

Chapter 17

Sport Events as a Catalyst for Economic, Sociocultural, Tourism and Environmental Sustainability in Portugal

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Chapter Contents

Introduction	258
Theoretical Background	260
Method	261
Results and Discussion	263
<i>Background Characteristics</i>	263
<i>Consumption Behaviour</i>	266
<i>Environmental Analyses</i>	268
<i>Hypothesis Validation</i>	269
Conclusion	269
References	271

Introduction

Sport is a cultural manifestation with enormous potential in bringing people, cultures and nations closer together (García-Fernández et al., 2022), either by stimulating sociability or by conveying a sense of identity, of belonging, of being part of and inclusion (Reis et al., 2022). Considering this premise on the importance of sport as a driving factor for societies in the most diverse dimensions (Teixeira & Ribeiro, 2016), this study aims to analyse and assess the possible impacts associated with the holding of a high-profile sport event in the city of Lisbon, the Portuguese capital, in relation to economic, sociocultural and environmental sustainability development, while trying to understand its direct interaction with the

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promotion of local tourism and socioeconomic development in the region where the event takes place.

The hosting of sports events worldwide has grown substantially in the last decade (Vassiliadis et al., 2021), not only leveraged greater tourist flows but also because citizens are increasingly open and awake to the need to adopt more active and healthy habits of regular sports practice (Figueira & Teixeira, 2020). However, there is an urgent need to study the potential of this type of event that brings together thousands of participants to not only promote sport and sports practice but also to take the opportunity to boost local tourism and economic activity (Barandela et al., 2018; Mortazavi, 2021; Pereira et al., 2015). The sustained management of sport requires more and more qualified professionals in sport management (Sesinando & Teixeira, 2021; Teixeira et al., 2022), to better understand if in fact this type of events produces direct effects on local and national tourism and cultural promotion, while assessing its potentiality to generate greater interest in participating not only for the sports aspect but also in a sustainable and environmentally friendly tourism and cultural aspect (Djaballah et al., 2015; Gholipour et al., 2020).

In this sense, we have designed an investigation aimed to understand and explore the 4th edition of the Half Marathon of the Discoveries in Lisbon (Portugal) in relation to its economic, sociocultural and sustainability potential and impact. The data was collected using a questionnaire survey directed at participants of the event and allowed the analysis of several indicators. After analysing the answers, it was possible to validate a total of 590 answers. This study is divided into five parts, the first part being related to the introduction, objectives and hypotheses of the study. The second part related to the literature review, where the existing state-of-the-art is addressed in general terms. The third part related to the research methodology, which contains information on the sample, techniques and procedures used, as well as the structure of the questionnaire. The fourth part related to the presentation, analysis and discussion of results. Finally, the fifth part of the work corresponds to the main conclusions of the study, as well as some of its limitations and future suggestions, ending with the references used in the preparation and support of this research.

Sport, in its multiple aspects, has been considered in recent decades as a very important factor in the development of societies in general (Sesinando et al., 2022; Teixeira, 2019), and as an enabler of local, regional or even national economic and social development (Sesinando et al., 2023; Taks et al., 2014). The sports product presents increasing value and attractiveness as a tourist factor of interest (Rojas-Méndez et al., 2019), and as such, this study aimed to analyse a sport event held in the city of Lisbon, the capital of Portugal, to better understand the possible economic, social and sustainability impacts as the main objective of the study. On the other hand, and no less importantly, it is also the aim of the research to specifically analyse and identify the direct impacts on local development, while trying to understand the added value for the sustainable development of local tourism, based on the opinion of the national and international participants themselves present at this event. To find concrete answers that help us understand

the phenomenon under study, as well as the proposed objectives, four hypotheses were defined with the purpose of assessing some of the variables under investigation. The hypotheses of this study are:

- H₁ – The participation of national and international citizens in the event enhances the local economic impact on the city of Lisbon;
- H₂ – It is possible to verify the loyalty of the national and international participants to the event because of their participation in previous editions;
- H₃ – The event under study presents a recurrent growth rate in number of participants when compared with previous editions;
- H₄ – There is an explicit concern of the organisation responsible for the event with the environment, adopting concrete measures of preservation and environmental responsibility during the event.

Theoretical Background

According to Dionisio (2009), “the importance of sport in modern societies has grown significantly in recent decades, both through the increase of its practice and the increase of its demand as a show, live or through the media”. Following the same line, Teixeira (2009, p. 24), states that “while politics, religion, nationality and culture divide people, sport unites individuals, offering a learning of positive values such as teamwork, solidarity and accountability”. The sport events, similarly, to other types of events, are characterised for being an event duly organised by a responsible entity, which may occur in the most diverse contexts and in the most diverse aspects, in which the sport component serves as a basis for the whole event, i.e., there is the effective practice of a certain modality and/or modalities as a purpose of its realisation/organisation. According to Madeira et al. (2007, p. 27), a sport event can be characterised according to its “intangibility, inseparability, variability and perdurability”, i.e., “events are essentially subjective experiences, difficult to measure, where practitioners and spectators are an integral part of the event”. These types of events traditionally generate high participation rates, are held in specific locations depending on their purpose and can be designated as small, medium and large or even mega-events depending on the number of participants taking part (Vassiliadis et al., 2021).

Quilende (2018) states that the typology of events is defined according to the nature of the activities that are carried out, i.e., they can be sport, cultural, social, ecological, leisure, entertainment, among others (Vassiliadis et al., 2021). According to Madeira et al. (2007, pp. 19–20), “events may be classified according to size and scale (...) being the most common categories the mega-events, branded events and large-scale events”. These may also be classified according to the specific sector in which they are inserted and may be public, sporting or touristic events. Events may also be characterised according to the place where they are held, i.e., they may be local, regional, national or global (international). Several authors have different ways of distinguishing and characterising event typology but broadly speaking, the vast majority shares this general view on event typology.

The event under study held its first edition in 2013, in the city of Lisbon and consists of an urban running event with three different routes, i.e., participants can choose the 21 km or 10 km running event and can also choose the 5 km walking option. The event takes place as already mentioned in the city of Lisbon, but it has a particularity that distinguishes it from the others in that it is closely linked not only to the history of Portugal but also by the route that allows participants to run a route in the middle of the historical area of the city, while passing by monuments, statues and historical icons of Portugal. This is an event with a competitive edge, but also a family event, thus allowing families or groups of friends to participate without having to have a merely competitive spirit. Lisbon City Hall has been one of the main partners of the event, which, right from its first edition, earned the designation of “Quality Road Race” event with five stars awarded by the Running for all European Athletics organisation.

The definition of tourism, according to several authors, can be translated as an activity carried out in periods in which one or more individuals are absent from their place of residence, and may have several motivations such as business, leisure or participation in sociocultural activities. As Melo (2019, p. 244) states, according to the World Tourism Organization, tourism is of such relevance that it “acts as a driver for the socio-economic development of nations worldwide and is a major source of wealth for developing countries”. In the same direction, Marujo and Carvalho (2010), citing Marujo (2008), state that “tourism is currently one of the most important phenomena from the political, economic, environmental and socio-cultural point of view. It is no longer seen solely as a synonym for leisure and has come to assume a role as a social agent in the societies in which it develops”.

Melo (2019, p. 252), citing Weed and Bull (2009), refers “sports tourism is a social, economic and cultural phenomenon arising from the unique interaction between activities, people and places”. According to the same author (p. 252), now quoting Hinch and Higham (2004), they “define sport tourism as sport-based travel, out of one’s place of residence, for a limited period, where sport is characterised by a unique set of rules, where competition is related to physical skills and playful nature”. Carvalho and Lourenço (2009, p. 125) state that “sports tourism does not emerge from any rupture with sport or tourism, but from a multidisciplinary methodological approach between these two phenomena, (...) what is happening is that the sport phenomenon has grown in a sense that has made sport need to use the services and knowledge of tourism”. The participation of tourists in sports activities or contexts can also be grouped into the following typology: sports tourism, sports show tourism and other sports tourism contexts (Carvalho & Lourenço, 2009).

Method

This section presents the universe and sample under study, as well as the methods and techniques used in data processing, the procedures for data collection and the type of instrument used, and its structure. The Half Marathon of the Discoveries in

Lisbon, which served the purpose of this research, took place in Portugal in 2016 and registered a total number of 5,774 people enrolled. However, a total of 5,307 people participated thus representing the universe of the study. In this sense, and once the universe under study was constituted, 2,771 questionnaires were applied, corresponding to a total of 52.0% of the effective participants and which were divided by type of participation, that is, 959 participants in the 10 km race, 2,638 participants in the main 21 km race and 1,710 participants in the 5 km walking race. In total, and after applying the instrument for data collection, we obtained 590 validated responses, i.e., 21.3% of the total sample.

The study followed a deductive approach, in which the analysis and interpretation of the data are of a descriptive quantitative nature, and data of primary origin was thus collected. Considering the size of the sample under study and the possible difficulty in collecting data in this type of event, we decided that the best solution would be to use a mixed type of questionnaire, since its structure includes open response and multiple-choice questions, with a total of 37 questions, 8 open responses and 29 multiple choices. The instrument was structured based on the methodology used in an international research project conducted within the scope of the International Research Network in Sport Tourism (IRNIST) organisation and made available via Google Forms platform. The IRNIST project aims to deepen knowledge and analysis of sustainability and the study of possible economic, sociocultural and environmental impacts of sport events.

Considering that the main objective of this research focuses on the analysis and observation of the possible impacts of a major sport event in the city of Lisbon in the economic, sociocultural and environmental dimensions and to obtain rigorous data that would allow us to have a broad statistical spectrum, the questionnaire survey used was directed to all participants of the event. During the design phase of the research model, we realised that to evaluate the cause-effect relationship, it would be necessary to survey and collect information from the main stakeholders to ascertain the real contribution to local economic development and impact through the holding of a sport event. In this sense, the questionnaire is divided into five parts, in which 37 questions were structured, as previously mentioned. The first part of the questionnaire corresponds to the sociodemographic variables, which allowed characterising the sample under study, i.e., variables such as gender, age, nationality, among others. Then, the second part is related to information about the participants' place of residence and travel distance to the event, the way they travelled and participation in previous editions. The third part concerns the social component, i.e., if the participants were alone or accompanied and the type of existing kinship, and if there was the need to stay overnight in the region of the event (Lisbon) due to participation in the event. The fourth part of the questionnaire concerns the economic component, that is, the intention was to identify the costs of travel, accommodation, food, among others and lastly, the fifth part of the questionnaire intended to ascertain the frequency of participation in this type of tourism-sports event, the degree of satisfaction in particular with participation in the event under

study, with special attention to the opinion of participants on environmental issues, i.e., concern for sustainability and preservation of the environment.

Once the instrument for data collection had been identified, as well as the most viable solution for structuring and providing access to it in the simplest, quickest and most effective way, it was necessary to collect the participants e-mail address contacts from the organisation. In this sense, and after making the organiser (*Xistarca*) aware of the purpose of the research and the objectives, 2,771 email contacts were provided, which corresponds to 52.0% of the total number of participants (5,307). After that we started by sending the questionnaires directly to the participants through the Mailchimp platform. The data were processed using the statistical programme SPSS v.24 and the Excel programme was also used to graphically diagram the data collected.

Results and Discussion

The event of study, as previously mentioned, was the Half Marathon of the Discoveries, which has been held in the city of Lisbon, in Portugal, since 2013. In its fourth edition, we took the opportunity to explore some economic, social and sustainability variables that allowed us to better understand the dimension of the event itself, as well as characterise a part of the participants in various dimensions. Since its 1st edition, the level of participation has gradually increased as we can see in Table 17.1, except for 2016, when there was a small decrease in the total number of registrants, still higher than the 2nd edition. Regarding the number of participants when compared with the gender, it is possible to verify that the participation has increased in both genders. This type of running event tends to be mostly constituted by male participants, however, it is possible to verify with great emphasis that there is a percentage of growth in the female gender when compared with previous editions. Table 17.2 demonstrates the percentage growth of participants by gender and edition of the event.

Background Characteristics

In relation to the results obtained with this research, and according to the data collected through the sample of 590 participants in the event, we will now present the descriptive analysis based on the sociodemographic characteristics of the

Table 17.1 Number of Registrations by Edition of the Event

<i>No. of editions</i>	<i>No. of registrations</i>	<i>% Annual growth</i>
1st edition (2013)	4,166	-
2nd edition (2014)	4,557	9.4%
3rd edition (2015)	5,738	26.0%
4th edition (2016)	5,307	-7.5%

Table 17.2 Number of Registrations per Edition in the Event According to Gender

Event editions and gender type		No. of registrations	Annual growth %
1st edition (2013)	Male	3,298	-
	Female	868	-
2nd edition (2014)	Male	3,448	4.5%
	Female	1,109	27.8%
3rd edition (2015)	Male	4,048	17.4%
	Female	1,690	52.4%
4th edition (2016)	Male	3,726	-7.9%
	Female	1,581	-6.4%

sample which is represented in Table 17.3. The sample under study comprises a total of 590 participants, of which 450 are male and 140 are female, representing 76.3% and 23.7%, respectively, of the total number of respondents. Regarding nationality, as expected, most of the participants are Portuguese, with a total of 575 participants (97.5%), while the remaining 15 participants (2.5%) are from 6 different countries. In what concerns the country of residence, most of the participants live in Portugal, with a total of 579 participants (98.1%), while the remaining 11 participants (1.9%) are from 5 different countries. Regarding the age of the participants, there is a great diversity of participants with regarding their age, but that the majority are aged between 31 and 50 years. Regarding the marital status and no. of children, the great majority of the participants are married, with a total of 294 elements (49.8%) and have 2 children, with a total of 206 elements (34.9%). Regarding the Academic Qualifications and Employability status, most of the participants have qualifications at degree level, corresponding to 310 elements (52.5%) and are employed, corresponding to 477 elements (80.8%). Regarding the area of residence of the participants, it was possible to observe that the great majority of them live outside the municipality of Lisbon, corresponding to 373 elements (63.2%), while 217 elements, corresponding to 36.8% live in this municipality. Of the total number of non-residents in the municipality of Lisbon, we found that 215 participants, corresponding to 57.7%, live in the municipalities bordering the city of Lisbon, which we may call residents in the region of *Lisboa e Vale do Tejo*. The remaining 158 participants not residing in the municipality of Lisbon (42.3%) live outside these municipalities. In relation to participation in previous editions, and according to the data collected, it was possible to verify that the great majority of respondents participated for the first time in this event, corresponding to a total of 352 elements (59.6%), while 238 practitioners had already participated in previous editions (40.4%). Finally, we intended to ascertain the level of displacement between the area of residence and the location of the event, to ascertain the distance covered by participants to attend the day of the event. In this sense, we found that most participants travelled less than 20 km to participate in the event, corresponding to 54.4%.

Table 17.3 Sociodemographic Characteristics of the Sample

Variables		No. of registrations	Frequency %
Nationality	Portuguese	575	97.5%
	Spanish	1	0.2%
	French	1	0.2%
	German	1	0.2%
	Brazilian	9	1.5%
	English	2	0.3%
Country of residence	Irish	1	0.2%
	Portugal	579	98.1%
	France	2	0.4%
	Brazil	4	0.7%
	Belgium	2	0.4%
	USA	1	0.2%
Age	United Kingdom	1	0.2%
	<30 years old	74	17.5%
	31–40 years old	196	33.2%
	41–50 years old	216	36.6%
	51–60 years old	84	14.2%
Marital status	>60 years old	20	3.4%
	Single	159	26.9%
	Married	294	49.8%
	Union in Fact	93	15.8%
	Divorced	41	6.9%
No. of children	Widow(er)	3	0.6%
	0	195	33.1%
	1	140	2.7%
	2	206	34.9%
	3	43	7.3%
	4	4	0.7%
Type of qualifications	5	2	0.3%
	Basic education	12	2.0%
	Secondary education	153	25.9%
	Bachelor's degree	310	52.5%
	Master's degree	101	17.1%
Employability situation	Doctorate	14	2.5%
	Employee	477	80.8%
	Self-employed	69	11.7%
	Unemployed	14	2.4%
	Retired	15	2.5%
Participation in past editions	Another	15	2.5%
	Yes	238	40.4%
Distance between the residence and the venue	No	352	59.6%
	<20 km	321	54.4%
	21–40 km	172	29.2%
	41–100 km	44	7.5%
	101–200 km	14	2.4%
>200 km	39	6.6%	

Consumption Behaviour

To get to know the participants better, we tried to find out more about their consumption habits and Table 17.4 shows the consumption pattern based on participation in the event. Regarding the participants travel expenses to the event, the vast majority spent €10, corresponding to 45.3% of the total number of participants. It was also possible to observe that a very significant number of participants

Table 17.4 Participant's Consumption Behaviour during the Event

Variables	No. of registrations	Frequency %	
Travel expenses	€0	191	32.2%
	€10	267	45.3%
	€20	63	10.7%
	€30	14	2.4%
	€40	8	1.4%
	€50	17	2.9%
	€60	6	1.0%
	>€61	24	4.1%
Food expenses	€0	432	73.2%
	€10	70	11.9%
	€20	27	4.6%
	€30	20	3.4%
	€40	8	1.4%
	€50	6	1.0%
	€60	3	0.5%
	>€61	24	4.1%
Accommodation expenses	€0	558	94.6%
	€10	-	-
	€20	6	1.0%
	€30	6	1.0%
	€40	4	0.7%
	€50	4	0.7%
	€60	2	0.3%
	>€61	10	1.7%
Duration of stay in Lisbon	0	529	89.7%
	1-2	48	8.1%
	3-4	5	0.9%
	>5	8	1.3%
	Souvenirs expenses	€0	565
	Up to €30	15	2.5%
	Up to €60	4	0.7%
	Up to €90	2	0.3%
	>€91	4	0.7%
Miscellaneous expenses	€0	492	83.4%
	Up to €30	75	12.7%
	Up to €60	8	1.4%
	Up to €90	2	0.4%
	Up to €120	7	1.2%
	>€121	5	0.9%

claimed not to have had any expenses with travel, i.e., 191 elements, corresponding to 32.2% of the sample. Regarding the food expenses, most participants stated that they had not spent any money on food, a total of 432 elements, corresponding to 73.2% of the sample. On the other hand, the remaining participants had various expenses with food. Regarding the accommodation expenses, we found that almost all the participants claimed not to have had any need for accommodation expenses, a total of 558 of the participants and corresponding to 94.6% of the sample. Only a small part of the participants claimed to have had accommodation expenses. Regarding other types of expenses, such as souvenirs or other expenses, and to better understand the possible local economic impact of holding and participating in this event, most participants said they had not incurred any additional expenses in the event and travel to the city of Lisbon.

In relation to the sociocultural analysis of the study, this aimed to assess and analyse whether the participants of the event were travelling alone or accompanied, who accompanied them and whether they took the opportunity to do more than the sport activity, taking advantage of the visit to the city of Lisbon from a tourist perspective. In this sense, the data collected shows that most of participants were accompanied by other people, corresponding to 423 participants, while 167 participants went alone to the event. Table 17.5 demonstrates the distribution of participants according to whether they were accompanied when travelling to the event. In relation to the number of companions of each participant, it was possible to verify that most participants were accompanied by between one and two people as we can see according to the total number of companions they brought to the venue.

Regarding the type of companion, the great majority of the 423 participants were accompanied by friends, corresponding to 217 participants (51.2%), while 102 participants were accompanied by their family (24.0%). The remaining were accompanied by members of their teams, coaches, work colleagues, among others. Regarding participation in other cultural activities in the municipality of Lisbon, most participants stated that they had not participated in any additional activities or visits. Only a small part of the total number of participants stated having taken the opportunity to participate in cultural activities, recreational activities, going to the cinema, visiting relatives, among others. From a tourism perspective, and when asked if they liked the city of Lisbon and if they would return only for

Table 17.5 Number of Participants with and without Companions at the Event

<i>Variables</i>		<i>No. of registrations</i>	<i>Frequency %</i>
No. of participants with accompanying persons	Alone	167	28.4%
	Accompanied	423	71.6%
	0	167	28.4%
No. of accompanying persons	1–2	267	45.2%
	3–4	92	15.6%
	>5	64	10.8%

tourism, 440 participants said yes, they would return to the city only for tourism, corresponding to 74.6% of the total sample. On the other hand, 150 participants stated that they do not intend to return on tourism and that they did not like the city, corresponding to 25.4% of the participants. Finally, and when questioned about a future participation in a sport event in the city of Lisbon, 579 participants stated that they would participate in future events, corresponding to 98.1% of the sample, while only 11 participants answered that they do not intend to participate in a sport event in the city of Lisbon again (1.9%).

Environmental Analyses

In relation to environmental analysis, the aim of the study was to analyse and evaluate whether the event respected and implemented environmental combat and prevention measures. In this sense, and through the opinion of participants, we tried to obtain feedback on their experience at the event at this level. The organisation immediately took some measures to preserve the environment, such as online registration, digital registration of participation and the provision of litter bins at various locations during the event, among others. In this sense, when asked about their opinion on whether the organisation had taken measures to preserve the environment, 455 participants, corresponding to 77.1% of the sample, said yes, that the organisation had taken such measures. The remaining 135 participants, corresponding to 22.9%, answered that the organisation had not taken measures respecting the concern for the environment.

Regarding the participation in the event, the objective was to analyse and evaluate the global experience of the participants in different dimensions. Most of the participants responded that their trip to Lisbon was essentially due to their participation in the event, corresponding to 422 elements (71.5%), while the remaining 168 respondents (28.5%) stated that this was not the main reason for their participation in the event. Regarding the participants level of satisfaction, it was possible to see that most participants assessed the experience as very satisfactory, with a total of 219 elements (37.1%), followed by participants who said they were satisfied, with a total of 206 elements (34.9%) of the sample.

As regards the reasons for attending this event, most participants stated that the main reason for attending the event was that the venue was relatively close to their place of residence, i.e., 258 participants corresponding to 43.7% of the sample. A large percentage of participants (33.7%) replied that the reason for attending the event was the quality of the organisation. It should also be noted, since it is a relevant factor given the typology of the event, that only 12 participants, corresponding to 2.0%, stated that the main reason for participating in the event was the practice of sports, while 9 participants referred that it was related to the tourist offer, corresponding to 1.5% of the total sample. Following the main reason for attending the event, we tried to analyse the feeling of loyalty to the event by asking about the possibility of participating in future editions. Most participants stated that yes, they intend to participate in the event again, corresponding to

568 participants (96.3%), while only 22 participants do not intend to participate again (3.7%).

Hypothesis Validation

In terms of hypothesis validation, according to the data obtained, it is possible to verify that the participation in this event did not potentiate significant expenses in the local economy, since most participants did not spend any amount on food, accommodation or various additional expenses. In this sense, and due to the data obtained, it was not possible to validate this hypothesis. According to the data collected, it was possible to see that only 238 participants (40.4%) had participated in previous editions and that the majority of the 352 participants surveyed (59.6%) in this 4th edition was participating in the event for the first time. Considering that it was only possible to reach a total of 590 participants in relation to the 2,771 questionnaires sent out, we believe that we do not have sufficient data to allow us to accurately assess whether there is loyalty on the part of participants in relation to previous editions. The data collected only allow us to affirm that there is a continuous adhesion of new participants in each new edition of this event. In this sense, we are not allowed to verify this hypothesis based on the available data.

According to the data collected, it was possible to verify a gradual increase in the number of participants in this event since its 1st edition. The 2nd edition of the event grew by 9.4% compared to the 1st edition, while the 3rd edition had a very significant growth of 25.9%. However, the following edition, which served as the basis for this research, had a decrease of -7.5%, which led to a lower participation compared to the previous event. In this sense, the hypothesis was not validated since it does not present a growth rate compared to previous years. Regarding the organisations concern in adopting environmental preservation and care measures during the event, the participants were categorical in stating that the events organisation showed additional concern in this area. Of the total respondents, 77.1% responded positively when asked about these issues, while only 22.9% responded negatively. In this sense, and according to the hypothesis formulated, it is possible to state that it was successfully verified.

Conclusion

This research aimed to analyse and evaluate the impacts of a sport event in relation to the economic, sociocultural and environmental sustainability dimensions, as well as its contribution to local tourism development. The sample involved in this study included 590 participants, which is not unremarkable, however, and in view of the total number of participants, it turned out to be not very representative. Regarding the analysis and interpretation of the results obtained, there was an increase in the number of participants in the first three editions, and in the last edition, there was a decrease in participation of around -7.5%. The participants continue to be mainly male, but there has been a gradual increase in

the participation of female participants since the first edition of this event. Most participants are Portuguese and live in Portugal, mainly aged between 31 and 50 years. In general, they have a university degree and are employed. Regarding the participation in previous editions, it was found that the majority participated in the event for the first time. Regarding the economic analysis and the possible impacts of holding this event, the data collected helps to conclude that there was no significant positive impact. The fact that most of the participants are national citizens and that they live near the venue of the event inhibits the propensity for additional spending on food, accommodation, among others. There was in fact some spending among participants in local commerce due to their presence at the event, but it was not significant enough to be considered as having a high impact on local development.

On the other hand, if we consider the potential of the event in relation to the number of people involved, we verify that there are reasons to believe in a possible change of this scenario. This is because the adoption of joint strategies between the various agents linked to tourism and sports, through marketing and advertising techniques in the tourist-sports and cultural promotion in various platforms, may enhance the propensity for a greater adhesion not only to the event itself, but to the entire cultural and tourist experience that can be promoted and coupled to a sports event. The low availability and interest in spending additional money during the event may be associated with the short distance between the place of residence and the venue of the event, but also the lack of partnerships and/or opportunities for post-event activities that could promote a longer stay in the city, thus promoting and boosting the local economy and sustainable tourism. Regarding the sociocultural analysis of the event, it was possible to conclude that there are positive impacts. First, the fact that the event name is associated with a historical moment in Portugal, which arouses interest and curiosity in the theme, but also, and no less importantly, the fact that the event takes place in the historical centre of the magnificent city of Lisbon. The location of the event in this city rich in cultural heritage promotes local tourism, while at the same time making Portuguese culture better known to a wide range of national and international participants. The opportunity for participants to socialise and exchange knowledge and experiences makes this type of event a highly sociable element and a promoter of local development.

Finally, and regarding the analysis of environmental sustainability, the data collected shows that measures were defined by the event organisation to combat environmental preservation before, during and after the event. In this sense, we can state that there was no negative impact with the holding of this event in the city of Lisbon. The measures taken by the organisation included the placement of several rubbish bins along each route, as well as in the specific places for hydration and near the start and finish line. Toilet areas were also made available and, at the end of the event, Lisbon City Hall itself provided full support in the general cleaning of the area where the event took place. The registration process can also be considered as environmentally friendly, as it was an exclusively online procedure, thus avoiding the excessive use of paper. The only negative point, or one that may have created

some less environmentally friendly impact, concerns the fact that the holding of these events forced the temporary reorganisation of traffic in the vicinity, with the same being shifted to other areas. This reorganisation tends to generate greater traffic flows and congestion in certain locations, giving rise to a greater concentrated pollution load. In short, this is an event that generates a great impact if we consider the importance of sport in improving general well-being, as well as promoting healthier living habits. However, when the economic, sociocultural and environmental dimensions are considered, we can see that the measures taken have not had a significant impact on the promotion of tourism, culture and the development of the local economy. Portugal has been a destination of choice for tourism, as has the city of Lisbon, so we believe that the conditions are in place to better promote this type of event in national territory, reinforcing international promotion as well.

In the present research, the greatest difficulty was reaching the largest possible number of participants through email address contacts. The registration by email or the provision of the email was not a mandatory component in the platforms for registration in the event, which made direct contact difficult. The fact that several registrations were made by team also did not allow differentiating and reaching more participants. However, it was possible to achieve a sample that allowed us to obtain elucidative data, considering the purpose of the study. In the future, and to facilitate and promote the opportunity for participants to be able to share their experience and contribute to the study and development of this type of experience, it is essential to obtain various forms of contact. Participants should be informed of any studies underway so that they too may contribute to the improvement of processes and to a better socioeconomic understanding of the impacts associated with the holding of this type of event.

On the other hand, we see the importance of a greater dynamics between the various agents involved, to promote unique opportunities associated with the participation in this type of events, such as, for example, offers of accommodation and meals with exclusive and inviting prices that enhance not only the experience in the sporting event but also the direct contribution to the local economy. This synergy should be carried out not only in Portugal, but also abroad, where we can generate interest and curiosity in tourists. In relation to sustainability and preservation of the environment, it is important that the impacts of sporting events continue to be assessed not only to promote sport associated with the environment but also in the importance of its preservation, thus making Portugal the centre of tourist interest where sport, healthy habits and care for the environment act as a key element in a policy of sustainable development of tourism, with sport as a focus of interest and curiosity.

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