
**DESAFIOS DA INVESTIGAÇÃO APLICADA EM TURISMO PARA A GESTÃO DA
COMPETITIVIDADE E SUSTENTABILIDADE DOS DESTINOS. O CENTRO DE
INVESTIGAÇÃO CİTUR E CONTRIBUTOS DO PROJETO İMPACTUR ALGARVE**

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10 de junho de 2022

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 CİTUR – 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 30 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 thought] I was very good with computers!

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...”.**

BETTER LIFE QUALITY MUST BE THE R&D FOCUS



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Mission

- Develop applied research;
- Produce and share scientific tourism knowledge.

Main goals

- Applied research (MSc & PhD);
- Scientific dissemination;
- Ongoing training;
- National and international cooperation;
- Provide tourism services.



CiTUR[®]

CENTRE FOR TOURISM
RESEARCH, DEVELOPMENT
AND INNOVATION

“The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge”

Stephen Hawking

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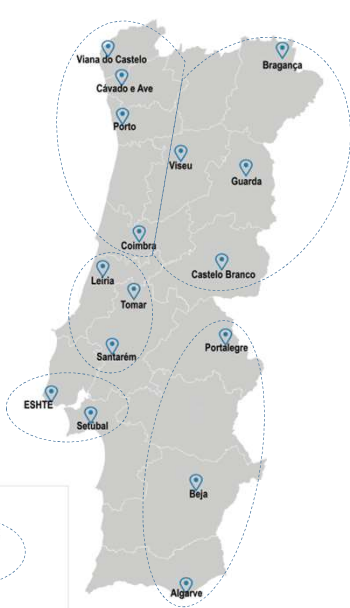
2018-2022
Where are we?

Since 2018, CiTUR is a R&Di unit linking **17 Higher Education Institutions**, with more than **200 Researchers** allocated in **6 hubs** (think BIGger).

116 ♀ 90 ♂

<http://citur-tourismresearch.com/en>

webspaces



IP LEIRIA
IP SANTARÉM
IP TOMAR

ESHT ESTORIL
IP SETÚBAL

U ALGARVE
IP BEJA
IP PORTALEGRE

IP GUARDA
IP BRAGANÇA
IP CASTELO BRANCO
IP VISEU

U MADEIRA

IP COIMBRA
IP CÁVADO E DO AVE
IP PORTO
IP VIANA DO CASTELO

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2018-2022
Scientific structure – thematic research areas

1. Tourism Economics and Management
2. Tourism, Hospitality and Restaurants
3. e-Tourism
4. Territory and Tourist Destinations
5. Planning and Management of Tourist Products and Animation
6. Tourism, Culture, Society and Language

become a leader in applied research

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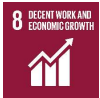
2018-2022

Scientific structure – main ideas


CiTUR aims to contribute for sustainable development actions at different territory scales, from local to global challenges, in harmony with the United Nations Sustainable Development Goals:




4 QUALITY EDUCATION
Quality Education.




8 DECENT WORK AND ECONOMIC GROWTH
Promote inclusive and sustainable economic growth, employment and decent work for all.




9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Build resilient infrastructures, promote sustainable industrialization and foster innovation.




11 SUSTAINABLE CITIES AND COMMUNITIES
Make cities and human settlements inclusive, safe, resilient and sustainable.




14 LIFE BELOW WATER
Conserve and sustainably use the oceans, seas and marine resources.



15 LIFE ON LAND
Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.




16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Promote just, peaceful and inclusive societies.



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IMPACTUR-ALGARVE Project:

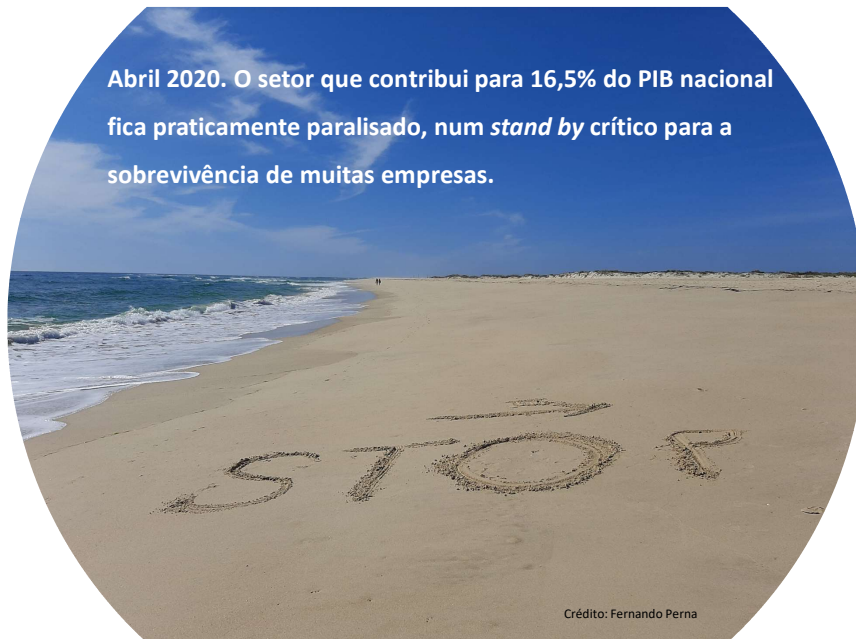
Development of a platform to monitor, predict and simulate the tourism competitiveness of the Algarve within the national territory and Spanish Mediterranean Basin



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Abril 2020. O setor que contribui para 16,5% do PIB nacional fica praticamente paralisado, num *stand by* crítico para a sobrevivência de muitas empresas.



Crédito: Fernando Perna

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LAGOA
MONCHIQUE
PORTIMÃO
SILVES



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IMPACTUR ALGARVE: Objective

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Fundos Europeus
Estruturais e de Investimento

- 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:

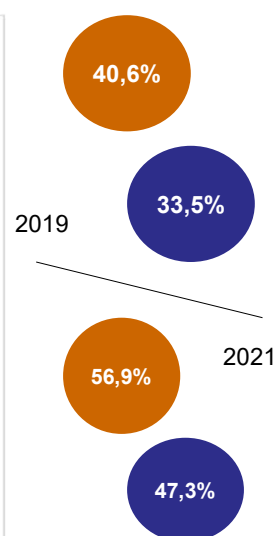
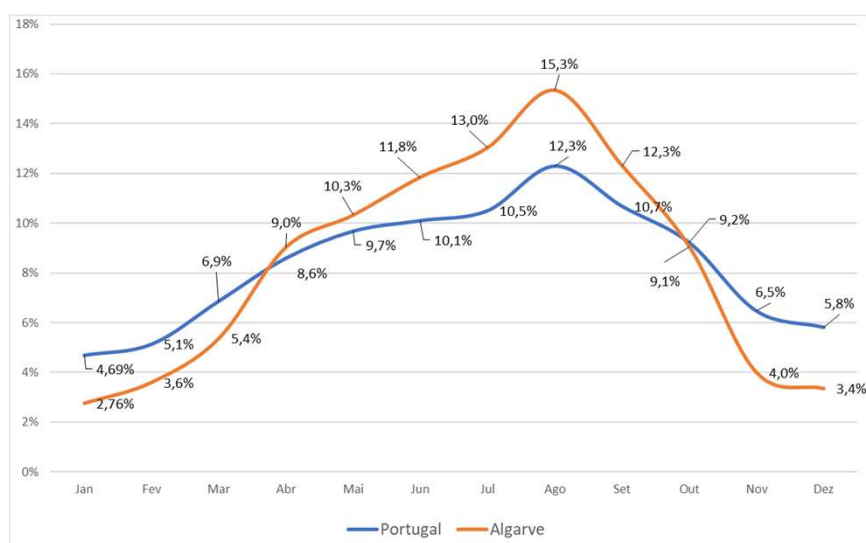
POOR PLANNING
ON YOUR PART
DOES NOT
CONSTITUTE AN
EMERGENCY ON
MINE

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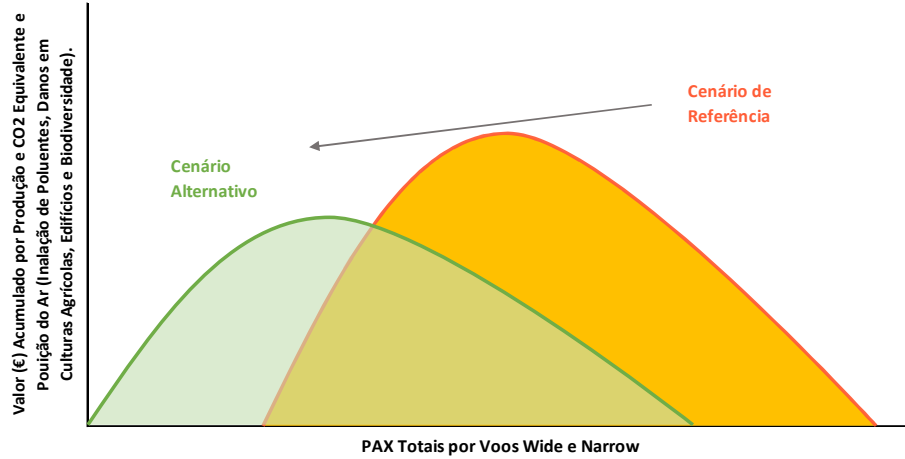
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Distribuição mensal das Dormidas em estabelecimentos de alojamento turístico: Portugal e Algarve - 2019



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Redução do Impacto Acumulado em Euros por Variação de Emissão CO2 Equivalente e de Poluição do Ar.



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

País	Ano	NUT II	Hm01	Hm02	Hm03	Hm04	Hm05	Hm06	Hm07	Hm08	Hm09	Hm10	H
Portugal	2001	Açores	4138	4128	4127	4130	4179	4550	4578	4571	4739	4726	
Portugal	2001	Alentejo	8241	8264	8264	8310	8310	8365	8416	8668	8500	8484	
Portugal	2001	Algarve	81105	81483	84183	89202	89503	89958	90379	90843	90488	89668	
Portugal	2001	Centro	28882	28853	29016	29673	30824	31393	31997	31996	32039	31018	
Portugal	2001	Lisboa	41419	41864	41861	41817	41586	41639	41812	41750	41721	41851	
Portugal	2001	Madeira	24512	24505	24486	24525	24504	24656	25424	25408	25363	25325	
Portugal	2001	Norte	29645	29668	29731	29899	30399	30901	31030	31237	31195	30934	
Espanha	2001	Andaluzia	147173	156202	162456	179504	182477	185193	185564	185863	188058	177556	1
Espanha	2001	Múrcia	11182	12269	13612	14411	13535	14688	15578	15518	15327	14071	
Espanha	2001	Comunidade Valenciana	69999	72886	79251	89724	91887	94317	96047	96318	94063	87098	
Espanha	2001	Catalunha	97387	103727	113515	169526	201416	219429	236407	237663	232014	171580	1
Espanha	2001	Ilhas Baleares	60583	85919	98620	166504	293486	301966	303254	305210	304125	278920	
Espanha	2001	Ilhas Canárias	142879	142535	145473	145295	143603	143255	143116	144543	144322	144019	1
Portugal	2002	Açores	4781	4781	4787	4787	4787	5321	5388	5388	5373	5578	
Portugal	2002	Alentejo	8033	8429	8496	8567	8636	8605	8432	8758	8754	8843	
Portugal	2002	Algarve	79553	77954	82154	89227	91344	92865	94089	95349	93032	89686	
Portugal	2002	Centro	27477	27458	28304	29383	30006	30833	31242	31112	31349	30125	
Portugal	2002	Lisboa	41204	40896	40776	40877	41598	41576	42591	43202	42965	42657	
Portugal	2002	Madeira	26115	26069	26121	26288	26343	26745	26853	26982	26662	26637	
Portugal	2002	Norte	29785	29543	29891	30152	30515	30623	31308	31479	31183	30509	
Espanha	2002	Andaluzia	150926	160057	173596	185602	189925	194541	195811	198711	199053	184919	1
Espanha	2002	Múrcia	11261	12696	14100	14784	14843	15077	15913	15189	15707	13976	
Espanha	2002	Comunidade Valenciana	71348	75439	87481	92589	95138	96560	100093	103233	104060	94802	
Espanha	2002	Catalunha	100807	106757	122637	171087	210430	230128	242725	243599	233071	177499	1

14 regions
20 years
14 variables
Monthly reported


+
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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Muito obrigado.

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