

# Sectoral and regional training programmes

**POLICY DEVELOPMENT****PRACTICAL MEASURE/INITIATIVE** **PORTUGAL**

## Timeline

**2022 Implementation****2023 Implementation****2024 Implementation****ID number 43370**

## Background

In recent years, Portugal has come a long way in qualification and modernisation in key areas to sustain economic progress. The promotion of social, economic and territorial resilience is fundamental to resuming its growth, and the Recovery and resilience plan (RRP) is highly focused on strengthening productivity and employment, through initiatives in education and training, aiding professional transitions to a green and digital economy, and supporting an increase in the competitiveness and resilience of the Portuguese economy. As foreseen in the VET agreement, sectoral and regional training programmes (*formação setorial e regional*) play an important role, aiming strategically to develop the qualifications of people and companies of sectors of activity that are crucial for the national economy or for regional development. The training programmes created by the National Tourist Authority (*Turismo de Portugal*) and the training in the framework of competitiveness clusters, that brings together companies, business associations, public entities and other relevant support institutions, through cooperation, to reach higher levels of competitive capacity, managed by the Agency for Competitiveness and Innovation (*Agência para a Competitividade e Inovação - IAPMEI*), are examples of this measure.

## Objectives

The programmes in the tourism sector aim to:

- (a) qualify people from other sectors and/or unemployed people who want to join the tourism sector;
- (b) decentralise training in tourism and adapt it to local needs;
- (c) contribute to the sustainability and quality of the service provided by companies and agents in the sector, valuing professions and promoting work in tourism;
- (d) provide all professionals in the tourism sector with a wide range of training opportunities.

The training in the framework of competitiveness clusters aims to:

- (a) increase specific skills of workers in areas relevant to the innovation strategy, internationalisation and modernisation of enterprises;
- (b) increase the capacities of business management and e-skills to support innovation strategies and new business models of enterprises;
- (c) promote upskilling and reskilling strategies with a view to adapting and specialising companies' human resources and their capacity to retain skills and talent;

- (d) promote actions to stimulate and raise awareness for change and the exchange of good practices (mobility and exchange of experiences).

## Description

The programmes of the tourism sector are developed by the tourism schools of Portugal, in partnership with municipalities as agents closer to local realities and mobilisers of the strategic change that it is intended to achieve. They are addressed to tourism sector professionals from micro and small enterprises; entrepreneurs and managers in the tourism sector; and other people interested in working in the sector. The training aims to promote the adaptation capacity of the enterprises to new realities, including the use of ICT. Turismo de Portugal currently has the Digital Academy, an online training platform (synchronous and asynchronous) which provides all professionals in the tourism sector with a wide range of training content.

The main training programmes are:

- (a) Closer Training (*Formação+Próxima*): training for professionals in the sector and related activities adapted to the local needs of the territories and the people, in collaboration with the municipalities;
- (b) Digital upgrade programme: digital training in all areas of tourism;
- (c) Sustainability upgrade programme: training for sustainability in tourism (environmental, economic and social);
- (d) BEST programme, Business education for smart tourism: training for entrepreneurial tourism managers;
- (e) Clean and safe programme: training in hygiene and safety for various subsectors of tourism, focused on the requirements of the General Directorate of Health (DGS) for a safe response to the COVID-19 pandemic situation;
- (f) Executive training: training for professionals in management and operational functions in several areas.

The training in the framework of competitiveness clusters is organised with each cluster to identify the thematic areas for training, and to promote matching the needs of companies and the qualifications of their workers. It allows the development of strategies to meet the energy crisis and the generalised increase in prices, together with the scarcity of raw materials, converting times of production stoppage into times of support for the promotion of training qualifications for entrepreneurs, managers and technicians. The training can be delivered through autonomous training projects, promoted by companies which are the beneficiaries of the training, or through a structured programme of intervention for a group of participating SMEs, and can take place during or after working hours. The training offer is focused on the following competitiveness clusters from of North, Centre and Alentejo regions:

- (a) footwear and fashion;
- (b) automotive;
- (c) architecture, engineering and construction;
- (d) sustainable habitat;
- (e) textile, technology and fashion;
- (f) produtech;
- (g) engineering and tooling.

### 2022 Implementation

This measure is part of the NIP under the umbrella of package Innovation and resilience.

The 'Formação+Próxima' (Closer training) programme was launched on 17 February 2022, in around 50 municipalities across the country with the aim of training 75 000 professionals in the sector by 2025, free of charge and adapted to the local needs of each municipality. During 2022, 212 training courses were held and 3 438 trainees involved.

Other training courses in the tourism sector were held, mainly online and free of charges:

- (a) Digital upgrade programme: 43 training courses were held, and 1 602 trainees involved;
- (b) Sustainability upgrade programme: 34 training courses were held, and 1 098 trainees involved;
- (c) BEST programme: 101 training courses were held, and 11 414 trainees involved;
- (d) Clean and safe programme: 19 training courses were held and 1 990 trainees involved;
- (e) Executive training: 472 training courses were held and 17 924 trainees involved.

In June 2022, a new application procedure for training in the framework of competitiveness clusters was launched, supported by the ESF with an allocation of EUR 10.5 million.

### 2023 Implementation

Turismo de Portugal launched, in 2023, the Agenda for Tourism Professions, with the identification of priorities and actions, related to the qualification of professionals, companies and regions, to ensure consistent growth of the sector in the medium and long term.

'Empresas' programme aims to speed up the process of incorporating environmental, social, and corporate governance (ESG) indicators into tourism organisations, challenging companies to rethink their environmental, social, and governance practices actively. The focus is on developing actions that include training tourism companies to incorporate ESG indicators into their management processes, providing monitoring tools and sustainability report templates and promoting public recognition of organisations. The programme consists of two flexible, modular courses and a mentoring programme. The first edition in 2023 had 12 training courses and 360 participants.

In the tourism sector, several training courses were held:

- (a) Closer training programme - 628 courses and 9 432 trainees involved.
- (b) BEST programme - 97 courses and 10 375 trainees involved.
- (c) Executive training - 713 courses; 27 882 trainees involved.

In the scope competitiveness clusters in November 2023, a new application procedure for training in the framework of competitiveness clusters was launched with an allocation of EUR 10 million supported by the ESF.

### 2024 Implementation

In the tourism sector several training courses were held:

- (a) Closer training programme - 648 courses and 9 015 trainees involved.
- (b) BEST programme - 71 courses and 6 249 trainees involved.
- (c) Executive training - 542 courses and 22 901 trainees involved.
- (d) *Empresas* programme - 13 courses and 717 trainees involved.

The Future Skills/Algarve programme was launched in February in the tourism sector. Promoted by Turismo do Algarve and Turismo de Portugal, it aims to reinforce the quality of the services offered and contribute to the sector's sustainability and innovation. Through an approach focused on leadership and team management, management, marketing and digital literacy skills, service excellence in the tourism sector, and sustainable resource management and water efficiency, the programme seeks to respond to the needs identified by the main sectoral associations.

From February to September, 33 training courses and 713 trainees were involved.

## Bodies responsible

- Agency for Competitiveness and Innovation (IAPMEI)
- National Tourist Authority

## Target group

### Learners

Unemployed and jobseekers

Persons in employment, including those at risk of unemployment

### Entities providing VET

Companies

Small and medium-sized enterprises (SMEs)

### Other

Entrepreneurs,  
managers

## Thematic categories

### Governance of VET and lifelong learning

Engaging VET stakeholders and strengthening partnerships in VET

### Modernising VET offer and delivery

Acquiring key competences

### Supporting lifelong learning culture and increasing participation

Financial and non-financial incentives to learners, providers and companies

Providing for individuals' re- and upskilling needs

## European priorities in VET

### VET Recommendation

VET agile in adapting to labour market challenges

Flexibility and progression opportunities at the core of VET

VET as a driver for innovation and growth preparing for digital and green transitions and occupations in high demand

### Osnabrück Declaration

Resilience and excellence through quality, inclusive and flexible VET

Sustainability - a green link in VET

# Subsystem

CVET

## Further reading

[Council of Ministers Resolution \(Resolução do Conselho de Ministros\) No 76/2021 of 16 June 2021](#)

[Announcement for the application procedure \(Aviso\) No 01/SI/2022](#)

[Agenda para a Valorização dos Profissionais do Turismo 2023-2026](#)

[Announcement for the application procedure \(Aviso\) No 6 - 2023](#)

[Future Skills/Algarve Programme](#)

## Related policy developments

2024 Implementation

### VET agreement

The VET agreement is to be a common ground of a tripartite understanding, between the government and the social partners, in the following areas of intervention:

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#### Type of development

Strategy/Action  
plan

#### Subsystem

CVET

2024 Implementation

### Competence-based qualifications in specific sectors

In 2014, the Portuguese confederation of tourism (CTP) commissioned the project Competence-based qualifications for the tourism sector. It aimed to develop qualification standards based on a diagnosis of skills needs in the tourism sector.

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#### Type of development

Practical  
measure/Initiative

#### Subsystem

IVET CVET

“ ... ” **Cite as**

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<https://www.cedefop.europa.eu/en/tools/timeline-vet-policies-europe/search/43370>