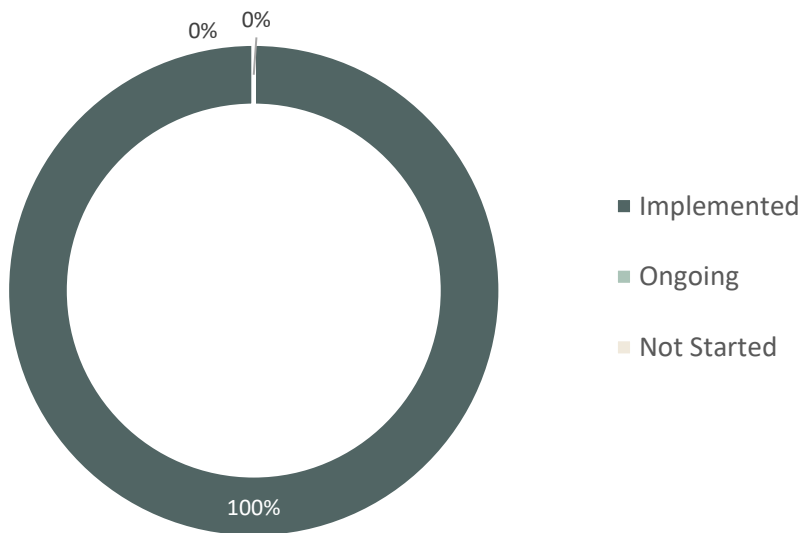


Figure 4 – Axis III Implementation Status – PROMOTE

## 1. REINFORCE THE PERCEPTION OF PORTUGAL AS A SUSTAINABLE DESTINATION

Strengthening tourism activity in a more sustainable way and focusing on the entire value chain has helped Turismo de Portugal work on the vision of the tourism of the future. Sustainability is one of the focuses of the destination's promotion, maintaining the purpose of projecting Portugal as a competitive, safe and sustainable destination and contributing to responsible tourism and the protection of the planet.

The six actions were implemented in their entirety, taking advantage of the positive situation and relevant opportunities such as the holding of the Oceans Conference in Portugal in 2022.

Cross-cutting sustainability practices were implemented in several promotional actions, in the form of press trips and fam trips, and in support of events that allowed the impact to be extended to different targets (tourists, journalists, operators and event promoters).

No.	Key actions	Implementation Status	Description
1	Production of content that improves the perception of Portugal as a sustainable destination, aimed at domestic and international markets	Completed	Turismo de Portugal supported the production of communication for the 2022 Oceans Conference, namely press, portal and social media, and also the production of a side event to present projects by Turismo de Portugal and partners associated with sustainability. Multiple content projects were developed to promote Portugal as a more sustainable destination, namely, <i>Rout-e</i> and <i>SketchtourPortugal Reload</i> <a href="https://www.youtube.com/playlist?list=PLuMAo-oYI9zi4v8upDnTwfjSa8vXt5F8g">https://www.youtube.com/playlist?list=PLuMAo-oYI9zi4v8upDnTwfjSa8vXt5F8g</a> Also worth mentioning is the support for the Brand Images, Sustainable Destination project. <a href="https://www.imagensdemarca.pt/categoria/pl1---destino-sustentavel/">https://www.imagensdemarca.pt/categoria/pl1---destino-sustentavel/</a>
2	Creation of campaigns to promote responsible tourism	Completed	Turismo de Portugal has promoted and developed several projects, namely: <b>_Hello World Campaign Jan 2021</b> <a href="https://www.youtube.com/watch?v=JgRwvUxmhOM">https://www.youtube.com/watch?v=JgRwvUxmhOM</a> <b>_Social Media Content</b> - A range of content associated with sustainable behaviours was produced and published on <i>VisitPortugal</i> platforms <b>_Wall of the Oceans</b> - An urban art intervention was promoted on Rua Ivone Silva, in partnership with CML, Hospital Curry Cabral, Oceano Azul Foundation and <i>Crack Kids</i> . The project aims to draw attention to the need to preserve marine species. <b>_Unwanted Shapes</b> <a href="https://www.youtube.com/watch?v=Ft9tIrfOFA&amp;list=PLuMAo-oYI9zj-aM-Qa7kmKzixvgYUGBP">https://www.youtube.com/watch?v=Ft9tIrfOFA&amp;list=PLuMAo-oYI9zj-aM-Qa7kmKzixvgYUGBP</a>
3	Production of more content on sustainable mobility in Portugal, aimed at domestic and international markets	Completed	In the area of destination promotion, Turismo de Portugal produced content on the need to adopt means of transport with low or zero CO2 emissions, to reduce the carbon footprint of travel. TP supported the <i>Rout-E</i> project "Discover Portugal by electric motorbike", which suggests five itineraries from north to south of the country - Porto and North, Central Portugal, Lisbon, Alentejo and Algarve - showing routes and places that characterise the best of the country. The promotion of sustainable mobility aims to associate a different way of travelling (sustainable travel) with a diverse and authentic offering outside the usual attractions of large cities. Available (in Portuguese only) at: <a href="https://www.visitportugal.com/pt-pt/content/rout-e-descobrir-portugal-de-mota-eletrica">https://www.visitportugal.com/pt-pt/content/rout-e-descobrir-portugal-de-mota-eletrica</a>
4	Carrying out visits by international tour operators and media, organised with a view to fulfilling the SDGs established in the plan, including the creation of a manual with suggestions for sustainable practices	Completed	The press trips were organised with various underlying responsible options: direct flights with the lowest CO2 emissions, trains and electric vehicles (whenever possible); inclusion of sustainable projects in the itineraries; avoiding the use of plastic (e.g. water bottles) and reducing waste. Press trips carried out: 2021 - 552; 2022 - 674; 2023 - 590.



5	Promote the attraction of events related to sustainability	Completed	The Portugal Events support programme for events has been launched by Turismo de Portugal. It applies to the whole of Portugal and targets events that, due to their positioning and visibility, contribute to the creation of territorial dynamics, diversification of the tourist experience and consequent dispersion in space and time, or which foster the international projection of the country and its regions. Sustainability is an eligibility and assessment criterion for events, associated with the development of strategic tourism products, in applications to the Portugal Events programme.
6	Encourage the organisation of events with good sustainability practices	Completed	The incentive system of the Portugal Events programme supports events that are catalysts for attracting tourists and that simultaneously enhance the assets and resources of Portugal and its regions, highlighting a clear positive discrimination of the interior in this respect. Associative or corporate events that boost the dynamism of local economies, particularly in low-density areas. The mobilisation of value-generating investment for inland territories is intrinsic to sustainability criteria, as it only selects events that reinforce tourist attractiveness and simultaneously contribute to the sustainable tourism development of these territories. From 2021 to 2023, the Portugal Events programme supported a total of 14 events in low-density territories.

## 2. EXPAND TOURIST DEMAND THROUGHOUT THE WHOLE TERRITORY AND THE WHOLE YEAR

The actions implemented aimed to make Portugal a more cohesive country, enhancing the tourism offering throughout the whole territory and the whole year. In this way, the aim was to contribute to the sustainability of destinations and companies, attract and retain population and investment, expand cross-border supply and promote new products and collaborative and innovative ecosystems.

Four of the planned actions for this area were carried out, with training, communication and marketing actions being developed for various tourism segments that will have contributed to expanding demand throughout the whole territory and the whole year.

No.	Key actions	Implementation Status	Description
1	Development of communication actions to promote low-density territories, particularly inland areas of the country	Completed	<p><b>_In 2022, the campaign to promote the Villages and Towns of Portugal was launched.</b> It aims to encourage responsible tourism, by enhancing the interior, praising the impressive attributes of the villages and towns and showcasing the specificity of the different territories.</p> <p><b>_Organisation of the promotional campaign targeting the interior of Portugal, within the scope of the More Interior Tourism Agenda,</b> launched in May 2023. The project "Journey through your interior" highlights the experiences that mark the inland areas, off the beaten track and discovering what is most genuinely Portuguese. The campaign was developed in phases on two radio stations (Rádio Comercial and TSF) and on RTP, from June 2023 to January 2024.</p> <p><a href="https://www.visitportugal.com/pt-pt/content/viaja-pelo-teu-interior">https://www.visitportugal.com/pt-pt/content/viaja-pelo-teu-interior</a> (in Portuguese only)</p> <p><a href="https://www.rtp.pt/play/p12551/viagem-ao-teu-interior">https://www.rtp.pt/play/p12551/viagem-ao-teu-interior</a></p> <p><b>_The promotion area developed and reinforced the production of creative materials</b> in these low-density territories, namely the interior of the country (2020 - 2023).</p>
2	Capacity building for tourism operations in low-density territories on the mainland and in the outermost regions of the Azores and Madeira, particularly with regard to collaborative networks established in the territory	Completed	<p>The Collaborative Networks Marketing Plan was developed, establishing liaison with APAVT (Portuguese Association of Travel and Tourism Agencies), with a view to qualifying the tourism operation and integrating the collaborative networks that have been set up in the territory in the offering of tourist agents.</p>
3	Communication and marketing plans for tourism products that extend tourism activity throughout the whole year and promote longer stays	Completed	<p>Marketing plans were implemented within the scope of the Action Programme for Literary Tourism and the Action Plan for Wine Tourism.</p> <p>In this context, content and multimedia "pairings" were created between wine and some of the country's strategic tourism assets, promoting the wine tourism experience in Portugal. To promote Literary Tourism, content was created for this tourism offering through Literary Tours, Travel with Books and Casas dos Escritores. Available (in Portuguese only) at: <a href="https://www.visitportugal.com/pt-pt/content/roteiros-literarios">https://www.visitportugal.com/pt-pt/content/roteiros-literarios</a></p> <p>Communication and dissemination actions were also developed, within the scope of the collaborative networks, with the aim of promoting the enhancement of low-density territories and the creation of differentiating tourism products.</p>

4	Communication actions to attract new tourist segments that contribute to expanding demand throughout the whole territory and the whole year.	Completed	<p>Project support was provided and content associated with new segments was developed, namely:</p> <p><b>_Literary tourism: <i>Sketch Tour Portugal Reload, Journey to Portugal Revisited and Literary Tours</i>.</b> These projects aim to position Portugal at the top of the list of preferences for national and international tourists, and demonstrate that the destination is prepared to welcome all those who wish to enjoy nature, heritage, culture and all the assets that continue to make Portugal a destination of choice. Available at: <a href="https://www.sketchtourportugal.com/">https://www.sketchtourportugal.com/</a> and <a href="https://www.journeytoportugalrevisited.com/">https://www.journeytoportugalrevisited.com/</a></p> <p><b>_Wine tourism: With the motto "Portugal goes with wine", Portuguese Wine Tourism</b> is a wine tourism promotion programme to showcase Portugal as a destination through its wines, combined with authentic experiences of discovery, adventure, art and music. Available at: <a href="https://www.portuguesewinetourism.com/pt-pt/">https://www.portuguesewinetourism.com/pt-pt/</a></p>
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### 3. PROMOTE RESPONSIBLE TOURISM AND TOURISTS

The tourism of the future, which incorporates balanced development goals, implies a change in attitude across the entire value chain - destinations, companies and tourists. Thus, the actions defined in this area of intervention aimed to aggregate everyone's commitment to more responsible tourism, raising awareness regarding changing attitudes and more conscious and responsible behaviours, and encouraging the adoption of good environmental and social practices, with the aim of protecting and conserving destinations.

This is an ongoing challenge that calls for the involvement of companies and tourists and appeals for travel to become a commitment to the planet, as each person is responsible for reducing the impact of their trip.

The three planned and implemented actions resulted in the production of a range of video and image content for dissemination on social media and digital media campaigns.

No.	Key actions	Implementation Status	Description
1	Development of content that allows tourists to be more responsible and adopt more sustainable practices	Completed	Production of content and launch of various promotional campaigns, aimed at tourists adopting more responsible behaviours and sustainable practices in the destination during their visit, experience and interaction with local territories and communities; and, at the same time, to promote the development of tourism activity in a responsible and sustainable way. The campaigns developed place sustainability and authenticity at the heart of the promotional strategy.
2	Sustainable Tourist Manifesto: Creation of content and factual information that allows tourists to have a clearer understanding of their impact and provides them with mechanisms to mitigate it	Completed	Prepared in 2023 and launched in January 2024, Turismo de Portugal's promotional campaign "It's not tourism. It's futourism" aims to reinforce Portugal's commitment to leading the tourism of the future. More than a campaign, it is an initiative that aims to inspire action and transform trips to Portugal into authentic, sustainable experiences able to generate a positive impact on the country, environment and communities. Available at: <a href="https://youtu.be/pH_ex7KTpIE">https://youtu.be/pH_ex7KTpIE</a>
3	Development of content that encourages good sustainability practices across the entire tourism value chain: destinations, companies and tourists	Completed	In addition to the previous campaign, and through the new slogan "Visit Portugal. It's not tourism. It's futourism", Turismo de Portugal is promoting a campaign aimed at the sector's entire value chain. The main focus is on the tourists of the future, with the film "Futourism", in five languages, with 12 commitments to mobilise and inspire people to take an active role in the changes that are needed in tourism, in Portugal and in the world. The campaign is aimed at domestic and foreign markets. Available at: <a href="https://youtu.be/pH_ex7KTpIE">https://youtu.be/pH_ex7KTpIE</a> #Futourism



## AXIS IV

### MONITOR

## Sustainability metrics in the sector



### Goals

1. Ensure continuous monitoring of sustainability metrics through a broad and stable framework of indicators;
2. Ensure the dissemination of results.

### Two areas of activity and nine actions

Under the maxim that it is only possible to act on what we know, a total of nine actions included under Axis IV - MONITOR the sector's sustainability metrics - aim to enable decision-making and are essential to ensure effective action on the sector.

### Areas of activity

1. **PERFORMANCE MONITORING FOR SUSTAINABILITY IN THE TOURISM SECTOR**
2. **KNOWLEDGE PRODUCTION**

With six actions completed, the implementation rate of this axis is 67%. Two further actions remain under development, both included in the Knowledge Production area of activity.

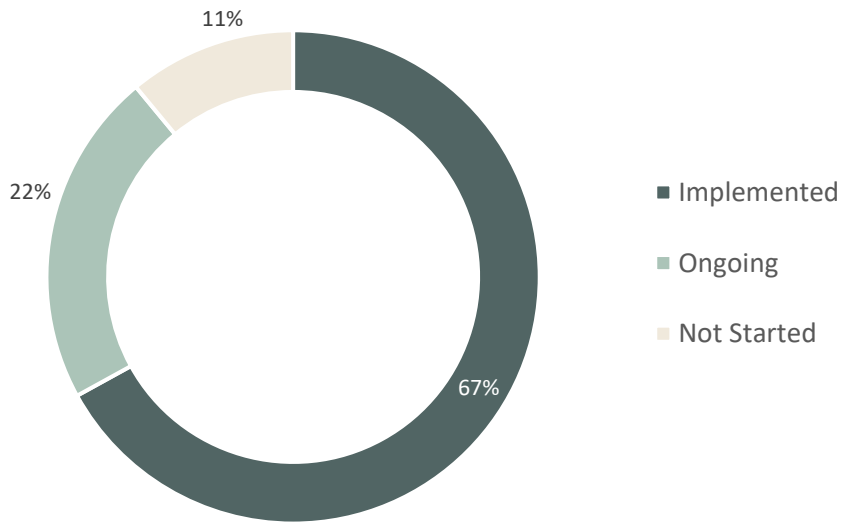


Figure 5 – Axis IV Implementation Status – MONITOR

## 1. PERFORMANCE MONITORING FOR SUSTAINABILITY IN THE TOURISM SECTOR

As a strategic reference for tourism in our country, the 2027 Tourism Strategy explicitly features sustainability as a guiding principle. It aims to affirm tourism as a hub for economic, social and environmental development throughout the territory, positioning Portugal as one of the most competitive and sustainable tourist destinations in the world. It therefore became necessary to develop concrete actions that allow the monitoring of this strategy and, above all, that contribute to having more real and precise knowledge, contributing to the decision-making of tourism stakeholders.

The four actions implemented allow for this systematic monitoring, thus contributing to a better understanding of the tourism sector from the sustainability perspective.

No.	Key actions	Implementation Status	Description
1	Regional Sustainability Observatories integrated into the UNWTO Network of Observatories (INSTO)	Completed	Seven Sustainability Observatories have been created in the various regions. The aim is to gain in-depth knowledge of the impacts of tourism activity on the territory and achieve greater efficiency in the planning and management of destinations, thereby helping to establish Portugal as an international leader in terms of sustainability. Four of the observatories already belong to the international INSTO network and three are in the process of joining. <a href="https://travelbi.turismodeportugal.pt/sustentabilidade/observatorios-regionais-de-sustentabilidade/">https://travelbi.turismodeportugal.pt/sustentabilidade/observatorios-regionais-de-sustentabilidade/</a> (in Portuguese only)
2	Monitoring of sustainability indicators at destination level based on international recommendations from UNWTO, the European Travel Commission (ETC) and the Global Sustainable Tourism Council (GSTC) and in line with the 17 SDGs	Completed	In line with its strategic goals, Turismo de Portugal monitors environmental, economic and social sustainability. To this end, 28 indicators were created. They are available on <i>TravelBI</i> and are updated regularly. <a href="https://travelbi.turismodeportugal.pt/">https://travelbi.turismodeportugal.pt/</a>
3	Survey on the environmental impact and social responsibility of Tourist Accommodations and Local Accommodation (with more than 10 beds) covering energy and water efficiency, waste management and reduction/elimination of single-use plastics	Completed	In line with the environmental sustainability goals established in the 2027 Tourism Strategy, Turismo de Portugal carries out an annual survey of tourist accommodations to collect information on good environmental practices. The results of the survey are published on <i>TravelBI</i> . <a href="https://travelbi.turismodeportugal.pt/">https://travelbi.turismodeportugal.pt/</a>
4	Turismo de Portugal and Sector Annual Sustainability Report	Completed	Every two years, Turismo de Portugal prepares the Institute's sustainability report. These reports aim to share with all stakeholders the work that the Institute has developed within the framework of the priorities established in the 2027 Tourism Strategy and its contribution to the sustainable development goals, in all aspects of its performance as an organisation. Available at: <a href="https://travelbi.turismodeportugal.pt/sustentabilidade/relatorio-de-sustentabilidade-202021/">https://travelbi.turismodeportugal.pt/sustentabilidade/relatorio-de-sustentabilidade-202021/</a>

## 2. KNOWLEDGE PRODUCTION

The creation of a set of new tools that allow the structuring, systematisation and dissemination of knowledge to support strategic decision-making in the public and private sectors is one of the concerns of the **Reactivate Tourism | Build the Future plan**.

Key aspects of this are sharing and participating in international networks and the inclusion of the entire local accommodation universe in our official statistics. Also fundamental is the creation of a platform that allows the involvement of Turismo de Portugal partners in sharing knowledge, in order to optimise the production and dissemination of information and knowledge produced to support sector companies in their strategic and investment decision-making processes. The definition of public policies and the promotion of academic research are also targeted.

No.	Key actions	Implementation Status	Description
1	Knowledge co-production platform in the area of Tourism, to be integrated into the <i>Travel BI</i> open database	Under development	A platform is currently under development that will allow the involvement of Turismo de Portugal partners in sharing knowledge.
2	Definition of the tourist load capacity of territories for territorial planning purposes	Under development	Due to the complementary nature of the topics to be addressed, TP decided to merge this action with the action to diagnose risk areas and define the tourist load of the most sensitive territories, provided for in Axis I. From this perspective, it was deemed important to have an efficient tool that would help in the precise definition of tourist load capacity on different territorial scales, ranging from specific urban spaces to municipalities, regions or the country as a whole. This would also enable more sensitive territories to be identified, such as protected areas or other similar areas whose individual characteristics mean they are deserving of particular care. The main goal will be to establish a robust model for measuring/monitoring load capacity at different scales, taking into account the particularities of each area.
3	Ideas competition for a pilot project to monitor tourist visits to protected areas in order to assess load capacity	Not started	Although no ideas competition actually took place, this action is related to the action "Diagnosis of risk areas and definition of the tourist load of the most sensitive territories", provided for in Axis I.



4	<b>International networks to disseminate good practices in Portugal</b>	Completed	Turismo de Portugal has participated in several meetings of the UNWTO, ETC, OECD, ISTO, TIS Seville and other organisations, as well as in several national and international seminars and conferences, with the aim of sharing good practices in the area of sustainability.
5	<b>Extraordinary update of RNAL and inclusion of Local Accommodation in tourism statistics</b>	Completed	The RNT (National Tourism Register) is the central platform for all information relating to tourist accommodations, tourism recreational companies (including maritime tour operators), travel and tourism agencies and local accommodation establishments, allowing public knowledge of the entire national tourism offering. TP carried out an extraordinary update of the RNAL (National Register of Local Accommodation). Statistics Portugal (INE) is responsible for inputting all statistical data for local accommodation.



Image 2 – Portinho da Arrábida, Setúbal



3

GLOBAL TARGETS  
FOR 2023

TARGETS	Assessment	Variation
75% of tourist accommodations to have energy efficiency, water and waste management systems	69% of tourist accommodations have energy efficiency, water and waste management systems	-6%
75% of tourist accommodations to not use single-use plastics	65% of tourist accommodations do not use single-use plastics	- 10%
<b>Clean &amp; Safe Seal:</b> 25,000 members 30,000 trained 1,000 audited	Clean & Safe Seal: 22,277 members (excluding seals withdrawn for non-compliance with requirements) 44,000 trained 1,787 audited	-2,723 + 10,000 + 787
50,000 professionals trained in the areas of sustainability	57,560 professionals with training in the areas of sustainability	+7,560
200 international references about Portugal associated with sustainability	853 international references about Portugal associated with sustainability	+ 653

The assessment of the percentage of tourist accommodations with energy, water and waste management efficiency systems, as well as those that do not use single-use plastics, was carried out based on the Environmental Performance Report for Accommodation in Portugal | 2023, drawn up by Turismo de Portugal. Although below the defined targets, the figures show a positive evolution compared to those recorded in the previous year, evidence that the sector is becoming increasingly committed to these matters.

In the case of the Clean & Safe Seal, it is considered that despite the number of members being lower than the established target, the project largely achieved its intended goals. It played a fundamental role in boosting confidence in Portugal as a safe tourist destination, particularly during the period affected by the pandemic.

In the case of the remaining targets, the assessment is clearly positive, highlighting the sector's commitment to sustainability.



# 4

## MANAGEMENT AND MONITORING

The implementation of the **plan** was plural in nature, mobilising a wide range of partners and agents from the sector and involving them in the various actions under the different axes.

Turismo de Portugal took charge of monitoring of the implementation of the plan's actions, either directly, through technical meetings, or by working alongside the responsible entities to monitor the implementation of the projects.

As part of the plan's management and monitoring process, a **Sustainability Monitoring Group** was set up, targeting shared responsibility in achieving the plan's goals.

The monitoring group was made up of 53 entities representing the tourism sector, institutional partners, NGOs and academia.

This shared management model and Turismo de Portugal's monitoring responsibility in its capacity as the coordinating entity - in liaison with the Monitoring Group - allowed for the adequate implementation of the plan and ongoing debate and reflection on the challenges facing the sector. This ensures that everyone can contribute to identifying the best solutions, with a focus on gradual growth towards increasingly sustainable tourism in Portugal.

As part of its activity, the Sustainability Monitoring Group held three meetings during the implementation of the plan to discuss topics relevant to the tourism sector and to share knowledge and good practices.

The first meeting took place on 18 February 2022 at the Lisbon Hotel and Tourism School. The theme of the meeting was "The responsibility of tourism for a better planet".

With a focus on the environmental aspect of sustainability in the tourism sector, the participation of several partners, e.g. the Portuguese Environment Agency - APA (approach to waste management), ADENE (presentation of AQUA+ hotels), Nova University of Lisbon (targets for carbon neutrality) and sector business associations (the challenges in implementing environmental sustainability measures in tourist accommodation), made it possible to assess the current state of affairs and also to highlight issues that continue to require monitoring, from the perspective of public policies and the actions of agents in the sector.

The 360° Tourism Companies Programme, investment in sustainability in tourism funding lines, certifications and available monitoring tools were other topics discussed by the partners.

The second meeting took place on 28 June 2022 at the Portalegre Hotel and Tourism School. For this meeting, the theme was "Social responsibility in tourism, focus on people".

The social pillar of sustainability was the theme under discussion by the partners. The challenges facing the sector in terms of enhancing tourism professions, gender equality and opportunities, and reconciling professional and personal life were addressed with the involvement of partners such as ADHP and B CORP Portugal, as well as through the presentation of good practices from inside and outside the tourism sector.

The topics of boosting local economies, the role of collaborative networks and the contribution of tourism activity to sustainable development brought other partners into the discussion, including the Historic Villages of Portugal Association, ADERE Peneda Gerês, PROACTIVETUR and the Sustainability Structure of Destination Azores.

It was agreed that people need to be placed at the centre of the actions of companies and territory-based projects. A responsible and supportive approach impacts productivity and team commitment, as well as the quality of life of employees and communities.

The third meeting took place on 9 November 2023 at the Coimbra Hotel and Tourism School and was dedicated to the theme “Accelerating the transition - preparing the future”.

The topic of climate change was discussed with the collaboration of the APA (State of the climate – targets for Portugal) and the Blue Ocean Foundation (challenges for ocean sustainability), as well as the topic of sustainability trends in the tourism sector and the results of the survey carried out on tourism accommodations (2022) regarding their environmental performance.

Representatives from some guest companies spoke about the challenges of the 360° Companies Programme and reinforced the importance of implementing consumption measurement procedures, essential for the production of ESG reports. International standards on sustainability and the EU's approach with its Green Claims Directive were also discussed.

Turismo de Portugal presented a rundown of the implementation of the Sustainable Tourism Plan to date, highlighting the implementation of 77% of the planned actions, with 19% under development and 4% not started. It also launched the discussion of some relevant topics regarding how we can approach sustainability in tourism from now on: climate action, responsible mobility, water availability, safety for all and social responsibility.

The partners shared some very interesting reflections and challenges regarding the various actions, details of which can be found in the report of the third meeting. They reinforce the need for the sector to accelerate its adoption of best practices, within the scope of the three pillars of sustainability and in alignment with ESG principles, thus continuing the drive for sustainability.

More information, including meeting reports (in Portuguese only):

[Grupo de Acompanhamento para a Sustentabilidade \(turismodeportugal.pt\)](https://www.turismodeportugal.pt/grupo-de-acompanhamento-para-a-sustentabilidade)



Image 3 – Sustainability Monitoring Group



5

WHAT HAS IT  
ALLOWED US TO  
ACHIEVE?

Now that the + Sustainable Tourism Plan 20-23 has reached its term, it is up to us to look not only at the implementation rate achieved, but also at the impact on the tourism sector of the initiatives carried out, from the point of view of supply and demand, and under the increasingly demanding gaze of tourists and resident communities.

We know for a fact that we are reaping the benefits of an integrated and comprehensive strategy, which was planned, discussed and implemented by everyone and for everyone. It has allowed the sector to grow in terms of sustainability in the areas identified as important and in line with established goals, fostering the sustainable development of tourism throughout the entire value chain.

This plan is an actual set of initiatives as opposed to being merely a conceptual study of the importance of the issue. In the first place, the implementation of these actions contributed to the integrated and strategic promotion of the sustainability of the sector in accordance with stipulated principles and goals. And, secondly, when combined with the success of the implementation rate achieved, we are able to conclude categorically that it positively impacted performance growth in tourism activity in Portugal over the course of three years.

Furthermore, we are now more aware that, despite the progress made, Portugal continues to face enormous challenges including those arising from the energy and climate transition. We need to achieve carbon neutrality by 2045, strengthen the economy and protect employment, continue to improve people's quality of life and change behaviours and consumption patterns. And in doing so, we must take into account the needs of residents, visitors, the sector and the environmental, economic and social impacts resulting from tourism activity, now and in the future.

In this context, and now that the + Sustainable Tourism Plan 20-23 has reached its term, Turismo de Portugal is taking on the challenge of structuring a new plan, a plan that continues to mobilise agents and society to promote sustainability in tourism in Portugal, with the commitment to support tourism in achieving its goals and targets in the field of sustainability, namely:

- 1. Prioritise decarbonisation, implementing climate action plans to minimise environmental impact;**
- 2. Foster a culture of awareness and responsibility, sharing best circular economy practices and providing knowledge about the impact on the territory;**
- 3. Support players in the value chain in adapting to climate challenges and accessing funding opportunities for decarbonisation initiatives;**
- 4. Identify opportunities for improving sustainable mobility practices and issue recommendations for implementing innovative and efficient solutions;**
- 5. Enable and support initiatives to improve and reskill human resources, as well as filling sustainable skills gaps.**

The line between challenges and commitments is becoming increasingly blurred, and the tourism sector, as a responsible economic activity, must contribute to a more resilient and sustainable future.



Aware of this responsibility, we will continue to define our action, making a firm commitment to strengthening the role played by tourism in Portugal in building a better world for everyone.



Image 3 - EVOA

# ● CREDITS ●

## TITLE

Report on the + Sustainable Tourism Plan 20-23

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JUNE 2024





TURISMO DE  
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**+ SUSTAINABLE TOURISM  
PLAN 20-23  
IMPLEMENTATION REPORT**



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