

NATURE SPORT TOURISM RESOURCE INVENTORY

ASSESSMENT OF THE NATURAL ASSETS AND INFRASTRUCTURE OF VIANA DO CASTELO FOR THE DEVELOPMENT OF A NATURE SPORT DESTINATION

Jakob, Edwin¹; Silva, Goretti²; Bentes, Renato^{3,4}

¹German Sports University Cologne; ²School of Technology and Management, IPVC; ³German Sports University Cologne, ⁴Surf Clube Viana

Main Inquiry

1. Has Viana do Castelo the natural resources and infrastructure required to be a competitive nature sport destination?

Secondary Inquiry

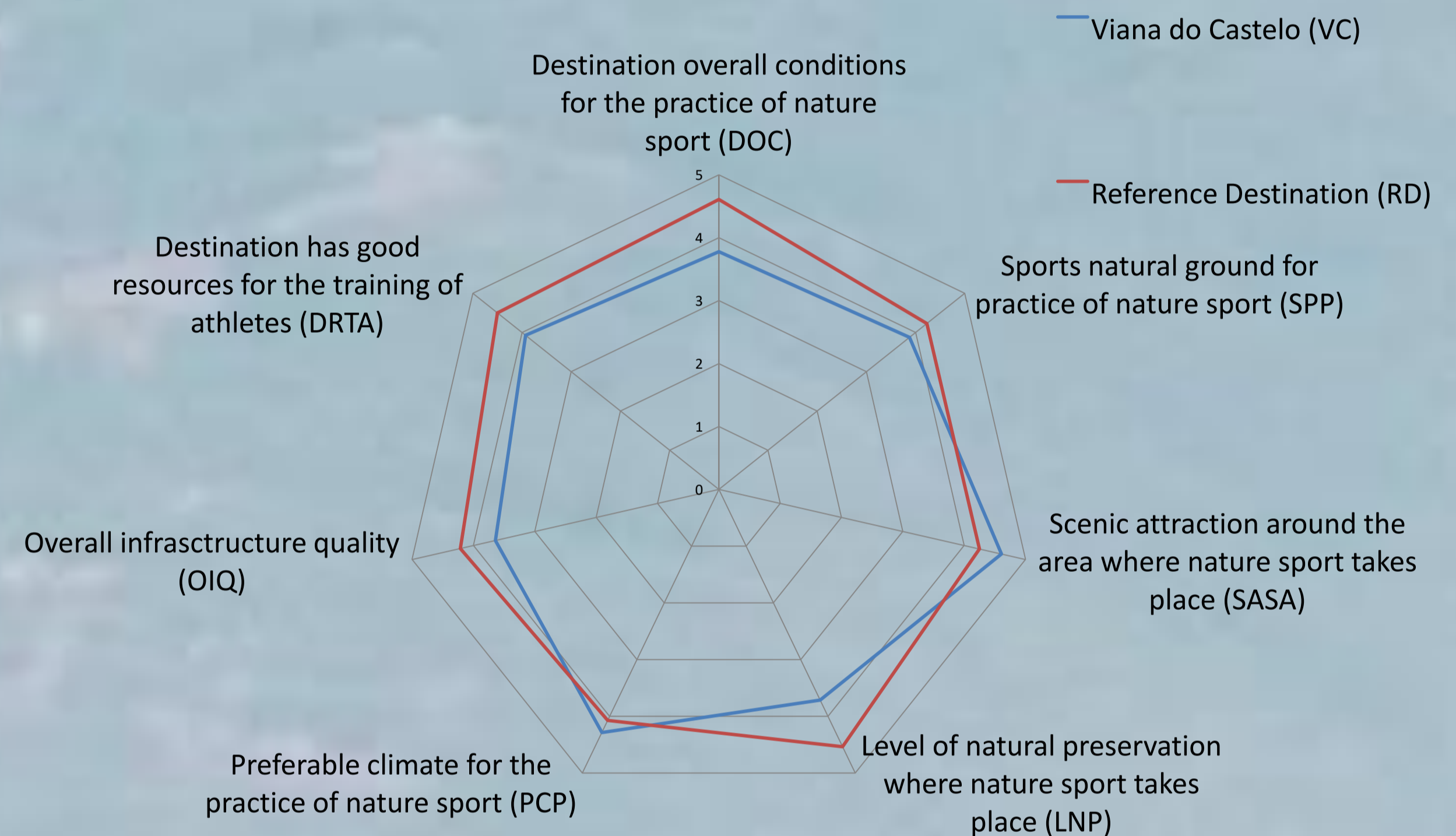
- How suitable and developed are the existing natural resources and current infrastructure in Viana do Castelo from the viewpoint of experts for the practice of nature sports compared to a reference destination?
- What is the relative significance of specific nature sports for the tourism industry in Viana do Castelo?
- Which resources does Viana do Castelo hold in order to provide a suitable offer of specific sport tourism products?
- When is the best time of the year to practice different nature sports in Viana do Castelo?
- What can be done to improve the attractiveness of Viana do Castelo as a destination for the practice of nature sports?

METHODS

- > Literature review on actual models of sport tourism destination development
- > Qualitative research methods
- > 18 Interviews semi-standard with local experts/stakeholders
- > Exploratory comparative analysis (Benchmarking)



1. Expert Evaluation Assessment

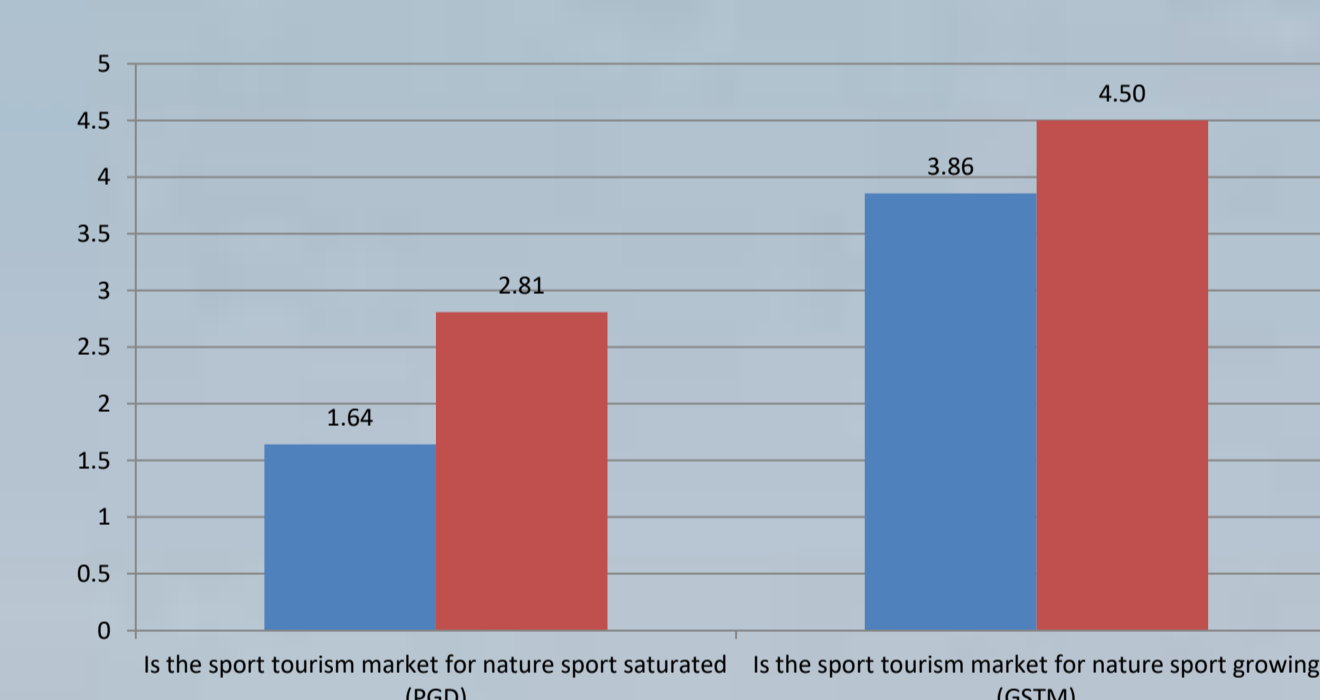


QUALITATIVE ANALYSIS RESULTS

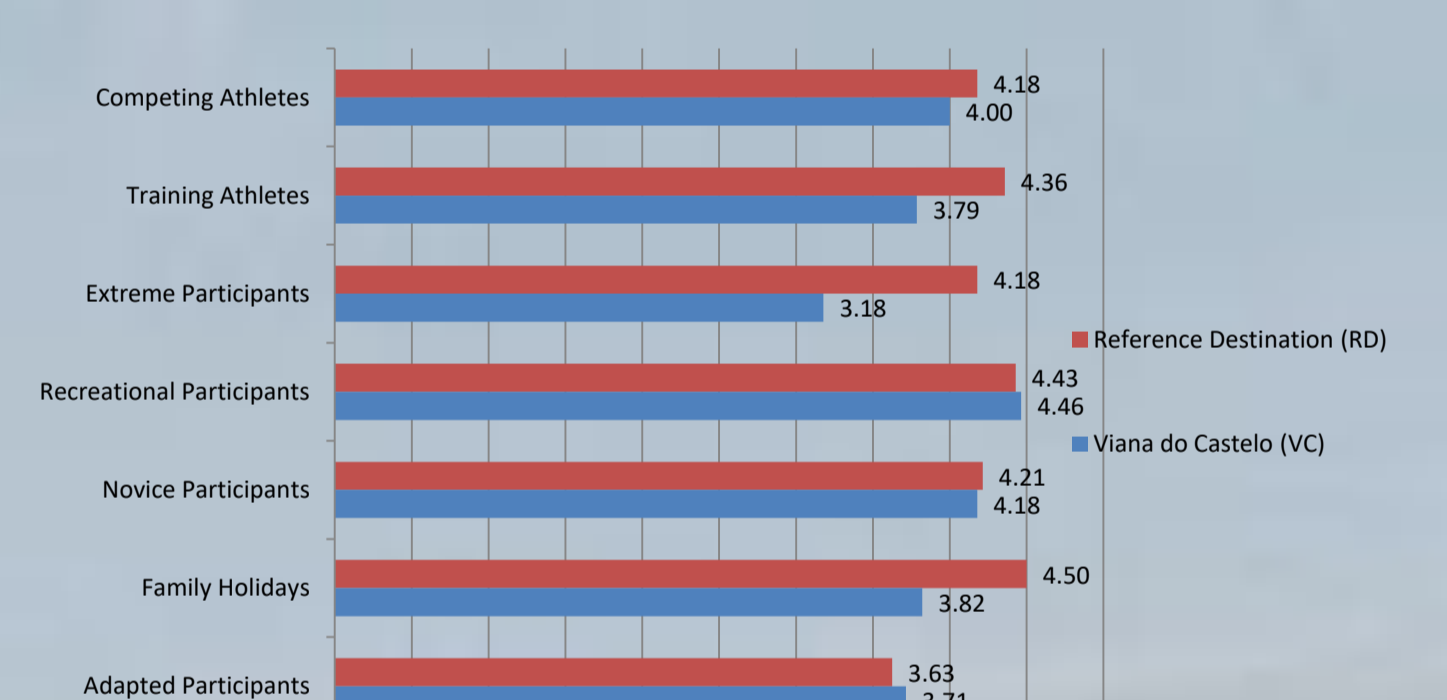
- > Advantages: Natural Resource Diversity (8); Qualified Human Resources (5 mentions);
- > Disadvantages: Lack of institutional support (4); Fragmentation of the market (2);
- > Recommendations: Offer diversification (3); Cooperative marketing (3); Integration of offer (2);

The analysis of the collected data indicates that Viana do Castelo is still relatively underdeveloped in terms of nature sport tourism, considering the perceived quality of natural and infrastructural resources. The different assessment results provide useful insights on the subject, since they extract the know-how and ideas of local stakeholders and experts on how to advance nature sport tourism, identifying and solving existing conflicts. A marketing research for the elaboration of a development of a nature sport destination should take into consideration the inventory of resources for nature sports tourism, so it can potentiate the existent valences of the destination.

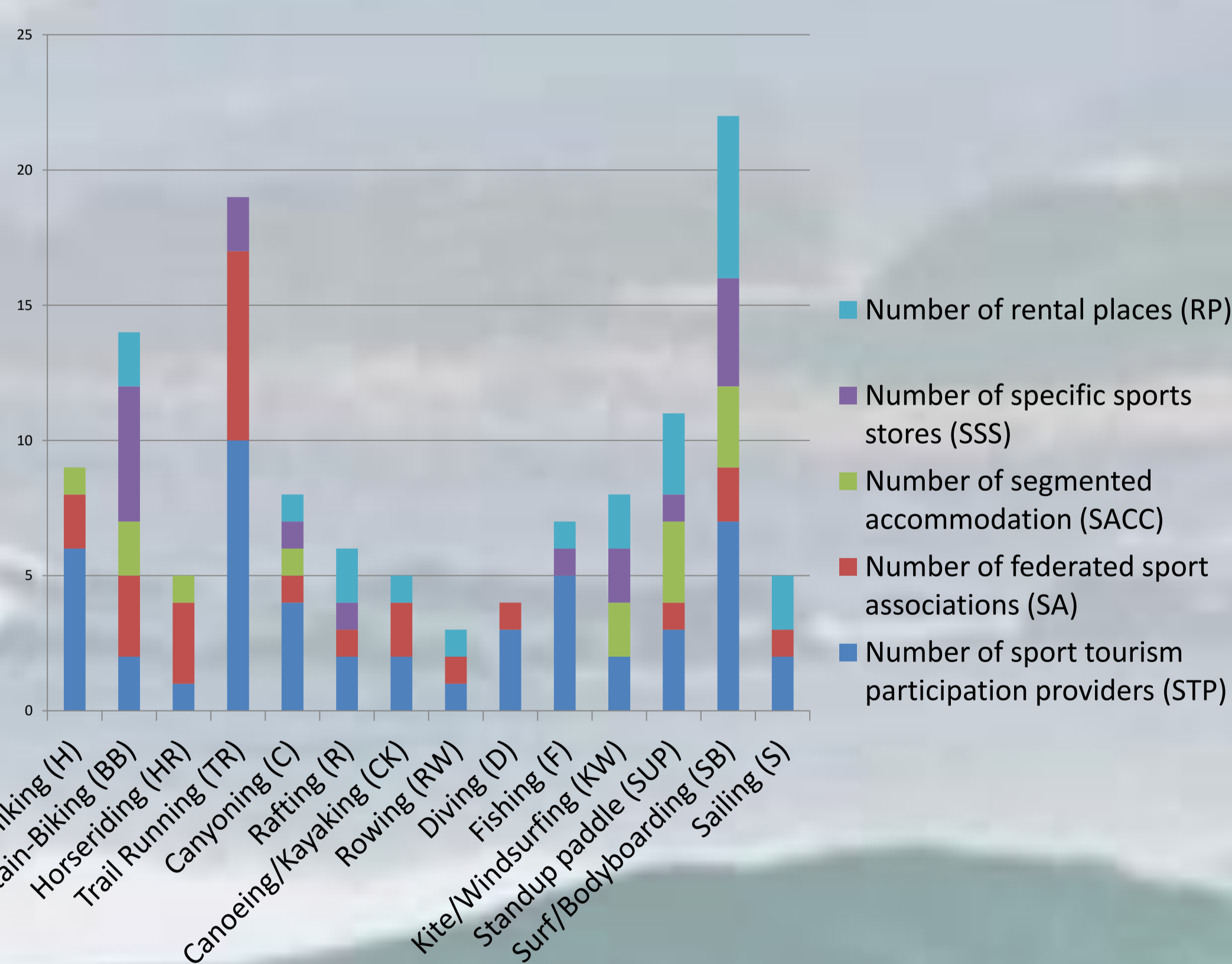
1.1. Saturation of the tourism market



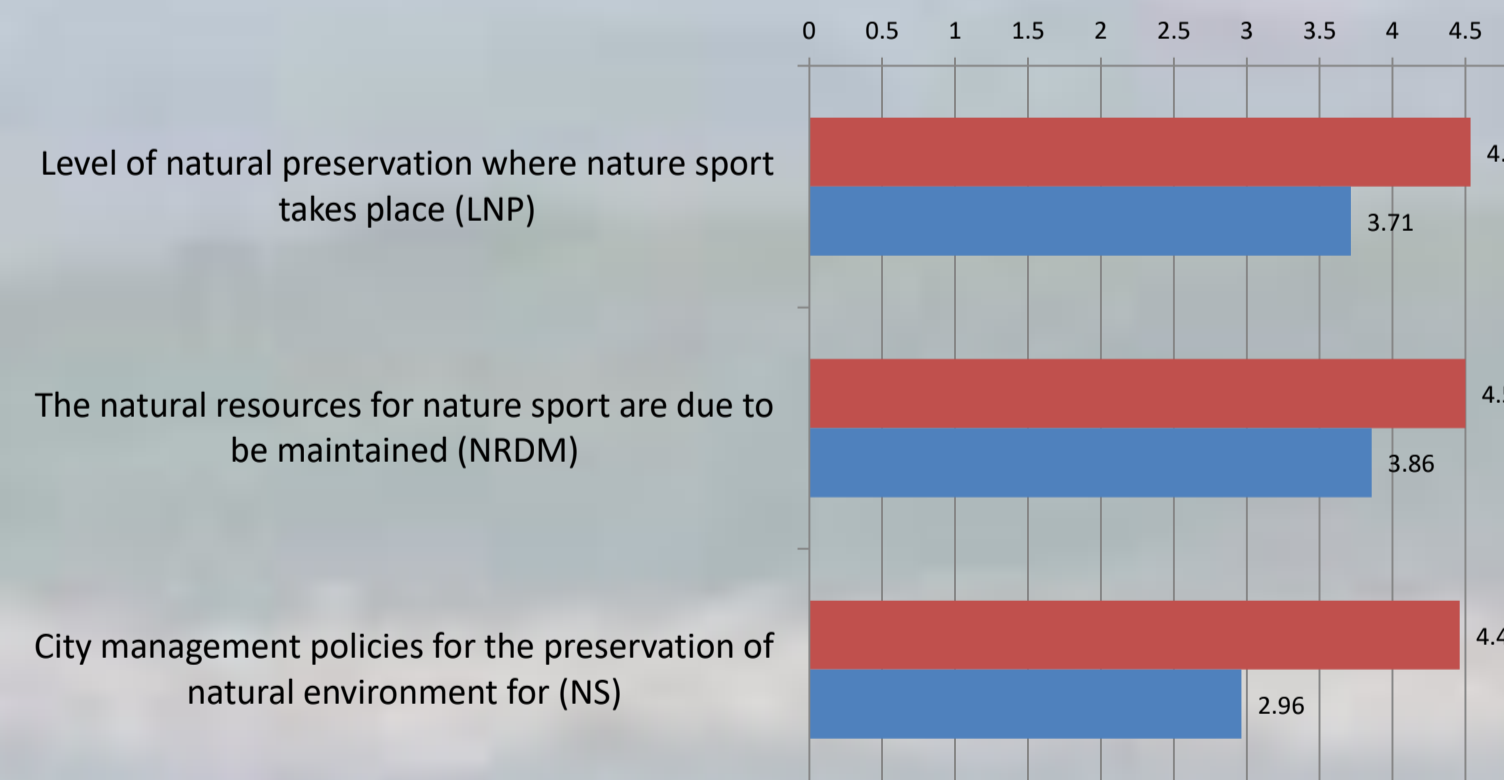
1.2. Quality of natural resources for practice



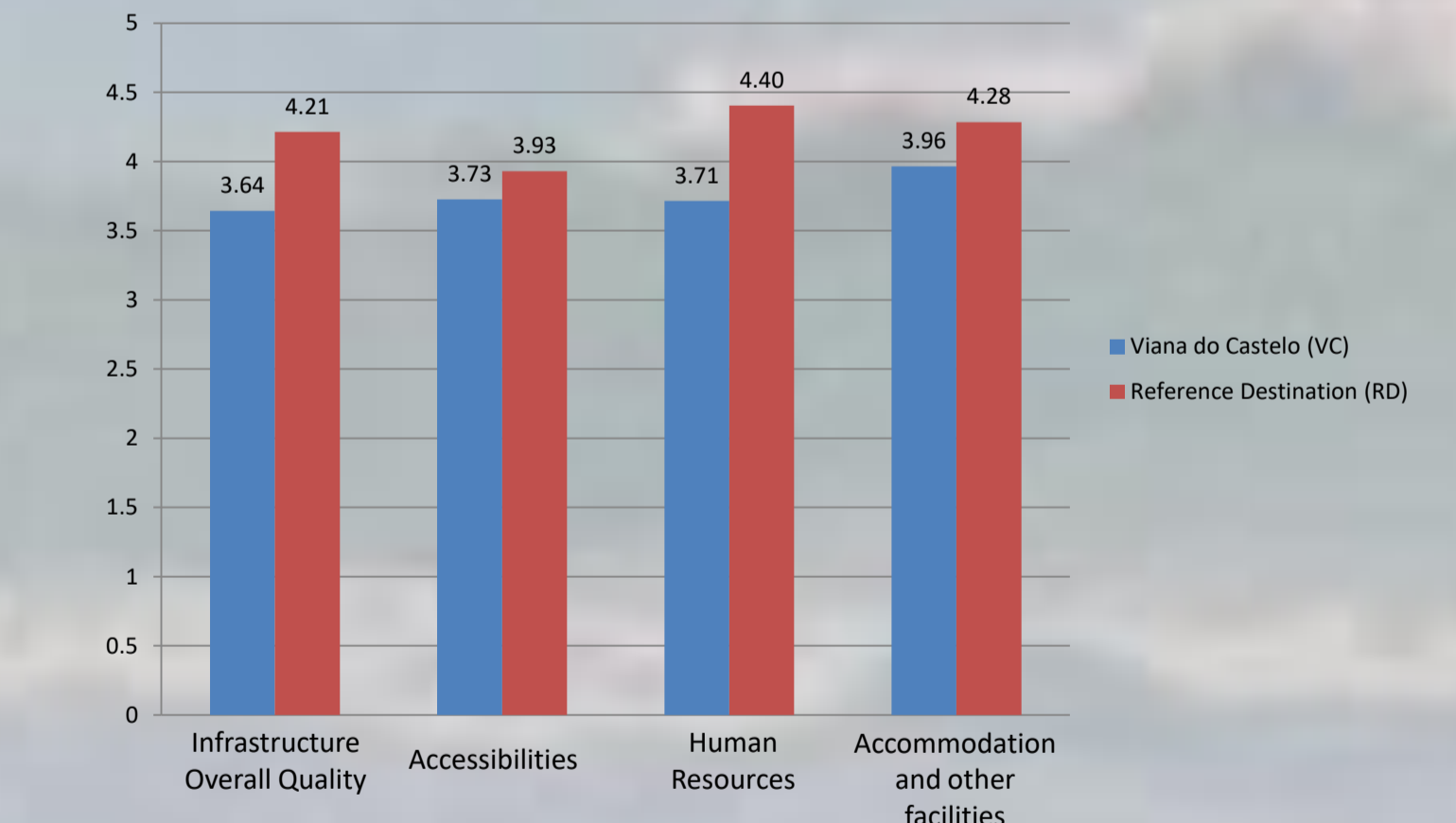
2. Tourism Service Assessment



1.3. Natural Resource Preservation

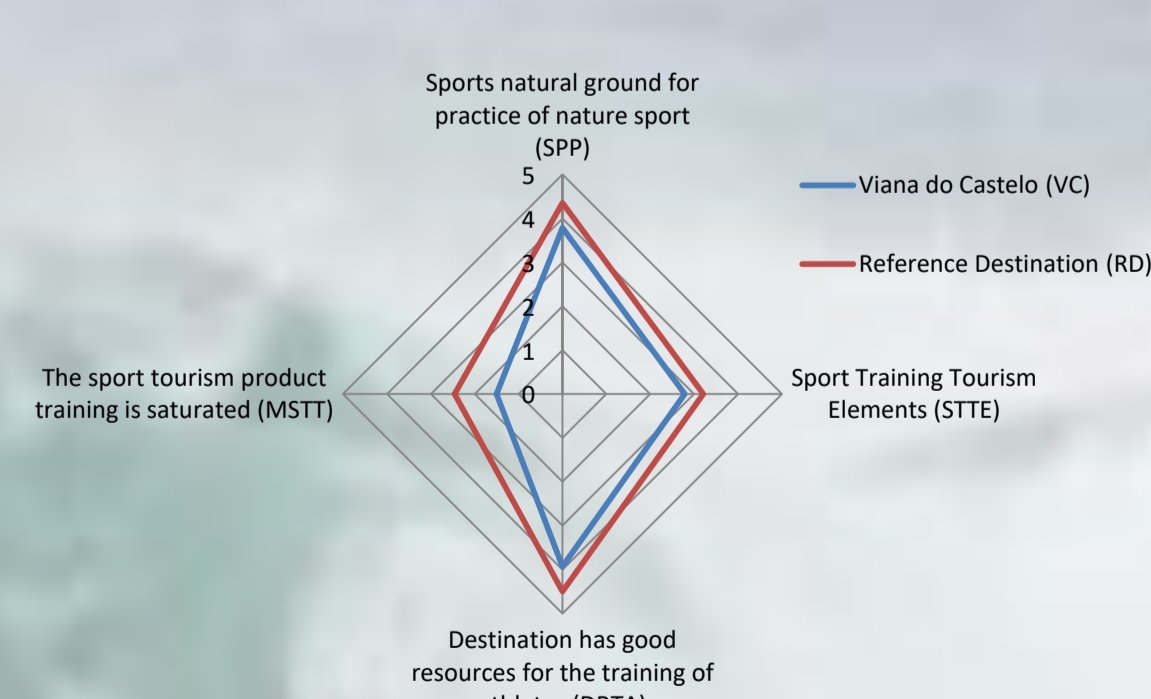


1.3. Infrastructural Quality

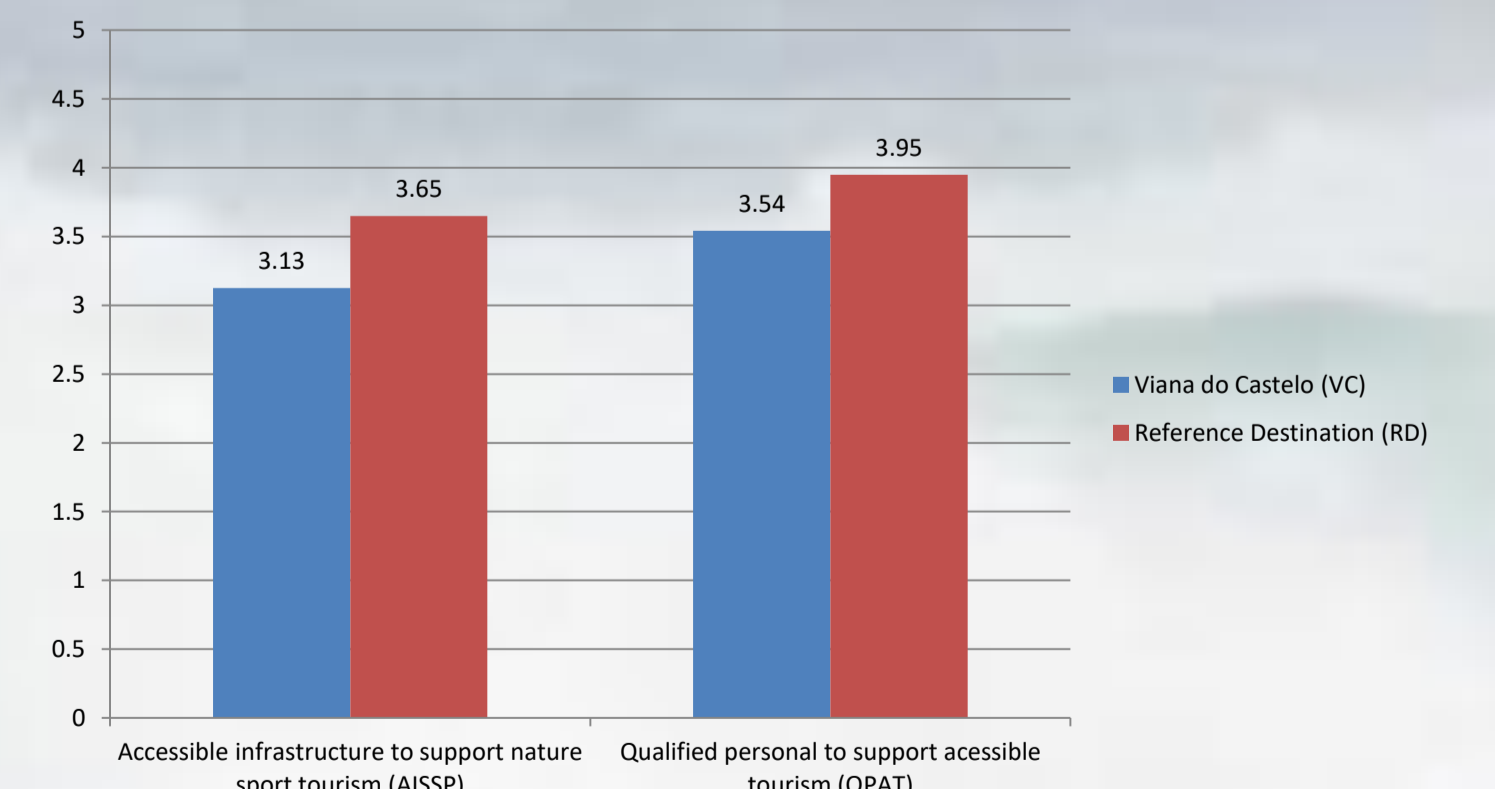


3. Nature Sport Tourism Products

3.1. Training Nature Sport Tourism



3.2. Accessible Nature Sport Tourism



3.3. Event Nature Sport Tourism

Nature Sports Expert Interviews Assessment - Viana do Castelo	Hiking (H)	Mountain-Biking (MB)	Horseshoe-Biking (HB)	Trail Running (TR)	Rowing (R)	Canoeing/Kayaking (CK)	Rowing (RW)	Diving (D)	Fishing (F)	Kite/Windsurfing (KW)	Standup paddle (SUP)	Surf/Bodyboarding (SB)	Sailing (S)	Total (T)
Event Organisation	1	1	0	1	1	1	1	1	1	1	1	1	1	0
Capability of organizing a local event	1	1	0	1	0	1	1	1	1	1	1	1	1	1
Capability of organizing a regional event	1	1	0	1	0	1	1	1	1	1	1	1	1	1
Capability of organizing a national event	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capability of organizing an international event	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capability of organizing an international elite event	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total for capability of organizing events (COE)	3	3	0	3	1	3	4	4	4	4	4	4	4	28
Overall Qualities	4	4	3	5	5	4	5	5	5	5	5	5	5	45
Capacity to organize an event of higher order (COHO)	4	4	3	5	5	4	5	5	5	5	5	5	5	45
An event of higher order would bring more tourist to the city (ETPT)	5	5	5	4	5	5	5	5	5	5	5	5	5	55

4. Seasonality Assessment

Sport Seasonality Matrix	January	February	March	April	May	June	July	August	September	October	November	December
Hiking	1	1	3	3	3	3	2	3	3	3	1	1
Mountain-Biking	1	1	3	3	3	3	3	3	3	3	2	2
Horseshoe-Biking	1	2	3	3	3	3	3	3	3	3	2	1
Trail Running	3	3	3	3	3	3	3	3	3	3	3	3
Canoeing/Kayaking	0	0	1	2	2	3	3	3	2	2	1	1
Rowing	1	2	2	3	3	3	3	3	3	3	3	1
Diving	2	2	2	2	2	2	2	1	3	3	3	2
Fishing	1	2	2	2	3	3	2	2	3	3	1	1
Kite/Windsurfing	2	2	2	2	3	2	2	1	3	2	2	2
Standup paddle	3	3	3	3	3	3	3	3	3	3	3	3
Surf/Bodyboarding	2	2	2	2	3	3	3	3	3	3	3	2
Sailing	2	2	2	2	3	3	3	2	2	2	2	2
Summary of results												
Number of available sports (NAS)	13	13	14	14	14	14	14	14	14	14	14	14
Summary evaluation for the practice of sports (SEPS)	22	25	31	33	39	39	38	35	40	37	31	24
Average evaluation of the practice of sports (AEPS)	1.57	1.79	2.21	2.36	2.79	2.79	2.71	2.50	2.86	2.64	2.21	1.71