

Stakeholder Map Overview

High Influence / High Interest

- TPNP – Turismo do Porto e Norte de Portugal
- Local NGOs (pilot partners)
- Hotels, hostels & Airbnb hosts
- City Council departments (social action, environment, youth)
- Corporate partners (CSR)

High Influence / Low Interest

- Municipality of Porto (Câmara Municipal)
- Major hotel chains & tourism investors
- Regional tourism associations
- Universities and business schools
- Media and travel press

Low Influence / High Interest

- Individual tourists and digital nomads
- Local volunteers and residents
- Small cafés, coworking spaces, local artisans

Low Influence / Low Interest

- General public not directly involved in tourism
- Small private tour operators
- Non-tourism local businesses

Detailed Stakeholder Table

| Stakeholder Group | Role in the Project | Motivation / Interest | Potential Contribution | Engagement Approach |
|--|------------------------------------|--|--|---|
| TPNP (Turismo do Porto e Norte de Portugal) | Institutional partner and promoter | Promote sustainable and locally rooted tourism | Institutional credibility, visibility, co-promotion | Formal presentation, pilot results, alignment with regional tourism goals |
| Câmara Municipal do Porto | Local governance and support | Strengthen the image of responsible tourism | Permits, communication channels, event collaboration | Present social and economic benefits for local communities |
| Local NGOs & Associations | Hosts of Kind Visit experiences | Receive volunteer support and visibility | Provide activities, feedback, and impact stories | Co-design activities, build trust, maintain transparency |
| Hotels / Hostels / Airbnb Hosts | Distribution partners | Offer guests meaningful local experiences | Promotion channel, potential commissions | Partnership agreements, joint marketing materials |
| Tourists (main users) | Participants / clients | Seek authentic, positive-impact experiences | Feedback, word-of-mouth promotion | Simple onboarding, storytelling, and follow-up certificates |
| Digital Nomads | Repeat users and ambassadors | Connect with local communities | Long-term engagement and promotion | Collaborations with coworking hubs and expat groups |
| Corporate Partners (CSR) | Sponsors or group participants | Meet corporate social responsibility | Funding, group participation, visibility | Present measurable results and storytelling |

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|---|------------------------------------|--|---------------------------------|--|
| Universities & Tourism Schools | Research and volunteering partners | goals Innovation, community involvement, practical learning | Research collaboration, interns | opportunities Invite for data analysis and pilot evaluation |
| Media & Influencers | Awareness and visibility | Highlight innovative local initiatives | Communication reach | Invite for coverage and participation in pilot events |
| Community Residents | Indirect beneficiaries | Improved tourism experience and community pride | Local support and feedback | Open events, community sessions, feedback surveys |

Engagement Strategy

| Level | Stakeholder Type | Goal | Engagement Method |
|-------------------------------|--|--|---|
| Strategic Partners | TPNP, Municipality, Corporate sponsors | Build long-term institutional partnerships | Regular meetings, MoUs, co-branded campaigns |
| Operational Partners | NGOs, hotels, hostels | Ensure smooth implementation and quality | Weekly coordination, shared calendar, feedback loop |
| Users / Beneficiaries | Tourists, digital nomads, locals | Validate market fit and social impact | Surveys, testimonials, user analytics |
| Support Network | Universities, media, coworking spaces | Strengthen credibility and innovation | Research partnerships, storytelling collaborations |
| Community & Public | Local residents, city visitors | Encourage acceptance and participation | Community events, social media storytelling, open volunteering days |