

Impacts of Events on Tourist Destinations: A Case Study in the City of Joinville, SC, Brazil¹

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Abstract

The growth of tourism is remarkable in the global scenario and is a segment that has gained prominence is the business and events. Aiming to understand the events' impacts, destinations have invested in researches. In this sense, realizing the lack of data about the events in the city of Joinville-SC, this study aims to understand their impacts in this destination. In order to attempt this aim, a quantitative survey was carried out, based on the application of questionnaires in seven events held in 2016. The results confirm the economic importance of the events for the municipality and point out that those responsible for the destination's tourism planning must invest in basic and tourism infrastructure to attract events to Joinville, as well as to extend the stay of the participants.

Keywords: Events; Events' Impacts; Satisfaction Survey; Events' Evaluation.

Resumo

Impactos dos eventos em destinos turísticos: um estudo de caso na cidade de Joinville, SC, Brasil

O crescimento da atividade turística é notável no cenário mundial e um segmento que tem ganhado destaque é o de negócios e eventos. Buscando entender os impactos da realização de eventos, os destinos têm investido em pesquisas. Nesse sentido, percebendo a sua relevância, este estudo tem como objetivo compreender os impactos dos eventos no município de Joinville, SC, Brasil. Para atender a este objetivo foi realizada uma pesquisa de caráter quantitativo a partir da aplicação de questionários em sete eventos realizados no ano de 2016. Os resultados comprovam a importância econômica dos eventos para o município e apontam que os responsáveis pelo planejamento turístico do destino devem investir em infraestrutura básica e turística para atrair eventos para Joinville, bem como para ampliar a estada dos participantes.

Palavras-chave: Eventos; Impactos dos Eventos; Pesquisa de Satisfação; Avaliação do Evento.

Resumen

Impactos de los eventos en destinos turísticos: un estudio de caso en la ciudad de Joinville, SC, Brasil

El crecimiento de la actividad turística es notable en el escenario mundial, y un segmento que ha ganado destaque es el de negocios y eventos. En busca de entender los impactos de

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la realización de eventos, los destinos han invertido en investigaciones. En este sentido, percibiendo la relevancia del tema, el objetivo de este estudio es comprender los impactos de eventos en el municipio de Joinville, SC, Brasil. Para cumplir este objetivo se realizó una investigación de carácter cuantitativo a partir de la aplicación de cuestionarios en siete eventos realizados en el año 2016. Los resultados demuestran la importancia económica de los eventos para el municipio y señalan que los responsables por la planificación turística del destino deben invertir en infraestructura básica y turística para atraer eventos a Joinville, así como para ampliar la estancia de los participantes.

Palabras clave: Eventos; Impactos de los Eventos; Análisis de Satisfacción; Evaluación de Eventos.

INTRODUCTION

Tourism has been growing steadily, stimulated by the phenomenon of globalization and tourist's desire to consume, which propitiate the development of the activity, mainly in the economic aspect. Data from the World Tourism Organization ([UNWTO], 2015) indicate that the number of international tourists was 1.13 billion in 2014. In this scenario of tourism growth, a segment that deserves to be highlighted is business tourism and events. When well planned and managed, this activity can benefit a city and extend improvements throughout the country, as it represents short-term foreign exchange inflows, a reduction in market seasonality – for example, hotel occupancy – image improvement of the locality, the generation of direct and indirect jobs, the mobilization of suppliers of all types of services, among several other advantages. The generation of taxes is also another advantageous aspect for municipalities that host events, since most of the items contracted are services, which in turn generate collection of municipal taxes. Importantly, it is not only in the economic aspect that tourism has importance and relevance to a destination, since the social and cultural aspects are also influenced by the tourist activity, as, for example, the cultural value and the material and immaterial heritage.

With these positive characteristics related to the activity of events, many Brazilian destinations have been committed to developing their infrastructure, in order to capture more events for the locality. An example is the Brazilian city of Joinville, which in recent years has been investing heavily in the improvement and expansion of tourist services, with the purpose of capturing more events for the city.

Located in the northern part of the state of Santa Catarina, Joinville is an important industrial center that has been exploring the business and event tourism market, which allows the creation of more spaces for these activities, as well as quality offers regarding infrastructure and superstructure. These events also imply tourists' displacement for participating, thus providing competitive advantages to the locality, such as the generation of employment and income.

The city of Joinville is the host of many important events, mainly artistic and cultural events – such as the Dance Festival, considered the largest in the world, and the Flower Festival –, and business-focused events, such as the Metallurgy Fair and the Supermarkets Fair (Dalonso & Lourenço, 2011).

In order to increase the perception and development of targeted market strategies, the study and application of research on event-hosting destinations

become fundamental tools for the real dimensioning of the socioeconomic impacts of tourism activity in local communities. Despite this importance, in the municipality in question, there is a problem concerning research in events, with little data available for monitoring and statistical analysis of tourist activity.

Based on these assumptions, this study² aimed to identify the socioeconomic impacts of event activities in Joinville, as well as the destination's image.

This article is divided into four sections. The first is dedicated to understanding the evolution and concepts of business tourism. Subsequently we describe the methodological aspects of the study and the characteristics of the destination, followed by an analysis and discussion of the findings, closing with a few final remarks.

BUSINESS TOURISM AND EVENTS: EVOLUTION AND CONCEPTS

From the assertion that contemporary society is dominated by spectacle and events (Boorstin, 1992; Getz, 2007), the sights, whether natural or man-made, become unique and spectacular experiences for tourists. In fact, it was only in 1989 that Getz defined a framework for event tourism encompassing all types planned, in an integrated approach in terms of development and marketing. The author states almost two decades later that the institution of permanent events and mega-events can be one of the major objectives of structures prepared for the gathering and support mechanisms, but, currently, it is necessary to know any type of event that occurs in a certain place (Getz, 2008).

In this context, event tourism emerges as a way of maintaining the occupation of tourism equipment at levels comparable to the period of high season. Without this event, the tourist potential of a destination can be restricted and subject to the seasons, which, according to Bahl (2003), from the Brazilian reality, is a consequence of mass tourism and affects mainly the coastal regions, where the tourist activity is practically nonexistent except during the summer season.

For Getz (2012a), there will be a growing need for planners and policy analysts with the capacity to deal with the complex issues related to events, from many different perspectives (e.g. social, cultural, economic, environmental), thus enabling to provide the necessary foundation. Thus, event tourism plays a specific role in attracting tourists and enables the promotion of a positive image of the destination, acting as an animator and catalyst (Getz, 2012a; Connel, Page, & Meyer, 2015).

The development of event tourism theory, when a complete review of the literature within this discourse was published by Getz (2008), is structured largely by the concepts of consumer economics and behavior. In this sense, advances in the discussion of events are observed from the concepts of the economy of experience, in which the customer does not want what everyone else is doing. Along these lines, consumers want unique, personalized and memorable experiences. This applies especially to the entertainment, tourism, hospitality and events sectors (Getz, 2012a, Kim, Jun, Walker, & Drane, 2015).

Within studies of event tourism, research into the segment is a field of specialty that has grown in quantity and importance since the 1990s. One of the

2. This study comprises an approved research project with funds from the Univille Research Support Fund (FAP), in partnership with the Joinville and Region Convention & Visitors Bureau and the Tourist Foundation of Joinville.

key objectives of this area of research is to identify the characteristics that make such events special and how to create and manage these experiences (Ma & Lew, 2012). In the evolution of the concept, authors consider that a festival is a type of special thematic event that involves a sense of celebration and experience among its participants. Festivals are often differentiated from other events in that they are more likely to appeal to the cultural identity of a community. Thus, festivals relate to the constructed and preserved history of the places in which they occur (Ma & Lew, 2012).

In Brazil, event activity began to show professionalization in mid-1967. However, as this activity became more and more urgent, it was necessary to create an association with the objective of generating events, fundamentally loyal congresses, aiming at national development. Thus, in 1977, the Brazilian Association of Event Companies (Abeoc) (Matias, 2013) was created. Due to the increase in the availability of available spaces, organizing companies and class entities were no longer enough to sustain this activity. Within this scenario, the main Brazilian capitals decided to deploy offices specialized in capturing events and tourists, called Convention & Visitors Bureaux (CVBx). These entities emerged in 1896 in Detroit, USA, with the purpose of boosting the business of local automobile companies through the organization of fairs and business events (Carvalho, 2005).

The first convention bureau appeared in 1983 in the city of São Paulo. Known as the São Paulo Convention & Visitors Bureau, a nonprofit civic entity, its main function is to attract events and thereby not only to increase the flow of tourists at low-season events, but also to generate jobs and income for the State. After 28 years of the first CVBx in Brazil, the country currently has 116 institutions, which operate throughout the Brazilian territory (Souza & Novaes, 2011).

This Brazilian reality of growth of event and business tourism is a reflection of a new national policy directed to the sector. With the creation of the Ministry of Tourism, in 2003, the Brazilian Tourism Institute (Embratur) began to dedicate its efforts to promoting Brazil in the international sphere, especially in the process of supporting the conventions bureaux installed in Brazil to attract international events and promote national events (Ministry of Tourism [MTur], 2003). This policy was positively reflected in other Brazilian tourist destinations. An example is the state of Santa Catarina and its cities, with the capture of an increasing number of national and international events. In this context, a noteworthy case is the city of Joinville, which in recent years has shown significant growth in the event and business tourism in Brazil (Brasil Convention & Visitors Bureau, 2006).

At present, governmental authorities, private companies and several professionals of Brazil are aware of the benefits of such activity. There are numerous investments in this sector, constantly increasing in the country. However, in order for a destination to be competitive in attracting events, high investments are required, as it is necessary to have adequate infrastructure to meet the demand, such as a convention center, quality hotels, good restaurants, companies specializing in the organization of events, skilled workmanship, leisure options for the companions, and availability of auxiliary and communication equipment.

In this context, event tourism appears as a way to maintain the occupation of tourism equipment in levels compared to the high season period. Without this event, the tourism potential of a destination can be restricted and subject to

seasonality, which, according to Bahl (2003), is a consequence of mass tourism and affects mainly the coastal regions where tourism activity is practically nonexistent except in the summer season.

Although these events promote the boost of tourism activity, often impacting the local economy, we must also consider the social impact generated by the activity, by identifying the involvement of all stakeholders. Studies indicate that events generate favorable conditions in which residents can choose to interact with visitors, with a time limit, and without threat to the local people's lifestyle (Moyle, Croy, & Weiter, 2010). At that moment, it is important to consider the interface with citizens in the process of local tourism production, with the aim of becoming social determinants for the success of the destination (Roche, 1994).

However Getz (2007, 2012b) establishes that an event, when well planned, allows the development of the place where it occurs. Thus, event planning can have the ability to project destinations in the economic, cultural, social, personal and environmental dimensions. For the author, many events serve as a way to help implement existing policies on culture, health, sport, community and economic development, in order to ensure that everyone has the opportunity to enjoy or benefit from them. As these benefits are often substantial, in which everyone can win, the best way to demonstrate it is through the application of specific surveys (Getz, 2007, 2012b).

From the ample discussion on the subject, we see some growth in the number of surveys related to the role of events in the development of public policies in destinations and their influence on the local tourism planning (e.g. Roche, 1994; Getz, 2008; Stokes, 2008; Whitford, 2011). According to Getz (2012a), event-related research and studies tend to increase, especially in the more detailed analysis of the literature, from all the themes that involve event tourism (leisure, sports, hospitality). As the event segment increases and is characterized as a key element in public policies of destinations, an adequate and effective theoretical framework becomes necessary for the analysis of these policies, which are influenced by events (Whitford, 2011).

Therefore, the expansion of studies and applied research related to the events segment is an important tool for the analysis of current and future scenarios of the practice of tourism in the destinations. Accordingly, different destinations have carried out surveys to understand the influence of the tourism and events segment, such as the one of Florianópolis, SC, carried out by the Getulio Vargas Foundation (FGV, 2011); the one performed by MTur (2014), seeking to understand the impacts of events in Brazil; and the study by Kim et al. (2015) to measure the perception about the mega-event Formula 1, specifically the Korean Grand Prix.

METHODOLOGICAL ASPECTS

In order to meet the aims proposed in this study, a quantitative approach was applied through a questionnaire responded by participants of the main events that were included in the calendar of Joinville and Region Convention & Visitors Bureau, in 2016.

The questionnaire, based on FGV (2011) and MTur (2014) studies, was composed of 24, mostly closed questions, divided into four blocks:

sociodemographic profile of the sample; travel information; evaluation of the event; travel expenses; and evaluation of the destination. The questions, which were meant to evaluate the structure of the destination, were presented in a five-level Likert scale, which represents “a set of items presented as affirmations to measure the reaction of the subject in three, five or seven categories” (Sampieri, Collado, & Lucio, 2013, p. 261) and enabled the calculation of the mean of each variable presented.

For validation of the questionnaire, a pre-test was carried out in March and April, with ten academics from a university in the city of Joinville. Without any consideration and change, the research was performed according to the parameters described below.

Based on the estimated audience in the events shown in Chart 1, a random probabilistic sample was delineated, and 685 participants of the events in question were approached. Since the criterion for submitting the questionnaire was that participants stayed at least one night at the destination, the number of valid questionnaires was 142.

Chart 1 – List of the events in which the surveys were applied

Event	Description of the event
II Congress of Endocrinology and Metabolism of Santa Catarina	Technical-scientific event for physicians and academics in the area of endocrinology and metabolism from all over the state of Santa Catarina.
Interplast 2016: Trade Fair and National Congress of Plastic Technology Integration	Technical event in the plastic segment. It brings together national and foreign exhibitors.
XII Congress of Orthopedics and Traumatology of Santa Catarina	Technical-scientific event. It brings together orthopedic doctors and academics from all over the state of Santa Catarina.
Metallurgy 2016: Fair and International Congress of Technology in Foundry, Iron, Forging, Aluminum and Services	Technical Event. It brings together exhibitors and participants from all segments of the production chain of the foundry industry
Bierville	Cultural event with the aim of rescuing the Germanic tradition of the largest city in the state.
VII Ibero-American Congress on Project Engineering	Technical-scientific event. It brings together businessmen, representatives of government entities, professionals, professors and students linked to project engineering.
78 th Flower Festival	Cultural event. It brings together visitors and residents of Joinville in a space with more than 4,000 species of flowers and plants. At the same time, the plant market with suppliers from all over Brazil.

Source – Own preparation based on documents from Joinville and C&VB Region

After calculation in the Stats® program and considering the mean population of 267,900 participants in the events surveyed, sampling represents a 6.5% error and a desired confidence level of 90%. The collected data were fed into the Statistical Package for Social Sciences (SPSS®) and then analyzed and discussed.

CHARACTERISTICS OF THE MUNICIPALITY OF JOINVILLE, SC, BRAZIL

Joinville, considering the population size, is the largest city in the state of Santa Catarina, southern region of Brazil, with 515,288 residents (Brazilian Institute of Geography and Statistics [IBGE], 2010). The primary economic activity is industry (with a turnover of US\$ 14.8 billion per year), with emphasis on the metal-mechanic, textile, plastic, metallurgical, chemical and pharmaceutical sectors. The city's per capita Gross Domestic Product is one of the highest in the country, at around US\$ 8,456/year, accounting for approximately 20% of Santa Catarina's exports. It is characterized as the most important economic pole of the state and the third industrial pole of the South region of Brazil (Fundação Instituto de Pesquisa e Planejamento para o Desenvolvimento Sustentável de Joinville [IPPUJ], 2015).

Despite the predominance of industrial activity, the greatest number of jobs is generated in the services area, which includes tourism. In 2013, 44,855 people were hired in the services category, while industry hired 39,756 people, commerce 26,146, construction 8,466, and agriculture 550 (IPPUJ, 2014).

In relation to tourism, the business and events segment is the major contributor to the local economy. The average occupancy rate in hotels in the city is 55.2% and the average daily spending of foreign tourists in the city is US\$ 93.79 (IPPUJ, 2014).

Focusing on the business and events segment, Dalonso and Lourenço (2011) addressed the main events that take place in the city, highlighting the artistic-cultural ones, such as the Dance Festival, considered by the Guinness Book as the largest dance festival in the world. It takes place annually in July and gets an average of six thousand direct participants and an audience of more than 200 thousand people, with an average of 170 hours of spectacles (Festival of Dance, 2013). Interestingly, the municipality hosts the only unit of the Bolshoi Theater School outside Russia.

In addition to the business and events segment, the leisure segment is growing as well, rural tourism in particular. Currently, the Tourism Foundation of Joinville develops a pedagogical tourism project called *Viva Ciranda*, which aims to promote tourism in properties in rural areas of the municipality (Joinville, 2016).

The city also shows a vocation for cultural tourism, but it lacks the investments to effectively develop it and attract specific demand for this purpose. In addition, its historical heritage is not preserved and is not a determining factor for visiting Joinville.

Despite these characteristics and the significance of tourism to the city, there is a lack of studies demonstrating this importance for the locality and there is not a consolidated image of Joinville as a tourist destination. Depending on the occasion, the municipality can be presented as a city of dance, bicycles, flowers, princes or "Manchester of Santa Catarina", but the perspective of residents and visitors is unknown.

ANALYSIS AND DISCUSSION OF THE RESULTS

Concerning the sociodemographic profile of the sample (Table 2), the majority of respondents were women (53.1%), aged 25-44 years (56.3%), with higher level education (74.5%), CLT employees (34.5%), and with an average income above R\$ 6,006.00 (38%). Regarding gender, it is surprising that most of the research sample in Joinville is female, since in the FGV (2011) and MTur (2014) studies

the majority of the participants are male, with 64.3% in Florianópolis and 58% in Brazil. There is no way to verify such occurrence. The other data are similar to the other two studies. In Florianópolis and in the study of Brazil the majority of the sample also falls in the 25-44 years age group, higher education level, and income range between R\$ 4,000.00 and R\$ 10,000.00. In the survey conducted in Brazil, the high number of respondents with a PhD (42.6%) is noteworthy.

Table 1 - Sociodemographic profile of the sample

Variables	N = 142	%
Gender		
Male	68	46.9
Female	74	53.1
Schooling		
Incomplete elementary school	3	2.1
Elementary school	0	0
Incomplete high school	6	4.2
High school	12	8.5
Incomplete college	35	24.6
College	33	23.2
Specialization	26	18.3
Master's degree	7	4.9
PhD	5	3.5
Did not answer	15	10.6
Average income		
Up to R\$ 895.00	2	1.4
From R\$ 896.00 to R\$ 1.277,00	5	3.5
From R\$ 1,278.00 to R\$ 1,865.00	10	7.7
From R\$ 1.866,00 to R\$ 3.118,00	18	12.7
From \$ 3,199.00 to \$ 6,006.00	23	16.2
More than R\$ 6,006.00	54	38.0
Did not answer	30	21.1
Age group		
18-24 years	27	18.3
25-34 years	48	33.8
35-44 years	32	22.5
45-54 years	16	11.3
55-64 years	12	8.5
Over 64 years	3	2.1
Did not answer	7	3.5
Professional status		
Unemployed	1	0.7
Businessman	5	3.5
CLT employee	49	34.5

(continues...)

Table 1 – Continuation

Variables	N = 142	%
Student	29	20.4
Self-employed	24	16.9
Public agent	9	6.3
Retired/pensioner	10	7.0
Individual entrepreneur	1	0.7
Others	5	3.5
Did not answer	9	6.3

Source – From a questionnaire applied in 2016

The next block of questions concerns travel information (Table 2). Initially it was identified that 65.5% of the respondents were not coming to Joinville for the first time, similarly to the survey conducted in Florianópolis (FGV, 2011), in which 59% did not visit the destination for the first time. The most used means of transportation to Joinville was the automobile (57.7%), which may be justified by participants' place of residence, mostly close to the city, such as Curitiba, Araquari and Blumenau. This hypothesis was evidenced by the comparison with the Florianópolis study, where the main means of transport was the airplane (58.9%).

In Joinville, as in other destinations, the most common type of accommodation used was the hotel (58.6%). The average length of stay was 3.3 days and most respondents traveled alone (59.8%). When questioned if they stayed beyond the event, only 13.4% said yes, with leisure being the main reason (36.8%). This result corroborates the fact that Joinville invest more in the dissemination of its attractions to ensure greater permanence in the events.

Table 2 – Travel information

Variables		%
First trip to Joinville (N=142)		
Yes	39	27.5
No	93	65.5
Did not answer	10	7.0
Accommodations (N = 111)		
Hotel	65	58.6
House/apartment for rent	8	7.2
Guesthouse	1	0.9
House/apartment of friends and/or relatives	37	33.3
Hotel/Guesthouse used (N = 66)		
Alven Palace Hotel	4	6.0
Blue Tree Towers	7	10.8
Bourbon	9	13.8
Germania	1	1.5
Holz	2	3.0

(continues...)

Table 2 - Continuation

Variables		%
Hotel 10	2	3.0
Hotel XV	1	1.5
Hotel Ibis	14	21.2
Le Canard	2	3.0
Hotel Mattes	1	1.5
Mercure	5	7.6
Slaviero	4	6.0
Tannenhof	3	4.5
Trocadero	2	3.0
Did not answer	9	13.6
Stay besides the event (N=142)		
Yes	19	13.4
Not	123	86.6
Extra stay reason (N=142)		
Personal activities	1	5.2
Recreation	7	36.8
Business	3	15.7
Visiting friends / relatives	5	26.6
Did not answer	3	15.7
Means of transport used (N=142)		
Bus	11	7.7
Car	82	57.7
Airplane	37	26.1
Van	1	0.7
Did not answer	11	7.7
Length of stay (overnight) (N = 111)		
From 1 to 3 days	59	53.1
From 4 to 6 days	44	39.6
From 7 to 9 days	6	5.4
More than 10 days	2	1.9
Average days	3.3	
Travel companion (N=142)		
Traveled alone	85	59.8
Family	36	25.4
Friends/colleagues	21	14.8
Total of extra nights of stay (N = 19)		
From 1 to 3	12	63.1
From 4 to 6	1	5.2
Did not answer	6	31.5

Source – own elaboration based on questionnaire applied in 2016

Table 3 presents event evaluation results. When comparing the Joinville event with similar ones in other destinations, most respondents considered the former as much better (28.9%) and better (36.6%). Another important fact to help in the decision to publicize the event is the means by which participants knew about it. In this item, 65.5% heard about it in the Internet, followed by friends and/or relatives (16.9%). This result corroborates the growth in the publicization of events in digital media, an important tool for attracting demand. It is important to point out that in the research carried out by FGV (2011) and MTur (2014), the Internet also excelled in relation to the other choices offered to the respondents. The fact that the event was in Joinville influenced the decision to go for 71.8% of the participants, more than in the Florianópolis study, where 59.7% said they were influenced by the event's location.

Table 3 - Event evaluation

Variables	(N = 142)	%
Comparison with similar events		
Much better	41	28.9
Best	52	36.6
Equal	30	21.1
Worse	8	5.6
Much worse	1	0.7
Do not know	6	4.2
Did not answer	4	2.8
Influence of Joinville in choosing the event		
Yes	102	71.8
Not	40	28.2
How did you hear about the event?		
Friends / relatives	24	16.9
Folder / brochure	6	4.2
Internet	93	65.5
Radio	2	1.4
Television	15	10.6
Did not answer	2	1.4

Source - From a questionnaire applied in 2016

The data on travel spending (Table 4) showed that the majority (77.5%) organized their trip themselves and spent between R\$ 101.00 and R\$ 300.00 (42.7%) in average, staying in Joinville for a mean 3.3 days. Similar results were found for the city of Florianópolis (FGV, 2011), where the mean stay of event

participants was 3.9 days and the average spending R\$ 249.78. It is surprising that these data are similar, since the capital of the state of Santa Catarina is known for its natural attractions, which, hypothetically, could guarantee greater permanence of event participants. The result could show that, in fact, the participants visit the city exclusively for event participation and not for leisure, as in the municipality of Joinville.

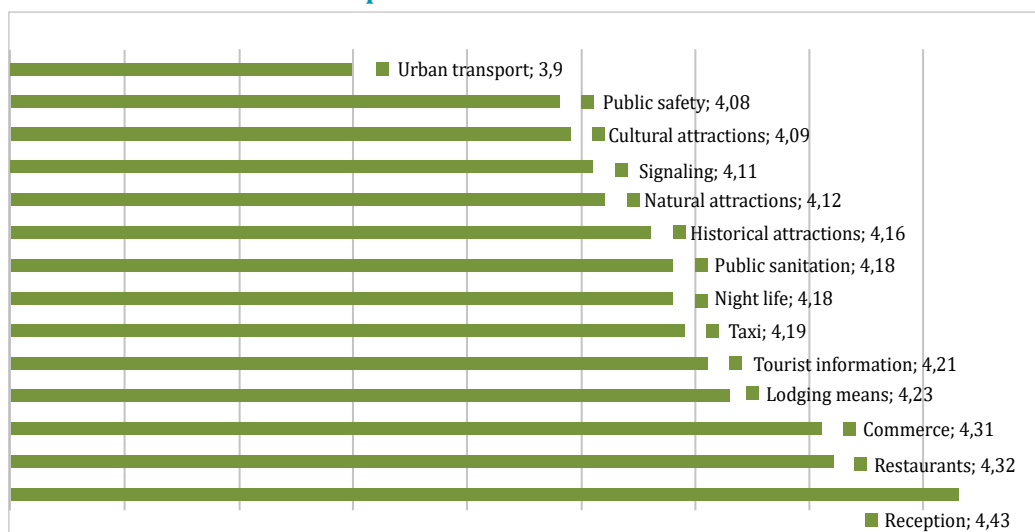
Knowing travel spending data is relevant because the destination can plan actions to increase the stay and generate higher average expenses per event participant. One of the ways to guarantee this would be the offer of attractions for family members and the possibility of the participant traveling accompanied.

Table 4 – Travel spending

Variables	N = 142	%
Organization of the trip		
Travel agency	3	2.1
Company I work for	11	7.7
Myself	111	77.5
Event	2	1.4
Parents	2	1.4
University	1	0.7
Did not answer	13	9.2
Expenses during the stay (in reais) (N = 124)		
Up to 100.00	41	33.0
From 101.00 to 300.00	53	42.7
From 301.00 to 500.00	21	16.9
From 501.00 to 700.00	4	3.2
From 701.00 to 900.00	1	0.8
From 901.00 to 1100.00	2	1.7
Above 1,101.00	2	1.7

Source – From questionnaire applied in 2016

The section related to destination evaluation allowed to determine how the respondents analyzed the structure of Joinville (Graphic 1). Of the 14 variables presented in a scale of 1 to 5, 13 obtained an average between 4 and 5, with urban transport being the only variable with an average of 3.90. The hospitality of the local population was the aspect with the highest mean (4.43), coinciding with the MTur study (2014), where hospitality was highlighted by event participants in Brazil. The averages of the Joinville study are similar to those of the above-mentioned study by Kim et al. (2015).

Graphic 1 – Destination evaluation

Source – From a questionnaire applied in 2016

Still on destination evaluation, questions related to the image of Joinville and participants' intention to return were asked (Table 5). Regarding image, 52.2% of respondents stated that it was already positive and remained so and 40.8% said that it improved. These results are similar to the studies conducted in Florianópolis (FGV, 2011), where 41.1% stated that the destination image improved, and in Brazil (MTur, 2014), where this occurred in 42.1%.

Regarding the intention to return to Joinville, the results exceeded those of the other studies. While in Joinville the intention to return was 98.6%, in Florianópolis it was 96% and in Brazil 91.7%. This result may be related to the evaluation of the city's structure, mainly the hospitality and the restaurants, which obtained the highest averages. This indicator points to the strengthening of actions to develop strategies for visitors, taking advantage even more of the tourist potential and infrastructure already installed in the city.

As already mentioned, the main tourist segment of Joinville is business and events, this characteristic can contribute to 40.1% of the respondents saying they would return due to business, followed by leisure, with 36.8%, which reinforces the importance of interweaving actions to promote leisure tourism at the destination during the events. Another question addressed the recommendation of the destination, and 100% of the interviewees stated that they would recommend Joinville, thus invalidating the last question that inquired about the reasons not to recommend.

Table 5 – Destination evaluation

Variables	N = 142	%
Image of Joinville		
Improved	58	40.8
Remained the same (+)	74	52.2
Remained the same (-)	2	1.4
Does not know	8	5.6

(continues...)

Table 5 - Continuation

Variables	N = 142	%
Why would I return (N = 122)		
Personal activities	6	4.9
Recreation	45	36.8
Business/Events	49	40.1
Visiting friends/relatives	20	16.4
To live	2	1.8
Intention to return		
Yes	140	98.6
Not	2	1.4

Source - From a questionnaire applied in 2016

The results show the importance of events to a destination, specifically Joinville, SC. The indicators show that the economic impacts are positive, as evidenced by spending in the city and the desire to return, and that the city conveys a good image, including its structure, which presented high averages in the analysis.

FINAL CONSIDERATIONS

Conducting research to understand the importance and impact of events on destinations is critical in the planning process. The study carried out confirmed the importance of events for the localities, as well as evidenced that their impacts are positive. In addition, it stressed that the results are not limited to Joinville, SC, but expand to the most diverse destinations in the global market.

The city's vocation for business tourism and events and the partnerships with the Joinville and Region Convention and Visitors Bureau and the Tourism Foundation facilitated the development of the survey, since the contact with event organizers and the authorization for doing the survey were facilitated. The contact with organizers, explaining the importance of events, was fundamental to the success of the research. Another highlight is *Joinville e Região C&VB* action in the destination, its articulation with the public power and the partnership with the University.

It is important to highlight that the research carried out must follow methodologies already applied in other destinations, which allows the comparison of results. One limitation of the Joinville study was the difficulty in reaching the sampling proposed in the research design. This limiting factor occurred due to one of the methodological criteria used, which determined interviewing only the visitors who stayed overnight in the city. This leads to the hypothesis that many participants are from places close to the city and only participate in the events during the day, not overnight.

Finally, the figures showed the destination's qualification for the events and business tourism segment, especially with regard to hospitality, gastronomy, city organization and accommodations, as presented. Also, the need to adopt

strategies to promote actions of visitors was proved, that is, the event should be linked to leisure, maximizing the destinations' attractiveness.

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Received on: 06/26/2017
Approved on: 07/17/2017

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