

# City Marketing And Tourist Events: An Exploratory Study Of Residents Regarding The Carnival Of Ovar

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**Abstract:** In a world that undeniably competes for investment, visitors and residents, the adoption of approaches derived from the marketing has become a reality in the search for sustainability. It is a fact that a city marketing policy is able to promote and transform an image, boost economic activity and enhance all aspects of the city that present competitive advantage over other territories, so this is why associate marketing with cities makes sense. This study aims a better understanding of the city marketing problem and their relationship with the events, especially through the perceptions that residents have toward the events themselves, and how this may influence their attitudes. Although the cultural approach of the city has been evolving in order to be an effective vehicle for the development of cities, this often represents failure, due to lack of strategic policies. Being the Carnival of Ovar the largest event and the one that brings more benefits to the city, the primary purpose of this research was to analyze the influence of the residents' perceptions in their attitudes, in particular the support for this event.

**Index Terms:** Carnival, city marketing, events, Ovar, perceptions

## 1 INTRODUCTION

In a world where globalization has become a reality and that the cities increasingly compete for investment, turnover, income from tourism, projection in the media, events, or even residents, to differentiate a management becomes more imperative facing the city as a product. In this sense, the city marketing has had a leading role since it essentially proposes that: the management of the city as a product. So, as with regard to companies, the territories are subject to dynamic, either internal or external, and the volatility thereof, which will influence the development of each territory. City marketing is a response to this volatility, whose objective is aimed at forecasting and subsequent proper planning the unpredictability and complexity of each city through strategic plans in the short or long term, aim to meet the needs of key stakeholders and the territory itself, and become the most attractive territory for potential residents and tourists, more prone to new investments, increasing both the quality and competitiveness of the territory. Similar to what happens with all products, also cities, albeit peculiar and different way for each of them lack the necessary steps to achieve the desired strategy, and in particular the case of territorial marketing these measures are related to the image, infrastructure, public-private partnerships, basic services and attractions. Despite this contribution of the events take undeniably an important contribution at all levels, it is imperative not to neglect the role that residents of the cozy community play in the success of an event. Thus, the perceptions of community members will also be subject of study in this article, in order to determine which factors influence the attitude of support from the residents of Ovar with respect to Carnival, which in a city where the sea tourism and the beach is of an enormous importance, it can be considered as the key instrument in battling tourism seasonality.

## 2 City Marketing and Events

### 2.1 City marketing and city branding

The city marketing, or marketing of cities, is one of the areas of marketing where there has been a higher growth and more relevant for the development and growth of cities. While the need to differentiate and assert their individuality in various aspects, whether economic forum, social or political, is already a concern that dates back almost to the beginning of the governments and the cities of marketing have been used since the nineteenth century Kavaratzis (2004) was only in recent decades that cities began to employ more intensively, techniques derived from the marketing, since it was at this time that the competition for investment, tourism revenues and concern in attracting new residents intensified and they became an object of study in how cities should be managed. The growing business opportunity in the services sector, where cities are incorporated, and reinforces the similarities that this sector has with the business activity and the way some tools adapted to this new reality can be fundamental knowledge of how will the cities affected by any changes. Even with regard to this issue, the concepts of social marketing (Kotler & Zaltman, 1971), the nonprofit marketing (Kotler & Levy, 1969) and the notion that the image to which individuals associate a product with poorly contoured outlined, as the cities seen as a product are, they were also major drivers, since it showed that the marketing did not enjoy just to make a profit, but also creating initiatives that define the main objective of the common good (Kotler, Haider & Rein, 1993). There is a consensus among many authors to classify the urgency to meet the needs of various types of consumers as essential, whether businessmen, tourists or residents, both current and potential, through social processes and management guidance policy (Ashworth & Voogd 1991; Almeida, 2004; Azevedo et al, 2010). Two concepts that, although briefly, will be addressed are the concepts of city branding and image, as will be mentioned throughout this review with respect to the influence that the events, which will be discussed further bellow, but also because they have been a reference target in regard to major cities differentiating factors for marketing. According to Kavaratzis and Ashworth (2005), a brand is a product or a service that is distinguished

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by its position in relation to competitiveness and its personality, comprising a unique combination of functional and symbolic attributes. Kavaratzis (2004) argues that city branding is described as the appropriate way to map out and implement the urban marketing. Branding city has always been considered as a tool very useful for marketers to create value for a given product, in particular by differentiation. Although this value that marketing can, by branding, add to the products can be intangible and be difficult to measure, we can easily see that this occurs to the extent that producers and sellers can charge more for their products or services and still have a lasting relationship and loyalty to its customers. To better support this thesis, the author states that the value of brands can represent as much as a third of the world's wealth, which demonstrates the importance of creating a brand image for a city. In relation to a sound and competitive tourism product, this should be based on a symbol emblem your identity and can focus on other attributes associated with the destination. It is true that there may be a tourist resort without a mark but will always be a weak product and easily equated to others. Thus, the brand has as its objective to revive the tourist destination-product-service with the primary purpose of selling. Note that, as in other related sectors, until very recently (and partly so far), the brand management policies curbed almost exclusively to the promotion. (Obiol, 2002) Symbols of a city brand can also be associated with events when they reach this level of popularity and recognition that the city is characterized by the realization of a particular event.

## 2.2 Types of events

Events can be classified in several categories and there is a wide range of ways to define the different existing types. These can be distinguished either by their complexity, size or range according to the concept or goal.

- **Mega Events** - These are considered the large-scale ones, whose impact is perceived in the communities, nations or even continents, requiring resources of various orders and in large numbers, such as financial, human, etc. (Douglas et al., 2001; Tideswell, & Faulkner, 1997). To Marris (1987), the mega events are defined by the volume of visitors, by their cost or by the psychological criteria, still emphasizing the political component, which through its approval will grant prestige. The controversy arises from the perspective of Getz (2007), who believes that if we relate the term mega with its size, then a significant example of this type of events will be the Olympic Games and World Fairs. However, if the association is made having in consideration the mega impacts inherent to events, a mega event can refer to a small music festival due to its positive impacts in a small town, whether economic, image or tourist. So, for this author, "Mega events, the size of its meaning, are those that yield extremely high levels of tourism, media coverage, prestige, or economic impact for the host community to the venue or the organization same". (Getz, 2007: 407)
- **Hallmark events** - Such events are usually of a recurrent nature and are kept deliberately with the intention of stimulating tourism of the community that welcomes them, attracting, bringing renowned, good image and city brand recognition in order to equip the community competitive advantages. The increase in tourism is a natural consequence of this type of recurring events, to the extent

that, over time, tend to become synonyms of the cities that host them, as well as the spirit and philosophy of the event that spend also characterize the place and its inhabitants, as for example with the Carnival in Rio de Janeiro (Douglas et al., 2001).

- **The Community-based Event** - These are the smallest in the scale and are also the most common; These type of events can range from exhibitions to concerts, through fund-raisers. Although they are of smaller dimension, that doesn't mean that they don't have a very active role in the dynamics and sense of identity of a community, because, in fact, they may have. (Douglas et al., 2001).

Events hold great importance in the life of cities and therefore also a wide range of impacts on the cities hosting them. It becomes crucial to understand the concept of perception so that we can classify an event as beneficial or not to the community that receives it, since it is through the perceptions that residents have and how exposed the influence of impacts on their lives (Getz, 2007). In this context, tourism is a phenomenon that moves millions of people around the world, taking as a major driver of the global economy. Every year, much due to the frequent changes in the tourism environment, fosters competition between and within tourist destinations (Sousa & Simões, 2010; 2012). The literature review conducted for this study allowed us to identify a set of factors that will influence more markedly the support of residents in relation to the Carnival of Ovar. These factors can be divided into intrinsic and extrinsic. Thus, we find the existence of a set of facts that influence both the perception of residents of the impacts of Ovar Carnival, as their attitudes towards development of this event. To be able to analyze the influence of these factors on the perception of residents and their attitudes we developed the following model, where there are three factors that may influence the perceptions of residents (sociodemographic characteristics, connection to the event and the level of satisfaction and loyalty) which together with the perceptions themselves may influence attitudes towards development of the Carnival of Ovar. Based on the research model to propose and through the literature review above, the questionnaire developed includes the main objective of realizing the attitudes of Ovar residents regarding the completion of the Carnival of this city, as well as the necessary information on the factors that may influence these same attitudes

## 3 Ovar Carnival in Portugal

Nowadays, the Carnival of Ovar is a solid and organized tourism product, but we will have to recede almost sixty years to realize the origin of this festival and the way it happened back in. At that time, Carnival "exit to the street" without any kind of organization and was called "Dirty Carnival" where revelers masked gathered for a single moment of fun. For about an hour, marked by the ringing of the sound of firefighters, the citizens cast gray cartridges, coal dust, saw dust, water, etc., to all who passed by there, figuring a real pitched battle. Naturally, some excesses were committed and were these excesses that dictated the end of this tradition as it was known. In the years that followed, during the day, the festivities took place in the same way, although more freely and on a smaller scale. However, it was at night that the true characteristic of Carnival revelry appeared where costumed groups roamed the city and the houses of friends in search of

food and drink, but mostly, in search for fun, which lasted all night. These groups of people, named for the Foundation of the Carnival of Ovar (2006) by "bairrismos" granted to Carnival the degree of originality and differentiation that today characterize it. By that time it wasn't an attempt to differentiate at a regional/national level, but to differentiate each group. Initially the city feasted for three days and three nights, however, in the 50s, the festival is initiated from the New Year's Eve, which already had some masked people. Later, during the years 60/70 elegant dances of the Choral Society and Progress Coffee were in vogue, resembling, with respect to masks, to what happened at the Venice Carnival. The extension of the festivities for several days gave place to an organized event in 1952, when the Carnival took place for the first time in an organized way, trying to pursue sponsorship and seeking greater professionalism. Currently the official Carnival period lasts six days, but for residents Carnival is experienced throughout the year and begin to be felt more strongly in the first weekend of January, when the festivities officially begin with the official opening night of Carnival and the presentation of topics related to each group present on the carnival parade, followed by the day of arrival of the King and Queen of Carnival to the city, which usually happens two weeks before the "Fat Sunday" like it is called, and the following Sunday gives place to a Children's carnival parade, where the children of the county's schools are the leading actors and, finally, the real period of Carnival. Regarding the dynamics of the parade, it is composed, by groups of the categories of passerelle and carnival and the samba schools. In total, more than 2000 participants, divided into 24 groups of different categories which are then evaluated in terms of fantasy, parade, floats, representation, melody. Both elements of the groups and samba schools, as the representatives of the Municipality of Ovar seconded to the organization and event planning work throughout the year because without that level of dedication it would be impossible to raise the quality each passing year. In 2013 it was inaugurated the "Village of Carnival" which is a unique space and exclusively for the use of groups and samba schools in the preparation of each edition of the Carnival.

#### 4 exploratory results

The aim of this study was to analyze the results from the administration of a questionnaire to which 367 people replied. However, for having incomplete questionnaires, we consider only 319 of the 367 questionnaires for this research. Regarding the socio-demographic profile of respondents residing analyze the following variables: parish of residence, age, gender, educational and professional status. In order to determine the distance between the place of residence and the event, respondents were asked to indicate their home parish. Thus we conclude that over 80% of the sample, about 83.4%, live in Ovar. Then comes us Válega parish representing 8.5% of respondents. With only 2% difference appears to us to St. John parish with 6.6%, followed by São Vicente with 0.6%. The parishes which recorded the lowest turnout response to this questionnaire were the Arada, Cortegaça and Esmoriz, with only 0.3%. Regarding the kind of the surveyed individuals we found that most of respondent is female, corresponding to a percentage of 66.5%, representing more than a third of the sample with 212 residing, while the male corresponds to a value of 33.5% with respect to 107 individuals. Regarding the age group most responsive to this

survey we can see that it was mostly the younger people to carry it, with the range of less than 25 years to register a percentage of 28.8% and the ages between 25 and 34 with 36.1% or, together, both age groups represent 64.9% of the sample. Subsequently, responses were gradually decreasing, with the exception of the last age group. The age range of 35 to 44 years is 20.1% and 45 to 54 points to 11.3%. Finally, individuals aged 55 to 64 relate to only 1.9% of the sample, as well as residents over 65, who accounted for six times, indicating a percentage of 1.9%. To measure the level of participation in the event were considered four variables in order to identify possible discrepancies regarding the attitudes of respondents depending on the type of participation, the durability of participation, active participation or not and also whether the respondent has or had, a family member or friend to cooperate in organizing the event. Thus, when faced with the question "actively participates in Ovar Carnival?" Most respondents (80.9%) said yes, compared to only 19.1% who opted for the answer "No". Assessing the type of participation in Ovar Carnival, residents relied on three response options: participation in the parade, evening entertainment or both. Approximately 44% of respondents turns her participation in both, while 34.5% say they use only the nightlife and only 11.3% of respondents participate only in the carnival corso. Also note that respondents who do not actively participate in Ovar Carnival did not answer this question, representing 18.8%. Another of the questions intended to determine how long each resident participates actively in Ovar Carnival. Of the 251 residents who actively participate in Ovar Carnival, 83 (26%) do it for between one to ten years, 92 (28.8%) is between eleven to twenty, 43 (13.5%) between twenty and one to thirty years and 33 (10.3) participating in over thirty years. The degree of satisfaction and the degree of loyalty are also regarded as essential when we measure the perceptions of residents of any event. Thus, based on the following table, we can conclude that although both average values are high (4.08 and 4.31, respectively).

#### 5 CONCLUSION

The incessant demand for investment, residents, tourists, etc., is reflected in the growing competition between territories. The application of territorial management measures with a city marketing perspective arise from implementation of strategies of marketing and city management and planning. Among the strategies used by the application of city marketing policies, the organization of events can contribute to the sustainable development of a territory or a city. Thus, the main focus of this work was to expose the relationship between this concept and the events. We intended to show the importance that residents hold with regard to decision-making, in a residents perspective. Therefore, the main objective of this research was to see what effect the perceptions of the impacts from residents have in their attitudes, in an attempt to deduce the implications that such perceptions hold effectively in supporting an event. In city marketing context is important to highlight the accomplishment of events, which act as a way to promote the city and improve the image of it. However, neglecting aspects such as city design, infrastructure, services blueprint or their attractions (and the residents opinion), the promotion may result in a negative way and, instead of improving their image will take place exactly the opposite. It is in this sense that the managers of the local authority should work, looking for new stakeholders, but never forgetting those

who are part of the community and representing their own city also a tourist retention tool and obtaining investment, looking to improve their quality of life through strategies that reduce the negative impacts nature, in order to ensure acceptance of the part of the community event. Although the results obtained on the support of Ovar Carnival have been mostly positive. This does not mean that the managers of the local authority does not continue to join efforts to improve. Through the results achieved in this study it can be concluded that the aspects that most negatively affect support are related to the traffic generated by the event, by increasing levels of pollution (including noise), the disruption of normal residents life, increase of inappropriate behaviors such as excessive consumption of alcohol or drugs or increased investment in this event rather than others of the same nature, so local managers here have an opportunity to improve the perception of the impacts from residents, including providing alternatives parking, increasing the cleaning of waste generated by the event or sensitizing residents for the purposes associated with the consumption of alcohol and drugs

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