

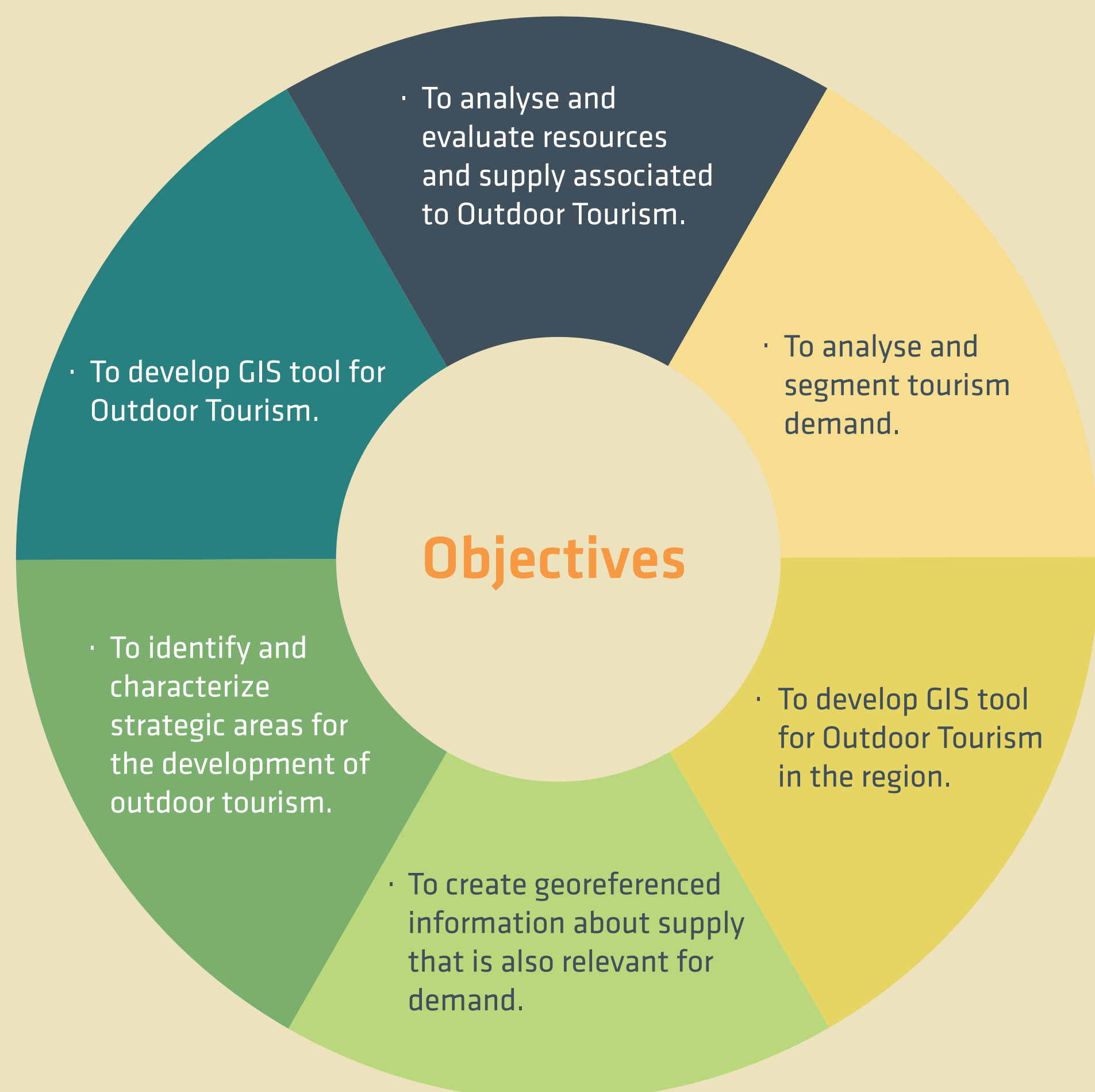


# TURNOUT

OUTDOOR TOURISM DEVELOPMENT  
IN THE NORTHERN REGION OF PORTUGAL

## Aim

To evaluate the conditions for Outdoor Tourism development in the northern region of Portugal, and to contribute to the enhancement of the associated resources and equipment, providing best conditions for the sustainable development of competitive tourism products and activities.



## Expected Outcomes

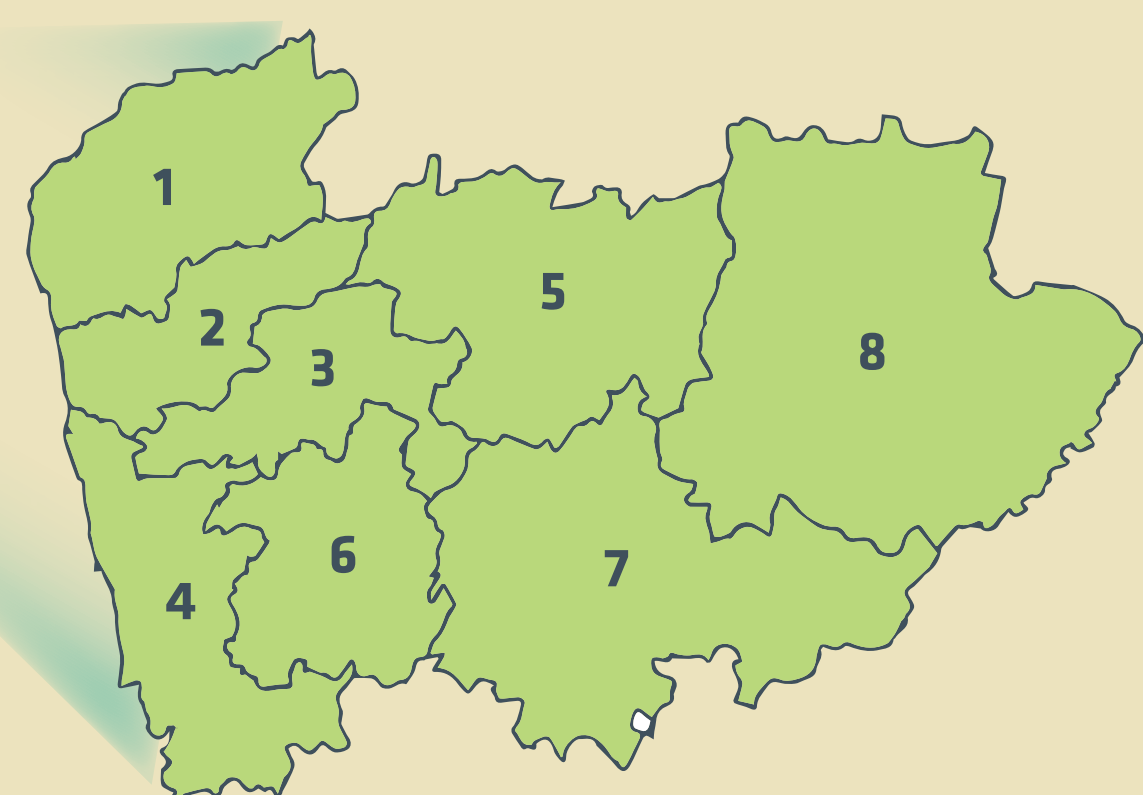
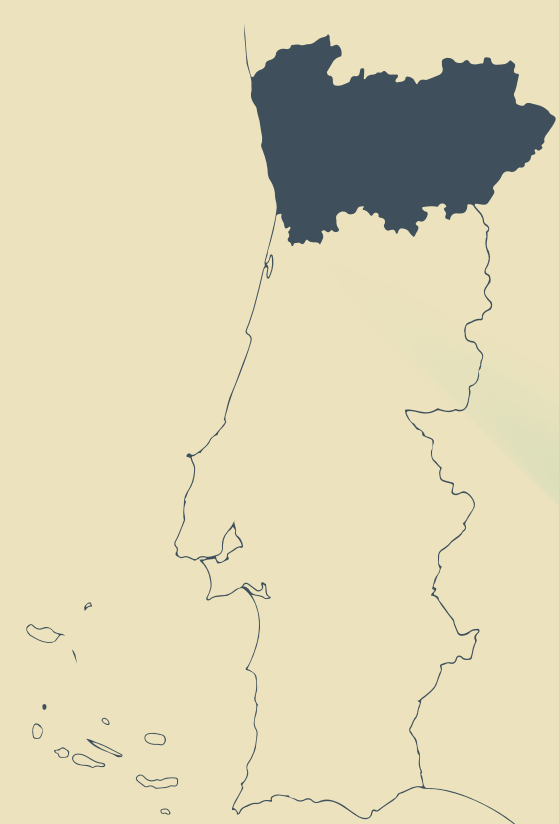
To identify and establish criteria, methodology and mechanisms that allow to measure and monitor Outdoor Tourism in a systematic way (Outdoor Tourism Barometer).

To identify strategic guidelines and areas in order to facilitate the outdoor tourism supply organization in the northern region.

To contribute to strategies aiming responsible and sustainable tourism development, and to guide future planning policies.

To improve the communication and visitors' experiences through the development of a website and visitor-oriented apps.

## Geographical Context



1. Alto Minho
2. Cávado
3. Ave
4. Área Metropolitana do Porto
5. Alto Tâmega
6. Tâmega e Sousa
7. Douro
8. Terras de Trás-os-Montes

## Portugal 2020 Priority Domains

Tourism domain of "Research and Innovation Strategies for Smart Specialization" and in the 'Symbolic capital, Technologies and Tourism' domain for the northern region.



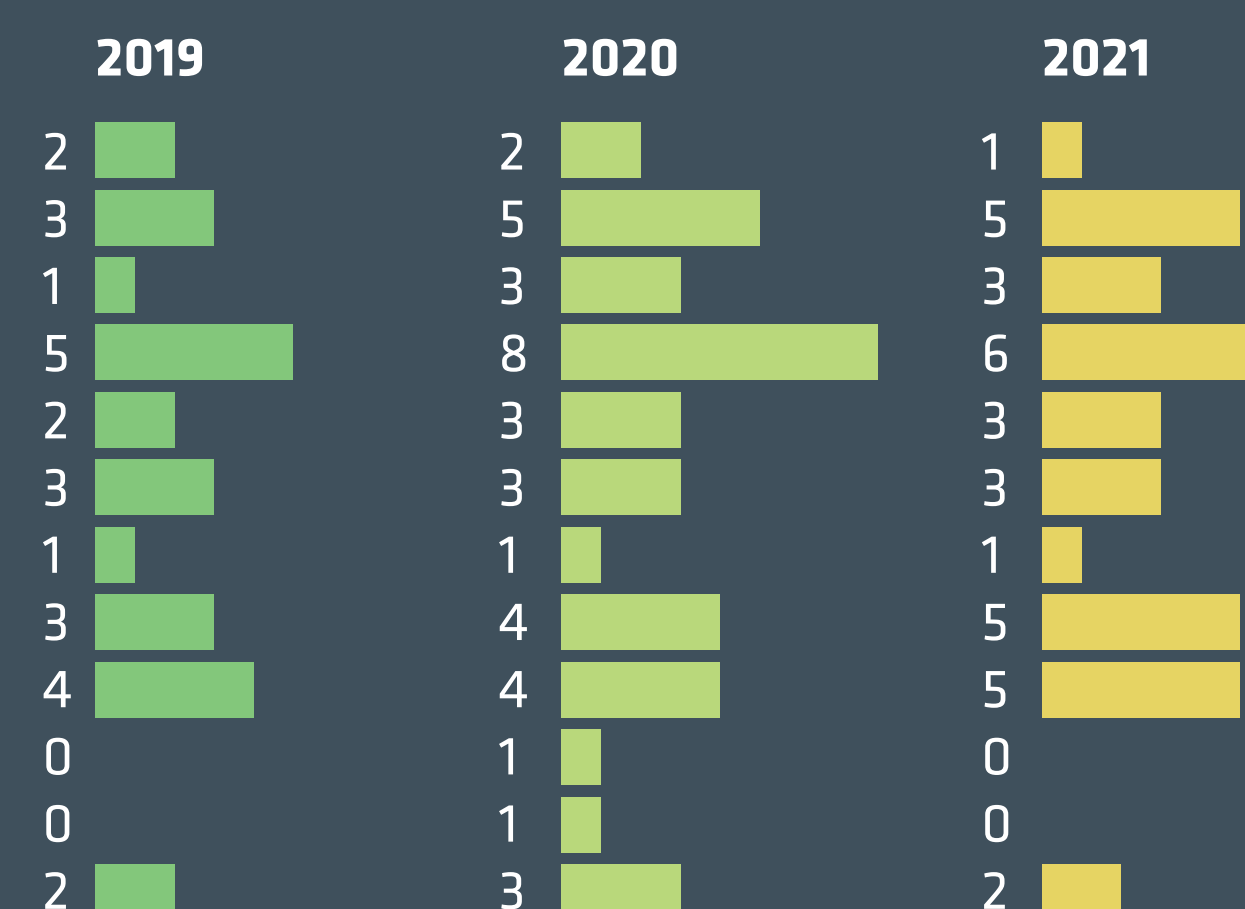
## Main Leadership, Technical and Administrative Coordination

Applied Management Research Unit (UNIAG).



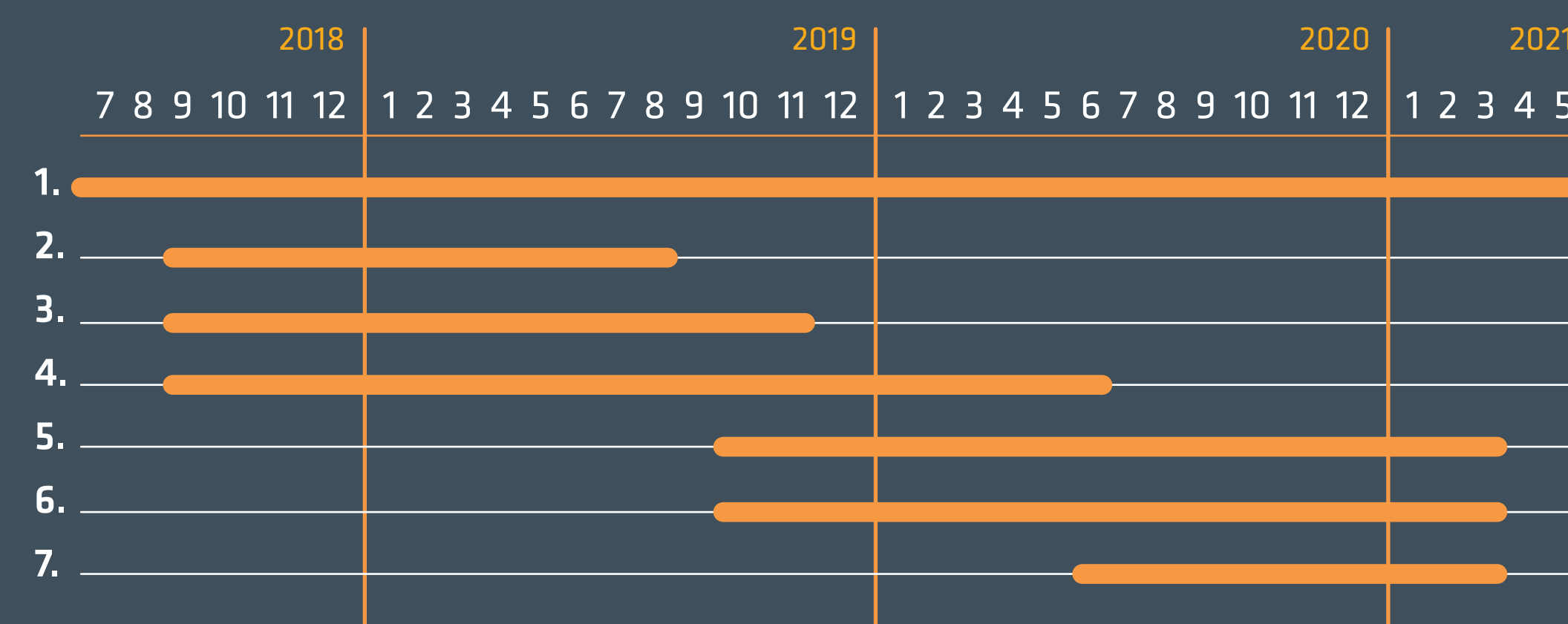
## Indicators

1. Books or book chapters
2. Papers in international journals
3. Papers in national journals
4. Communications in international scientific meetings
5. Communications in national scientific meetings
6. Reports
7. Organisation of seminars and conferences
8. Masters dissertation
9. Others (CTESP, Bachelor's, Internships)
10. Models
11. Computational applications
12. Integration of knowledge into higher education activities (PBL)(workshops)



## Schedule

1. Project Management: Evaluation, Monitoring and Dissemination of results  
[Leader: Paula Odete, IPB]
2. Inventory and Assessment of Outdoor Tourism resources and supply  
[Leader: Alexandra Correia, IPVC]
3. Analysis of Outdoor Tourism demand  
[Leader: Alexandra Correia, IPVC]
4. Geographic Information System for Outdoor Tourism in the North region (GIS TURNOUT)  
[Leader: Goretti Rebelo, IPVC]
5. Strategic Guidelines and Planning and management tools for Outdoor Tourism  
[Leader: Paula Odete, IPB]
6. Model for Assessment and Monitoring of Outdoor Tourism  
[Leader: Fernanda Ferreira, IPP]
7. Development of digital tools (website and apps)  
[Leader: Manuel Fonseca, IPVC]



## Societal Challenges

- Health, demographic change and wellbeing.
- Europe in a changing world - inclusive, innovative and reflective societies.

## Team

**Paula Odete Fernandes** (Project Leader, IPB)  
**Alexandra Correia** (Co-Leader, IPVC)  
**Alcina Nunes** (researcher, IPB)  
**Cláudia Miranda** (researcher, IPB)  
**Elvira Vieira** (researcher, IPVC)

**Fernanda Ferreira** (researcher, IPP)  
**Goretti Silva** (researcher, IPVC)  
**Manuel Fonseca** (researcher, IPVC)  
**Paulo Carrança** (Porto & Norte)  
**Ricardo Correia** (researcher, IPB)

TURNOUT is funded by European Regional Development Fund (FEDER) (through Operational Programme "Innovation and competitiveness") and by Portuguese Foundation for the Development of Science and Technology (FCT), of the Ministry of Science, Technology and Higher Education. Project nr. POCI-01-0145-FEDER-032289.

**Budget Value Investment: €239.918,65**

Participant Institutions:



Partner:



Funded:

