



How Important Events and Their Environmental Practices are to Visitors: The Case of Serralves em Festa!

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ABSTRACT

Environmental and sustainability issues permeate the most diverse areas, including the entire events industry. This study aims to analyse visitors' perceptions regarding the event's contribution to the promotion of environmental practices, namely sustainable development and environmental protection. This study also assesses the determinants that influence visitors' intention to return to the event "Serralves em Festa!". A questionnaire was applied and a crop of 1141 answers were collected at the biggest event of contemporary culture in Portugal that takes place in the city of Porto. The visitor profiles that presented the highest level of agreement regarding the event's contribution to sustainable development and to environmental protection and enhancement, with statistical significance were female gender, visitors with higher education level (bachelor, master or PhD) and non-national visitors. Furthermore, it was noted that the intention to return to this the event is influenced by the socio-demographic characteristics and by the visitor's perception of the event's contribution to sustainable and environmental practices. Regarding the communication and promotion of the event, the evidence that it is a sustainable event needs to be widespread to attract new audiences and maintain their loyalty levels. Environmental protection and sustainable development actions in events are topics that need to be explored in the literature. This study intends to contribute to this thread.

Keywords: *Sustainable Development, Cultural Events, Tourism, Environment Protection.*

1. INTRODUCTION

Tourism is increasingly presented as a global activity, with great importance and impact for all those who are part of its system [1]. The increase of visitors motivated by leisure and tourism activities has been responsible for the promotion and worldwide awareness of cultures. Travel allows the discovery of different destinations, and this is a market that has been gaining a lot of expression, especially in Europe. About 40% of tourists choose their destinations according to a specific motivation, the cultural offer, and they are becoming more interested in its intangible aspects [2]. Associated

with culture, history or traditions, events often appear as a quick access way to cultural heritage, and the importance that events have for the sector itself [2], which has been growing annually, is also very relevant in the Portuguese case [3]. Events have been gaining diversity in their typology, including the most varied cultural interests such as music, dance, theatre or performance [4].

Culture can take on different meanings depending on the context in which it is analysed. Moreover, in its classical origin, it is associated with the act of cultivating, nurturing (the cult of the 'animi' of Cicero and Horatio), gaining the

dimension of representing human communities with some sort of romanticism. Since then, we have recognized culture within the material and technical aspects of societies, as well as the expression of intellectual and artistic creations. Culture is the representation of the collective spirit, the representation of values, beliefs, knowledge and techniques of communities, but also as an immaterial and artistic product, including intellectual activities. Associated to this, heritage came as a vehicle of identity and interculturality presented by history as an inherited testimony that symbolically represents the culture itself. Destinations often rely on events to project their image, integrating them into the strategy of development and economic growth, guaranteed by the presence and investment of visitors [5], as in sport events, Expos or World Fairs, which imply the creation of infrastructure and contribute to economic revitalization [6]. The destination image and its relationship with tourism development itself has been validated by the literature, insofar as visitors' perceptions are closely related to their options, consumption and preferences, a subject that has come to be assumed as relevant to the strategic and competitive definition of the destinations themselves [7].

The concerns and commitment to promote concerted actions for sustainability and environmental protection are visible and important, both for the differentiation of destinations, and for the criteria of choice of activities by the participants. The events sector, as an area in great expansion and of great importance in the tourism industry, has been stating its concern in protect the means and resources at its disposal for social responsibility and feedback to the concerns and demands of its audience. Bigné et al. [8] and Hernández-Mogollón et al. [9] showed that the destination's cognitive image is essential for the visitor to recommend the same experience to friends and family, considering that the destination guarantees experiences that reinforce the affective image, since these are responsible for the desire to return. Currently, consumers have expressed concerns about issues that reveal their awareness and concern for the environment, which translates into a set of trends, which in addition to the 3 principles of the circular economy (reduce, reuse, recycle), promote conscious consumption, environmentally friendly products, environmental certification and eco-friendly products. Knowledge of the impacts and problems associated with the scarcity of natural resources, pollution and other global threats has

made consumers, more aware of these issues, putting pressure on organizations to take measures with a responsible impact on the environment. By their initiative, strategy or response to these demands, companies have opened space for green marketing, oriented towards ecological awareness, highlighting how their products and services benefit or protect the environment, presenting themselves as eco-friendly. This sustainable positioning reveals a concern with the planet, with consumption patterns, contributing to the differentiation in relation to the competition. The statement of this type of concern makes consumers with the same values, interests and sustainable practices to identify with the organizations. In addition, this type of values reinforces concerns about the future and responsibility, which increases the sympathy and popularity of brands. The main focus of the paper is to analyse visitors' perception of the festival and its contribution to the promotion of environmental practices, and secondly, the factors that influence visitors' intention to return in future editions. The issues of environmental protection and sustainable development in the event space is an expanding field of study. In particular, the cultural development generated through an event is often ignored in the literature, as the focus tends to be placed on other outcomes. In this sense, the paper aims to fill this gap and contribute to the literature.

2. LITERATURE REVIEW

In addition to the economic impact, cultural tourism and cultural events contribute to the strengthening of cultures and identity of nations, inclusion, diversity, tolerance and solidarity [19]. Based on this evidence, and recognizing the importance of cultural events and the influence on the development of communities and the impacts felt, namely, on the local economy, this study aims to analyse the contributions and concerns that these events have on sustainable development, as well as to know the opinions of event visitors and the influence that the practice adopted by the event organization may represent when deciding to participate in future editions. The concept of sustainable culture presents itself as a manifestation of environmental concern, in its different areas and whose behaviours are aligned and committed to purposes that ensure the balance of the systems in the present and in the future [20]. In 1987, the United Nations Brundtland Report referred for the first time to sustainable development as a development model based on a system and, therefore, interdependent of different factors and elements, whose concern is to ensure the protection of means and natural resources, for current and future generations. It is based on the belief that satisfactory social, economic, human, and cultural

development can only be achieved by ensuring the reasonable and responsible use of resources, which requires the preservation of both species and natural habitats.

The first step in the definition of measures and actions in the field of sustainability took place in 1980, with the definition of the “World Conservation Strategy” [21]. These measures included not only the protection of the environment, but also of all species and systems. Nowadays, strategic decisions are defined and taken in the form of “green destinations” [22], even when it comes to the organization of cultural events [23]. This happens due to the fact that events themselves must also be able to monitor their sustainability, namely with regard to waste management, input-output analysis, carbon calculation and ecological footprint [10]. Although it is practically impossible to hold an event without any impact, the main objective of this monitoring should be to identify the possible impacts, define strategies and take measures that would contribute to reach a middle point, in balance between impacts and income.

Sustainability is one of the most pressing concerns of the last decades, but, as it does not have an immediate solution, it should be understood as a development process, whose success can only be guaranteed if we find allies and involve stakeholders who maintain and take joint measures to achieve the established results [10]. The commitment to use resources in a balanced way from the beginning can guarantee the possibility of living in balance with the natural environment [11].

The tourism and events industry has different contributions, from fighting seasonality, the use of native resources and community development [12] due to the impact on the local economy. The interest in the whole phenomenon has been the subject of research, namely in the identification of methods to evaluate the economic, environmental and socio-cultural impacts. According to Getz [13], cultural events are celebrations where culture is the main attraction and where originality and innovation are highlighted. The organization of events has been multiplied in recent years and environmental concerns regarding their impacts also apply to this sector [14]. The contribution of events to the development of the destinations that promote them, and even as tourist attractions themselves, has already been evidenced in different studies [13]. In addition to providing contact with culture, events become tourist attractions sold like any other touristic product [14] and, therefore, become fundamental to communities [15], assuming different roles, such as the support of groups and the reinforcement of local identities. However, it is also interesting to analyse this growing industry, which appropriates the ritual to transform it into a spectacle, and to what [16] considers to be the “symbolic transformation of public space into a particular form of cultural consumption”. As stated by Jelincic and Tisma [17], studies on the

sustainability of cultural heritage and its indicators are rare and little studied so far. According to the authors, this is the reason why cultural projects remain partially sustainable.

While environmental impacts are those that may pose risks to residents, air pollution, waste, destruction and erosion of ecosystems, sustainability management at events entails the development of strategies to minimize negative impacts based on planning, environmental responsibility and in education and training [17]. It is in this sense that the United Nations Environment Program (2012) confirmed the responsibility that event promoters have in minimizing potential negative impacts, in different dimensions.

Inseparable from these concerns is the consumer behaviour. The field of social psychology has already shown the relationship between attitudes and behaviour, and some studies present evidence of this in the field of events [24]. Attitudes can be presented as ideas predisposed to action and reaction in a certain direction. Consisting of the cognitive component (which includes beliefs and thoughts about the object), the affective component (how one feels about the object) and the behavioural component (how it influences behaviour), the attitudes are formed considering the previous experience, social factors and learning. Sheth et al [25] presented the Theory of 5 consumption values, which influence their decision to choose products and services. While functional value is related to issues of quality, price and associated performance, social value is related to consumer’s attitude or behaviour associated with social pressure/approval and consequently self-image. In turn, emotional value refers to the specific stimuli that consumption has in the domain of provoked emotions. The epistemological value is intrinsically linked to a curiosity or need for knowledge about the novelty presented. Finally, circumstantial value relates to a purchase that takes place in a specific context or circumstance. In addition to values, attitudes and behaviour, the variables of gender, age, number of children and level of education also make it possible to identify consumption patterns ([26], [27], [28]). The studies by Rihova et al. [29] show the subjectivity of the evaluation of event participation and the multiplicity of factors that influence consumers’ evaluation as well as their consumption behaviour before, during and after participation. Briassoulis [30] proposes three criteria for analysing consumer behaviour: 1) resource use, 2) waste pollution and 3) behavioural considerations. These should be taken into account when analysing communities, projects and entities that aim to ensure the sustainability of their actions. This research area highlights the predominant role in the process of influence, both in terms of attention and concern, as well as in participation, behaviour and pro-environment initiatives. Different studies have shown a relationship between sustainability concerns and sustainable

behaviour [31], as well as the relationship between satisfaction with the visit and the repeat of the experience in the future [32], [33], [34], [35], [36], [37]. Knowledge about visitors' perception regarding the actions promoted by the event in relation to sustainable development can predict behaviours [38], [39], namely the willingness to participate in future editions. Satisfaction has been recognized in the literature as a key factor in the intention to repeat the experience ([40], [41], [42]). Then, we can hypothesise that:

H1: The perception that the event contributes to sustainable development depends on the visitors' socio-demographic characteristics.

H2: The perception that the event contributes to environmental protection and enhancement depends on the socio-demographic characteristics of the visitor.

H3: The intention to return to the next edition depends on the visitors' socio-demographic characteristics.

H4: The perception that the event contributes to sustainable development influences the intention to return to the next edition.

H5: The perception that the event contributes to the protection and enhancement of the environment influences the intention to return to the next edition.

3. DATA, METHODS, AND RESULTS

The event under study, *Serralves em Festa!*, is part of the Serralves Foundation's cultural offer. This institution has its action and interest oriented towards culture, architecture and landscape, making its facilities and surrounding parks the stage for cultural events such as this one, considered to be the largest event of contemporary culture and art. The last edition took place between May 31 and June 2, 2019, and welcomed 264 000 visitors, having also served for the inauguration of the "Treetop Walk" Project, a wooden walkway in the park that received, in 1997, the Henry Ford Award for the Environment Preservation [34]. This entire environment is also recognized as a national monument, and it is there that the cultural event that is our object of study takes place. Considered as the largest contemporary cultural event in Europe, it presents proposals for 40 consecutive hours, in a free access format to the contemporary art museum, the foundation's heritage and the park, where installations, interventions and artistic performances take place [46]. The constant increase in visitor numbers is also linked to the affirmation of the city of Porto as a tourist destination of excellence. Cultural events contribute to an appreciation of the destination, both in its hard dimension (in terms of economic contributions) and soft dimension (in the field of cultural, political, and social contributions), as suggested by Wise et al. [44], on a local and regional development scale [32].

In the case under study, it is possible to identify some of the environmental / sustainable initiatives promoted. Assuming itself as an event for families with activities, especially for children, artistic co-creation is multiplied in workshops with resources and materials available in nature, but also of possible reuse. In the 2019 edition, in addition to the different points for depositing materials for recycling, there was the presence of animators who raised awareness to these practices, promoting the deposit of waste in an itinerant format. In addition to the music concerts that take place in the natural context of the gardens, the spaces are also occupied by artistic installations, guided tours and performing arts. Serralves assumes guidelines, principles and sustainable practices that consistently promote the safeguarding and promotion of biodiversity, as well as taking responsibility for environmental education and literacy.

For the data collection the non-probabilistic sampling technique was used, by convenience, and the questionnaires were applied through direct and personal interviews in four languages (Portuguese, English, French and Spanish). Interviewers had several training sessions before the questionnaire was applied. During the event, the interviews were held on the different event spaces, and the questionnaire was only applied to the visitors who had been at the event for at least one hour. The questionnaire was conducted during the three days (between May 31 and June 2, 2019) of the event and a total of 1141 valid responses were collected.

The questionnaire applied and carried out in partnership with the event organization aimed to identify the profile of the public, the economic impact of the event, the satisfaction with the event and the evaluation of visitors' perception of the contribution to sustainable and environmental development protection and enhancement. For the present study, the following parts of the questionnaire were considered (see table A1 in appendix): i) socio-demographic profile of the visitors (gender, age, marital status, level of education, employment status and nationality of the visitor), ii) the visitor's assessment, through a 5-point Likert scale of agreement in which 1 - totally disagree, 2 - disagree, 3 - neither agree nor disagree, 4 - agree and 5 - totally agree, of the contribution of the event in relation to sustainable and environmental practices were evaluated through two separate items: a) the level of agreement regarding the contribution of sustainable development and the level of agreement in scope of environmental protection and enhancement of the event, and iii) the intention to return to the next edition (with the option "yes" and "no" or "don't know"). The questionnaire, prior to its application, went through a pre-test phase and was disseminated by researchers / professors in the tourism sector, students and the general

public (with different ages and educational levels). This process involved a total of 30 people. Feedback was collected and analysed, and the questionnaire was adapted according to the suggestions.

In terms of analysis, non-parametric tests were applied allowing the public description in relation to the evaluation of the contribution of Serralves em Festa!, followed by a logit model performed to characterize the public who intends to return to the next edition. As the dependent variable assumes a binary choice, logit regression emerges as a suitable model [45]. It is a binary choice model [42], due to the dependent variable (dummy), which admits the value 1 if the respondent intends to return to the next edition, and 0 otherwise. The model considers the respondents' sociodemographic variables and the evaluation of the visitor's contribution within the scope of environmental protection and enhancement and the event's sustainable development.

The 16th edition of the festival, in June 2019, had more than 264 000 people participating in the various activities (50 non-stop programming hours). From a sample of 1141 visitors (table 1), it stands out the predominance of a female audience (61.3%), an average age of 39 years old, and about 73% of participants with, at least, a bachelor's degree. The presence of foreigner visitors is remarkable; 32.5% of the respondents were foreigners, mainly from Spain, Brazil, France and the United Kingdom. The event's practices and relationship with the environment are highlighted by the event's contribution to sustainable development (average of 4.15) and to the environmental protection and enhancement (average of 4.22). Specifically, 79.6% of visitors agreed or totally agreed that the event contributes to sustainable development. A higher percentage, 81.9% of respondents indicated that the event contributes to environmental protection and enhancement. Finally, 82.5% assumed they would revisit the event in the next edition.

Given the importance of such events in the tourism dynamics of a destination, it is pertinent to analyse the participants' evaluation of the contribution of sustainable development as it is a key factor that may be influencing visitor participation, and consequently the realization of the event in future editions.

Non-parametric tests (Kruskall-Wallis and Mann-Whitey) were applied to assess the profile of the event visitor in relation to the contribution of Serralves em Festa! to sustainable development and environmental protection and enhancement. Table 2 shows that, with regards to the event's contribution to sustainable development and environmental protection and

enhancement, the visitor profiles with the highest levels of agreement and statistical significance were: female, visitors with higher education level (bachelor, master or PhD) and non-national visitors. H1 and H2 are partially verified.

Table 1. Description of the variables and of the sample (n=1141)

Variable	Description	Percentage
Sociodemographic characteristics of the visitor		
Gender		
Female	Dummy, 1 – female and 0 – male.	61.3%
Male		38.7%
Age*	Continuous variable.	39.2*
Marital Status		
Single	Marital status. 1 – single, 2 – married, 3 – divorced and 4 – widow.	45.3%
Married		46.8%
Divorced		6.2%
Widow		1.7%
Level of education		
Basic	Degree of education (completed). 1 – Basic, 2 – secondary, 3 – Degree, 4 – Master or PhD.	6.3%
Secondary		24.3%
Bachelor		49.0%
Master or PhD		20.4%
Work		
Active	Work position. 1 – Active (employed, self-employed and unemployed), 0 – non-active (retired, domestic and student).	88.1%
Non-active		11.9%
Nationality		
Portuguese	Nationality of the tourist. 0 – Portuguese, 1 – non-national.	67.5%
Non-national		32.5%
Sustainable development		
Totally disagree	Evaluation of the contribution of Serralves em Festa! for Sustainable development. The scale applied: 1- totally disagree; 2- disagree; 3- neither agree nor disagree; 4- agree; 5- totally agree)	0.6%
Disagree		2.7%
Neither agree nor disagree		17.1%
Agree		40.1%
Totally agree		39.5%
Environmental protection and enhancement		
Totally disagree	Evaluation of the contribution of Serralves em Festa! for Environmental protection and enhancement. The scale applied: 1- totally disagree; 2- disagree; 3- neither agree nor disagree; 4- agree; 5- totally agree)	0.5%
Disagree		2.7%
Neither agree nor disagree		14.9%
Agree		38.1%
Totally agree		43.8%
Intention to return in the next edition		
Yes	Dummy, 1 – yes and 0 – no or don't know.	82.5%
No or don't know		17.5%

Note: * In the age variable, the mean is presented since it deals with a continuous variable.

In the case of sustainable development, the average level of agreement for females was 4,18, for visitors with a Master's or PhD 4.20 and for non-nationals living in Portugal 4.24. In the same sense, it can be observed that for the contribution of the event to environmental protection and enhancement the mean level of agreement females was 4.33, for visitors with a Master's or PhD 4.36 and for non-residents in Portugal 4.24.

It can also be highlighted that there are visitors whose level of agreement has a value below the average value in relation to the perception of the event's contribution to sustainable development, such as male visitors (4.13), between 39 and 49 years old (4.10), divorced (3.98) or widowed (4.00), with a basic level of education (4.08), and with Portuguese nationality (4.11). A very similar conclusion regarding the visitor profile that presents an average level of agreement below the mean value in the evaluation of the contribution of the event in terms of environmental protection and enhancement.

Table 2. Mean contribution level of Serralves em Festa!”, mean and non-parametric tests

Variables	Sustainable development	Non-Parametric test	Environmental protection and enhancement	Non-Parametric test
Sample mean	4.15		4.22	
Gender		3.011***		2.817***
Female	4.18		4.33	
Male	4.13		4.17	
Age		0.676		3.602
18-38 years old	4.15		4.22	
39-49 years old	4.10		4.16	
50 years old and over	4.18		4.31	
Marital		5.020		1.922
Single	4.16		4.24	
Married	4.16		4.23	
Divorced	3.98		4.16	
Widow	4.00		4.06	
Level of education		12.195***		11.001**
Basic	4.08		4.21	
Secondary	4.15		4.06	
Bachelor	4.18		4.31	
Master or PhD	4.20		4.36	
Work		0.128		0.504
Active	4.21		4.22	
Non-active	4.14		4.29	
Nationality		2.040**		2.080*
Portuguese	4.11		4.20	
Non-national	4.24		4.24	

Note: * Significant at the $p < 0.05$ level; ** significant at the $p < 0.01$; *** significant at the $p < 0.001$ level.

The intention to return is evaluated taking into account the socio-demographic variables of the respondents and the evaluation of the level of compliance by the visitor in scope of the sustainable development of the event and its contribution to environmental protection and enhancement.

In the results interpretations below (table 3), we must consider the independent variables and the visitors'

probability to return to the event. In this sense, it is observed that in the case of females (versus being a male), the intention to return increases by 0.12. The willingness to repeat the presence at the event increases with age (odds ratio (OR) = 0.09; 95% confidence interval (95% CI): -0.02, 0.15). Being married (versus being single) increases the likelihood of returning to an upcoming event by 0,08. Visitors with higher levels of education, compared to those with no academic qualifications (basic studies), have greater propensity to repeat the event. In concrete terms, having a bachelor's or master's degree or PhD increases (in relation to have basic level of education) the probability of coming back at the next edition by 0.48 and by 0.45, respectively.

The active labour market visitor, relative to non-active visitor, is more likely to repeat the visit (OR = 1.68; 95% CI: 0.18, 2.34). The foreign visitor (non-national) is less likely to return to the event at 1,68 (in relation to the national visitor). H3 is partially verified.

Regarding the contribution of Serralves em Festa! to sustainable development, it can be verified that the visitors who agree or totally agree (compared to those who totally disagreed) present a higher level of probability regarding the intention to return of 0.3 and 0.24, respectively. The H4 is verified.

For environmental protection and enhancement it is observed that the visitor who agrees increases the probability of repeating the event by 0.76 and who totally agrees with the increase by 1.49 (compared to those who totally disagreed). The H5 is verified.

These last two results allow us to conclude that the contribution of sustainable development and environmental protection and enhancement of the event present an important factor that influences visitor participation. For the promotion of the event, the information that it is a sustainable event has to be disseminated to attract new audiences and visitors loyalty patterns.

Serralves em Festa! presents itself as a way of accessing and promoting culture, heritage and artistic expression, in line with the trend forecast by UNWTO (2018) and reinforcing this typology of tourism offer for Porto destination. In its highly diversified programme, it comprises different forms of collective and artistic expressions, including traditions, knowledge and intangible practices, which promote their knowledge, particularly for younger audiences, in many cases combined with artistic and intellectual activities. In addition to promoting cultural identity, the event has been presenting environmental and sustainability concerns, having triggered a series of proposals during the edition, which places the visitor as responsible and co-creator of this initiative. Taking into account the importance of the image of the event and/or the destination in the consumer/visitor choices [32][33][34], states that

environmental and sustainability issues have become evident as something that those responsible for the event should take into account in future editions, since it is evident from the results obtained that satisfaction with these measures is related to the intention of participating in the next editions, as well as to recommend it to family members and friends.

Table 3. Econometric model to explain the intention to return to the city, logistic regression

Variables	Coefficient	(95% Confidence Interval)
Gender		
Male	-	-
Female	0.12**	(-0.26, 0.50)
Age		
Age	0.09***	(-0.02, 0.15)
Marital status		
Single	-	-
Married	0.08*	(-0.38, 0.55)
Divorced	-0.24	(-1.11, 0.62)
Widow	0.52	(-1.15, 2.19)
Education		
Basic	-	-
Secondary	0.03	(-0.98, 1.05)
Bachelor	0.48***	(-1.43, 1.47)
Master or PhD	0.45**	(-1.44, 1.55)
Work		
Non-active	-	-
Active	1.68*	(0.18, 2.34)
Nationality		
Portuguese	-	-
Non-national	-1.46***	(-1.83 -1.08)
Sustainable development		
Totally disagree	-	-
Disagree	0.84	(-2.41, 4.10)
Neither agree nor disagree	-0.20	(-3.37, 2.96)
Agree	0.30***	(-2.89, 3.49)
Totally agree	0.24*	(-2.97, 3.44)
Environmental protection and enhancement		
Totally disagree	-	-
Disagree	0.60	(-2.52, 3.72)
Neither agree nor disagree	0.81	(-2.35, 3.96)
Agree	0.32	(-2.84, 3.48)
Totally agree	0.76**	(-2.42, 3.94)
Totally agree	1.49***	(-1.58, 4.56)

Note: Significant at: * p < 0.10 level ; ** p < 0.05 level; *** p < 0.01.

4. DISCUSSION

Due to the importance of cultural events in the tourism dynamics of a destination, it is relevant to analyse the participants' assessment on the contribution of sustainable development, since it can influence their participations, and consequently support the organization in planning and communicating the following issues. The results of the questionnaire showed significant evaluations in the variable "sustainable development" (mean 4.15) and environmental protection and enhancement (mean 4.22) by the participants. As mentioned in the literature review, consumer satisfaction, particularly in these environmental aspects, may represent an indicator of motivation to return in the future [45][46][47]. Therefore, this type of initiatives and values

associated with sustainable development can be reinforced and even used in the dissemination and promotion of the event. This promotion can also take into account the results of the econometric model that shows levels of significance in some socio-demographic variables of the visitors, and highlight the contribution of the event to sustainable development, as well as environmental protection and enhancement.

Cultural events have multiplied in number and typology [3] and are increasingly assuming themselves as part of a destination's cultural touristic offer. Events, depending on their characteristics and dimensions, have an impact on the destination that hosts or promotes them, increasingly defining itself as a strategic offer namely, to counter seasonality and strengthen the destination's own identity, with all the benefits that result from it. Cultural celebrations must ensure these concerns, in order to be strengthened as tourist attractions affirming the own identity of the tourist destination, in this growing trend of events [32][33].

Environmental challenges are on the world agenda and society has expressed concerns about this issue. Consumers have also called upon themselves to contribute to change certain environmental paradigms by choosing products, services and events that opt for sustainable measures. This green concern was measured in relation to the level of satisfaction of the environmental and sustainable practices of the event Serralves em Festa!, as well their impact on tourism, culture and art. We can infer that the participants in the study that attribute great importance to this theme, are aware of the social responsibility of the event promoters and these considerations should receive the attention of tourism and cultural event promoters, assuming the educational role they can play. Furthermore, this importance is reflected in the intention to return to the next edition. Thus, we can consider the importance of evaluating the event in the cognitive and affective image in determining the will to return, to participate or to recommend it to family and friends.

It is based on this knowledge that the strategic basis for the event is defined. In this particular case that was analysed, it is the first time that the considerations / concerns / motivations and desires regarding the future participation of the visitors are surveyed, taking into account the concern and importance attributed to issues of environmental protection and sustainability of the event itself. Knowing that nowadays consumers are especially aware of this type of issues, these are strategic factors to know these trends and also analyse the impacts that this sort of actions carried out by cultural agents cause on visitors. These findings reinforce the proposals by Cagut et al. [48], regarding the relationship between sustainability and consumer behaviour, and also the relationship between satisfaction with the visitor

experience and the intention to return in the future, identified by [46].

This work presents some limitations. Firstly, respondents were only asked to assess the event's contribution to sustainable development and environmental protection and enhancement, ignoring the identification of practices that stand out in the event. This identification could be done through an open question that would allow a post-secondary qualitative assessment. Another limitation is that the respondents' level of satisfaction regarding the practices carried out by the event to promote sustainable development was not evaluated. Future research may take into account environmental behaviour outside the event, thus being able to verify the relationship between this and the other variables studied. Finally, although there is a significant sample of participants, there is only information for one edition making it impossible to perform a comparative analysis or a dynamic model. All of these limitations may be overcome in future research.

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