

## Repositório ISCTE-IUL

---

Deposited in *Repositório ISCTE-IUL*:

2024-04-03

Deposited version:

Accepted Version

Peer-review status of attached file:

Peer-reviewed

Citation for published item:

Dutschke, J., Dutschke, G., Dias, Á. & Pereira, L. F. (2024). The importance of events, happiness and brand love for a place sustainability. *International Journal of Business and Emerging Markets*. 16 (2), 222-237

Further information on publisher's website:

10.1504/IJBEM.2024.10057790

Publisher's copyright statement:

This is the peer reviewed version of the following article: Dutschke, J., Dutschke, G., Dias, Á. & Pereira, L. F. (2024). The importance of events, happiness and brand love for a place sustainability. *International Journal of Business and Emerging Markets*. 16 (2), 222-237, which has been published in final form at <https://dx.doi.org/10.1504/IJBEM.2024.10057790>. This article may be used for non-commercial purposes in accordance with the Publisher's Terms and Conditions for self-archiving.

---

### Use policy

Creative Commons CC BY 4.0

The full-text may be used and/or reproduced, and given to third parties in any format or medium, without prior permission or charge, for personal research or study, educational, or not-for-profit purposes provided that:

- a full bibliographic reference is made to the original source
- a link is made to the metadata record in the Repository
- the full-text is not changed in any way

The full-text must not be sold in any format or medium without the formal permission of the copyright holders.

---

# **The importance of events, happiness, and brand love for a place sustainability**

Jose Dutschke, MSc  
IADE - Instituto de Artes Visuais, Design e Marketing  
Av. Dom Carlos I 4, 1200-649 Lisboa  
[jmdutschke@hotmail.com](mailto:jmdutschke@hotmail.com)

Georg Dutschke, Ph.D.  
Atlantic University  
Fábrica da Pólvora, 2730-036 Barcarena  
[Dutschke@uatlantica.pt](mailto:Dutschke@uatlantica.pt)

Álvaro Dias, Ph.D  
BRU-Business Research Unit  
ISCTE - Instituto Universitário de Lisboa  
Lisbon, Portugal  
[alvaro.dias@iscte-iul.pt](mailto:alvaro.dias@iscte-iul.pt)

Leandro Pereira, Ph.D PMP  
BRU-Business Research Unit  
ISCTE - Instituto Universitário de Lisboa  
Av das Forças Armadas, 1649-026 Lisboa, Portugal  
[leandro.pereira@iscte-iul.pt](mailto:leandro.pereira@iscte-iul.pt)

José Dutschke holds a master's in marketing by IADE and his research is focused on place marketing and cities sustainability. Cumulative to his academic profile, he has management experience in companies such as Decathlon, Santini and Bial.

Georg Dutschke holds a PhD in Management and Marketing from Sevilha University being a lecturer and researcher at universities in Portugal and Spain. Cumulative to his academic profile, he has management experience in companies such as Johnson & Johnson, Johnson Wax, Warner Brothers, Sara Lee Processed Meat Europe, Pescanova Portugal Telecom and Angelini.

Álvaro Dias is Professor of Strategy at Instituto Superior de Gestão and ISCTE-IUL, both in Lisbon, Portugal. He got his PhD in Management from Universidad de Extremadura, Spain, after an MBA in International Business. Professor Dias has over 24 years of teaching experience. He has had several visiting positions in different countries and institutions including Brazil, Angola, Spain, Poland and Finland. He regularly teaches in English, Portuguese, and Spanish at undergraduate, master and doctorate levels, as well as in executive programs. Professor Dias has produced extensive research in the field of Tourism and Management, including books, book chapters, papers in scientific journals and conference proceedings, case studies, and working papers.

Leandro F. Pereira is Assistant Professor with Habilitation in Management at ISCTE Business School. He holds a Ph.D. in Project Management. He is also CEO and Founder of WINNING Scientific Management. Dr. Pereira is also former President of Business Case Institute, PMI Portugal Chapter and Training Specialist of the Court of Auditors. As CEO, Dr. Pereira receives from Best Teams Leaders the award of Best Team Leader and CEO of Portugal in 2017 in Portugal. He is also PMP from PMI and ROI certified. As researcher, he published more than 100 scientific publications and 10 books. As student, he received the best student award from University of Minho. Dr. Pereira is an international expert in Strategic Management, Project Management, Benefits Realization Management, and Problem Solving.

## **ABSTRACT**

This study aims to understand to what extent effective events contribute to the image of the city that receives them, promoting the love of the city-brand and positively influence the happiness of the inhabitants and non-inhabitants. A case study was lead in the city of Cascais, using two events, "Estoril Open" and "Festas do Mar - Cascais". The surveys, based on validate models of Event Efficacy, Brand Love and Happy Cities, were applied in two distinct samples, one composed by the inhabitants of Cascais and the other by non-inhabitants. By testing hypothesis and through correlation analysis, was concluded that effective events contribute to the image of the host city, promoting the love of the city-brand and positively influencing the happiness of the inhabitants and not inhabitants.

**Keywords:** Local Economy; Destination Development; Destination Competitiveness; Sustainability; Events; Brand Love; Happy Cities; Place Branding;

## 1. Introduction

This research aims to understand if there is a relationship between effective events and the love of the city brand, and if this translates into happier citizens and tourists. Sporting events can generate great results for the host city, region, and country, with tourism being one of the most targeted businesses (Getz, 1998). Getz (1998), in addressing the main trends in the event sector and their implications for research, warned about the importance of the strategic development of events, concerning tourism and economic development, urban regeneration, social and cultural objectives, private sector marketing.

While substantial increases in tourism occur during the period the event takes place (Daly et al., 2020), the benefits will be short-term if the impact is not felt in the post-event. Therefore, it is essential that these benefits are extended beyond these periods, and there is a need to create a strategic plan that covers the before, during and, with special attention, the post-event (Chalip, 2004). Allen et al. (1999), affirm that the impacts of events can be verified at various levels: increase in the flow of visitors, intensification of the global tourist experience, catalysts for development, promoters of economic benefits and promoters of long-term impacts on destinations (Santos, et al. 2021; Mehzabin et al., 2022). Thus, and considering the impacts that events, be they sporting, musical, cultural, or other, can have on a city, country, or region, it becomes interesting to associate concepts such as territorial branding and city branding. By having this association, we start to treat in a more specific way the theme of the "city brand" and the image adjacent to it.

Kavaratzis et al. (2015), claim that territory marks are present in many different forms, such as nations, cities, regions, districts, towns, and villages. The concept of City Branding becomes important as there are more and more reasons to manage and control the image of a city (Kotler et al, 2004). Through the introduction of the concepts previously referred, and assuming the existence of a "brand-city", when realizing that a city can be managed and analyzed as if it were a brand, the association of the concept of Brand Love becomes the target of study. However, and before being applied this concept, it is pertinent to introduce another, the brand personality, associated to the place brand. To achieve a better perception of what the concept of brand personality deals with, Stigel and Frimann (2006), in their study, state that a territory is like an individual, possessing an "identity", a "soul", a "personality", a "mentality" with a set of stable values. Considering this perspective, the place has an ontological status, since it possesses a personality with values. These values are aggregated in an "identity", which can (and should) be applied in the internal and external communication of the territory as a brand.

Ekinci and Hosany (2006) also suggest in their research that when destiny is perceived as having a strong personality, the possibility of the territorial image being recommended also becomes greater.

Kaplan et al. (2010) conclude in the study that personality characteristics can effectively help in the differentiation of territorial brands, in the same way that occurs with conventional product brands. Thus, we encompass the concept of brand love, as previously mentioned, which can be defined as a recent marketing construction, created to influence important marketing variables, such as brand loyalty (Bergkvist & Bech-Larsen, 2010; Pereira et al. 2021; Azouri & Senechal, 2022). Carroll and Ahuvia (2006) admit that brand love is positively related to brand loyalty, which produces highly desirable results for brands. For Ahuvia (2005), brand love involves passion for the brand, attachment to the brand, a positive evaluation of the brand, positive emotions provoked by the brand and declarations of love towards it. Greenburg (2009), says that through tourism, conventions, events and the influx of talent, the perception of happiness can contribute positively to the development of places. Nawijn (2011) and Nawijn and Veenhoven (2011), state that although the effect is small and short-lived, tourism really has the capacity to increase the happiness of individuals. Cuypers et al. (2011), in their research, state that men and women who actively participate in cultural and creative activities are associated with better health, subjective well-being, and even lower levels of anxiety and depression. This study adopts a traditional research structure. Begins with an exhaustive review of existing works related to the topic and the constructs supporting the investigation. Then, is the proposed the model for evaluating the Effectiveness of Events, the research questions, and hypotheses to be evaluated, considering the possible correlations between effective events, Brand Love and Happy Cities. The next section presents the methodology, population and sample, questionnaire justification, methods applied to receive the answers and tools used to analyze the data. Section five presents and discusses the results of the research and the application of questionnaires. Two analyses are presented, the first referring to the proposed model of "Effectiveness of Events" and the second referring to the correlations obtained. The last section presents the main conclusions and reflections, limitations found as well as suggestions for future research, and contribution for academic and management.

## **2. Theoretical framework**

### **2.1 Marketing and Territorial Branding**

As Anholt (2005) hilights, the progress of the 21st century, that combined revolutionary forces in the areas of services, communications, transport and information, has provided a new global logic in the the market competitive framework, while at same time reducing space barriers. Thus, all the above-mentioned factors, which contribute to a globalized world, lead countries, cities, regions, and towns to compete for a share of their customers' attention, reputation, investment, appreciation and trust (Dias et al., 2021; Monfared, et al., 2023).

Ashworth (2006), in a similar way, states that territorial marketing has a chronography, highlighting the period between the World Wars as the period of greater marketing development, moving away from being a simple technique of selling physical products by commercial companies, with the purpose of generating profit in the market. However, the entry of the concepts of social marketing (objective is the attempt to influence customer behavior for social purposes), non-profit marketing (marketing by non-commercial companies and / or NGOs) and image marketing (the product refers to a perception, feeling or experience (Carmo et al., 2022), unlike a physical product), in the world of post-1945, led to the possibility of changing the approach of marketing from the commercial sphere to the public sector, specifically for the management and communication of territories.

In 2005, place marketing is described as "marketing designed to influence a target audience to a certain positive behavior towards products or services associated with a specific place.", by the American Marketing Association. Thus, territorial marketing contributes to economic and local development and is thus a substantial tool (Moreira, 2010). It is therefore important to recognize that territorial marketing plays an important role in the strategic development of a region. It contributes to the identity relationship and positioning of visitors, as well as to the feeling of belonging on the part of the inhabitants of the region.

Assuming that marketing and territorial branding are umbrella terms that encompass several dimensions, Kavaratzis et al. (2015), assert that territorial brands are present in multiple and varied forms, such as nations, cities, regions, districts, towns, and villages. There are many countries (such as Greece, Australia, Malaysia, Spain and Croatia), regions (such as Wales, Western Australia, Oregon, Montana and the Algarve) and cities (Glasgow, Manchester, London and New York) that have already adopted brand building techniques (Caldwell & Freire, 2004).

Today, the area of study of territorial marketing is already established in the academic world. Despite this, the first scientific texts began to appear only in the last quarter of the 20th century. The growing number of scientific papers, books and conferences on this topic reflects the emphasis given to the areas of research and publication (Govers and Go, 2010). Nowadays, the importance of this theme has surpassed the academic sphere and is welcomed by public bodies as well as by the populations themselves. Prior to the brand is the image and positioning. Kotler et al. (2007) state that the image of a territory is formed by a set of attributes such as beliefs, ideas, and impressions that individuals attribute to any place. According to Campo et al. (2011), this image, which generally represents a simplification of many associations and fragments of information related to the place.

Oppermann (1996) refers the existence of several surveys supporting that the promotion of territories has an extremely significant and positive effect on the global rankings of destiny and, therefore, on

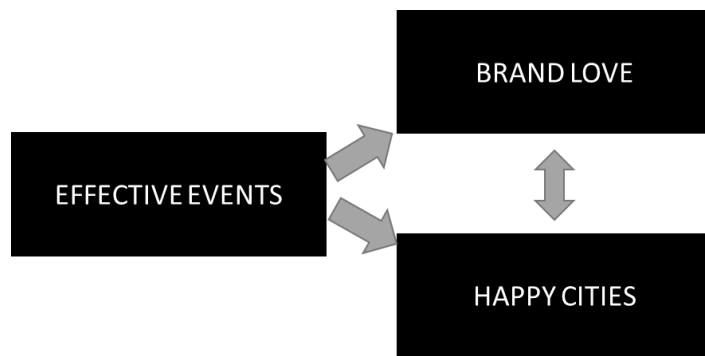
their election by tourists. This considers three phases on the image formation (Etchner and Ritchie, 1991). The latter, when the image is more consistent and realistic, is the one that influences most the consumer experience achievement and experience. Is based on the first two phases when, through secondary information sources, as, among others, commercial or non-commercial communication, perceptions are being created at the consumer mind.

According to Caldwell and Freire (2004), branding is a major tool for marketing strategy. The brand plays an important role during the process of choosing the destination to visit. However, Hankinson (2007) states that only brands reflecting the right positioning works effectively. The use of brand communication applied to regions has grown exponential (Gato et al., 2022). This has even spread to minor regions where, after an initial analysis, it would be difficult to apply (Dinnie, 2004). Dinnie (2004) refers that there are more reasons for regions to manage and control their branding activities than to remain in the inertia of not communicating. Thus, branding has been imposing itself as a strategy for territorial promotion, globally, due to the need of attracting tourists, organizations, and talented individuals, as well to find new markets to export. Over the last decades, several countries such as Spain, Australia or Ireland, have deliberately adopted and adapted branding strategies in their marketing strategy and in the offer products and services, with the aim of projecting a new and restored vision of the countries. These reinvented nations are now competing in a harsh and turbulent commercial environment (Olins, 2009). These countries have focused on the branding process, as a solution to their issues and a possible path for their evolution. Therefore, Morgan, Pritchard & Pride (2004) state that a territory with a strong brand enjoys countless potentialities, which can shape its economy, culture, and politics.

A territory brand strategy must be supported on a plan that defines a realistic, competitive, and attractive strategy for the place, that need to accomplish the expectation and communicated accordingly. An appropriate place strategy needs to consider that the main resource of a place, as well as its true essence, are the inhabitants and the local initiative (Anholt, 2003; Koranteng, 2023; Kozaily & Azoury, 2023). Places need to adopt strategies based on brand building so to compete effectively in the actual era of globalization and information.

## **2.2. Research Model, Questions and Hypotheses**

The Research Model is based on existing theoretical frameworks. Consider the existence of correlations between (1) Effective Events and place Brand Love, (2) Effective Events and happier citizens and tourists and (3) place Brand Love and happier citizens and tourists.



**Figure 1:** Research model Source: Own elaboration

The research model is according with the constructs referred in the previous section and will be applied to non-inhabitants of Cascais and the inhabitants of Cascais. Starting from the construct of Events Effectiveness, in this survey we will consider the model of sports events strategic leverage, developed by Chalip (2004) with the strategic objective of "intensification the image of the host destination". This model could be extended to other nature of events as musical events. In our case, one tennis sport event (Estoril Open) and one musical event (Festas do Mar – Cascais).

Is now important to understand the importance of events for the sustainability of a region, with emphasis on the impact that they may have on the image, i.e. the city brand. Ashworth (2006) refers the existence of different techniques of place branding but details the hallmark events branding. This technique related with the organization and planning of an event (cultural, economic, sportive, political, or other nature) allows the increase of a place awareness and the positive perception of patronage and support to culture. These events contribute creating for a greater the environment and place personality (Kayani, Shafique & Ali, 2023). The most understand of this approach, increases the competition between places to host major sporting events such as the World or European Football Championship or, in a more cultural vision, the "European City of Culture".

The look for relation between Effective Events, Brand Love and Happy Cities gains relevance, as the concept of City Branding becomes important, with a major need manage the image of a place (Kotler et al, 2004). Kavaratzis (2004) refers that everything happening in a place and being developed under its authority, transmits a message, contributes for its perceptions and image. So, is relevant to analyze the possible relation between the place events, place image and the place brand love. If there is a passion with the place brand due to what is happening, there. Has considered Ahuvia (2005) in his brand love approach. Ateca-Amestoy et al. (2014) state that artistic activities, cinema, or other similar activities have a positive impact on the happiness of individuals. Greenburg (2009) refers that through tourism, conventions, events and also the influx of talent, the perception of happiness has the ability to contribute positively for a place development.



To test the relations proposed in the model, we will (1) validate the variables and factors that contribute to an effective event and (2) test hypotheses aiming to validate the relations. Based on the research model we will test the hypotheses in the two existing samples (non-inhabitants and inhabitants). Nawijn (2011) and Nawijn and Veenhoven (2011), refer that although the effect is small and short-lived, tourism really has the capacity to increase the happiness of individuals. In this research the sample of non-residents in Cascais is composed only by individuals living in Portugal, or internal tourists, when traveling to Cascais (Jhuniar, et al., 2022). Same authors state that the pre-travel period (anticipation and expectation) and the post-travel (remembering and reliving memories), both, contributes to a positive effect.

Chalip (2004) refers that while an important increase of tourists occurs during the period the event, the benefits will be just in the short term if the impact is not felt in the post-event. It's crucial that the benefits could be expanded beyond this period and is key to have a strategic plan for the before, during and, with special focus, the post-event (Chalip, 2004). Nawijn (2011) and Nawijn and Veenhoven (2011) state that "although the effect is small and short-lived, tourism really has the capacity to increase the happiness of individuals". Based on the previous considerations, we hypothesize if the strategic planning of sporting, musical, cultural events, others, will be an opportunity to enhance the happiness felt by tourists, in this case, in Cascais. For the non-residents in Cascais we formulate:

**H1. There is a relation between the effectiveness of the event "Festas do Mar - Cascais" and feel happy as tourist in Cascais.**

**H2. There is a relation between the effectiveness of the "Estoril Open" event and feel happy as tourist in Cascais.**

Ancarani (2001) refers that territorial marketing communication must consider two groups, being one of the "external customers", as non-resident citizens, external companies, traveling workers and tourists. The author enhances the importance of these targets to improve the attraction for and from a place (Taherkhani, Kooshamoghaddam & Majd, 2022). Ahuvia (2005) considers that brand love involves passion for the brand, attachment to the brand, a positive evaluation of the brand, positive emotions promoted by the brand and declarations of love towards it. Look for relations between the effectiveness of the events and the love for the Cascais, is highly relevant. So, the following hypothesis may be formulated:

**H3. There is a relation between the effectiveness of events and feeling love for the Cascais brand as a tourist.**

Deutsch-Burgner et al. (2014) refer that recently the subjective well-being and happiness, are important factors in the decision to where travel. Liu (2013) states that the main objective when

travelling will always be the search for happiness, regardless the reason for travel. Ahuvia (2005) defends that brand love involves passion for the brand, attachment to the brand, a positive evaluation of the brand, positive emotions promoted by the brand and declarations of love towards it. Ekinci and Hosany (2006) suggest, based in their research, that when destiny is perceived as having a strong personality, the possibility of the territorial image to be recommended becomes higher. There seems to be a consensus on relationship between a tourist feel love for a city and feel happy in the city. The following hypothesis may be raised.

**H4. There is a relation between feeling love with Cascais brand and feel happy as a tourist in Cascais.**

Ateca-Amestoy et al. (2014) consider that artistic activities, film, or other similar activities have a positive impact on the happiness of individuals, while activities as watching television may have a lower impact. Cuypers et al. (2011) reinforces that individuals active in cultural and creative activities are associated with better health, subjective well-being, and lower levels of anxiety and depression. Greenburg (2009) refer that through tourism, conventions, events and influx of talent, the perception of happiness has a positive impact in the place development. Is relevant to hypothesize the relation between the events adopted as case studies and the happiness the citizens of Cascais.

**H5. There is a relation between the effectiveness of "Festas do Mar - Cascais" event and feel a happy Cascais citizen.**

**H6. There is a relation between the effectiveness of "Estoril Open" event and feel a happy Cascais citizen.**

Ekinci et al. (2007) refer that the personality and image of the host citizens impacts brand personality, image, and fate. The author argues that "city branding" involves the citizens characteristics and that the existence of effective events may be directly related to their love for the place. Ancarani (2001) consider that territorial marketing communicates with two reference groups, being one the "internal customers" as resident citizens, professionals, and organizations. The author states that the center of the relationship between the place and internal public is the satisfaction, that must be continuously stimulated. The existence of a relation between the effectiveness of the events and the feeling of love for Cascais, could be hypothesized.

**H7. There is a relation between the effectiveness of events and feeling love for Cascais as a citizen.**

Ekinci et al. (2007) refer that the personality and image of the host citizens impacts brand personality, image, and fate. Ahuvia (2005) consider that brand love involves passion for the brand, attachment to the brand, a positive brand evaluation, positive emotions promoted by the brand and declarations of love towards it. The existence of a relation between love for Cascais and citizens being happy may be hypothesized.

**H8. There is a relation between feeling love for Cascais and feel a happy citizen in Cascais.**

### **3. Methodology**

A quantitative approach was applied. This method is adequate since the questionnaire is developed based on existing validated models and allows to look for relations between the constructs and respective items. The sample are those individuals that have been in the events referred previously. To get the responses the survey was sent online through major social networks. The decision not to interview the individuals during the event was due to the possibility of the answers being influenced by the “mood of the moment”. Good or not so good.

The questionnaire is divided into four sections, the first consisting in characterizing the respondent. The following three sections are dedicated to each construct. The second section is related to the Events Effectiveness, considering the previous works of Chalip (2004), O'Brien (2006), Grix (2012), Karadakis, Kaplanidou and Karlis (2010) and the factors Host Country (Infrastructures, Security, Size), Host People (Relationship with visitors, Hospitality, Tolerance, Sensitivity, Kindness, Ability to answer questions, Ability to communicate in foreign languages, Reception at the airport), Host Country Services (Accommodation, Restaurants, Cafes, Transport), Political-Economic Situation of the Host Country (Stable Economy, Stable Politics), Sports History of the Host Country (Experience in the organization of events, Sports Recognition, Recognized Athletes). In this section the two events being study, Festas do Mar – Cascais and Estoril Open, are presented. The third section is related with Brand Love, considering the model developed by Batra, Ahuvia and Bagozzi (2012). Being one of the objects of study the city branding, in this section, the questions are related to the city of Cascais. The last section evaluates the level of happiness with Cascais by applying the model developed by Gomes (2015), supported by works from Ateca-Amestoy, Gerstenblüth, Mussio and Rossi (2014), Johnston (2014), Beeton (2006: 17), Oppermann (1996), Enright & Newton (2005), Kozak & Rimmington (1998), Valle et al. (2006) and Echtner & Ritchie (1991).

The questionnaire was made available online, and two distinct links were created for each target. Pretests were conducted and minor corrections were adjusted (Ferreira et al., 2023). The final version was sent through social networks and e-mail with the aim of creating dissemination networks to reach the largest number of respondents. Also, the links were sent direct to groups of inhabitants in the municipality of Cascais (includes Estoril, Carcavelos, Parede, São Domingos de Rana and Alcabideche) and non-inhabitants in the municipality of Cascais. A total of 619 individuals were surveyed. 322 responses from non-inhabitant in Cascais and 297 from inhabitant.

#### 4. Results

We start by analyze the demographics of the respondents. In total 619 individuals. As previously mentioned, there are two samples, one consisting of the inhabitants of Cascais, with 297 respondents, and the other consisting of the non-inhabitants of Cascais, with 322 respondents. A higher number of women are registered in both samples. In the sample "Inhabitants of Cascais", the numbers are divided into 193 (64.98%) women and 104 (35.02%) man. In the sample "Non inhabitants of Cascais", the numbers are divided into 198 (61.49%) women and 124 (38.51%) man. In the "Inhabitants of Cascais", there exists homogeneity in the number of responses by age, being the major from 20-24 years (19.19%) and the minimum from 15-19 years (3.03%). In the "Non inhabitants of Cascais" there exists a higher number of respondents with 25-29 years (29.81%) respondents, being the lowest segment those over 65 years old (1.24%).

After collecting the answers, data was analyzed, looking to validate the hypothesis and verify correlations between the constructs. All the hypotheses were accepted. The Hypothesis 3, "There is a relation between the effectiveness of events and feel love for Cascais as a tourist", is accepted based on only one of the events, the "Estoril Open". There was no correlation with the other event tested.

**Table 1:** Verification of the hypotheses - Sample "Non inhabitants of Cascais"

| Sample - Non-residents of Cascais |                                                                                                                                                                                        |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                   | Correlations                                                                                                                                                                           |
| H1.                               | There is a correlation between the Happy Cities model and the model of Effectiveness of Events (Festas do Mar- Cascais).<br><br>Correlation Coefficient= 0.432 Sig. (1-tailed) = 0,000 |
| H2.                               | There is a correlation between the Happy Cities model and the model of Events Effectiveness (Estoril Open).<br><br>Correlation Coefficient = 0.410 Sig. (1-tailed) = 0,001             |
| H3.                               | There is a correlation between the model of Effectiveness of Events, and the model of Brand Love (Estoril Opern)<br><br>Correlation Coefficient = 0.176 Sig. (1-tailed) = 0,126        |

|     |                                                                                                                                                                              |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| H4. | <p>There is a correlation between the Happy Cities model and the Brand Love mode (Festas do Mar – Cascais)</p> <p>Correlation Coefficient= 0.467 Sig. (1-tailed) = 0,000</p> |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Table 2:** Verification of the hypotheses - Sample "Inhabitants of Cascais"

| Sample - Inhabitants of Cascais |                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                 | Correlations                                                                                                                                                                                                                                                                                                                                                                                    |
| H5.                             | <p>There is a correlation between the Happy Cities model and the model of Effectiveness of Events (Festas do Mar – Cascais).</p> <p>Correlation Coefficient= 0.336 Sig. (1-tailed) = 0,000</p>                                                                                                                                                                                                  |
| H6.                             | <p>There is a correlation between the Happy Cities model and the model of Events Effectiveness (Estoril Open).</p> <p>Correlation Coefficient = 0.320 Sig. (1-tailed) = 0,001</p>                                                                                                                                                                                                               |
| H7.                             | <p>There is a correlation between the model of Effectiveness of Events and the model of Brand Love (Estoril Open).</p> <p>Correlation Coefficient = 0.162 Sig. (1-tailed) = 0,047</p> <p>There is a correlation between the model of Effectiveness of Events, related and the model of Brand Love (Festas do Mar – Cascais).</p> <p>Correlation Coefficient = 0.188 Sig. (1-tailed) = 0.011</p> |
| H8.                             | <p>There is a correlation between the Happy Cities model and the Brand Love model.</p> <p>Correlation Coefficient = 0.591 Sig. (1-tailed) = 0,000</p>                                                                                                                                                                                                                                           |

|  |  |
|--|--|
|  |  |
|--|--|

## 5. Discussion

Strong correlations were obtained between the two events under study, as well as with "Other Events", both from the perspective of the inhabitants and non-inhabitants of Cascais. Through the analysis of the three identified correlations, we can conclude that the Event Effectiveness model may have a global, being applied, with reliability to different events. The variables identified by the authors, among others, Chalip (2004), O'Brien (2006), Grix (2012), Karadakis, Kaplanidou and Karlis (2010), demonstrate to be of enormous relevance for an event to be effective.

By applying the *Brand Love* model and being the same highly associated and applied to brands we know from everyday life, the definition of *marketing* and territorial *branding* became crucial (Anholt, 2005). Allows update the importance of territorial branding. The results were positive according to the initial objective. The correlations existing in the sample of non-inhabitants in Cascais allows relevant conclusions on the impact that "Estoril Open" event and other events may have on the brand Cascais. In particular, about the "love" that non-residents can develop. Ancarani (2001) refers that external consumers (non-residents) are important for a place to be attractive and attract new enters. These correlations are in line with the works of Ancarani (2001) when considering that Effective Events and *Brand Love* have a direct and positive correlation.

Within the sample of inhabitants in Cascais, correlations are identified, proven the existence of a direct and positive correlation between the effectiveness of the events "Estoril Open" and "Festas do Mar – Cascais" and the love they nurture with Cascais, as well as between events and Brand Love. Ancarani (2001) refers that the center of the relationship between place and internal public is satisfaction that will stimulate the continuity in the area. The existing correlations are in line with this author research, when defending that events are central to promote the love from residents with their city.

By introducing the construct of Happy Cities, we aim to understand if events may have a positive impact in the happiness about a place felt by its inhabitants and non-inhabitants. Diener (2000), states the existence of subjective well-being components that contributes to life satisfaction (overall opinion of life), satisfaction with key factors (job satisfaction, family life, others), positive effects (experiencing positive moods and emotions), and to few negative emotions (experiencing unpleasant emotions). We believe is much relevant associate with these factors with events since they promote moments of pleasance and happiness, that may contribute to the subjective well-being and good feelings about a

place. This is more valuable as Diener (2000) considers that the values of subjective well-being are influenced on a large scale by cultural and social factors.

Was possible to identify correlations between the events included in the Event Effectiveness model and the Happy Cities model. Studies developed by Nawijn (2011) and Nawijn and Veenhoven (2011) refers that, although, the effect is small and short-lived, tourism can increase the happiness of individuals. The results allow to verify the existence of positive correlations between the effectiveness of the events and the happiness experienced in the city of Cascais, as being a happy city. Events as "Estoril Open" and "Festas do Mar – Cascais" effectively contributes to Cascais to be felt as a happy city. This is more important considering that, according to Nawijn (2011) and Nawijn and Veenhoven (2011), the pre-trip period (anticipation and expectation) and the post-trip period (recalling and memories), can prolong this positive effect.

We may conclude that is of high importance the development of a strategic planning for the organization of the events in a place, city, country, or region, as referred by Chalip (2004), Nawijn (2011) and Nawijn and Veenhoven (2011). Chalip (2004) refer that, while the number of tourists increase during the period in which the event occurs, the benefits will be in the short term if the impact is not felt in the post-event. Is crucial that these benefits are expanded beyond these periods, and, for that the existence of a strategic plan is key. Also, Nawijn (2011) and Nawijn and Veenhoven (2011) refer that although the effect is small and short-lived, tourism really can increase the happiness of individuals, being an excellent opportunity to enhance and keep in time the happiness felt by tourists. The results allow to verify that effective events contribute for the happiness of the inhabitants of a place. Greenburg (2009) defends that through tourism, conventions, events and even the influx of talent, the perception of happiness can contribute positively to the place development.

To finalize, we were able to validate correlations between the constructs of Happy Cities and Brand Love. By associating Happy Cities with Brand Love and proving that there is a reliable correlation between the two, becomes clear that when exists love for a city the happiness of inhabitants and non-inhabitants increases. Deutsch-Burgner *et al.* (2014) refer that in a more recent period, subjective well-being, and happiness, are factors raising importance in discussions about travelling, and, according to Liu (2013) the main reason for individuals to travel is the pursuit of happiness. Ahuvia (2005) considers that brand love involves passion for the brand, attachment to the brand, a positive evaluation of the brand, positive emotions promoted by the brand and declarations of love for it, a huge conjugation between both concepts is identified. The complementarity of this authors is coherent with our findings and support the correlation between a Happy City and Brand Love.

Having City Branding as an aggregating concept, we may refer Kotler *et al.* (2004) when mentioning that this concept becomes important, since there are more and more reasons to manage and control the image of a city. This is according with Kavaratzis (2008) when referring that the objective is to achieve "competitive advantage, in order to increase internal investment and tourism", but also, "to achieve community development, reinforcing the identity and identification of citizens with their city and activate all social means in order to avoid social exclusion.

## **6. Conclusions**

We believe to have met the proposal of his work, by highlighting the importance of the city brand, how it is perceived by residents and non-residents, and proving, through the case study, that effective events could positively impact on this image, contributing to a greater brand, as well as to the happiness felt.

### **5.1. Managerial implications**

In a world where the image and the way it is communicated becomes more and more important, through the application of the models of Brand Love, Happy Cities, and Effectiveness of Events, a place may really improve its sustainability by attracting more residents and tourists, as suggested by Adzis *et al.* (2022). To do that, is fundamental to develop a strategic approach, also considering events and its three phases: before, during and after the event. By doing this, the regions will benefit from more individuals and organizations that will generate financial, social and image advantages. Also, will promote the love for the place, knowing that a branded love place will be able to have more residents, tourists, and organizations. This research may enable places knowing the importance of these concepts and how to put them in practice, based on the cases presented.

### **5.2. Theoretical contributions**

At the academic level, the search for new research topics is fundamental for the knowledge development. The study of a place as a brand as already several years. But its association with the concepts of love and happiness is brand new. This work has demonstrated that is possible, and relevant to combine these three constructs and opens the possibility for future work. As verified in the literature, cities are more sustainable as they attract and retain citizens and tourists (Dias *et al.*, 2023). This research contributes with new knowledge: (i) proposes an exploratory model of event effectiveness, for non-inhabitants and inhabitants of a city; (ii) verifies the existence of correlations between the exploratory model of Events Effectiveness, Brand Love and Happy Cities and (iii) verifies the reliability of the variables used to measure the three evaluated constructs. As normal, this research has some limitations as the difficulty of speaking directly with the respondents before, during and after the events and have worked with a convenient sample. Also, the lack of comprehensive literature



relating the constructs considered is a limitation when looking on how to correlate them.

## References

- Adzis, A. A., Wong, W. C., Nordin, S., Ahmad, A. H., & Mohamed-Arshad, S. B. (2022). Analysing the impact of ESG on the performance of Malaysian public-listed companies. *International Journal of Business and Emerging Markets*, 14(4), 415-434.
- Ahuvia, A. C. (2005). The love prototype revisited: A qualitative exploration of contemporary folk psychology. Working paper.
- Allen, J., O'Toole, W., Mc Donnell, I., Harris, R. (1999); "Festival and special event management". Australia: John Wiley.
- Ancarani, F. (2001). Marketing Places. A Resource-Based Approach And Empirical Evidence From The European Experience. SDA Bocconi, Research Division Working Paper No. 01/55.
- Anholt, S. (2003). Branding places and nations, in R. Clifton and J. Simmons (eds) *Brands and Branding*. London: The Economist, pp. 213-226.
- Anholt, S. (2005). Some important distinctions in place branding. *Place Branding*, Vol. 1, pp. 116-121. <http://www.palgrave-journals.com/pb/journal/v1/n2/pdf/5990011a.pdf>
- Ashworth G. J., (2006), Can we, do we, should we brand places?, paper apresentado em CIRM 2006 Conference: Destinations and Locations, 6-7 Setembro, Manchester.
- Ateca-Amestoy, V., Gerstenblüth, M., Mussio, I. & Rossi, M. (2014). How do Cultural Activities Influence Happiness? The Relation Between Self-Reported Well-Being and Leisure. Working paper, 0614, Department of Economics - dECON.
- Avraham, E. (2004). Media Strategies for improving an unfavorable city image. *Cities*, Vol. 21 N° 6, pp. 471-479.
- Azouri, M., & Senechal, S. (2022). Millennials, COVID-19, and its impact on perception: the case of the banking system. *International Journal of Work Innovation*, 3(3), 289-315.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal Of Marketing*, 76(2), 1-16. doi:10.1509/jm.09.0339: <http://eds.a.ebscohost.com/eds/pdfviewer/pdfviewer?sid=4d300215-66b6-4a1c-8d59-ef5d06d90faf%40sessionmgr4003&vid=11&hid=4110>
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of brand management*, 17(7), 504-518.
- Braun, E., Kavaratzis, M. & Zenker, S. (2013). My city – my brand: the different roles of residents in place branding. *Journal of Place Management and Development*, Vol. 6 Iss: 1, pp.18 – 28.
- Caldwell, N. & Freire, J. R. (2004). The differences between branding a country, a region and a city: Applying the Brand Box Model. *Brand Management*, vol. 12, no. 1, 50–61.
- Campo, L.R., Brea, J.A.F. & Muniz, D.R.T. (2011) Tourist destination image formed by the cinema: Barcelona positioning through the feature film Vicky Cristina. *European Journal of Tourism, Hospitality and Recreation*, Vol. 2, Issue 1, pp. 137-154, Polytechnic Institute of Leiria.
- Carrol, B. A., & Ahuvia, A. C. (2006). Some Antecedents and Outcomes of Brand Love. *Marketing Letter*, 17(2), 79-89.

- Carmo, I. S. D., Marques, S., & Dias, Á. (2022). The influence of experiential marketing on customer satisfaction and loyalty. *Journal of Promotion Management*, 28(7), 994-1018.
- Chalip, L. (2000). Sydney 2000: Volunteers and the organisation of the Olympic Games: Economic and formative aspects. In *Symposium on volunteers, global society and the Olympic movement* (pp. 205-214). Lausanne: International Olympic Committee.
- Chalip, L. (2004). Beyond impact: A general model for sport event leverage. *Sport tourism: Interrelationships, impacts and issues*, 226-252.
- Cuypers, K., Krokstad, S., Holmen T. L., Knudtsen M. S., Bygren L. O. & Holmen J. (2011). Patterns of receptive and creative cultural activities and their association with perceived health, anxiety, depression and satisfaction with life among adults: the HUNT study, Norway. *Journal of Epidemiology and Community Health*, 66(8), 698-703.
- Daly, P., Dias, Á., & Patuleia, M. (2020). The impacts of tourism on cultural identity on Lisbon Historic Neighbourhoods. *Journal of Ethnic and Cultural Studies*, (1), 1-25.
- Deutsch-Burgner, K.E., Ravulaparthi, S. K., & K.G. Goulias (2014) Place Happiness: It's Constituents and the Influence of Emotions and Subjective Importance on Activity Type and Destination Choice. Paper accepted for presentation at the 93rd Annual Meeting of the Transportation Research Board, Washington.
- Dias, Á., Silva, G. M., Patuleia, M., & González-Rodríguez, M. R. (2023). Developing sustainable business models: local knowledge acquisition and tourism lifestyle entrepreneurship. *Journal of Sustainable Tourism*, 31(4), 931-950.
- Dias, Á., González-Rodríguez, M. R., & Patuleia, M. (2021). Retaining tourism lifestyle entrepreneurs for destination competitiveness. *International Journal of Tourism Research*, 23(4), 701-712.
- Diener, E. (2000). Subjective Well-Being: The Science of Happiness and a Proposal for a National Index. *American Psychologist*, vol.55, no.1, pp.34-43
- Dinnie, K. (2004). Place branding: overview of an emerging literature. *Place Branding*, Vol. 1 No. 1, pp. 106-10.
- Echtner, C. M., & Ritchie, B. (1991). The meaning and measurement of destination image. *The Journal of Tourism Studies*, 2, 2-12.
- Ekinci, Y. & Hosany, S., (2006). Destination Personality: An Application of Brand Personality to Tourism Destinations. *Journal of Travel Research*; 45; 127.
- Ekinci, Y., Sirakaya-Turk, E., & Baloglu, S. (2007). Host image and destination personality. *Tourism Analysis*, 1(2), 433–446.
- Ferreira, A., Silva, G. M., & Dias, Á. L. (2023). Determinants of continuance intention to use mobile self-scanning applications in retail. *International Journal of Quality & Reliability Management*, 40(2), 455-477.
- Gato, M., Dias, Á., Pereira, L., da Costa, R. L., & Gonçalves, R. (2022). Marketing communication and creative tourism: An analysis of the local destination management organization. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 40.
- Gelders, D., Zuilen, B. (2012); “City events: short and serial reproduction effects on the city’s image?”. *Corporate Communications: An International Journal* Vol. 18 No. 1, 2013 pp. 110-118.
- Getz, D. (1998). Trends, strategies, and issues in sport-event tourism. *Sport marketing quarterly*, 7, 8-13.
- Gomes, R. (2015), *Marketing Territorial e as Happy Cities*. Dissertação, IADE-U-Instituto de Arte, Design e Empresa – Universitário, Lisboa, Portugal.
- Govers, R. & Go, F. M., (2010). *International Place Branding Yearbook 2010: Place Branding in the New Age of*

Innovation. Basingstoke, Hampshire, UK: Pgrave Macmillan.

Greenburg, Z. (2009). The World's Happiest Cities. Forbes.

<http://www.forbes.com/2009/09/02/worlds-happiest-cities-lifestyle-cities.html>

Grix, J. (2012); "'Image' leveraging and sports megaevents: Germany and the 2006 FIFA World Cup". *Journal of Sport & Tourism*, 2012 Vol. 17, No. 4, 289–312.

Hankinson, G. (2007). The management of destination brands: Five guiding principles based on recent developments in corporate branding theory. *Journal of Brand Management*, Vol. 14, No. 3, pp. 240-254.

Jhuniar, R. D. O. S., Abib, G., & Stocker, F. (2022). Business across borders: perceptions of political risk in internationalised Brazilian companies. *International Journal of Business and Emerging Markets*, 14(2), 170-188.

Kaplan, M. D., Yurt, O., Guneri, B. & Kurtulus, K., (2010). Branding places: applying brand personality concept to cities. *European Journal of Marketing* Vol. 44 No. 9/10.

Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place Branding*, Vol. 1, pp. 58-73.

Kavaratzis, M. (2008). From city marketing to city branding: an interdisciplinary analysis with reference to Amsterdam, Budapest and Athens. *Rijksuniversiteit Groningen*.

Kavaratzis, M., Warnaby, G. & Ashworth G. J (2015). *Rethinking Place Branding: Comprehensive Brand Development for Cities and Regions*. Heidelberg: Springer.

Kayani, M. B., Shafique, K., & Ali, M. (2023). How does leadership bring individual creativity? A mediation and moderation analysis. *International Journal of Work Innovation*, 3(4), 382-402.

Koranteng, E. (2023). Uncovering capabilities towards resilience: exploring a process perspective of resources, competences and activities for efficiency during the Covid-19 crisis. *EuroMed Journal of Management*, 5(1), 46-70.

Kotler, P., Nebenzahl, I.D., Lebedenko, V., Rainisto, S., Gertner, D., Clifton, R. and Van Ham, P. (2004); "Where is place branding heading?", *Place Branding*, Vol. 1 No. 1, pp. 12-35.

Kotler, P., Gertner, D., Rein, I., & Haider, D. (2007). *Marketing Internacional de lugares y destinos*. México: Pearson Educación.

Kozaily, D., & Azoury, N. (2023). A resource-based view of social entrepreneurship: how the human capital influences the job creation in the Lebanese market. *International Journal of Work Innovation*, 4(1), 13-34.

Liu, K. (2013). Happiness and Tourism. *International Journal of Business and Social Science* Vol. 4 No. 15.

Mehzabin, S., Yousuf, M., Wanke, P., & Azad, M. A. K. (2022). Progress or missed opportunity: regulation and bank stability in South European countries. *EuroMed Journal of Management*, 4(2), 134-147.

Monfared, A. R. K., Mansouri, A., & Hosseini, E. (2023). Do environmental factors affect the market atmosphere, amount of purchases and customer attitude?. *International Journal of Business and Emerging Markets*, 15(2), 194-217.

Moreira, P. (2010). *Gestão de marcas cidade. O caso da marca Porto Turismo*. Dissertação de mestrado, Universidade do Porto, Portugal.

Morgan, N., Pritchard, A., & Pride, R. (2004). *Destination Branding Creating the Unique Proposition* 2<sup>nd</sup> Ed. Oxford: United Kingdom: Elsevier Butterworth Heineman.

- Nawijn, J. (2011). Happiness through Vacationing: Just a Temporary Boost or Long-Term Benefits? *Journal of Happiness Studies*, 12(4), 651-665.
- Nawijn, J., & Veenhoven, R. (2011). The Effect of Leisure Activities on Life Satisfaction: The Importance of Holiday Trips. In I. Brdar (Ed.), *The Human Pursuit of Well-Being: A Cultural Approach* (pp. 39-53). New York: Springer.
- Olins, W. (2009). Branding the Nation – the historical context. *The Journal of Brand Management*, Vol.9.
- Oppermann, M. (1996). Convention Cities – Images and Changing Fortunes. *The Journal of Tourism Studies*, Vol. 7, No. 1.
- Pereira, L., Fernandes, A., Sempiterno, M., Dias, Á., Lopes da Costa, R., & António, N. (2021). Knowledge management maturity contributes to project-based companies in an open innovation era. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 126.
- Santos, V., Dias, A., Ramos, P., Madeira, A., & Sousa, B. (2021). Mapping the wine visit experience for tourist excitement and cultural experience. *Annals of Leisure Research*, 1-17.
- Stigel, J. & Frimann, S. (2006). City Branding – All Smoke, No Fire?. *Nordicom Review* 27 2, pp. 245-268.
- Taherkhani, K., Kooshamoghaddam, A., & Majd, A. A. (2022). Presenting a model for university managers' entrepreneurial behaviours by adopting an entrepreneurial university approach. *EuroMed Journal of Management*, 4(3), 233-256.