

New Paths of Tourism Development in Portugal. An Intertwined Strategy.

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Abstract

The main aim of this paper is to analyze the impacts of an initiative granted by government and airports to face the new challenges in tourism development. In order to explore the richness of this initiative, a case study approach drawing upon a combination of primary and secondary sources was adopted. A strategic model for airlines, airports and destinations are discussed emphasizing the role of each player on this strategy. Finally, the joint impact of this strategy is assessed in what concerns tourism. The results suggest that this programme is of paramount importance for development of the main tourism regions in Portugal. Nevertheless, specific politics must be adopted to ensure the maximum optimization of resources available.

Keywords: tourism development; optimization of resources; strategies.

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