

Cofinanciado por:







IMPACTUR-ALGARVE project:

Development of a platform to monitor, predict and simulate the tourism competitiveness of the Algarve within the national territory and Spanish Mediterranean Basin

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CiTUR
Algarve

CENTRE FOR TOURISM
RESEARCH, DEVELOPMENT
AND INNOVATION



XI International Tourism Congress
The Image and Sustainability of Tourism Destinations

DAY 1 | Tuesday, 5th November 2019

Universidade da Madeira, CiTUR, Funchal

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IMPACTUR ALGARVE

Research Team:

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Pedro Cascada

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Previous Projects (last five years):

IMPACTUR
Indicators for the Monitoring and Forecast of Tourism Activity


COMPETITIVTUR
Tourism Destination Competitiveness Model for the Algarve vs. Spanish Mediterranean Coastal Areas

SHAPETOURISM
New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability.

TOURMEDASSETS
Enhancing the growth potential of coastal tourism concentration through an innovative, green and inclusive mobilisation of Med area local assets.

ESPOMAR
Cooperation Network Engaged to the Design of a Sustainable and Cross boarder Maritime Transport in the Cadiz Gulf, as an option to reduce environmental risks and improve natural resources management

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Objective

- To develop and maintain a multidisciplinary open-access online DSS tool for tourism competitiveness analysis at the regional level, allowing for interaction between DSS users (tourism managers and planners) and DSS producers (science managers and researchers);
- Focusing on the Algarve, it will make it possible to monitor, compare and simulate forecast scenarios for the Algarve's tourism destination competitiveness compared with the six other Portuguese NUT II and internationally with the five Spanish Mediterranean NUT II.

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Innovation and Gap

- Mixed analysis of economic (e.g., occupancy rate), management (e.g., RevPAR and visitor expenditure), environment (e.g., air transport footprint), marketing (e.g., image and quality perception) and social (e.g., social intensity) variable;
- It contributes to filling the gap represented by the lack of applied dynamic models for regional/destination competitiveness measurement, forecasting and simulation, enhancing knowledge transfer and tourism innovation by DMO and SME tourism cluster managers.

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Research Plan

The research plan is organized along **four phases**. Each one incorporates two specific objectives and methods and will correspond to one activity:

- **Phase 1:** New trends and needs in tourism competitiveness measurement and evaluation;
- **Phase 2:** System architecture analysis and design;
- **Phase 3:** Development and system pre-test;
- **Phase 4:** Implementation, maintenance and promotion of the system.

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Activities

Nº	DESIGNATION	START	END	Nº MONTHS
1	New trends and needs in tourism competitiveness measurement and evaluation at the regional level	2018-12-01	2019-07-31	8
2	System architecture analysis and design	2019-08-01	2020-05-31	10
3	Development and System Pre-Test	2020-06-01	2021-02-28	9
4	Implementation, Maintenance and Promotion of DSS tool	2021-03-01	2021-11-30	9



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Activities and Milestones

Activity

1	New trends and needs in tourism competitiveness measurement and evaluation at the regional level	2018-12-01	2019-07-31	8 months
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Milestones

Date	Designation
2019-07-31	Six semi-structured interviews administrated and one <u>stakeholders</u> workshop completed. Report edition.
2019-07-31	One paper submission – SCOPUS (Q1 and Q2).

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Activities and Milestones

Activity

2	System architecture analysis and design.	2019-08-01	2020-05-31	10 months
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Milestones

Date	Designation
2019-12-31	Individual meetings completed with Portugal Tourism Board, Statistics Portugal, Statistics Spain and CCDR Algarve.
2019-12-31	Conceptual criteria for DSS database defined.
2019-02-29	Written contents of all the indicators and methods to be included in the DSS tool website methodological page section are completed.
2020-05-31	Algarve's image and service quality survey contents and application guide report completed.
2020-05-31	Model validation and programming guidelines for the forecasting and simulation scenario analysis are completed.
2020-05-31	Two paper submissions at international conferences (one SCOPUS) on information systems and technologies and on tourism management and competitiveness.

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Activities and Milestones

Activity

3	Development and system pre-test.	2020-06-01	2021-02-28	9 months
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Milestones

Date	Designation
2020-10-31	Website platform acquisition.
2020-11-30	Written contents of all the indicators and methods introduced in the project website's methodological page section.
2020-11-30	DSS databases implemented.
2021-12-31	Electronic dataflow between IMPACTUR-ALGARVE and the secondary data institutional sources implemented.
2021-01-01	Peak and off-peak survey on Algarve's image and service quality administered.
2021-02-28	DSS tool pre-test conducted with stakeholders.

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Activities and Milestones

Activity

4	Implementation, maintenance and promotion of DSS tool	2021-03-01	2021-11-30	9 months
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Milestones

Date	Designation
2021-04-01	Launch of the IMPACTUR - ALGARVE website
2021-05-31	1st Annual Algarve's Spring Tourism Competitiveness Workshop
2021-09-30	Application for new funding sources for further project development, public and private, national and EC based.
2021-10-01	Quarterly reports published at the website on 1 April 2021, 1 July 2021, 1 October 2021 (and 1 January 2022)
2021-11-30	Three paper submissions (SCOPUS Q1 Q2) connecting RIS3 subjects, research methodology, data and application of dedicated DSS tools.

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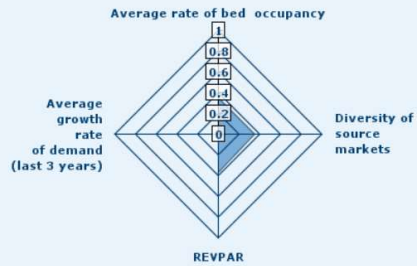


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DSS OUTPUT EXAMPLE: Algarve vs. NUT II from Portugal

ANALYSIS OF COMPETITIVENESS 2018

	Value of region	Competitiveness index compared to the country (0-1)
Average rate of bed occupancy	47.98%	0.3509
Diversity of source markets	37.47%	0.3508
REVPAR	44.42	0.3699
Average growth rate of demand (last 3 years)	-1.44%	0.0000



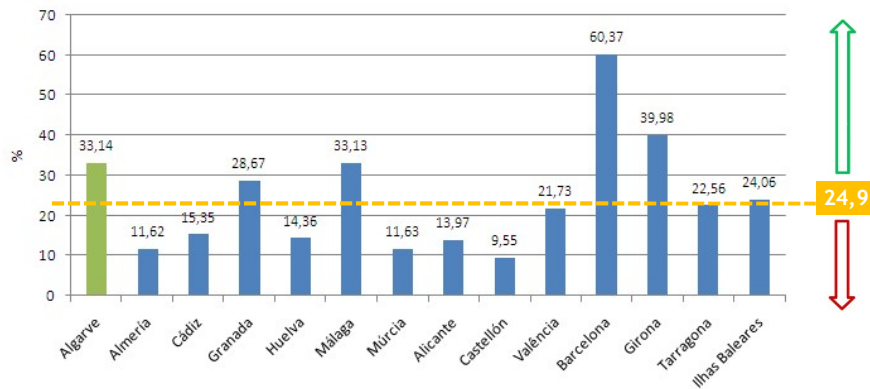
The graphic suggests the idea of regional competitiveness in relation to the maximum and minimum verified in the set of regions for the same period, and identifies the specific indicators that most contributed to competitiveness. The greater the filled area the greater the competitiveness.

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DSS OUTPUT EXAMPLE: Algarve vs. Mediterranean Spain Provinces: Market Diversity



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DSS OUTPUT EXAMPLE: Algarve's Impact Forecast Model

**Market
Changes by
Country of
Origin**

*Independent
Variable:
Visitor demand*

Algarve Territory Impact *Dependent variables*

- Economic: occupancy rate
- Management: RevPAR
- Environment: air transport footprint
- Marketing: Image or quality perception
- Social: Social intensity

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