



## TOURISM APPLIED RESEARCH: DIFFERENT APPROACHES FOR A COMMON GOAL OF MAKING LIFE BETTER.

POSITIONING, THEORY, EXAMPLES AND NEW CHALLENGES FROM THE R&D PROJECTS  
IMPACTUR ALGARVE, DOCAPESCA AND WRC RALLY OF PORTUGAL.

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*The Image and Sustainability of Tourism Destinations*  
**PLENARY – KEYNOTE SESSION 1**



Cofinanciado por:



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### FERNANDO PERNA

Full Professor at the High School of Management, Hospitality and Tourism, University of Algarve (Portugal).

National Director of CITUR – Research Centre for Tourism Innovation and Development.

#### **Bachelor 1991: Economics**

*Technical University of Lisbon*

#### **Master 1994: Environmental & Energy Policy and Economics**

*Technical University of Lisbon*

#### **PhD 2002: Applied Economics**

*University of Algarve*

Works in evaluating the socio-economic impact of large-scale tourism events, nautical/maritime tourism economic planning, and regional development and competitiveness, with than 20 research and educational project coordination.

Teaches undergraduate and post-graduate level, in Portugal and abroad through university partnerships in E.U. countries, Norway, Morocco, Cabo Vert, Algeria and China.

Member of international and national Editorial Boards of scientific journals in tourism, management and economics, published over 15 works, including scientific papers, books, and book chapters.

<https://citur-tourismresearch.com/>

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### STARTING TO BE ENGAGED WITH RESEARCH

More than 25 years ago I undertook my first scientific research task: I spent 15 consecutive weeks alone in an office at my graduate home university inserting, data in a computer database about sea oil spills around the world and the available techniques to minimize it.

Why did I do this? They pay me ☺ and I was starting my master thesis in “Environmental & Energy Policy and Economics” at the Technical University of Lisbon. I had time, and [so they say] I was very good with computers! I guess not...



After hundreds of registers, when the last one was inserted, I thought that data will be used by someone, somewhere, to allow better life conditions by minimising the oil spill risks and damages. No. The project finished. I got confused.

Still nowadays databases (quantitative and/or qualitative data) are crucial for research - researchers are addicted to data - but databases should be a research instrument not an objective in itself. **That's why I always get worried when a project final deliverable “is to construct a database about...”**

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### 3 RESEARCH PROJECTS AND 3 DIFFERENT APPROACHES:

#### **The versatility of applied research**

#### **1. IMPACTUR – ALGARVE**

Emphasis on databases and tourism information systems with focus on the methodology consistence and regional interpretations;

#### **2. Economic and Tourism Impact Scenarios Evaluation for the Development of the Yachting/Boating Sector at Portugal:**

Highlights the pros and cons of working closely to the territory managers, learning to listen and to create consensus between public (local community) and private (tourism) sector.

#### **3. FIA World Rally Championship – Vodafone Rally of Portugal Impact on Tourism Economics and Destination Image:**

Emphasis on field work organization, dealing with a complex team working in several places for questionnaire administration with no second chance to retrieve the data.

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## 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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## IMPACTUR ALGARVE: Objctive

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- 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);



- 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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## IMPACTUR ALGARVE: Innovation and Gap

- Using quantitative and qualitative data, it produces a mixed competitive analysis of Algarve as a tourism destination, by multiarea variables: 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);
- 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.

TIP: Please don't say a destination is developing because it achieves more overnights in the accommodation sector. It can be a necessary condition to destination success, but it is not a sufficient condition by itself.

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## IMPACTUR ALGARVE: 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.

TIP: Add activities and milestones in each phase. Plan in advance and have a Plan B.


Bob Carter:



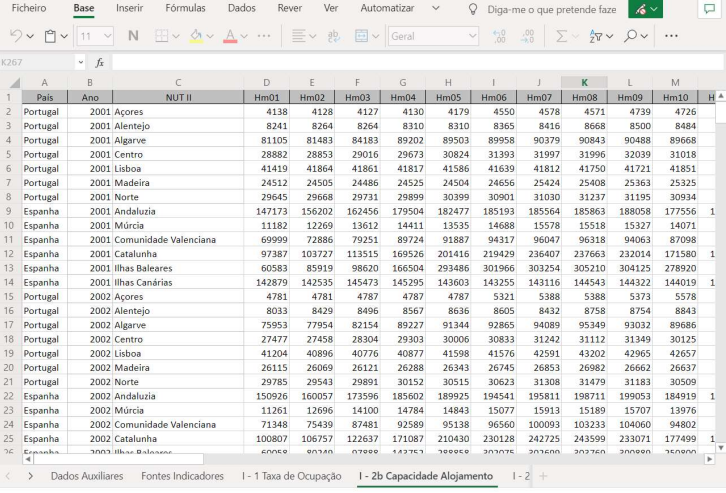
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**IMPACTUR ALGARVE DSS OUTPUT EXAMPLE:  
Algarve's Impact Forecast Model**



13 regions  
20 years  
10 variables  
Monthly reported

=


9.360.000 data observation

+


qualitative data  
(work in progress)

**For what?**

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**IMPACTUR ALGARVE DSS OUTPUT EXAMPLE:  
Algarve's Impact Forecast Model**

**Market Changes  
(%) by Country of  
Origin**


*Independent Variable  
Visitor demand*

**Algarve Territory Impacts**  
*Dependent variables*

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

**Adding value to data. Allowing for better decisions to live better.**

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Bem vindos!



**CITUR**

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**BRASIL**



**FCT** Fundação  
para a Ciência  
e a Tecnologia

Muito obrigado.

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