

## Turismo de Portugal, I.P.

Reporting to the Ministry of Economy and Innovation, Turismo de Portugal, I.P. is the National Tourism Authority. It is responsible for the promotion, valorisation and sustainability of tourism activities.

Our mission is to:

- enhance and develop the tourism infrastructures
- develop training opportunities
- support investment in the sector
- coordinate the promotion of Portugal as a tourism destination – both internally and externally
- regulate and inspect gambling activities

For the first time ever in Portugal, a single institution now brings together all government bodies responsible for tourism activities – from supply to demand. Maintaining a privileged relationship with other public bodies and economic agents in Portugal and abroad, Turismo de Portugal, I.P. is committed to fulfilling its core objective of strengthening tourism, as one of the key growth engines of the Portuguese economy.

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Defining strategies

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# Turismo de Portugal

[www.turismodeportugal.pt](http://www.turismodeportugal.pt)

Turismo de Portugal, I.P.  
a strategy  
a commitment  
an organization for  
developing tourism in Portugal



## Defining strategies

Putting forward strategic guidelines for developing the tourism sector, and plans of action to implement them, in tandem with the Secretary of State for Tourism and the Ministry of Economy and Innovation.

Defining, monitoring and assessing policies and strategic plans, as well as providing relevant information to support public and private training and research decisions, in order to promote the full range of activities in the tourism sector.

Coordinating the production of studies and statistics that make it possible to assess tourism activity at national level. We favour the use of innovative monitoring models that contribute towards the consolidation of knowledge. Turismo de Portugal is one of the bodies forming part of the National Statistical System and takes part in working parties of international organizations.

Seeking to understand international markets and to get to know tourist preferences better, thereby contributing to more consistent strategic planning.

## Developing products and destinations

We work to ensure that the National Strategic Plan for Tourism (PENT) is implemented up to 2015 and use it as a means to mobilise the various economic players in the sector – both public and private.

The strategic guidelines for tourism in Portugal are structured around 5 action plans and 11 intervention projects. Within these, the consolidation and development of 10 products and 6 tourism development sites are emphasised, along with the re-grading of well-established tourism destinations.

The targets and objectives defined in PENT help to make tourism a decisive element for the country's image – enhancing the well-being of the Portuguese population through wealth generation, job creation and the promotion of regional cohesion.

## Grading the tourism offer

Supporting the government in defining a regulatory framework and carrying out national and EU policy. We are aware that grading and quality systems are indispensable instruments for affirming Portugal as a tourism destination par excellence, and for guaranteeing transparency of the market and services provided to tourists.

Promoting a suitable policy for managing tourism services. Activities include intervention in territorial management, licensing accommodation facilities and tourism attractions, assessing tourism potential, and recognition of the value provided to tourists.

Monitoring the growth of tourism at a national level, by registering and classifying accommodation facilities, travel agencies and entertainment companies.

## Supporting investment

Turismo de Portugal provides technical and financial support for public and private bodies in the tourism sector, as well as managing financial support schemes and encouraging practices aimed at achieving excellence.

We support corporate or infrastructure-based investments to help develop new sites and attractions, promote events, and redevelop existing destinations. Our priority is to implement the PENT National Strategic Plan for Tourism, while encouraging innovation, entrepreneurship and competition.

We also support entrepreneurial initiatives through venture capital companies, real estate investment and mutual guarantee funds – taking a capital holding.

## Managing programmes of incentives

### QREN

#### National Strategic Reference Framework (2007–2013)

Financial incentives integrated into the Structural Funds and the Cohesion Fund. These apply to investments in tourism, of a corporate- and infrastructure-related nature, particularly within the framework of technological innovation and modernisation.

#### Tourism Investment Credit Bank Protocols (2007–2009)

Investments of a corporate nature for new products, destinations and tourism development sites. These contribute towards the implementation of the National Strategic Plan for Tourism and are offered in partnership with financial institutions.

### PIT

#### Tourism Intervention Programme (2007–2009)

Public investment in new products, destinations and tourism development sites provided for in the National Strategic Plan for Tourism, as well as the promotion of events that contribute towards Portugal's reputation as a tourism destination.

## A stake in training

Promoting training in various tourism areas in order to prepare young people for their first job, and to enable professionals to increase skills, gain certificates and obtain qualifications.

Encouraging workers in the tourism sector to undergo qualifications, while responding to the needs of the labour market through the coordination, creation and recognition of professional courses and activities.

Cooperating and providing technical assistance to Portuguese-speaking countries that seek to export and share services and knowledge.

Overseeing a national network of Hotel and Tourism Schools, and promoting research and advanced training in the field of tourism.

## Promoting Portugal as a Tourism Destination

Managing Portugal as a tourism destination, while seeking to increase its reputation at national and international level and consolidating the country's image as a unique destination that is rich in experiences, with a wide diversity of landscapes and culture.

Planning and carrying out promotion of the country as a tourism destination, as well as promoting its brands, in tandem with the Regional Tourism Promotion Agencies and local economic players.

Making direct contact and articulating promotional activities in international tourism markets through Portuguese trade and investment offices in various countries.

Developing and implementing communications activities promoting Portugal as a tourism destination, publicising large-scale events and coordinating Portuguese participation in international trade fairs.

Implementing new ways of interacting with tourists through the website [www.visitportugal.com](http://www.visitportugal.com) and the international contact centre. We aim to provide segmented, profiled information, at each stage of the journey – from holiday selection to travel information.

## Cooperating at international level

Developing international cooperation on a broad front, representing the interests of Portuguese tourism in international organizations.

Fostering relationships at EU and international level and offering guidance to outside bodies.

Establishing cooperative relationships with the Community of Portuguese Speaking Countries (CPLP), the Tourism Committee of the Organization for Economic Cooperation and Development (OECD), the European Travel Commission (ETC), the Tourism Unit of the European Commission, and the specialized agency of the United Nations World Tourism Organization (UNWTO/OMT).

## Regulation and inspection of gambling

Overseeing and inspecting, through the Gambling Inspection Service, all the gambling activities, in compliance with legal requirements.

Defining regulations, controlling and inspecting the practice of games of chance in casinos, bingo halls, and other venues.

Inspecting mutual betting schemes, and approving amusement gambling systems and devices.

Cooperating with the courts and police authorities, and providing technical support to these entities.