



The new impacts and trends of tourism products and destinations

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BRAZIL'S WORLD CUP FIFA 2014: ONE FRAMEWORK OF THE IMPACTS ON ICTS AND LODGING FACILITIES IN THE HOST CITY OF CUIABÁ / MT

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Resumo

O setor de turismo é uma atividade que infere nível de estrutura organizacional fundamentada nas necessidades e nas motivações manifestadas pelas pessoas. Requer ações voltadas ao atendimento pleno dos requisitos da oferta e das exigências da demanda. Tais ações preconizam ser sistematizadas em estratégias conduzidas pelos órgãos públicos e instituições que representem as empresas privadas. Ampliando o leque de oportunidades, o megaevento Copa do Mundo FIFA 2014 realizado no Brasil, apesar de grande repercussão política, foi considerado fonte de investimento em diversos setores, entre eles nos meios de hospedagem, tecnologias utilizadas para a divulgação e e-commerce. Cuiabá, capital do estado do Mato Grosso, foi a menor entre as cidades-sede e recebeu 158 mil turistas durante a realização dos 3 jogos que sediou. A pesquisa de caráter exploratório-descritivo, com abordagem quantitativa e qualitativa, utilizou a pesquisa documental e de campo para a coleta de dados. O presente estudo teve como principais objetivos analisar o legado proporcionado pelas estratégias de acomodação dos meios de hospedagem e as inovações tecnológicas utilizadas pelo setor hoteleiro. Como resultados destacam-se a criação de novos produtos por parte de empresas pioneiras e qualificação da mão de obra para o setor. Contudo, a insegurança do empresariado em relação ao pós-evento, no que se refere ao aumento expressivo no número de leitos para a cidade, e a baixa utilização das ferramentas disponibilizadas pelas TICs foram pontos fortes percebidos no material analisado. Para futuras pesquisas sugere-se a comparação destes dados com as demais cidades que sediaram o megaevento.

Palavras-chave

Estratégias de acomodação, Hotéis independentes, Poder público, Tecnologia da informação e comunicação.

Abstract

The tourism sector is an activity that infers a level of organizational structure based on the needs and motivations manifested by the persons. It requires actions aimed at full attendance of supply and demand requirements. Such actions recommend being systematized in strategies conducted by public agencies and institutions that represent private companies. Extending the range of opportunities, the mega-event FIFA World Cup 2014 held in Brazil, despite of great political repercussion, was considered a source of investment in several sectors, including in Means of hosting, technologies used for disclosing and e-commerce. Cuiabá, capital of the state of Mato Grosso, was the smallest among the host cities and received 158,000 tourists during the three games it hosted. This exploratory and descriptive research with quantitative and qualitative approach, used the documentary and field research to collect data. The present study had as main objectives to analyze the legacy provided by the accommodation strategies of the means of hosting and the technological innovations used by the hotel sector. As results, it highlights the creation of new products by pioneer companies and the qualification of the workforce for the sector. However, the insecurity of the business community in relation to the post-event, regarding the significant increase in the number of beds for the city, and the low use of the tools provided by the ICTs, were strengths perceived in the material analyzed. For future research it is suggested the comparison of this data with the other cities that hosted the mega event.

Keywords

Accommodation strategies, Hotel private sector, Public authorities, Information and communication technology.

Introduction

The global mega sport events constitute on catalysts' elements of opportunities for public and private companies to directly influence on the economic performance of a country, as well as being accelerators of changes in the adaptation of general infrastructure. One of the factors that most motivates a country to host a World Cup is the tourist flow that such an event generates - not only directly, through the fans who will watch the competition, but also indirectly, depending on exposure in the media communication, which provides broad visibility in the national and international scene. However, such opportunity for tourism growth must be seized through several action axes, for example, investment in hotel infrastructure and information and communication technology - ICT.

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The means of hosting stand out among the equipment that compose the tourist infrastructure for being essential to the feasibility of their activity in anyone of its modalities. In the period of the FIFA World Cup 2014, a survey on domestic tourism demand held in all 12 host cities with 6,555 people, 45% of interviewed said they used hotels, flats or B & Bs for their stay, 48,2% stayed in friends or relatives' houses (FGV PROJETOS, 2014).

The growth and development of the tourism and hotel industry can be partly attributed to the Internet and the ICTs. The online method is ideal for the tourism sector because it allows the recovery of information and electronic transactions (Buhalis & Law, 2008). Thus, the e-commerce comes out as a good opportunity. Another reason refers to Internet users' profile: those who like to travel have a high level of education and spend above the average amounts on entertainment activities, becoming so an ideal market for products / services related to travel.

We infer that the means of hosting must have market visibility with regard to ICTs used to interact with customers. It is necessary a closer cooperation throughout the tourism sector, as well as some degree of standardization and interconnectivity, in order to provide an improvement in the service and provide a continuous travel experience. Besides, allow tourism organizations manage their competitiveness in the market, with constant attention to the deregulation and globalization.

The accomplishment of a mega event is accompanied by evaluations of their impacts. This statement is from Chappelet (2012), which raised professional literature on the subject and concluded that the economic aspect is one of the most relevant and a sort of recurrent "legacy" in the works investigated by the author.

The aforesaid confirmation justifies the reason why that major sporting events have been a strategy of several countries for international visibility and attention to attracting investment, being the World Cup the largest event of a single sports modality held in the world. In its last editions, they attracted respectively 2,785,100 tourists in France in 1998, 2,785,100 in Japan / Korea in 2002, 3,359,439 in Germany in 2006 and 3,178,856 in South Africa in 2010.

According to the Ministry of Tourism (2014), Brazil received a million foreign

tourists, of which 61% had never visited the country before. In the Brazilian airports, the movement was of 17 million people. To give you a comparison, the Carnival, the country's main event with a holiday of three working days, moves an average of 5 million people in the Brazilian airports according to Infraero (2016). The World Cup exceeded by more than three times that amount. In the stadiums, the movement was of three million people.

Brazil invested about \$ 12.2 billion in the hosting of the World Cup in 2014 and received a million foreign tourists who spent US \$ 380 million. Cuiabá, the capital of Mato Grosso state, the smallest city that hosted the event, received 158 thousand tourists, 55 thousand being foreigners.

With the reach of an unusual movement in the period of the World Cup, this work had the following research question. What are the impacts left with the accomplishment of the 2014 FIFA World Cup mega event for tourism development with a focus on hotel industry, with regard to the capacity of means of hosting and ICTs used by the hotel industry of the host city of Cuiabá?

To answer this question, this exploratory research with qualitative and quantitative approach, objective to identify the accommodation strategies of the means of hosting, and check the technological innovations used by the hotel industry.

Besides this introduction, this document is divided into three parts. The next one shows the development of the work beginning with a brief theoretical reference. Afterwards it presents the discussion of the results and, at the end, the conclusions are described along with the limitations of research and new researches suggestions. The theoretical reference used in the presentation and discussion of the results is in the last part of this document.

The Lodging Facilities and the ICTs

A hotel organization can be understood as a company that, Upon the payment of rates, offers accommodation to indiscriminate customers, explains Castelli (2003). Facing the need to standardize and qualify the services following international references within this sector, Brazil has innovated to create a new hotel classification system in 2011, establishing the Brazilian System Means of Hosting (SBClass) establishing classification criteria (2012).

In this context, the types and categories of Means of Hosting include hotel, resort, hotel farm, historical hotel, hostel, flat / apart hotel and bed and breakfast. The latter, also known internationally as Bed & Breakfast, which is approached in this study, refers to hosting in residence, with at most three housing units for tourist use, with breakfast and cleaning services, in which the owner of the Establishment lives.

The information has great importance in tourism activity to the extent that the access and knowledge about the various tourist destinations are essential for travelers make an appropriate choice. The intangibility of the tourism product makes the customer needs depth information. Therefore, hosting services, even being a set of physical facilities,

intangible aspects such as quality of service and offered service, ambience decor, hospitality, and other different subjective elements, greatly influence the decision of the tourist.

The ICTs that gives support to this connected world are defined as the variety of available tools on the Internet which facilitate the strategic and operational management of organizations at the same time that allowing them to: (i) managing information, functions and processes; (ii) to communicate interactively with their partners; (iii) create opportunities for achieving its mission and objectives through the use of all strategies available in the market (Buhalis, 2003).

The exploration of different technological applications in means of hosting has constantly changed the way of management and the consumer behavior, causing companies to adapt to the demand needs, which, in turn, put pressure on organizations to change their way of management (Buhalis 1998; Bai, Hu & Jang, 2006; Lim, 2008; Izquierdo-Yusta & Schultz, 2011; Camisón & Monfort-Mir, 2012).

The hotel industry uses several distribution channels, including, according to O'Connor and Frew (2002), distribution on its own website, travel agencies and tourism operators and increasingly, make use of electronic distribution channels in order to be always present in several places and make that the relevant information is available conveniently to the Internet users. In addition, it facilitates the booking by the customers themselves and decreases costs. As a channel, the key role of travel agencies is to make the link between suppliers (Means of Hosting) and the final consumers, providing them with information of tourism products and making their reservations. By using the tools provided by ICT, these functions are on question since consumers themselves are able to perform them.

One of the main benefits of the Internet is the direct communication with the consumer. Great savings can be achieved by stimulating the customer to make reservations automatically, which fascinated many tourism providers regarding to this new distribution channel. The agencies are using the Internet to consecrate the OTAs (online travel agencies) as an additional information resource to serve better its customers (O'Connor, 2001). The OTAs were the first to conduct online sales, consolidated with its brands and names, and promote continuous investment in technology, such as promotions on Google and other means of communication, online and offline. Its great expansion makes independent hotels and hotel chains to feel difficulty to compete with them (Hosteltur, 2013). Currently, a large number of hotels have agreements with OTAs like Expedia, Booking, Orbitz, Decolar or any other that offers visibility and market position, allowing them to sell their stock of housing units (HUs).

Another channel that connects the consumer refers to social media: in this current communication process, there is no more need for an intermediary. The Social media indicates a selective and segmented audience by ideologies, preferences, lifestyles, values, intensifying the individual relationship between who sends and who receives the message, (Sabbah apud Castells, 1999; Singh & Diamond, 2012).

Social networks passed from loyalty platform to a tool of demand generation. Facebook is the example that this channel offers different ways to reach the customer through news feeds, ads on the right of the page, and, above all, by reports of experiences lived and disclosed by the users. A hotel can segment their actions on Facebook using demographic criteria, following several categories and finally classifying different types of network behavior. Users do not use the social network in order to book a trip, but it is the ideal way to create brand awareness and to reach customers who have shown interest in the platform. It is in this environment that the hotel must appear, although the sector is still studying the effects of social networking activities on return on investment - ROI, not just their own networks, but what can affect other channels (Hosteltur, 2013)

Due the importance of mobile devices to promote the establishment and reservation of UH, the hoteliers realized the importance of understanding the behavior of users because it is relevant for the development of customer segments and site personalization, thus adopting a series of technologies to assist in the decision-making and boost sales (Kim, Lee & Law, 2008). Mobile technology ranges from notebooks, laptops, and smartphones, and its growth has been advancing by the fast development of wireless communications technologies together with the popularity of mobile applications created on platforms accessible to consumers (Banderker & Belle, 2011).

The m-commerce emerged with great potential. Researches carried out in 17 countries indicates that eight out of ten consumers wish to have more business interactions through mobile devices. The factors that boost or delay the wider adoption of mobile phones vary in different countries and sectors. The study conclusions show that consumers want more m-commerce services through mobile phones. Emerging markets such as South Africa, Saudi Arabia and China show a more accelerated pace of change, with 96% of the interviewed expressing the desire to use the cellphone to buy goods or services. In mature markets such as Japan, the United States and Germany, this index is lower, reaching 59%, as shows a SAP's study (2014), the world leader German company in business software and related services.

Worldwide, the m-commerce represents 30% of the retail sector sales and more than 10% of these transactions take place in Brazil. For the hotel, the item "book now" must be clearly visible on the page and linked directly to the hotel reservations department or the hotel chain. The data collection (hosting period, number of people, service options, etc.) should be direct, with easy menus for the options selecting. Finally, the reservation process needs to be protected and safe, including confirmation screens to ensure buyer confidence in the procedures. It appears, therefore, that the company's presence in mobile media has become a vital need for its continuity in the market (TecnoHotel, 2013; EcommerceNews, 2015).

The booking process, in turn, has been one of the stages of more impact in the mobile revolution, mainly because undid the distance that there was to get to the stage of the journey. With the new apps, geolocation (geographic location) and last minute booking, this process is another activity that develops in real time (Hosteltur, 2013). In this way, the MHs who have their own reservation engines in the site stand out, because, even

though when searching for a hotel using ICTs the tourist first finds a distribution channel or an online intermediary, many of them visit the establishment's own page. At this moment, the customer is in a place that belongs only to the MH, where there may be factors that motivate him to make the reservation directly.

Lin and Lee (2010) explain that the hotel industry needs to segment better their own market to thereby, use the online booking as a direct distribution channel tool with customers. The authors obtained this conclusion after investigating the implications and impacts of the online booking system on London's hotels.

One cannot forget to mention those hotels that have no interest in being part of the electronic network and do not develop strategies to do so. They continue with the traditional intermediaries such as travel agencies and tourism operators and they believe they do not achieve a significant return with the electronic channels.

The exposure of the mobile world and social networks has exponentially multiplied the amount of information that is possible to get from customers. Knowing how to manage this large amount of data and transform it into useful knowledge for the development of marketing strategies is a challenge for the hotels managers.

Researches attest the strong use of the Internet as a source of research / information for trips; whether in the moment the person decides where to go, or to check prices, location, services, among others. Table 1 shows a survey conducted by the Brazil Ministry of Tourism (2014) period of the FIFA World Cup 2014, which included a sample of 10,513 tourists of the international segment (See Table 1).

It is possible to identify clearly in Table 1 that the Internet is the main source of researching for people who intend to travel. As the tourism industry grows in Brazil, a great challenge is installed; the effort of tourism organizations is not limited only to meet all the demand of consumers, but also know and understand the new tourist's profile. Therefore, they can use the several tools available to plan their trip, and do this with the help of the Internet and the several social media tools available, which are increasingly requested by this consumer profile

Previous studies carried out in other countries show that one of the problems in the hospitality industry is the demand for applications of ICTs. The biggest obstacle for the hotels, according to the studies of Yeh, Leong, Blecher and Hu (2005), is the large amount of capital needed to invest in the implementation of e-commerce. Furthermore, hoteliers are not sure that the amount invested will return and if it will be a sustainable competitive advantage.

Lim (2008) comments that customers' pressure for the adoption of ICTs by hotels is positively associated with the performance of customer retention strategy. Bai, Hu and Jang (2006) complement stating that the large hotel companies as well as hotel chains are the most concerned about the relationship strategies with customers.

A study carried out by Litvin, Goldsmith and Pan (2008) also highlights the increasing number of connected consumers and thus, exposed and influenced by different travel and hotels' sites. Highlights the importance of the organizations adopting new technologies and develop strategies to encourage e-WOM (electronic word of mouth) in hotel

marketing, especially emails, websites, blogs, online communities and chat rooms. These new ways of communication are fertile territory for the dissemination of e-WOM. Manap and Adzharudin (2013) and Fotis, Buhalis and Rossides (2012) corroborate when they say that e-WOM attracts tourists. In addition, growth in social medias adoption and online booking have contributed to making e-WOM even more efficient in attracting tourists / consumers (Viglia, Minazzi & Buhalis, 2016).

It can be said that the technologies provide to the means of hosting, specifically, benefits to develop management systems that allow them to coordinate their operations and simultaneously promote their products. Kim, Connolly and Blum (2014) have identified that mobile technology is being increasingly adopted by hotels in order not only to reduce costs and speed up processes, but also to optimize sales. This conclusion came after 70 managers from nine countries responded to an instrument.

However, studies in other countries presented by Frey, Schegg and Steiner (2002), Bai, Hu and Jang (2006), Litvin, Goldsmith and Pan (2008) and Au and Ekiz (2009) show that hotel companies do not use extensively the digital marketing on their websites, to the extent that only transmit static information and provide limited conventional functions.

Methodology

The methodology is classified as exploratory and descriptive, with qualitative and quantitative approach. For data collection was used documentary research which used the database of the federal government through the Ministry of Tourism and Embratur, state, through the Department of Development of Tourism of Mato Grosso State and municipal, through the reports with historical data produced by the Trade Union of Hotels, Bars and Restaurants (SHRBS / MT).

In the field research multi-methods were used to achieve the proposed objectives. First, forms were applied to collect information in hotels not certified by the class association, as the number of rooms, hotel structure, ICTs and others.

Latter, an online field research was carried out in order to identify which of these organizations had own website (one of the main tools of ICTs) or if they do their reserves through OTAs (online travel agency).

For hotels that did not have a website, we applied a questionnaire about our research object. For those who owned website, we accessed the options available on their sites online. This method was adopted in order to verify which ICTs could be accessed by guests as OTAs, social media and apps for mobile devices. This survey was conducted from January to February 2015.

At the end, the annual data provided by the association were compared with the data collected and for this we used the descriptive research.

To collect data concerning the availability of mobile applications, we simulated the behavior of a tourist in the search for the keyword "Cuiabá" in the "App Store" search engine.

Analysis and Results Discussion

As soon as the forecast of 70 thousand tourists in Cuiabá based on ticket sales for the world games was published, the surprise and concern came over all sectors of tourism activity of Cuiabá, public and private. That is because until that moment all the information came from speculation and comparisons with other destinations. That's when the State Government, which already counted on an increase in the MH number still under construction to meet this demand, created the accommodation programs in partnership with institutions and the local community aiming to increase the offer of beds.

In the partnerships established with the local community, three ways of accommodation were idealized: solidarity accommodation, real estate rental and Bed and Breakfast. The first would be a form of home hosting modality through national and international exchange between the members of the institutions Rotary Club International and Lions Club International. However, it was not possible to proceed with this program, which was not implemented.

The leasing of properties, despite having no tradition in the city, since the main profile of Cuiabá tourist is the tourist business and events, surprised when offered 3,600 beds, which the Tourism Development Department of the Mato Grosso State - SEDTUR estimates to have been leased around 1,800 beds. However, there was a problem of property speculation in the offers available.

However, the Bed and Breakfast modality, which is a category recognized by the Ministry of Tourism and which has wide acceptance in Europe, in Brazil is still incipient. After the incentive of the Government of Mato Grosso state to invite the local community to join the program, gained the acceptance of the residents of Cuiabá and cities in the surroundings, with 452 able homes registered. It is important to note that all program process, from the creation of standards of access platform, availability and dissemination was designed and coordinated by the State Government itself. With the comprehensiveness of accommodation programs with significant participation of the local community in two modalities that were performed for the receptivity of the World Cup, we concluded that holding large events can also promote collaboration between the public and private sectors and between these and the communities involved.

In relation to hotels, which are the most significant sub sector and more visible within the hosting or accommodation, it was verified in the destination the presence of 73 MH, of which 16 were hotel chains, including two international chains. In 2014, that number increased to 85 MH, including five international hotel chains, five national hotel chains and two independent hotels.

Regarding the amount of MH planned until the realization of the World Cup in Cuiabá, which in 2012 were 73 MH with accommodation capacity for 8,814 people, arrived in 2014 to mega-event reception with 85 MH, with accommodation capacity for 12,284 (SIHBRS, 2012). An increase of 71% can be considered one of the greatest impacts on the destination hotel industry. In addition to the quantitative increase, we can also

highlight the entry of new national and international chains in the destination, which favors the sector's competitiveness by improving the quality of services provided.

In statements during the application of the forms, hoteliers mentioned the fact that these new entrepreneurs possess a more decisive and less cooperative profile, which for some was considered negative, while for others, a learning experience.

However, this significant increase caused insecurity in the local businesspersons, composed previously by the vast majority of independent and regional networks hotels. Due to this, concern the Brazilian Association of hotel Industry of Mato Grosso (ABIH / MT), in partnership with the Trade Union of Hotels, Restaurants, bars and Similar of Mato Grosso (SHRBS / MT) produced in 2011 a dossier entitled "Warning to investors of the Cup". In this dossier, company managers showed concern for the post event and the idleness of the built beds. According to the document, in 2011, the average of the hotel occupancy was 70% and according forecast, it would fall to 56% in 2015.

The document also contained reports about negative impacts of World Cup post-event in other locations, such as France and South Africa. In this last, the document highlighted the fact that the South African government has cogitated the possibility of demolishing the Green Point stadium in Cape Town, which cost to the public treasury approximately U \$\$ 265 million in its construction and causes annually a loss of U \$\$ 2.6 million in maintenance.

Despite all these entire discontentment of the businesspersons of MH, associated with corruption scandals that began in Brazil in the end of 2011, along with the delay in the delivery of public works planned for 2013, the event in Cuiabá exceeded the expectations of the local community and visitors. The main work under the Responsibility of the Federal Government and the Mato Grosso State, the LRV, (Light Vehicle on Rails), which would link the Marechal Rondon airport, located in the city of Várzea Grande to the center of the city of Cuiabá, gained national prominence since even after the end of the event has not yet been finished. It is considered the most expensive public work in the history of Mato Grosso State.

In relation to mobile apps, we found 17, eight of which can be represented by the tourism sector, that are: travel, gastronomy and commercial information, all released between 2013 and 2014. One was created by the Municipal Tourist office of Cuiabá, to facilitate access to information and location of national and international tourists. No MHs was identified using the local apps. The result of this survey shows little influence in all areas, making sure that tourism and hotel industry, for its intangible aspect, could be better exploited with this tool.

The apps on mobile devices have been one of the main investments, especially for OTAs. However, what is noticed in the preparations for the Cuiabá destination to receive national and international tourists is the lack of interest or knowledge in low cost innovation and great reach and satisfaction in the tourism and hotel industry.

The second survey of ICTs refers to the booking process, which in turn has been one of the stages of more impact on the mobile revolution, mainly because undid the distance that existed until to get to the stage of the trip at the destination. With the new apps,

geolocation and last minute booking, this process is more an activity that develops in real time. Booking engines installed on the websites of MH are important for the agility and security that transmit to the users, having them the option to make a reservation at any time (essentially verification of room availability for the period he/she wants and confirmation through a registered card credit). In this context, the e-commerce is a powerful tool to improve customer service and at the same time reduce costs for companies, with the possibility of generating increase in profits, besides being primarily a source of information.

The 85 MH registered in Cuiabá were searched on Google search program initially to investigate whether hotels have their own website. It was found that of this total just over half has - 43 MH have website. A number much lower than expected because it is a capital with high flow of business and tourists and would host an event like the World Cup.

It was also analyzed whether those who have website also has online booking engine, noting that 28 establishments have invested in this technology. Moreover, in the website of 24 MH were identified some kind of social media such as Facebook, Twitter, Google Plus (G +), Blog or YouTube channel.

Besides, it was possible to determine that of the 42 MH that do not have their own website, only four use some form of social media to reach the customer, even being, in the case of Facebook, a low-cost investment technology. It is important to know that 45% of the Brazilian population uses Facebook and 1.23 billion of the world population.

The others MH that have establishment's page and do not have a booking program, have telephone and / or email contact for further information of availability and booking confirmation.

Regarding the use of OTAs as a distribution channel, the survey found that 53 MH use these intermediaries as a way of marketing of the establishment and mainly as online sales of the room (UH). It stands out the use of this channel by all hotel chains and by 20 independent hotel management, which facilitates to the tourist the access to comparing prices and services offered.

In view of this analysis, it can be said that although the Internet allows direct sales and that a significant number of hotels are using ICTs in some way, this kind of transaction has not yet reached its potential. Therefore, the means of hosting of the host city of Cuiabá do not facilitate the process of buying, corroborating with the researches of Frey, Schegg and Steiner (2002), Bai, Hu and Jang (2006), Litvin, Goldsmith and Pan (2008) and Au and Ekiz (2009) when they state that the MH only provide static information, not interacting with customers.

Conclusions

The catchment of a mega event has become an interest from several governments aiming not only to promote their countries and regions internationally, as well as aiming investments in infrastructure and movement of their economy.

However, this study found out that despite of the national and international publicity that the city of Cuiabá got for being one of the host cities of the 2014 World Cup in Brazil, corruption scandals in the country and especially in the LRV project ended up being a big negative repercussion in the media.

The increase in 71% in the number of beds offered, met the demand of the World Cup, what prepared the city to host future major events, at least in respect of accommodation. However, this rapid growth that occurred between the years 2011 and 2014 caused the dissatisfaction and insecurity in the number of owners of means of hosting, which until 2011 counted on only two international hotel chain, and now that number is already in seven.

When it comes to ICTs, three points can be considered: the creation of mobile apps that facilitate access to information and the displacement of the tourists in Cuiabá; the websites of hotels with booking engine; and the use of OTAs. However, for Cuiabá being an important capital of the country in agribusiness and increasing demand in business tourism, it was still noticed the lack of public investment and mainly private investment in relation to technological innovations, not following the demand and the current and competitive market.

This study concludes that were significant the impacts of hosting the World Cup 2014 in Cuiabá, one of the host cities. However, the public administration must prepare and plan the actions to be developed, both in relation to the investment of physical infrastructure and planning actions that can be carried out in the necessary time, as well as increased articulation with the Tourist Trade. This is because, despite the Government being responsible for the capture of an event of this size, who receives tourists and is the part responsible for their satisfaction in the use of the tourist services offered is, largely, the private sector.

As suggestion of new investigations, it is suggested to apply new researches after more time of hosting the World Cup in order to verify the real impacts left in the destination. It is also indicated the conduction of comparative researches between more than one host cities in order to compare the improvements in tourism development of both locations.

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Table 1.

Information Sources Researched (in %)

Internet	68,6
Friends and Relatives	17,1
Travel agencies	5,0
Work Place	3,7
Printed tourist guides	2,9
<i>Folders and brochures</i>	0,3
Brazilian tourist offices	0,2
Fairs, events and congresses	0,0
Others	2,1
Total	100,0

Source: Brazil, MTu (2014)