



THE QUALITY PERCEPTION OF THE PARTICIPANTS OF FENAOSTRA 2023 USING TOURQUAL

A PERCEÇÃO DE QUALIDADE DOS PARTICIPANTES DA FENAOSTRA 2023 COM O USO DO TOURQUAL

LA PERCEPCIÓN DE CALIDAD DE LOS PARTICIPANTES DE FENAOSTRA 2023 CON EL USO DE TOURQUAL

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ABSTRACT

The design of the events aims to attract visitors to the tourist destination, promoting the city by creating a connection with the local culture. This approach is considered a quality offer and an enriching experience for visitors in the tourism sector. During the 21st FENAOSTRA in 2023, data was collected to evaluate the event's indicators, with a view to improving the services offered at the festival. The survey, carried out in a quantitative and descriptive manner at the event site, took place daily over the six days of the FENAOSTRA (October 31 - November 5, 2023), in the food court. Data was collected from 500 visitors, who evaluated the services provided during the event. The data collection instrument adopted was a questionnaire based on the TOURQUAL protocol. The main results include an analysis of the event based on indicators such as the location and availability of toilets, parking and transportation to the event, comfort, beauty, acoustics and temperature in the venue, accessibility, signage, product prices, and the technology made available during the event.

Keywords: TOURQUAL. FENAOSTRA. Gastronomic events. Service quality.

RESUMO

A concepção dos eventos visa atrair visitantes para o destino turístico, promovendo a divulgação da cidade ao criar uma conexão com a cultura local. Esse enfoque é considerado uma oferta de qualidade e uma experiência enriquecedora para os visitantes no setor de turismo. Durante a 21ª FENAOSTRA, em 2023, foi realizada uma coleta de dados para avaliar os indicadores de qualidade do evento, com o objetivo de aprimorar os serviços oferecidos na festa. A pesquisa, realizada de maneira quantitativa e descritiva no local do

evento, ocorreu diariamente ao longo dos seis dias da FENAOSTRA (de 31 de outubro a 5 de novembro de 2023), na praça de alimentação. Foram entrevistados 500 visitantes, que avaliaram os serviços proporcionados durante o evento. O instrumento de coleta de dados adotado foi um questionário elaborado com base no protocolo TOURQUAL. Entre os principais resultados, destaca-se a análise do evento a partir de indicadores como localização e disponibilidade de banheiros, estacionamento e transporte até o evento, conforto, beleza, acústica, temperatura no local, acessibilidade, sinalização, preço dos produtos e a tecnologia disponibilizada durante o evento.

Palavras-Chave: TOURQUAL. FENAOSTRA. Eventos gastronômicos. Qualidade de serviço.

RESUMEN

La concepción de los eventos tiene como objetivo atraer visitantes al destino turístico, promoviendo la divulgación de la ciudad al crear una conexión con la cultura local. Este enfoque se considera una oferta de calidad y una experiencia enriquecedora para los visitantes en el sector turístico. Durante la 21ª FENAOSTRA, en 2023, se realizó una recolección de datos para evaluar los indicadores de calidad del evento, con el objetivo de mejorar los servicios ofrecidos en la fiesta. La investigación, de carácter cuantitativo y descriptivo, se llevó a cabo en el lugar del evento todos los días a lo largo de los seis días de la FENAOSTRA (del 31 de octubre al 5 de noviembre de 2023), en la plaza de alimentación. Se entrevistaron a 500 visitantes, quienes evaluaron los servicios proporcionados durante el evento. El instrumento de recolección de datos adoptado fue un cuestionario elaborado con base en el protocolo TOURQUAL. Entre los principales resultados, se destaca el análisis del evento a partir de indicadores como ubicación y disponibilidad de baños, estacionamiento y transporte al evento, comodidad, belleza, acústica, temperatura en el lugar, accesibilidad, señalización, precio de los productos y la tecnología disponible durante el evento.

Palabras clave: TOURQUAL. FENAOSTRA. Eventos gastronómicos. Calidad del servicio.

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INTRODUCTION

Event organisation plays a crucial role in the development of a city, bringing benefits to participants, local residents, and tourists alike. According to Matias (2010), event organisation is a growing activity worldwide, becoming an important economic source and generating numerous social and corporate benefits. In cities already known for their tourist appeal and cultural diversity, events play an even more significant role. As

Umbelino (2016) states, events can be considered a marketing strategy aimed at promoting the territory and enhancing competitiveness among cities. The execution and proper planning of an event are vital to meet the demands of the tourism sector, enabling the identification and satisfaction of visitors' needs. Well-planned events increase tourist demand and improve the image of destinations with the potential to host them. As Neto (2001) highlights, a city's tourism vocation is identified as a determining factor in the process of attracting events.

The relationship between events and tourism is evidenced by the organisation and scheduling of tourists, who often plan their trips around events or extend their stay after them. This is linked to tourists' perception of the event and the importance of its brand.

In cities with well-established tourist attractions, hosting events takes on an even more relevant role. In this context, events have a multidimensional nature that not only benefits tourists but also positively impacts the local community, generating employment and boosting the production of goods and services as a strategy to address seasonality. According to Neto (2001), events play a crucial role as tourism motivators, attracting visitors to the destination, and are intrinsically linked to the distinctive image of the location, establishing a reciprocal relationship.

For Cascalheira (2016), an event, as a set of activities, is a travel motivator due to its influence on the host community, the destination, and the local leisure and entertainment offerings.

The importance of an event in an increasingly global and competitive world lies in the fact that the success of organisations depends on the quality of their management. Management, as a process of coordinating and organising activities, presents a systematic way of doing things and aims to create a model for simplifying complex organisational relationships (João, 2019).

The use of gastronomic elements from different tourist locations can be advantageous for all parties involved: tourists, managers, planners, and the community. While promoting cultural appreciation through the valorisation of traditional cuisines and the creation of new jobs, it also provides a greater and more diverse range of tourist attractions for visitors (Fagliari, 2005).

Service quality is based on excellence and efficiency in delivering services to customers or users. For Saleh (2021), service quality is defined by the difference between the

customer's expectation of the service provider and their evaluation of the services received. It is essential for establishing and maintaining positive relationships with customers, promoting loyalty, and building a solid reputation for the organisation.

The National Oyster Festival, FENAOSTRA, is held in Florianópolis, the capital of the State of Santa Catarina. In 2023, the event featured 6 days of activities and a full programme, including gastronomy, craft beers, culture, handicrafts, and live shows.

Pereira (2023) comments that it was necessary to expand the festival to a larger venue, such as CentroSul, because it would no longer fit the format of previous years. With two major national attractions, a large audience is expected to enjoy the traditional gastronomy of Florianópolis.

Considering this context, the research problem is to understand the perception of FENAOSTRA 2023 participants regarding the quality of services offered at the event, in order to identify areas that need improvement and further development. This will help the event gain increasing quality and visibility, attracting more tourists to the city and also serving as a cultural reference for the region.

The objective was to verify participants' perception of quality indicators using the TOURQUAL protocol. Identify the quality indicators that received the lowest evaluations from participants. Pinpoint specific areas that require improvement for future editions of FENAOSTRA. Provide a more satisfying experience for participants throughout the event, ensuring this is reflected in the indicators. By addressing the research problem in this way, the investigation focuses on understanding the specific challenges faced by FENAOSTRA 2023 participants regarding the quality of services offered.

THEORETICAL FRAMEWORK

The demand in the events sector has grown significantly post-pandemic, making it essential for organisers to evaluate their events to understand what was being delivered to customers.

In the context of events, quality can be assessed throughout their execution, allowing organisers to gather participant feedback to better understand their needs and expectations. This process has become even more relevant with the increased demand for evaluations in service-oriented sectors, especially after recurring failures in the delivery of products or services. These failures have

made consumers more critical, leading them to consider not only price but also the quality of delivery as a decisive factor in their overall assessment (Mondo, Silva & Vidor, 2018).

With a tradition of festivals in the state of Santa Catarina, there is significant demand during the dates of annual events. According to Mondo (2016), the state of Santa Catarina, Brazil, is well-known for its festivals held in October. There are 13 festivals that attract over 2 million tourists from across the country and the world, aiming to celebrate the culture, traditions, and gastronomy of the state. Among them are: Oktoberfest, held in the city of Blumenau, which celebrates German culture and cuisine; Fenarreco, in the city of Brusque, whose main attraction is traditional German dishes; and FENAOSTRA, in Florianópolis, which aims to promote and celebrate the Azorean culture present in the city and serve seafood-based dishes.

Gastronomic festivals create a sense of belonging for tourists visiting the location, as everything revolves around experiencing the local culture. According to Sant'Anna and Silva (2018, p. 510):

“Gastronomic events should be used as an opportunity to present a location that evokes a specific emotional effect, creating innovative and interesting experiences capable of stimulating the senses, generating memorable moments, and sparking the customer’s interest in returning. Therefore, providing an environment that offers this new experience, both emotionally and behaviourally, increases the chances of creating a bond between the restaurant and the customer.”

The importance of gastronomic events tends to bring transformations to tourist cities. For Sant'Anna and Silva (2018), gastronomic events are typically organised around a specific product, ingredient, or type of cuisine.

With UNESCO recognition, attractions that have earned the Creative City label gain greater visibility as destinations. According to Silva (2022, p. 5), the importance of the Creative City label highlights:

“Recognised by UNESCO, Gastronomic Tourism endorses various cities worldwide through the Creative Cities of Gastronomy network, which acknowledges and supports creativity as a driving strategy for sustainable development through global partnerships. In the state of Santa Catarina, the capital Florianópolis lives up to the title it was granted in 2014.”

According to Cunha (2009), gastronomy as a cultural element sparks curiosity in people and, like tourism, serves as a mediator to satisfy the numerous curiosities of tourists. It also conveys a sense of status and social class, not only for tourists but also for the local population.

The choice of emblematic locations adds value to the experience and strengthens the connection between regional cuisine and the locale. Oliveira (2007, p. 37) argues that it is not just the act of tasting but also how it benefits the tourist in discovering the location or other attractions, stating:

“It is not only the act of tasting the dishes that attracts visitors but also the opportunity to learn about rituals and habits associated with the gastronomy of a people and the possibility of visiting museums and other attractions with this theme.”

GASTRONOMIC FESTIVALS AND TOURISM

Gastronomic festivals are events that celebrate food, regional cuisine, and the culinary culture of a specific region or country. They are popular worldwide and can vary in scale, from modest local festivals to large international events. Gastronomy, as a cultural element, sparks curiosity in people and, like tourism, serves as a mediator to satisfy the numerous curiosities of tourists. It also conveys a sense of status and social class, not only for tourists but also for the local population (Cunha; Oliveira, 2009).

These festivals have the ability to capture the essence of a place, representing what is meaningful to local inhabitants, often evoking emotional memories. According to Fagliari (2005, p. 10), “food is one of the essential elements of the tourist experience, capable of satisfying biological needs while also being seen as an attraction by tourists.”

By hosting festivals, locations play an important role in preserving traditions, beliefs, and cherished dishes of the region, keeping history and culture alive. These events are also vital for tourism, serving as one of the main attractions that encourage visitors to explore a specific destination due to the events taking place in the city.

According to Segala (2003), gastronomic tourism is related to the joy of experiencing and tasting something new during a trip, with expectations being met. Some regions offer gastronomic itineraries so that visitors can immerse themselves in the culture, history, and traditions of the region’s typical dishes. Corner and Rodriguez (2006) add that this segment has been increasing job opportunities in the restaurant industry and,

consequently, boosting the local economy by generating direct and indirect employment and income.

For Mitchell and Hall (2003), gastronomic tourism is a focus for food professionals and is motivated by participation in gastronomic festivals and events, as well as experiences in restaurants and other cultural elements.

According to Silva (2022), gastronomic tourism encompasses not only the dietary customs of the local population but also seeks to explore natural attractions, itineraries, and pre-established programmes, further broadening the horizons that personalise the traditions and customs of the entire area. As highlighted: “Through gastronomy, people develop an interest in visiting and discovering new cuisines, identifying other cultures through food. This motivates travel, as food is one of the fundamental human needs” (Schluter, 2003, p. 30).

Oyster Festival in Florianópolis

With the highest concentration of oyster production in the south of Florianópolis Island, the development of mariculture has directly influenced the specialisation of restaurants in the area, which feature oysters as the foundation of their menus (Silveira, 2013, p. 15). “The Ribeirão da Ilha district is cited as responsible for 80% of Florianópolis’ oyster production, making it an important economic activity in the region” (Mondo et al, 2014, p. 15). Mariculture has driven the creation of new restaurants, establishing the locality as a gastronomic hub within the city of Florianópolis (Associação Floripamanhã, 2013).

Ribeirão da Ilha is located in the south of Santa Catarina Island. According to Leite (2013), “Considered one of the oldest and most traditional settlements in the region, the area preserves part of the historical and architectural heritage of the Azoreans who lived in Florianópolis.” Silveira (2013) emphasises the importance of the neighbourhood as one of the first Portuguese settlements in the city, where, due to its history, customs, and architecture, it has acquired a recognised cultural heritage, becoming a focus of government policies and private interests aimed at promoting the locality and its tourism potential, particularly in gastronomy.

On 20 June 2022, the cities in the Greater Florianópolis region officially received recognition for the geographical area dedicated to the cultivation of Floripa Oysters. This document represents a significant step towards applying for the Geographical Indication (GI) label for this mollusc in the region.

According to Pires (2022), the registration of the label will have a positive impact on the economy and gastronomic culture of the capital, which is already popularly recognised for the quality of the product. This official recognition, similar to the GI label for Floripa Oysters, like Champagne, which can only be produced in the corresponding region and attracts a considerable flow of tourists, will help generate significant revenue for the region.

FENAOSTRA is in its 21st edition. According to Pereira (2023), after a hiatus due to the COVID-19 pandemic, the National Oyster Festival returns for its 21st edition, promising an incredible experience for visitors. Held between 31 October and 5 November at CentroSul in Florianópolis, the event will bring together local culture, oyster-based cuisine, and the mariculture sector in one place. This year's edition will feature eight restaurants and 70 exhibitors offering the traditional oysters of the capital of Santa Catarina to the community.

FENAOSTRA 2024 Event Schedule

- **Tuesday (31):** The opening of FENAOSTRA was marked by the Baile do Meira, with free admission. The event opened at 11:00 and closed at 23:00.
- **Wednesday (1):** Péricles was the first national attraction. General admission (advance) was R\$ 30, and half-price tickets were R\$ 15, Gates opened at 11:00, and the event ended at 02:00. Performances began at 19:00, starting with acoustic guitar, followed by Grupo APG, DJ Anão, and Péricles closing the day.
- **Thursday (2):** The third day of the event featured the local band Dazaranha. General admission (advance) was R\$ 20, and half-price tickets were R\$ 20, *and half-price tickets were R\$10*. The event opened at 11:00 and closed at midnight. Performances began at 12:00 with Tiago Prestes, followed by a magician, Patrulha Canina, DJ Coy, Felipe and Kaynan, and Dazaranha. DJ Coy returned to perform again, closing the day.
- **Friday (3):** Acústico Vegas was the main attraction on the fourth day. General admission (advance) was R \$20, and half-price tickets were R\$ 20, *and half-price tickets were R\$10*. The event opened at 11:00 and closed at 23:00. Performances began at 12:00 with Maurício Cavalheiro, followed by DJ Cozzatti, Melizza, Acústico Vegas, and DJ Cozzatti returning to close the day.
- **Saturday (4):** O Quinteto S.A performed on the penultimate day of FENAOSTRA. General admission (advance) was R\$ 20, and half-price tickets were R\$ 20, *and half-price tickets were R\$10*. The event opened at 11:00 and closed at 23:00. Performances began at 12:00 with Cazé, followed by a magician, Swing Maneiro, DJ Sarkis, Tijuquera, and O Quinteto S.A closing the day.

- **Sunday (5):** The 21st FENAOSTRA was headlined by Fernando and Sorocaba. General admission (advance) was R\$ 20, and half-price tickets were R\$ 10, *and half-price tickets were R\$10*. The event opened at 11:00 and closed at 23:00. Performances began at 12:00 with Maurício Cavaleiro, followed by Em Cima da Hora, DJ Léo Leite, Jonatas Junior, and Fernando and Sorocaba, closing the FENAOSTRA 2023 event.

Service Quality in Events

Service quality in events is extremely important in today's world. Customers are more likely to engage with high-quality services, often creating a bond with the service provider. Sant'Anna and Silva (2008, p. 25) state that, "for the organisation of an event, the presence of various professionals from different fields and skills is necessary, and it is important that everyone works together and in harmony."

Thus, events are classified as valuable communication strategies, involving relationships, communication, retention, and adaptation of categories proposed through the analysis of the audience and their reception—or lack thereof—of the cuisine, product, or techniques presented on that occasion. This configures an effective method of customer engagement and retention, potentially leading to the establishment of a lasting relationship with the restaurant (Grönroos, 1995; Gummesson, 2005; Lovelock & Wright, 2003; Mello, 2008). According to Campos (2020), events exhibit characteristics that are simultaneously associated with projects and services.

For Carrasco et al. (2017), it is important to highlight that service quality is seen as a crucial factor for the medium- and long-term success of a company, primarily because it is one of the most difficult aspects for competitors to imitate and often constitutes the foundation of a sustainable competitive advantage.

In summary, Tomazzoni and Crosdales (2013) affirm that the success of an event is related to several factors, including planning and management by the organisers, aiming for results that align with the expectations of the target audience and their subsequent satisfaction. Therefore, it is suggested that the perception of service quality is a precursor to satisfaction.

For the authors, events provide opportunities for innovation, based on reaching different segments of this sector and serving diverse audiences. Providing a satisfying experience becomes essential for the success of the event, which is only possible through effective management and the quality offered (Tomazzoni & Crosdales, 2013).

According to Lima and Moreira (2019), customers expect their expectations to be exceeded when receiving certain services, so they can ultimately classify them as satisfactory or unsatisfactory. For Tomazzoni and Crosdales (2013), with the constant evolution of societal scenarios, events provide opportunities for innovation, based on reaching different segments of this sector and serving diverse audiences. Providing a satisfying experience becomes essential for the success of the event, which is only possible through effective management and the quality offered.

Rossato adds: “Working on event management becomes something innovative and entrepreneurial, as it is now perceived as a niche market in this segment” (Rossato et al., 2021, p. 4).

Providing a satisfying experience is essential for the success of the event, which is only possible through effective management and the quality offered. According to Prabhu, the classification of service quality is determined by the gap between what is expected and what is perceived (Prabhu et al., 2020). Sant’Anna and Silva (2022, p. 508) highlight what is important for an event:

“For the effective occurrence of an event, detailed and well-structured planning is necessary, based on the characteristics of the product or brand to be promoted, the objectives to be achieved, and the target audience to be reached. In addition, a team of professionals, both responsible for planning and execution, must be formed. They should be properly qualified and capable of working as a team to ensure the realisation, success, and positive outcomes of the event.”

Therefore, strategic planning aligned with qualified execution is essential to achieve the proposed objectives and maximise results, ensuring the efficiency of the event and effectively reaching the target audience.

TOURQUAL in Events

TOURQUAL was originally developed by Mondo (2014), designed to assess service quality in tourist attractions. It was adjusted and modified to enable its application in events. The application of TOURQUAL is a protocol consisting of a set of indicators aimed at diagnosing the quality of tourism services, whether in a destination, event, or facility.

With the advancement of analysing events and the services provided, the TOURQUAL protocol underwent some modifications in 2019. Its application has brought significant

analysis to events where it has been used, and there has been a significant increase in the demand for evaluating sectors that provide some type of service in the area. This is because failures in product delivery have made consumers more critical, not only evaluating price but also assessing the quality of delivery (Mondo, 2016).

For Mondo and Fiates (2017), the TOURQUAL protocol results from an extensive literature review and empirical validation, as published in several studies in Brazil and abroad. Its application in the events sector is of great importance, where the need for improvements is analysed, and the services provided at the event—from infrastructure to the food consumed—are evaluated.

According to Mondo (2014), following the development of the proposed model, empirical testing began with 476 tourists who evaluated the tourist attractions of Florianópolis and indicated the importance of the indicator for quality and its actual assessment. Therefore, the author proposed a specific model to assess service quality in tourist attractions, validating the model through empirical research and providing academia and the market with a new alternative for measuring quality in the tourism sector. It is important to note that the specifics of TOURQUAL's application in events may vary based on the type of event, target audience, scope, and other factors. Adaptations and customisations are essential to ensure the relevance and effectiveness of the protocol in specific event contexts.

METHODOLOGICAL PROCEDURES

Research Delimitation

The research focuses on evaluating quality indicators in events using the TOURQUAL protocol as a tool during FENAOSTRA 2023 in Florianópolis. The delimitation is based on the analysis of various aspects related to the participants' experience throughout the event.

Population and Sample

The target population of the research consists of participants of FENAOSTRA 2023. The sample comprises 500 participants, distributed over the 5 days of the event, with approximately 100 questionnaires administered daily during the festival in the food court. This distribution provides a comprehensive representation of the diversity of experiences throughout the event.

Data Collection Instrument

The instrument used for data collection is a structured questionnaire based on the TOURQUAL protocol, consisting of 14 questions related to the defined quality indicators: transportation, queues for access, ease of ticket purchase, accessibility, location and availability of restrooms, comfort (temperature and acoustics of the venue), perception of city safety, perception of event safety, infrastructure, signage, cleanliness of facilities, variety in cultural and food offerings, technology, and staff service. The questionnaire included 11 questions to gather participant data, with 8 questions related to the visitors' profile (personal data) and 3 about the FENAOSTRA event.

Data Collection Procedure

The 500 questionnaires were administered among participants of FENAOSTRA 2023 over the 5 days of the event. Each day, approximately 100 questionnaires were randomly distributed, aiming to cover different participant profiles. Data collection was conducted in person, including printed questionnaires.

Data Analysis

Data analysis was performed by compiling participants' responses for each quality indicator. An analysis of the data obtained for each indicator was conducted, presenting the average ratings and highlighting those with the lowest scores. A comparison was also made between the common indicators of the TOURQUAL protocol applied in FENAOSTRA 2016 and 2023, providing insights into areas requiring future improvements for the event.

RESULTS

Visitor Profile

The research includes 8 questions regarding the visitor profile. The first question was about the city where the visitor currently resides. It was found that 99.9% of respondents are Brazilian. Visitors came from five regions of Brazil, with two foreigners, with the Southern Region standing out, accounting for 92.2% of visitors. The Southeast Region had 8.2% of visitors, the Northeast Region 6%, and the Central-West and North Regions had 1% and no visitors, respectively. Of the Southern Region, 86.4% of the

99.9% are from the state of Santa Catarina, 2.8% from Rio Grande do Sul, and 4% from Paraná. Among visitors from the Southern Region, 86.4% are from Greater Florianópolis. These data indicate that the 21st FENAOSTRA attracts a significant portion of its visitors from the region, highlighting its importance for the state and its potential to attract tourists.

The percentage of female respondents was 59.8%, male 39.8%, and non-binary 4%. The fourth question refers to the marital status of visitors, revealing that 46.37% are married, 42.94% single, 6.4% divorced, and 4.2% widowed. The overall average age was 44.75 years, with a confidence interval (95%) of 18 to 96 years and a standard deviation of 14.41 years.

Regarding income range, diversity was noted among FENAOSTRA 2023 visitors. The percentage of 36.90% earns between R2,001.00 and R4,000.00 per month, followed by 28.3% in the income range of R4,001.00 to R6,000.00; 14.6% earn between R6,001.00 and R10,000.00; 10.2% receive between R1,000.00 and R2,000.00; 8.8% have an income above R10,000.00; and finally, 1.00% 1,000.00 per month.

Regarding education, 40.4% of visitors are currently studying or have completed higher education; 22.9% have completed high school; 14.0% technical education; 13.0% specialization; 4.8% a master's degree; 2.4% a doctorate; and 2.2% incomplete or complete elementary education. Regarding accommodation, 86.7% are residents of Florianópolis, 6.6% stayed in hotels, 5.4% with friends and relatives, 0.8% in Airbnb, and 0.2% in apartments or other accommodations.

During the questionnaire, one question referred to participation in previous editions of FENAOSTRA, with 58.2% of visitors stating they were unfamiliar with FENAOSTRA before, and 41.7% having participated in the festival more than once. Regarding the preferred event location, 75.3% indicated Centro Sul as the preferred venue for future FENAOSTRA events, while the Public Market received 24.6%, due to limitations in audience capacity, rain protection, and space for shows.

Evaluation of Indicators

This section presents the main results of the application of the TOURQUAL protocol with visitors of the 21st FENAOSTRA, held from October 31 to November 6, 2023. The first indicator with the highest score was the evaluation of staff (hospitality, courtesy, attention, and knowledge), with a score of 9.43. The second indicator was safety,

addressing both the perception of event safety, which scored 9.15, and the perception of safety in Florianópolis, which scored 8.64, with an overall score of 8.99 for Florianópolis.

The third indicator was the evaluation of the cleanliness of the event facilities, with a score of 8.82. The fourth indicator evaluated the ease of ticket purchase, with a score of 8.64. The fifth indicator assessed queues for event entry, snack bars, and restaurants, with a score of 8.51. The sixth indicator evaluated the variety of activities (culture, music, food, shopping), with a score of 8.03. The seventh indicator assessed the location, availability, and cleanliness of restrooms, with a score of 7.99. The eighth indicator evaluated transportation to the event venues, parking, and event location, with a score of 7.92. The ninth indicator assessed comfort, aesthetics, acoustics, and temperature of the event venues, with a score of 7.85.

The tenth indicator evaluated accessibility for people with disabilities at the event venues, with a score of 7.53. The eleventh indicator assessed internal signage at the event, with a score of 7.14. The twelfth indicator evaluated the price of tickets and event products, with a score of 6.50.

The last indicator assessed 4G and Wi-Fi technology and information availability at the event venues, with the lowest score of 5.46, indicating an area for improvement. The table presents a compilation of the results, with scores varying from the first to the last day of the event, showing that the event did not maintain the same standard from staff service to overall technology. The compilation of results is ranked from the highest to the lowest score of the event, using a scale of 0 to 10 (where 0 is the worst and 10 is the best), as shown in Table 1.

Table 1*Indicators by Day of FENAOSTRA 2023*

INDICATORS	Tuesday 31/10	Wednesday 01/11	Thursday 02/11	Friday 03/11	Saturday 04/11	Sunday 05/11	Average	Standard Deviation
Evaluation of Transportation to Event Venues, Parking, and Event Location	9,31	7,52	7,76	7,57	7,96	7,95	7,92	2,326
Evaluation of Queues for Event Entry, Snack Bars, and Restaurants	9,78	7,82	7,82	8,74	8,62	8,69	8,51	2,047
Evaluation of Ease of Ticket Purchase	9,8	7,96	8,64	8,52	9,12	8,47	8,68	2,028
Evaluation of Accessibility for People with Disabilities at Event Venues	9,89	7,42	7,24	7,13	7,13	7,34	7,53	2,497
Evaluation of Location, Availability, and Cleanliness of Restrooms	8,78	7,86	7,93	7,54	8,38	7,84	7,99	2,122
Evaluation of Comfort, Aesthetics, Acoustics, and Temperature at Event Venues	8,67	7,75	7,86	7,42	8,29	7,52	7,85	2,094
Perception of Safety in the City	8,81	8,51	8,78	8,41	8,28	9,07	8,64	1,739
Perception of Safety at Event Venues	9,57	8,9	8,9	9,17	9,04	9,43	9,15	1,59
Evaluation of Ticket and Product Prices at the Event	6,96	6,41	6,3	6,09	6,87	6,58	6,5	2,581
Evaluation of Event Infrastructure	8,98	7,71	7,73	7,78	8,88	8,03	8,12	2,105
Evaluation of Internal Signage at the Event	8,24	7,25	6,51	6,07	7,62	7,66	7,14	2,419
Evaluation of Cleanliness of Event Facilities	9,5	9,18	8,49	8,5	9	8,62	8,82	1,635
Evaluation of Variety in Activity Offerings Beyond Games at Event Venues (Culture, Music, Food, Shopping)	8,74	7,81	7,75	7,84	8,52	7,87	8,03	1,957
Evaluation of 4G and Wi-Fi Technology and Information Availability at Event Venues	8,07	5,28	4,73	4,74	5,98	5,13	5,46	3,501
Evaluation of Staff (Hospitality, Courtesy, Attention, and Knowledge)	9,35	9,44	9,26	9,46	9,49	9,54	9,43	1,284
Rating for the City of Florianópolis	9,19	9,18	9,15	8,8	9,07	8,68	8,99	1,511

Source: Research data (2023). Own elaboration (2024).

The 21st FENAOSTRA proved to be a well-evaluated event in various aspects, particularly in hospitality and safety. However, the evaluation of 4G and Wi-Fi technology received the lowest score, indicating a critical area for improvement. Other areas, such as queues, variety of activities, restrooms, and accessibility, received positive evaluations but still have room for enhancement to ensure a more satisfying experience for visitors.

The comparison between the indicators evaluated in 2016 by Mondo and in 2023 shows significant progress in several areas, especially in hospitality, safety, cleanliness, and ease of ticket purchase. However, 4G and Wi-Fi technology remains a critical area, even with a slight improvement.

These results indicate that FENAOSTRA organisers have made considerable strides in improving the visitor experience, but there is still room for refinement, particularly in technology and infrastructure. Continuous analysis and participant feedback are essential for the ongoing improvement of the event.

FINAL CONSIDERATIONS

Throughout this research, we aimed to achieve the main objective of evaluating the perception of FENAOSTRA 2023 participants regarding quality indicators, using the TOURQUAL protocol. We identified the indicators with the lowest evaluations, allowing for the identification of specific areas requiring improvements. Based on these analyses, managerial suggestions were made to provide a more satisfying experience for participants throughout the event. A comparison was made with the indicators used in 2016, highlighting that some indicators still require greater attention, as they did not show significant improvements.

The study achieved its goal of providing valuable insights into participants' perceptions of the quality of services provided during FENAOSTRA 2023. Critical areas requiring attention and improvement were identified, contributing to a deeper understanding by managers of the specific challenges faced by participants during the event.

Holding FENAOSTRA at Centro Sul had a positive impact; however, investment in infrastructure could be enhanced. Prioritising some areas identified as key points, such as transportation, accessibility, and entry queues, is essential to improving the participant experience. Establishing effective feedback mechanisms, such as fixed questionnaires during the event, is crucial for continuously capturing participant satisfaction and identifying areas requiring attention.

Promoting oyster culture further during the event, incorporating greater cultural diversity into the festival as part of continuous improvement, is vital. Participants' suggestions should be considered and implemented to elevate the quality of the event. Using the research results as a basis for strategic management is essential, noting that

some points require improvement and aligning FENAOISTRA's actions with participants' expectations and needs.

For the continuation of this work, it is suggested that future research explore the impact of the improvements implemented in the identified areas, monitoring participant satisfaction and emphasising the points that need adjustment, as mentioned earlier. Expanding the analysis to include new indicators or specific aspects that may emerge as relevant to service quality in events is a necessity.

It is important to acknowledge the limitations of this study, such as the possibility of variation in participant responses depending on the timing of data collection. Additionally, it is crucial to highlight the need for better signage at the event venue, including accessibility for people with disabilities, to cater to a diverse audience and reinforce the idea that the event is inclusive, serving the community and preserving tradition.

The study provided a foundation for understanding the challenges faced by FENAOISTRA 2023 participants regarding the quality of services provided. The managerial suggestions and indications for future research aim to contribute to the continuous evolution and enhancement of the experience offered during the event.

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