



MEASURING THE IMPACT OF MEGA & HALLMARK SPORT EVENTS ON DESTINATIONS SUSTAINABILITY: A METHODOLOGICAL APPROACH THROUGH TOURISM ECONOMY AND DESTINATION IMAGE ANALYSIS

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Cofinanciado por:



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R&D Team Coordination

Economy, Tourism, Management and Marketing



Fernando Perna (Coordinator)
Economics, Regional Development and Sustainability
Integrated Researcher CITUR
PhD degree in Applied Economics from the Faculty of Economics, University of Algarve



Maria João Custódio (Coordinator)
Destinations Management and Marketing
Integrated Researcher CITUR
PhD degree in Management from the Business School, University of Exeter

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Tourism Events vs Sustainability

Events Objectives (destination)

- To create a positive destination image;
 - To increase the destination's tourism demand;
 - To expand the traditional tourism season;
 - To attract domestic and international visitors;
 - To increase the economic benefits in the destination.
- + Local Communities Engagement**
- Sport practices;
 - Externalities.



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Applied Research

Methodology, Research Team and Chronogram

Methodology

• Previous Work

WRC Vodafone Rally de Portugal
 UEFA EURO 2004th
 SUPERBIKES Autódromo do Algarve
 SATA Rallye Açores
 COMPETITIVTUR: Tourism Competitiveness in the Algarve and Andalucía
 (...)

• Scientific Publications

International Journal of Tourism Research
 University of Ulster
 Anatolia: An International Journal of Tourism & Hospitality Research
 Place Management & Development

R&D Team

• #11 Elements

Fernando Perna (coord.)
Maria João Custódio (co-coord.)
Vanessa Oliveira
 Sandra Salgado
 Rafaela Mendes
 Pedro Fernandes
 Carlos Ribeiro
 André Castro
 Bárbara Martins
 Duarte Duarte
 José Pinto

Methodology

Fieldwork

Chronogram

Model Preparation

Jan – Feb – Mar - Apr



Fieldwork

May



Validation and Data

Jun - Jul



Report Preparation

Sep – Oct - Nov



Public Presentation

[Total Length 12 Months]

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The Importance of Fieldwork

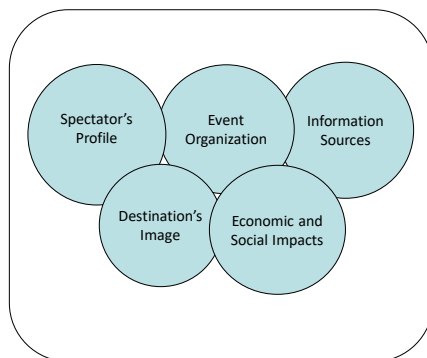
Primary Information

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Study's Structure and Objectives

Measuring the contribution in the Economy and Destination Image

Structure



Questionnaires

	Sample
Residents	457
Domestic Visitors	266
Foreign Visitors	290
Total	1.023

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Fieldwork

Presence in 10 Stages between the 18th and 21st of May 2017

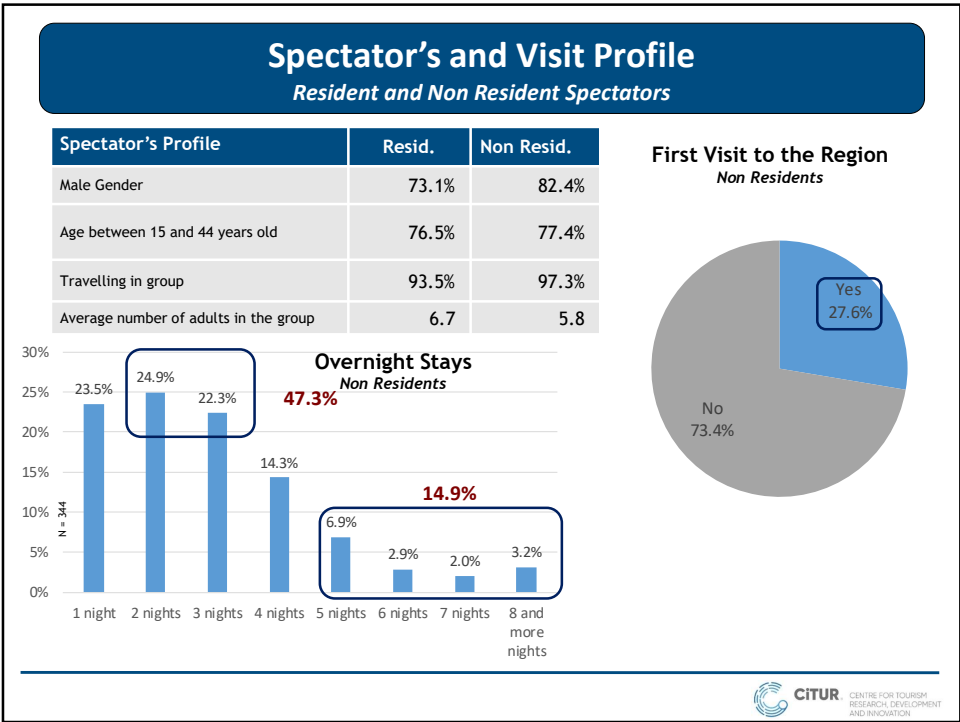


Lousada
May 18th
Guimarães
May 18th
Caminha
May 19th
Viana do Castelo
May 19th
Braga Street Stage
May 19th
Vieira do Minho
May 20th
Amarante
May 20th
Fafe
May 21st

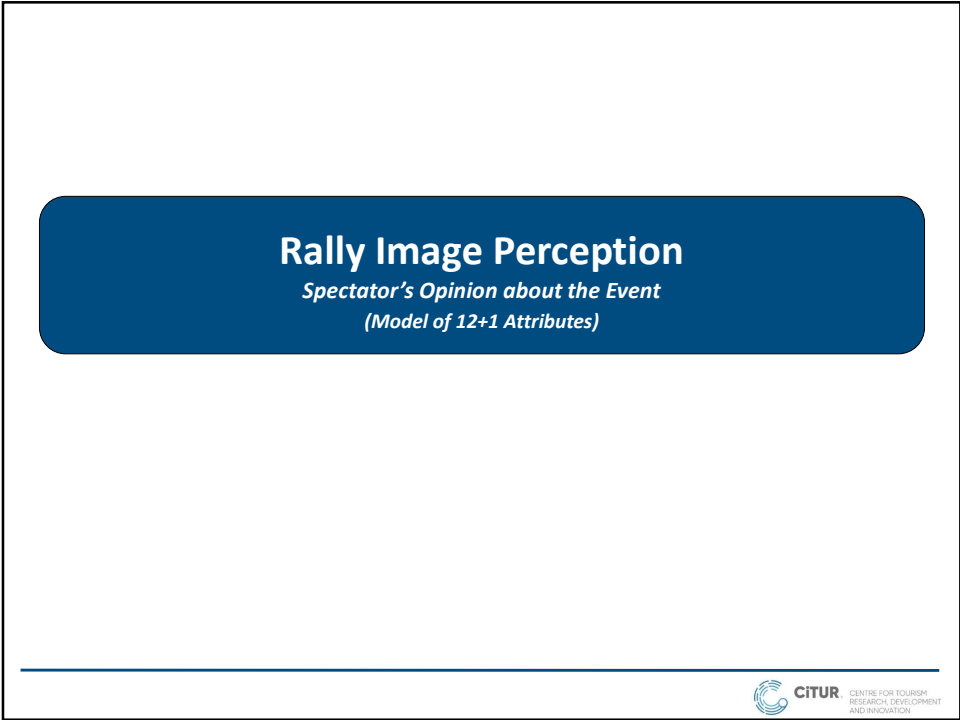


Spectator's Profile

Residents and Non-residents (Visitors)



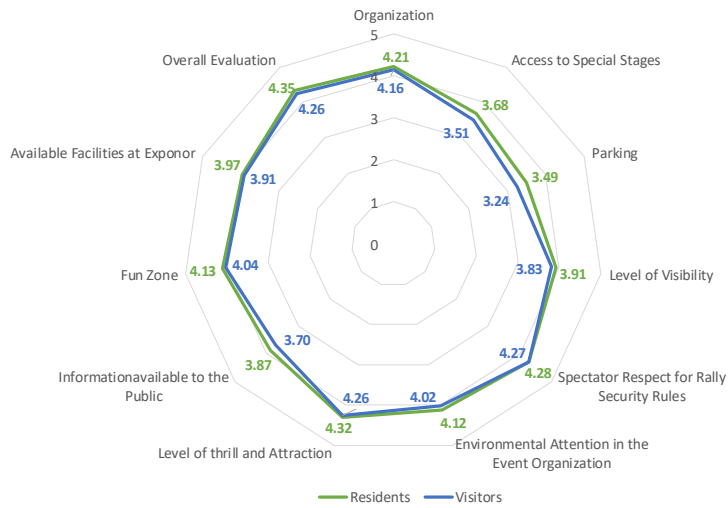
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Image Perception: 12+1 Model

Resident and Non Resident Spectators (Visitors)



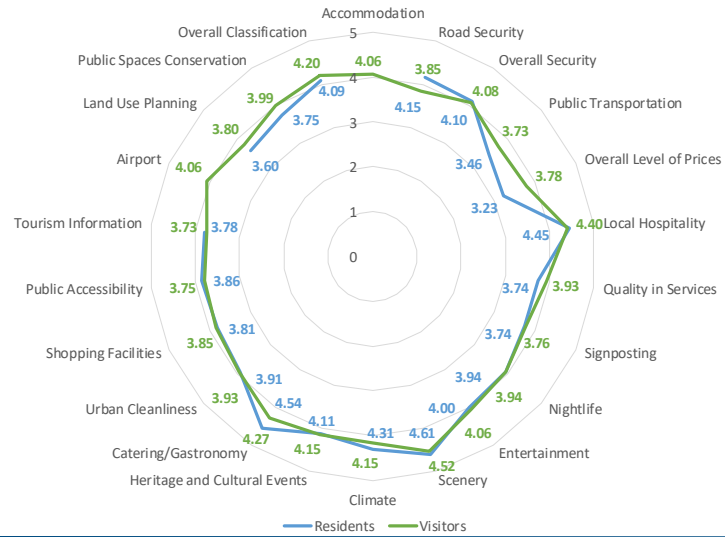
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Destination Image Perception

*North Region of Portugal as a Destination
(Model of 19+1 Attributes)*

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Region Perception as a Destination Resident and Non Resident Spectators (Visitors)



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Social and Economic Impact

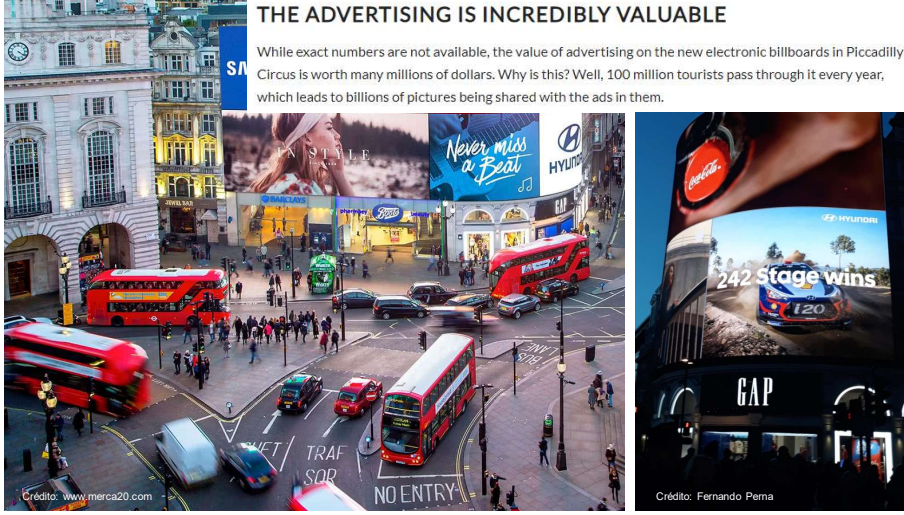
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Brands and Destination Promotion

LONDON PLACES: 10 FACTS AND FIGURES ABOUT PICCADILLY CIRCUS IN LONDON THAT YOU PROBABLY DIDN'T KNOW

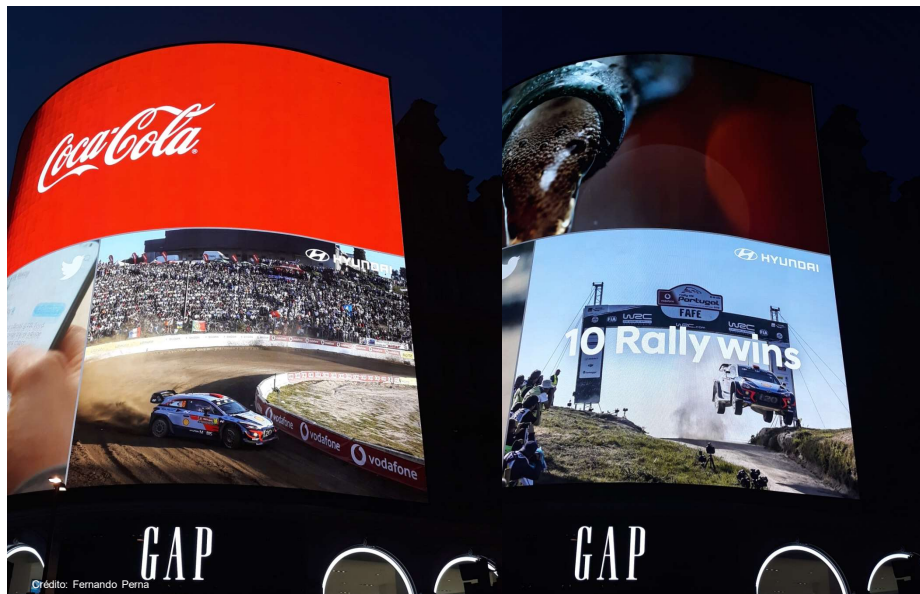
THE ADVERTISING IS INCREDIBLY VALUABLE

While exact numbers are not available, the value of advertising on the new electronic billboards in Piccadilly Circus is worth many millions of dollars. Why is this? Well, 100 million tourists pass through it every year, which leads to billions of pictures being shared with the ads in them.



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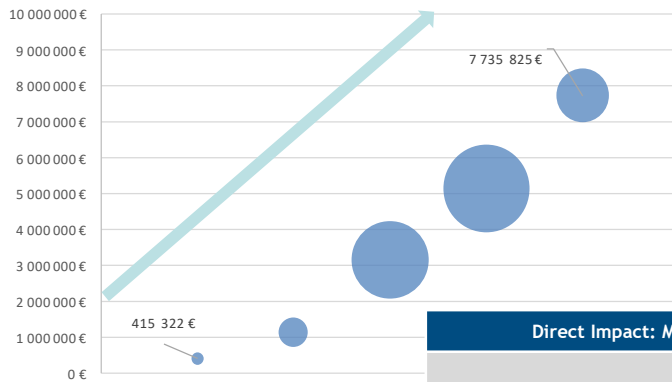


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Direct Economic Impact: Municipality Level

Minimum and Maximum Average Points

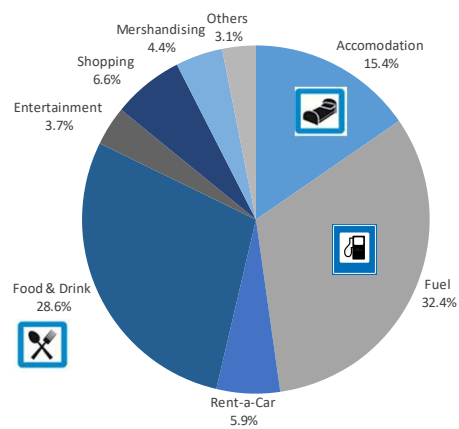


Direct Impact: Municipality Level		
	Value (10 ⁶ €)	%
Σ 13 Rally Municipalities		65.9%
Other Municipalities from the North of Portugal		34.1%

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Direct Economic Impact

Average Individual Daily Spending and Expenditure Classification (Visitors)



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Thank you.