



Monitoring of Outdoor Tourism Demand

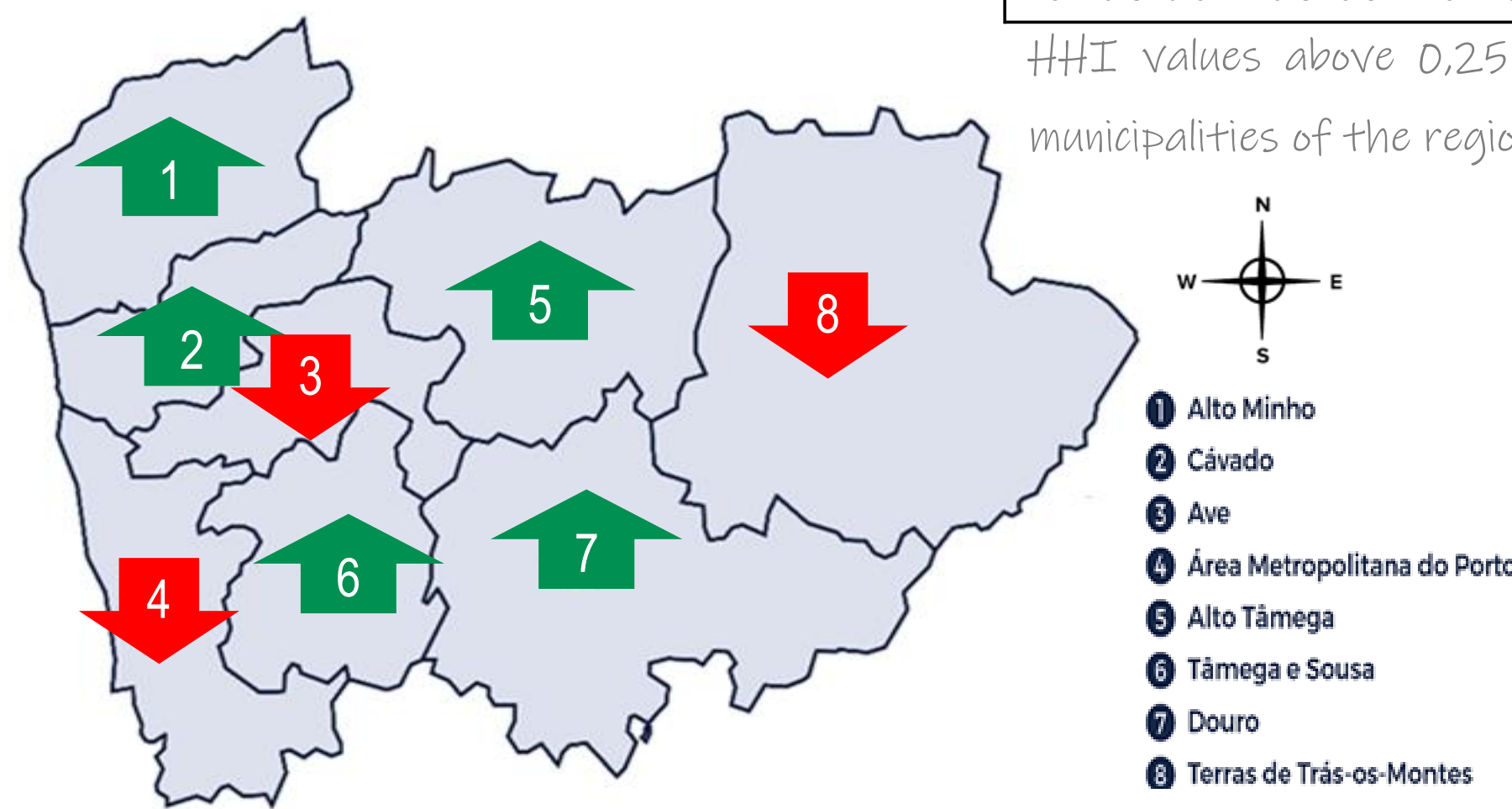
The Herfindahl-Hirschman Index (HHI) was used in order to understand the tourism competitiveness of the different sub-regions that make up the North Region of Portugal. This index is a measure which helps to analyse market concentration and at the same time determines the competitiveness of the market.

North of Portugal
Evolution 2015-2019

$$HHI = \sum_{i=1}^n MS_i^2$$

where MS is a Market Share,
with $i = 1, 2, \dots, n$.

Analysis of the variation from 2015 to 2019



HHI values above 0,25 indicate higher levels of overnight stays concentration in some municipalities of the region.

Considering that the dispersion of the overnight stays favours the competitiveness of the region...

Main references of the project

Fernandes, P. O., Nunes, A. M., Veloso, C. M., Santos, E., Ferreira, F. A., & Fonseca, M. J. S. (2020). Outdoor solutions for the seasonal concentration of tourism demand in Northern Portugal: an integrated approach based on the Gini Index. In Handbook of Research on the Impacts, Challenges, and Policy Responses to Overtourism (pp. 364-379). IGI Global.

Fernandes, P. O., Nunes, A. M., Veloso, C. M., Santos, E., Ferreira, F. A., & Fonseca, M. J. S. (2020). Spatial and temporal concentration of tourism supply and demand in Northern Portugal. Application of the Herfindahl-Hirschman index. In Advances in Tourism, Technology and Smart Systems (pp. 263-273). Springer, Singapore.



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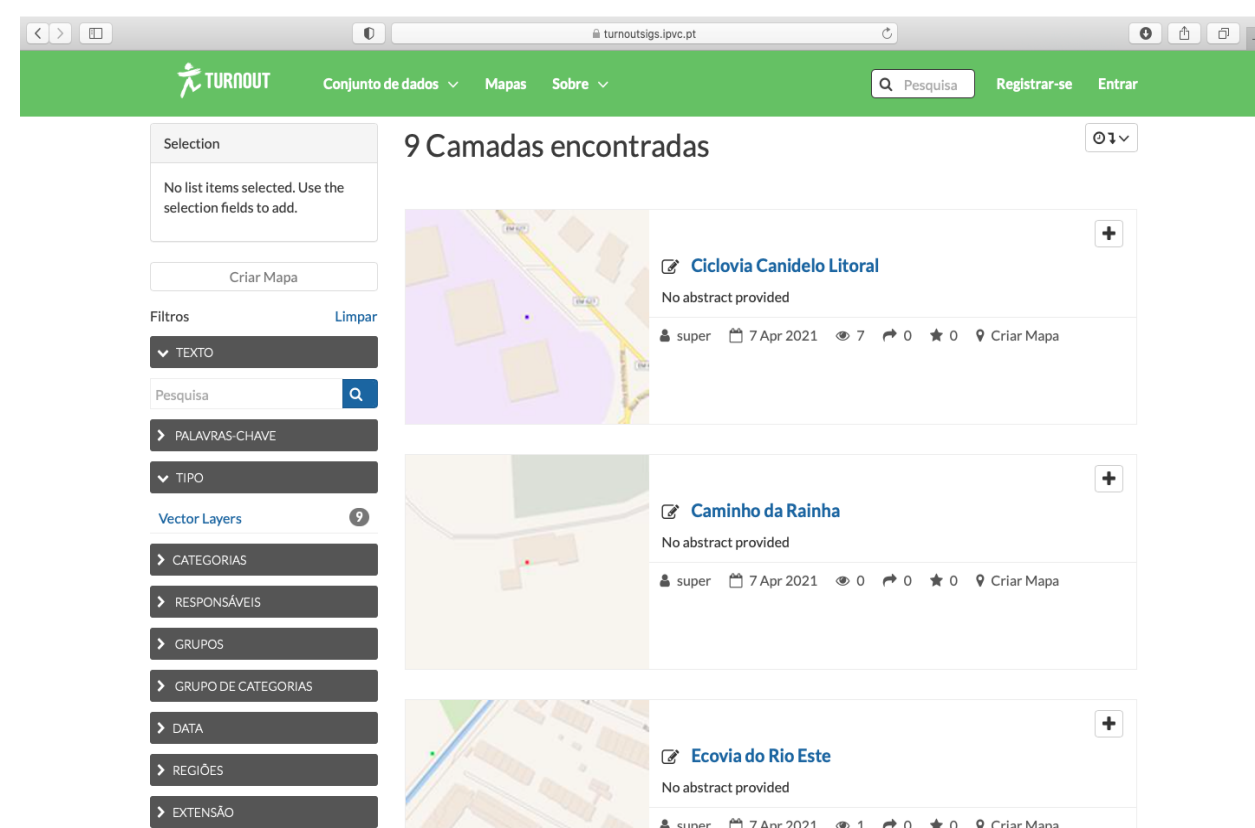
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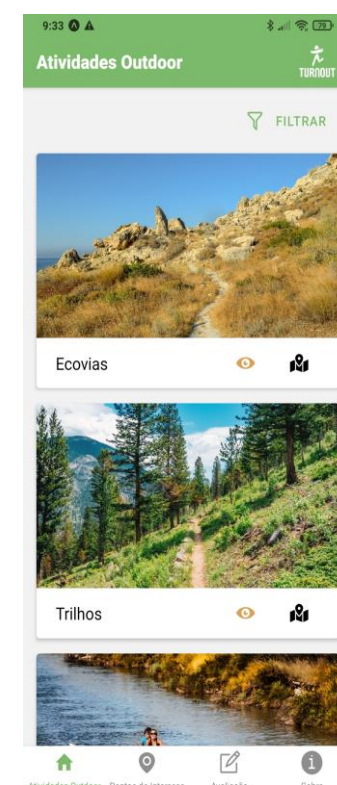


Development of digital tools

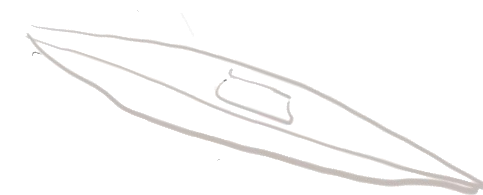
website



app



↑ Regions with gain of competitiveness
↓ Regions with loss of competitiveness



What strategies can be developed to improve the competitiveness of the territories in terms of outdoor tourism?

Research:



Partners:



Funded:

