

AFFILIATE MEMBERS NEWS

DIFERENCIAR CORUCHE 2021-2026

In 2021, Coruche presented a *new strategy for Tourism*, titled "Differentiate Coruche 2021-2026" aiming at positioning the territory as a "Panoramic Destination", enhancing its natural landscape. The new strategy proposes an innovative approach based on the following areas of action:

Developing the destination based on its Distinctive Assets

The first major decision of the municipality was to focus on the enhancement of assets (resources) where the destination has clear differentiating advantages. Twelve strategic assets were selected to work together to create the visitor experience in Coruche.

Tourism as an activity that contributes to territorial development

Tourism is seen as an economic activity, in which its growth should act along the entire line of territorial development of the municipality, actively contributing to environmental, cultural, social and economic sustainability.

Measuring tourism success based on residents' perceptions

It is the municipality view that the success of tourism cannot be measured only through metrics and statistics. For this reason, the strategy goals are based on the level of satisfaction and gain of the local community and of the economic agents with the impacts that tourism generates at the destination.

With respect to the major goals to be achieved by 2026, these are the following:

- 95% of residents and tourism agents consider that tourism dynamics have improved
- 85% of residents and tourism agents consider that there is a balance between their needs and those of tourists
- 90% of residents and tourism agents consider that tourism generates highly positive socio-cultural and environmental impacts
- 95% of residents and tourism agents consider that tourism boosts economy, generates employment, and reduces population loss
- 80% of residents and tourism agents consider that cultural identity elements are efficiently worked by the destination
- 80% of residents and tourism agents feel involved in the tourism development process

