



PROGRAMME

SPORT TOURISM

New Challenges in a Globalized World

Sport Tourism Conference - STC'14

10, 11 and 12 December

Coimbra, Portugal

www.esec.pt/stc2014





GENERAL PROGRAMME

Day one: 10th December 2014

08.30h - Welcome and Registration

09.00h - Opening Session

Ricardo Melo, Coordinator of the Sport Tourism Conference (STC'14)

Claude Sobry, President of the International Research Network in Sport Tourism (IRNIST)

Rui Mendes, President of Coimbra College of Education (ESEC)

Paulo Sanches, Vice-president of the Polytechnic Institute of Coimbra (IPC)

Pedro Machado, President of the Centre of Portugal Tourism Region

09.30h - Keynote Session 1

Claude Sobry: The Responsibility of the Sports Tourism Researcher

Sean Gammon: Re-Placing Sport Tourism? Some Conceptual Reflections

10.30h - Coffee Break

11.00h - Parallel Session 1

13.00h - Lunch

14.30h - Parallel Session 2

16.30h - Coffee Break

17.00h - IRNIST Meeting

18.00h - Networking

18.30h - End of the scientific programme of the day

20.30h - Gala Dinner

Day two: 11th December 2014

09.15h - Parallel Session 3

11.30h - Coffee Break

12.00h - Keynote Session 2

Sandro Carnicelli: A Globalised Sport Tourism: Issues on Identity, Culture and Experience

12.30h - Lunch

14.00h - Parallel Session 4

16.00h - Coffee Break

16.30h - Keynote Session 3

Derek Van Rheenen: Posing the Big Questions for Sports Tourism Research

Mathieu Hoeberigs: The international aspects of (sports) tourism

17.30h - Closing Session

Ricardo Melo, Coordinator of the STC'14

Adília Ramos, Director of the ESEC Tourism degree

António Sérgio Damásio, Director of the ESEC Sports and Leisure degree

José Cardoso, Regional Director of the Portuguese Institute for Sport and Youth (IPDJ, I.P.)

Claude Sobry, President of the IRNIST

18.00h - IRNIST Meeting

18.30h - End of the scientific programme

Day three: 12th December 2014

Social Day - Full-day guided visit to Coimbra Old Town (World Heritage by UNESCO)



Parallel Session 1

10th December: 11.00h – 13.00h

Room	Chairman	C1	C2	C3	C4	C5
A	Sandro Carnicelli	TRENDS IN DEMAND OF SLOVENIAN SPORT TOURISTS Nataša Slak Valek, Jakob Bednarik & Rado Pišot	THE SPATIAL AND TEMPORAL DYNAMICS OF THE COLLECTIVE ORGANIZATIONS IN VIEW OF THE PROFESSIONALIZATION OF THE SPORTS TOURISM Fanny Dubois & Philippe Terral	COMPARISON OF ACTIVE WINTER SPORT TOURISTS IN TWO GERMAN HIGHLANDS BY SEGMENTATION Alexander Hodeck & Gregor Hovemann	MEMORABLE EXPERIENCES OF THE ACTIVE TOURISTS IN THE NATURAL ENVIRONMENT: THE CASE OF MOUNTAIN WATER RESOURCES Jorge Soares, Dina Miragaia & António Almeida	NATURE SPORT TOURISM IN SMALL ISLANDS: AZORES PICO MOUNTAIN CLIMB CASE STUDY Francisco Silva & Maria do Céu Almeida
B	Kristina Bučar	THE IMPORTANCE OF SMALL SPORTING EVENTS IN REGIONAL TOURISM: THE CASE OF THE AZORES INTERNATIONAL BRIDGE FESTIVAL Maria Batista, Francisco Silva & João Dâmaso	SPORT TOURISTS AND THEIR BEHAVIOUR IN RELATION TO SPENDING. UNIVERSITY CHAMPIONSHIP 2013 SPAIN ATHLETICS'S ANALYSIS Héctor V. Jiménez-Naranjo & Antonio Fernández-Portillo	THE ECONOMIC AND SOCIAL CONTRIBUTION OF PROFESSIONAL RUGBY John Saunders	THE ECONOMIC IMPACT OF SPORT TOURISM: THE CASE OF SOUTH AFRICA Abubakarr Jalloh	SOCIAL AND ECONOMIC IMPACTS OF SANTA CRUZ OCEAN SPIRIT INTERNATIONAL SPORT FESTIVAL 2013 Pedro Raposo & Alfredo Silva
C	Sorina Cernaianu	MOTIVATIONS FOR ACTIVE SPORT TOURISM: THE CASE OF HIKERS ON MOUNTAIN TRAILS Rajmund Tomik, Jarosław Cholewa & Andrzej Hadzik	MOTIVATIONS FOR PARTICIPATING IN GEOCACHING ACTIVITIES IN PORTUGAL Ana Lúcia Falcão, António Sérgio Damásio, Ricardo Melo	MOTIVATIONS IN SPORT AND ADVENTURE TOURISM ON THE MOUNTAINS Rita Lopes, Carla Silva & Margarida Vicente	SKI PARTICIPANTS CONSTRAINTS IN ROMANIA Alexandru Bărbuță & Pedro Rodrigues	



Parallel Session 2

10th December: 14.30h – 16.30h

Room	Chairman	C1	C2	C3	C4	C5
A	Alexandra Alves Neves	THE ESTORIL-CASCAIS RESORTS & SPORTS IN THE 1930S: GOLF, CAR RACES, AND REGATTAS Cristina Carvalho	ROMANIAN WINTER SPORTS TOURISM – PAST, PRESENT AND FUTURE Sorina Cernaianu & Claude Sobry	SINCE WHEN IS SPORT A FUNCTION OF TOURISM - THE CASE OF CROATIA Jasenska Kranjčević	SPORTS TOURISM IN VALENCIA 1849-1975 Recaredo Agulló & Víctor Agulló	DEFINING SPORTS TOURISM: PAST, PRESENT AND FUTURE PROSPECTS FOR AN EVOLVING EPISTEMOLOGY Derek Van Rheenen, Sorina Cernaianu, Claude Sobry, Fabien Wille
B	António Sérgio Damásio	The FIFA WORLD CUP SOCCER IS REALLY A MEGA EVENT OF INTERNATIONAL TOURISM? Rafael Fróis, Ana Cláudia Porfirio Couto, & Mauricio de Azevedo Couto	MEGA SPORTS EVENTS AND THE INFLUENCE IN ATTRACTING TOURISTS: AN ANALYSIS OF THE PARALLELS EVENTS TO FIFA WORLD CUP BRAZIL 2014. Rodrigo Tadini & Larissa Mattos	HOSPITALITY AT SPORT EVENTS Manoela Carrillo Valduga	MODELLING OF SPORT EVENTS AND THEIR USE TO INCREASE TOURISM AND ECONOMIC IMPACT Jesyca Salgado-Barandela, Ángel Barajas, Elisa Alén & Patricio Sánchez-Fernández	TOURISM AND SPORT, THE NEW CHALLENGE OF BALEARIC ISLANDS: THE CASE OF M312 IBEROSTAR PLAYA DE MURO Maria Antonia García, Margarita Alemany & Angela Aguiló
C	Maria do Céu Almeida	BIG SPORTING EVENTS AS REGIONAL TOURISM DEVELOPMENT FACTOR CASE: EUROBASKET 2013, KOPER, SLOVENIA Miha Lesjak	CELEBRATING FLANDERS' CYCLING HERITAGE: WHO IS INSPIRED TO RIDE THE TOUR OF FLANDERS CYCLO? Derom Inge	"MONDIAL DU VENT": A RESPONSIBLE AND CARING SPORTS AND TOURIST EVENT IN LEUCATE, IN THE SOUTH OF FRANCE Campillo Philippe & Richard Guillaume	CODES OF CONDUCT IN SPORT TOURISM Kristina Bučar & Petra Barišić	ADVENTURE TOURISM FOR PEOPLE WITH DISABILITIES IN PORTUGAL: OPPORTUNITIES AND CHALLENGES Eugénia Lima Devile & Andreia Moura



Parallel Session 3

11th December: 9.15h - 11.30h

Room	Chairman	C1	C2	C3	C4	C5	C6
A	Luís Carvalhinho	SURFING TOURISM PLAN: MADEIRA ISLAND CASE STUDY João Taborda Lopes & Pedro Bicudo	SURF TOURISM: SURF TOURISM: UNDERSTANDING THE RELATION BETWEEN SERIOUS LEISURE CHARACTERISTICS AND SURF TRAVEL BEHAVIOUR Ana Cristina Portugal, Adília Ramos & Ricardo Melo	THE SPORT TOURISM FOR CONTRIBUTIONS OF A PROTOTYPE ARCHITECTURAL DESIGN SERVING THE SURF Paulo Alexandre Correia Nunes, Carlos Jorge Pinheiro Colaço & Paulo José dos Santos Ventura	EVALUATE THE POTENTIAL OF SPORT-MARITIME TOURISM IN CAPE VERT: THE RESIDENTS' PERCEPTION Mirian Semedo & Ricardo Melo	THE SPORTIVE VALUE OF THE COAST: DETERMINING THE SPORT VALUE OF THE COASTAL REGION OF FIGUEIRA DA FOZ Ricardo Gomes & Luís Miguel Cunha	BEACH SPORT EVENT PORTFOLIOS AND LINKAGES WITH PHYSICAL ACTIVITY ON LOCAL RESIDENTS: METHODOLOGICAL CONSIDERATIONS Susana Vega Gomez, Geoff Dickson & Carolyn Deuchar
B	Malek Bouhalouha	MEASURING SERVICES QUALITY: AN APPROACH TO IDENTIFY THE PROFILE OF WINTER SPORTS CONSUMER Dina Miragaia, Diogo Conde & Jorge Soares	VALIDATION OF QUESTIONNAIRE STAFF CORPORATE QUALITY ACTIVE TOURISM IN PORTUGAL Pedro Jorge Bento, Jesús Sáez Padilla & Julio Fuentesal García	RISK IN ADVENTURE SPORT TOURISM EXPERIENCED BY WHITE WATER KAYAKERS IN MALAYSIA Jaffry Zakaria, Mohd Taib Harun & Norlena Salamuddin	DEMAND DETERMINANTS OF KAYAK TOURISM IN UPPER SILESIA REGION IN POLAND Jaroslaw Cholewa, Rajmund Tomik & Dariusz Zuber	OLDER ADULTS AND WATER-BASED SPORT TOURISM: APPLICATIONS FOR INDUSTRY PROVIDERS Gayle J. Workman	A STUDY OF MOTIVATIONS, BEHAVIOUR AND PREFERENCES OF HIKERS IN NATURA 2000 PROTECTED AREAS: NATURAL PARK AND WILDERNESS AREAS IN CATALONIA – SPAIN Estela I. Farías Torbidoni & Susana Monserrat-Revilla
C	Francisco Campos	FITNESS: ACTIVE HOLIDAYS IN THE HOTEL INDUSTRY Tânia Zacarias	THE ESSENCE OF ACTIVITY AND WELLBEING IN TOURISM: CUSTOMER PERSPECTIVE IN PEURUNKA Annakaisa Ahtiainen, Hanna Vehmas & Arja Piirainen	SPORT AND HEALTH IN TOURISM: THE CASE OF RUSSIAN VISITORS IN FINLAND Arja Piirainen, Hanna Vehmas & Pertti Matilainen	WHEN SPIRITUALITY MEETS ECOLOGY: SOME NEW SPACES APPEAR FOR SPORT TOURISM Gilles Lecocq	A STUDY ON SPORT FACILITIES AND CAPABILITIES OF AZERBAIJAN AREA IN IRAN Farzad Ghafouri, Raheleh Rashidi Zafar AmirHamzeh Safabakhsh & Fatemeh Mohammadi	



Parallel Session 4

11th December: 14.00h - 16.00h

Room	Chairman	C1	C2	C3	C4	C5
A	John Saunders	GOLF AND TOURISM: VIRTUOUS SOCIOECONOMIC RELATIONSHIP? Malek Bouhaouala & Alfredo de Martini	EVALUATION OF KNOW HOW FOR A TOURIST DEVELOPMENT OF GOLF Ana Paula Brito & Pedro Miguel Franco	USING BUSINESS PROCESS MANAGEMENT AS AN EFFECTIVE WAY OF MANAGEMENT IN SPORT TOURISM Pedro Sobreiro, Sónia Morgado, Teresa Bento & Carla Vivas	THE INTRICACY OF BRANDING: THE ROLE OF PLANNING IN SPORT EVENTS Willien Fourie	CONSUMER, MARKETING AND SPORT TOURISM: APPLICATION OF THE EMPATHY MAP TO THE TOURIST SPECTATOR FOOTBALL Jorge Remondes & Ana Borges
B	Derek van Rheenen	SPORT EVENTS' POTENTIATION PROCESS AT PORTIMÃO TOURISM RESORT Elsa Pereira, Margarida Mascarenhas & Gustavo Pires	SPORT AND TOURISM: SPORTS RECREATION IN THE ALENTEJO COAST'S RESORTS Margarida Mascarenhas, Rita Silva & Elsa Pereira	IMPORTANCE OF SPORT AND RECREATION ACTIVITIES FOR TOURISM DEVELOPMENT: THE CASE OF CROATIA Snježana Boranić Živoder & Sanda Čorak	UNDERSTANDING MANAGEMENT OF SPORT, RECREATION AND TOURISM IN PORTUGUESE PROTECTED AREAS: POSSIBILITIES FROM A CASE STUDY Paulo Rosa, Luís Carvalhinho & Jorge Soares	CHALLENGING MOUNT EVEREST: PERMANENCIES AND CHANGES IN HIGH ALTITUDE ADVENTURE TOURISM Michel Raspaud

C - Communication



Social Day

09.30h - Meeting at Tivoli Hotel

10.00h - Guided visit to “Santa Cruz” Church

10.30h - Guided visit to Old Cathedral “Sé Velha”

11.00h - Guided visit to Coimbra University

12.30h - Lunch

14.00h - Guided visit to Machado de Castro Museum

15.45h - Guided visit to “Portugal dos Pequenitos”

17.30h – Coffee Break at “Café Santa Cruz”

18.00h - Listening to the Music at “Fado ao Centro” accompanied by Porto Wine

19.00h - End of the Programme