140 - PORTUGAL AND ITS CANDIDACY FOR THE ORGANIZATION OF THE WORLD CUP 2005 AND THE RYDER CUP 2010

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INTRODUCTION:

The scientific methods imply specific values which are peculiar being one of them the meticulous attention paid to issues which could be considered trivial and unworthy of the honor of being objects of a scientific investigation. Observing the scientific thoughts as part as what Nietzsche called “the arte of distrust”, we can came close to reality. The scientific perspective involves a process of seeing beyond the facades of the social structures (BERGER, 1988). What we intend to see with this study are the motivations for Portugal's candidacy for big sports events; the balance of these same events; the advantages that come to the country as well as for the modality and the differences between the candidacies of 2005 and 2010 which lead to the victory of the first. It's fundamental for the practice of the investigation the acquisition of a general comprehension and an increase of safe knowledge regarding the object of study by specialized camps of investigation. Being this a sociographic study (descriptive), our main goal is “describing clearly and rigorously the object of study” (CARMO e FERREIRA, 2008) in its structure and its operation.

PROCEDURES/METHODOLOGY:

The purpose of this investigation is to “resolve practical problems” by using the scientific method and not generalizing. We opted for a descriptive investigation in order to study, comprehend and explain the current situation of the object of study. However, we did not obtain valid, concrete and satisfactory scientific data. We opted for the participant observation method and used surveys by interviewing in direct action with the object of study with the objective of “opening the free area…reducing the secret area of the respondent and the blind area of the interviewer”(CARMO e FERREIRA, 2008). We applied the reciprocity rule through a well obtained and well-structured presentation where was demonstrated to the respondent the fundament of the interview and its academic objectives in order to substantiate the utility of its contribute (BERGER, 1988). The art of listening, quietly and closely, is something that all interviewers should learn before engaging empirical studies. The use of the interview is due to the necessity of gathering information to complement the existing gap regarding documents and information, reaching, in an exhaustive and pertinent way, our objective of obtaining and gathering the information, creating a smaller informational gap. To “gain time and save energies”… we selected “qualified informants” (CARMO e FERREIRA, 2008). In order of not being “completely disarmed” in the beginning of our work of investigation, we completed a script of observation where “we included a serious of necessary indicators to define the study object” (CARMO e FERREIRA, 2008). Like this type of investigation demands, we elaborated an appropriate instrument to obtain the needed information having appealed to inquiries in the form of interview – data construction technic that is the most compatible with the instrumental and technical rationality which has predominated in social sciences and in general societies (GHIGLIONE e MATALON,1978). The use of the quantitative methodology is consolidated in the inexistence of literature relevant to the issues being analyzed. Due to the need of additional information to the research and bibliographic revision, done before, we considered that the interview, being a method of collecting information orally, individually or in groups, with several carefully selected people, which levels of pertinence, validity and reliability are analyzed in the perspective of the objectives of gathering of information (KETELE, 1999).

INVESTIGATION PLAN:

The investigation plan includes performing an interview script which is applied on free exploratory interviews to 3 subjects. Free exploratory interviews to key elements, experts on this theme and intimately connected to our study subject, experts on Golf as a sport, engaged on international sports events as organizers and participants – Romeu Mendes Gonçalves, the Director of the Victoria Golf Course and Secretary General of the Golf Club of Vilamoura, Rita Santosthe Marketing Director of Ocean Golf and Miguel Franco de Sousas the Secretary General of the Portuguese Golf Federation. We have performed a content analysis, BARDIN (2008), audio record of the interviews, transcriptions, data treatment, analysis and interpretation. After delimitating the subject, the activity began with the free exploratory interviews to 3 individuals who spoke to an audio recorder about their preconceptions, their vision of this subject, spontaneous reasoning, perceptions and practical situations lived when applying to international events and when realizing them. They spoke about their perception regarding official supports, about Portuguese advantages as a country candidate to the organization, about the constraints they face, about the motivations for the Portuguese application to major sports' events, of the evaluation made of these events, of the inherent advantages for the country and for the sport itself as organizer in this type of events and the differences considering the World Cup and the Ryder Cup. An analysis of the interviews was performed in order to insure the internal validity of the study, based on content severity and data triangulation. We have also insured the reliability of the study by an exhaustive, detailed and rigorous description on the way the study was performed, through the explanation of assumptions as well as on how data and results are obtained. Having chosen a qualitative analysis, we have considered the value of the theme, and the indirect interpretation of what is implicit under the expressed language, to the analysis of our corpus which we consider to be exhaustive, representative, homogeneous and pertinent, we have obtained the categories to be analyzed.Given that the semantic analysis unity was defined “à priori”, we then defined 6 formal analysis unities which emerge from the performed interviews, subdivided in 31 unities of context: 1.a) Bibliography – a1; b) The practice of Golf – a2; c) Golf Course Knowledge– a; 2. a) Sport's promotion – a4; b) Sport's evolution – a5; c) Golf practice just for some (elitist) – a6; d) Constraints to the development of Golf as a mass sport – a7; e) Who are the players and participants in such events – a16. 3. a) Portugal a reference in the Golf area- a8. b) Portuguese motivations in applying to major sports' events – a9. c) Problems and constraints (country) – a10; d) Supports to the World Cup and Ryder Cup – a20; e) Strengths of the Portuguese application – a21/a23. 4. a) Portuguese supports and investments on major Golf events – a11; b) Infrastructures and support structures to participants – a12; c) Lack of government engagement – a27b; d) Lack of social mobilization for the event – a27c. 5. a) Motivations World Cup 2005 – a13; b) Other sports' events – a14; c) Advantages of realizing sports' events – a15; d) Learning from performed events – a17; e) Advantages of being the organizer of international golf events – a18; f) Gaps on advertising – a19; g) Specificities of applying to the Ryder Cup - a22; g)Problems regarding the

Portuguese application to the Ryder Cup – a24; h) Specificities and framing of a Ryder Cup application – a25; i) Weaknesses of the Ryder Cup application – a27a; j) Comparison between the Ryder Cup and World Cup – a28; l) Possibilities of Portugal granting the organization of the Ryder Cup– a29; m) Constraints of a possible future application – a30. 6. a) Comparison between the Portuguese application and other countries' application – a26; b) Portuguese capacity to receive the Ryder Cup or any other event of this kind - a27; c) Portuguese advantages for a possible application – a31.

DRAFTING OF RESULTS:

We chose for our interviews Romeu Mendes Gonçalves, Secretary General of theGolf Club of Vilamoura, golfer for 18 years, Rita Santos Marketing Director who works in the dissemination of Golf since 2004 and Miguel Franco de Sousa, the current Secretary General of the Portuguese Golf Federation having started his career in Golf in 1984 as a player, golfers and therefore knowledgeable of Golf Courses at both continent, islands and the international camp. The promotion of the sport is conducted mainly through public-private partnerships in which public support is up to tourism regions and local associations but where the financial costs with the release are almost exclusively private. The state involvement in promoting Golf as a sport is accomplished through partnerships with the entities responsible for tourism, either regionally or nationally. Firming up "partnerships, often in conjunction with the tourism authorities, specifically here in the Algarve, with Algarve Tourism Association, the national level for major events with Tourism Portugal and when we were involved in the Azores , was also the ATA. " In recent years, the sport in Portugal has been gaining strength, supporters, fans and external visibility. Athletes and supporters see Golf as a way of life, a state of mind, commitment and passion used in this sport is as big as the contact that you have with it. The general understanding that golf is a sport practiced only by some and only some (few) where the inclusion is made by money power. The segregation of elite sport and is based on: the lack of news the media offer about Golf makes this a sport that doesn't get into people's houses as easy as all the other sports. Participants in sports events like the World Cup or the Ryder Cup are essentially big names in the world Golf, registered players, in general foreigners that when they get to know the Golf courses of Portugal, become loyal to the clubs for hospitality, for geophysical conditions, the location and ease of access to various fields where they can practice their chosen sport. The interviews led us to conclude that any Golf event held in Portugal brings in athletes and supporters to promote and encourage national tourism. Portugal is taken and "is recognized throughout Europe as the Best Golf Destination" (GONÇALVES, 2011), this sport can be the maximization of state and private investment made in promotion of tourism, hotels, on sale leisure activities, "the Ocean Golf realized that Golf was actually a weapon, an asset to maximize the occupation of the Algarve and at national level too" (GONÇALVES, 2011), or as Miguel Franco says, "the point of view of the touristic and industrial sides are geared to the tourism industry and is an industry that today represents about 500 million of direct revenue "(SOUSA, 2011).

The investment in promoting the country by the Government, Regions of Tourism and even large private groups in the dissemination of golf as a form of excellence to be practiced in our country is growing because "the Golf, is possible to play here, 365 days a year and this is a great asset ... to be used in the tourism industry "(GONÇALVES, 2011). Public investment in transport links to facilitate access to local events and the travel between the various parts of the country where there are Golf courses included in the events and private investment in new infrastructure, improvements in the pre-existing, is monetized through the athletes who participate in events held in Portugal "have somewhere to sleep in, have some place to eat at, have somewhere to drink" (Santos, 2011). Private investment in construction of new golf courses is reflected in the words of Romeu: "the purpose of construction of the course was to bring an international reputation for the construction, architect Arnold Palmela, still one of the great names of the golf world ... could take the name of Victoria, Vilamoura, Algarve and Portugal beyond borders."(GONÇALVES, 2011). The bet on sports events at international level has substantial benefits for private investors, "if we consider leveraged industries such as construction and real estate, we are talking about industry that already may be worth very close to 2 billion euros" (SOUSA, 2011), for the Government itself, for the regions of Tourism, finally for the whole country "because in medium and long term, the advertising we've made through events and incoming players, opinion leaders in the area, is positive… in terms of marketing, image and publicity…"(GONÇALVES, 2011). However, although the Golf is a sport that moves the masses and that the return on investment is considerable and attractive, there is still no comprehensive and qualitative disclosure by the media as regards Romeu "in day- to-day and during the event before or even after, we see no such disclosure in mainstream media, this is, it is difficult to reach the population "(GONÇALVES, 2011). The Portuguese population in general way does not join this sport, these events, either for cultural reasons or a connotation of Golf a sport elitist and expensive, although as said Miguel Franco "... there is a stigma that this is a sport for old, for rich and upper classes, but this is not true" (SOUSA, 2011), this becomes a capital loss for the country and to encourage massive image of Portugal as a "Land of Golf".

Sponsorship and financial support to events are almost exclusively private, "prize-moneys, ... we have the support and sponsorship, I can tell, exclusively from Turismo de Portugal, the involvement of all the rest of the event is over the Ocean Golf ... not received monetary support for this organization"(GONÇALVES, 2011)., there is, as we observed, state support for events of this magnitude and scope. The investment incurred only in the private sector and only Portugal is a country that has been promoting the image internationally as a preferred destination, it still has some gaps that reproduce the results of internationally renowned events as the Ryder Cup, as stated by Miguel Franco "What has happened lately is that his back did not take advantage of measures that could boost the promotion of the sport" (SOUSA, 2011).

Applications for various events (World Cup and Ryder Cup) are mixed in the formalization. While the application for holding events like the World Cup are held by private invitation and dialogue, applications for events like the Ryder Cup, which include a greater international dimension to the process (application) is more complex and competitive. The countries, represented by private entities, the European Tour have a document where mention and highlight the motivations and capital gains in order to get an invitation to bid, "the PGA European Tour and select the countries that invite and who allow access to apply ... Portugal was invited to submit an application and then what happens is, at national level is done again an invitation to some, few, these entities to private entities to submit an application "an application for an" Ryder Cup is a very complex thing ... covers many different aspects, explaining why this application should be the winner ... covers accessibility, housing conditions for players, to the public, because we are talking about millions of people "(SANTOS, 2011) . In a case of this magnitude are involved local authorities and various entities that have hotel quality framework conditions in the application and yet "the candidacy of Portugal to the 2018 Ryder Cup was the true example" (SOUSA, 2011). Portugal has, potentially, all the conditions that you may make an application to events of this size.

A country like Portugal coexists with some remaining gaps to appear as a "strong candidate" near absence of internationally known athletes, "any of the other countries that were to apply against Portugal to compete with Portugal, countries that were they were all professionals in the European circuit, with several professional titles at European or world, a fact which also weighs" (SANTOS, 2011).Countries with athletes who are part of the circuit of European or American Golf enjoy a projection and support as potential candidates. Another constraint to the achievement of major events is the need for government support,

which happened in Portugal but in a timely and unprecedented, "The state was very supportive. The fact that the IMF to come to Portugal did not want to limit, in principle, an investment of this nature "(SOUSA, 2011). Financial support from big business to be able to apply sustained, with real possibilities of realization, "It was an event that lacked a commitment to government, government involvement in a large group which is currently connected to the banking and with the socio-economic instability that our country was going through, just with the IMF being called in Portugal, it was impossible to win." (SANTOS, 2011) Events of this size, require that the country's candidacy, the sponsors and offer real possibilities counterparts and guarantees (financial) that the event will actually take place.

CONCLUSION:

"The initial theoretical construction is, at least, amplified, reformulated, corrected and clarified"(TURATO, 2005).

The committed "behavior" of the organizers and competitors to the organization in Portugal put the country and the candidacies well-positioned although not victorious. "The behavior of man is not so much oriented by innate drives but by moderate impulses of experience and individual knowledge...man behavior should show what they learned" (ELIAS, 2008). With a well-known group such as Golf, with the knowledge of experience, Portugal achieved the notoriety as chosen destiny for golfers.

Portugal has all the conditions, natural and the operational infra-structures, that with more help from the government, more incentives, more coverage and visibility by the mass media and with work and incentives to the practice of this modality, achieve an important place in the group of the countries which organize big international golf events. The investment is monetized in a more or less predictable way, the return is "guaranteed". Therefore, living in a country that is facing an economic crisis ad that haves the necessity of rentable investments promoting the national industry (tourism), Golf and its international events would be a way of leading us to a better place.

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PORTUGAL AND ITS CANDIDACY FOR THE ORGANIZATION OF THE WORLD CUP 2005 AND THE RYDER CUP 2010

ABSTRACT

The primal propose of this investigation consists in the analysis of motivations for the candidature of Portugal to major sports events; the balance made up of these same events; the benefits accruing to the country and for the sport and the differences between the candidates of the 2005 World Cup and The Ryder Cup 2018. Having opted for a qualitative research for analysis of our corpus, obtained the relevant categories for analysis. Since the semantic unit of analysis was defined a priori, we start the formal definition of 6 units of analysis that emerged from interviews, sub-divided into 31 context units. The sample consisted of three individuals, as follows: the Director of the Victoria Golf Course and Secretary General of the Golf Club of Vilamoura, the Marketing Director of Ocean Golf and the Secretary General of the Portuguese Golf Federation. Data collection was crafted from semi-structured interviews. The interviews led us to conclude that the Golf sport's event held in Portugal brings practitioners, caregivers and supporters to promote and encourage domestic tourism, achieving a maximization of state and private investment made in promotion of tourism in hotels, leisure activities on offer. The Portuguese do not adhere to the Golf Club and related events, for cultural reasons or a connotation of Golf a sport elitist and expensive. A country like Portugal coexists with some remaining gaps to appear as a "strong candidate" near absence of internationally renowned sportsmen. Another constraint to the achievement of major events is the need for government support, which happened in Portugal but in a timely and unprecedented.

KEYWORDS: Golf; World Cup; Ryder Cup

LE PORTUGAL ET LA CANDIDATURE À L'ORGANISATION DE LA WORLD CUP 2005 ET LA RYDER CUP 2018

RESUMÉ

L'objectif le plus important de cette recherche c'est l'analyse des motivations pour la candidature du Portugal aux grands événements sportifs ; le bilan de ces mêmes événements ; les avantages que en reviennent pour le pays et pour le sport ,et les différences entre les applications de la World Cup 2005 et la Ryder Cup 2018 . Ayant opté pour une recherche qualitative pour l'analyse de notre corpus, nous avons obtenu les pour l'analyse. Étant donné que l'unité sémantique d'analyse était définie a

priori, nous avons passé à la définition de 6 unités formelles d'analyse qui sont le résultat des entrevues réalisées, subdivisés en 31 unités de contexte. Le modèle se composait de trois personnes: le Directeur du Golf de Victoria et le secrétaire général du Club de Golf de Vilamoura, le directeur marketing de Océan Golf et le secrétaire général de la Fédération Portugaise de Golf. La collecte des données a été conçue à partir des entrevues semi-structurées. Les entrevues réalisées nous ont amenés à conclure que tout l'événement sportif de Golf réalisé au Portugal nous apporte les praticiens, les accompagnants et les partisans qui promeuvent et encouragent le tourisme national, atteignant une maximisation des investissements publics et privés réalisés dans la promotion du tourisme dans les unités hôtelières et activités de loisirs. Les Portugais ne sont pas adhérents du Golf et des événements liés au Golf, soit pour une question culturelle soit parce qu'il s'agit, à leur avis, d'un sport élitiste et coûteux. Un pays comme le Portugal coexiste encore avec quelques lacunes pour apparaître comme un "candidat sérieux" : presque une absence de sportifs de renommée internationale. Une autre contrainte à la réalisation d'événements majeurs, est le besoin du soutien du gouvernement, ce qui s'est passé au Portugal, mais d'une forme ponctuelle et sans précédents.

MOTS-CLES: Golf; World Cup ; La Ryder Cup

PORTUGAL Y LA CANDIDATURA A LA ORGANIZACIÓN DE WORLD CUP 2005 Y LA RYDER CUP 2018

RESUMEN

El objetivo principal de esta investigación es el análisis de las motivaciones de la candidatura de Portugal a los grandes acontecimientos deportivos, el balance hecho por estos mismos hechos, los beneficios para el país y para el deporte y las diferencias entre los candidatos. Después de haber optado por una investigación cualitativa para el análisis de nuestro corpus, obtuvimos las categorías de análisis. Dado que la unidad semántica de análisis se definió a priori, partimos de la definición formal de 6 unidades de análisis que surgieron de las entrevistas realizadas, sub-divididas en 31 unidades de contexto. La muestra estaba compuesta por tres personas, de la siguiente manera: el Director del Campo de Golf Victoria y Secretario General del Club de Golf de Vilamoura, el Director de Marketing de Mar Golf y el Secretario General de la Federación Portuguesa de Golf. La recolección de datos fue elaborada a partir de entrevistas semi-estructuradas. Las entrevistas nos llevaron a la conclusión de que todo el evento deportivo de Golf celebrado en Portugal atrae practicantes, acompañantes y simpatizantes que promueven y fomentan el turismo nacional, logrando una maximización de la inversión estatal y privada realizados en la promoción del turismo hotelero y promoción de actividades de ocio. Los portugueses no adhieren al Golf y a eventos relacionados, por razones culturales o una connotación de Golf como un deporte elitista y caro. Un país como Portugal aún convive con algunas lacunas para se representar como un "candidato fuerte": casi la ausencia de atletas de renombre internacional. Otra limitación para la realización de eventos importantes es la necesidad de apoyo del gobierno, que ya tuvo lugar en Portugal, pero de una manera puntual y sin precedentes.

PALABRAS-CLAVE: Golf; World Cup; Ryder Cup

PORTUGAL E A CANDIDATURA À ORGANIZAÇÃO DO WORLD CUP 2005 E DA RYDER CUP 2018

RESUMO

O objetivo primordial desta investigação consiste na análise das motivações para a candidatura de Portugal a grandes eventos desportivos; o balanço feito desses mesmos eventos; as vantagens que advêm para o país e para a modalidade e as diferenças entre as candidaturas do World Cup 2005 e para o Ryder Cup 2018. Tendo optado por uma investigação qualitativa para análise do nosso corpus, obtivemos as categoriaspara análise. Sendo que a unidade semântica de análise estava definida à priori, passamos à definição de 6 unidades formais de análise que imergem das entrevistas realizadas, sub-divididas em 31 unidades de contexto. A amostra foi constituída por três indivíduos, sendo: o Diretor do Campo de Golfe Victória e Secretário-Geral do Clube de Golfe de Vilamoura; a Diretora de Marketing do Oceânico Golfe e o Secretário Geral da Federação Portuguesa de Golfe. A recolha de dados foi trabalhada, a partir de entrevistas semi estruturadas. As entrevistas realizadas levaram-nos a concluir que todo o evento desportivo de Golfe realizado em Portugal trás consigo praticantes, acompanhantes e simpatizantes que promovem e fomentam o turismo nacional, conseguindo-se uma maximização do investimento estatal e privado realizado na promoção do turismo, em unidades hoteleiras, em promoção de actividades lúdicas. Os Portugueses não aderem ao Golfe e a eventos relacionados, por uma questão cultural ou por uma conotação do Golfe a um desporto elitista e dispendioso. Um país como Portugal convive ainda com algumas lacunas para se apresentar como um “forte candidato”: quase inexistência de desportistas de renome internacional. Outra condicionante à realização de grandes eventos é a necessidade de apoio governamental, que em Portugal aconteceu mas de uma forma pontual e sem precedentes.

PALAVRAS-CHAVE: Golfe; World Cup; Ryder Cup