

Evaluation indicators of the socio-sport impact of the national swimming championship

Jorge Soares^{1*}

SHORT PAPER

The organization of sporting events at national and international level results on various impacts for sport development. According to the integrated model presented by Collins, for the development of the performance and elite sports (Collins, 2010), and the sporting legacy associated with major sport (Chappele, 2012), we should evaluate the systemic impacts of national sport competitions in the local sport organizations. For instances, regarding the national/international sporting event organization legacy, it is important to evaluate the local viewers and visitors' attendance, as well as the local volunteers' participation, in order to promote positive impacts for sport's development.

The objective of this short paper is to present the indicators of social legacy (Bob & Swart, 2010), and the sport's impact of the national swimming championship, hold in Funchal city, capital of the Madeira Island, from March 22 to 26 in 2018. This championship was organized by the Portuguese Swimming Federation in partnership with the Madeira Swimming Association. The sporting event was attended by 318 boys and 309 girls, a total of 627 athletes, representing 106 sport clubs. Regarding the staff, there were 300 coaches and others support technicians. From the island of Madeira participated 31 swimmers representing 5 sport clubs.

The methodology is based on collecting data from sport development indicators involved in the sporting event, namely: official referees; involvement capacity of the volunteers; resident spectators and visitors (tourists); regional and national sporting results and participation; legacy

and improvement of sports equipment and sports facilities.

The data was gathered with the contribution of the National Swimming Federation, as well as with volunteers, which role was to register the people's entrance (visitor or resident), during the sport competition. In this process, we counted a total of 940 spectators, during the 4 days of competition (see table I).

Table 1
The attendance to the sporting event – residents and visitors (Portugal mainland)

	Spectators (N)	%
Residents (Madeira)	352	37.4
Visitors /Tourists	588	62.6
TOTAL	940	100%

We have also collected data from Cision produced by journalists during the sporting event. We identified the frequency, the size of the newspaper article, and the words brand relevant to promote the place as a tourist destination: "Discover Madeira" and "Funchal".

In what concerns volunteers' participation, it is well known its demands regarding planning meetings and education for specific roles. The participation of volunteers was divided in 6 roles/categories: entry check; support to the secretariat; support to the competition field and referees; application of questionnaires; delegations' guides; athletes' follow-up and monitoring for anti-doping control. The sporting event involved a total of 45 volunteers and 2 coordinators. This activity was also a great opportunity to involve other swimmers and sport administrators to collaborate as volunteers. Additionally, the Madeira Swimming Association is improving the strategy to attract the local

¹ Universidade da Madeira

* Corresponding author: jorges@staff.uma.pt

population to be a volunteer. The proud of being part of the organization of a sporting event is a message that should be promoted among young and local people.

The number of local swimmers and their timely registration for a sport competition is one of the most important impact indicators. Table 2

shows us how many swimmers were from Madeira Island. When comparing the data from 2018 with the last 3 championships, we do not find significant changes. However, there seem to be more sports clubs achieving the minimum results to participate in the national swimming championships.

Table 2

The participation of Madeira swimmers at the national swimming championship

Sport Clubs (Madeira)	2015		2016		2017		2018		Total
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls	
Clube Naval do Funchal	11	7	15	6	10	6	10	6	16
Clube Desportivo Nacional	6	5	5	2	5	4	5	4	9
Clube Desportivo São Roque	3	0	2	0	2	1	2	1	3
Clube Escola O Liceu	0	0	2	0	2	0	2	0	2
Juventude Atlântico Clube	2	0	2	0	1	0	1	0	1
Clube Desportivo Wos Team	0	0	0	2	0	0	0	0	2
TOTAL	22	12	26	10	20	11	20	11	31 (4%)

The 31 Madeira swimmers (4% of the total swimmers), representing 5 sport clubs, embodied an excellent opportunity to encourage other swimmers, who did not reach the minimum for participation. The organization of the national championship at Madeira Island represented an excellent boost for the local swimmers and their parents to commit themselves with training.

The registration of spectators shows us that 35% of them belong to Madeira residents – many of them are swimmers' relatives.

There was another criterion to organize the sporting event at Funchal: it was possible to save thousands of euros with costs for travelling and accommodation for local sport clubs, since the 31 local swimmers did not travel to Portugal Continental. This criterion is a helpful argument for the local organizers, in order to influence the local/regional public administration to sponsor the sporting event.

A number of national records were broken, as well as 10 minimums marks for the European Championships Absolute and 10 minimums for the Junior World Championships: Victoria Kaminskaya (200 and 400 styles and 200 breaststroke), Diana Durães (400 and 800 free style), Tamila Holub (1500 free style); Tomás Veloso (400 styles), Gabriel Lopes (200 styles), Ana Catarina Monteiro (200 butterfly),

Guilherme Pina (1500 free style), Alexis Santos (200 styles), João Vital Pereira (200 breaststroke).

Table 3

Comparison swimmers – spectators per Regional Swimming Association

Portugal Region	Swimmer (%)	Spectator (%)
ANLISBOA	33.12%	14%
ANNORTEPORTUGAL	17.53%	4%
ANCOIMBRA	11.20%	9%
ANCENTROENORTE	9.58%	5%
ANDLEIRIA	7.14%	10%
ANALGARVE	5.36%	2%
ANMADEIRA	5.03%	35%
ANMINHO	3.90%	7%
ANDSANTARÉM	3.08%	1%
ANRAÇORES	1.62%	-
ANINTERIORCENTRO	1.30%	-
ARNNORDESTE	0.65%	1%
ANALENTEJO	0.49%	-

The regional swimmers' achievements demonstrate the quality level of Swimming in Madeira Island. Indeed, it was possible to see some record and marks being achieved: the Clube Desportivo São Roque won two gold and two bronze medals; the Clube Naval do Funchal won two medals (one bronze and one silver); the

Clube Escola O Liceu conquered two bronze medals; and the Clube Desportivo Nacional another two bronze medals. The most important athlete of Madeira was João Cruz Castro (Club Desportivo São Roque), who won two gold medals in the Junior category – in the 100 free style (691 FINA points) and 200 free style (719 FINA points). Beatriz Rosa Jong (Clube Desportivo Nacional) also stood out during the final of 200 meters butterfly, winning 618 FINA points, breaking the regional record with the mark of 2.22.94, and getting an honorable 8th place.

An aspect that reflects the social participation was the use of social networks as a way to advertise and promote the national swimming championship. Madeira Swimming Association, for example, shared in its Facebook several articles related to specific actions, as well as results from the competition and pictures of several swimmers and spectators. For instance, a given event had a total of actions ranging between 1161 views / shares and 4112. From these shares, it is estimated that a total of 9636 people accessed this event and / or have replicated it in their social networks.

Table 4

Media exposure of the sporting event in the press and estimation of "advertising cost". (Source: based on Cision, 2018)

Type of Media	Frequency	Size or duration	Advertising costs
Written press of Madeira (Journals)	21	377.29 x 512.67 cm ² Average = 17.97 x 24.41 cm ²	Total= 21781.48€
Written press of Portugal mainland and Azores (Journals)	52	714.28 x 855.94 cm ² Average = 13.74 x 16.46 cm ²	Total=50735.97€
Internet/Websites	76 Madeira – 29 Mainland and Azores - 47	(...)	Not available
RTP Madeira (TV)	7	38 hours and 18 minutes	Total= 2717.38€

A limitation of this paper is the lack of data regarding the evolution of the national sport records in the last 10 years. Since the number of federated swimmers in competition and participation has increased (National Swimming Federation), it would be interesting to describe the evolution of the results and national records in the recent years.

It was not possible to observe any activity revealing a cooperative learning experienced coaches – there was no training session for sport coaches (whether local or not). Nevertheless, it is fundamental (at least from our point of view) to promote the sharing of experiences between visitors and experienced sport clubs and local sport clubs, especially during this kind of sporting events.

A positive impact is the ability to attract national sponsors and partners of the National Swimming Federation. Another positive impact that should be stand out is the sport facilities improvements and the legacy of new equipment

that benefit local sport clubs and swimmers after the sporting event.

An important drawback to point out is the impossibility to carry out the regular activities of the pool during all the event (7 days). This causes direct and indirect negative impacts for regular users and customers in a short and long-term time. We think that an alternative swimming pool should be provided to the local regular swimmers and users.

It is very important that the local community feels truly engaged with this kind of sporting events. Indeed, it is mandatory for the success of this, and other sporting events, that the local community and the users of the swimming pools are committed with the image and status. Moreover, they should agree to receive and support the decision of organizing this kind of sport event (Liu, 2016).

As a conclusion, the decision to organize a national championship in a city like Funchal demands an integrated strategy between the

National Swimming Federation, Regional and Local sport associations, sport clubs, and regional authorities, in order to potentialize positive impacts on the local sport development. The commitment and identification of the local population, as well as the will of the local swimmers to receive and to participate in the sporting event are crucial for the success of the strategy of the National Swimming Federation.

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