

WRC Vodafone Rally De Portugal Fostering Tourism Development



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Abstract Events influence the destinations that host them. It was therefore considered interesting to analyze the influence of the Portuguese Rally sports' event at Porto. This research aims at evaluating the role of the Rally of Portugal in Porto as a tourism destination. It aims to identify the stakeholders' opinion regarding the impact of the Rally of Portugal on tourism demand in the city of Porto, to evaluate the impact of the Rally of Portugal in Porto as a destination, to identify the conditioning components of the realization of the Rally of Portugal, and to perceive strategies to be applied in future editions, in less secure contexts. A qualitative methodology was used for data collection, through the convenience sampling method, according to the availability of the participants. Individual semi-structured online interviews using the Zoom platform were applied to event organizers, a former pilot, and a pilot of the event. It was verified that the Porto Street Stage, stage of the Rally of Portugal that takes place in the city of Porto, presents many positive impacts for the destination, which in the perspective of the organization include the international projection of the city of Porto (through the presence of the specialized international press), with passage of the circuit by the main urban tourism resources, increase of income, complementary social programs to the event, and pride of the resident community, regarding the reception of the event. From this perspective, the fact that the event

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was not held in 2020 due to the SARS-CoV-2 virus was significantly reflected in the absence of revenue at the destination, with a negative impact in organizational terms, given the advanced state of this process when the event was canceled, in particular the stages of route definition, budgeting, and communication/dissemination, with the involvement of specialized teams.

Keywords WRC Vodafone Rally de Portugal · Porto · Events · Tourism destination · Tourism development

1 Introduction

Holding sporting events has advantages and disadvantages for the destination hosting the event. First, it highlights the inconvenience and difficulty for residents to access their homes, workplaces, and other areas of the city. Moreover, in the case of rallies, the volume of dust and noise resulting from the competition stands out [1]. However, the holding of events has a positive influence on the destinations hosting the events [2] mainly through an increase in economic activity and tourism promotion of the destination [1, 3–22] hosting them [1, 3, 4, 6, 8, 9, 12, 23–30]. Thus, the holding of events serves to combat seasonality, attracting tourists even during the low season [9, 24, 28, 31]. However, it is necessary that individuals stay more than once at the destination where the event takes place to have a noticeable impact on the destination [8, 32]. It should also be noted that the return intention of tourists who travel to a destination to participate in an event is influenced by the hosting of major event [33, 34]. The World Rally Championship, better known as “World Rally Championship”, is an international motor sport event regulated by the Fédération Internationale de l’Automobile (FIA) [1]. The event is repeated every year [35]. It is held in several countries, more specifically in twelve, including Portugal [1]. As for the promotion of the event by the media, it should be noted that, although the event is only held in twelve countries, it receives worldwide attention, since it is broadcast in several countries and languages. This results in an audience of about 633 million individuals.

This study aims to evaluate the role of the Portuguese Rally in the city of Porto as a tourism destination. The next section of this paper presents the literature review of the study, which focuses on events, event tourism, sports tourism, and the World Rally Championship (WRC). Next, the empirical study, the research methodology, and the results obtained are presented.

2 Literature Review

Having been considered by *European Consumers Choice* the best European destination three times, in the years 2012, 2014, and 2017 [6], tourism is a vital part of Porto's economy. Consequently, the city of Porto has gained notoriety internationally, contributing significantly to the national gross domestic product (GDP) [35].

All kinds of events (such as concerts, sporting events, music festivals, and conferences, among others), which gather groups of people of considerable size, were postponed, or even canceled due to COVID-19. Consequently, associated businesses, such as suppliers were also affected, although it is not known the extent of such repercussions. It should also be noted that, within these event segments, the diagnosis is that the sports tourism market was one of the most affected tourism subsectors. An example of this was the postponement of the Euro 2020, the Summer Olympic Games [36], and the Portugal Rally from 2020 to 2021.

Events are distinguished by their size [37] form and function, [31, 38, 39] highlight four types of events: landmark events [39, 40], mega-events [31, 39–41], major events [39], and small events [40]. Landmark, mega, and major events are the largest events, and therefore the most profitable [8].

As for the offer, the study of [31] emphasizes that destinations hold events of different styles to achieve several objectives. First, holding events serves to attract tourists, even in low season. Second, events are held to contribute to the overall marketing of the location hosting the event, positively promoting the destination's image [31]. Thus, we can see that events are held with the purpose of globalization, competition between cities and location [10]. Third, the holding of events serves not only to increase the infrastructure and tourist capacity of the destination [31] but also influence urban renewal [10, 31]. Demand, on the other hand, concerns the consumption of experiences [42]. It involves consumer behavior and travel related to that event. As far as the consumer is concerned, the demand manifests itself when the individual travels to participate in a particular event. Regarding travel, it is related, more specifically, to the reasons why the consumer wanted to participate in the event and the effects that the characteristics of the trip had on the consumer [31].

Events influence economic activity, environment, culture, society [2, 10], and politics of a destination [2]. In addition, by bringing tourists to the destination, events increase local trade and restaurants [28]. Other benefits of event tourism relate to the fact that events give greater visibility to the places where they are held and to their institutions and products, thus influencing, again, the local economy and tourist inflow [10, 11]. In this way, many western cities are investing in events to recover from economic decline [10]. According to [43] thus, there is an "experiential economy", where tourism, leisure, and entertainment are allied.

In sum, it can be said that the events represent traditions of several centuries, possessing a long history. Thus, although there was a recession in the mid-twentieth century until the end of the twentieth century, events as a form of tourism have thrived in contemporary society, being currently considered an aspect in tourism [10, 44] and in the strategic management of destinations. In addition to the impacts on the

economy, there are other impacts on the physical environment of the destination, such as the dynamization of the cities surrounding the event and the very improvement of living conditions [45].

Regarding tourism, another reason for holding events is that they help fight seasonality. This is true since events can attract tourists, who may represent extended stays, resulting, in turn, in greater use of local facilities. In addition, events also combat seasonality when they attract day-trippers. This is a result of the fact that this type of individuals use the destination's restaurant and local commerce services in large numbers [28]. To combat seasonality, however, it is necessary to have places willing to host events and the ability to attract a significant number of tourists interested in the events. Once these necessary conditions are met, it is possible to organize fairs and congresses in the off-season. This will also be beneficial for the tourist, as accommodation at lower prices will be available [33]. However, according to [8, 31] for the event tourist to have a noticeable impact on the destination, it is important that he stays at least once in the destination where the event takes place. Preferably, the tourist should visit this destination with a group. It is essential that this group decides to choose local products, have meals at the event itself, and still buy event-related merchandise. Thus, what really influences the impact of an event on a destination is the fact that tourists spend most of their money where the event takes place.

The positive impacts resulting from the organization of events then represent advantages. As such, according to the Brazilian Ministry of Tourism [33, 34], there are advantages derived from the practice of event tourism, particularly with regard to strategic marketing and high profitability of the destination, as well as the dynamization of tourism activities.

Holding major events in a particular location results in the distribution of the destination's image by the *media*. This will, in turn, result in an increase in tourist inflow to the region hosting the event. In addition, it may also influence the return intention of the tourists who traveled to the destination to participate in the event, being at the time event tourists, but having this time the intention of being leisure tourists. Second, regarding high profitability, it should be considered that most tourists who go to fairs and congresses are traveling on business, and their expenses are paid by their company. As such, there is a guarantee that the taxes on the individual's expenses will be paid by the entrepreneur. The payment of these taxes will allow the collection of the financial resources needed for investment in various areas of the destination, such as education, security, and health. Furthermore, there is an indication that the leisure tourist is less predisposed to spend money when compared with the event tourist.

Finally, regarding the dynamization of tourism activities, it is initially necessary that the place where the event will take place presents the appropriate structure for the reception of tourists and for holding the event in question. Once such conditions are present, the dynamization of the event will allow tourism to expand to places near the destination where the event takes place.

Regarding the negative impacts of holding events, according to [46] the tourists who attend the events can learn about the culture of the destination and the ways of life of the local population. This may, in turn, result in negative impacts on the local

community due to an excessive number of tourists in the destination. Furthermore, this will result in an increase in traffic, noise and even crime. Below is a table showing the possible positive and negative impacts associated with hosting any event (Table 1).

For tourism events to have positive impacts on the destination, they must be successfully organized [47]. As such, event planning is usually a time-consuming burden that can take years to finalize [31]. Thus, when planning events, one must first consider the aspects that make the event possible, such as marketing, the costs associated with the event, and its development. In addition, one must consider the impacts resulting from this planning, whether they are desired or undesired [42]. Other aspects that determine the success of the event’s organization relate to its coordination, since this is related to ensuring the needs of the tourist; attracting

Table 1 Touristic impacts of events

Impacts	Positives	Negatives
Economic	Increased revenue Encourages job creation Provides for new investments Commercial dynamization Promotion of endogenous products	Price inflation Opportunity costs Financial needs Unequal income distribution Pressure on local services
Environmental	Improvement in infrastructure and accessibility Urban requalification Environmental awareness Promotion of local resources	Pollution Increased traffic Overcrowding
Sociocultural	Interaction with the local population Increased cooperation Valuing traditions New experiences Valuing the population Introduction of new ideas	Increased insecurity Lack of privacy Alteration of social structures Culture shocks Acculturation
Psychological	Increased local appreciation Increased enthusiasm during the event Cultural tolerance	Lifestyle change Possible conflicts Flexibility of legislation Feeling of the end of the event
Politician	Greater international recognition More development and knowledge Public projection Propagation of political values	Lack of involvement of local communication Distortion of the nature of the event Risk of failure Misappropriation of funds Accrued costs Different ideologies
Tourist	Increased tourist flow Tourist recognition of the region Increased permanence Reduction of seasonality Touristic dynamization	Deterioration of services Decharacterization of the site Loss of authenticity Move Bad reputation

Source Brasil [34]

sponsors and visitors; encouraging residents to attract guests to attend the event; encouraging tourists to stay at the destination (thus it is necessary to ensure that there is sufficient accommodation); and, finally, ensuring local services that allow easy accessibility to the venue for participants [8, 32].

Sports tourism has undergone a remarkable evolution. Its origin and development are aspects that should be considered when analyzing this type of tourism. According to [48] there are four contemporary factors that justify the development of sports tourism: the demographic expansion in the profile of participants in sports activities [48] the increase, since the 1970s, of the Western societies' interest in health and well-being [48, 49], and the increase in recreational demand during the tourists' stay [49, 50]. Finally, the growing interest in the great influence that sports and sporting events have on the image and urban renewal and is related to the potential that comes from sporting events: the exploitation of tourism opportunities [49, 51]. Regarding the concept of sports tourist, according to [52, 53] this type of tourist can be divided into two categories: active and passive. In active sports tourists, the main motivation for their trip is sports practice; for passive sports tourists, sports practice is a secondary and casual motive. However, the authors make a distinction between passive sports tourists, indicating two subtypes. Thus, passive sports tourists can be defined as "connoisseur", these being those who have a passive involvement. Examples are spectators, managers, and coaches. The other term used by researchers to define passive sports tourists is "casual observers". These are characterized by simply observing the event, without being involved in it in any way. Table 2 gives some examples of the different sports tourism activities.

Other authors as [54] defines sports tourists as the individuals who travel and participate in sports activities and/or in a sports context. In addition, these authors

Table 2 Classification of sports tourism activities

Classification	Examples
Sports activity vacations: Vacation with only one sport activity Vacations with various sports activities	Skiing, biking, trekking sports fields Vacation clubs (example: Club Méditerranée)
Vacation sports activities: Organized vacation sports activities Independent vacation sport activities	Golf, rafting, cruise ship sports activities Adventure activities (example: <i>bungee jumping</i>)
Passive sports on vacation: Observer "connoisseur" Casual observers	Olympic games, master golf, Wimbledon Tournament, Kentucky Derby, museums, halls of fame, stadium tours "Hurling (Ireland), Thay Boxing (Thailand), bull racing (Spain)"
Active sports practice during time off vacation	Training camps, recreational sports during business and congress trips
Passive sports practice during non-holiday time	Attending dragon boat races when in Hong Kong on business

Source [52, 53], adapted

mention four specific factors that are necessary to classify a sports tourist: stay of at least one night in a place outside the individual's usual environment, the trip must have a limited duration, i.e., cannot exceed twelve months of stay, the trip cannot have as main motivation the exercise of a paid activity, and the fourth factor is related to the participation of the tourist in a sports activity or in a sports context activity during his stay. The authors also make a division between sports tourists, characterizing as "enthusiastic" the tourist who makes a trip with the main motivation of performing a specific sports practice. The tourist who practices a sport activity as a secondary purpose during the trip is called "sporadic". In order that the similarities and differences between enthusiastic sports tourists and sporadic sports tourists can be better understood, Table 3 is presented.

The study of [54] also indicates that there are three types of sports tourism, each one aimed at a certain type of client. Nevertheless, besides rigorously analyzing the clients of each type of sports tourism to enhance the market, one should also take into account the relationship between all players involved in the type of sports tourism (producers, facilitators, and distributors). In addition, the different types of clients to which the three types of sports tourism are associated will influence the marketing and economic development strategy. Thus, it is verified the existence of sports tourism, sports show tourism, and other forms of sports tourism.

In what concerns sports tourism, this is related to the set of sporting activities practiced by tourists, making this individual to be called "sports tourist". It is verified then that this type of tourist practices sports activities during his trip even if it is not the main motivation of that trip [54]. This participation can be active or passive and be related to a competitive sport or merely recreational [55]. As such, [56] argues that the experience comes from the physical activity belonging to sports tourism. As for sports show tourism, this refers to the set of sporting activities, present in a show or sporting event, which the tourist participates only as a spectator. This subject is then defined as "sports spectator tourist". Carvalho and Lourenço [54] and his participation is considered passive [55, 57]. It should also be mentioned that it is considered necessary the existence of a sensorial and emotional proximity of the individual to the event [56].

Finally, the study of [58] indicates that it is possible for seasonal and small-scale sporting events to attract tourists, since sporting events are part of the itineraries of certain groups of tourists. Thus, most sports teams and/or clubs, regardless of their scale or geographic nature, have consolidated groups of fans, who are potential or active sports event tourists. The fact that an individual identifies with a sports team and/or club results in a sense of belonging on the part of this [58]. Consequently, this feeling of belonging leads the tourist to travel to sporting events, and in some cases overcome geographical boundaries [1, 59–66]. Another aspect to take into consideration is the fact that there are physical or tangible aspects that constitute the cognitive image of a sports tourism destination. Such aspects influence, in turn, the incentives of sports event tourists [67]. As such, there are some determinants associated with the incentives that lead an individual to engage in sports event tourism. Such determinants are presented in Table 4.

Table 3 Comparison between sporadic and enthusiastic sports tourists

Features/activities/decisions		TPD enthusiast	Sporadic TPD
Similar aspects	They are tourists	Yes	Yes
	They practice sports during the trip	Yes	Yes
Aspects related to tourism and trip planning	Their main travel motivation is to practice sports	Yes	No
	They plan their trip according to the sport they are going to do	Yes	No
	They decide to play sports before they start their trip	Yes	Normally no
	Percentage of vacation time dedicated to the practice of the chosen activity	Normally high	Normally low
Aspects related to sports practice	Regularly practice the sport activity they are going to do on vacation	Normally yes	Normally no
	Personal equipment needed for the sport they do on vacation is:	Normally owned	Normally rented
	The motor skills required to practice the chosen activity are:	Often complex	Usually simple
	The level at which the activity is practiced is:	Intermediate or advanced	Normally a beginner
	They may be available to purchase classes from:	Improvement	Start
	Level of demand in terms of conditions and infrastructures for the practice of the chosen sport	Normally high	Low or not very specific

Source [54]

3 Methodology

To conduct the research, six semi-structured interviews were applied to four individuals responsible for the organization of the Rally of Portugal and to two drivers who compete in the Rally of Portugal, as given in Table 5.

The interviews addressed to the individuals responsible for the organization of the Rally of Portugal presented similarities and differences compared with the interviews addressed to the drivers who compete in the Rally of Portugal. However, most of the

Table 4 Factors affecting tourists' incentives to participate in sports event tourism

Factor	Indicators	Sources
Attractiveness of the sporting event	Enthusiasm for the sporting event	[60, 63, 68, 69]
	Existence of more tourist activities related to a sports team or event	[61, 66, 69, 70]
Travel experience	Number of tourist attractions Availability of transportation and service infrastructures Accommodation quality Security Attitude of the destination's residents	[60, 68, 71–73]
Fan identity	Fan identity of a sports team or club Fan identity at a sporting event	[59–64, 66, 70, 74]
Cost of the trip	Cost of admission to sporting events cost of travel Exchange rate	[75, 76]

Source [14], adapted

Table 5 Interviewees

Area	No.	Entity	Interview duration (min)
Communications director	E1	Ágora—Porto	45
General secretary	E2	Automobile Club of Portugal	59
President – Alderman of tourism	E3	Porto Tourism Agency – Porto City Hall	37
Responsible for competitor relations	E4	Rally of Portugal	45
Former pilot	E5	Rally of Portugal	39
Pilot	E6	Rally of Portugal	20

questions presented in both interviews were based on the literature review of this work (Table 6). Regarding similarities, both interview scripts were preceded by an informed consent and composed of two parts, with only the second part being the same in both scripts. As for the informed consent, the participant was informed of the content and general purpose of the study, the safeguard of research confidentiality and anonymity, and the possibility of ceasing their participation as soon as they wished.

The population of this study included the stakeholders of the destination, directly involved in the organization, the DMO's of the destination, entrepreneurs of the tourism sector, and drivers of the Rally of Portugal, involved in previous editions. As such, four individuals responsible for the organization of the Rally of Portugal

Table 6 Interviewees' questions based on the literature review and respective reference sources

Interview questions	Sources
How long, on average, does it take to plan and organize the Rally of Portugal? How long, on average, does it take to prepare for the Rally of Portugal?	[31]
Who are the teams involved in the organization of the Rally of Portugal? Who are the destination partners involved in the organization?	[40, 42]
What stages do you identify in the process of planning and organizing the Rally of Portugal?	[42]
In your opinion, what was the evolution of the Rally of Portugal?	[77]
What is/are the main reason(s) that leads you to do the Rally of Portugal? What is/are your main reason(s) for competing in the Rally of Portugal?	[6, 12, 13, 69, 78]
How important is the Porto City stage in the race?	[77]
How did the organization of the event have to mold itself to the City of Porto (in terms of the resources that the city had to make available for the realization of the event)?	[24, 47]
What do you think is the pilots' opinion about the super specials?	[78]
What do you think are the positive impacts of the Rally of Portugal?	[1, 3–11, 23–28, 42]
And the negative impacts?	[1, 3]
How does the Rally of Portugal contribute to the economy of the City of Porto? Is the offer of lodging in the city enough to accommodate all the national and international delegations, as well as the tourists who come especially for the race?	[9, 24, 31]
What environmental sustainability practices are taken into account when organizing the Rally of Portugal?	[1, 3]
How does the program of promotion of the destination take place among the teams of participants in the competition?	[13]
How do you think the Rally of Portugal meets the tourists' needs and expectations?	[55]
What impact did the cancelation of the Rally of Portugal, due to the current pandemic, have on the organization of the event? Does the pandemic change the perspective of the Rally of Portugal organization? What do you think will change in the Rally of Portugal in the coming years due to the current pandemic?	[36, 78]
Do participants and tourists stay or extend their stay at the destination beyond the days of the event? Is there data on situations of first visit or repetition of the destination?	[36, 78]
What is your average stay at the destination during the race? What is the average stay of the other teams involved in the Rally of Portugal?	[32]
In your opinion, what are the characteristics that you consider differentiate Porto as a tourist destination from the other places where the Rally of Portugal takes place?	[78]

(continued)

Table 6 (continued)

Interview questions	Sources
In your opinion, how does the local community participate in the Rally of Portugal? What does the Porto community convey to you?	[5]
What does the city itself convey to you? List five characteristics that qualify the attractiveness of Porto as a destination	[5, 79]
What do you like to do when you are in the City of Porto? List five activities that you plan to develop during your stay in the city, and that you recommend to first-time visitors Select five events in the city of Porto that are paramount in the annual activity plan	[79]

and two drivers who compete in the Rally of Portugal were interviewed, verifying the use of the convenience sampling technique.

4 Results

All interviewees, organizers of the Rally of Portugal, and drivers of the event were subject to questions related either to the planning and organization of the Rally of Portugal or to the preparation for the event. Thus, there were questions only asked to the organizers of the event, related to the planning and organization of the Rally of Portugal, and three questions only asked to the drivers of the event, related to the preparation for the Rally of Portugal. Nevertheless, it should be taken into account that there were also common questions asked to both samples of the study, so in some cases, it is possible to establish a comparison regarding the answers given. Furthermore, all interviewees were asked questions related to the tourist destination Porto, which were the same for both the event organizers and the drivers.

Table 7 presents a summary of the results concerning Porto's tourism destination, impacts, and role of the Rally of Portugal, in the city as a destination.

This study concluded that the positive impacts of holding the Rally of Portugal are: tourism promotion [1, 3, 4, 6, 23–27] boosting the economy [1, 3, 4, 6, 9, 14, 23–27] and pride felt in its popularity [1, 42]. In addition, it is verified that forests are cleaned so that the event can take place in those places.

5 Conclusions

Concerning the general objective of the study, it consisted in evaluating the role of the Rally of Portugal in the tourist destination Porto. As for the general objectives, these were: to identify the *stakeholders'* opinion concerning the impact of the Rally

Table 7 Summary of interview results

Topics	Conclusions	Interviewees
Pandemic	The cancelation of the Rally of Portugal due to the pandemic caused by the SARS-CoV-2 outbreak meant that there was no revenue inflow, thus having a negative impact at the economic level. In addition, considering the advanced state of the organization with a view to holding the event, there is also a negative impact at the organizational level	E1/E2
	The outlook for the organization of the Rally of Portugal has changed due to the pandemic. However, on the one hand, there is an indication that the organization of the event will not be impossible, being necessary the implementation of certain restrictions. On the other hand, it is possible that it will be considered that the event should not be held, due to such restrictions	E1/E3/E4/E6
Rally of Portugal	While the Rally of Portugal begins to be planned and organized about two years in advance, the planning and organization of the <i>Porto Street Stage</i> only begins months before its realization. To this end, five stages are taken into consideration: defining the route, budgeting, communication/dissemination, dismantling, and evaluation of the event. This way, it is necessary the involvement of several teams, from the organizing teams to the cleaning teams	E1/E2/E3/E4
	The evolution of the Rally of Portugal concerns mainly the evolution of security, the location of the route, and the promotion of the event, as well as the existence of more sponsors and increased comfort for spectators	E1/E2/E5/E6
	While one of the drivers (E6) indicated that it is necessary to train the physical part throughout the year, prepare for the stretches of the race for about a month, and prepare the car within two weeks, the other driver (E5) reported only spending the four days before the race preparing to compete. It is also worth mentioning the possibility that some individuals extend their stay and stay at the destination for about a week	E5/E6
	The organizers of the Rally of Portugal indicated that the main reasons why individuals undertake the event are: compulsion, tradition, projection of the country internationally, and increasing the country's economy. As for the drivers, they may simply be doing their job or just have the dream of competing in the Rally of Portugal, having the notion that the Rally of Portugal is an excellent media exposure. However, it must be taken into consideration that the super specials are not considered by the pilots as interesting in terms of driving, because they are short	E1/E2/E3/E4/ E5/E6

(continued)

Table 7 (continued)

Topics	Conclusions	Interviewees
	The realization of any event has advantages and disadvantages. In the case of the Rally of Portugal, the positive impacts are: tourism promotion, economic growth, pride felt by the local community in the popularity of the event, and forest clearing. The negative impacts, on the other hand, are related to limiting the circulation of the local community (by cutting off certain pedestrian accesses), the training of drivers in the days before the race (which may disturb the local community), and the negative impact on the environmental footprint of the destination	E1/E2/E3/E4/ E5/E6
	It was also possible to verify that the organizers of the Rally of Portugal are concerned with the issue of environmental sustainability. There is a concern to make both the spectators of the race and the teams involved aware of the practice of environmentally sustainable measures. As such, the organizers reinforce the frequency of certain means of transport so that, at least, spectators do not have to use their personal vehicles to go to the places where the <i>Porto Street Stage</i> passes, thus trying to mitigate environmental pollution as much as possible. In addition, the FIA has already offered a certificate of excellence in environmental terms to ACP for the way it organizes the Rally of Portugal without neglecting the environment	E1/E2/E3
	The Rally of Portugal strategically passes through the City of Oporto because the city is very associated with the North of the country. Thus, it is verified that the City of Porto is very important for the realization of the race. However, it is necessary to adapt the circuit of the race to the City of Porto, so that it can take place in several touristic points. The concern for tourism is evident, giving importance to the promotion of the City of Porto. As such, informative documents are delivered to the teams competing in the event, international journalists are contacted and campaigns to promote the destination are carried out. Furthermore, the organizers of the event reveal that they try to create activities in the City of Porto that attract tourists, which is reflected in the intention of return to the city by the spectators of the event	E1/E2/E3/E4/ E6
	Regarding the supply of accommodation in the City of Porto during the days of the event, it appears that there is enough accommodation for all interested individuals. However, hotel facilities tend to be sold out	E1/E2/E3/E4
Tourism destination Porto	The fact that the City of Porto has a historic center and the necessary sporting and tourist characteristics for the success of an event such as the Rally of Portugal, as well as the need for the event to be held in a small section (which leads to crowds of people), makes the City of Porto different from other places where the event is held	E1/E2/E4/E6

(continued)

Table 7 (continued)

Topics	Conclusions	Interviewees
	The local community of the City of Porto benefits economically from the Portugal Rally, namely from the <i>Porto Street Stage</i> . Moreover, they get involved and participate in the event, proving to be great fans of motoring. It should also be noted that the Porto community is very hospitable, is very proud and passionate about their city, and likes to welcome and excite other subjects	E1/E2/E3/E4/ E5/E6
	The City of Porto is so attractive as a destination that most of the interviewees had difficulty in listing only five characteristics that qualified this attractiveness. Thus, the City of Porto is a walkable city, has natural heritage (beach, river, among others), history, and world heritage, is rich in events, generates passions, is hospitable and safe, has excellent architecture, hotel capacity, gastronomy, and wine, is authentic, different, and photogenic, and represents Europe	E1/E2/E3/E4/ E6
	On one hand, one interviewee (E3) suggested that individuals visiting Oporto for the first time should get lost in the city. On the other hand, most interviewees listed a variety of activities they like to do and would recommend to those visiting Oporto for the first time. Thus, it stands out the contemplation of the Douro River and the Downtown, the visit to the City of Porto at the time of Saint John, Christmas, and New Year's Eve, and the participation in the music festival NOS Primavera Sound and in the Rally of Portugal	E1/E2/E3/E4/ E5/E6
Event tourism	São João and Christmas, as well as the games of Futebol Clube do Porto, Volta a Portugal in Bicycle, Boavista Circuit, <i>Red Bull Air Race</i> , F1 Motonáutica and Rallyspirit were some of the events mentioned, when it was requested the indication of the main events that occur in the City of Porto annually. The most mentioned events were <i>New Year's Eve</i> , <i>NOS Primavera Sound</i> , and <i>Rally of Portugal</i>	E1/E2/E3/E4
	In order to project Porto as a tourist destination, the City of Porto depends on the organization of events. However, it should be taken into account that events can be of different sizes, as long as the destination is projected internationally	E1/E3

of Portugal in the tourist inflow in Portugal and, more specifically in the city of Porto; to analyze the influence of the Rally of Portugal in the tourist destination Porto; to identify the main components that lead to the Rally of Portugal; and to perceive strategies for possible future editions in contexts of lower security.

The context of the global pandemic prevented the 2020 edition of the Portugal Rally from taking place, and there was an impact of not holding the event at the organizational level (given that it was already at an advanced stage of organization with a view to holding the *Porto Street Stage*), and on the economic side. Thus,

considering that the event attracts tourists to the City of Porto, there was a lack of revenue in the year 2020.

As far as the Rally of Portugal is concerned, the drivers have to prepare physically all year long in order to compete, and they also have to prepare for the race sections for about a month and prepare their cars in two weeks. In some cases, drivers only have a chance to prepare for race sections in the four days prior to the race.

The Rally of Portugal begins to be planned and organized about two years in advance, at the end of the previous edition. For this, and for the event to be successful, five phases are taken into consideration: delimitation of the route, budgeting, communication/dissemination, dismantling, and evaluation of the event. In turn, the *Porto Street Stage*, a Portuguese Rally race held in the City of Porto, begins to be planned and organized just a few months before its realization. It is also worth mentioning the need for several teams to carry out the event. This is because a partnership between the representatives of the destination and of the event is necessary in order to promote the destination and the event [80–82]. The Rally of Portugal already presents several editions, having received the award “Rally with the Best Evolution of the Year” in the year 2000 [77]. It was necessary to question the participants of the study about their perception of the evolution of the event and the reasons why the organizers organize it and the drivers compete in it. It was then possible to verify that safety, location of the route, and promotion of the event were the aspects that have evolved the most over the years, and that there was also an increase in the comfort of spectators and more sponsors. The Rally of Portugal is an excellent media showcase, being able to project the country internationally and boost the national economy.

Holding any event has advantages and disadvantages, and the Rally of Portugal is no exception. The study by [1] on the impact of the *World Rally Championship* in Kyogle, Australia found that the negative impacts of hosting the event are manifested in the inconvenience and difficulty of access for residents to their homes, workplaces, and other areas of the city, and the amount of dust and noise resulting from the competition. Likewise, it is verified in the present study that the negative impacts concern the limitation of circulation of the local community (through the cutting of certain pedestrian accesses), the training of the pilots in the days prior to the competition (which may disturb the local community), and the negative impact on the environmental footprint of the destination.

The environmental sustainability of the destination is affected, as concluded in the research of [3], where hosting a rally event in Saudi Arabia increased waste litter and resulted in noise and air pollution. However, the organizers of the Rally de Portugal show concern for the issue of environmental sustainability, indicating trying to raise awareness of both the spectators of the race and the teams involved to practice environmentally sustainable measures.

The Rally of Portugal strategically passes through the city of Porto, which makes it important for holding the event. However, in order for the event to be successful, the host city must have the necessary tourist infrastructure [9]. Thus, given that event organizers must take into consideration the local facilities of the destination [47] and the venue itself [24, 47]. It is necessary that the race circuit be adapted to the City of Porto. It is then verified that the race takes place in several touristic points to promote

the city. This is due to the fact that sports tourists travel to a particular destination due to the event, the event also serves as a promoter of the destination [83]. It should also be noted that such disclosure may result in an increase in the tourist affluence of the destination [13].

Information documents are delivered to the teams competing in the event, journalists are contacted, campaigns are carried out to promote the destination, and activities are created in the City of Porto to attract tourists. This is reflected in the intention of return to the city by the spectators of the race, proving that the realization of major events in a given location influences the intention of return of tourists who traveled to the destination to participate in the event [34, 35]. Furthermore, there is an indication of the possibility that some individuals extend their stay and stay at the destination for about a week, proving that individuals have a notable impact on the City of Oporto, as they stay more than once at the destination where the event takes place [8, 32]. Thus, hotel facilities in the City of Porto tend to be sold out during the event season, but there is enough accommodation for all interested individuals. In addition, *Porto Street Stage* occurs in a month that allows combating seasonality, demonstrating that the hosting of events ensures the attraction of tourists during the low season [9, 24, 28, 31]. As such, the destination promotes the event and, in return, the event itself promotes the destination, verifying that the destination adds value to the event and vice-versa [80–82].

As for the Porto tourist destination, it was verified that the Porto community is quite hospitable, has a lot of pride and passion for their city, and likes to receive and enthuse other individuals, so they participate in the event. In this way, the local community demonstrates to be great fans of motoring. It is also worth mentioning that the city has a historical center and the necessary sporting and touristic characteristics for the success of an event such as the Rally of Portugal. In addition, the fact that there is an agglomeration of people because the event takes place in a small section differentiates the City of Porto from other places where the event takes place. This research corroborates the notion that the attractiveness of an event depends not only on the historical center of the city, but also on the other characteristics of the destination that enable the hosting of a sporting event [78].

This study corroborates the indication that the city of Porto is recognized for its internationally awarded wine and for its historical center, classified as a UNESCO World Heritage Site. The City of Porto has a very diversified event tourism, depending on the hosting of events for the destination to be projected internationally. As such, some of the events that occur in the City of Porto were highlighted by the participants of this study. Thus, the most mentioned events were New Year's Eve, NOS Primavera Sound, and the Rally of Portugal. It should also be noted that the international projection of the destination will occur regardless of the size of the event.

Despite the reference to a study that addresses the advantages and disadvantages of holding the Rally of Portugal in Algarve, there is no research on the Rally of Portugal as a driver of the tourist destination Porto. In this perspective, this study contributes to the literature on event tourism and sports tourism. However, further research on this subject is still considered necessary.

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