


ORIGINAL

Sporting events as a tourist impact in Tosagua canton, Ecuador

Eventos deportivos como impacto turístico en el cantón Tosagua, Ecuador

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ABSTRACT

In recent years, many tourist destinations have organized sporting events with the intention of attracting visitors and generating income, because nowadays tourism is an increasingly competitive activity, covering a wide range of attractions that are combined with other activities to create unique tourism products, for this reason sport as a tourist activity and sporting events are considered a powerful tool to attract tourists and promote the economic development of local communities by offering exciting experiences for visitors as a driver of tourism. This study aims to analyze the impact of these sporting events on tourism in the Canton Tosagua, the research is based on a mixed approach, combining quantitative and qualitative data which was carried out through two phases, the first phase was executed a literature review on the level of importance of sport in tourism. In the second phase, a field research was conducted by creating a survey with a Likert scale, in which 63 people from the city of Tosagua, Manabi province, were surveyed to know their opinion on the research topic. Based on the results obtained it was obtained that the citizens of the general public of the canton, and athletes agree that within the city should continue to implement and in turn improve sporting events within the tourism sector.

Keywords: sporting events; tourism; culture; sport.

RESUMEN

En los últimos años, muchos destinos turísticos han organizado eventos deportivos con la intención de atraer visitantes y generar ingresos, debido a que en la actualidad el turismo es una actividad cada vez más competitiva, que abarca una gran gama de atractivos que se combinan con otras actividades para crear productos turísticos únicos, por esta razón el deporte como actividad turística y los eventos deportivos son considerados una poderosa herramienta para atraer turistas y promover el desarrollo económico de las comunidades locales ofreciendo experiencias emocionantes para los visitantes como impulsor del turismo. Este estudio tiene como objetivo analizar el impacto de estos eventos deportivos en el turismo del Cantón Tosagua, la investigación se basa en un enfoque mixto, que combina datos cuantitativos y cualitativos el cual se llevó a cabo a través de dos fases, la primera fase se ejecutó una revisión bibliográfica sobre el nivel de importancia del deporte en el turismo. En la segunda fase se realizó una investigación de campo mediante la creación de una encuesta con escala de Likert, en la que se encuestaron a 63 personas de la ciudad, Tosagua provincia de Manabí, para conocer su opinión dentro del tema de investigación. En base a los resultados obtenidos se obtuvo que los ciudadanos de público general del cantón, y deportista están de acuerdo que dentro de la ciudad se debe seguir implementando y a su vez mejorando los eventos deportivos dentro del ámbito turístico.

Palabras clave: eventos deportivos; turismo; cultura; deporte.

INTRODUCTION

In the following research, tourism worldwide has become one of the sectors that contribute most to the gross domestic product (GDP) in developed countries and emerging economies; it has made a significant contribution to the creation of new jobs, to the economic reactivation and competitiveness of other sectors and local and social development; through its multiplier effect. (Figuerola & Pilos, 2016). Sports tourism has become a powerful tool for numerous destinations' economic and social development worldwide. This scientific article examines the impact of sporting events in the canton of Tosagua, a charming coastal city in Ecuador. Through an exhaustive review of the existing literature and the analysis of relevant data, an evaluation is made of how the celebration of sporting events has influenced the growth of tourism in the canton of Tosagua and its local economy. According to (Zambrano & Quiñonez, 2021, p.13), In recent years, sporting events have emerged as an essential driver of tourism in this coastal region; these events not only attract visitors from all over the country but also a high percentage of foreign and national tourists, who find the city a perfect destination to combine sport and tourism, Tosagua, which belongs to the Manabí canton, offers an idyllic setting for hosting sporting events in various disciplines, from soccer, indoor soccer and cycling to athletics and volleyball championships, in which the city has positioned itself in multiple sports disciplines. Therefore, in this analysis, we will seek to answer the impact that sporting events have had on tourism in Tosagua, how these events have contributed to the economic development of the city, promoting the generation of employment, the growth of the tourism industry, and the improvement of the local infrastructure, In addition, the impact on the promotion of the city as a renowned tourist destination will also be evaluated, as well as how these events have enriched the visitor experience and, finally, because sporting events play a significant role in transforming Tosagua into a sports tourism destination, the aim is to discover how these competitions have catapulted the city to international recognition and have generated benefits for both local inhabitants and visitors.

According to Rivera & Valverde (2014), "the tourism industry is considered one of the most productive ways to obtain economic resources for a country or region, making it one of the sectors of the economy with the highest growth today" (p. 6).

Because of this, the tourism industry has become a rapidly growing economic sector due to its ability to attract visitors and generate income. In addition to its financial impact, tourism also has positive effects on the conservation of the environment and cultural heritage, as well as on the generation of employment and the economic development of host communities. For these reasons, tourism continues to be one of the primary sources of financial resources in many countries and regions today. Because tourism possesses all the characteristics of a market, there are two essential elements in the shaping of production, which the tourist offers, and the second is consumption, that is to say, demand, which occurs jointly between goods and services.

One modality that in recent decades has shown enormous potential for diversifying and improving the tourist offer of a destination or territory and thus making a significant contribution to the economic structure of the canton or country compared to traditional economic activities has been sports tourism, which is an economical and viable activity that achieves great returns because through this activity it is possible to build tourist loyalty more quickly, thus definitely being an activity or niche that has a lot to offer.

In recent years, the demand for this type of tourism has increased considerably worldwide due to the greater importance given to health and physical fitness and the growing number of sporting events held by cities to attract sports tourists. Sports tourists participate in sports activities during their holidays, which can be classified into three categories:

- Event participants: those who travel to participate in an organized sporting event.
- Event spectators: those attending an organized sporting event.
- Sports lovers, who travel in order to participate in "self-organized" sports. (Herstein & Jaffe, 2008, p. 36)

According to the authors Herstein & Jaffe, the increase in demand for sports tourism can be attributed to several reasons, such as the growing awareness in society of the importance of health and physical fitness. Because of this, people are interested in keeping active and participating in sports activities as part of their healthy lifestyle. At the same time, sports tourism offers them the opportunity to combine their vacation with physical activities, which is attractive for those who seek to keep fit even during their travels, as well as being an appealing way to engage different national and international visitors, thus generating a tremendous potential economic contribution to tourism through sport, which is one of the fastest growing sectors in tourism, with more and more tourists interested in sports activities during their trips, whether or not sports are the primary purpose of the journey, In addition, this type of tourism offers several attractive benefits such as the opportunity to experience live sporting events, which can be exciting and memorable for tourists.

Clemente (2015) mentions, "In recent years, sports tourism has become one of the products with the highest demand in outbound markets and with significant development potential for both the country and the local community." Therefore, the growing importance of sports tourism as a rising tourism trend, which highlights its high demand in outbound markets and its potential for development both nationally and in local communities, the focus on sports tourism can provide a valuable opportunity to boost the economy, attract tourists and generate a positive impact on

the development of both the country and the local communities that benefit from this form of active and attractive tourism.

According to Delpy (2003), (as cited Alles, (2014) states that: “sports event tourism, referring to those sports activities or competitions capable of attracting a considerable number of visitors in order to participate or attend as spectators”, basically this type of tourism has acquired great relevance and importance for the sector, nowadays contributing an excellent opportunity for destinations that seek to enlarge their attractions, both for the number of tourists they attract and for their economic impact, exciting and unique experiences when witnessing or participating in live sporting events, therefore Sports (2023) indicates that sporting events of various types and sizes attract tourists as participants or spectators and destinations try to add their local flavor to distinguish themselves and provide authentic local experiences, providing tourists with experiences and emotions, In addition, certain events have the ability to engage or attract the attention of a large number of tourists, as well as the costs they incur, hence the interest of public agents in attracting them to contribute to the current and potential development of tourism. Furthermore, sports are considered an essential economic sector at the individual, organizational, and national levels. They contribute to financial activities and create wealth and an image of the tourist destination where the sporting events will be held. Sports events play a significant role in socio-economic development, as they offer the possibility of expanding and diversifying the tourist offer of a territory and promoting it as an attractive tourist destination. These events generate direct income through the consumption of goods and services by sports tourists and indirectly impact the host communities’ economy. In other words, sports events attract many tourists, which implies an increase in the demand for accommodation, food, transportation, entertainment, and other tourist services. This increase in demand creates business opportunities for local companies, which translates into economic income and job creation in hotels, restaurants, souvenir shops, and travel agencies, which benefit from this influx of tourists (Lumbreras et al., 2020, p.88).

In addition to the economic aspects, sporting events can have positive impacts in other dimensions. They can foster pride and identity in the host community by highlighting their organizational skills and ability to host large-scale events. At the same time, these events can also improve the image and reputation of a tourist destination, attracting tourists who would not otherwise consider visiting the area (Serrano, 2021).

The celebration of sporting events has had a positive impact on tourism in the canton of Tosagua. The city has attracted athletes and sports fans by providing excitement and entertainment to local inhabitants and tourists looking for unique experiences in a natural and vibrant environment. In addition to participating in the events, these visitors also take the opportunity to explore the beautiful coastal landscapes and enjoy the local culture and hospitality of Tosagua.

To research the tourism impact of sporting events in the canton, the following objective was proposed: “Evaluate the tourism impact generated by sporting events in the canton of Tosagua,” whether economic, cultural, or social, to understand their influence on the region’s tourism development.

METHOD

This research was based on quantitative methods to address the subject of study; the methodology is divided into two main phases:

In the first phase, a literature review was carried out to compile relevant information on the subject, where scientific articles, books, and academic documents were reviewed, which allowed us to understand the subject’s situation and to design a survey with 10 questions. The questions were developed in a database with a Likert scale, a measurement scale that evaluates the respondents’ attitude, behavior, agreement, or disagreement. (Muguira, 2023, pp. .2023). The second phase involved addressing the problem of the issue raised, which allowed quantitative data to be obtained. This data was analyzed using a descriptive method, which made it possible to describe and analyze the results.

The survey was administered to a sample of 63 people, including residents and tourists, from the Tosagua canton at the El Compa sports field.

Data entry

Z= 1,96

p = 95%

q = 5%

N = 500

e = 5%

Sample size; n = 63,80

The choice of the population for this study is based on an analysis of the number of people attending sporting events in the Canton of Tosagua. This selection is strategic, as sporting events are a popular activity in the community, bringing together many people of different ages and socioeconomic profiles. This environment offers a representative sample that allows for collecting relevant data on behaviors, preferences, and consumption trends that can be extrapolated

to the general population of the canton. By focusing on these events, the inclusion of a diverse and dynamic group is guaranteed, which enriches the validity of the study and its applicability in similar contexts.

RESULTS

According to the research, sporting events in tourism in the Tosagua canton have a significant impact because they contribute to the city's sustainable economic development. At the same time, the organization of these events generates employment both in the planning and execution of the events and in related sectors, such as gastronomy and transportation. The most relevant results obtained from the survey applied to 63 inhabitants of Tosagua are presented below.

Table 1.
Sports events to increase tourism in the canton of Tosagua

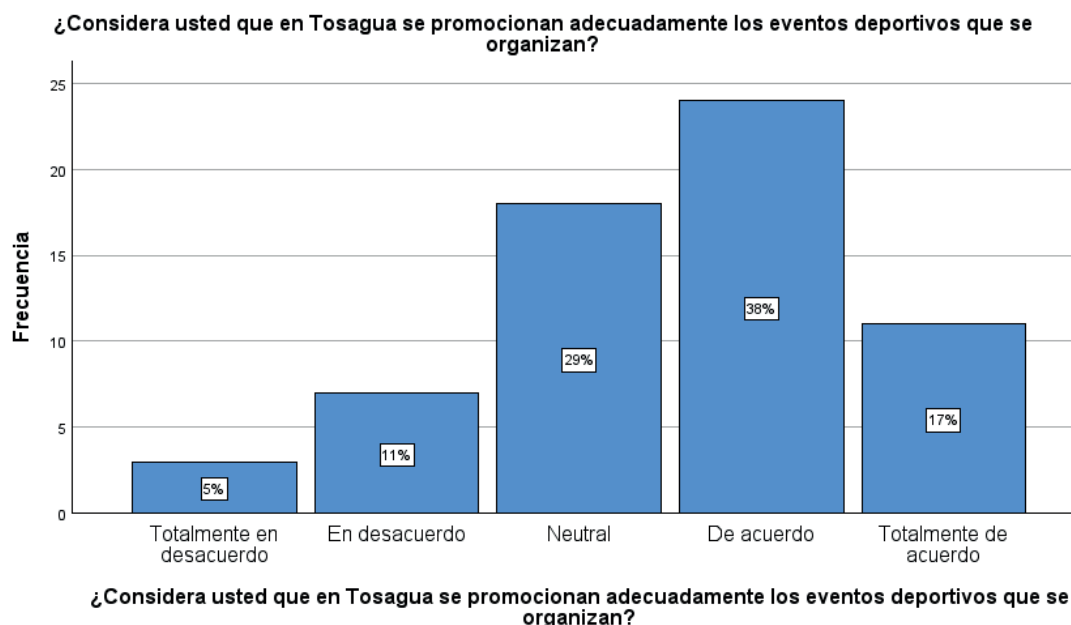
		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Strongly disagree	2	3,2	3,2	3,2
	En desacuerdo	5	7,9	7,9	11,1
	Neither agreeing nor disagreeing	7	11,1	11,1	22,2
	Agreed	27	42,9	42,9	65,1
	Totally agree	22	34,9	34,9	100,0
	Total	63	100,0	100,0	

Analyzing the survey data, it can be seen that 27% of the inhabitants agree that the holding of sporting events encourages the arrival of more tourists in the canton of Tosagua, while 22% totally agree, 7% neither agree nor disagree, 5% disagree, and 2% totally disagree.

In general, according to the survey data, 43% of the inhabitants of Tosagua agree or agree with the statement that the holding of sporting events leads to the arrival of more tourists to the city; this indicates that the majority of the inhabitants consider that sporting events are an attraction for tourists, thus having a positive impact on tourism in the town.

Figure 1.

Recognition for sporting events in the canton of Tosagua



Analyzing the survey data, it can be seen that 38% of the inhabitants consider that they agree that Tosagua is a tourist destination recognized for sporting events, while 29% are neutral, 17% totally agree, 11% disagree, 5% totally disagree. In general, of the 63 people surveyed in the Tosagua canton, it is indicated that a significant percentage of the respondents (38%) recognize Tosagua as a tourist destination for sporting events, while another group (29%) is neutral, which suggests that there is a varied degree of knowledge and perception among the respondents about the

city's sporting offer as a tourist attraction.

Table 2.
Initiative of sporting events to increase tourism

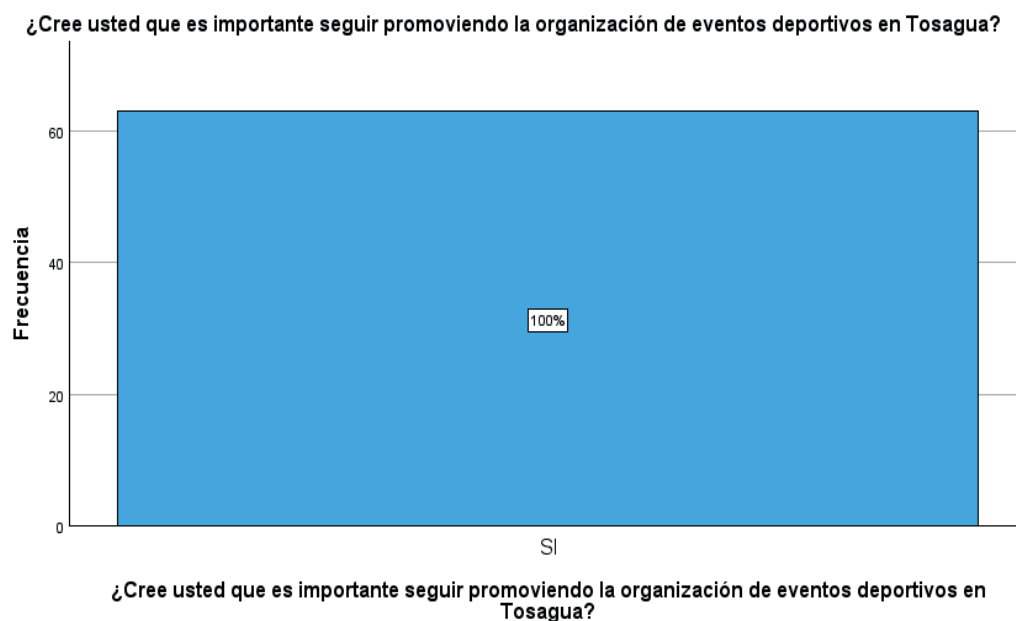
		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Strongly disagree	1	1,6	1,6	1,6
	En desacuerdo	3	4,8	4,8	6,3
	Neither agreeing nor disagreeing	6	9,5	9,5	15,9
	Agreed	31	49,2	49,2	65,1
	Totally agree	22	34,9	34,9	100,0
	Total	63	100,0	100,0	

Analyzing the survey data, it can be seen that 31% of the inhabitants consider that they agree that sporting events do contribute significantly to the increase in tourism, while 22% totally agree and 6% are neutral.

In general, of the 63 people surveyed in Tosagua, it is noteworthy that a significant percentage of the respondents, 31%, are convinced that sporting events play an important role in increasing tourism and having a positive impact on the local economy of Tosagua, because they attract tourists and generate additional income for tourism service providers, as well as promoting job creation by stimulating the economic development of the community.

Figure 2.

Organization of sporting events to promote the Tosagua canton



When analyzing the data from the survey conducted in the Tosagua canton, it can be seen that 100% of the 63 people surveyed consider it essential to continue promoting sporting events in the region. This unanimity reflects a widespread consensus on the importance of these events for the community. However, it is relevant to highlight that some negative opinions could be motivated by previous unfavorable experiences or generalized perceptions about the organization of sporting events in the area. These negative perceptions could indicate areas for improvement in the management and planning of events, suggesting that, although support for the promotion of sporting events is strong, it is crucial to address and rectify perceived deficiencies to strengthen the organization and improve the experience of participants and spectators.

DISCUSSION

Sports tourism has become a modality with great potential to generate economic and social benefits, even exceeding the expectations of traditional tourism. Studies such as those by Barbu et al. (2020), Camacho et al. (2021), and Domínguez (2023), as cited in (Yasser et al., 2024), show that sporting events encourage citizen participation, improve

the image of cities, boost social and economic development, and contribute to the preservation of the environment. Therefore, the key to harnessing this potential lies in the strategic planning of sporting events, investment in adequate infrastructure, promotion of local culture, and protection of the environment. In this way, sports tourism can become an engine of progress for communities and regions that adopt it responsibly and sustainably.

Sports events within tourism have a significant impact because they manage to capture and captivate tourists to visit that city; that is to say, they play a crucial role in the tourism and economic development of Tosagua, which allows it to have a more excellent circulation of capital. In turn, generating a more fantastic source of work, these events act as a magnet to attract tourists, increasing the demand for services and generating economic benefits for the city and its local community. The increase in the number of tourists has a direct impact on the local economy through spending on tourist services and a multiplier effect by generating additional income in other economic sectors. For example, the increase in the demand for food and drink during sporting events benefits restaurants, street vendors, and local suppliers.

According to Blanco (2015), “the combination of tourism and sport is currently becoming one of the most important attractions in the new tourism offer, as it is an expanding market and offers great economic benefits at the local, regional and national levels” (p. 1-7).

Sports tourism is a rapidly growing industry within the tourism sector, with an observed increase in the number of tourists who show interest in participating in sports activities during their trips, whether the sport is the primary purpose of the trip or not. Sports events of different types and magnitudes attract tourists as participants or spectators, and tourist destinations seek to add their local touch to stand out and offer authentic and genuine experiences to visitors (Sports, 2023). This paragraph highlights the growing importance of sports tourism as a popular form of travel, mentioning that more and more tourists are looking for sports activities as part of their travel experience, which indicates a change in the preferences and behaviors of travelers. In addition, it highlights that sporting events can attract both tourists as participants in the events and spectators, demonstrating the potential to generate income and attract visitors to the destinations that attract them.

According to the survey data, citizens are willing to promote sporting events in the canton of Tosagua. Furthermore, Tosagua is a tourist destination where sports can be exploited because people of all ages can practice different sports.

CONCLUSIONS

This study demonstrates the impact that sporting events have had on tourism in Tosagua and their contribution to the city's economic development. These events have attracted a more significant number of tourists, generating an increase in the demand for tourist services and promoting investments in infrastructure. However, adequate policies must be implemented to guarantee the equitable distribution of benefits and long-term sustainable economic development for the local community.

Another point to consider is that sporting events have had a significant impact on tourism in Tosagua. These sporting competitions have attracted visitors from other localities in the canton, generating an increase in the demand for tourist services, promoting the conservation of the natural environment, and stimulating the local economy. With its unique combination of sports, Tosagua has proven to be an attractive tourist destination that continues to grow thanks to the celebration of sporting events.

Therefore, sporting events significantly impact tourism in the canton of Tosagua, as they attract visitors who come to participate in competitions or to witness them. These sporting events can increase hotel occupancy and generate a greater demand for tourist services in the area. Furthermore, the organization of sporting events in the canton of Tosagua can contribute to promoting local tourism and revitalizing the economy. Therefore, sporting events can encourage the practice of sports among the local population, which contributes to promoting a healthy lifestyle.

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CONFLICT OF INTEREST

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