

# + SUSTAINABLE TOURISM PLAN 20-23

*More than a challenge, it is the way*

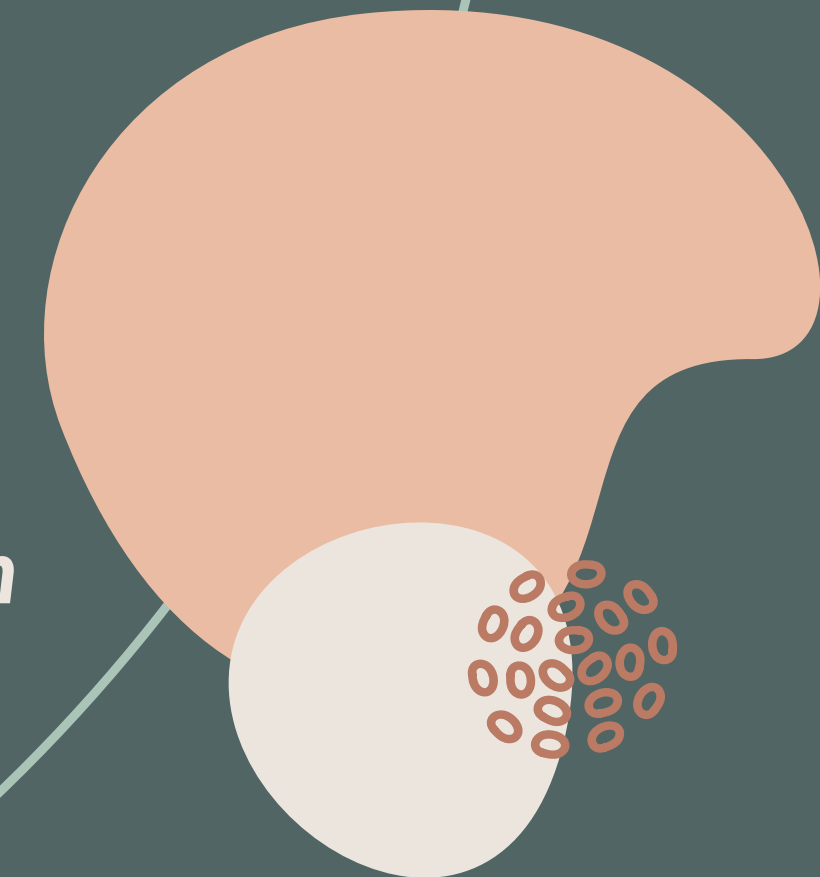
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• INTRODUCTORY NOTE •

*The +Sustainable Tourism Plan 20-23 mirrors what we want to achieve: to position Portugal as one of the world's most sustainable, competitive and safe tourist destinations, through the sustainable planning and development of tourist activities, from an economic, social and environmental point of view, throughout the territory and in line with the 2027 Tourism Strategy.*



# CHAPTER 1



More than a challenge, it is the way  
2020-2023



## • FRAMEWORK •

**S**ustainability in tourism is a goal and a path that must consider the needs of visitors, the tourism sector and communities, as well as its environmental, economic and social impacts now and in the future. Sustainable tourism must make appropriate use of territory and natural resources, respect the socio-cultural authenticity of communities, and ensure that economic activities are viable in the long term. Sustainable tourism development requires the constant monitoring of its impacts and the maintenance of a high level of satisfaction for tourists and residents (adapted from the World Tourism Organisation's concept of Sustainable Tourism 2005<sup>1</sup>). It should also stimulate these principles throughout the value chain, from supply to demand, promoting a destination based on the best sustainability practices, but also a change in the attitude of those who visit us.

According to the United Nations “2015 will go down in history as the year of the definition of the 2030 Agenda, consisting of 17 Sustainable Development Goals (SDGs)<sup>2</sup>” and addressing the three dimensions - social, economic, environmental - of sustainable development, for the promotion of peace and justice, in a common vision for Humanity and with the focus on the planet and its inhabitants.



Figure 1 – The United Nations' 17 Sustainable Development Goals (SDGs)<sup>3</sup>

1. <https://www.unwto.org/sustainable-development>

2. <https://unric.org/en/united-nations-sustainable-development-goals/>

3. <https://www.pordata.pt/en/ODS>

## • FRAMEWORK •

Globally, Tourism represents 10% of GDP and employment and has shown to gather the potential to contribute directly and indirectly to all SDGs, being directly referenced in the goals of sustainable economic growth, sustainable consumption and production as well as in the sustainable use of oceans and marine resources. Today, Tourism activity and its stakeholders are committed to sustainable development on a global scale.

But Tourism is also, since March 2020, one of the sectors most affected by the COVID-19 pandemic. With negative impacts across the entire value chain, the pandemic has slowed progress on the SDGs, particularly those concerning poverty eradication, health and well-being and the reduction of inequalities.

However, the current crisis offers an opportunity to rethink the positioning of the Tourism sector, especially in terms of its relationship with the territory and the communities, with an increased contribution to the SDGs and to the objectives of the Paris Agreement on Climate Change.

At European level, because of the growing awareness that climate change and environmental degradation represent a threat, the European Green Deal was presented at the end of 2019. This is an integral part of the European Commission's strategy to implement Agenda 2030 and achieve the United Nations' SDGs and is a strategic document that aims to transform the European Union into a modern, more efficient and competitive economy in terms of resource use. Aiming to turn climate and environmental challenges into opportunities, the European Green Deal action plan stresses the importance of the commitment and involvement of all sectors of activity, including Tourism, due to its strategic im-



• FRAMEWORK •

portance, global reach and local dimension.

Also, in the context of biodiversity preservation, the commitments made by Portugal under Agenda 2030 are worth highlighting, as well as those under the National Strategy for Nature Conservation and Biodiversity for 2030, in which Turismo de Portugal is one of the participating entities in the inter-sectoral forum.

The importance of halting the loss of biodiversity is also clearly expressed in the XXI Constitutional Government's Programme, which elected the fight against climate change as one of the strategic challenges of governance and more recently defined Climate Transition as one of the pillars of the Recovery and Resilience Plan for Portugal.

As Tourism is upstream and downstream of the consequences of climate change, it is urgent to adopt measures that minimise this impact and promote a growing awareness of the entire tourism community on the need to change behaviour, namely in promoting environmental efficiency and reducing the carbon footprint.

To achieve the second goal of the National Strategy for Adaptation to Climate Change 2020, the Action Programme for Adaptation to Climate Change was approved in 2019, which contains a series of adaptation measures, to be implemented by 2030, that have been integrated into tourism policies and territorial management instruments.

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2020-2023

## • FRAMEWORK •

Faced with these challenges, it is important that tourism stakeholders ensure that tourists know, understand and are interested in making a commitment to achieving the sustainable development of territories and tourist destinations.

At national level, the vision of the 2027 Tourism Strategy is based on the affirmation of “*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*”<sup>4</sup> and on eight strategic objectives for economic, social and environmental sustainability:

1. Increase tourism demand in the country and in the various regions;
2. Grow at a faster rate in revenue than in overnight stays;
3. Extend tourist activity throughout the year;
4. Increase the qualifications of the population employed in tourism;
5. Ensure that tourism activity generates a positive impact on resident populations;
6. Increase energy efficiency levels in tourism companies;
7. Promote the rational management of water resources in tourism;
8. Promote efficient waste management in national tourist activity.

In addition, and according to the Action Plan for the Circular Economy in Portugal, it is desirable that all sectors, particularly those considered key to accelerating the circular economy - such as the Tourism sector - develop sectorial agendas that contribute to the promotion of an economic model focused on production systems, closed-loop consumption and short distribution chains, replacing the “end-of-life” concept of the linear economy by new circular flows of reuse, restoration and renewal.

The +Sustainable Tourism Plan 20-23, through various actions and aligned with the 2027 Tourism Strategy, aims to contribute to stimulating the circular economy in tourism, fostering the transition to an economic model based on prevention, reduction, reuse, recovery and recycling of materials, water and energy, thus strengthening the Agenda for Circular Economy in the Tourism Sector and placing the tourism ecosystem at the forefront of the climate transition towards a new green and inclusive economy.

4. <https://dre.pt/home/-/dre/108219721/details/maximized>



## • FRAMEWORK •

This Plan is also one of the measures of the Reactivate Tourism | Build the Future Plan, recently approved by the Government. The +Sustainable Tourism Plan 20-23 is one of the main measures of its Pillar 4 - “Build the Future - Sustainability in companies and destinations”, contributing to strengthen the positioning and competitiveness of Portugal as a sustainable and safe tourism destination, also managing to accommodate the requirements of new guidelines at national and European level that will occur in the short and medium term, within the circular economy and environmental sustainability.

It is worth highlighting the examples of regional tourist destinations, on the mainland and in the autonomous regions, that already assume sustainability as a distinctive and development factor of their tourist offer and territories. In this context, the role of the regional tourism structures is essential in mobilising partners at local and regional level.

As already mentioned, the epidemiological pandemic of the new Coronavirus (COVID-19) has altered the dynamics of societies, highlighting the negative impact on the economy in general and on the Tourism sector in particular, while noting its effects in terms of relieving the environmental pressure on planet Earth. In Portugal, the pandemic situation has meant that, after achieving growth figures never before reached, the Tourism economy is experiencing very difficult times, even on the verge of survival, with many companies in great difficulty.

The generality of the research on this matter indicates that, unlike other recent economic crises, the economic recovery will not push the environmental and social component to the background, imposing on most economic activities a rapid transition to sustainable development models. The moment of standstill imposed by the COVID-19 pandemic should be seen as an opportunity to plan the future, accelerating the implementation of sustainability practices and principles in business development and mitigating asymmetries.

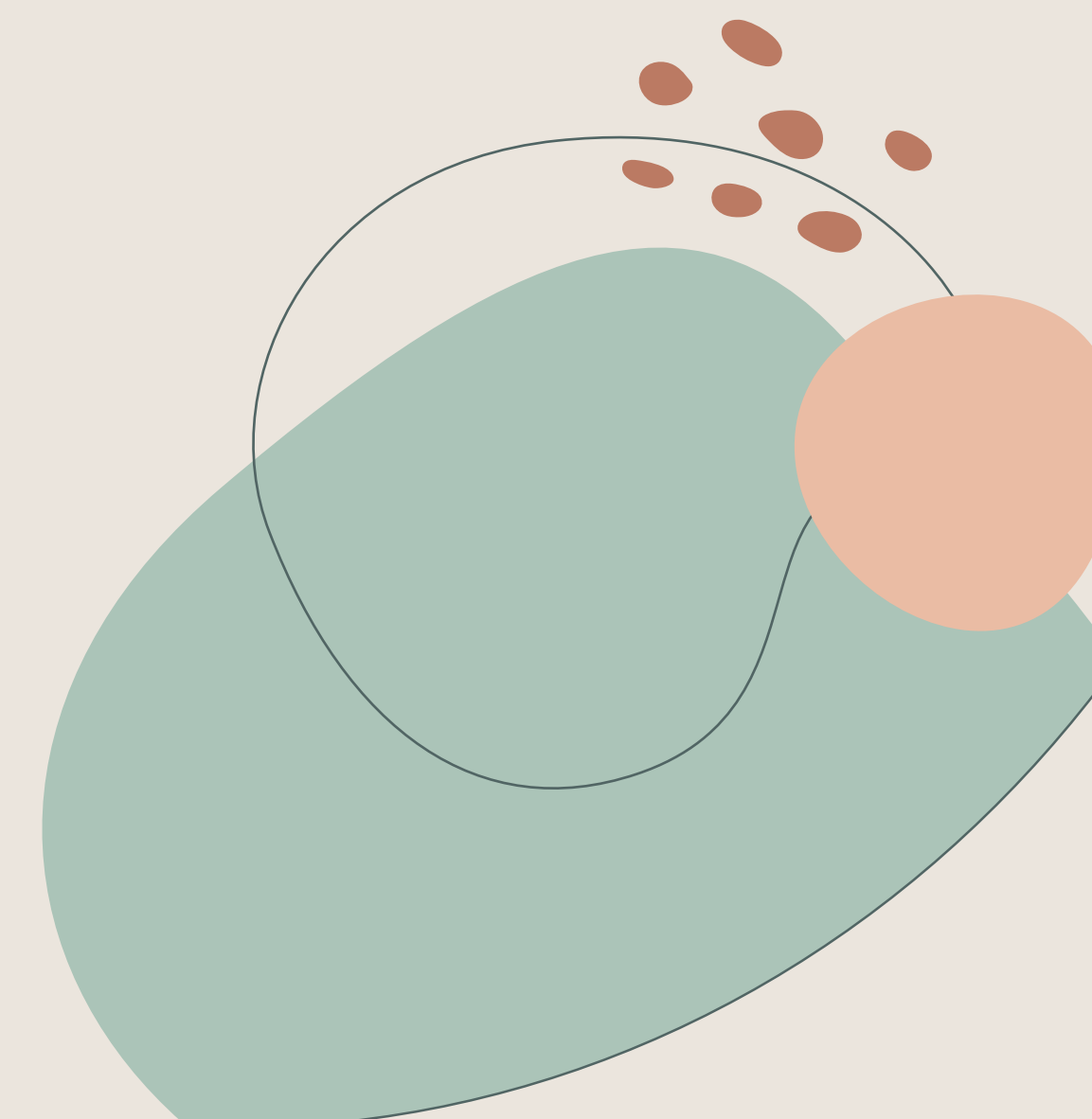
## • FRAMEWORK •

In accordance with the global guidelines of the World Tourism Organization, defined by the Global Tourism Crisis Committee on 28 May 2020, the responsible recovery of the tourism sector, after the COVID-19 pandemic, will allow it to resume its activity even stronger and more sustainable. The recovery of the sector based on sustainability will allow not only resilience in the face of future crises, but also the resumption of tourism activity under the commitment to do better and more safely, from an economic, social and environmental point of view.

This challenge requires a commitment to close coordination and the creation of partnerships between the entire tourism-related community, including in the work to be carried out by the regional tourism structures on the mainland and in the autonomous regions, the Confederation of Turismo de Portugal (CTP), the sector's business associations, in collaboration with local, regional and national public entities, associations and Non-Governmental Organisations which actions are directly or indirectly related to tourism.

Turismo de Portugal's recent membership of the Global Sustainable Tourism Council (GSTC) and the Portuguese Pact for Plastics, as well as its active participation in the World Tourism Organization (UNWTO), the World Travel & Tourism Council (WTTC) and the European Travel Commission (ETC) reflect its commitment to intervening and supporting initiatives that reinforce Tourism's role in building a better world for all.

We know that Tourism has a role to play in society that will contribute to make Portugal an increasingly sustainable destination, capable of ensuring that subsequent generations can enjoy the assets that distinguish us as a country.



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2020-2023



## CHAPTER 2



More than a challenge, it is the way  
2020-2023



• GUIDING PRINCIPLES AND AXES OF ACTION •

The +Sustainable Tourism Plan 20-23 is governed by 5 principles, which were at the basis of its elaboration and will continue to be present during the implementation period:

1. Contribute towards achieving the goals of the 2027 Tourism Strategy
2. Strengthen the role of Tourism in the 17 United Nations' Sustainable Development Goals
3. Promote the energy transition and the circular economy of tourism companies
4. Involve the stakeholders in a joint commitment to transform supply and sustainability of the destination
5. Stimulate a change of attitude throughout the sector's value chain

The Plan has 4 **axes of action** which objectives are aligned with these principles:



• 4 AXES OF ACTION •

AXIS I

**STRUCTURE**

*an increasingly sustainable supply*

Objectives

- Ensure that Tourism sector quickly and effectively adopts environmental efficiency measures
- Lead in public planning policies and territorial management instruments, provisions that ensure the sustainability of the tourism uses
- Guide the construction of tourism products applying the principles of sustainability
- Ensure the positive impact of Tourism on communities by reducing regional asymmetries
- Ensure the compatibility of different activities with Tourism
- Develop solutions oriented to the challenges of sustainability by the innovation ecosystem in Tourism
- Research and innovate for the circular economy
- Increase digitalisation in business activity





• 4 AXES OF ACTION •

AXIS II

**QUALIFY**

*tourism professionals*

Objectives

- Qualify and train young people and professionals in sustainability practices, as agents of change
- Ensure the transversal integration of the pillars of sustainability in the educational training projects
- Educational sustainability and the circular economy
- Empower companies for the sustainable management of their activity and business
- Empower tourist destinations for the demands of the planet in terms of sustainability





• 4 AXES OF ACTION •

AXIS III

**PROMOTE**

*Portugal as a sustainable destination*

Objectives

- Ensure that Portugal is internationally recognised as a sustainable destination
- Promote a sustainable tourism supply, throughout the territory and all year round
- Promote a sustainable tourism demand
- Promote sustainable tourism mobility within the national territory
- Raise our sustainable war effort for a responsible tourism





• 4 AXES OF ACTION •

AXIS IV

**MONITOR**

*sustainability metrics in Tourism*

**Objectives**

- Ensure continuous monitoring of sustainability metrics through a broad and stable framework of indicators
- Ensure the dissemination of results





## CHAPTER 3



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• 119 ACTIONS •

**T**he Plan includes 119 actions distributed by the 4 axes of action, which result from the proposal presented on 26 October 2020 by Turismo de Portugal and the contributions received during the public consultation, which ended on 26 January 2021.

There are many entities already involved or to be involved in the Plan's implementation, from those more directly associated with tourism activity, namely companies, associations and public bodies, to those that, somehow impact on Tourism at local, regional and national level, and also other entities and non-governmental associations, which scope of action is linked to sustainability and have an important role in this transition process of Tourism towards sustainable and responsible development.

Thus, the entities already involved, or to be involved, in the implementation of the Plan are identified as **Partner Entities**:

- Confederation of Turismo de Portugal
- Associations and companies
- Regional Tourism Authorities
- Regional Tourism Directorates of Azores and Madeira
- Regional Tourism Promotion Agencies
- NEST - Tourism Innovation Centre
- Local, regional and central government bodies
- National and international entities, working in the field of sustainability
- Academic bodies
- Citizens with a leading role in defending sustainability



• AXIS AND ACTIONS OF THE PLAN •

***The Plan's actions:***

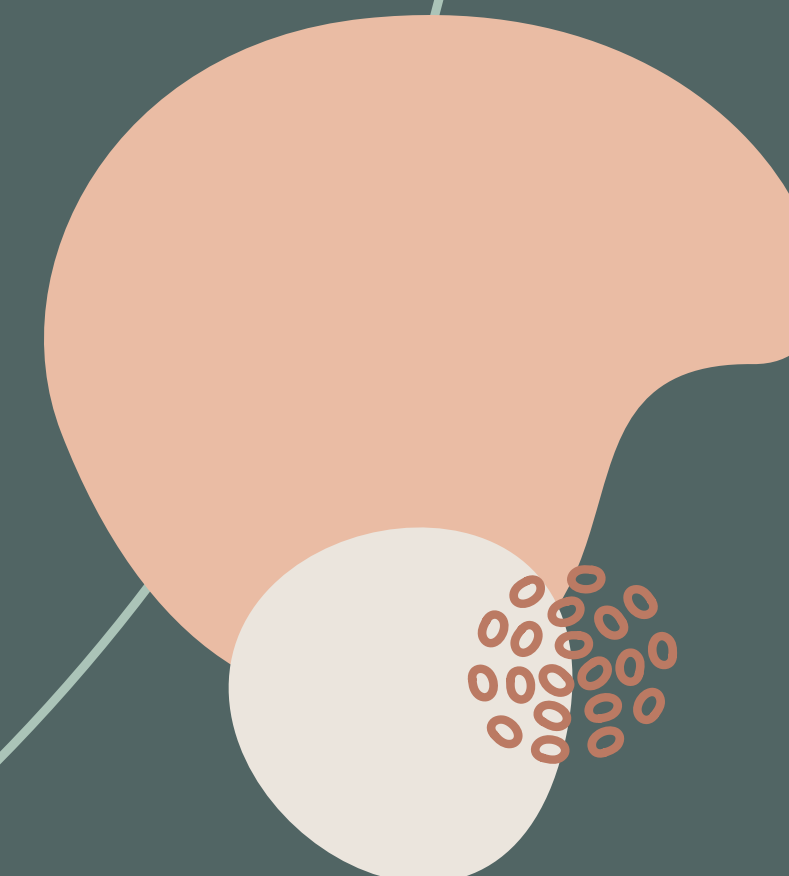
- ***Contribute to the achievement of the United Nations' Sustainable Development Goals*** SEE ANNEX
- <sup>1</sup> • ***Reflect the input from the public consultation phase*** SEE ANNEX 2
- ***Rely on different entities and some of the actions identified already have partnerships underway*** SEE ANNEX 3

• AXIS AND ACTIONS OF THE PLAN •

**AXIS I**

**STRUCTURE**  
*an increasingly sustainable supply*

*11 areas and 80 actions*





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

**1** Strengthen environmental efficiency in tourism supply

The increase of environmental efficiency in tourism supply is crucial to meet the challenges of sustainability. In this sense, we must work on public policies and appropriate tools in order to reach a significant change in the environmental practices of tourism companies.

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Revision of the Administrative Decrees on Tourist Accommodation and Local Accommodation (inclusion of mandatory sustainability requirements focusing on energy efficiency, water efficiency and waste management)	<i>Publication of the Administrative Decrees</i>	<b>2021</b>
2	Definition of sustainability requirements in territorial management instruments for tourism uses	<i>Inclusion of requirements for tourism uses in the territorial management instruments, under monitoring by Turismo de Portugal</i>	<b>2020-2023</b>
3	Definition of sustainability criteria for the attribution of support under the Financing Programs from Turismo de Portugal	<i>Application and valuing of sustainability criteria in the analysis of the applications</i>	<b>2021-2023</b>
4	Platform "For a Sustainable Tourism" - monitoring of hotel consumption and dissemination of information and good practices for increasingly efficient consumption	<i>Implementation of the Platform and adherence of hotels, on a national scale</i>	<b>2021-2023</b>
5	AQUA+ Hotels - national certification for water efficiency	<i>Implementation and adherence to the AQUA+ Hotels certification, in all tourist regions</i>	<b>2020-2023</b>
6	Good Practices Guide for Sustainable Construction in Tourism Accommodation (new construction, reconversion, requalification) and dissemination of good practices	<i>Availability of the Guide</i>	<b>2020-2021</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 2 Sustainable businesses and destinations

It is essential, for the increase of sustainable behaviours, the empowerment of companies, their employees and other stakeholders through the provision of information and technical support tools, as well as the dissemination of good practices.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Clean & Safe Stamp 2020 - definition of sanitary hygiene requirements for the confidence of tourists and employees - Platform <a href="https://portugalcleanandsafe.com/en">https://portugalcleanandsafe.com/en</a>	<b>22.000 Members</b>	<b>2020</b>
2	Clean & Safe Stamp 2021 - strengthening confidence in the supply by updating the requirements and developing the Platform <a href="https://portugalcleanandsafe.com/en">https://portugalcleanandsafe.com/en</a>	<b>23.500 Members</b>	<b>2021</b>
3	Clean & Safe Stamp 2022 - qualification of the post-COVID 19 supply in the environmental, safety, health and well-being dimensions	<b>25.000 Members</b>	<b>2022-2023</b>
4	Legislation updating of the criteria for recognition as “nature tourism” - tourist activities and tourist accommodations	<b>Publication of diploma</b>	<b>2021-2022</b>
5	Legislation updating of the code of conduct for tourist activities	<b>Publication of diploma</b>	<b>2021-2022</b>
6	ISO-TC 228 Sustainability: translation and implementation of ISO CD 23405 Standard Tourism and related services - Sustainable tourism - Principles and terminology and model and ISO 21401 Tourism and related services - Sustainability management system for accommodation facilities - Requirements	<b>Translation and dissemination of the Standards</b>	<b>2022</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
7	Review of the Portuguese Standards on tourism services already edited	<i>Dissemination of the revised Standards</i>	<b>2022</b>
8	Production of technical information on nationally and internationally recognised sustainability certifications and seals for tourism activities and dissemination of good examples	<i>Making information available on Turismo de Portugal's communication channels</i>	<b>2021-2023</b>
9	Valorisation of sustainable destinations - dissemination of good practices of certified destinations and those in the process of certification	<i>Making information available on Turismo de Portugal's communication channels</i>	<b>2021-2023</b>
10	Sustainability Good Practices Guides for Tourism and Events and dissemination of good examples	<i>Publication of the Guide</i>	<b>2022</b>
11	Sustainability Good Practices Guide for Thermal Baths and dissemination of good examples	<i>Publication of the Guide</i>	<b>2022</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
12	Sustainability Good Practices Guide for Local Accommodation and dissemination of good examples	<i>Publication of the Guide</i>	<b>2022</b>
13	Dark Sky Astrotourism Destinations - night sky protection measures	<i>Definition and implementation of night sky protection measures in Dark Sky territories</i>	<b>2021-2023</b>
14	Creation of Work Groups for the development of Regional Ecotourism Programmes (Law 86/2019)	<i>Implementation of Regional Ecotourism Programmes</i>	<b>2020-2023</b>
15	Valorisation of low-density territories Strategy - implementation of sustainability measures to boost tourism in low-density territories	<i>Preparation of the Report on the Evaluation of the Strategy</i>	<b>2020-2022</b>
16	Work Group to Monitor Tourism Activities - constraints on the activity of tourism promotion companies	<i>Implementation of the proposals to resolve the constraints</i>	<b>2020-2022</b>
17	National Tourism Award - distinction for successful cases in the following categories: Network Tourism; Authentic Tourism; Sustainable Tourism; Relaxed Tourism; Smart Tourism	<i>Announcement of award winners, by category, in the annual editions</i>	<b>2020-2021</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

### 3 Climate change mitigation

It is very important to act on climate change through the implementation of mitigation and adaptation measures, which have an impact on tourism sector given its interdependence of natural resources and characteristics of the territory. Tourism can and must make a positive and regenerative contribution to the territory and the environment.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Diagnosis of risk areas - climate change, desertification of the soil, loss of biodiversity - and definition of the tourism carrying capacity of the most sensitive territories (coastline, inland waters and classified natural areas)	<i>Mapping of risk areas and calculation of the tourism carrying capacity of territories</i>	<b>2021-2023</b>
2	National Climate Change Adaptation Strategy under the National Climate Change Programme 2020/2030	<i>Monitoring, technical reports and participation in meetings</i>	<b>2021-2023</b>
3	Water efficiency on golf courses in Portugal - diagnosis and proposals for improvement and framework within the scope of Regional Water Efficiency Plans	<i>Publication of the technical document</i>	<b>2020-2021</b>
4	Support for the implementation of water efficiency measures on golf courses	<i>Implementation of measures on golf courses</i>	<b>2022-2023</b>
5	Good Practices Guide for carbon neutrality in tourist accommodation and dissemination of good examples	<i>Publication of the Guide</i>	<b>2020-2021</b>
6	Guide to support tourists and tourist accommodation about heat waves and other extreme phenomena	<i>Availability of information on the communication channels of Turismo de Portugal and regional destinations</i>	<b>2022-2023</b>
7	Guides to support tourists on fire prevention on campsites, music festivals and walking/cycling routes	<i>Dissemination of the Guides</i>	<b>2020</b>
8	Plan - Biennium for mitigation of climate change in UNESCO Geoparks	<i>Implementation of the Plan</i>	<b>2021-2023</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 4 Circular Economy

Stimulating the circular economy in tourism, fostering the transition to an economic model based on prevention, reduction, reuse, recovery and recycling of materials, water and energy, is an urgent need for Tourism sector that is committed to promoting the sustainability of its activities.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Regional Circular Economy Transition Agendas - integration of measures targeting the tourism sector	<i>Implementation and monitoring of measures aimed at the sector</i>	<b>2020-2023</b>
2	Supporting business in reduction/elimination of problematic or unnecessary Single-Use Plastics	<i>Reducing the use of Single-Use Plastics in the tourism sector</i>	<b>2020-2023</b>
3	Guide for the Reduction of Single-Use Plastics in tourist accommodation and dissemination of good examples	<i>Publication of the Guide</i>	<b>2020-2023</b>
4	Guide for the Reduction of Single-Use Plastics by Tour Operators and dissemination of good examples	<i>Publication of the Guide</i>	<b>2020-2023</b>
5	Good Practices Guide for Circular Economy in tourist accommodation and dissemination of good examples	<i>Publication of the Guide</i>	<b>2020-2023</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
6	Good Practices Guide for Circular and Sustainable Restaurants and dissemination of good examples	<i>Publication of the Guide</i>	<b>2020-2023</b>
7	HOSPES Platform - implementation of circular economy and social responsibility practices in tourist accommodation	<i>Growth in membership numbers</i>	<b>2020-2023</b>
8	Combating food waste in tourism Project	<i>Project implementation</i>	<b>2022-2023</b>
9	“Embrulha” Project (Wrap it) - combating food waste in restaurants - expansion of the project	<i>Implementation of the project in the North of Portugal</i>	<b>2021-2023</b>
10	SELECTION Gastronomy and Wine Programme - creation of the new Sustainable Gastronomy category	<i>Implementation of the new Sustainable Gastronomy category</i>	<b>2021-2023</b>
11	GEOfood Project of the UNESCO Portugal Geoparks - valuation of local sustainable food identities in geoparks and structuring networking experiences	<i>Implementation of the project in all UNESCO Portugal Geoparks and growth in the number of members</i>	<b>2021-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 5 Sustainable Mobility

Sustainable mobility is an unavoidable dimension in destinations and with strong impact on tourism activity. Soft mobility and cycling in urban context, connectivity between territories, the adoption of land and maritime means of transport with low or zero carbon emissions, are some of the challenges to be achieved by Tourism sector.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	National Strategy for Active Cycling Mobility - increase, management and promotion of cycle paths for tourism use	<i>Monitoring the implementation of the Strategy</i>	<b>2021-2023</b>
2	Integrated management and promotion of the Atlantic Coast Route - EuroVelo 1, under the Collaboration Protocol with stakeholders	<i>Implementation of the partnership</i>	<b>2021-2023</b>
3	Increase of electric charging stations and mobility through electric vehicles	<i>Increase in the number of electric charging stations and electric vehicles</i>	<b>2022</b>
4	Study and evaluation of the relevance of national standards for energy certification of tourism company fleets	<i>Publication of the study</i>	<b>2022</b>
5	Creation of a Sustainable Mobility Work Group (urban environment, low density, natural areas) to identify trends and proposals for action to increase connectivity in the territories through low or zero carbon services	<i>Publication of the Work Group Report</i>	<b>2022-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 6 Accessibility for all

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





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	All for All Programme - capacity building for professionals to increase accessible and inclusive tourism supply, development of technical tools on accessibility	<i>Development of technical tools and implementation of regional accessible tourism projects</i>	<b>2020-2023</b>
2	Definition of accessibility criteria for the attribution of support under the Financing Programs from Turismo de Portugal	<i>Applying accessibility criteria when examining applications</i>	<b>2021</b>
3	Accessible Beaches Programme - Beaches for All - distinguishing beaches through the "Accessible Beach" award and dissemination of good practices	<i>Growing in the number of beaches distinguished in each edition of the Programme</i>	<b>2020-2023</b>
4	Accessible Festivals Programme - distinguishing accessible cultural festivals and disseminating good practices	<i>Implementation of the 1st edition of the programme</i>	<b>2022-2023</b>
5	Development of the pilot project "Peneda Gerês National Park more accessible and inclusive" and dissemination of methodology for application to other Protected Areas	<i>Implementation of the project and dissemination of the results achieved</i>	<b>2022-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 7 Enhancement of cultural heritage

As a strategic asset for national tourism, we intend cultural heritage to be valued through measures that contribute to the preservation of tangible and intangible values that characterise and differentiate us as a tourist destination and generate benefits for the national economy and local communities.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	REVIVE Programme - Recovery and enhancement of architectural heritage, currently totally or partially vacant and degraded, for new tourism uses	<i>35 properties put out to tender and 25 contracts signed</i>	<b>2020-2023</b>
2	REVIVE NATUREZA Programme - Recovery and valorisation of real estate located in low density areas for new tourism uses	<i>25 properties put out to tender and 15 contracts signed</i>	<b>2020-2023</b>
3	"Dinamizar Fortalezas" (Dynamize Fortresses) Programme - boosting the heritage to attract new audiences (focus on valuing the inland territory and territorial cohesion)	<i>Implementation of pilot projects to boost visitation, covering 6 fortresses</i>	<b>2020-2023</b>
4	Action Plan for Industrial Tourism - development of the tourism supply anchored on the valorisation of national industrial activities and industrial heritage	<i>Implementation of the initiatives foreseen in the Action Plan</i>	<b>2020-2023</b>
5	"Saber Fazer" national Programme - sustainable development of craft production	<i>Implementation of the actions foreseen in the Programme</i>	<b>2021-2023</b>
6	National Strategy for Intangible Heritage - contribution to the enhancement and tourist activation of Intangible Heritage	<i>Monitoring and participation in the working groups</i>	<b>2021-2023</b>
7	Regional projects for tourism valorisation of cultural heritage, focusing on anchor assets and territorial cohesion	<i>Implementation of the projects and dissemination of the results achieved</i>	<b>2020-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 8 Enhancement of natural heritage

As a strategic national asset, we aim to invest in the development of measures that offer enriching experiences and well-being in the enjoyment of natural heritage and that, at the same time, ensure the preservation of natural values and biodiversity, also helping to generate economic and social benefits.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Portuguese Trails - "100% Responsible" Programmes (programmes of "bike&walk friendly" companies that incorporate sustainable practices)	<i><b>Making companies' programmes available on the platform <a href="http://www.portuguesetrails.com">www.portuguesetrails.com</a></b></i>	<b>2020-2023</b>
2	Geotourism - "100% Responsible" Programmes (programmes of partner companies of the UNESCO Portugal Geoparks that incorporate sustainable practices)	<i><b>Availability of the companies' programmes on the Geoparks' websites</b></i>	<b>2021-2023</b>
3	Tools to disseminate good practices of Nature Tourism in the National Network of Protected Areas, in accordance with the Plans and Special Programmes of the Protected Areas and in articulation with the objectives of Natural.PT	<i><b>Availability of the tools on the communication channels of Turismo de Portugal and the regional destinations</b></i>	<b>2021-2022</b>
4	Responsible Caravanning Programme - Development of an integrated network of specific areas to support caravanners; Guide on Sustainable Caravanning; awareness and inspection to combat illegal parking of caravans and unfair competition practices in caravan rentals; creation of the brand <i>Life Campers</i>	<i><b>Implementation of the network, availability of the Guide, publication of legislation and making the <i>Life Campers</i> brand available to partners</b></i>	<b>2020-2022</b>
5	Regional projects for tourism valorisation of the natural heritage, focusing on anchor assets and territorial cohesion	<i><b>Implementation of the projects and dissemination of the results achieved</b></i>	<b>2020-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 9 Enhancement of natural and beach offer

Affirming tourism in the blue economy as a sustainable activity is a challenge and to accomplish that, is necessary to qualify and valorise the infrastructures, equipment and services related to this strategic asset, as well as to promote the sustainable management of nautical tourism activities.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Guide for the management of the tourist activity on "surf spot" beaches	<i>Publication of the Guide</i>	<b>2021-2022</b>
2	Sustainability Good Practices Guide for nautical infrastructures, on the coastline, rivers and reservoirs, and dissemination of best cases	<i>Publication of the Guide</i>	<b>2022</b>
3	Nautical Stations Network’ Action Plan for Sustainability	<i>Implementation of the Plan by the Nautical Stations Network</i>	<b>2021-2023</b>
4	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	<i>Increase the number of beaches, ecotourism boats, ports and marinas distinguished and dissemination of best cases</i>	<b>2020-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

## 10 Reducing inequalities

Inequalities in the Tourism sector (territorial, gender, educational, economic or other) require the adoption of social responsibility and awareness-raising measures in order to reduce these inequalities, thus contributing to a better tourism and a better society.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Creation of a Work Group for Volunteer Tourism - identification of potential and proposals for action to increase the national supply	<i>Publication of the Work Group Report</i>	<b>2022</b>
2	Gender equality - Survey of relevant cases of women empowerment in tourism and dissemination of good practices on sustainability and innovation led by women	<i>Dissemination of results</i>	<b>2022</b>
3	Creation of a discussion forum on the impact of tourist activity on communities and the production of a Guide of Good Practices to minimise the negative impact of tourist activity on communities and maximise its positive effects	<i>Publication of the Guide</i>	<b>2023</b>
4	Social inclusion in tourism - Study on the reality in tourism companies (characterisation of age level, gender, nationalities, special needs, etc.)	<i>Dissemination of results</i>	<b>2023</b>
5	Series of lectures on the social responsibility of tourism sector and the right to leisure for all	<i>Series of lectures</i>	<b>2023</b>
6	Pilot intergenerational learning project, to collect and enhance collective memory and develop tourist experiences	<i>Project implementation and dissemination of results</i>	<b>2022-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

# 11 Innovation for sustainability

Supporting innovation in tourism will contribute to greater competitiveness of tourism businesses and efficiency in the consumption and management of services, infrastructures and resources, and position Portugal as a smart destination.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS I • STRUCTURE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	NEST – “ <i>Mind The Tourism</i> ”- I&D Programme focused on sustainability in tourism businesses	<i>Programme Implementation</i>	<b>2021-2022</b>
2	NEST – <i>Future Labs Sustainability</i> – Laboratories for experimentation with ideas and pilot projects on sustainability and accessibility in Tourism	<i>Implementation of pilot projects</i>	<b>2020-2021</b>
3	NEST - Digital tool for self-diagnosis of sustainability	<i>Availability of the tool</i>	<b>2020-2021</b>
4	Ideas Contest for the creation of a tool to weigh biowaste and food waste in Tourism Accommodations and restaurants	<i>Launch of the Contest and projects selection</i>	<b>2022</b>
5	Support for start-ups with sustainability-oriented projects under the FIT Network acceleration programmes	<i>Disclosure of the projects developed by the start-ups</i>	<b>2021-2023</b>
6	Ideas Contest for the creation of a technological tool for voluntary assessment and compensation of the "responsible tourist" footprint	<i>Launch of the Contest and projects selection</i>	<b>2022</b>

• AXIS AND ACTIONS OF THE PLAN •

*Axis II*

*Qualify  
tourism professionals*

*1 area and 17 actions*



• AXIS AND ACTIONS OF THE PLAN •  
AXIS II • QUALIFY

# 1 Capacity building for sustainability

Education for sustainability is an essential component for the enhancement of tourism professions, the training of human resources, the ongoing training of entrepreneurs and managers and the dissemination of knowledge and information, in alignment with tourism demand and the responsible performance of tourism activities. Educating for responsibility is one of the commitments incorporated by Turismo de Portugal in its mission and guiding strategies in recent years, reinforcing the decisive role of education in the training of responsible citizens, aware, alert and awake to social and environmental causes in a world strongly marked by inequality and constant change.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS II • QUALIFY

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Densification of the training content on sustainability, circular economy and energy and water efficiency in the courses of the Schools of Turismo de Portugal	<i>Availability of new content</i>	<b>2020-2023</b>
2	Training in Sustainable and Circular Management for Restaurants	<i>Making the training available in the Digital Academy</i>	<b>2021-2023</b>
3	Development of e-learning contents (MOOCs) about sustainability, for autonomous learning	<i>Availability of contents</i>	<b>2021-2022</b>
4	Mainstreaming SDGs in education and training institutions	<i>Preparation of Guidelines</i>	<b>2021-2023</b>
5	Creation of an Education for Sustainability "Seal" to be awarded to courses/training courses that include contents promoting sustainability.	<i>Courses certified with the Seal</i>	<b>2022-2023</b>
6	“Educating for a Sustainable Tourism” - Capacity Building Programme for Primary and Secondary Schools for Sustainability in Tourism	<i>Contents made available and actions taken</i>	<b>2021-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS II • QUALIFY

NO.	KEY ACTIONS	INDICATORS	CALENDAR
7	BEST Programme - capacity building of companies and destinations in sustainability issues	<i>Training actions carried out</i>	<b>2021-2023</b>
8	Executive Training Programme on Sustainability within the scope of the 3 economic, social and environmental pillars, for professionals	<i>Making the training available in the Digital Academy</i>	<b>2020-2023</b>
9	Creation of a Short-Term Training Unit on Sustainability in Tourism to be included in the National Qualifications Catalogue (transversal to all training levels and courses)	<i>Integration in the National Qualifications Catalogue</i>	<b>2021</b>
10	<i>Training plan for the sustainability of destinations and businesses, in accordance with the criteria of the GSTC - Global Sustainable Tourism Council</i>	<i>Implementation of the plan</i>	<b>2021-2022</b>
11	Training plan for tourism agents in fire risk situations: self-protection and safety	<i>Implementation of the plan and provision of technical tools</i>	<b>2020-2021</b>
12	Local accommodation impact assessment report; creation of sustainability areas (in place of containment areas)	<i>Availability of the Report</i>	<b>2021</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS II • QUALIFY

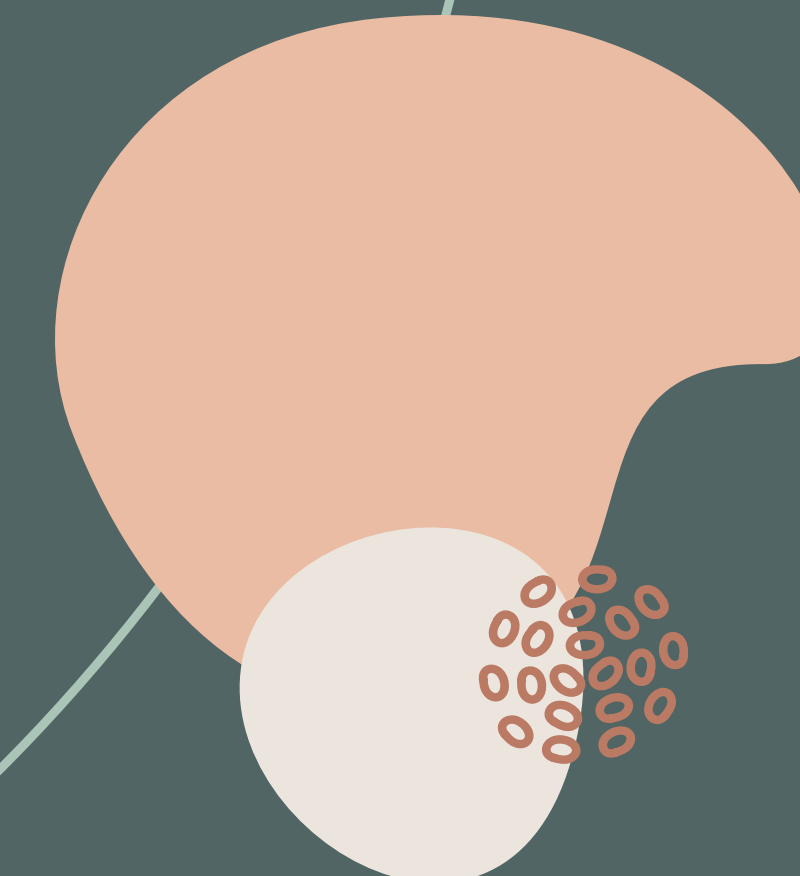
NO.	KEY ACTIONS	INDICATORS	CALENDAR
13	Creation of a Work Group for waste management in coastal tourist destinations and a training plan	<i>Publication of the Report</i>	<b>2022-2023</b>
14	Creation of a discussion forum on the impacts of tourist activity on local communities and biodiversity, particularly in classified areas	<i>Publication of the Report</i>	<b>2022-2023</b>
15	Agenda of events and awareness-raising actions for sustainability organised by the Tourism Schools of Turismo de Portugal	<i>Implementation of awareness-raising actions</i>	<b>2021-2023</b>
16	Internal Sustainability Plan of Turismo de Portugal and its Tourism Schools network	<i>Implementation of the Plan</i>	<b>2020-2023</b>
17	Commitment Charter of the More Sustainable Worker of Turismo de Portugal	<i>Accession of employees of Turismo de Portugal</i>	<b>2021-2023</b>

• AXIS AND ACTIONS OF THE PLAN •

*Axis III*

**PROMOTE**  
*Portugal as a sustainable destination*

*3 areas and 13 actions*





• AXIS AND ACTIONS OF THE PLAN •  
AXIS III • PROMOTE

**1 Reinforce the perception of Portugal as a sustainable destination**

The sustainable recovery of Tourism will allow the country to resume the activity in a more sustainable way and focused on the entire value chain. To lead the Tourism of the future it is necessary to create the Tourism of the future. Sustainability will be one of the focuses of the promotion of the destination, maintaining the purpose of projecting Portugal as a competitive, safe and sustainable destination and contributing to responsible tourism and the protection of the Planet.





• AXIS AND ACTIONS OF THE PLAN •  
AXIS III • PROMOTE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Production of contents to improve the perception of Portugal as a sustainable destination, aimed at the domestic and international markets	<i>Inclusion of contents in communication actions</i>	<b>2021-2023</b>
2	Creating campaigns to promote responsible tourism	<i>Launch and management of campaigns</i>	<b>2021-2023</b>
3	Production of more contents on sustainable mobility in Portugal, aimed at the domestic and international markets	<i>Inclusion of contents in communication channels and actions</i>	<b>2021-2023</b>
4	Visits by international tour operators and media, organised with a view to fulfilling the SDGs set out in the Plan, including the creation of a manual with suggestions for sustainable practices	<i>Definition of a calendar of annual visits</i>	<b>2021-2023</b>
5	Promote the attraction to Portugal of events related to sustainability	<i>Definition of criteria for attracting sustainability-related events</i>	<b>2020-2023</b>
6	Stimulate the organisation of events with good sustainability practices	<i>Valorisation of good sustainability practices in the criteria for awarding financial support to events</i>	<b>2021-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS III • PROMOTE

## 2 Extend tourism demand to the entire territory and throughout the year

Within the guidelines set out in the Tourism Strategy 20-27, it is important to make Portugal a more cohesive country, enhancing the tourism supply throughout the territory and throughout the year. Thus, it is intended to contribute to the sustainability of destinations and companies, to attract and settle population and investment, to expand the cross-border supply and to promote new products and collaborative ecosystems and innovation.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS III • PROMOTE

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Development of communication actions for the promotion of low density territories, namely the inland territory of the country	<i>Implementation of actions</i>	<b>2020-2023</b>
2	Capacity building of the tourist operation on the low density territories of the mainland and in Azores and Madeira, namely regarding the Collaborative Networks set up in the territory	<i>Implementation of training actions</i>	<b>2021-2023</b>
3	Communication and marketing plans for tourism products that extend tourism activity to the whole year and promote longer stays	<i>Implementation of the plans</i>	<b>2021-2023</b>
4	Communication actions to attract new tourist segments that contribute to expanding demand throughout the territory and throughout the year.	<i>Implementation of communication actions</i>	<b>2022-2023</b>



• AXIS AND ACTIONS OF THE PLAN •  
AXIS III • PROMOTE

### 3 Promote responsible tourism and tourists

The Tourism of the future, which incorporates balanced development objectives, implies a change of attitude throughout the value chain - destinations, companies and tourists. It is therefore important to aggregate everyone's commitment to a more responsible tourism, raising awareness for a change in attitudes and more conscious and responsible behaviour, encouraging the adoption of good environmental and social practices, with the aim of protecting and conserving destinations. A challenge that involves companies and tourists and a call for travel to become a commitment to the Planet, as each person is responsible for reducing the impact of their travel.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS III • PROMOTE

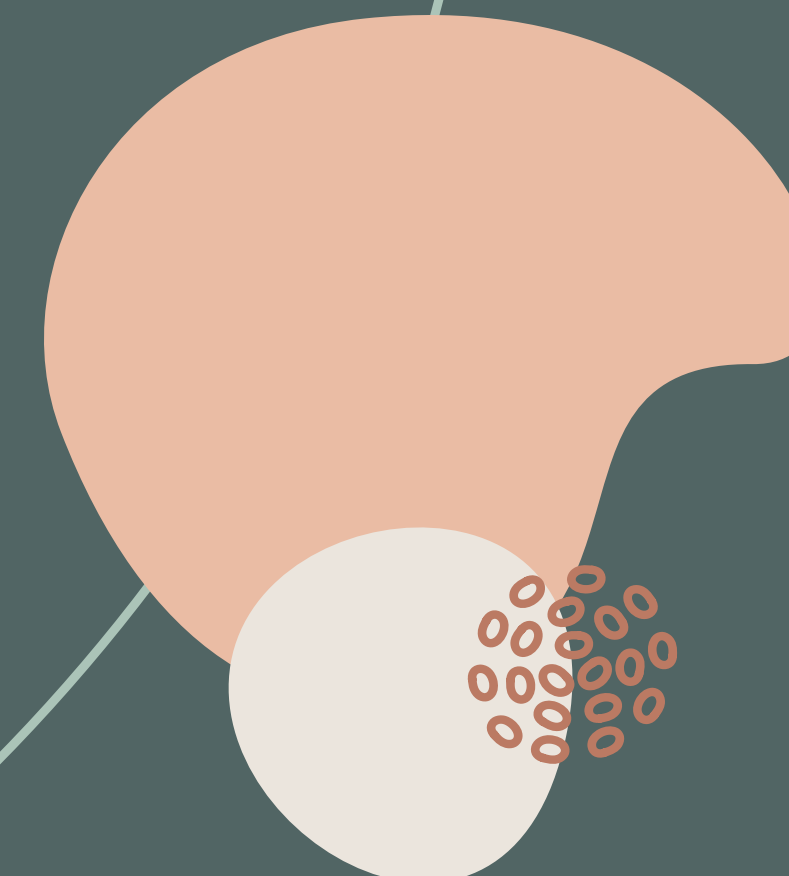
NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Development of contents to enable tourists to be more responsible and adopt more sustainable practices	<i>Implementation of communication actions and dissemination of contents in the VisitPortugal ecosystem</i>	<b>2021-2023</b>
2	Sustainable Tourism Manifesto: Creation of contents and factual information to give tourists greater visibility of their impact and mechanisms to mitigate it	<i>Implementation of communication actions and integration in the VisitPortugal ecosystem</i>	<b>2021-2023</b>
3	Development of contents that encourages good sustainability practices throughout the tourism value chain: destinations, companies and tourists	<i>Implementation of communication actions aimed at the different segments</i>	<b>2021-2023</b>

• AXIS AND ACTIONS OF THE PLAN •

*Axis IV*

**MONITOR**  
*sustainability metrics in Tourism*

*2 areas and 9 actions*





• AXIS AND ACTIONS OF THE PLAN •  
AXIS IV • MONITOR

# 1 Performance monitoring for sustainability in the tourism sector

It is essential to define performance monitoring measures for sustainability in the tourism sector, developing decisive instruments to support the agents' decision-making and enabling a concerted response from all stakeholders, based on the pillars of sustainable development.



• AXIS AND ACTIONS OF THE PLAN •  
AXIS IV • MONITORIZAR

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Regional Sustainability Observatories integrated in the <i>UNWTO International Network of Sustainable Tourism Observatories</i>	<i>Creation of 6 Observatories</i>	<b>2021-2023</b>
2	Monitoring of sustainability indicators at destination level based on the international recommendations of the UNWTO, European Commission (ETIS) and Global Sustainable Tourism Council (GSTC) and in line with the 17 SDGs	<i>Continue to collect information and add new indicators</i>	<b>2021-2023</b>
3	Survey on environmental impact and social responsibility of Tourism Accommodation and Local Accommodation (with more than 10 beds) including energy and water efficiency, waste management and reduction / elimination of Single-Use Plastics	<i>Continue the survey and introduce new indicators in the environmental area (reduction/elimination of Single-Use Plastics)</i>	<b>2021-2023</b>
4	Annual Sustainability Report of Turismo de Portugal and the tourism sector	<i>Annual Reissue of the Report</i>	<b>2020-2023</b>

• AXIS AND ACTIONS OF THE PLAN •  
AXIS IV • MONITORIZAR

## 2 Production of knowledge

The production of knowledge – business intelligence – with companies and organisations, the reinforcement of entrepreneurship, innovation and the simplification of procedures, aligned with the preservation of our assets and the promotion of sustainability in tourism activity, is crucial for an increasingly responsible and effective performance.

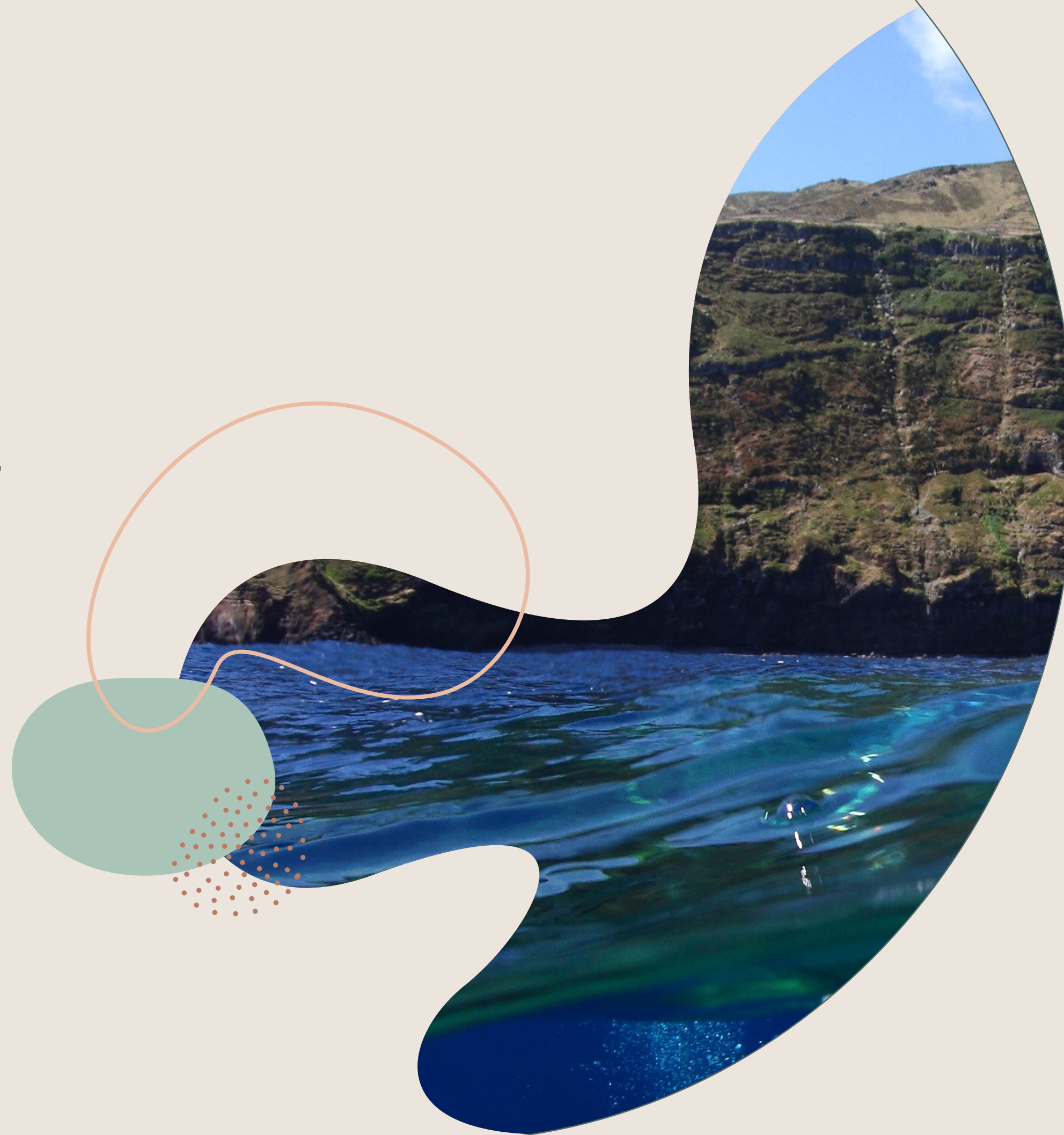




• AXIS AND ACTIONS OF THE PLAN •  
AXIS IV • MONITORIZAR

NO.	KEY ACTIONS	INDICATORS	CALENDAR
1	Knowledge co-production platform in the area of Tourism, to be integrated in Travel BI (open database)	<i>Availability of the platform</i>	<b>2022</b>
2	Definition of the tourism carrying capacity of territories for planning purposes	<i>Development of methodologies to define tourism carrying capacity</i>	<b>2022</b>
3	Ideas Contest for a pilot project on monitoring tourist visitation in protected areas for assessing carrying capacity	<i>Launch of the Contest and selection of pilot project</i>	<b>2022</b>
4	<i>International networks for the dissemination of good practices in Portugal</i>	<i>Active participation in the Networks</i>	<b>2020-2023</b>
5	Insertion of Local Accommodation in Tourism statistics	<i>Provision of data</i>	<b>2022-2023</b>

## CHAPTER 4



*More than a challenge, it is the way  
2020-2023*



• GLOBAL GOALS TO BE ACHIEVED BY 2023 •

TARGET in 2023 (year 0 - 2020)	INDICATORS
Have 75% of tourist accommodations with energy efficiency, water and waste management systems	<i>No. of tourist accommodations with good energy efficiency, water and waste management practices implemented</i>
Have 75% of tourist accommodations not using Single-Use Plastics	<i>No. of tourist accommodations that do not use Single-Use Plastics in their operation</i>
Clean & Safe - 25 000 participants, 30 000 trained and 1 000 audited	<i>No. of participants, trained and audits carried out</i>
50 000 professionals trained in the areas of sustainability	<i>No. of participants in training programmes</i>
200 international references on Portugal associated with sustainability	<i>No. of articles published in the media</i>



More than a challenge, it is the way  
2020-2023



## CHAPTER 5



More than a challenge, it is the way  
2020-2023



## • MANAGEMENT AND MONITORING •

**T**he implementation of this Plan will be carried out in a pluralistic way, involving all partners and mobilising all actors: institutions, regions, companies and civil society.

The present and future challenges and the changing external context impose a shared responsibility for sustainability in the Tourism sector.

In this sense, integrating all tourism agents, through a Monitoring Group for Sustainability in the tourist destination Portugal, is the key to the implementation process of this Plan.

The shared management and monitoring model under the responsibility of Turismo de Portugal, as the coordinating body, in coordination with the Monitoring Group, will ensure the implementation of the Plan and the fulfilment of the challenges posed, focusing on gradual growth towards increasingly sustainable tourism in Portugal.



• MANAGEMENT AND MONITORING •

COORDINATION	Turismo de Portugal	<ul style="list-style-type: none"><li>- Boost the implementation of the Plan</li><li>- Mobilise partners</li><li>- Monitor the implementation of the Plan</li></ul>
DYNAMIZATION	<p>Turismo de Portugal Confederation of Turismo de Portugal Business associations and companies Regional Tourism Authorities Regional Directorates for Tourism of Azores and Madeira Regional Tourism Promotion Agencies NEST - Tourism Innovation Centre Local, regional and central government bodies National and international entities, of different natures, working in the field of sustainability Academic bodies</p>	<ul style="list-style-type: none"><li>- Promote the implementation of the Plan in their areas of competence</li><li>- Generate knowledge networks and share experiences</li></ul>
REFLECTION	Monitoring Group for Sustainability (integrates value chain stakeholders; institutional partners)	<ul style="list-style-type: none"><li>- Debate on sustainability in the sector and relevant subsectors for tourism</li><li>- Sharing of national and international knowledge and good practices</li><li>- Monitoring the implementation of the Plan</li><li>- Identification of recommendations for action in the short/medium term</li></ul>



## • MANAGEMENT AND MONITORING •

The +Sustainable Tourism Plan 20-23 is a strategic, participative, dynamic, wide-ranging and creative framework through which Turismo de Portugal assumes the responsibility for mobilizing agents and society to promote a sustainable tourism in Portugal by 2023.

The identified actions require continuous articulation between different partners and tourism agents, and do not exhaust the Plan's mission. Therefore, other actions may be added to these during the three years.

The management and monitoring of the actions to be carried out during this period, will enable the necessary re-evaluation of the Plan, with a view to ensuring its continuity from 2024 onwards, as a second phase in the challenge of making Portugal an increasingly sustainable tourist destination.



• ANNEXES •

# ANNEX 1

## Contribution of the Axes of the Plan to the SDGs

The Axes of the Plan, in the different areas, contribute to all 17 Sustainable Development Goals.





• ANNEXES •



SDG 1  
NO POVERTY

**Eradicate poverty in all its forms, everywhere**

*As one of the largest and fastest growing sectors in the world, Tourism is in a unique position to foster economic growth and development at all levels, as well as tackle inequalities through job creation. The development of sustainable tourism and its impact on communities can be directly linked to poverty reduction targets through the promotion of entrepreneurship and small businesses and also by strengthening the skills of the most disadvantaged groups, particularly women and young people.*

**ENHANCEMENT OF CULTURAL HERITAGE**  
**ENHANCEMENT OF THE NATURAL HERITAGE**  
**REDUCING INEQUALITIES**  
**CAPACITY BUILDING FOR SUSTAINABILITY**  
**EXTEND TOURISM DEMAND TO THE ENTIRE TERRITORY AND THROUGHOUT THE YEAR**



SDG 2  
ZERO HUNGER

**Eradicate hunger, achieve food security, improve nutrition and promote sustainable agriculture**

*Tourism can stimulate agricultural productivity by promoting the production, use and sale of local products in tourist destinations and through their full integration into the sector's value chain.*

**CIRCULAR ECONOMY**  
**CAPACITY BUILDING FOR SUSTAINABILITY**



SDG 3  
GOOD HEALTH AND WELL BEING

**Ensure access to quality health care and promote well-being for all at all ages**

*Revenues from tourism can be reinvested in health care and services, improving maternal health, reducing child mortality and preventing disease.*

**SUSTAINABLE COMPANIES AND DESTINATIONS**  
**CLIMATE CHANGE MITIGATION**



SDG 4  
QUALITY EDUCATION

**Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all**

*Tourism has the potential to promote inclusion. For Tourism to prosper a skilled and qualified workforce is needed. The tourism sector offers direct and indirect employment opportunities for youth, women and people with special needs and should provide incentives for investment in education and vocational training.*




**REDUCING INEQUALITIES**  
**CAPACITY BUILDING FOR SUSTAINABILITY**  
**PRODUCTION OF KNOWLEDGE**






• ANNEXES •

SUSTAINABLE DEVELOPMENT GOALS		AREAS OF ACTION
 SDG 5 GENDER EQUALITY	<b>Achieve gender equality and empower all women and girls</b>  <i>Tourism can empower women in multiple ways, and in particular by providing jobs and income-generating opportunities in large, medium and small tourism-related companies. As one of the sectors with the highest percentage of women employees and entrepreneurs, tourism can serve to unleash the potential of women in all spheres of society.</i>	<b>REDUCING INEQUALITIES</b>
 SDG 6 CLEAN WATER AND SANITATION	<b>Ensure availability and sustainable management of safe drinking water and sanitation for all</b>  <i>The tourism investment needed to provide utilities can play a critical role in achieving access to water and security, as well as hygiene and sanitation for all. Efficient water use in tourism, pollution control and technological efficiency can be key to safeguarding our most precious resource.</i>	<b>STRENGTHENING ENVIRONMENTAL EFFICIENCY IN TOURISM SUPPLY</b> <b>CAPACITY BUILDING FOR SUSTAINABILITY</b>
 SDG 7 AFFORDABLE AND CLEAN ENERGY	<b>Ensuring access to reliable, sustainable and modern energy sources for all</b>  <i>As an energy-intensive sector, tourism can accelerate the shift towards a greater share of renewable energy in the global energy mix. By promoting investments in clean energy sources, tourism can help reduce greenhouse gases, mitigate climate change and contribute to energy access for all.</i>	<b>STRENGTHENING ENVIRONMENTAL EFFICIENCY IN TOURISM SUPPLY</b> <b>CAPACITY BUILDING FOR SUSTAINABILITY</b>
 SDG 8 DECENT WORK AND ECONOMIC GROWTH	<b>Promote inclusive and sustainable economic growth, full and productive employment and decent work for all</b>  <i>Tourism is a major driver of global economic growth, currently providing one in ten jobs worldwide. By creating decent work opportunities in the sector, in particular for young people and women, as well as policies that favour better diversification across the tourism value chain, the sector has the capacity to positively impact on socio-economic development.</i>	<b>REDUCING INEQUALITIES</b> <b>CAPACITY BUILDING FOR SUSTAINABILITY</b> <b>EXTEND TOURISM DEMAND TO THE ENTIRE TERRITORY AND THROUGHOUT THE YEAR</b>

• ANNEXES •

SUSTAINABLE DEVELOPMENT GOALS		AREAS OF ACTION
<div></div> <div>SDG 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div>	<p><b>Building resilient infrastructure, promoting inclusive and sustainable industrialisation and fostering innovation</b></p> <p><i>Tourism development needs good public and private infrastructure. The sector can influence public policies to modernise and rehabilitate infrastructure, making it more sustainable, innovative and resource-efficient and moving towards low-carbon growth, which can attract tourists but also foreign investment.</i></p>	<p><b>CIRCULAR ECONOMY</b></p> <p><b>SUSTAINABLE MOBILITY</b></p> <p><b>ENHANCEMENT OF CULTURAL HERITAGE</b></p> <p><b>ENHANCEMENT OF THE NATURAL HERITAGE</b></p> <p><b>INNOVATION FOR SUSTAINABILITY</b></p> <p><b>REINFORCE THE PERCEPTION OF PORTUGAL AS A SUSTAINABLE DESTINATION</b></p>
<div></div> <div>SDG 10 REDUCED INEQUALITIES</div>	<p><b>Reducing inequalities within and between countries</b></p> <p><i>Tourism can be a powerful tool for progress and reducing inequalities when involving local communities alongside the main stakeholders in its development. Tourism can contribute to urban renewal and rural development, giving people the opportunity to prosper in their place of origin. Tourism serves as an effective means for economic integration and diversification.</i></p>	<p><b>SUSTAINABLE BUSINESSES AND DESTINATIONS</b></p> <p><b>ENHANCEMENT OF CULTURAL HERITAGE</b></p> <p><b>ENHANCEMENT OF THE NATURAL HERITAGE</b></p> <p><b>REDUCING INEQUALITIES</b></p> <p><b>EXTEND TOURISM DEMAND TO THE ENTIRE TERRITORY AND THROUGHOUT THE YEAR</b></p>
<div></div> <div>SDG 11 SUSTAINABLE CITIES AND COMMUNITIES</div>	<p><b>Making cities and communities inclusive, safe, secure, resilient and sustainable</b></p> <p><i>Tourism can contribute to improving urban infrastructure and accessibility, as well as promoting regeneration and preserving the cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduction of air pollution) should result in smarter and greener cities, not only for residents but also for tourists.</i></p>	<p><b>SUSTAINABLE COMPANIES AND DESTINATIONS</b></p> <p><b>SUSTAINABLE MOBILITY</b></p> <p><b>ACCESSIBILITY FOR ALL</b></p> <p><b>ENHANCEMENT OF CULTURAL HERITAGE</b></p> <p><b>ENHANCEMENT OF THE NATURAL HERITAGE</b></p> <p><b>INNOVATION FOR SUSTAINABILITY</b></p> <p><b>REINFORCE THE PERCEPTION OF PORTUGAL AS A SUSTAINABLE DESTINATION</b></p> <p><b>EXTEND TOURISM DEMAND TO THE ENTIRE TERRITORY AND THROUGHOUT THE YEAR</b></p> <p><b>PROMOTE RESPONSIBLE TOURISM AND TOURISTS</b></p>

• ANNEXES •

SUSTAINABLE DEVELOPMENT GOALS		AREAS OF ACTION
 SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	<b>Ensure sustainable consumption and production patterns</b>  <i>Tourism needs to adopt sustainable modes of production and consumption for a more sustainable development. It is essential to have tools to monitor its performance in terms of sustainable development, including energy, water, waste, biodiversity and job creation.</i>	<b>CIRCULAR ECONOMY</b> <b>INNOVATION FOR SUSTAINABILITY</b> <b>PROMOTE RESPONSIBLE TOURISM AND TOURISTS</b> <b>PERFORMANCE MONITORING FOR SUSTAINABILITY IN THE TOURISM SECTOR</b>
 SDG 13 CLIMATE ACTION	<b>Take urgent action to combat climate change and its impacts</b>  <i>Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low-carbon growth and help address one of the most pressing challenges of our time.</i>	<b>STRENGTHEN ENVIRONMENTAL EFFICIENCY IN TOURISM SUPPLY</b> <b>CLIMATE CHANGE MITIGATION</b> <b>CIRCULAR ECONOMY</b> <b>SUSTAINABLE MOBILITY</b> <b>INNOVATION FOR SUSTAINABILITY</b> <b>CAPACITY BUILDING FOR SUSTAINABILITY</b>
 SDG 14 LIFE BELOW WATER	<b>Preserve and sustainably use the oceans, seas and marine resources for sustainable development</b>  <i>Coastal and maritime tourism depends on healthy marine ecosystems. Tourism development should be part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, contributing to the sustainable use of marine resources.</i>	<b>CLIMATE CHANGE MITIGATION</b> <b>ENHANCEMENT OF NAUTICAL AND BEACH OFFER</b>



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SUSTAINABLE DEVELOPMENT GOALS		AREAS OF ACTION
 SDG 15 LIFE ON LAND	<p><b>Protect, restore and promote sustainable use of land ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss</b></p> <p><i>Biodiversity and natural heritage are often the main reasons why tourists visit a destination. If sustainably managed, in fragile areas, tourism can play an important role not only in conserving and preserving biodiversity, but also as an alternative livelihood for local communities.</i></p>	<p><b>SUSTAINABLE COMPANIES AND DESTINATIONS</b></p> <p><b>CLIMATE CHANGE MITIGATION</b></p> <p><b>ENHANCEMENT OF THE NATURAL HERITAGE</b></p>
 SDG 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	<p><b>Promote peaceful and inclusive societies for sustainable development with access to justice for all and build effective, accountable and inclusive institutions at all levels</b></p> <p><i>As tourism revolves around billions of encounters between people of different origins and cultures, the sector can foster tolerance and multicultural and inter-religious understanding, laying the foundations for more peaceful societies. Tourism, which benefits and involves local communities, can also consolidate peace in post-conflict societies.</i></p>	<p><b>CAPACITY BUILDING FOR SUSTAINABILITY</b></p> <p><b>PROMOTE RESPONSIBLE TOURISM AND TOURISTS</b></p>
 SDG 17 PARTNERSHIPS FOR THE GOALS	<p><b>Strengthen the means of implementation and revitalising the Global Partnership for Sustainable Development</b></p> <p><i>As a result of its cross-cutting nature, tourism has the capacity to strengthen public-private partnerships and engage multiple stakeholders - international, national, regional and local - to work together to achieve the SDGs and other common goals.</i></p>	<p><b>SUSTAINABLE COMPANIES AND DESTINATIONS</b></p> <p><b>PERFORMANCE MONITORING FOR</b></p> <p><b>SUSTAINABILITY IN THE TOURISM SECTOR</b></p> <p><b>PRODUCTION OF KNOWLEDGE</b></p>

Source:  
Tourism for SDGs (UNWTO) at <https://tourism4sdgs.org/>; logos at <https://www.un.org/sustainabledevelopment/news/communications-material/> <https://www.pordata.pt/ODS>

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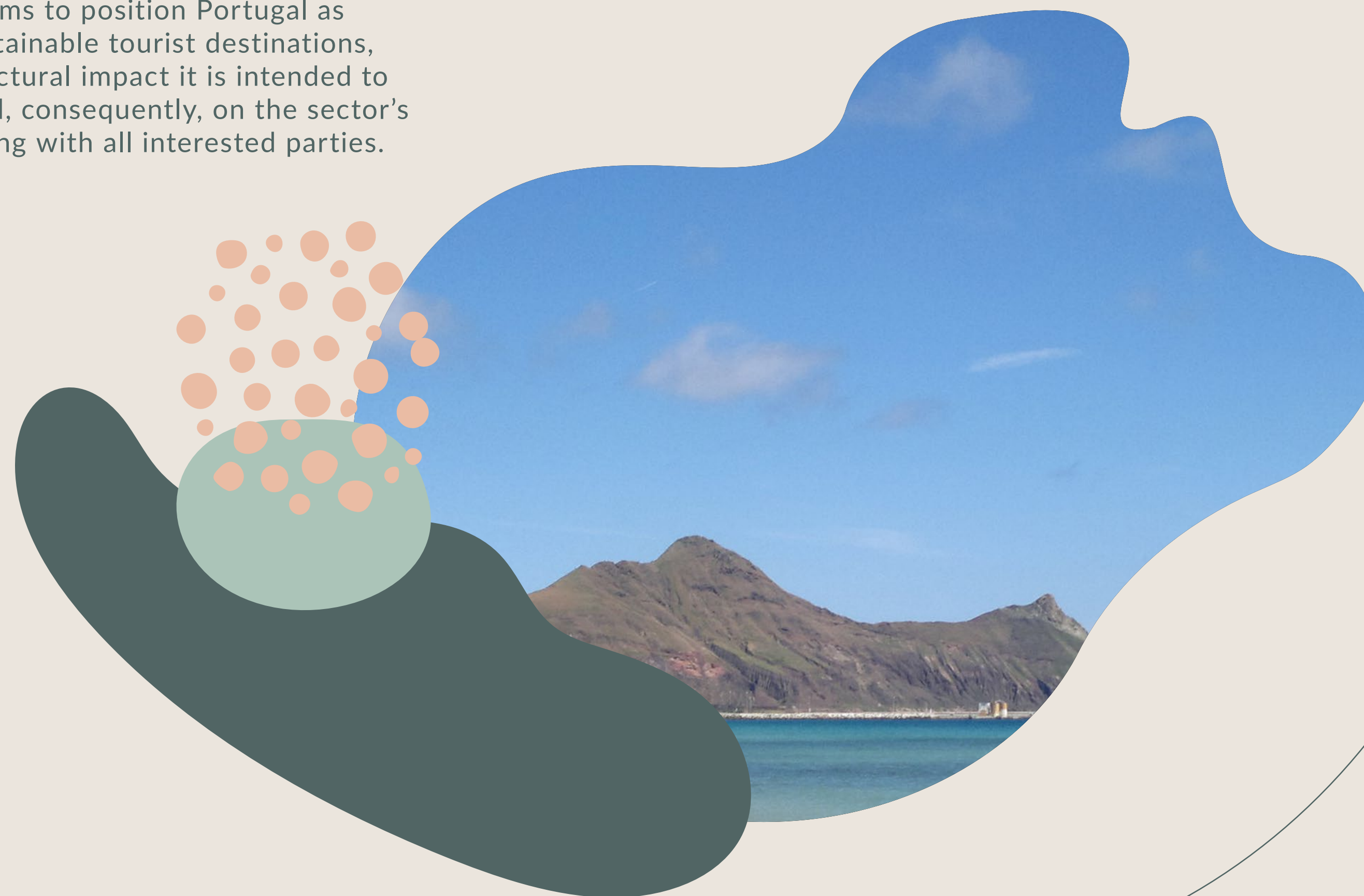
## ANNEX 2

### Participation at the public consultation stage

Under the motto “More than a challenge, it is the way forward”, the +Sustainable Tourism Plan 20-23, which aims to position Portugal as one of the most competitive, safe and sustainable tourist destinations, due to its strategic relevance and the structural impact it is intended to have on the entire tourism value chain and, consequently, on the sector’s recovery after COVID-19, required a hearing with all interested parties.

To this end, Turismo de Portugal promoted a public consultation phase of the Plan which took place between 26 October 2020 and 26 January 2021, to collect suggestions and contributions.

The public consultation generated a lot of dynamism, both among tourism players and other public entities, associations and citizens. A total of 106 participations were received, broken down by public administration (14 participations), Academia/Schools (2 participations), Associations (31 participations), Companies (31 participations) and Citizens (28 participations).



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All the contributions received were analysed and the most addressed topics were the relevance of tourism for the preservation of biodiversity and nature conservation, sustainable mobility and the impact of tourism on local communities. The contributions received made the Plan more diversified and complete, growing from 70 to 119 actions.

The aim of this process is for the +Sustainable Tourism Plan 20 - 23 to reflect an ambition shared by all, with a view to improving the performance of tourism activity and the increasingly sustainable recovery of the sector in Portugal.



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# ANNEX 3

Ongoing partnerships



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**T**he success of the actions covered by the +Sustainable Tourism Plan 20-23, as already mentioned, requires close coordination with different entities.

Some partnerships are already underway, resulting from initiatives that numerous entities, in conjunction with Turismo de Portugal, are developing to promote sustainability and that have been identified as relevant actions to be part of this Plan.

The involvement of an expressive number of partners already identified, in addition to others who may also embrace this challenge, is also an objective that integrates the purpose of the Plan - a Plan that is intended by the sector for the sector.

We highlight some of the actions and partnerships already established with Turismo de Portugal, without prejudice to other entities that may also collaborate in the future:  
(original name of entities remained)

- Platform for a Sustainable Tourism - AHP - Associação da Hotelaria de Portugal
- AQUA+ Hotels - ADENE - Agência para a Energia
- Good Practices Guide for Sustainable Construction in Tourism Accommodation - NOVA Hospitality & Tourism Platform / Fundo Ambiental



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- Clean & Safe Stamp – Partnerships: Business Associations; Regional Tourism Authorities; Ministério da Cultura; IGAC - Inspeção-Geral das Atividades Culturais; DGAE - Direção-Geral das Atividades Económicas; IMT - Instituto da Mobilidade e dos Transportes; ARAC - Associação dos Industriais de Aluguer de Automóveis sem Condutor; ATP – Associação Termas de Portugal; FCMP - Federação de Campismo e Montanhismo de Portugal; CNIG - Conselho Nacional da Indústria do Golfe
- Work Group to Monitor Tourism Activities – APA – Agência Portuguesa do Ambiente, AMT – Autoridade Mobilidade e Transportes, DGAM – Direção-Geral Autoridade Marítima, DGRM – Direção-Geral Recursos Naturais, Segurança e Serviços Marítimos, ICNF – Instituto de Conservação da Natureza e Florestas, IPDJ – Instituto Português Desporto e Juventude
- Diagnosis of water efficiency on golf courses in Portugal – FPG – Federação Portuguesa de Golfe, CNIG – Conselho Nacional da Indústria do Golfe / Fundo Ambiental
- Good Practices Guide for carbon neutrality in tourist accommodation - NOVA Hospitality & Tourism Platform / Fundo Ambiental
- Guide for the Reduction of Single-Use Plastics in tourist accommodation, Guide for the Reduction of Single-Use Plastics by Tour Operators and Communication Guide for tourist accommodation – Travel Without Plastic / Fundo Ambiental
- Good Practices Guide for Circular Economy in tourist accommodation – AHRESP – Associação da Hotelaria, Restauração e Similares de Portugal / Fundo Ambiental
- Good Practices Guide for Circular and Sustainable Restaurants – AHRESP - Associação da Hotelaria, Restauração e Similares de Portugal / Fundo Ambiental
- HOSPES Plataform – AHP - Associação da Hotelaria de Portugal



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- “Embrulha” Project - combating food waste in restaurants – LIPOR, APHORT – Associação Portuguesa de Hotelaria, Restauração e Turismo
- Collaboration Protocol for an integrated management and promotion of the Atlantic Coast Route - EuroVelo 1 – Signatory Entities: Turismo de Portugal, Federação Portuguesa de Cicloturismo e Utilizadores de Bicicleta, Infraestruturas de Portugal I.P., Comunidade Intermunicipal do Algarve, Comunidade Intermunicipal do Alentejo Litoral, Área Metropolitana de Lisboa, Comunidade Intermunicipal do Oeste, Comunidade Intermunicipal da Região de Coimbra, Comunidade Intermunicipal da Região de Leiria, Comunidade Intermunicipal da Região de Aveiro, Comunidade Intermunicipal do Cávado, Comunidade Intermunicipal do Alto Minho, Entidades Regionais de Turismo do Algarve, Alentejo Ribatejo, Lisboa, Centro de Portugal e Porto e Norte de Portugal, Agências Regionais de Promoção Turística do Algarve, Alentejo e Centro de Portugal, Associação de Turismo de Lisboa e Associação de Turismo do Porto
- Accessible Beaches Programme - Beaches for All – INR – Instituto Nacional para a Reabilitação, APA – Agência Portuguesa do Ambiente
- REVIVE Programme – DGPC – Direção-Geral Património Cultural; DGTF - Direção-Geral do Tesouro e Finanças; DGRDN - Direção-Geral de Recursos da Defesa Nacional; Municípios
- REVIVE NATUREZA Programme – Turismo Fundos
- Responsible Caravanning Programme – Entidades Regionais de Turismo; FPCM - Federação de Campismo e Montanhismo de Portugal; ICNF - Instituto de Conservação da Natureza e Florestas; PSP - Polícia de Segurança Pública; GNR - Guarda Nacional Republicana; ANMP - Associação Nacional de Municípios Portugueses; AHRESP - Associação da Hotelaria, Restauração e Similares de Portugal; AEAA - Associação Empresas Aluguer Autocaravanas

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- Creation of a Short-Term Training Unit on Sustainability in Tourism to be included in the National Qualifications Catalogue – ANQEP - Agência Nacional para a Qualificação e o Ensino Profissional
- Training plan for tourism agents in fire risk situations: self-protection and safety – AGIF - Agência para a Gestão Integrada de Fogos Rurais
- Good Practices Guide for tourists - Self-protection and safety in fire risk situations, in campsites, festivals and trails – AGIF - Agência para a Gestão Integrada de Fogos Rurais

Turismo de Portugal thanks the collaboration of all entities, aware that the responsibility to make tourism performance more sustainable is a shared commitment.

For the other actions identified in the Plan, Turismo de Portugal will continue to make the necessary efforts to involve other entities that, due to their skills and focus, prove important for its implementation.

• TECHNICAL DATA •

**Title** – +Sustainable Tourism Plan 20-23

**Promoter** - Turismo de Portugal

**General supervision** – Luís Araújo, President of Turismo de Portugal

**Technical Coordination** – Leonor Picão (Directorate for Supply Enhancement)

**Executive Team** – Susana Grácio, Teresa Larsson, Teresa Ferreira

**Collaborating Directorates** – Investment Support; Sales Support; Training; Business Intelligence; NEST – Tourism Innovation Centre

**Logistics and communication support** – Communication Department

**Design** – Sales Support Directorate

**June 2021**