



WEBINAR

“Economic impact and residents' perception of tourism in cultural (controversial) events: the case of Feria del Toro in Olivenza (Spain)”

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Live presentation on: Google Meet
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ABSTRACT

Despite being a controversial spectacle, bullfighting is a cultural event with relevant touristic and economic impacts. Consequently, local support for the event may be influenced by perceptions of the economic returns generated as a result of hosting this spectacle. The paper characterises bullfight tourism, computes the economic effect of a bullfighting fair, and examines the extent to which perceived economic impacts affect its local support. As a case study, we investigate the bullfighting fair in Olivenza (Spain). After conducting a survey to nearly 700 attendees of the fair, we estimate this event's economic impact through an input-output model. An ordered probit regression and a logit model are next estimated to evaluate whether residents' support for the fair is connected with the perceived economic effect. Findings reveal that local support, especially from those attending the fair, is influenced by perceptions of positive impacts.