

ipdt
institute of tourism

The background of the image is a complex, abstract pattern of swirling, overlapping lines in shades of orange, red, and yellow. The lines are thin and create a sense of movement and depth, resembling a dense, tangled web or a dynamic, organic structure. The overall color palette is warm and vibrant, with a gradient from deep reds to bright oranges.

To inspire
knowledge
and leading
results in
organisations
and society.

REFLECTION | INTERVENTION | RECOMMENDATION



STRATEGIC
CONSULTING

MARKETING AND
COMMUNICATION

STUDIES

EVENTS

PUBLICATIONS

TRAINING

EXECUTIVE POST- GRADUATION

Based on the notion of knowledge sharing, generated from the consulting and research experience, IPDT offers post-graduate courses having run various editions of its programmes in Portugal (mainland and autonomous regions), Brazil and Angola.

IN-COMPANY EXECUTIVE TRAINING

IPDT's in-company programmes are designed in partnership with the organisations/customers. After a specific needs audit, IPDT designs, develops and delivers the training programmes and the final assessment of their impact. IPDT uses its own methodology, based on an action learning approach which privileges the experience of the customer organisations as the learning place.

SPECIALISED ONE-TO-ONE TRAINING

Due to market requests and specificities, managers have highly demanding agendas of responsibility and knowledge. IPDT proposes individual, personalised programmes that are designed according to the profile and degree of demand of the participants' job.

LEADERSHIP | COMMUNICATION | TEAM DYNAMICS

PERSONAL MARKETING | POLITICAL MARKETING

STRATEGIC TOURISM VISION

EDUCATION AND AWARENESS

IPDT considers industry-wide qualification of the greatest importance for the excellence of the service at the destination. It therefore proposes a programme that is aimed at the entire tourism human value chain, specifically for youths, citizens and professionals who deal with tourists directly.

EDUCATING FOR TOURISM

POST-GRADUATION

- 🏠 MBA in Tourism, Oporto and Madeira | 10 editions
- 🏠 TEM - Tourism Executive Master, Angola
- 🏠 Marketing Research, Oporto

IN-COMPANY EXECUTIVE TRAINING

- 🏠 Angolan Ministry of Hospitality and Tourism (MINHOTUR)
- 🏠 Axis Group
- 🏠 Choupana Hills Resort & Spa
- 🏠 D. Henrique Hotel, Oporto
- 🏠 Hotti Hotels Group
- 🏠 Sheraton Hotel, Oporto
- 🏠 TAP Portugal
- 🏠 The Lake Resort | Future Trends partner
- 🏠 Unicer Turismo | Future Trends partner

SPECIALISED ONE-TO-ONE TRAINING

- 🏠 Hotel Team Dynamics
- 🏠 Image and Personal Marketing
- 🏠 Management and Promotion of Tourist Destinations
- 🏠 Tourism Policy
- 🏠 Public Relations in Hotels and Tourism
- 🏠 Strategic Vision of Angolan Tourism

EDUCATION AND AWARENESS

- 🏠 Educating for Tourism, Cape Verde
- 🏠 Educating for Tourism, Oporto, Trás-os-Montes, Minho and Douro





THE
DESTINATION
LAB



THE DESTINATION LAB

Rua Rainha D. Estefânia, 246, 3º
4150-303 Porto | Portugal
T. +351 226 097 060
F. +351 226 065 053
E. ipdt@ipdt.pt

www.ipdt.pt