

Tourists and Visitors Profile and Satisfaction Survey on Brasília FIFA World Cup 2014

Pesquisa de Identificação do Perfil e Satisfação dos Turistas e Visitantes de Brasília durante a Copa do Mundo 2014

Identificación de Perfiles y Niveles de Satisfacción de los Turistas y Visitantes de Brasilia Durante la Copa del Mundo 2014

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Abstract

This article discusses the results from a demand survey conducted during the FIFA World Cup 2014 in the city of Brasília, from June 10th to July 19th, in three main collection points. The survey was conducted by the Secretariat of Tourism of the Federal District (SETUR) in an exploratory descriptive character, resulting in a total of 9,728 respondents, being 6,765 national visitors and 3,499 international visitors. Among the main results obtained, stand out the profile of visitors, the amount of movement exclusively motivated by the mega-event, and average expenditures of these tourists in the Federal Capital. Furthermore, limitations and weaknesses observed during and after the completion of the survey are listed, pointing out possibilities for improvements in similar future initiatives. In the end, procedures are strongly recommended to researchers interested in this type of survey, both in the planning stage and in its implementation and analysis.

Keywords: Tourism; Visitors Profile Survey; Sporting Mega-events; Tourism Demand.

Resumo

O presente artigo versa sobre os resultados de pesquisa de demanda realizada durante a Copa do Mundo FIFA 2014 na cidade de Brasília, entre os dias 10 de junho a 19 de julho, em três pontos principais de coleta. A pesquisa foi realizada pela Secretaria de Turismo do Distrito Federal em caráter exploratório descritivo, resultando em um total de 9.728 entrevistados,

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sendo 6.765 visitantes nacionais e 3.499 visitantes internacionais. Entre os principais resultados obtidos, destacam-se o perfil dos visitantes, o montante de movimentação exclusivamente motivada pelo megaevento e os gastos médios realizados por estes turistas na Capital Federal. A título de conclusões, listam-se limitações e fragilidades observadas durante e após a realização da pesquisa, apontando possibilidades de aperfeiçoamentos em iniciativas futuras semelhantes. Ao final, procedimentos são fortemente recomendados a pesquisadores interessados neste tipo de pesquisa, tanto na etapa de planejamento como em sua execução e análise.

Palavras-chave: *Turismo; Pesquisa de Perfil de Visitantes; Megaeventos Esportivos; Demanda turística.*

Resumen

Este artículo presenta los resultados de una investigación de la demanda durante la Copa de Mundo FIFA 2014 en la ciudad de Brasilia, del 10 de junio al 19 de julio, en tres puntos de recogida principales. La investigación fue conducida por el Departamento de Turismo del Distrito Federal en modo exploratorio descriptivo, y resultó en un total de 9.728 encuestados, de los cuales 6.765 visitantes nacionales y 3.499 internacionales. Entre los principales resultados se destacan el perfil de los visitantes, el movimiento financiero motivado exclusivamente por el mega evento y el gasto promedio de los turistas en la Capital Federal. A modo de conclusión están las limitaciones y deficiencias observadas durante y después de la encuesta, señalando las posibilidades de mejoras en iniciativas futuras semejantes. Al fin, se destacan algunos procedimientos muy recomendables para los investigadores interesados en ese tipo de investigación, tanto en la fase de planificación como en su ejecución y análisis.

Palabras clave: *Turismo; Encuesta de Perfil de los Visitantes; Mega eventos Deportivos; Demanda turística.*

1. Introduction

The Tourism of Business & Events is considered strategic in Brazil by the Ministry of Tourism (MTur) for its ability to minimize effects of tourism seasonality and for occurring regardless of the existence of lavish natural or cultural attractions (BRASIL, 2010). When it comes specifically to the “tourism of sporting events, mainly those of international quality, is one that have been increasing the most worldwide, including in Brazil” (ISHIY, 1998, p.48).

Previous attempts of bringing sporting mega-events to the country illustrate this growth, especially in political, economic, and strategic importance, such as in the case of the candidacy of Brasília, in 2000, and Rio de Janeiro, in 2004 and 2012, to host the Olympic Games. In 2003, the South American Football Confederation (CONMEBOL) signaled the possibility of the World Cup to

be held in Brazil in 2014 – a decision that would be approved by FIFA (Fédération Internationale de Football Association) in 2008 (BBC BRASIL, 2003).

The discussion on the political and cultural interest, the impacts and the possible legacy of mega-events have gained greater consistency after 2007's Pan American Games in Rio de Janeiro. In 2013, the Confederations Cup took place in the midst of the creation of exception areas around the stadiums and access roads, in which the sovereign mandate of FIFA was in force, and in the midst of the largest contestation movement that Brazil has seen in the last 20 years. Only between June 19th and 21th, 2013, about 3.5 million people were on the streets occupying public spaces in daily protests in the main capitals of the country (MATOS, 2014).

Although the results of these events have been measured and disclosed by governmental agencies and researchers (BONFIM, 2013; BRASIL, 2013; FUNDAÇÃO INSTITUTO DE PESQUISAS ECONÔMICAS; BRASIL, 2013; MÜLLER et al., 2013), studies on the impact and legacy of mega-events continue to promote several reflections and questions, requiring research to answer them or understand them in their specific characteristics.

The conquest of Brazil as host country of the 2014 FIFA World Cup was considered relevant to the Federal Capital, celebrated as an opportunity to promote the destination and to develop the tourism sector. Thus, researchers were benefit from the opportunity of unpublished surveys, considering the specificities of the demand of a mega-event such as the World Cup. The possibility of obtaining a better understanding of the dynamics of Sports Tourism and Tourism of Business & Events was arising, producing material that could provide future public and private initiatives, from a better knowledge of the phenomenon in our country.

According to forecasts published in May 2014 by the Communication Department of the Ministry of Tourism (BRASIL, 2014), Brasília was the second city most quoted by foreign travelers during the World Cup, with reception forecast of 490 thousand national and foreign visitors spread over the seven games that would be hosted by the city. Hence, distinct researches were planned aiming all travelers, whether visitors or tourists. This set of surveys was clustered around its central objective and initially named "Profile and Public Flow Survey – FIFA World Cup 2014" by the State Secretariat of Tourism of the Federal District.

Conducted from June 10th to July 19th, 2014, the research involved mega-event's pre-, during, and post- periods, aiming to identify some characteristics about the tourists and participants (profile, public flow, average expenditures, satisfaction etc.). At the end of its application, the number of data obtained was so significant that exceeded the aimed goal base.

The survey aimed to analyze the tourism in Brasília from the perspective of the FIFA World Cup, identifying information regarding the characteristics, means of transportation, satisfaction with the destination and the event, and expenditures, among others, of the public who participated in the event.

The method used for the research, exposed in the following chapter, was developed from the following specific objectives: to characterize the public that would attend the stadium on game days; to identify the flow of entrance of national and international public on the Brasília Interstate Highway; to assess the visitor's level of satisfaction with the infrastructure and the services provided by equipment and touristic attractions of the destination at the Brasília International Airport; to evaluate the average expenditures of tourists in Brasília to future studies on the economic impact of mega-events; and to provide incentive allowance for improvements in the services offered to the visitor for the increase in the satisfaction index in upcoming events of the segment.

Considering the specific objectives, three separate research fronts were defined, involving: (a) tourists flow in the Brasília Interstate Highway (from June 10th to July 13th: 3,043 valid questionnaires, of which 2,303 national and 740 international); (b) the surroundings of the National Stadium Mané Garrincha (game days: 4,068 valid questionnaires, of which 2,416 national and 1,652 international); and (c) national departure area of the International Airport of Brasília (from June 15th to July 19th: 2,617 valid questionnaires, of which 2,161 national and 456 international). At the end of the study a global total of 9,728 questionnaires was obtained, being 6,880 national visitors and 2,848 international visitors.

The planning of each research front, as well as the methodology used, sampling universe definition, and procedures and variables of the research instruments are detailed in the next section. The main results obtained in descriptive analyses are discussed in the third item. Finally, the final considerations are presented in the last section of this article, including recommendations and discussing limitations and weaknesses observed.

2. Methods

As previously mentioned, the survey was designed by compiling different specific objectives around a common general objective. In the light of the specificities of the covered objectives, it was necessary to expand the research method to three fronts of implementation. These fronts, although understood as integral components of a greater research around a central objective, resulted in three distinct reports within the Secretariat of Tourism of the Federal District⁴. The division of the reports in three volumes, rather than in a single report, is not scientific, but technical, and is linked to processes inherent to the public sector such as accountability and reporting the actions undertaken for the population and interested people in general. In this article we present the original methodology aiming to systematize and compile the results around the central objective of the research.

For its elaboration, five working steps were established. Initially, the research planning was carried out along with a literature review which brought together relevant materials available such as books, articles, statistical data, and pieces of journalism.

After the literature review, the team concentrated efforts on defining the target audience and sampling the collection for the quantitative research. Considering the specific objectives, distinct methodological procedures were developed for each profile of visitors to be interviewed, according to predefined objectives in the planning for this analysis.

Designed based on methodologies established by the Ministry of Tourism for tourism demand surveys, were defined three fronts of implementation of research to identify the demand of visitors and tourists motivated by the mega-event. We should highlight the specificities in view of the relevance of what distinguishes them regarding research methods and instruments with a common ultimate objective.

Thus, the specific objectives of the research pointed to the need for distinct collection points, in places of arrival or departure of tourists at the destination (Box 1). The first research had focused on the flow of tourists from the Brasília Interstate Highway. It was designed to identify and account for the tourists that traveled through the road transport due to the FIFA World Cup. Based on a simple and objective questionnaire, this survey was conducted between June

⁴ Available from <http://observatorio.setur.df.gov.br/index.php/copa/estudos-pesquisas-e-publicacoes/>.

10th and July 13th, and collected information on the motivation for the trip, origin of the visitor, length of stay, and number of travel companions. At the end of the application of this research, 3,043 questionnaires were obtained, being 2,303 of Brazilians and 740 of foreigners.

BRASÍLIA INTERSTATE HIGHWAY	SURROUNDINGS OF BRASÍLIA NATIONAL STADIUM (1 Km radius)	BRASÍLIA INTERNATIONAL AIRPORT
<ul style="list-style-type: none"> • To identify the movement of road transport; • To verify if the primary motivation for the trip was directly related to the World Cup; • To investigate their length of stay; • To identify the number of people with travel companions. 	<ul style="list-style-type: none"> • To characterize the profile of the tourist/excursionist who circulated in the surroundings of the Stadium on game days (place of residence, income level, number of dependents); • To verify if the primary motivation for the trip was directly related to the World Cup; • To investigate the length of stay and the accommodation type; • To identify the total average expenditure of the traveler in the destination. 	<ul style="list-style-type: none"> • To characterize the tourist/excursionist profile of the national departure area of Brasília International Airport; • To verify if the primary motivation for the trip was directly related to the World Cup; • To investigate the main characteristics of the trip of the interviewee; • To investigate items related to the visitor's behavior in the destination (Brasília); • To assess the visitor's satisfaction regarding the destination and the event.

Box 1 – Specific objectives by collection site

Source: Elaborated by the authors

The second survey was conducted in the surroundings of the National Stadium Mané Garrincha, and included the application of a questionnaire translated into English and Spanish, applied by bilingual researchers. Data collection was carried out exclusively in game days of the World Cup that occurred in Brasília (June 15th, 19th, 23th, 26th, and 30th, and July 5th and 12th). In the end, 4,068 valid questionnaires were obtained, being 2,416 of Brazilian visitors and 1,652 of foreign visitors.

Finally, the third research involved data collection at the national departure area of Brasília International Airport, and aimed the identification of the profile of tourists leaving the destination during the 2014 FIFA World Cup by air transport. By involving the time of departure of

the tourists, which is assumed to be the final step of the experience of the individual within the city, the instrument inserted variables of satisfaction with the destination and the mega-event. Its application period covered the interval between the first day of game in Brasília (June 15th) up to seven days after the end of the World Cup in the city (July 19th). At the end of the application of this research, 2,617 questionnaires were obtained, being 2,161 Brazilians and 456 foreigners.

The three surveys, together, resulted in a total of 9,728 visitors interviewed during the mega-event, being 6,880 Brazilians and 2,848 foreigners.

We should highlight that the concept that marked the selection of the respondents was of the World Tourism Organization (ORGANIZACIÓN MUNDIAL DEL TURISMO, 1994), which differ the tourist (traveler who stays overnight) from the excursionist visitor (same-day visitor, without staying overnight). Both were inserted in the approach, noting some differentiations, among which the exclusion of the group of excursionists in analyses of expenditure with hosting or number of overnights.

Considering every target audience and collection point, the best expectations were placed on the research carried out at the airport, due to the passengers' downtime in the period prior their departure. The logistic particularity of the airport allows a longer approach time to researchers, since the target audience is waiting for their flight in a specific room. The conditions of this environment make demand surveys quite favorable and their respondents more receptive to provide responses to longer questionnaires. In the other collection points, where they identify limitations in the way and time of approach, the collection instruments need to be more objective and of quick application. Thus, the methods were defined considering the time available to a productive interview at each site, resulting in greater quantity of variables observed on Airport, Stadium, and Highway collection, in this order.

Although there are several criteria for the classification of samples, overall they are divided into two large groups: Probabilistic samples and non-probabilistic samples. According to Richardson (2012, p.161), a probabilistic sample is characterized by the fact that the elements of the population have an equal or known probability, distinct from zero, of being selected to form the sample. Therefore, one of the prerequisites for composing a probabilistic sample is to have a complete list of the elements that form part of a population, in such a way that its elements can be selected.

In tourism, however, it is characterized by the fluidness and dynamism of its activities, as well as of those who practice it, what essentially compromises any objective delimitation of universe or population, and makes the possibilities of combining endless situations. Thus, we may explain part of the characteristic difficulties of the demand surveys in tourism regarding data collection and systematization.

Considering that during the event there would not be a control of the audience present in the city, a probabilistic sampling margin was established to direct the collection, assuming it as a descriptive exploratory research. The calculation basis used for defining the universe sampling was the forecast of the Ministry of Tourism, of about 490 thousand visitors in Brasília (infinite universe sampling).⁵

For each of the three survey points, the conduction of 2,500 interviews was established as a goal. This goal was planned according to sample calculations recommended by Martins (2011) and Richardson (2012). Considering a sampling error of 2%, a 95% confidence level, and assuming that there was no prior estimate for proportion definition (thus considering the largest sample size possible, where $p = 50\%$, or 0.50), we found the result of 2,401 sampling elements (Box 2). For security reasons – considering the difficulty of achieving the goal, possibility of invalidation of applied questionnaires, among other factors common to the everyday life of a researcher – this number was rounded to 2,500 respondents at each point.

SAMPLING CALCULATION
$n = \frac{Z^2 \times (p \times q)}{d^2}$ $n = \frac{1.96^2 \times (0.5 \times 0.5)}{0.02^2} = \frac{0.9604}{0.0004} = 2,401$ <p>N = 2,401 elements</p> <p>Where:</p> <p>Z = abscissa of the normal distribution p = estimate of the real proportion of one of the levels of the chosen variable q = 1-p d = sampling error expressed as decimals n = size of the simple random sample to be selected</p>

Box 2 – Sampling Calculation

Source: Elaborated by the authors, adapted from Gil (2008) and Richardson (2012)

⁵ Are considered as finite universes (limited) those that do not exceed the 100,000 units (people, students, establishments, etc.) and infinite universes those that exceed this amount.

The definition of the population of interest to the approach (Box 3) had as a criterion the place of residence and the main motivation for the trip, filtering among the addressed audience only those who have not resided in Brasília or surroundings, i.e., travelers (tourists and same-day visitors). Thus, the observational research unit was defined as tourist or same-day visitor, resident in Brazil or abroad, who participated or not in the 2014 World Cup in Brasília, transiting in the surroundings of the National Stadium Mané Garrincha on game day, in Brasília International Airport or in the Interstate Highway. If the individual has already responded to another SETUR researcher previously, this information was also filtered.

CRITERION	FILTER
Participation in SETUR surveys	1. Have you already answered some research of the Secretariat of Tourism during this trip? Were only interviewed tourists or visitors who had not collaborated with SETUR/FD surveys.
Place of residence:	2. Do you reside in Brasília? Were only interviewed those who responded to be tourists or excursionists from outside of Brasília or from its surroundings.
Trip motivation	3. Was the World Cup the main motivation for you to travel? Were interviewed both tourists and excursionists who traveled motivated mainly by the World Cup or not.

Box 3 – Criteria used to filter the universe

Source: Elaborated by the authors, adapted from Gil (2008) and Richardson (2012)

Then, there was the definition of variables to be observed, resulting in three structured questionnaires that considered different variables, according to the application site and its context, as previously mentioned.

The structure of the research instrument developed for the Interstate Highway consisted of two dimensions, with five specific variables, as shown in Box 4.

DIMENSION	VARIABLES
Characterization of the visitor	1. Place of residence: 2. Link with the World Cup
Characterization of the trip	3. Trip motivation 4. Number of overnights in FD 5. Number of travel companions

Box 4 – Dimensions and Variables - Brasília Interstate Highway

Source: Elaborated by the authors

For the research conducted at the National Stadium Mané Garrincha, two dimensions and nine specific variables were considered, as shown in Box 5.

DIMENSION	VARIABLES
Characterization of the audience	<ol style="list-style-type: none"> 1. Place of residence 2. Trip motivation 3. Number of overnights 4. Accommodation type
Average expenditure	<ol style="list-style-type: none"> 5. Categories of the entrance 6. Total average daily expenditure 7. People included in the expenditure 8. Monthly income 9. Number of financial dependents

Box 5 – Dimensions and Variables – National Stadium Mané Garrincha

Source: Elaborated by the authors

Finally, considering the International Airport and its favorable conditions the deeper research, especially by the time available to the respondent's approach, were considered five dimensions and 59 specific variables in this research instrument, as shown in Box 6.

DIMENSION	VARIABLES
Socioeconomic characterization of the visitor	<ol style="list-style-type: none"> 1. Link with the World Cup 2. Age group 3. Place of residence 4. Education 5. Monthly income 6. Number of financial dependents
Characterization of the trip	<ol style="list-style-type: none"> 7. Point of entrance in Brazil (foreigners only) 8. Trip motivation 9. Categories of the entrance 10. Cities visited in addition to Brasília 11. World Cup games of which you participated 12. Travel companions in the World Cup games 13. Number of overnights in FD 14. Accommodation type 15. Total expenditure with the trip 16. Detail of the expenditures with accommodation, food, transportation, among others. 17. Number of people included in expenditures with the trip 18. Activities carried out in Brasília
Characterization of pre-trip habits	<ol style="list-style-type: none"> 19. Sources of information that helped you to choose the destination and to be informed about Brasília 20. Acquisition of travel agency services 21. Types of services purchased in travel agencies
Characterization of trip habits	<ol style="list-style-type: none"> 22. Number of times you have been in Brasília 23. Amount of international trips to participate in large sporting events in the last 5 years

DIMENSION	VARIABLES
<p>Assessment/satisfaction aspects</p>	<p>24. Public cleaning at the destination 25. Public lighting at the destination 26. Public security at the destination 27. Accessibility for people with reduced mobility 28. Signaling at the attractions 29. Security at the attractions 30. Bilingual service at the attractions 31. Accessibility for people with reduced mobility at the attractions 32. Service in Tourist Service Centers (CAT) 33. Information provided at CATs 34. CATs infrastructure 35. Service in your language at CATs 36. Collective urban transport/public transport 37. Taxi (taxi services) 38. Subway 39. Accessibility for people with reduced mobility in transport equipment 40. Service in your language in transport equipment 41. Transport to the stadium 42. Signaling at the stadium 43. Food and beverage services at the stadium 44. Restrooms at the stadium 45. Stadium attendants and employees 46. Comfort at the stadium 47. Stadium as a whole 48. Process of purchasing tickets 49. General organization in the stadium 50. Service in your language at the stadium 51. Airport as a whole 52. Commercial stores, food services, duty free shops (airport) 53. Signaling, information, cleaning, boarding rooms (airport) 54. Exchange/bank services (airport) 55. Service in your language (airport) 56. Meeting the expectations regarding Brasília as a destination 57. Meeting the expectations regarding the World Cup games 58. If you intend to return to Brasília 59. If you intend to return to events promoted by FIFA</p>

Box 6 – Dimensions and Variables – Brasília International Airport

Source: Elaborated by the authors

The third step of the research consisted in the collection itself, carried out in three predefined collection points (Airport, surroundings of the Stadium, and Interstate Highway), by personal interviews from each structured questionnaire. For greater success in the collection, questionnaires were applied in Portuguese, English, and Spanish.

The collection carried out at Brasília Interstate Highway took place from June 10th to July 13th, period of the 2014 FIFA World Cup. For this analysis, the universe of respondents was 3,043 passengers. The application of questionnaires in the surroundings of the National Stadium Mané Garrincha took place specifically in June 15th, 19th, 23th, 26th, and 30th, and in July 5th and 12th, days in which matches of the World Cup occurred in Brasília. The application points defined involved the main sites of concentration of the public participating in the games in a radius of approximately one kilometer away from the stadium such as entrance gates, food court in the TV Tower, departure and arrival areas of passengers of public transports, among others. In the end, 4,068 valid interviews were obtained. The Tourists Profile Survey conducted in the Brasília-FD International Airport took place from June 15th to July 19th, a period that covers the completion of the 2014 FIFA World Cup. For this analysis, the universe of respondents was 2,617 passengers.

All the field work sought to ensure the quality of the collected data by a strict supervision of the team, following the measures adopted in any sampling project. Throughout the collection process, about 80% of the questionnaires of each researcher were verified, and those that showed discrepancies in more than 25% of the verified questions were rejected.

We should highlight that all the researchers have gone through a thorough and comprehensive on-site training, including real tests and evaluation of the coordinator regarding their performance. Their selection sought to observe the following characteristics and abilities: to be bilingual; to have a good diction; to be aware of the choices of the interviewee and the questionnaire (not skipping questions); to not induce responses to the interviewee; to be responsible and organized; to have a good presentation (posture, clothing, hygiene etc.); to have experience in survey application.

The fourth step involved the scanning of the collected data and tabulation, generating a unified database for every day of the games. At the end of the scanning of the responses obtained, the three consolidated databases were tabulated for analysis and reporting. From data processing, descriptive statistical analyses and frequency tables were produced. The variables were measured in the same statistical classification for the same unit of measurement.

The expenditure variables were standardized in BRL, using the official exchange rate of Banco Central do Brasil.⁶

In some cases were identified outliers (especially in numerical variables such as number of overnights and total average expenditure with the trip).⁷ In these cases, as a matter of convention, we considered:

For the calculation of the average of overnights in Brazil and in Brasília, only values reported by tourists themselves (the number of overnight is);

For the calculation of the average of total trip expenditure were disregarded values reported as less than 100 BRL (total expenditure with internal transport, accommodation, food, and other services throughout the trip) and over 70,000 BRL;

And, finally, for the calculation of the average of people inserted in the informed expenditure, were disregarded responses with numbers greater than 8 dependents. ⁸

3. Results

Considering the large amount of variables observed in the research, as exposed in the previous pages, we decided to present in this section a summary of the variables considered most relevant. Initially, the following variables are presented - (a) those that can be compared regarding the three application places (Interstate Highway, Stadium, and Airport), listed as: (a.1) place of residence, (a.2) link to the World Cup, (a.3) motivation, and (a.4) number of overnights. Then, are presented (b) variables collected in at least two places of the research, listed as: (b.1) amount of travel companions and (b.2) accommodation type⁹. In the end, are

⁶ The conversion of currencies was based on the date of July 3th, 2014.

⁷ An outlier is an observation that is not in the general pattern of variables distribution, usually indicating a case that is not contemplated by the model applied, or an error in the collection (MOORE; McCABE, 1999).

⁸ Were considered outliers the numbers representing exceptions, with frequencies little representative within the samples of major damages to the interpretation of the results of the statistical tests applied to the sample (high z score or standard deviation). The number 0 was also considered outlier for not representing the tourist, but the excursionist visitor, not included in the statistical analysis of expenditures and overnights averages.

⁹ In addition, were also collected the monthly income, the number of financial dependents, and the category of the entrance, not highlighted in this article because they were not considered relevant in terms of disclosure and approach by the media.

presented some variables collected (c) only at the International Airport, widely published by the media, whose themes were about: (c.1) number of times that the tourist was in Brasília (before and with the World Cup), (c.2) average daily expenditure of a tourist, (c.3) overall satisfaction with the following aspects, especially: (c.3.1) Brasília Airport, (c.3.2) subway, (c.3.3) services in the spoken language at the Tourist Services Centers - CAT, (c.3.4) CATs infrastructure; (c.3.5) information at CATs, (c.3.6) service at CATs; (c.3.7) and accessibility, and (c.3.8) public lighting¹⁰. By implying restrictions of inferential nature, the results obtained were “taken as indicative and not as estimates in the statistical sense” (BABBIE, 1999, p.120). Regarding the remaining variables, we recommend readers to seek detailed reports available on the electronic site of the Brasília Tourism Observatory¹¹.

Initially the results presented were those obtained from the analysis of (a) variables that can be compared in the three places where the survey was applied. Regarding (a.1) the place of residence, it was found that in Brasília Interstate Highway 75% of the respondents were domestic visitors and 25% were international ones. The movement of international tourists through the road transport overcame the expectation in terms of volume of people. Concerning the domestic market, tourists with housing in Goiás (34%), Minas Gerais (24%), São Paulo (12%), Rio de Janeiro (6%), Bahia (6%), Mato Grosso (4%), and Maranhão (3%) accounted for the majority in the destination, with lower participation and fairly distributed among the other States of the country, except Paraná, Amapá, Paraíba, and Roraima, which did not have a frequency in the sample.

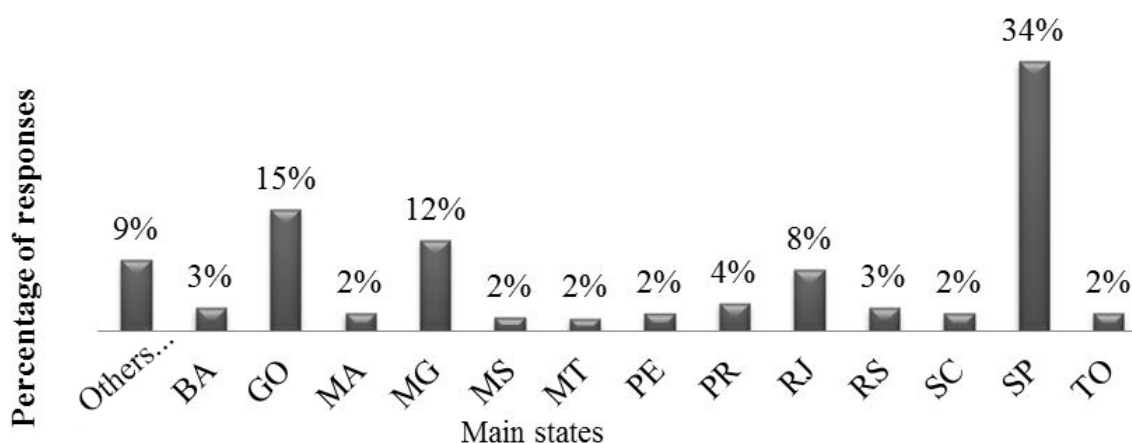
To analyze the flow of international tourists (25%) that circulated at the Interstate Highway we opted for the categorization by continent, noting the presence of individuals from the five continents, in the following distribution: Americas (79%), Europe (11%), Africa (8%), and Asia/Oceania (1%) – Australia only. In total, Brasília received fans and tourists from 39 countries by road transport. Among the residents in South America, the following outstood: Colombia (49%), Argentina (12%), Ecuador (9%), Chile (8%), and Peru (7%). Regarding Europe, the following outstood: Portugal (36%), France (17%), England (10%),

¹⁰ We should highlight that due to the limitation of pages inherent in articles and journals, information was displayed in a descriptive way, with the graphic display of only some of the data described.

¹¹ The full text of each report is available in the website www.observatoriodf.com.br, tab World Cup – Research Studies and Publications.

Belgium (9%), Spain (8%), and the Netherlands, Italy, and Switzerland (each with 5%). Africa were represented with participants from Ghana (59%), Ivory Coast (22%), Nigeria (12%), Cameroon (3%), the Republic of the Congo (2%), and Senegal (2%). Tourists from Asia/Oceania circulated very little by the Brasília Interstate Highway. Only Australians were identified by the research conducted at the site.

Regarding the same variable, we observed that in the National Stadium Mané Garrincha 59% of respondents were Brazilian and 41% were foreigners. Among the national audience (Graph 1), outstood those from São Paulo (34%), Goiás (15%), and Minas Gerais (12%). It is worth highlighting that the participation of all States was noted, and 1% of respondents (14 individuals) did not answer this question, a detail that does not appear in the following graph.

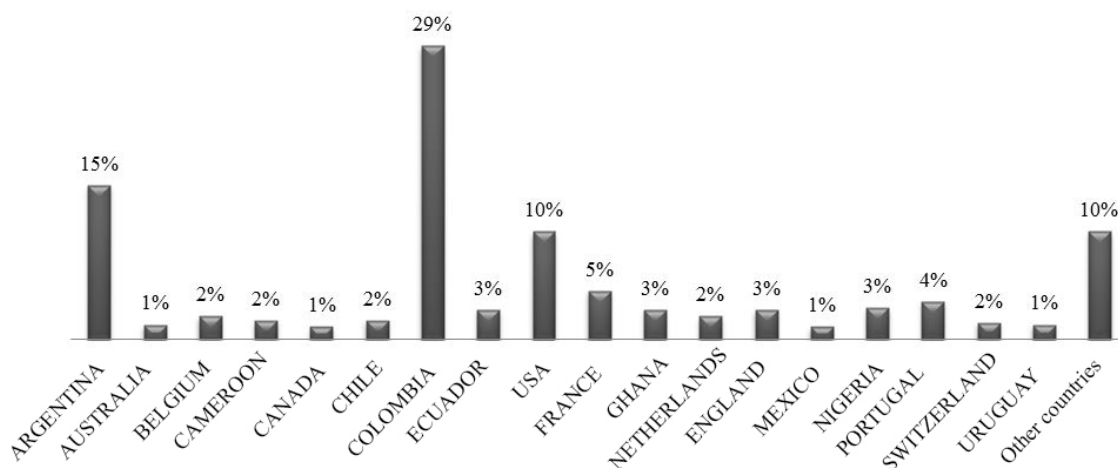


Graph 1 – Origin of domestic tourists –National Stadium Mané Garrincha

Source: Elaborated by the authors

The representativeness of the international tourists at the surroundings of the Brasília Stadium was significant, as well as at the Interstate Highway. We noted the presence of tourists from the five continents, in the following distribution: Americas (73%), Europe (18%), Asia (3%), Africa (3%), and Oceania (3%). In total, the research found the presence of citizens of 68 countries, with emphasis on Colombia (28%), Ecuador (12%), Argentina (11%), the United States of America (9%), France (4%), Portugal (4%), Switzerland (4%), and Australia (3%). Of the total of visitors interviewed at the Brasília International Airport, 79% were Brazilians, 18% were foreigners, and 3% did not report their place of residence. Among the Brazilians,

we observed a strong representation of the state of São Paulo (14%), followed by Rio de Janeiro (10%), and Minas Gerais (7%) states. The profile of the foreign public was marked by the presence of 68% of Americans, 20% of Europeans, 9% of Africans, 2% of Asians, and 1% of tourists from Oceania. Among the international tourists, outstood (Graph 2) Colombia (29%), Argentina (15%), and the USA (10%).



Graph 2 – Origin of foreign tourists – Brasília International Airport

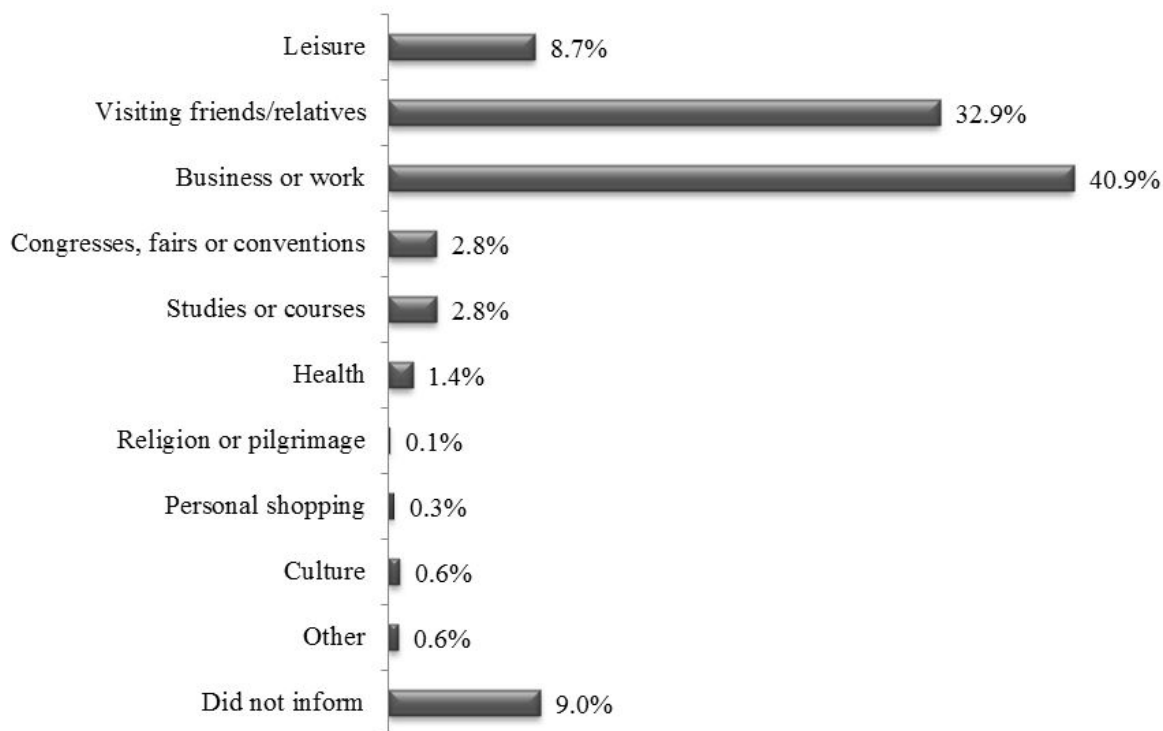
Source: Elaborated by the authors

Regarding variables (a.2) link to the World Cup and (a.3) motivation, the sampling universe of 3,043 respondents who transit in the Interstate Highway, it was found that 37% answered that they came to the city due to the “FIFA World Cup”, followed by 25% due to “Friends/Family”, 12% due to “Tourism/Vacation”, and 10% due to “Work/Business”.

We highlight that the variable motivation was deepened in the questionnaire applied in the surroundings of the Stadium by identifying how many people (tourists) in the total universe of 4,068 respondents visited the destination Brasília-FD due to the 2014 FIFA World Cup. We found that 95% (3,812 respondents) responded “yes” as for the mega-event to be their main motivation, whereas 5% (220 respondents) responded to be in the city due to other motivations, but said they would follow the World Cup. One percent of the respondents (36 respondents) did not report the motivation for their trip.

Among the motivations identified in the International Airport, we found that 39% of the respondents said to be in the city due to the World Cup, whereas 58% answered to be in

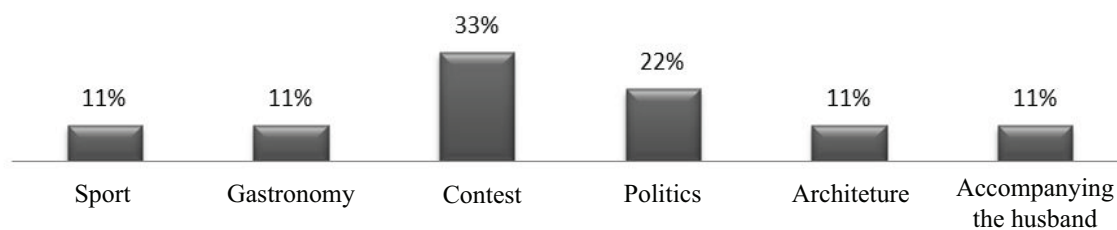
Brasília mainly for other reasons. Of this fraction of people whose motivation was not the mega-event (Graph 3), 41% were in the city for “Business or Work”, 33% for “Visiting friends and relatives”, and 9% for “Leisure”.



Graph 3 – Other trip motivations (closed question) Brasília International Airport

Source: Elaborated by the authors

In addition, we also observed references to Civil Service Examination and Politics between respondents who mentioned to have other motivations (open question – Graph 4)¹², confirming Brasília’s inclination to these specificities in touristic terms.

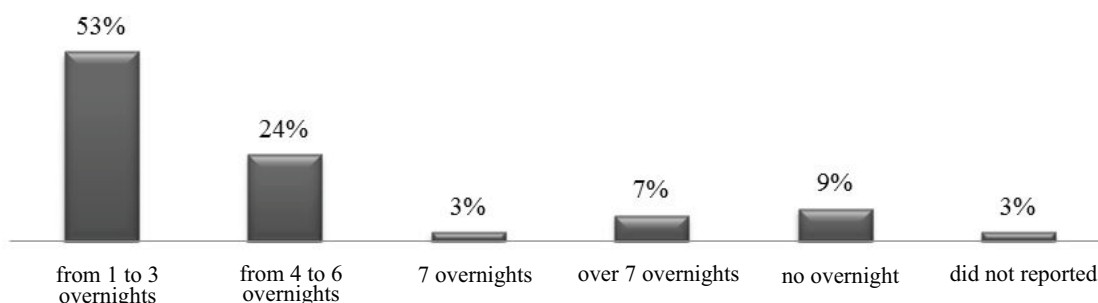


Graph 4 – Other trip motivations (open question) Brasília International Airport

Source: Elaborated by the authors

¹² This result is regarded only to 0.6% of those who answered “other” in question displayed in Graph 3.

The last variable observed among those that can be compared in the three collection points are the one about the (a.4) number of overnights, which refers to the stay of the interviewee in Brasília. We identified that the greatest occurrence, in the case of the Interstate Highway, was of stay of “from 4 to 6 days” in the destination (31%), followed by 28% whose response was “from 1 to 3 days”. It is worth mentioning that the different responses that involve a stay period of “from 7 to 30 days” total 32% of the cases. On the other hand, in the National Stadium, most respondents answered “from 1 to 3 overnights” (52%), followed by 17% “from 4 to 6 overnights”, 9% answered “over 7 overnights”, and 4% answered “7 overnights”, with a considerable percentage of 19% that responded they did not spend the night in the destination.¹³ Most overnights in Brasília by the sampling universe obtained from the International Airport, in turn, were also “from 1 to 3 overnights” (53%), followed by “from 4 to 6 overnights” (24%).

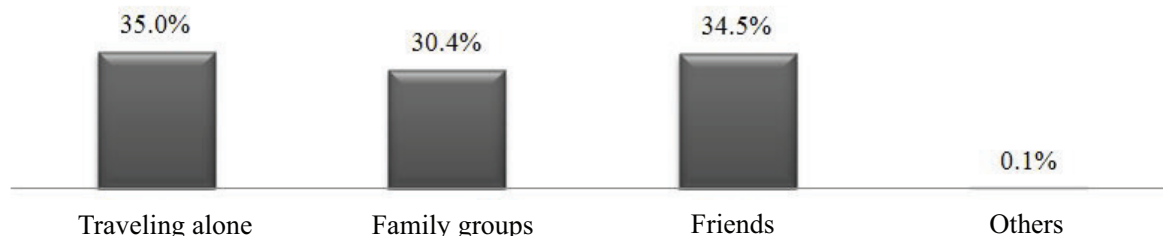


Graph 5 – Stay of tourists at the destination Brasília-FD – Brasília International Airport

Source: Elaborated by the authors

Only questionnaires from the Interstate Highway and from the International Airport probed the number of travel companions with the visitors (b.1). At the Interstate Highway, the results obtained showed a divided frequency: 48% of the respondents were traveling alone, and 47% were accompanied by 1 to 3 people. The remaining percentages dissipated between 4 to 6 people (4%), 7 to 9 people (1%), and less than 1% for 10 or more people. Of the public interviewed at the International Airport, 35% said “traveling alone” and 64.9% were between “family groups” and “friends” (Graph 6).

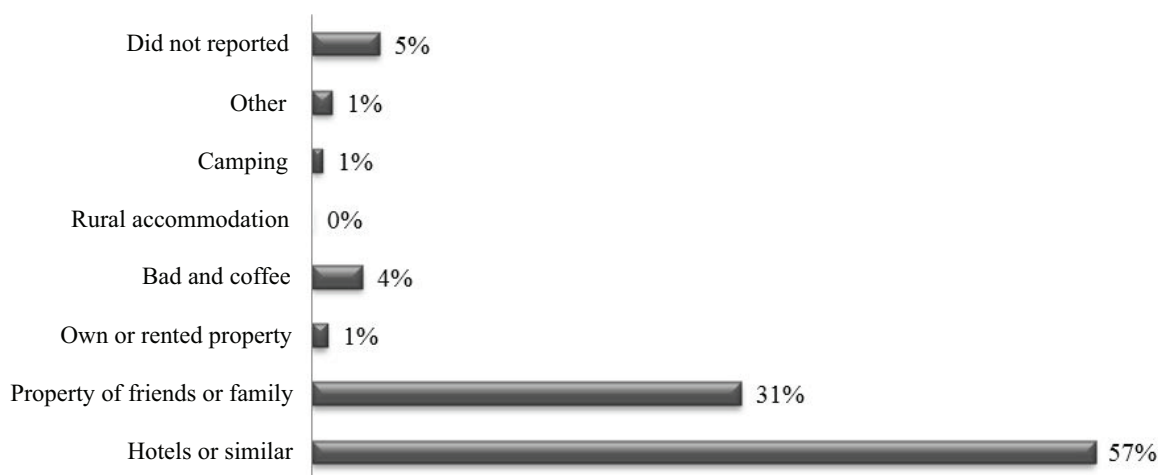
¹³ When in the intersection of this data with the origin of these visitors, we verify that mostly came from nearby states, such as Goiás.



Graph 6 – Travel companions of the respondents – Brasília International Airport

Source: Elaborated by the authors

The variable (b.2) “accommodation type” was observed regarding the public of the National Stadium and of the international Airport. At the stadium, the main accommodation types identified were Hotels and Similar (43.2% of respondents), and House of Friends and Relatives (25.6% of respondents); 18% of respondents did not stay overnight in the city. Along with sampling universe of the Airport (Graph 7), the accommodation type most used was “Hotels and Similar” (57%), followed by “House of friends/relatives” (31%). A very significant number was the accommodation type “Bed and Breakfast” (4%), considering its recent inclusion in the tourist market of the destination.

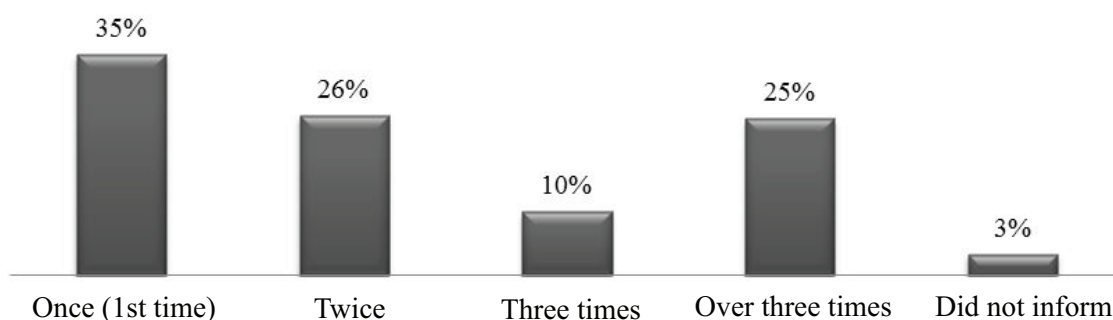


Graph 7 – Accommodation types of the tourists in Brasília-FD – International Airport

Source: Elaborated by the authors

We considered the results obtained in (c) Airport in relation to (c.1) number of times the tourists/visitor were in Brasília interesting from the point of view of a specific research for tourism demand in sporting mega-events. We found that, of the interviewed public (Graph

8), 35% were in Brasília for the “first time”, 26% were in the destination “twice”, and 25% visited Brasília “over three times”. These data differ from data obtained in surveys of seasonal demand in Brasília, in which the public who visit the city for the first time is not the highest percentage, but the tourist who visited Brasília over three times (for 33% of the total respondents in high season and 38% in low season, according to a research conducted by Cet-Unb and Setur/DF (CENTRO DE EXCELÊNCIA EM TURISMO; DISTRITO FEDERAL, 2013).



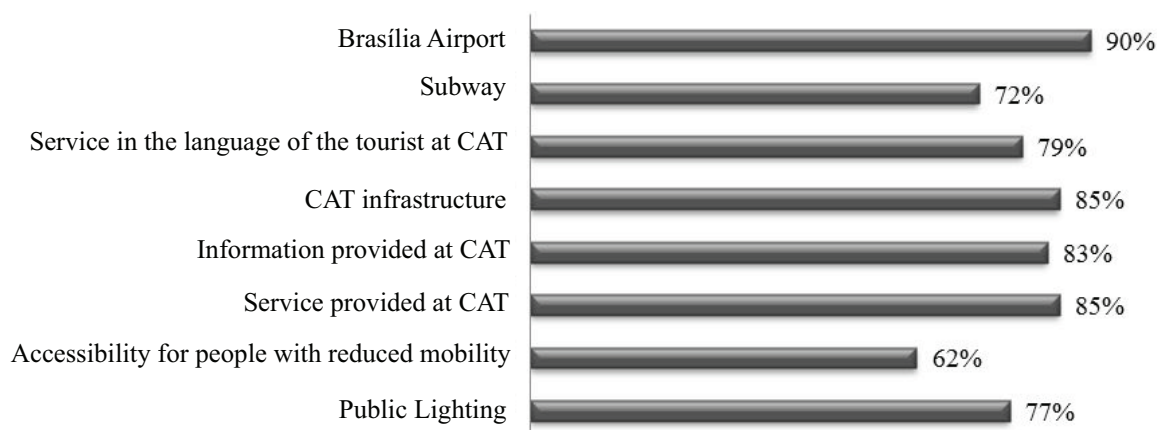
Graph 8 – Number of times tourists visited Brasília-FD – Brasília International Airport

Source: Elaborated by the authors

For the calculation of the average daily expenditure of tourists at the destination (c.2) it was necessary to use other variables, obtaining a simplified formula that considers their total expenditure at the destination, their average overnights, and the average of people included in the expenditures. In the end, the value obtained was 510.26 BRL per tourist at the destination.

Regarding satisfaction variables (c.3), observed only with the sample of Brasília International Airport, the results obtained were quite satisfactory. Among the main results, were highlighted the classification frequencies such as “good” or “very good” (highest rating for each variable) of the variables: (c.3.1) quality of Brasília Airport (90%), (c.3.2) quality of the subway service of the capital (72%), (c.3.3) service in the languages of the tourist at CATs (79%), (c.3.4) CATs infrastructure (85%), (c.3.5)

information provided at CATs (83%), (c.3.6) service provided at CATs (85%), (c.3.7) accessibility for people with reduced mobility (62%), and (c.3.8) public lighting (77% of the votes in “good” or “very good”), as shown in Graph 9.



Graph 9 – Main results obtained from the satisfaction survey - Brasília International Airport

Source: Elaborated by the authors

4. Final considerations

The World Cup in Brazil represented a unique opportunity for Tourism in Brasília and Brazil, both for the market and for the Academy. In this scenario, the opportunities to know the profile of the World Cup tourist have become wide and accessible.

In Brasília, the results showed a great representation regarding satisfaction, quality in the services, and tourists’ expenditures. However, the greatest legacy of the results, from the point of view of researchers, was the learning obtained through failures and difficulties faced in the process.

For the researchers, the great difficulties were related primarily to Brazilians’ lack of habit when answering surveys. We could say that there is a discomfort regarding the presence of researchers, which generates an impediment in the approach and a high refusal on the part of respondents. Secondly, we mention the familiar refusal to provide data for measuring the average expenditure and income of the interviewee.

It is known that there is a resistance when it comes to informing monetary values. Regarding the monthly income, sometimes it is possible to use support instruments, such as cards with

pre-defined income rates and numbering or symbols, to make the reply of the respondent more discreet in front of possible companions. However, for specific expenditures with their trip, or even an average expenditure, the possibility of obtaining more accurate data comes from choosing an open question, a choice that on the other hand hinders obtaining the respondent's response. In addition to the difficulty assumed, researchers were dedicated and appropriated the research in such a way as to obtain a large number of valid responses, enabling part of the results and conclusions presented in this article.

Thirdly, technological failures and difficulties are mentioned. The application of the research was initially conducted with the aid of tablets via embedded platform. However, the electronic tool showed delay and errors in sending and archiving the collected data, generating risks when obtaining the defined sampling goals. As a second option, we used printed questionnaires and clipboards, which consequently generated delays in the scanning and tabulation processes initially planned. If tablets increased the risk of losing the interviewees in the middle of their interview due to the delay of the processor, on the other hand, the beginning of the analysis was delayed due to the need for more time invested in scanning of all questionnaires manually filled in.

Last but not least, we mention failures in the pre-test of the survey, which although has obtained success regarding the improvement of the research instrument, showed the fundamental importance not just of the instruments of the pre-test, but of the intended analysis with each variable after the collection. During data treatment and analysis, we observed several difficulties that could have been corrected during training, collection, and supervision of field work if tests of analysis of the variables obtained after collection of the pre-test had been carried out.

Thus, for future research, it is recommended that, when pre-testing a research instrument, to seek the obtainance of at least 5% of the aimed sample. And, in addition to analyzing the failures of the instrument, the researchers must also tabulate the results and test the graphics, tables, and analyses they aim to obtain, especially intersections of data that respond the defined hypotheses. A complete pre-test in demand surveys prevents many efforts at the effective beginning of the collections, in addition to increase the guarantee of success in the analysis.

As Tourism researchers and technicians, we can say that the experience acquired in the 2014 FIFA World Cup, especially with the fronts of research adopted in the whole process, were

valid and fruitful for academic growth and mainly regarding the affirmation of the importance of Tourism in the economic growth of the country. However, we must highlight that these are demand surveys aimed at a specific profile, in which generalizations are not possible.

Generalizations of the results obtained for tourists of the mega-event as a whole would result in errors, since the survey was conducted at a specific moment in the history of the country, in a sporting mega-event, along with a heterogeneous sample motivated by teams that competed in those days, influenced by characteristics of the event itself. Each game day was unique and lead (or not) the public to be more homogeneous or heterogeneous.

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