



## Training project for tourism schools

# Earns Turismo de Portugal prize from the World Tourism Organization

The World Tourism Organization, the United Nations agency responsible for promoting the sustainability of the sector, has just awarded the training project operated by Portugal's tourism schools – called *Tourism Training Talent* – with first prize in the Innovation in Public Policy and Governance category at the 14th UNWTO awards, for the example it sets in training future generations of human resources for the sector.

In a country where tourism's importance as a driver for the economy is steadily increasing – as at October 2017, 18,223 million visitors had been welcomed, a year-on-year increase of 8.6%, and over 58,000 jobs created in the sector – investing in people (tourists, residents and everyone who directly collaborates in tourism) is one of the priorities of Portugal's tourism strategy (ET27).

In an effort to help invert the training pyramid (60% of human resources with secondary level education or vocational/technical training), Turismo de Portugal implemented a comprehensive new programme across its network of 12 tourism schools. The programme, called *Tourism Training Talent* (or TTT for short), essentially focuses on people's talent, the development of soft skills, innovation and the internationalisation of tourism professionals, as the basis for the success of the sector in Portugal.

The programme aims to boost the competence and skills of students and professionals by adapting their training to the new trends, opening schools to the community and fostering entrepreneurship, expanding the role of training to encompass other activities and enhancing careers by promoting work in tourism. To achieve these goals, the curricula were revised for all technological specialisation courses, incorporating innovative modules and learning methods in the performing arts, digital technology, management and communication, all adapted to the new tourist profiles and new trends, and as a direct response to the evolution of the market.

Internationalisation is one of the pillars of the strategy adopted by Portugal's tourism schools as regards enhancing the success of training and boosting career prospects. This is the only school network in Portugal offering specialised courses taught exclusively in English, and complementing classwork with international work placements and exchange programmes, thereby successfully attracting foreign students.

Turismo de Portugal is also firmly committed to training good professionals who are open to innovation and business transformation, and who are versatile, enterprising and capable of keeping abreast with new trends. To this end, two acceleration programmes were set up: the *Tourism Creative Factory* and the *Open Kitchen Labs*, offering support for the creation of micro-businesses and the development of sector-

specific business ideas, and with a strong connection to the regional economy. A differentiating project was also implemented in the training system, in the form of *Connective*, an online platform which provides students attending tourism schools with access to a mentoring network that is both vast and international in scope, thus enhancing the success of their training and their career prospects.

The *Tourism Training Talent* programme was designed around the 2027 Tourism Strategy, taking into account the sector's future needs and seeking to help boost Portugal's competitiveness as well as consolidating its position in the market as a superlative tourism destination.

In the words of Turismo de Portugal's president, Luís Araújo, "winning this award is definitive proof that, while ambitious, the strategy we defined and the consequent changes we implemented were imperative in a constantly changing market. We are offering an innovative training system in which People and their Talents are the foundation for the success of a sector. We aim to train professionals who are employable and who will be able to help make Portugal an increasingly superlative tourism destination, a country where work is highly valued and where there is an investment in people and their qualifications, by qualifying tourism professionals and attracting talent".

#### **About Turismo de Portugal**

Integrated within the Ministry of the Economy, Turismo de Portugal is the national tourism authority responsible for the promotion, enhancement and sustainability of tourism activities, aggregating within a single entity all the institutional competencies related to the stimulation of tourism activities, from the supply to demand. Using its privileged relationship with other public bodies and economic agents in Portugal and abroad, Turismo de Portugal is committed to fulfilling its objective of strengthening tourism as one of the core growth engines of the Portuguese economy.

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

#### **About Turismo de Portugal's Schools**

Turismo de Portugal's network comprises 12 schools nationwide: Porto, Douro/Lamego, Viana do Castelo, Coimbra, Oeste, Estoril, Lisbon, Portalegre, Setúbal, Vila Real de Santo António, Portimão and Faro. The schools focus on vocational training in order to qualify and enhance the competences and skills of professionals in the sector.

Over 3,000 students are trained at Turismo de Portugal schools annually, in preparation for their first jobs and to obtain qualifications as professionals in the sector, with a view to improving the quality and prestige of careers in tourism.

Info: [escolas.turismodeportugal.pt](http://escolas.turismodeportugal.pt)

#### **Additional information for the Media:**



Margarida Pereira  
961 334 957

[margaridapereira@lpmcom.pt](mailto:margaridapereira@lpmcom.pt)