

4th International Conference on Tourism Research 2021 - ICTR, 20 - 21 May 2021, Vila do Conde, Portugal

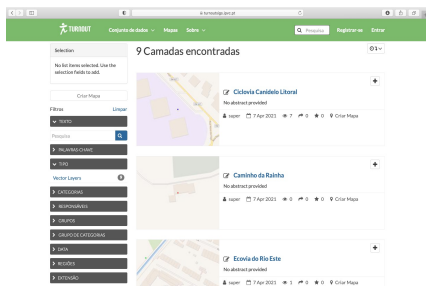


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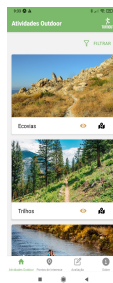


Development of digital tools

website



app



- Regions with gain of competitiveness
- Regions with loss of competitiveness



Monitoring of Outdoor Tourism Demand

The Herfindahl-Hirschman Index (HHI) was used in order to understand the tourism competitiveness of the different sub-regions that make up the North Region of Portugal. This index is a measure which helps to analyse market concentration and at the same time determines the competitiveness of the market.

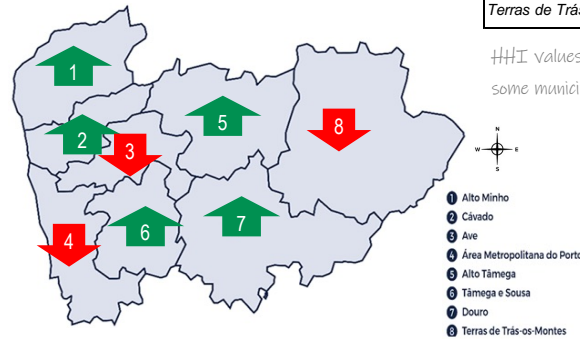
North of Portugal

Evolution 2015-2019

$$HHI = \sum_{i=1}^n MS_i^2$$

where MS is a Market Share, with $i = 1, 2, \dots, n$.

Analysis of the variation from 2015 to 2019



- 1 Alto Minho
- 2 Cávado
- 3 Ave
- 4 Área Metropolitana do Porto
- 5 Alto Tâmega
- 6 Tâmega e Sousa
- 7 Douro
- 8 Terras de Trás-os-Montes

HHI values above 0,25 indicate higher levels of overnight stays concentration in some municipalities of the region.

Overnight stays concentration (NUTS III)	HHI					Δ % (2015-2019)
	2015	2016	2017	2018	2019	
Alto Minho	0,183	0,170	0,178	0,183	0,178	-2,609
Cávado	0,417	0,415	0,399	0,408	0,411	-1,415
Ave	0,432	0,476	0,464	0,447	0,449	3,887
Área Metropolitana do Porto	0,419	0,424	0,435	0,440	0,448	6,690
Alto Tâmega	0,532	0,505	0,427	0,458	0,480	-9,853
Tâmega e Sousa	0,151	0,157	0,147	0,153	0,147	-2,987
Douro	0,141	0,140	0,126	0,143	0,138	-1,892
Terras de Trás-os-Montes	0,262	0,270	0,275	0,278	0,265	0,899

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Considering that the dispersion of the overnight stays favours the competitiveness of the region...

What strategies can be developed to improve the competitiveness of the territories in terms of outdoor tourism?

Main references of the project

Fernandes, P. O., Nunes, A. M., Veloso, C. M., Santos, E., Ferreira, F. A., & Fonseca, M. J. S. (2020). Outdoor solutions for the seasonal concentration of tourism demand in Northern Portugal: an integrated approach based on the Gini Index. In Handbook of Research on the Impacts, Challenges, and Policy Responses to Overtourism (pp. 364-379). IGI Global.

Fernandes, P. O., Nunes, A. M., Veloso, C. M., Santos, E., Ferreira, F. A., & Fonseca, M. J. S. (2020). Spatial and temporal concentration of tourism supply and demand in Northern Portugal. Application of the Herfindahl-Hirschman index. In Advances in Tourism, Technology and Smart Systems (pp. 263-273). Springer, Singapore.



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