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## Events and their influence on the destination value

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**Abstract:** The study of the influence of events on the destinations where they take place has gained strength over the years. The current study investigates the effects on tourism with importance on promoting, positioning and shaping the image of the destination. This study aims to understand the influence of an event to the value of the destination while addressing topics like sustainability, image and value of the destination, the local community, and value creation. To test the hypothesis, we followed a mixed-method approach through a survey applied to visitors of an event and to residents, followed by qualitative investigation in the form of a semi-structured interview. The findings reveal that with the exception of the local community, the event has a positive influence on other measures of value. The conclusions drawn from this study can provide a model for strategic assessment of the three forces – event, destination and local community.

**Keywords:** events; tourism; destination value; destination image; value added.

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## 1 Introduction

The demand of the tourism market goes in search of experiences, instead of services and the current visitor wishes to actively participate in tourism (Fernandes and Carvalho, 2018). It is according to the current demands that the events arise as strategies of the tourist destinations, to innovate and develop the region, attracting and retaining new markets and promoting direct contact with the local culture. Vieira (2015) adds that the

relationship between events and tourism is one of connection, interactivity, and interdependence, being done intensely and with reciprocal effects.

One of the sub-categories of events are festivals, which Getz (2012) says are increasingly connected with very captivating productions and that most young people associate them with 'outdoor' concerts. However, festivals are events that are characterised as cultural phenomena, whose origin comes from events traditionally related to religious, cultural, or agricultural calendar celebrations and which developed thousands of years ago (Smith et al., 2010). Getz (2012) points out that, nowadays, festivals are in constant evolution and that, as a result of the diversity of this type of events, of live communications directed to target audiences and of the power of social networks in attracting audiences, thematic pop music festivals emerge.

Nowadays, event tourism, generally integrated into cultural tourism, is a market in constant growth and this phenomenon also appears in the panorama of Figueira da Foz, with a gradual growth in the offer of events in recent years (Fernandes, 2015) The company's goal is to create a new market, like the national scenario (Vieira, 2015), forcing destinations to promote strategies to monitor the market. An example of the latter is the Strategic Development Plan of Figueira da Foz, drawn up by the municipality, in which one of the strategic axes for tourism is the promotion of events, with, for example, the creation of a virtual platform to promote events; captivation and retention of strategic cultural events with national expression and that attract national and foreign tourists, exemplified with the RFM SOMNII festival.

Given the evolution of event tourism and the markets inherent to it, as well as the growing attention of municipalities in adjusting strategies to this current, supporting an increase in the supply of events in their territories, it is important to study the feasibility of these. That said, the theme of this study will focus on the influence of an event on the value of the tourist destination, with an analysis of various measures of value.

Figueira da Foz, due to its tradition in hosting emblematic events since the 19th century (Fernandes and Carvalho, 2018) and its interest in studying the relationship of the destination with a constantly growing event market, is the tourist destination under study. The choice is also governed by the reason of being a destination that was once one of the most developed in terms of tourism in the national panorama and that today struggles to reposition itself, trying to meet the needs of new audiences and the competition of the market, with an integrated strategy also in the captivation of key events (CMFF, 2014).

The choice of the event falls on RFM SOMNII, for being, within the music festivals held in the municipality, the one with the largest dimension, both at the public and media level, being a catalyst for a more or less favorable public opinion.

RFM SOMNII is an electronic music festival, organised by RFM. Its first edition took place in 2012, lasting only one day, in Praia de Moledo, municipality of Viana do Castelo, moving to Figueira da Foz the following year. Later that year the event tripled in size and the third edition, in 2014, continued to grow, with 24,000 m<sup>2</sup> and more than 60,000 people in two days, consolidating itself as the largest event of its kind in Portugal (Caetano et al., 2018). According to the information and analysis obtained, the possibilities of taking advantage of the panorama created and how to turn it into opportunities for business and destination will be discussed.

## 2 Literature review

### 2.1 Event

The life of each individual is marked by events, which may be of a natural or organised nature, public or private, and may or may not be connected with one's personal, professional or collective life. From the moment we are born, we enter constant participation in events, from which we keep memories. In any physical and temporal space there is an event, with the most diverse purpose as a congress, a soccer game, or a simple end-of-course party (Vieira, 2015).

Getz (2012), in its definition of an event, begins by gathering the points in common, present in various dictionaries, referring to this as something that occurs in a proper place and time; a special set of circumstances; a remarkable event. An event has a beginning and an end. Through the simple step of a brief online search for the word 'event', it is used in the most diverse fields. For example, in the financial area, it is common to read about events that have changed business; in biology, we hear about events that have led to the extinction of a certain species. However, it should be noted that, in most of these cases, the temporal dimension of the event has greater relevance than the spatial dimension.

It is a temporal phenomenon (Getz, 2012) and, in the case of planned events, the program or timetable of these is, as a rule, elaborated in detail and previously published. For the same author, planned events are social events, created to achieve specific results, related to different variables, such as business, economy, culture, society, and environment.

In the same line of thought, but with a less comprehensive view and more focused on the format of an organised event, Isidoro, Simões, Saldanha and Caetano (2013) define 'event' as a planned event, which takes place on a specific date, with a defined location and time previously announced. The authors argue that the promoter of an event always has a concrete goal to gather the guests and that all events take place with their purpose, regardless of their typology.

Vieira (2015), adds that the events are ephemeral, promoted by any type of companies, organisations, and institutions, organised to commemorate a date, to entertain the participants or for any other reason related to their life, the life of companies, the life of cities or the life of a local, regional or national community.

An event varies considerably, depending on its complexity (Kotler, et al., 2011). These can be very simple events, with an easy organisation such as an assembly of a company, or complex events such as the olympic games or a World expo. Both are composed of a list of products or contents under the same theme and, to achieve the desired success, they need, from the moment of defining their concept, the application of important financial resources and a great commitment in their management, particularly concerning the functions of planning, organisation, and control (Vieira, 2015).

Each event is a unique event (Getz, 2012; Vieira, 2015). However, there are characteristics common to all of them, as Vieira (2015) shows. These characteristics, given by the author, are ephemerality, minimum participation, and duration, complexity, contributions and effects, intangibility, and uniqueness. The events are ephemeral in the sense that they are transitory events of limited duration, such as the olympic games, which have the duration of a few weeks. Participation and minimum duration come from the standard set by the OMT, to establish minimum numbers for an event to be

considered relevant for tourism. Therefore, to be considered events, the events must have a minimum of 10 participants and last at least 4 hours. Such standard does not imply the non-classification of an event as an event, only the non-inclusion in the statistics of the World Tourism Organization, or WTO.

As mentioned above, an event is usually a complex event (Isidoro et al., 2013; Kotler et al., 2011; Vieira, 2015). The complexity of an event results from the growing sophistication in its management and coordination (Isidoro et al., 2013). Vieira (2015), adds that the complexity comes from the set of activities and contents around the nuclear activity, such as, for example, in a congress, there are activities beyond the sessions held in the auditoriums. The congress is complemented with activities such as a dinner, concerts, or an excursion. The author also mentions that the nature and dimension of an event, focus on its degree of complexity. The number of participants also focuses on the degree of complexity, as well as the duration, which can result in events consisting of several sessions that take place over a single day or others lasting several weeks or even months. An example of this is the EXPO98 – World Expo, held in Lisbon in 1998.

All authors mentioned so far in the definition of ‘event’, argue that the events industry has contributions to the economy and employment and that the events have effects on both participants and the receiving community. Vieira (2015), states that, only by their realisation and effects, the events justify their realisation.

Being a singular event, the event carries the impossibility of being replicated or standardised (Getz, 2012; Vieira, 2015). Just as two soccer matches held between the same teams and in the same venue are never the same, Vieira (2015) explains. The same author adds intangibility as a characteristic of an event, which cannot be experienced in advance because they have no physical expression.

With the expansion of the events sector, it can be seen that the professionals in this area live in a reality that is constantly being updated, and these individuals and companies that organise events, make them in increasing numbers and the activities attached to them are more and more distinct (Isidoro et al., 2013). The authors also highlight the reality of the immensity of the types of events that can be identified today, defined by the activities they promote.

To define an event, there are criteria, presented by some scholars who are dedicated to this subject. Isidoro et al. (2013), for example, provide a more detailed part of their work to the criteria that can define the type of event. One of these criteria is the motivation that leads participants to participate in the event, according to Vieira (2015). For the author, the motivations are quite diverse and the nature of these allows the classification of events. The nature of the motivations can be leisure and leisure, in recreational events such as sports events; economic, in business events, for example; cultural, as in music festivals; politics, as a party congress; religious, as is the case of pilgrimages to Fatima; social, as, for example, an associative congress, in which the conviviality with other participants is indispensable. Vieira (2015) also adds three groups, on which the participants can concentrate, according to their demands, behaviours, and motivations.

For Isidoro et al. (2013), the area of scope of an event is one of the factors that determine its definition. Therefore, for the authors, these may be, on a less comprehensive scale, local events, not having any impact outside their area of accomplishment, i.e., the location where they take place. The regional events, on the other hand, have a greater dimension and its dissemination and is made at the regional level, with the attendance of audiences from that same region. On a more comprehensive

scale, national events usually appear, already accompanied by the media and whose impact goes beyond their area of operation. Finally, in the exponent of the area of coverage, are the international events. Events of this dimension are the most prestigious and generate the most interest both inside and outside the country where they take place, as is the case of mega-events. Events of an international scale are of enormous complexity in their organisation and with high costs. However, they attract participants and media from all over the world.

Slightly more complex than the criterion of the scope of an event, is the definition of its size, according to Vieira (2015). According to the author, events can be local, brand events, or mega-events. The former, as in their scope, studied by Isidoro et al. (2013), only create interest in the local community. Brand events, or hallmarks, have a worldwide dimension and a frequent occurrence – once a year – in the same place, thus becoming a brand image of the place and customer experience (Pina and Dias, 2021). Examples of brand events are the Oktoberfest in Munich or the Carnival in Rio de Janeiro. For Vieira (2015), the size of the event can still be defined by factors such as the area occupied, the economic, social, and cultural results, the number of participants, and duration. Duration is another of the criteria for defining an event and one of the most objective and least complex. There are events whose programming can last for mere hours, days, weeks, and even months.

Another criterion for defining an event is its periodicity (Isidoro et al., 2013; Vieira, 2015). These may therefore be unique events when they are held only once (Vieira, 2015), or, from a different perspective, as opportunities, when they take advantage of opportunities outside the market where the company or organisation holding the event operates (Isidoro et al., 2013). Both authors also mention sporadic events, which do not have a defined periodicity, and periodic events, when they are events that take place in defined time intervals.

Isidoro et al. (2013), add two short description criteria: the target audience and participation. In the field of the target audience, the authors classify the events like corporate events, when their organisation serves an internal public; events for the consumer, when the event is intended for the final consumer of the services or products of the organising company. As far as participation is concerned, the events can be organised by a company in its entirety, having total participation. The level of partial participation, on the other hand, occurs when companies prefer to support events organised by others.

The last criterion is the nature, content, and purpose of the events, which, according to Vieira (2015), can be business, associative, commercial, religious, civic, cultural, commemorative, social or entertainment, and leisure. Getz (2012), also talks about politics and state events, sports – although both can be considered inherent to the categories already presented – private, such as meetings or weddings, for example. Isidoro et al. (2013), add more specific categories such as fairs, sales conventions, roadshows, workshops, or brainstorming. There are several types of events, with different purposes and for different audiences, as can be seen in the previous paragraphs. Of all the existing genres, one is the most relevant for this study: music festivals. Getz (2012), in its most simplistic definition, defines a festival as a public celebration under a certain theme. The author mentions that nowadays, the term ‘festival’ is more and more connected with very captivating productions, which most young people associate with outdoor concerts. To music festivals, Getz (2012) calls them pop music festivals, being these, for the author, all festivals that cover any popular music genre. The same author also refers to

the fact that these days, festivals are in constant evolution and that, as a result of the diversity of this type of events, the live communications directed to target audiences and the power of social networks in attracting audiences, thematic pop music festivals emerge. These, within the music world, can be, for example, religious, urban, for young people, boutique, family, politics, virtual, etc.

Vieira (2015), complements, stating that light music festivals – so-called by the author – are on the borderline between leisure and cultural events. The author explains that these are events that the music industry has developed in response to the consequent fall of musical support formats – from the vinyl crisis, followed by the fall of the cassette to the CD and, from the latter to the internet – and that they are, nowadays, the main source of income for artists. In Portugal, a significant and constantly growing number of light music festivals are taking place, mostly in coastal areas and in the summer, an example being RFM SOMNII – The Biggest Sunset Ever. At the end of this study, ‘event’ will take the concept given by Isidoro et al. (2013), because, among the definitions exposed, it presents, in a succinct but more complete way, the meaning of the event.

## *2.2 Sustainability in tourism activities*

Sustainability, according to the Oxford online dictionary, is defined as the ability of something to maintain itself at a certain level and pace, or at a more environmental level, such as avoiding the depletion of natural resources to maintain an ecological balance (Sustainability, 2018a). The concepts of sustainability and sustainable tourism are a little disparate for the vast majority of authors (Yu et al., 2009; Smith et al. 2010; Beni, 2012; Cunha, 2013; Edgell Sr. and Swanson, 2013; Pereira et al., 2021b).

Smith et al. (2010) also adds that sustainability, as a concept, presents two opposing perspectives: the anthropocentric point of view and the ecocentric point of view. The first sees humans as the dominant force on the planet and nature to be harnessed for the good of the human being. In contrast, the ecocentric point of view puts the quality of the natural environment before human progress. Sustainable tourism seeks to minimise negative impacts on local culture and the environment, while simultaneously generating benefits for the local population (Yu et al., 2009).

In the last decades, the sustainable mentality of the practice of tourism activities has evolved, both in the theoretical and practical aspects, within tourism management, due to the growing concern about the impacts that these activities have on the environment, economy, and culture of destinations (Smith et al., 2010). Sustainable tourism develops on a precautionary basis towards the adverse effects of tourism itself and is therefore strongly linked to ethical tourism and ecotourism. For Kotler et al. (2013), the latter is one of the fastest-growing market niches and is generally seen, as mentioned above, as a representation of sustainable tourism. However, this only happens when governments and private industry cooperate in the planning and strict enforcement of laws and regulations. The authors give the example of Costa Rica and how this is referred to as a good example of ecotourism, but in contrast, in Nepal ecotourism is seen as mass tourism.

Cunha (2013), like Kotler et al. (2013), point to the existence of a threshold that, when exceeded, triggers negative factors caused by the growth of tourism. This threshold is the carrying capacity of the destination. For Cunha (2013), exceeding the carrying capacity causes a situation of tourist saturation that compromises the future development of this area, causes imbalances, and damages its image as a destination, keeping away

visitors who are unlikely to return. For this, it is essential to evaluate the tourist resources. Kotler et al. (2013), on the other hand, idealise sustainable tourism as a concept of tourism management, which anticipates and prevents problems caused when the carrying capacity is exceeded.

Another fundamental aspect for tourism to develop in the field of sustainability is the active involvement of local communities, from the planning stage, because community self-diagnostics are a tool that will help determine the viability of a project and its acceptance by the local community (Secretary of Tourism, 2004). Furthermore, it will be a way to obtain information of economic, social, environmental, or any other nature, whose purpose will be that, from the experience of the local population, the plans for the elaboration of projects that correspond to their needs are born.

Beni (2012), argues that the sustainable development of tourism activities requires the participation of all stakeholders, in a conscious manner, as well as strong political leadership, to ensure broad participation and the search for consensus, in a continuous process of constant monitoring of impacts and the adoption of preventive and/or corrective actions when necessary.

In this sense, the World Tourism Organization (WTO, 2007) reinforces that without adequate planning or management, the destination may suffer both at the environmental and socio-cultural levels, with the triggering of conflicts and the alienation of the receiving community. Therefore, sustainable development of tourist activities is fundamental in managing their impacts on the destination, both environmentally and economically speaking, but also concerning the local community. To achieve these resource protection objectives, while at the same time meeting the needs of the stakeholders, a model is needed that accommodates these demands and provides a structure with which the actors in the management and planning of the destination can ensure that their actions are sustainable. The VICE [Visitors, Industry, Community and Environment] model, presents the management of a destination in the form of interactions between visitors, the industry that serves them, the receiving community, and the environment in which this interaction takes place. The WTO (2007) suggests that the principles of sustainable development should be kept in mind and that, as such, destination managers should adopt this model. According to this same model, the role of managers is to foster partnerships and joint management of destinations.

As far as the world of events is concerned, the new trends in the events industry suggest an increase in the importance of safeguarding the pillars of sustainability, particularly concerning the ISO 20121:2012 Standard (Vieira, 2015). The author states that the balance between the objectives of the three pillars of sustainability – economic, social and environmental – is a dominant topic in event management today. Justified attention, especially when events and tourism are related. From the author's point of view, it is not acceptable that events can damage the resources on which tourism development is based, much less that financial resources provided by public administration agents with responsibilities in tourism are employed without the balance between these objectives being protected.

These days, the major sponsors are the soul of the events business and, as the main source of capital, it is up to them to warn the organisation to apply sustainable strategies (Pereira et al., 2021a). In addition to the duty to warn the organisation of best practices, sponsors provide the event with increased exposure and, as such, should encourage the public to practice sustainable attitudes that help the event meet its goals in the field of sustainability, making the public feel included in a greater cause (Fairer-Wessels and



Malhebe, 2012). The authors argue that the measures developed in the scope of tourism sustainability should be applied in the events, to mitigate negative impacts, on the environment, because although they provide benefits in different aspects, they should be sustainable at economic, social, and environmental levels.

Vieira (2015) briefly lists some impacts that events can produce. While negative impacts arise, for example, aggression to physical and environmental resources, increased traffic, adulteration of cultural values, and destruction of heritage values. But an event also generates positive impacts, such as urban regeneration, the creation or renewal of transportation networks, the revitalisation of local traditions, employment opportunities, and increased social cohesion, among others. The author reinforces this theme, recalling that different types of events cause different impacts. Cultural events, for example, like business events, generate good per capita income and the negative effects are insignificant, contrasting with sports mega-events.

In a more explanatory way, Fairer-Wessel and Malhebe (2012) point out that, on an economic level, although a successful event will produce relevant economic benefits, it will generate costs, such as the inflation of the prices of products and services used by the local population. If an event is not planned, managed, and executed sustainably, it may result in a possible failure and thereby damage the image and reputation of the destination, generate resistance and resentment to tourism on the part of the community and thus lead to financial losses. The authors add that being successfully carried out, an event rejuvenates the cultural traditions of the destination, promotes its characteristics, and renews the pride and confidence of the local community. As such, the positive social effects of the events should be encouraged. However, if no sustainable practices are applied, the event will lead to overcrowding, congestion, and increased possibility of crime scenarios, which will result in a negative experience for both tourists and the local population. Fairer-Wessel and Malhebe (2012) also warn of the risk of exploiting local traditions and culture for tourist attraction, which can lead to loss of cultural authenticity.

Vieira (2015) reinforces that any event will always cause some negative impacts on the balance between the goals of the pillars of sustainability. Once this happens, event organisers must minimise such impacts by identifying them, evaluating them, and creating amendments to reduce those that cannot be eliminated. This is a task to be put into practice by a specialist and before the event takes place.

Although there is a complementarity between the approaches of the different authors presented, in defining a conceptualisation of the sustainability of tourism activities, the explanation of Yu et al. (2009), of how tourism should be able to generate benefits at the local level, minimising to the maximum its impacts, in different aspects. It is also important to reinforce this conceptualisation, with the approach of Beni (2012) and Dias et al. (2020), about a correct sustainable development of tourism activities.

Through this definition of sustainability of tourism activities, the first hypothesis is built:

H1 The holding of an event positively affects the sustainability of the destination.

### *2.3 Economic benefits*

Costa et al. (2014), call the task of measuring the economic contribution of tourism and its events and activities difficult, based on the system of national accounts since the activities traditionally accounted for by this system come from easily identifiable

products and producers. In the tourism industry, for the authors, as in the events industry for Vieira (2015), the goods and services derive from scattered producers in a wide range of activities, which generally makes it impossible to obtain credible calculations of the economic benefits of tourism activities. According to Vieira (2015), only recently began to develop a model for evaluating the events industry, through the tourism satellite account, but for this evaluation, it is necessary to define and recognise internationally concepts such as What is meant by event; What services can be integrated; Form and time of capture of value and calculation of its amount; Geographical perimeter of value capture.

Some authors dedicated to the study of events have in common the fact that they affirm the impact of these in businesses related to tourism, mainly in hotels, restaurants, entertainment, and transport (Getz, 2012; Vieira, 2015). Getz (2012) adds that the most studied impacts on events are those they have on attracting visitors, who otherwise would not travel to that place. The author does not doubt that most events work as motivators for tourism, or make the destination more attractive. However, it cannot be assumed that they have economic impacts related to tourism. To do so, events have to prove that they motivate travel when it would not exist without them. For his part, Vieira (2015) explains that the events industry has a significant contribution to tourism and regional and national economies, by the economic acts performed by the protagonists in the organisation of events and the tourist acts performed by visitors. For the author, the economic contribution comes from: on the supply side, in services related to the event and provided to all participants, visitors, and residents; and on the demand side of goods and services peripheral to the event, such as catering, transportation, accommodation, and entertainment.

Regarding the main tangible benefits, Getz (2012) lists, for example, expenses from sponsors and other investors; new facilities and locations, if built through external financing; new jobs; expenses related to event tourism (and its multiplier effect); increased interest in investment in the destination; positive media coverage, resulting in tourism growth; growth of the economy and trade in general.

Vieira (2015) also indicates the most important and studied impacts in terms of tourism and economic sustainability. Among these, there are impacts such as The increase in demand for tourist services by increasing the number of visitors and the length of stay; Better standard of living of the population, according to the measurement of GDP per capita; The increase of business opportunities; The increase in tax revenues; The increase in employment possibilities; The creation and renovation of transport networks.

To approach the continuation of this study, the benefits generated by an event are taken as those described by Vieira (2015), felt on the supply and demand side. Following this idea, the most impacting points will be the hotel, restaurant, entertainment, and transportation activities.

Following the explanation of the economic benefits, the second hypothesis is developed:

H2 The holding of an event positively affects the economic benefits of the region.

## 2.4 *Value*

The concept and the measurement of value tend to be studied in conjunction with quality or customer satisfaction and loyalty (Gallarza and Gil, 2008). For the authors, value is the

key to obtaining a competitive advantage in the market. This varies according to each individual and each situation and encourages comparisons between different products.

For Kotler et al. (2011), one of the objectives of marketing is to capture customer value in the form of current and future sales, market share, and benefits. By creating superior value, the company meets the needs of its customers, leading to their loyalty and future purchases. This value, as such, according to the author, arises from customer retention and loyalty, increasing customer share, and building customer equity. Isidoro et al. (2013), also add that successful events contribute to the achievement of market share.

Gallarza and Gil (2008), identify two different approaches in the study of value. First, there is an important interest in the dimensionality of consumer value, combining, for example, positive and negative value assessments. Second, the objective of exploring the links between perceived value and other constructions of consumer perception, such as satisfaction and loyalty, is also very present in the literature, according to the authors. Kotler et al. (2011), adds that when it comes to customer relations, the company must take into account that current customers are more informed, more aware of the price they pay, more demanding with the product or services, less forgiving of failures, and more often approached by direct competitors. Therefore, for the author, the challenge is to ensure loyal customers and not just satisfaction.

Marketing has a definite role in planning this strategy, as the close liaison with customers is the responsibility of this department (Kotler et al., 2011). The same department which, for the authors, is responsible for identifying and studying consumer needs and therefore has an invaluable level of experience for strategic planning at this stage of the value creation chain.

In the study of the conceptualisation of value, by Gallarza and Gil (2008, p.6), present three definitions in which it is adaptable to exchange something for something, to the tourist activity. In this context, the notions of Morrison, which defines value as the mental estimate that the consumer produces about the travel product, in which perceptions of value are developed through a personal cost/benefit evaluation.

Consumers tend to pay more attention to the final price to decide whether they have obtained good value from a product or service (Kotler et al., 2011). The authors exemplify this with two people having dinner at a restaurant and receiving an eighty euro bill. The customers decide how satisfied they are depending on the evaluation they will make later and, instead of judging each element of the menu separately, they will first judge the value by the complete experience of the dinner before the price it takes to obtain it.

The value is not only generated in the product-client relationship, but also the reverse situation (Kotler et al., 2011). For example, when an event of considerable size and visibility is held, it becomes easier for the participants to practice tourist acts (Vieira, 2015). These acts can be in the order of purchasing accommodation, catering, entertainment, and transport services. According to the author, the effects generated by these practices contribute to the creation of value, both for the quality of life of the local population, as well as for the professional level, producing jobs and creating business opportunities for companies.

Getz (2008), in a perspective of value produced by an event, presents the portfolio approach, which for the author is similar to the process of strategic evaluation and development of products and services by a company. This approach is based on value, driven by the objective, and is a measure to counter the abusive exploitation of the event

as a resource. The author states that destinations must decide the benefits they want from events and how to measure their value. The possible value measures Getz (2008) presents are: growth potential; market share; quality; image improvement; community support; economic benefits; sustainability and adequacy.

There is no single measure to assess the value of an event (Getz, 2012). For the author, a multi-stakeholder approach is necessary, as each one has a different perception of the value that the event constitutes for them. The local community, sponsors, volunteers, the work team and suppliers, the accommodation sector, and the tourism sector must then be questioned. All of them constitute the community whose perception of value must be evaluated to assess whether the event is accepted or validated, and may become an institution for the same community (Getz, 2012).

Kohtler et al. (2011), define value, for this study, as the creation of a superior value, with which the destination, as a brand, satisfies the needs of its customers, leading to their loyalty and future visits, in the case of tourism. This value generated, as previously mentioned, allows the retention of customers and their loyalty, as well as increasing the customer share of customer equity.

Following the chosen definition and the theoretical revision of the concept of value, in the different aspects, allows the construction of the third hypothesis:

H3 The realisation of an event positively affects the perception of the value of the destination.

Adding the definition of value to the conceptualisation of the economic benefits generated, another hypothesis arises:

H4 The realisation of an event positively affects the business value of local tourism activities.

## 2.5 *Destination image*

The image is the main element of destination promotion, as it is this that differentiates one destination from another and also differentiates tourists, based on the destinations they choose (Almeida et al., 2012). Nowadays, the construction of a positive image is so important that it is reflected in an instrument to measure the tourism of this place, through the simple analysis of its image (Silva and Perinotto, 2016). Such analysis, according to the authors, makes it possible to infer about the predominance and development of the activity in the territory, according to the perception of the individual who attends the destination. In this sense, complement the authors, the way the place is seen by the tourist, will be the image to be created and transmitted to future visitors. This is therefore one of the greatest challenges for tourism professionals (Vieira, 2015) and as such, based on the study of some authors, it can be said that this is an open topic, with various points of view and different opinions.

The image started to be seen as an instrument of differentiation with the awakening of new business ideas, in which companies started to focus on getting to know their clients. The low price, then, ceased to be seen as the best strategy of market competition and customer attraction (Silva and Perinotto, 2016). As such, according to the authors, the companies started to bet on differentiation measures, seeking to be unique, in the sector in which they operate, in certain dimensions that their customers value greatly. In this sense, the creation of an image of the destination, representing it in a relevant and

positive way, is a differentiating point regarding its positioning and its commercialisation, because the use of the image as a differential, in the fierce market of the tourist destinations, is more and more a rule to follow, for them.

In the background, the best way for a tourist to consolidate the image of a destination is to visit it. In this sense, events leverage the possibility of this first experience (Vieira, 2015). Fairer-Wessel and Malhebe (2012), argue that the events promote and build a positive image for the destination, generate tourism growth, and boost economic development for the region. Vieira (2015), adds that being the event organised for tourism can generate an even better image in the eyes of the visitor. González-Reverté and Mirabell-Izard (2009), point out the success of musical events as a valuable tool in the design of strategies, both to reinforce the image of the destination and in the creation of new competitive tourism products. As such, events specially designed and addressed to specific market segments can contribute to tourism development when it takes market segmentation as its strategic basis (Vieira, 2015).

The definition initially put forward by Almeida et al. (2012), where they define the image as the main element of destination promotion, because of the differentiation it allows to make concerning other destinations and about tourists, based on the destinations they choose, will be considered during the study, along with the assumption of a tourist event add value to the image (Vieira, 2015).

According to the revised literature, the fifth hypothesis on this subject arises:

H5 The realisation of an event positively affects the image of the destination.

## *2.6 Social impacts and community support*

From a conceptual point of view, Oliveira and Salazar (2011) define the differences between social impacts and cultural impacts. For the authors, the social impact is reflected in immediate changes in the local social structure, quality of life, social relations, and the adaptation of the host community to tourist activity. Getz (2012) reinforces that something that in any way alters the quality of life belongs to the conceptualisation of social impacts.

For Small et al., (2005), recognition has grown among event organisers and scholars of the importance of measuring the socio-cultural impacts of events and festivals, given the threat to their long-term success that is the dissatisfaction of the local community. Reaching local dissatisfaction levels is dangerous for the event, even if it is economically feasible. However, the economic factor is pointed out by the authors as one of the main influencers of perception of the impacts of tourist activity, generating positive perceptions mainly in individuals linked to business that directly benefit from the events and tourism.

Deery and Jago (2010), in theoretical analysis, claim that tourism activity is seen as something good, provided its benefits outweigh its disadvantages. According to Deery and Jago (2010), in the analysis of attitudes, researchers recognised that the attitude of residents towards tourism is not simply a reflection of residents' knowledge about the impacts of tourism, but is also influenced by residents' values and personality. Getz (2012), states that the portion of involvement in the event by residents, either through volunteering or as owners, can define many of the social, cultural, and even political impacts. For the author, the exponent of acceptance by the local community is the recognition of the event as a permanent institution in its community. Institution, in

this context, is something that is born from strong community support, measured by the presence of local population, committed volunteering, and political support. The latter gains even more importance, when it is demonstrated in times of crisis.

The social impacts resulting from the unique interaction between tourist, destination, and population (Small et al., 2005). Events expose the destination, including its community, and therefore can create potential impacts on society. Regarding this interaction between event and population, the authors expose that the more an individual identifies with the theme of the event or festival, the greater the possibility of conceiving a positive opinion about it, given the opportunity for entertainment. Waitt (2003) also adds that, for the attitude developed to be positive, the expected benefits must meet a pre-established level of satisfaction.

The distance factor also plays with the opinion of the community, and the closer an individual resides to the centre of the activity, the greater the impact on his or her perception, whether positive or negative (Small et al., 2005).

Vieira (2015) lists positive impacts, from its perspective, of events for the local community, such as increased political prestige, improved living standards, increased social cohesion, or strengthened sense of belonging to the community. However, the author points out some possible negative impacts, for society, when events are inadequately organised, such as resistance of the local community to tourist activities; creation of behaviours capable of fracturing community values; increase in traffic or limits on circulation; cause of insecurity for local people. Small et al. (2005), also refer to the problems related to traffic and excess of people in usual places for the local population and add issues such as crime, vandalism, but also the increase of local pride and business opportunities. The authors also add the possible destruction of cultural heritage by accommodating local culture to meet the needs of the growing number of visitors.

Getz (2012), exemplifies the generation of negative impacts, with the Australian Motorcycle Grand Prix. This annual event has become a setting for annual confrontations and protests, ultimately attracting more people to the protest than to the races. Despite the efforts of the organisation and the police to try to contain the crowd, it was necessary to rethink the positioning of the event.

**Table 1** Positive and negative impacts of events on communities

<i>POSITIVE IMPACTS</i>	<i>NEGATIVE IMPACTS</i>
Increased employment opportunities	Anti-social behaviour
Increased quality of life	Increase in crime levels
Increased entertainment opportunities	Excessive drink consumption
Economic benefits	Trash
Opportunity to meet new people	Environmental damage
More interesting activities to do	Noise
Long-term impacts	Traffic problems and congestion
Image of the enlarged community	Break in the usual way of life
Pride of the community	Overpopulation
Preservation of local heritage	Money spent from the event, not applied to the needs of the community
Increase the range of skills	
New facilities and infrastructures	The increased cost of living

*Source:* Deery and Jago (2010)

Deery and Jago (2010), also reflect the theory in which an individual does not calculate the ratio between cost and benefit that a tourist activity has in his life, instead, it will generate his perception of the impacts through intuition, based on the interpretations he makes about tourism and its facets. More completely, covering influencing categories such as “economic benefits” and “long-term impacts”, Deery and Jago (2010) prepared a table with the main impacts – positive and negative – of the development of tourism activities, such as events and festivals (Table 1).

The approach to the community’s perception of support in tourist activities – in this case, the event – present in this study will follow the simplistic explanation of Deery and Jago (2010), where they state that an individual does not calculate the ratio between cost and benefit. This, on the other hand, generates its perception based on the interpretations it makes about tourist activities.

Following the current of ideas exposed and the approach chosen, the sixth and last hypothesis in the study will be:

H6 The holding of an event positively affects the local community.

### **3 The event**

#### *3.1 Figueira da Foz – an evolution of tourism and local events*

Located in the NUT III Region of Coimbra, the municipality of Figueira da Foz is composed of fourteen parishes, occupied by 59,956 inhabitants, meaning a population density of 158.2 hab/km<sup>2</sup> (INE, 2017). The labour force is mostly represented in the tertiary sector – in commerce and tourism – and secondary – in the cellulose, non-metallic minerals, agri-food, plastics, and metalworking industries - with a smaller share in the primary sector - in agriculture and fishing. It is the secondary and tertiary sectors, which have the most influence in the current economic context, at the local level (Fernandes and Carvalho, 2018). Hierarchically and having the Portuguese urban system as a reference, Figueira da Foz fits in the middle city status, where the reality of the second housing, linked to seasonal tourist activity, is of relevant importance (CMFF, 2014).

The current focus of the municipality is on seeking competitive advantages and creating attractions throughout the year to combat seasonality (Fernandes and Carvalho, 2018). The authors also point out that in the field of tourism, the events have revealed importance for the territory and the municipality has responded with a wide range of offers, to consolidate the annual calendar with events of national and international scope, which has contributed to the formation of the current image of Figueira da Foz as a tourist destination, proving Vieira’s (2015) idea of interactivity and interdependence between tourism and events.

Regarding the distribution of events, in the annual calendar, between 2010 and 2012, July was the strongest season, while November and February registered the lowest numbers (Fernandes and Carvalho, 2018). In the most recent trends, the authors proved a better distribution, with the peaks of events moving to June – in 2013 – and April – in 2014. However, in 2014, 46% of the events had a duration equal to or less than one day, not being the type of event more conducive to favour the permanence of the visitor, but may, according to Vieira (2015), lead to important economic and tourist acts.

In a last point of analysis, the distribution of events, for Fernandes and Carvalho (2018), follows a tendency of centralisation, in this case, not temporal, but spatial. According to the authors' survey, the distribution per parish denotes a domain of the urban area, facing the periphery.

At this point, an analysis will be continued under the study by Fernandes e Carvalho (2018). Among the events held in the municipality, its existence is due to actions coming from public or private entities, belonging or not to the municipality of Figueira da Foz. The most relevant events at the time of the study are gathered here.

As for music festivals, besides RFM SOMNII and, in its musical component, FINDAGRIM, they also take place in Figueira da Foz:

- 1 After Sunset Party – electronic music festival, held at RFM SOMNII, in the parish of Buarcos and São Julião
- 2 WoodRock Festival – alternative rock music festival, held in the parish of Quiaios
- 3 FestiMaiorca – international folklore festival, held in the parish of Majorca and downtown, is one of the oldest events in the municipality, held since 1975
- 4 International Festival of University Tunas of Figueira da Foz, held at Casino Figueira
- 5 Gliding Barnacles – a festival that transverses several styles of music, plastic arts and the practice of surfing, held at Cabedelo Beach and downtown.

### 3.2 *The RFM Somnii*

Full name RFM SOMNII – The Biggest Sunset Ever, or locally nicknamed only SOMNII or Sunset, RFM SOMNII is a music festival under the responsibility of RFM radio, organised by the promoter Genius y Meios, belonging to the Renascença Multimédia Group. The concept of this festival is to hold a party dedicated to EDM – Electronic Dance Music – with big names on an international level with the particularity that, unlike most of the events of the genre, the shows start in the afternoon, allowing the enjoyment of sun and sea (Caetano et al., 2018). The highlight, according to the authors, would be the sunset and the extension of the party until the night, although with an end shortly after midnight, a time that favours local commerce and entertainment.

The festival had its first edition in 2012, in Praia do Moledo, Viana do Castelo. However and despite the flood of more than 10 thousand people, the electronic dance music festival, or EDM, moves to Praia do Relógio da Figueira da Foz in 2013, tripling that year in terms of size and visitors, maintaining the duration of just one day (Caetano et al., 2018).

Staying in Figueira da Foz until the present day, with a performance at the beginning of July, RFM SOMNII grew from 10 thousand spectators in 2012 to 100,000 festival-goers in 2016, stagnating until 2018. This growth was accompanied and sustained by the increase in duration to three days. However, according to the festival's producer, Sociedade Lusa de Espetulos, the goal for 2019 is to double the audience and the number of tourists, keeping the same duration (LUSA, 2018). The number of people living in the urban area is seven times higher.



## **4 Methodology**

### *4.1 Procedures and research design*

To test the hypotheses, a mixed methodology was adopted, as it focused on a quantitative and qualitative study. A questionnaire was constructed, created based on pre-existing scales, and based on a review of the literature related to the variables under study: event, impacts on the community, economic benefits, sustainability of destination, image of the destination, and perception of its value. It was also added a question of opinion, of an open and not mandatory answer, present at the end of the questionnaire.

After the construction of the questionnaire, it was submitted to a pre-test to perceive the reaction and understanding to its structure, as well as its viability. The same was done with five individuals, living in the city of Figueira da Foz, three of whom had participated in the event so far, for leisure or professional reasons. The questionnaire was then perfected according to the pre-test results, thus reaching its final format. After that process, the questionnaire was published on the social network Facebook, to collect answers. The purpose of the collection was to obtain as many valid answers as possible from visitors to RFM SOMNII – whether they were part of the local population, from other parts of the country, or even from foreign countries, and whether they participated in the event for leisure or professional purposes – and from residents of the municipality of Figueira da Foz – whether they were visitors to the event or not. This choice is justified by the theme of the dissertation focus on the study of the impact of the festival RFM SOMNII, the various measures of value, proposed by Getz (2008). These measures were transformed in the variables under study and, later, in the hypotheses proposed in the previous chapter. These hypotheses, which to be answered, required an audience that could provide the necessary information, with knowledge and experience of the event and the environment generated around it.

A qualitative study based on interviews, with a semi-structured script, was also carried out to three professionals from different tourist activities – who agreed to participate in this study – with business in Figueira da Foz, to understand their opinion about the event and its influence on the destination and their business. This moment served to measure hypothesis 4: H4 – The realisation of an event positively affects the business value of local tourism activities. The construction of the script was based on the literature review, applied to the theme. The analysis of the interviews was carried out through the transposition of the answers in writing and, later, the examination of common points and divergences in the opinions and strategies of the entrepreneurs and their companies.

### *4.2 Sample*

The population under study, through the questionnaire survey, is composed of all residents of the municipality of Figueira da Foz and/or visitors to RFM SOMNII, aged 15 or over. Given the volume of population covered by these requirements, an analysis was made of a sample not representative of the population.

The final format of the questionnaire was built on the Google Forms online platform, to make it easier to reach and anonymise the answers. The sample collected was obtained through a non-probabilistic sampling of snowball, resulting in a total of 172 responses. Sampling through this method efficiently increases the identification and inclusion of

hard-to-reach populations by using members of the target population to recruit other members (Kendall, et al., 2008). This phenomenon occurs from the chain identification of individuals (Atkinson and Flint, 2001), possibly part of the parameters designed by the researcher. The questionnaire was disseminated on Facebook and sent directly to previously identified subjects who reside in the municipality of Figueira da Foz and visited RFM SOMNII. Through these subjects, the publication was requested to be shared with other individuals, recognised by the former as festival participants and/or residents of the municipality.

The sample is described as follows. Concerning the age of the respondents, the most represented age group is between 15 and 24 years, revealing 63% of the sample, equivalent to 97 individuals. The second most represented age group is 25–34, with 37 representatives, meaning 24%; followed by the 45–54 age group, with 11 representatives, meaning 7%; 35–44, with 8 representatives, meaning 5%; and the 55–64 age group, with only one respondent, representing only 1% of the sample. The 65 and over age bracket, on the other hand, despite being an option, does not have any representatives. Regarding the gender of the sample (Chart 2), 62% is female, with 95 representatives, and the remaining 38% is male, with 59 representatives.

#### *4.3 Measures and tools for data collection and variables*

The study of each of the variables of the theoretical model meets a set of scales specific to the questionnaire formulated. The items, or questions, of the questionnaire, referring to the variables under study, are all organised according to a five-point Likert scale. However, to mislead the non-visitors and to avoid inconsistencies in the answers obtained, the scale used to measure the independent variable adds an independent point (6 – never been), integrated into the five-point scale. The selection of this option by the respondents was not considered for statistical analysis.

To measure the influence of the event on the local community – both by altering its quality of life and by the amount of support, positive or negative, generated by it – the study by Small et al. (2005), which evaluates the socio-cultural impacts of a festival, was used.

The measurement of the economic contributions that an event generates in the destination where it takes place was developed by several authors. For Wood (2005), for example, some of the benefits of holding an event can materialise in the generation of money for the city, in the investment in the venue, in the emergence of new customers for local businesses, and a better awareness of entrepreneurs about their business. To measure this variable, the basis of the issues comes from the review of the Vieira literature (2015) and the scale of measurement of various measures of sustainability, linked to the holding of an event, by Yu et al. (2009), in which one of the issues addressed is the perception of economic benefits.

From the same studies, by Vieira (2015) and Yu et al. (2009), comes the scale dedicated to the measurement of the perception of sustainability, in environmental and cultural aspects.

The dependent variable Destination Image is inserted in a theme widely explored and debated by numerous authors. To understand the perspective of the sample collected about Figueira da Foz, the study of Chen and Tsai (2007) was used, where the authors study the relationship between the image of Kengtin's fate in Taiwan and the behavioural intentions of tourists.

The last variable to be addressed in the questionnaire prepared explores the impact of the event on the perception of the value of the destination. For Gallarza and Gil (2008), the competitive advantage is achieved by creating value, differentiating, and positioning the product.

The scale used to measure this variable is supported by the Toni and Mazzon (2013) scale, whose construction of a theoretical model capable of measuring the perceived value of a product is adapted to the destination Figueira da Foz, as a tourism product.

As mentioned in points 3.1. and 3.2., the analysis of how the realisation of an event affects the business value of local tourism activities, was made through a semi-structured script interview. To write the interview script, authors present at the literature review were taken into account.

The first question is part of the analysis of González-Reverté and Mirabell-Izard (2009), who conducted a study on the impacts of Catalan musical events on tourism in the region. According to the authors, emblematic musical events, with personality and not exclusively local dimension, tend to attract tourists, with economic success for the region and the marketing of tourism products. From this description, the question ‘How do you review, in this description, the tourist panorama of Figueira da Foz at the time of the RFM SOMNII?’

Some authors dedicated to the study of events have in common the fact that they affirm the impact that these have on businesses related to tourism, mainly in hotels, restaurants, entertainment, and transport (Getz, 2012; Vieira, 2015). Following the authors’ statements, the questions ‘What impact does RFM SOMNII have on your business(ies)?’ and ‘Does RFM SOMNII make any changes to your business?’

The fourth question asks ‘How do you see RFM SOMNII as a useful tool in designing this type of strategy? The subject of the question is based on González-Reverté and Mirabell-Izard (2009), who points out the success of musical events as a valuable tool in the design of strategies, both to reinforce the image of the destination and to create new competitive tourist products.

The festivals can congest the destination where they take place, driving away other types of visitors (Smith et al, 2010). Going against the author’s statement and the type of majority audience of the event, belonging to a considerably young age group, the question ‘Given the type of majority audience of RFM SOMNII, do you feel that you could benefit more from a different audience: more adult, more independent, but considerably smaller in number?’

Finally and taking into account that RFM SOMNII is not an exclusive festival in Figueira da Foz, operating under multi-year contracts with the City Council, the interviewee was asked if ‘Do you believe that ceasing this event, in Figueira da Foz, moving to a competing destination, would negatively affect your business and/or local tourist businesses?’

#### *4.4 Data analysis procedures*

To analyse the data obtained through the questionnaire survey, Microsoft Excel and IBM Statistical Package for Social Studies – or SPSS – were used. The former met the objective of a quick visualisation and transformation of the data, as a bridge to the latter. Also in Excel, of the 172 responses obtained, fourteen were invalidated, because these respondents did not meet the requirements of being either residents of Figueira da Foz, or had already visited RFM SOMNII, or both. After transposing the data to the SPSS, four

more answers were eliminated, due to incoherence, for example: to answer ‘Never Went’ to the event and in the questions related to it, not going against it, quoting each question on a scale of one to five, not also putting ‘Never Went’. That said, the final number of answers analysed was 154.

In the SPSS, the first procedure was to analyse the internal consistency of each variable and the questionnaire. Since scales were used to measure the variables, a Cronbach Alfa test was performed to evaluate the reliability of the study. In cases where the consistency translated into a low value, the scales with lower values were refined, eliminating the weakest questions.

The next step was a transformation of the variables under study, aggregating all the questions related to each one, creating new variables, through the average of the answers of each section.

In order not only to generate the sample profile but also to analyse the answers to each question, a descriptive statistics analysis was performed. At this point, means, standard deviation, and frequencies were used to study the sample and each question individually.

For the following steps, parametric tests will be applied. Since the sample number is 154, i.e.,  $N \geq 30$ , there is no need to test the normality of the distribution (Pestana and Gageiro, 2003). That said, the next step was to obtain a bivariate correlation of  $\rho$  Pearson’s. The statistical procedure of correlation serves to determine the degree of association between variables (Pereira and Patrício, 2013). This allows us to determine, for example, if there is a relationship between the realisation of an event and the perception of the image of the destination where it takes place. If there is no positive correlation, the hypothesis allied to the variable in question is immediately rejected.

Finally, a simple linear regression will be applied – since there is only one explanatory variable – to test the hypotheses that passed the correlation test. For this, an analysis of variance – ANOVA – will be introduced, using a  $p = 0.05$  as a reference, placing the following hypotheses:

H0 The explanatory variable does not influence the dependent variable

H1 The explanatory variable influences the dependent variable.

Therefore, if  $p < 0.05$  the null hypothesis is rejected, and if  $p \geq 0.05$  the alternative hypothesis is rejected.

Also regarding the data obtained in the questionnaire survey, the open-ended and non-mandatory answer question was studied by summarising the most debated points, creating a table, and then discussing it, explaining the respondents’ opinions.

## 5 Results

### 5.1 Internal consistency

Having said this, it is possible to observe that all the variables present good levels of internal consistency (Table 2), except for the set of the scale that measures the variable ‘Sustainability’, which presents a value of 0.663, considered acceptable.

However, a considerably higher value can be obtained. To this end, a refinement of the scale was made, with the elimination of item number 2 ‘The presence of RFM

SOMNII participants disturbs the quality of life of the local population', no longer included in the study of variables. After this refinement, the value of the Cronbach alpha rose to 0.854, meaning that the scale measuring this variable has a good consistency.

For the remaining variables, it is possible to observe their values from Table 2. The scale referring to the independent variable 'Event' is the one with the best internal consistency, such as the scale 'Value', with values of Cronbach Alpha of 0.946 and 0.933, respectively. These values represent very good consistencies. The scale measuring 'Sustainability', as mentioned above, has a value of 0.854 and, as the scales of Destination Image, with 0.886 and 'Economic Benefits', with 0.850, represent a good internal consistency. The 'Community' scale, which measures social impacts and community support, has 0.717 Alfa de Cronbach, meaning a good internal consistency, although lower than the others.

**Table 2** Cronbach Alfa of the scales (own elaboration)

	<i>Alfa de Cronbach</i>	<i>N of items</i>
Event	0.946	6
Sustainability	0.854	5
Community	0.717	6
Economic benefits	0.850	5
Destination image	0.886	8
Value	0.933	11

## 5.2 Descriptive statistics

### 5.2.1 Sample description

In the descriptive analysis of the data for the first section of the questionnaire, through frequency analysis, it was possible to obtain a sample profile of the study. Regarding the age of the respondents (Table 1), it is possible to observe that the most represented age group is between 15 and 24 years, revealing 63% of the sample, equivalent to 97 individuals. The second most represented age group is 25–34, with 37 representatives, meaning 24%; followed by the 45–54 group, with 11 representatives, meaning 7%; the 35–44 group, with 8 representatives, meaning 5%; and the 55–64 group, with only one respondent, representing only 1% of the sample. On the other hand, the age group equal to or older than 65, despite being an option, has no representative.

Regarding the gender of the sample, 62% are female, with 95 representatives and the remaining 38% are male, with 59 representatives.

In the analysis of the place of residence of the sample, it was possible to see that the great majority belongs to the municipality of Figueira da Foz, specifically 73% of the sample, which represents 112 individuals. 24% of the sample answered that they live in another Portuguese location, i.e., 37 individuals. The remaining 3%, represent 5 people living outside Portugal

Inside the sample, it is interesting to know if the individuals have already visited the RFM SOMNII festival. Of all the respondents, none said they had never heard about the event, making all the answers valid. Those who have visited the event already represent 85% of the sample, that is, 131 people. Those who have never been to the festival, where the remaining 15%, that is, 23 individual.

Finally, individuals were asked about their attendance at RFM SOMNII (Table 5). The same 15% of the previous question stated that they never went, offering consistency in their answer. Among those who visited the festival, 24%, or 37 individuals, went to only one edition; 42%, or 65 individuals, went to two or more editions; and 19%, or 29 individuals, were the most assiduous, having been in all editions to date.

### 5.2.2 Correlations

Analysing the variables, one can verify the existence of correlation, in most cases. Excluding the variable that measures community support, all the others have a significant positive correlation with the independent variable, with greater or lesser intensity. The variable 'local community', not only does not have a nonexistent correlation, but the presented value is negative.

Despite the existence of correlation, it is only moderate or weak. The correlation of greater intensity occurs at the crossing of the event with the perception of sustainable acts. Here, the correlation is 0.459, with a significance that demonstrates a moderate positive link between the two variables. In other words, the greater the degree of satisfaction with the RFM SOMNII, the better will be the perception of sustainability promoted by it.

Another situation concerns the economic benefits, and this variable is linked to the event at 0.413. This means that the greater the degree of satisfaction with RFM SOMNII, the better will be the perception of the economic benefits generated by it.

The fourth situation is in line with the Destination Image. This variable shows a correlation of 0.276, which means that although it is a significant positive correlation, the intensity between this and the independent variable is weak. This means that the greater the degree of satisfaction with the RFM SOMNII, the better the perception of the image of Figueira da Foz as a tourist destination.

The fifth and final situation, responds to the link between the event and the perception of the value of the region. This represents the weakest significant correlation between the variables under study, with a value of 0.251. This means that the higher the degree of satisfaction with the RFM SOMNII, the better will be the perception of the value of the region.

As already mentioned, there is no correlation between the degree of satisfaction with RFM SOMNII and the perception of socio-cultural impacts on the society that may generate support from the local community. Therefore, given the lack of connection between the two variables, the hypothesis it claims is excluded from the outset:

H6 Holding an event positively affects the local community.

By looking at other points in Table 3, it is possible to find an interesting correlation between perceptions about the image of the destination and the value of the region. This is the strongest correlation, with a value of 0.774, meaning an intense connection between the two dependent variables. This means that the better the perception of the image of Figueira da Foz, the better the perception of the value generated by it, for the tourist. Bajs (2011), addresses the orientation of the customers' perception of value about a service or product, which is driven by their notion of quality and costs, but by the attributes of that service or product. In this case, being Figueira da Foz evaluated as a destination and being a tourist product, its image will be related to the perception of its value. Chen and Tsai (2007) explain that in the consumer's mental process the perception

of value will be generated, through the image that the consumer has of the destination and the quality of his trip.

**Table 3** Correlation between the constructs

	<i>Event</i>	<i>Local community</i>	<i>Economic benefits</i>	<i>Sustainability</i>	<i>Destination image</i>
Community	-0.092				
Economy	0.413**	0.104			
Sustainability	0.459**	-0.163*	0.530**		
Destination image	0.276**	0.099	0.469**	0.319**	1
Value of the region	0.251**	0.097	0.390**	0.352**	0.774**

### 5.3 Hypothesis test

To address the research problem ‘Does the event have a positive influence on the Destination Image?’, it was intended to study the influence of the independent variable ‘event’ on the dependent variables ‘local community, economic benefits, sustainability, destination image, perception of destination image and value for business’, the latter being measured through semi-structured interviews. To analyse the remaining variables, simple linear regression was used, introducing the ANOVA analysis of variance to test whether the independent variable influences the dependent variables.

H1 The holding of an event positively affects the sustainability of the destination.

In Table 4, a significance value –  $p$  – of 0.000 can be seen. Given that the value is less than 0.05, it is possible to reject the null hypothesis (H0), which says: H0 – The realisation of an event does not influence the sustainability of the destination; and, with a highly significant model, the alternative hypothesis (H1) is supported: H1 – The realisation of an event influences the sustainability of the destination.

**Table 4** ANOVA representative of the model of calculation of the variable ‘sustainability’

		<i>Sustainability</i>				
<i>Model</i>		<i>Sum squares</i>	<i>df</i>	<i>Average square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	18,743	1	18,743	34,614	0.000b
	Residual	70,393	130	0.541		
	Total	89,135	131			

*Source:* Own elaboration

H2 Holding an event generates economic benefits in the region.

As shown in Table 6, a significance value –  $p$  – of 0.000 can be measured, as in the previous hypothesis. Given that the value is less than 0.05, it is possible to reject the null hypothesis (H0), which states: H0 – An event does not influence the region’s economy; and, with a highly significant model, the alternative hypothesis (H2) is supported: H1 – An event influences the economy of the region.

**Table 5** ANOVA representative of the model of calculation of the variable ‘economic benefits’

<i>Economic benefits</i>						
<i>Model</i>		<i>Sum squares</i>	<i>df</i>	<i>Square average</i>	<i>F</i>	<i>Sig.</i>
1	Regression	10,850	1	10,850	26,759	0.000b
	Residual	52,712	130	0.405		
	Total	63,562	131			

*Source:* Own elaboration

H3 The realisation of an event positively affects the perception of the value of a destination.

Concerning the influence of the event on the perception of the destination value, one can evaluate by the values in Table 7 that, with a significance value –  $p$  – of 0.004. Given that the value is less than 0.05, it is possible to reject the null hypothesis (H0), which points: H0 – The realisation of an event does not influence the perception of the value of a destination; and, with a highly significant model, although slightly less than the previous ones, the alternative hypothesis (H3) is supported: H1 – The realisation of an event influences the perception of the value of a destination.

**Table 6** ANOVA representative of the model of calculation of the variable ‘destination value’

<i>Destination value</i>						
<i>Model</i>		<i>Sum of squares</i>	<i>df</i>	<i>Average Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	4,522	1	4,522	8,747	0.004b
	Residual	67,211	130	0.517		
	Total	71,733	131			

*Source:* Own elaboration

H5 Holding an event positively affects the image of the destination.

As shown in Table 8 regarding the model of the variable destination image, it is possible to verify a significance value –  $p$  – of 0.001. Since the value is less than 0.05, it is possible to reject the null hypothesis (H0), which it refers to H0 – The realisation of an event does not influence the image of the destination; and, with a highly significant model, the alternative hypothesis (H4) is supported: H1 – The realisation of an event influences the destination image.

**Table 7** Representative ANOVA of the model of calculation of the variable ‘Image of Destination’

<i>Destination image</i>						
<i>Model</i>		<i>Sum of squares</i>	<i>df</i>	<i>Average square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	3,605	1	3,605	10,760	0.001b
	Residual	43,552	130	0.335		
	Total	47,157	131			

*Source:* Own elaboration

H6 The event has a positive influence on the local community.



Finally, in the study of the influence of the event in the local community, a rejection of H6 was predicted, through the results obtained in Pearson's bivariate correlation. However, an analysis of variance was developed to confirm this scenario (Table 9). It is therefore possible to observe a significance value –  $p$  – of 0.127. Given that the value is higher than 0.05, the null hypothesis is confirmed: H0 – The organisation of an event does not influence the local community.

**Table 8** ANOVA representative of the model of calculation of the variable 'local community'

		Community				
Model		Sum squares	df	Average square	F	Sig.
1	Regression	0.941	1	0.941	2,355	0.127b
	Residual	60,768	152	0.400		
	Total	61,709	153			

Source: Own elaboration

#### 5.4 RFM SOMNII and Figueira da Foz – sample reviews for a better quality offer

This section of the study is presented as a complement to the understanding of the perception and opinion that residents of Figueira da Foz and/or visitors to RFM SOMNII.

Out of all the answers collected, 56 participants collaborated on the question of opinion, open and not mandatory, placed at the end of the questionnaire. In this item of the survey, each of these participants gave their opinion on what, in their personal opinion, can be improved in Figueira da Foz and RFM SOMNII, both individually and in the crossing of influences between them.

For analysis issues, opinions were divided by theme. The opinion of each individual may be represented in different themes, depending on the scope of their opinion. The items present in the collection of responses are divided in the (Table 9), by incidence of the responses obtained.

In a brief analysis, it can be observed that the issues that may generate some dissatisfaction or suggestions for improvement are related to problems inherent to the organisation of the festival and the quality and/or quantity of the support infrastructures existing in the city.

Regarding the first theme, suggestions are pointed out as the diversification of the activities promoted by RFM SOMNII, both in the venue, with more stages and more options for fun, as in the realisation of free activities by the city, using the example of the festival fusing, culture experience. Some displeasure was also mentioned in what concerns the supply of food in the enclosure, as well as the infrastructure of leisure and camping on the beach and the distribution of sanitary booths. Other individuals also pointed out suggestions in terms of increasing the number of entrance porticos and improving protocols with transport companies, both nationally and in terms of transport between the enclosure and other points in the city.

Regarding the support infrastructures, there is a high incidence of mentions of the lack of parking, being the biggest point of dissatisfaction. It should also be noted that there is a lack of preparation of catering services to serve a large population, with suggestions for strengthening human resources and supplies, as well as a possible reinforcement offered by mobile street food establishments. Other points of view mention

themes such as the lack of preparation of the municipal campsite to receive so many people and the lack of a walkway to support the beach that extends to the entrance of the festival grounds.

The quality of Figueira da Foz deserved some attention, in terms of an improvement as a destination but also, in a smaller number, a revitalisation of the municipality and an improvement in the quality of life. It was possible to note suggestions for improvement and infrastructure construction. For example, the construction of a reference shopping centre, the existence of a more capable municipal transport system, the requalification of the Abadias Park and even strengthening the city with sanitary cabins, for better hygiene and cleaning, were points addressed in the development of Figueira da Foz as a tourist destination. The formulation of a strategy to promote the destination to a young public is pointed out as a determinant in the construction of a faithful market. Within the aura of events, their retention is seen as elementary, given the example of once iconic events – lost to other destinations or for lack of support – such as the Mundialito de Futebol de Praia, the Figueira Jovem, and the musical shows at the Praça de Touros.

Within the topic related to the dynamisation of the municipality, answers were obtained in the context of a better offer of animation and activity throughout the year, such as concerning options for evening entertainment promoted by the municipality. In the plan of events, there is a desire for events of similar dimensions and gender throughout the year, the promotion of events for wider audiences, and greater dynamism in the promotion of events related to surf, given the existence of some important competitive stages, held in the municipality.

Quality of life is a subject of some importance, given the still relevant frequency with which it appears in the answers obtained. With some focus on the lack of higher education and employment opportunities, an opinion of discontent is also taken in the face of a possible lack of openness of the City Hall in receiving ideas from the population and in giving a say in decisions. The increase in quality of life, in general, is seen here as a generator of reputation, visibility, and attraction.

With slightly more important than the two previous topics, the environmental sustainability of the city and municipality is criticised in the lack of awareness for controlled use and reuse of plastic and the promotion of sustainable and environmental measures, such as cleaning beaches and ecological maintenance of the sand and dunes, as well as intelligent control of sand growth.

Exemplifying with episodes of garbage and dirt production in the city, one is mentioned, at times, carelessness between festival-goers and destination added to behavioural problems, such as the fact that the excesses of visitors lead to damage to the infrastructure of the urban area. With moments of discomfort created by situations like the previous ones, reinforcements of security and surveillance are suggested, mainly in what concerns the control of alcohol sales to minors and over drugs as a better intervention in cases of violence.

Some themes of less relevance, but important to be mentioned, refer to some dissatisfaction or lack identification with the RFM SOMNII musical poster, suggesting more variety within electronic music or more variety of styles; the high prices of tickets and products obtained in the venue. Some manifested themselves in favour of the end of the festival, due to dissatisfaction related to the type of music and the exceeding of the load limit of the destination.

However, it was also expressed its satisfaction, referring to an increase in the duration of RFM SOMNII and global satisfaction with the festival and Figueira da Foz.

**Table 9** Problems listed by respondents, listed by incidence

<i>Theme</i>	<i>Incidence</i>
Organisation	14
Support infrastructures	14
Quality of the destination	9
Municipal dynamisation	7
Environmental sustainability	7
Respect of visitors towards the destination	6
Poster	6
Quality of life	6
Surveillance/security	4
Prices (of the event)	4
Ceasing the event	4
Nothing	2
Duration of the event	1

## 6 Discussion

In this chapter, the results obtained previously will be discussed. To facilitate understanding, the chapter is divided according to the parameters analysed: sustainability, economic benefits, perception of the value of the destination, value for business of local tourist activities, the image of the destination, and the local community.

### 6.1 Sustainability

In recent decades, the sustainable mentality of the practice of tourism activities has evolved, both in theoretical and practical terms, within tourism management, due to the growing concern about the impacts that these activities have on the environment, economy, and culture of destinations (Smith et al., 2010). Although there is effectively a moderate positive correlation to 0.459, as well as the hypothesis (H1) to be confirmed, with a significance of ANOVA of 0.000, the only positive perception of the relationship between sustainability and the realisation of the festival, happens with 54.5% of respondents pointing to a harmony between the realisation of RFM SOMNII and urban regeneration. As for the relationship between the festival and its role in protecting wildlife and natural habitats, only 6.4% of individuals see a positive relationship. Also, regarding the festival's promotion of positive environmental ethics, there were few respondents – 21.4% – seeing awareness on the part of the organisation's audience of environmentally friendly behaviour. The values obtained, in this measurement, are in line with previous research (Fairer-Wessel and Malhebe, 2012; Vieira, 2015) state. The authors recall that, when sustainable practices are not applied, the event can generate negative experiences both for the locals and for those who visit the destination, through problems such as overcrowding, congestion, and violence, for example, and it is up to the major sponsors to make the organisation and the public aware of sustainable acts. This finding extends existing knowledge on tourism sustainable business models

(e.g., Dias et al., 2020) to the field of events. Thus H1 is partially supported because although the averages of the items answered are positive, most of the answers point more towards neutrality of perceptions.

## 6.2 *Economic benefits*

Concerning the economic benefits generated at the destination, motivated by the festival, there is also a highly intense ANOVA significance of 0.000, which rejects the null hypothesis and concretely expresses an influence of RFM SOMNII in the creation of a positive panorama for the local economy, although with a moderate correlation of 0.413. Thus, H2 is supported. The averages offered in the descriptive statistics analysis demonstrate that the most significant benefits are related to short-term impacts, such as increased business opportunities, the global contribution to the local economy, and to other sectors of the economy that are not linked to tourism. The result obtained, regarding the business opportunities generated, can be explained, for example, with what Caetano et al. (2018) refer to, in the exemption of hours offered to the local establishments, allowing them to take advantage of the business potential offered by RFM SOMNII. These results go against Vieira (2015) when it explains that the events industry has a significant contribution to tourism and regional and national economies, by the economic acts performed by the protagonists in the organisation of the events and by the tourist acts performed by visitors. On the other hand, medium and long-term impacts, such as increased employment opportunities and the contribution to a better standard of living of the local population, are seen as less likely to happen, presenting more moderate results, with lower percentages in the positive spectrum of responses – 58.4% and 38.3%, respectively. These results, already foreseen in the intervention of Fernandes and Carvalho (2018), mention the dynamisation of local commerce and employability, although in the short term. Also, Vieira (2015) states that this happens due to the impact on tourism being as momentary as the event itself. In future studies, it will also be interesting to study the effect of past performance. In other words, researchers could study the effect of the previous year's event on the current economic performance.

## 6.3 *Destination value*

The concept and value measurement tend to be studied together with quality or customer satisfaction and loyalty (Gallarza and Gil, 2008). The authors state that value is the solution to obtain a competitive advantage in the market. In this aspect, Figueira da Foz seems to generate an offer of value for the tourist. The correlation, although not intense, is significant, with a positive value of 0.251, providing support for H3. The significance value of ANOVA is 0.004, rejecting the null hypothesis and representing an influence of RFM SOMNII on the perception of the value of Figueira da Foz.

Value can be understood as the combination of the perception of the quality of a product – or destination, in this case – associated with price and that in the end, the consumer will summarise as the value received (Gallarza and Gil, 2008). Regarding the perception of the costs inherent to the destination, 63% of the respondents agree that the prices charged are a good indicator of quality in Figueira da Foz and 61.1% agree that they are acceptable. However, only 37.7% obtain such important benefits from the destination that they do not mind paying the values practiced. The value indeed varies according to each individual and situation (Gallarza and Gil, 2008).

The highest values, with low percentages of negative responses, come from satisfaction with the destination, with the majority of the respondents admitting to choosing Figueira da Foz as a destination, which appears as a good option, which is a destination that fits their expectations and would recommend it to other individuals. Note also for the confidence of the respondents in Figueira da Foz, with 86.4% indicating that this is a reliable destination and 76.6% claiming to take pleasure in the enjoyment of the destination. This satisfaction is important because, with the creation of a higher value, the needs of customers are satisfied, leading to their loyalty and future purchases or visits (Kotler et al. 2011). Thus, this study extends previous research by revealing the importance of value created in the positioning of a product. However, future research could contribute to explore more deeply this effect by analysing the co-creation effect. In this context and according to the results obtained, it is also possible to observe that the positioning of Figueira da Foz, as a tourist destination, does not contribute to the standards of the social status of individuals, whose items under study received the lowest quotations.

#### *6.4 Business value*

To study the influence of RFM SOMNII in the creation of value for local businesses of tourism activities, the semi-structured interview was used as a method of analysis of the relationship between the variables. Because of the answers obtained, it is perceptible the satisfaction of entrepreneurs regarding the benefits they obtain with the realisation of RFM SOMNIA, in Figueira da Foz, for their business, which provides support for H4. Taking into account the field of action of the businesses interviewed – accommodation, catering, and entertainment – the answers obtained go back to Getz (2012) and Vieira (2015) which point out the impact of the events on businesses related to tourism, especially in the hotel, catering, entertainment and transportation. According to Vieira (2015), events of great dimension and visibility, such as RFM SOMNII, are, as a rule, facilitators for the purchase of tourist acts by participants, generating benefits for the business of the city and the economy of the region where they take place. It is possible to observe this scenario through the answers of the interviewees and the vision they have of the business panorama that surrounds them.

#### *6.5 Destination image*

The objective of this hypothesis was to study the relationship between RFM SOMNII and the image of Figueira da Foz, in measuring the impact of the event on the target image. It was then through the data obtained, it was possible to verify that, with an extremely high ANOVA significance of 0.001, there is an influence of the event on the image, although with a positive correlation of only 0.276. Thus H5 is supported. However, it is important to verify the eight items, belonging to the scale used, answered by the respondents. As it was already possible to observe in the analysis of the descriptive statistics, all the items present frankly positive answers, with only three of them being below 4.00 values. These concern cleaning – 3.81 – the quality of nightlife – 3.82 – and quality of commercial premises – 3.90. Recalling Silva and Perinotto (2016), who states that the construction of a positive image is so important that it is reflected in an instrument for measuring tourism in this place, through the simple analysis of its image and following what the authors point out, it can be verified, through the results obtained, that the image of Figueira da

Foz is a robust element in the standards analysed by the survey. This demonstrates tourist satisfaction, already foreseen in the measurement of the value perception of the destination. These results are in line with Fairer-Wessel and Malhebe (2012), which argue that events help to promote and build a positive image for the destination, generating tourism growth.

### *6.6 Local community*

The study of the influence of RFM SOMNII on the day-to-day life of the local community, based on six items, resulting in a rejection of the alternative hypothesis, with a significance of ANOVA of 0.127. Also at the level of correlation between variables, there was an almost zero connection ( $-0.092$ ). As such, H6 is not supported. Using the analysis of the descriptive statistics of the variable, to identify the levels of perception of the respondents, it was concluded that all the impacts present in the items to be answered, present high averages. In this case, this study extends existing knowledge (e.g., Vieira, 2015) by specifying the negative effect of events on the local community. More specifically, results indicate these negative impacts, such as traffic and street congestion in general, overcrowding of recreational infrastructures such as sports fields and leisure parks, and the difficulty in finding parking for vehicles. These values, as well as some of the perceptions obtained in the open response item, match Table 2, belonging to Deery and Jago (2010), where the author's list, among other negative impacts of holding an event, problems related to traffic and congestion, overpopulation, garbage or excessive consumption of alcohol, which create breakdowns in the population's habitual way of life. However, these negative impacts are mitigated by the feeling of pride generated, represented by the high rate of individuals – 86.4% – which states that RFM SOMNII contributes to increasing local pride. This increase in local pride is referred to not only by Deery and Jago (2010) but also by Small et al. (2005), who also point out the same problems addressed in this study.

## **7 Conclusions**

The objective of this study was to analyse the influence of an event on the value of the destination, examining various measures of value, such as sustainability, the image and value of the destination, the local community, the value generated for the business of tourist activities and the economic benefits for the region. To evaluate these measures, the opinions of professionals from areas of local tourism activity were studied, as well as the perceptions of festival participants and the local population, to study the level of influence of the event.

The results of the tests demonstrated a positive relationship between the event and the set of dependent variables, except the local community. The influence of RFM SOMNII on the local community did not show significance, so the hypothesis – H6 – was rejected, and the analysis of the descriptive statistics revealed the existence of ruptures in some population routines. However, on the same scale, it is concluded that, despite these negative impacts, RFM SOMNII generates a feeling of pride in the population for receiving the festival, going against the statements of some authors (Deery and Jago, 2010; Small et al, 2005). To strengthen the respondents' understanding of the event and destination, an open-ended question was asked, in which dissatisfactions

were observed, but mainly suggestions for a better quality offer were obtained from both forces.

The variable that measured the influence of RFM SOMNII on local tourism businesses was studied through an interview applied to three entrepreneurs. In the analysis of the answers obtained, a global satisfaction with the event is evident, taking into account the benefits generated at the level of invoicing and exposure of their business to new audiences. Taking into account the results obtained, the proposed objective is achieved in this study, confirming that RFM SOMNII influences the value of the destination, in the various measures of value addressed, with the exception, partially, of the local community.

### *7.1 Theoretical implications*

The theme of the events and their influence on the destination image has been studied and discussed over the years by several authors. This theme has been developing the basis for the relationship between the organisation of an event and the destination where it takes place so that they can enhance each other.

Other authors may find interest in studying this topic, however it may have been catalysed at the more specific and direct components of the impacts of events such as socio-cultural impacts (Small et al. 2005; Wood, 2005), economic impacts (Wood, 2005; Yu et al, 2009; Vieira, 2015), impacts on sustainability (Yu et al, 2009; Vieira, 2015), and impacts on local businesses (González-Reverté and Mirabell-Izard, 2009; Getz, 2012; Vieira, 2015). The existence of the variety of academic researchers of event studies, as well as the study of the image of a destination (Chen and Tsai, 2007) and the value of a product (Toni and Mazzon, 2013), facilitated the construction of a model capable of measuring the interaction between an event and the value of a destination, also inspired by the portfolio approach of Getz (2008).

Events are an important motivator for tourism and figure prominently in the marketing and development of most tourist destinations (Getz, 2008). As such, destinations must decide the benefits they want from events and how they will measure them. It is essential to have an understanding of their impacts and how both can work together. Hence, the first contribution of this study, to the theory, is reflected in the study of the perception of the impacts generated in the destination by an event, analysed from the perspective of demand, the local population and local businesses related to tourism activities, making it possible to understand if an event held fits the territory and its population, as well as the local tourism business fabric.

Secondly, the construction of the present model of analysis of various measures of value, influenced by an event, with this as the main variable, allows us to draw useful perceptions about the impacts generated by an event, both for the local population, territory, and business, and to understand how this influences the perceptions of image and destination image. However, the main difference of this model is to be built based on a mixed methodology, not only conducting a survey but also applying interviews to tourism professionals and also offering respondents the freedom to express themselves in a question of open answers.

The present study also appears, with a character of mutual complementarity with the approach of Fernandes e Carvalho (2018), emphasising Figueira da Foz as a tourist destination and its relationship with the holding of events in its area. However, the

present investigation focuses not only on the tourist dynamics produced by the events but also on their influence in several measures of the value of the tourist destination.

It can therefore be considered that this study presents a certain contribution to the theoretical panorama, as it fills in some identified gaps and adds content to this theme, since the results indicate that the realisation of an event does influence the destination image, in the various measures of value addressed.

## *7.2 Management implications*

The contributions of this study, in the theoretical scope, are presented the practical contributions for the management of events and tourist destinations. As Vieira (2015) states, those responsible for the events see in tourism a strategic component of extreme importance for its success and tourism is increasingly recognising the relevance of events for its sustainable development. This study confirms the assertion of the authors as well as that of other authors dedicated to the study of the area (Almeida and Araújo, 2017; Fairer-Wessel and Malhebe, 2012; Getz, 2008; Getz, 2012; Kotler et al., 2011). The study brings indications to professionals that an event planned with the various stakeholders in mind and not only focused on economic benefits, works as a tourist enhancer, helping to position the destination.

The first contribution for managers in both areas is the vision brought to the approach to events, not just focusing on economic benefits. The focus on profit generation may constitute limitations on the sustainability of the event (Getz, 2008), as well as on destination and community. That said, this study offers a model that includes an analysis of important roles that can be played by events, to avoid discrepancies between the three forces – event, destination, and the local community – and that can all benefit from their relationship.

Secondly, the model built, inspired by Getz's (2018) portfolio approach, is similar to how a company strategically evaluates and develops a product or service. It is a model based on value and that allows controlling the abusive exploitation of an event as a resource. This is a ready-to-use model for professionals, adjusting only to the destination to be studied, and that can help to obtain better results in terms of event performance and tourist activity, allowing us to understand whether, from a perspective of event tourism development, the event under study fits the characteristics of the destination.

Thirdly, at the level of Figueira da Foz and RFM SOMNII, specifically, this study, through the results obtained, can offer a viable tool in the discussion of strategies, both in the use and improvement of positive factors, as well as in the bridging of negative aspects. As noted in this study and based on local press articles, there are impacts on the local community that must be corrected and this study provides some points to review by those responsible for both forces.

## *7.3 Limitations and future research*

The study of this particular event rises some generalisation problems. Future research should confirm (or not) the findings by applying similar approaches in other events and countries. The use of semi-structured interviews to analyse the perceptible satisfaction of entrepreneurs regarding the benefits from the realisation of the festival based on three subjects is another limitation. Although the identification of this dimension was difficult



to obtain using a survey, we recognise that using semi-structured interviews can limit the generalisation of the results.

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