



UNIVERSIDADE
LUSÓFONA

Sports Tourism

Project: Football 4all

The potential role of IT on connecting locals
and visitors in football games

BUSHRA SHHADAH

Project thesis for Master Degree of Tourism

Supervisor: Fiona Eva Bakas

24th February 2022

BUSHRA SHHADAH

FOOTBALL 4ALL
THE POTENTIAL ROLE OF IT ON CONNECTING
LOCALS AND VISITORS IN FOOTBALL GAMES

Dissertação defendida em provas públicas para obtenção do grau de Mestre em Turismo, no curso de Mestrado em Turismo conferido pela Universidade Lusófona de Humanidades e Tecnologias, no dia 6 de maio de 2022 perante o júri com despacho de nomeação de júri nº 105/2022 de 25 de março de 2022, com a seguinte composição:

Presidente: Prof. Doutor Álvaro de Borba Cruz
Lopes Dias

Arguente: Prof. Doutor Sandro Carnicelli

Orientadora: Prof^a. Doutora Fiona Bakas

Universidade Lusófona de Humanidades e Tecnologias

Escola de Ciências Económicas e Organizações

Lisboa

2022

Abstract

Nowadays, the use of smart phones for social interactions is more common than ever. With globalization and the economic growth, there was never so many people traveling for study and work. In a world on the path of becoming more and more digital, smart technology as IT apps developed have a central part on our daily life. Replacing face-to-face communication, with more hours of work and less hours of leisure, apps and social media are being used to fulfill the necessity of social gathering.

In this study, the aim is to highlight the importance of developing an app that can improve tourists' experience in their destination and their interaction with locals in terms of social connection, happiness and well-being. By applying a survey to analyze the use of social media on informal gatherings to play soccer and its importance for social linking, combining with the Literature Review that was made, this study makes a significant contribution in terms of identifying the most significant features that an app to connect local and visitor football lovers, should have.

This project enabled to use the competence acquired in the Master Degree study in Tourism of Universidade Lusófona, applying the concepts obtained with my experience as a student of a different country, who arrived as a visitor but, with social connectivity and experiences lived, started to feel and become as a true local, in Portugal.

Keywords: locals; visitors; sport tourism; smart technology; well-being.

Acknowledgments

I would like to thank my family for their trust and love. You are the light of my life. For my nephew Zorba and niece Lolita, hoping one day to switch parts and being me reading your thesis.

This thesis was done with the precious help of Silvia Saiote. Without you none of this would indeed be possible. Without you, life would not be colorful.

I would also like to thank my supervisor Dr. Fiona Eva Bakas for all her help and advice during this research.

Although war has separated my friends of Latakia in different continents, Areej, Ahmad, Okba, Razan, you are always here in my heart. Without your love and support, I could not be able to continue.

I also really appreciate the help I received from Majd Razouk.

I would love also to thank all the locals and the foreigners who really helped me to feel like home in Portugal.

Last but not the least, I couldn't have the opportunity to start this thesis in Portugal without the outstanding support of Jorge Sampaio's Foundation, with the scholarship "Global Platform for Syrian Students", which enabled me to start my Master Degree in Universidade Lusófona de Lisboa in 2018. Personally, I would like to deeply thank Dra. Helena Barroco and all the organization from the bottom of my heart, for everything.

شُكراً جَزِيلاً¹

¹ Thank you so much.

A experiência que reunimos nos últimos sete anos com a integração de estudantes sírios tem mostrado o quanto esta tem sido duplamente benéfica, não só para os estudantes, que assim encontram um horizonte de futuro para as suas vidas, como para as comunidades de acolhimento que desta forma se renovam, dinamizam e reforçam o seu potencial criativo, produtivo e de inovação.²

Jorge Sampaio, [2021](#)

² "The experience that we have gathered over the last seven years with the integration of Syrian students has shown how this has been doubly beneficial, not only for the students, who thus find a horizon with future for their lives, but also for the host communities that in this way they renew, dynamize and reinforce their creative, productive and innovative potential" in Jornal de Notícias 2021 – <https://www.jn.pt/nacional/o-humanista-do-mundo-para-la-do-presidente-14107077.html>

List of Abbreviations

GHG – Greenhouse Gas

ICT – Information Communications Technologies

IoT – Internet of Things

SNSs – Social Networking Sites

STT – Smart Tourism Technology

tCO₂e – tonnes (t) of carbon dioxide (CO₂) equivalent

Contents

Abstract	3
Acknowledgments	4
List of Abbreviations.....	6
Table of Figures	8
Chapter 1 – Introduction to the project	9
1.1 Cognitive Process, personal information	9
1.2 Introduction	9
1.3 Research aims.....	13
1.4 Objectives	14
1.5 Research Questions	14
Chapter 2 – Literature review.....	15
Connecting Locals to Tourists.....	15
Tourist motivation	15
Smart Tourism.....	18
Apps	20
Happiness and well-being	25
Chapter 3 – Methodology.....	27
3.1 Research Methods	27
Survey analyses	27
Survey design	27
3.2 Lisbon’s Soccer Games Apps / Whatsapp groups research	29
Chapter 4 – Analysis of the Results	32
4.1 Data findings and Results.....	32
4.2 Main results to develop an App.....	44
Conclusions.....	46
References.....	47
Attachments.....	53
Survey	54

Table of Figures

Figure 1 - Analysis of Soccer Games Apps and Social Media groups.....	31
Figure 2 - Gender of the respondents of the survey	32
Figure 3 - Reasons indicated from the respondents to play football	33
Figure 4 - Playing football improves the relation between locals and visitors.....	34
Figure 5 – Locals’ interest in playing with visitors.....	35
Figure 6 – Visitors’ interest in playing with locals	35
Figure 7 - Finding locals or visitors to play with	36
Figure 8 - Finding game running at a good time for me	37
Figure 9 - On if the existence of apps in general has affected their lives.....	38
Figure 10 - If existence of apps affected their lives	38
Figure 11 - If social media affected their choices	39
Figure 12 - On the use of mobile apps	39
Figure 13 - Importance of existence of an app with variety on organized games on different places.....	40
Figure 14 - Chatting rooms for respondents.....	40
Figure 15 - Price on booking football games in Lisbon	41
Figure 16 - About preferring to pay through the app	42
Figure 17 - If respondents would like to have vouchers (ex.: Uber rides)	42

Chapter 1 – Introduction to the project

1.1 Cognitive Process, personal information

My name is Bushra Shhadah, and I was born and raised in Syria. My background studies were a Degree in English literature, and I was English teacher to kids of 5-18 years old for 10 years, besides volunteering work with children in Drawing club in Latakia and with teenagers with special needs (i.e. deafness) in the port city of Latakia. At the same time, I was practicing archery in the Latakia Club, and I was frequently playing soccer.

In 2016, I started a Postgraduation study called “Event Management in International Multicultural Context” of University of Lleida, Spain, which gave me the opportunity to travel to Europe frequently to attend the course lessons with students of different nationalities of Mediterranean countries, such as Cyprus, Spain, Italy, Tunisia, Egypt, Algeria, and also Portugal.

In 2017, I came to Portugal [invited by the Sporting Clube de Portugal](#) Foundation and I applied to Jorge Sampaio’s scholarship “Global Platform for Syrian Students”, which enabled me to start my Master Degree in Universidade Lusófona de Lisboa in 2018. As an active sport lover, one of the things I realized when I arrived here, was that it was difficult to find locals or visitors to play sport. Several times, I tried to organize a team for soccer, but it was always with difficult logistics.

In consequence, here the concept for the research began – I started to develop the idea of this research, as an attempt to solve the problem I identified in Lisbon, with recently relocated people who shared the same passion for soccer.

1.2 Introduction

Portugal's tourism industry has been vital to the country's economy, and the latest numbers confirm the sector's upward trajectory, strengthening its importance. Outdoor tourism and sport-related outdoor activities, in particular in the setting of natural and protected areas, play a critical

role in projecting local identities and backing the economic growth of many regions (Silva et al., 2021). According to the World Economic Forum, Portugal ranked 14th out of 136 nations as the most competitive tourism destination in 2016. This was the first year when their number topped the population which was projected to be 10,309,573 (Moreira & Oliveira, 2018). The Port of Lisbon is regarded as Europe's leading cruise port. "Tourism is a crucial activity owing to its own power to produce income, create employment, encourage regional development, and for its potential to enrich the natural and cultural, having a multiplier impact on the whole economy," according to the 'Lisbon Regional Action Plan 2014-2020. (Costa, 2021). In the Lisbon Region, tourism is now a developed and important economic industry, with expression in the most current forms of worldwide visitor demand, such as City Breaks, Business and Cruise Tourism, Golf, Nature Tourism, and the classic 'Sea & Sun'. In the "Lisbon Tourism Strategic Plan 2020-2024," the Regional Tourism Board has modified its tourism strategy. The key goods, an embryonic product, and qualifiers, as well as being categorized as anchor or supplemental tourist supply, are provided in this paper, per development pole of the entire region (Costa, 2021).

Sport tourism is defined in many sport approaches as an activity with the basic premise being that sports tourism is "sport away from home". Tourism has been classified as an industry or economic field (Weed, 2008). Another approach is to think about sports tourism as an experience. Through this approach, the significance of sports tourism involvement or behaviors is not determined by whether they are a principal, secondary, or tertiary aim of the trip, allowing for major sports tourism activities within a trip that could have a variety of other goals. Of course, when thinking about sports tourism experiences, one would wonder, "What am I experiencing?".

Sports tourism is also described as the interaction of movement, people, and location that may be beneficial. Weed (2005) proposed that any or more of these three aspects may be the most important aspect of the experience (and that each of them deserves study in and of itself), but that any relationship with them is what distinguishes the sports tourism experience as something more than the aggregate of sport and tourism (Weed, 2005).

In another way, sports tourism refers to all kinds of activities related to sports, and it is important to have a clear knowledge of the four types of sport tourism to know the experience, the need, the behaviors, and the desires of sport tourists. Spectator event sport tourism is when tourists travel to watch sports at the destination, they visit, the Olympic games as an example. On the other hand, there is the participant event sport tourism which refers to the participating of the tourists in the sport events as the World Cup of Football. Thirdly, there is heritage sport tourism which comes often as a secondary motivation for travel, and it is when tourists visit a sport heritage site, the sporting hall of fame as an example. Finally, and the most important one for this research, the active sport tourism which involve the tourists who take part in sporting activities, such as skiing

or playing friendly football games at their destination where they may be living temporarily (Ito & Hinch, 2019).

There are many things that can affect the individual's participation in sports activities. Still there is limited research on the casual link between the physical and psychological health and participation in sports (Eime, Young, Harvey, Charity, & Payne, 2013), especially in a travel/tourism context. Positive mood changes and psychological health, as well as an increased feeling of self-sufficiency, stronger personal adjustment, improved body image, and impaired self-concept, are among the many psychological advantages of physical activity that have been proposed (Kirkcaldy, Shephard & Siefen, 2002).

Well-being has subjective factors such as mental and emotional health beside objective factors such as quality of life that show the meaning of the individual lives which make it enjoyable. High engagement, positive emotion and meaning lead to good mental health and positive elements in life. The most important point of positive psychology is well-being and positive emotion, engagement, positive relationships, meaning, and accomplishment are the core behind that (Mirehie & Gibson, 2020).

Parallel to the rising interest in investigating the relationship between sport/physical activity participation, health, and feeling of well-being in tourism research, there has been a growing interest in exploring these links. The role of sport/physical exercise in boosting physical and mental health has been the subject of many of this research in public health. The findings of these research have offered significant empirical evidence for the beneficial effects of sport/physical exercise on health and well-being (Mirehie & Gibson, 2020). For example, Fox (1999) conducted a review of the literature on the impact of exercise on mental health and found that it is well-known that exercise can reduce sadness and anxiety while also improving physical self-perceptions and general self-esteem (Fox, 1999).

Companies in the tourist industry are now very interested in generating new ideas to improve their performance. In this perspective, some of the most interesting suggestions have been in the domain of sport, not just when sport is the primary reason for travelers, but also when sport is viewed as just another activity in a location. In recent years, people's predisposition to stay sedentary during their leisure time has diminished, with more energetic activities becoming more routine for a broader percentage of men and women. During holidays and breaks from work, these new life patterns are naturally continued (Perez-Aranda et al., 2021).

Smart technology's position in creating smart destinations with more immersive at-destination experiences would be a core differentiator that sets smart tourism apart from previous e-tourism

(Yoo et al., 2017). A tourism destination should provide travelers with the desired and expected experiences, as well as be accessible (Manuel da Costa Liberato et al., 2018). Also, technological advancements have affected how people live in society and how their experiences are affected by their surroundings (Dieck & Jung, 2015). People, as users or customers, are always willing to adopt new technology that can help to make life easier. This is a critical metric for effective technology installation (Aldhaban, 2012). Technology provides information about the environment and the power to influence and modify that environment — as well as its users. These technological advances are felt most acutely by individuals who live in cities or locations that are rapidly changing and increasing at unprecedented rates. Such cities, being tourist destinations, tend to draw enormous crowds of people who come to see the city for more than just a few days (Manuel da Costa Liberato et al., 2018). For the last years, tourists are using more tourism apps that can give them an easier way of traveling. The increasing development of the internet access, the use of smart phones and the mobile applications that can be downloaded, have provided to the tourism industry new ways of engagement with its customers while they are on the road (Kennedy-Eden & Gretzel, 2012). In the mobile app business, travel apps are the seventh most popular type of app downloaded (Mickaiel, 2011)

The development of smart tourism by tourism service providers is motivated in part by the need to boost visitor experiences (Buhalis & Amaranggana, 2013). It has been observed that the advancement of ICT, especially the Internet, has resulted in the emergence of a "modern" breed of visitors who are more seasoned, knowledgeable, challenging, and difficult to please. Based on a thorough study of published publications on e-tourism, they have summarized core tourist demands in the information age, including: pursuing personal travel interests and schedules; (2) valuing time and being less likely to wait or put up with delays; (3) using the Internet to look for travel-related information; (4) online booking tickets and reserving rooms; (5) making online purchases; (6) comparing prices on various travel websites; (7) interacting with virtual travel communities; (8) delivering e-complaint systems; (9) requesting multimedia service; (10) providing mobile services and software such as Wi-Fi, short-messaging service, and multimedia-messaging service (Wang et al., 2016). Furthermore, as a result of ICT growth, there are many new developments in tourist behaviors, such as getting more information through the Internet, demanding improved service, needing more precise deals, being more competent, mobile, vital, and price responsive, among others (Wang et al., 2016).

1.3 Research aims

This project seeks to research the emotion, induction and pleasant psychological experiences associated with engaging in a communal sport. It also aims to analyze sport experiences' contribution to psychological health, well-being, and personal development by focusing on both tourist and local soccer lovers' perceptions of their participation and how using an app to bring them together could make their experience better.

The idea of the project is doing research to inform the development of an app that can help linking tourists who are football lovers of different ages, backgrounds, gender, and nationalities with locals to play football during their visit in Lisbon. There are still not many developed apps existing in the market. As the research for this project started, it was launched an online survey in Lisbon, a gap existing between locals and visitors has been observed; the gap is in the lack of tools of linking them together. Based on a personal experience, only few unpopular apps were founded after searching the football apps market. Here comes the importance of our project which is focusing totally on bridging this gap taking into consideration the importance of locals' and visitors' opinions and desires to have a good experience by finding a way that allow them to play together.

This study will have four main chapters:

- Chapter one will have the abstract, the introduction, which will give a general idea about sports tourism and the emotional and physical impact associated to the participation of tourists in playing sports. It will also have the aims and objectives of this research.
- Chapter two is the literature review which will have an introduction and organization structure of the chapter with an abbreviated review of pertinent literature, grouped around sports tourism and its physical and psychological effects on tourists and the main role of IT to help soccer lovers to get a good experience in their destinations.
- Chapter three will be the methods which will first review the purpose of the study, which is to find a good solution for soccer lovers in a new place, then talk about the methods used in this study and then move on to the empirical data collection details.
- Chapter four will focus on the study's findings, discussion.
- Chapter five will have the conclusion, which are included proposal of future research, limitations of the study and a summary of the main findings.

1.4 Objectives

It is important to know the need of the integrate different kinds of tools and approaches to have a real developing sustainable tourism destination (Lee, 2001).

The main objective is to understand how tourists and locals in Lisbon manage to link through active sport. The second objective is to suggest what functional features are necessary for an App to connect locals and tourists with a love for sports. The third objective is to determine a link between active sports tourism and well-being.

1.5 Research Questions

The nature of the gathering, particularly the opportunity for both formal and casual interaction and celebration, may be more essential than the location (Getz & Andersson, 2010). While it is commonly recognized that sport has beneficial social benefits for communities, such as the inclusion of various and marginalized groups, little research has been done on the particular methods through which these results may or may not occur.

This research focuses on why people do active sport tourism and what are their motivations behind that.

In this project the two *primary* research questions are the following:

- 1) How does sport effect the physical and psychological health of sports tourists?
- 2) How can a communication link between visitors and tourists with an interest in sports be facilitated?

The study aims to address the following *secondary* research questions:

- a) Does active sport tourism affect the happiness and well-being of the tourists and how?
- b) How can smart tourism help casual soccer lovers?
- c) How the gap between the tourists and the locals be bridged?

Chapter 2 – Literature review

Connecting Locals to Tourists

It was proved that participating in a sports event can affect the way the individual deal with values, beliefs, and society (Wheaton, 2000). One of the most affective factors drawing the image of the sports subculture is the need of sharing time and to interact with other people of sports lovers and the emotions that appear through that; the effect itself can be an attraction. The act of attending a sport event is itself a kind of self -reinforcing (Mirehie & Gibson,2020).

According to Collins English Dictionary, “Local means existing in or belonging to the area where you live, or to the area that you are talking about”. Some studies show that there is no difference between locals and visitors who live in the destination for a while on any variable in terms of motivation of participating in group physical activities while other studies show that there is difference like gender, income, and age. (Snelgrove et al., 2008). According to previous studies, interactions between residents and visitors can aid in the construction of an outstanding experience (Cordina, Gannon, & Croall, 2019). Furthermore, their engagement can lead to more memorable and enjoyable trips (Cordina, Gannon, & Croall, 2019).

Although there is a distinction in the literature of events, little is known about the different types of extrinsic motivation that residents and tourists have (Snelgrove et al., 2008). Tourist motivation is influenced by a variety of factors, including sport discovery, escapism, social interaction, location exploration, and sport performance, which may differ from the interests of locals in the tourists' destination.

Tourist motivation

There is no one purpose in sport tourism that can account for the variety of various and shared motives that exist at any given time (Getz & Andersson, 2010). Research on this issue demonstrates that it should be distinguished between the motivation associated to travelers who go specially to attend a sports event in their destination and the tourists who are in the destination for another reason (Snelgrove, Taks, Chalip, & Green,2008). Existing literature on this topic suggests three kinds of motivations behind traveling for sports events which can be (i) related to being a fan of a given sport; (ii) related to leisure preferences; (iii) identification with the

subculture of the sport at the event (Daniels & Norman, 2005; Green, 2001; Kim & Chalip, 2004) but although these difference variation has been studied widely, the motivation of participation from locals perspective in sport events nor the differentiation between locals and visitors wasn't studied well. Moreover, the leisure motivation between different types of events attenders were not studied too (Snelgrove et al., 2008).

The motivation(s) of the sport tourist has been a regular source of discussion within much of the sport tourism literature (Gammon & Robinson, 2007). It is obvious that individuals traveling for passive and active sport participation have increased dramatically in total numbers over the last few decades (Newland & Aicher, 2018). Crompton (1979) identified nine factors that influence tourists' decision-making when choosing a destination. Escape, exploration, relaxation, prestige, enhanced relationships, and social interactions were among the socio-psychological motives. (Newland & Aicher, 2018). Crompton's research is significant in terms of understanding visitor behavior because it challenges the widely held belief in the tourism industry that destination qualities (pull factors) are the primary reason why people want to visit a specific spot. He hypothesized that sociopsychological needs (push factors) were more relevant. This proposition follows the tenets of social science motivation theory and their use in recreation, exercise, and later tourism work (Gibson, 2004).

Some classical motivation studies of leisure, sport and tourism as Murray's Needs Theory of Personality suggest that all action is based on needs or motivations. This hypothesis is based on the premise that needs or motivations underpin all actions and are embedded in humankind's basic physiological and sociopsychological desires. These needs are also complex in the sense that they fluctuate over time as some are met, and some are not. As a result, the same individual can engage in the same activity for various reasons at various times. If this precept is connected to the topic of tourist positions, it can shed light on why, for example, a person is an event sport tourist on one trip but an active sport tourist on another (Gibson, 2004).

Murray listed 12 physiological needs, including water, air, and defense, as primary needs. He also discovered 28 secondary or psychogenic desires linked to behavioral and emotional states like autonomy, association, and accomplishment. He believes that these needs are likely to fit together and that their value will rise and fall as they are met. Furthermore, he proposed that needs coordinate people's behavior and thoughts, and thereby serve as the foundation for his personality theory.

Several leisure scholars used Murray's hypothesis to explain leisure and entertainment trends in the 1970s because of his theory's sophistication and the breadth of possible recreational participation (Allen, 1982). These experiments also came to the same conclusion: the importance

of this hypothesis was not in matching human needs to behaviors, but in suggesting the presence of different personalities, that is, individuals with similar characteristics appeared to be driven by similar needs (Gibson, 2004).

The reason behind the tourism motivation for some tourists came from a deep unclear psychological need and it is still unknown what combine sport and tourism motivation (Robinson & Gammon, 2007).

For most people, escape has long been synonymous with travel and is likely to be a major tourism motivation (Alhoa, 1980). Individuals can also be inspired to fly by the need to get opportunities that are not possible at home, according to Iso-Ahola. Individuals will therefore choose sport tourism experiences that correspond to their preferred degrees of stimulus. For others, adrenaline finding events such as parachuting or white-water rafting may be on the agenda, and for others, a tennis trip at an exclusive resort may be on the agenda (Gibson, 2004). Still, it is not that simple to take into consideration the cultural, sociological, and psychological reasons as to why an individual feels it necessary to take a break (Robinson & Gammon, 2007).

The type and extent of motivations associated with travel primarily to attend an event may vary significantly from those associated with attendance at an event by visitors who are visiting the destination for other purposes. Marketers value motives because they provide valuable information about the best ways to respond to target consumer groups, particularly in tourism (Snelgrove, Taks, Chalip, & Green, 2008).

The presumption is that the greater one's fan motivation, the more likely one is to think for and consume sporting events. There is evidence that sports fans' desire to travel to an event is influenced in part by their spectator motivation (Kim & Chalip, 2004). For Nam-Su Kim (2004), fans are motivated to travel for three reasons: to stop and avoid their everyday schedules and noisy lives. In addition, they want to understand and teach themselves about the history of their destination country's host. Finally, there is the social motivation, which encourages fans to meet new people and express common interests. Nam-Su highlighted on the idea of the desire to be part of the experience and the feeling of personal achievement when a respondent's team wins, he or she experiences a sense of personal accomplishment or ranking.

Research results show that fans of individual mass and elite sports are usually young women (Malchrowicz-Moško, & Chlebosz, 2019), however there is still under-representation of research of female sport lover.

Previous research suggests that the interaction between locals and tourists can help in the creation of unforgettable experience (Cordina, Gannon, & Croall, 2019). Moreover, the interaction between them can stimulate more memorable and joyful travel (Cordina, Gannon, & Croall, 2019).

Although the literature of events distinguishes between them, nothing is known about the differences of motivation between residents and visitors are (Snelgrove et al., 2008). Many elements influence tourist motivation, including sport discovery, escapism, social engagement, destination exploration, or sport performance, which may differ from the interests of locals who live in the visitors' destination.

Smart Tourism

Tourism is a growing social and economic phenomena that has characterized human behavior for ages. Furthermore, recent studies in several nations have proven the relevance of tourism as a source of economic growth (Batista, Silva, Herrea, Rosina, Barranco, Freire & Schiavina, 2018).

Recently, the word “smart” has become popular due to the rapid growth of information and communication technology (ICT). Smart technology developments in tourism have resulted in significant improvements in tourist behavior and demand, as well as how the tourism industry works and structures (Wang, Li, Zhen, Zhang & He, 2016).

With the rise of smart tourism, the effect of IT on tourism is getting ever more recognition. Smart tourism, described as the integration of tourism content, service, and IT devices (GooglePlay, 2016), assists tourists in expanding their cognitive boundaries of travel planning by visualizing destination information and improving decision efficiency with data-driven, context-specific recommendations (Yoo, Goo, Huang, Nam & Woo, 2017). Tourism is primarily recognized as an information-oriented sector and one of the main areas in this regard is the adoption of new social media channels and technical communication tools (Gulbahar & Yildirim, 2015). Furthermore, search engines, online travel sites, web sites, and various technical platforms facilitate information interchange between online travelers and businesses, resulting in the creation of “online tourism domains” (Gulbahar & Yildirim, 2015).

Leung et al. (2013) emphasize the importance of social media in travel decisions in their study. They discovered that customers engaged in social media mostly during their vacation planning process and during the stay part of their travel (Leung et al., 2013).

Previous research has suggested that smart tourism technology has a favorable impact on tourism and, as a result, encourage the use of STTs. However, awareness of how different levels of STT usage by visitors result in different levels of benefits is still lacking. Smartphone applications, websites of online travel agents, and destination smart infrastructure are only a few examples of smart tourism technology. In general, STTs aid in the travel planning process by connecting consumers with specific information and resources in an immersive way, allowing tourists to make more educated decisions. Travel decision support satisfaction, described as the psychological condition arising from STTs' ability to assist in travel decision-making and have a better travel planning experience, is improved in this way (Yoo et al., 2017).

The Internet's global spread has changed the ICT sector, resulting in the development of what is called "New ICT Ecosystem" (Fransman, 2009). The usage of computers by both organizations and consumers has increased dramatically during the last few decades. This is due to the fact that ICT adoption provided humans with a variety of benefits, including enhanced communication, productivity, and research (Fransman, 2009). Smart tourism, on the other hand, is more than just a simple application of ICT; it is also an ecosystem that allows visitors, and other tourism stakeholders to interact, therefore producing additional value, particularly the co-creation value provided by tourists. ICT-based solutions have had a significant positive influence on the environment by lowering greenhouse gas (GHG) emissions. E-mail, for example, has reduced the usage of paper and the necessity for physical delivery of communications. Similarly, developments in internet telephony and videoconferencing technology have opened up a number of options for businesses and society to minimize commuting and, as a result, cut GHG emissions (Fransman, 2009). Furthermore, the usage of e-commerce and e-banking enabled society to perform online transactions without the need to go physically, which contributes to GHG emissions when using a fuel-based mode of transportation. Apart from lowering travel, ICT has also aided in the development of intelligent and automated solutions in a variety of industries, including power generation, agriculture, and manufacturing, to improve energy efficiency and reduce GHG emissions. As a result, ICT is seen as a low-carbon enabler and a fundamental driver of sustainability, capable of reducing carbon emissions from a variety of sources, including electricity, transportation, and buildings. According to the Climate Group's SMART 2020 study, ICT may help lower GHG emissions by 16.5 percent by 2020, equating to 9.1 GtCO₂e of greenhouse gases (Fransman, 2009). This lowered quantity equates to a gross energy and fuel savings of \$1.9 trillion. Despite the fact that ICT is used to support ongoing corporate activities

as a low-carbon enabler, little research has been done on its own carbon emissions. Numerous environmental ramifications on various levels are, in fact, becoming major worries for the world (Fransman, 2009).

It is a mobile information system that combines information and physical infrastructure to provide travelers with a unique experience (Pai et al., 2020).

Apps

Smartphones, smart TVs, and smart automobiles are just a few examples of smart technologies used in the context of economic and social progress. Intelligent, eco-friendly, sustainable, integrated, and widespread are all terms that come to mind when we think of smart (Pai et al., 2020). The rapid growth in the usage of smart phones and their associated mobile applications has given the tourist sector new opportunities to communicate with its guests while they are on the journey (Kennedy-Eden & Gretzel, 2012). Travel applications are the seventh most popular type of apps downloaded in the mobile app industry (Mickaiel, 2011). Sixty percent of smart phone users have downloaded travel applications, according to TripAdvisor, and of those who haven't, 45% of respondents surveyed intend to use the apps for vacation planning and research. (Mickaiel, 2011). It is critical for the tourist sector, as well as mobile technology developers, to have a thorough awareness of the landscape of available mobile apps and to identify any gaps. It's also crucial from a theoretical viewpoint to investigate if applications can be categorized using aspects that are often associated with technology usage experiences (Kennedy-Eden & Gretzel, 2012). Many businesses are keeping up with and adopting technical advancements in the communication field, with high percentages of web page and mobile application-based services being used, as well as tying them to social media channels. Furthermore, internet use and social media have emerged as crucial channels in every industry. In this regard, the tourism industry is one of the leading industries, and it is rapidly adopting new social media channels and technical communication tools (Gulbahar& Yildirim,2015). The way marketing is done has been shaped by changes in communication over the previous decade, such as social media. Tourism is primarily recognized as an information-oriented sector and one of the main areas in this regard is the adoption of new social media channels and technical communication tools (Gulbahar& Yildirim,2015).

In recent years, social network-based apps have grown at an exponential rate. One of the reasons for this growth is that this application sector provides a very fruitful environment for testing and developing the most powerful computational algorithms for extracting important information

from the Web (Camacho et al., 2020). The usage of modern technology has changed the structure of how consumers and service providers participate in the service delivery process, and the adoption rate of mobile technologies in enterprises has been rapidly increasing in recent years (Jun & Palacios, 2015).

There are four dimensions that take part while making apps – communication, information, relationship, and transaction. Some Apps use one dimension or more depending on its objectives. Smartphone and wireless networking have enabled stakeholders to provide highly value-added services to their clients, such as ease, interactivity, and the ability to access their services without regard to geography or time constraints (Jun & Palacios, 2015). The capabilities of mobile applications ("apps") have grown in recent years, allowing consumers to acquire travel information and share their experiences nearly instantly (Chen & Tsai, 2019). New information systems are continually being developed in response to improvements in information technology, and a growing number of applications have followed the growth of smartphones and network services. One such app is the tourist recommender system. Users now have a choice of customizable alternatives, ranging from the initial web-based solely system interface to mobile apps. Tourism recommender systems have increased their capability according to new artificial intelligence technologies such as multi-agent technology, optimization algorithms, cluster analysis, and so on, thanks to the rapid advancement of science and technology. Recommender systems have improved in terms of accuracy and completeness, as well as the user-friendliness of their interfaces (Chen & Tsai, 2019). The term "smart" is often used to describe any creation that makes use of the internet and other technologies to enable interaction and information sharing, among other things (Jarrar et al., 2020).

In the sense of smart tourism, informed decisions or travel planning are primarily based on the processing of tourism knowledge and services offered by STTs, and as a result, satisfaction with travel decision support is largely dependent on individual self-efficacy and inclination when going through the complex process of using STTs. Furthermore, when making travel decisions, individuals can go through a variety of processes; for example, some people choose information based STTs, while others may be influenced by a user-friendly interface or an active review site. Prior research has generally overlooked the interaction between human differences in information processing and the various properties of STTs for travel decision support (Yoo et al., 2017). It was also proposed that, since visitors are getting more knowledgeable therefore, more difficult to attract, the future of tourism would necessitate STT capabilities such as recommender systems and social media in travel knowledge search for travel organizations to dynamically engage with their consumers.

In this context, residents of such cities learn to perceive urban space in new ways that are linked to the digital information era, in ways that were before imagined (Chiara, 2014). With such rapid expansion in such cities, governments are worried about improving the facilities/resources provided by the digital age for the benefit of city residents, as well as making such services more efficient, so that visitors and residents are better serviced. As a result of these new citizen demands, cities have grown more complicated and competitive, necessitating the use of ICT to coordinate activities and services (Manuel da Costa Liberato et al., 2018). ICT and its advancement may aid the tourism industry in a variety of ways. To begin, technology may be utilized to promote tourism places and publicize and sell tourist activities. Tourist activities may also be monitored using technology, which can assist travelers before and during their visits to certain sites. The major purpose of providing visitors with a specific tourist location is to ensure that their visit is memorable. To that aim, the destination must be re-imagined, making it more appealing and thrilling. A visitor does not pick a place exclusively on the basis of its landmarks, idyllic nature, culture, or food. There are a number of additional critical considerations to consider. For example, today's tourists want to be amazed by the destination's uniqueness; they want up-to-date information on what to do, where to go, and how to get there with the help of technology (Manuel da Costa Liberato et al., 2018).

The destination is regarded in this technology context to be a collection of individual products and chances for experiences. These elements come together to generate a visitor's overall impression of a location (Murphy et al., 2000). More specifically, a smart tourist destination is one that is available to all; it provides necessary instruments and platforms that support the distribution of information and knowledge among stakeholders, allowing visitors to connect and integrate with the surrounding environment. This action improves the quality of the visitor experience, as well as the destination's creativity and competitiveness (Del Chiappa and Baggio, 2015). A smart tourist destination should be able to accommodate technology advancements while also creating new activities. In addition, a smart tourist destination should be able to combine these capabilities with digital spaces, information processing, and technologies that facilitate technology transfer and knowledge exchange. Smart tourist destinations, according to López & García (2013), are "innovation destinations built on sophisticated technology infrastructure capable of ensuring the long-term development of the tourism region." In conclusion, cities should make it a priority to grow as smart tourism destinations (LÓPEZ & GARCÍA, 2013).

Another body of research focuses on STTs' main characteristics. The content and interface of mobile applications, for example, are becoming an increasingly important part of tourists' travel planning, and the display of knowledge search results and contact functions within the apps has

been shown to increase interactivity and effectiveness of STTs. Another research looked at the usability of STTs and found that tourists' overall travel experience improves as they consider connectivity, ease of navigation, and visual appeal in STTs. Features of STTs from the standpoint of service quality, as well as multidimensional considerations such as content, responsiveness, and personalization, were considered (Yoo et al., 2017).

Several significant factors affecting tourists' acceptance of smart tourism technology (STT) have been investigated. For instance, in smart tourism, tourists' satisfaction and happiness were found to be the most significant factor influencing perceived importance and real use of social media (Chung & Koo, 2015). The use of STTs for decision support has also been investigated, mostly from an operational standpoint. With the data availability in tourism, for example, the relevance of IT-driven decision - making for marketing and forecasting has been stressed. Furthermore, with the technical knowledge and the device interactivity and learning abilities for IT-based decision support in tourism, handling human-technology experiences is expected to become more important. From the perspective of the visitor, researchers looked at spatial decision support and discovered that simple graphic user interfaces assist visitors in better choosing and planning their experiences to fit their personal tastes and constraints (Dye & Shaw, 2007). The current literature on STTs points out to relevant yet unresolved issues such as how STT features communicate with various types of users to influence the relation between travel decision support and information processing (Yoo et al., 2017).

The exponential advancement in technology has brought intelligence to both organizations and cultures. Smart tourism is a recent phenomenon that has emerged from the growth of smart cities (Buhalis & Amaranggana, 2013).

The ICT-integrated tourism platform that combines tourism sources with ICT, dependent on the advancement of advanced mobile networking technologies, such as artificial intelligence, cloud computing, and the internet of things (IoT), offer explicit knowledge and adequate services to visitors (Wang et al., 2016). Moreover, tourism is expected to continue increasing and evolving in the near future, with smart devices and technology being used more commonly and regularly in different tourism sectors (Koo, Joun, Han, & Chung, 2013).

The true meaning of smart tourism is to combine ICT with an emphasis on tourists' needs (Huang et al., 2012).

Smart technology integration is strongly needed, in the construction of tourist attractions. Tourist attractions need to follow smart approaches to become technologically capable, eco-efficient, and environmentally creative in their activities in order to contribute to sustainable growth.

To date, smart tourism-related research has been undertaken in a variety of fields, including mobile applications for tourism, which focus on the functionalities and adoption on the apps of smartphones, the involving of smartphones in mediating the tourist experience, and the most important factors influencing travelers' decisions to use mobile technology to access travel information (Wang et al., 2016).

Furthermore, as a result of globalization, there is a higher demand for new tourism-related offerings such as online reservation services, virtual travel societies, video brochures, smart cards, and online payment, among others. The ability to communicate voice and data over phones and handheld computers is known as mobile connectivity. During travel, it can be used for mobile booking, online payment, information access, communication, and self-entertainment (Buhalis & O'Connor, 2005).

In conclusion, “new” visitors in the smart era have different desires and behaviors than their predecessors in the pre-Internet/social media era. Information technology, self-service, and personal reservation platforms have become more important to them. They prioritize greater diversity, versatility, personalization, and protection over easy access to information technology. Changes in visitor needs and attitudes have posed challenges to the tourism industry, necessitating the development of “smarter” tourist attractions.

No one can deny that apps nowadays are playing an essential role in everyday life of tourists through making it easier and simpler, mapping apps for example decrease the time needed to reach the destination.

According to Venkatesh et al.(2012), performance expectancy is “the degree to which using technology will provide benefits to consumers in performing certain activities”. (Gupta & Dogra, 2017). It is true that the physical environment influences the behavior of a person at different levels of interaction with surroundings. Strongly, apps in different demands nowadays play an important role as an interactional tool to enhance the development of the relation of the tourist with the destination.

Studies in the acceptance of technology in the tourism domain shows how that helped in the increasing of invention (Chang & Jang, 2014; Lu, Mao, Wang, & Hu, 2015).

The relevance of five variables that impact the tourist industry has been established by Pai & others (2020) – informativeness, accessibility, interactivity, personalization, and security. The findings revealed that tourists' perceptions of the STT experience were mostly influenced by accessibility. Tourists may be able to utilize STTs at any time at the location because they are

highly accessible. Tourists spend less time and effort learning how to utilize these technologies when they have convenient access to STT, allowing them to enjoy technology-based travel experiences at the site. The association between perceived STT experience, travel experience satisfaction, tourist happiness, and return intention has been studied by Pai & others (2020). According to the findings of the empirical investigation, travelers aim to return to the destination if they are happy with the smart tourism experience.

Happiness and well-being

Happiness is commonly defined as a level of physiological happiness or a quality of life. Subjective well-being, often known as life satisfaction, can be used as a measure of happiness. Tourism or travel is a process of obtaining hedonic experience, according to empirical studies, and visitors' satisfaction varies depending on their personality, destination kinds, and types of travel activities. Travel increases enjoyment via diminishing hedonic adaptation, particularly in terms of anticipation and serendipity.

People's general happiness may be increased by a great vacation experience, and contact has been recognized as one of the most essential variables that promotes happiness. Tourist pleasure may be boosted via travel experience satisfaction and service experience satisfaction, according to research into visitors' value-seeking processes (Pai et al., 2020).

As smart tourism technology advances, new prospects for tourist growth emerge. Smart technology is being used by more holiday places to attract more tourists and enhance their trip experience (Pai et al., 2020). Authentic sports authentic experiences can affect the tourist in physical and psychological perspective. In addition, getting involved in tourism activities is likely to increase the meaning goals of traveling satisfaction and rises the positives emotions in target domains Milman (1998). Milman examined the effects of the experiences of tourism on well-being and amount of happiness among seniors' travelers. Surprisingly, it was the level of activities that affected the happiness during the trip not the trip experience itself; those who took part in physical activities during their journeys appeared to be happier after the trip.

Sport tourists, or "temporary visitor[s] staying at least one month in the destination and whose primary objective is to participate in a sport event with the location as a secondary attraction," have beneficial results because of the link between physical exercise and subjective well-being. That is, their subjective well-being improves when they engage in more frequent and intensive physical exercise. Despite the fact that activity theory has empirical evidence, some academics wonder whether it can adequately explain subjective well-being (Bosnjak et al., 2016). People

can fulfill their autonomy, competence, and relatedness demands by participating in sport-related physical activities, all of which contribute to their subjective well-being (Bosnjak et al., 2016).

Waterman's eudaimonistic identity theory (Waterman, 1993) claims that people can experience self-expression through an activity if it allows them to achieve self-actualization. That is, people are likely to experience eudaimonia if they feel self-expressive as a result of engaging in meaningful physical activities that help them reach their full potential. Waterman's eudaimonistic identity theory states that people experience self-expression through an activity if doing so allows them to achieve self-actualization. That is, people are likely to experience eudaimonia if they feel self-expressive as a result of engaging in meaningful physical activities that help them reach their full potential (Waterman, 1993). A somehow challenging activity may help people feel alive and satisfied while also allowing them to express their real selves. For Waterman (1993), when an action is seen as moderately difficult, it is most self-expressive. People are more likely to see an activity as self-expressive if they feel it may help them achieve self-realization. This is because the activity reflects a portion of the ideal self-concept and participating in it can help move the actual self-closer to the ideal self. "Self-realization" or "self-actualization," as defined by personality psychologists, is the process of narrowing the gap between the actual and ideal self. An activity is more self-expressive if it has the potential for self-actualization, that is, if it can help a person reach their full potential (Waterman, Schwartz, and Conti 2008). They claim that visitors who view a sport activity as having self-realization potential experience self-expression through that activity when it comes to sport tourism (Waterman et al., 2008).

Moreover, as results showed that emotions received during the recent trips not only can affect the increasing of leisure-related life satisfaction but also the satisfaction of other aspects of life (Mirehie & Gibson, 2020).

Chapter 3 – Methodology

3.1 Research Methods

The goal of this research was to find out what would make a good app to connect locals and visitors in Lisbon. We used two methods: a survey and the analysis of apps and social media groups. In particular, the survey launched asked both of visitors and locals about the problems they face while trying to find solutions to play with each other.

Survey analyses

The survey was launched on social media apps such as whatsapp and facebook groups, during the month of July 2021, listed in google forms with 25 questions. The sample of the survey consisted in 53 surveys' responded but with only 48 valid questionnaires. The sample was collected with people from many ethnicities and backgrounds (10 different countries), with the majority of females (more than 57%), and with the range of ages from 15 to 60 years old. The majority of the responders (more than 75%) were either students or employees in Lisbon.

This survey applied was divided into questions relating to the study of soccer lovers' personal information and background, their playing habits and behaviors using apps in general, the importance of having soccer apps in specific, and the effect of the existence of social media on everyday's life aspects with the decisions and behaviors changed with that. The questions intended to study the behavior and social character according to the internal factors that affect their decisions, such as personal, social, psychological, and cultural factors, to analyze the visitors and locals' desire of playing together behavior precisely and to identify the factors influencing their decisions.

Survey design

The word 'survey' implies to see extensively and in detail in one meaning. It also refers to the act of 'obtaining data for mapping' in another sense. The traditional forms of geographical surveys

and ordnance surveys, which map either the landscape or the built environment of roads and buildings, are where these components of the concept of a survey come from. The ideas, on the other hand, have been successfully used to mapping out the social as well as the physical world, and surveys have become one of the most popular and prevalent ways to social research in recent years. These social surveys share certain key properties with their physical counterparts (Denscombe, 2007). Coverage is broad and extensive. The concept of a 'survey' implies that the study should cover a broad range of topics – a breadth of perspective. In theory, a survey should capture a 360-degree view and 'take it all in'. At a particular moment in time The goal of mapping surveys is to 'bring things up to date', and the same may be said of social surveys (Denscombe, 2007).

Surveys are often about the current condition of affairs, and they seek to offer a picture of how things are at the time the data is gathered. Though there may be times when researchers want to undertake a retrospective study to illustrate how things used to be, these are the exception rather than the rule (Denscombe, 2007). In the same way that the word 'survey' means 'to look,' survey activity unavoidably comes to mind of scientific study. It entails getting out of your chair, leaving the workplace, and doing something else. searching for the vital knowledge 'out there'. Those who use a survey technique are more likely to subscribe to a research tradition. which stresses the pursuit of concrete details — things that can be touched be measured and documented.

There are several types of surveys, such as the postal questionnaires which is probably the most well-known type of survey includes sending out 'self-completion' questionnaires through the mail. This usually entails a big-scale mailing that covers a vast geographic area where there is not any personal contact between the researcher and the respondent. Another type of surveys, is Internet polls. When it comes to gathering survey data, the Internet survey is a quick and inexpensive alternative to mail surveys, telephone surveys, and face-to-face clipboard questionnaires. The survey may be done in one of three ways using the Internet:

- A survey sent through email, the questions are provided as attachments to the email.
- A questionnaire provided as an attachment to an email.
- A survey that may be completed on the internet. The questionnaire can be developed as a web page and hosted on a host site, where it will be completed by visitors.
- The aesthetic attractiveness of the questionnaire and the convenience with which it may be done and returned impact the response rate of Internet surveys, just as they do with other types of surveys. Similarly, when potential respondents are contacted in advance, the response rate is increased, especially when the contact incorporates a personalized type of

communication in which individuals are greeted by name. And, much as with a postal survey, a scheduled follow-up of non-respondents improves the response rate (Dillman, 2007). Internet surveys do not appear to affect the nature of the information supplied by respondents in any substantial way. Although there isn't a lot of study on this, when researchers compare results from web-based and paper-based surveys, the data suggests that there is little or no difference between the two forms of distribution (Denscombe, 2007).

Face to face interviews and phone calls interviews are also other kinds of survey, as the name implies, includes direct interaction or phone calling between the researcher and the respondent.

According to Denscombe (2007), an online survey was chosen to collect this research's information. It had been chosen – due to the Covid situation – that face to face interviews would be a difficult task. As Cocha (2020), the COVID-19 pandemic has disrupted our personal and professional life, with no clear sign of when we will be able to resume regular activities; the typical interview procedure, which includes going for an interview and intimate personal encounters, violates the concepts of social distance.

Therefore, the online survey was the most suitable method for this study according to the simplicity and availability of online life for the majority of people and to reach bigger number of respondents. This survey was launched in July 2021. The sampling process began with one month of publishing links to the online questionnaire on major soccer forums and social networking sites like Facebook and Whatsapp. The purpose of making this survey in this way is to demonstrate the value of having this app available for both locals and visitors of soccer lovers. *Local in this study was defined as "living in or belonging to the place where you reside, or the area that you are talking about"* according to Collins English Dictionary.

This study, sought to enlighten the potential role of technology in bringing people together through sport, as well as the influence of an app particularly for soccer on both tourists and locals in terms of doing sport, but also on meeting new people and having fun and active time together.

3.2 Lisbon's Soccer Games Apps / Whatsapp groups research

An analysis of Apps or Whatsapp groups based in Lisbon, connecting locals and tourists who want to play soccer, was conducted, attempting to link visitors with locals by physical activity and subjective wellbeing in the context of smart tourism. As Biggart (2018) affirmed, the

foundation of a powerful marketing campaign is strategic analysis, after all, you'll fail to distinguish yourself and your product from the crowd if you can't recognize your rivals and their marketing strategies.

With the goal to find soccer players to play with, social media apps such as facebook groups were used. Lisbon Casual Football club was one of the three clubs been founded in this search. This club was founded in 1865 and operates as a friendly and beginner team, with players of all ages, nationalities, and levels, playing 11-a-side and 7-a-side football games against local teams up and down the country, as well as entertaining international Football Tour teams. It is based out in Lisbon, Cascais, Carcavelos, and the Jamor Sports Complex. The club was contacted and it was possible for me to be added into a whatsapp group for schedule games between women, men and mixed teams. It is also arranged special training for preparing the players to play with other teams in different fields. Last summer of 2021, the club started their own app which is called *Footsapp* where the soccer players can have their own profile, and announcements before each game or training so they can book for the upcoming training or game. The app is available on Play Store.

The other two clubs that were founded in the search for soccer football games in Lisbon, were Fields App, and the whatsapp group Crazy Football Monsters.

The Fields app is a portuguese app for games based in Lisbon, for all genders, known as having low prices of booking and giving also vouchers. The app features were developed on each player having their own personal profile, choosing a nearby running game, book the game, online payment and some vouchers.

About the whatsapp group Crazy Football Monsters, they arrange games everyday and for all genders. It was mentioned by the responsible, that they are working on making their own app to be launched soon.

Analysis of Soccer Games Apps and Social Media groups					
	Type	Genders	Price	Games based	Characteristics
Lisbon Casual Football / Footsapp	Facebook page; Whatsapp Group; App	All	5€ per training/ 6€ per game	Lisbon, Cascais, and the Jamor Sports Complex	Players of all ages, nationalities, and levels, playing 11-a-side and 7-a-side football games against local teams.

					APP features – player's profile, available teams, schedules, possibility of shared training/ invitations, payment (still in development)
Fields app	App	All	Prices starting from 1.50€ per game	Lisbon; Daily available matches	Low prices of booking; vouchers. APP features – player's profile, choosing a nearby running game, book the game, online payment and some vouchers.
Crazy Football Monsters	Facebook page; Whatsapp Group	All	3€ per game	Lisbon; games everyday	Player's profile; availability of fields (indoor and outdoor) in different prices

Figure 1 - Analysis of Soccer Games Apps and Social Media groups

Chapter 4 – Analysis of the Results

4.1 Data findings and Results

In this chapter, it will be shown the data findings and results provided by the surveys launched in July 2021.

The majority of the respondents (94,1%) considered themselves as a ‘football lover’, with ages between 15 and 60 years old, although the majority (58,8%) were between 20-30 years old. About their work situation, more than 45% are students and 31% respondents are employees, while 11,8% of the respondents are students and working at the same time. Note also that the majority (57,7%) of the respondents were female, a higher percent than the male.

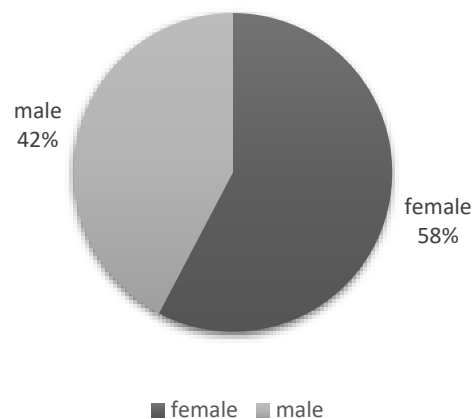


Figure 2 - Gender of the respondents of the survey

The nationality of respondents was divided in 10 different nationalities – Denmark, Syria, Iraq, Finland, Russia, Wales, Nepal, Portugal, Germany, England.

Sport management has demonstrated the importance of social life fulfillment. Sport is a colorful topic for sociologists, representing the processes of change in contemporary humanity's values, interests, and actions (Sekot, 2018). In the survey, it was shown that the responders were aware of the relevance of practicing soccer as a sport in enhancing their social lives – 54% indicated that

playing football was a helpful way to contact between locals and visitors. The majority of respondents (58%) were locals, and more than 82% of the total sample played football.

Regarding their playing habits, the respondents stated that more than 45% played once per week and more than 27% play twice per week. About the reasons why to play that sport, more than 47% said that playing football helped them to meet people, as an escape to their daily life routine, to have fun, but also to do physical exercise; 37% indicated that was just to have fun.

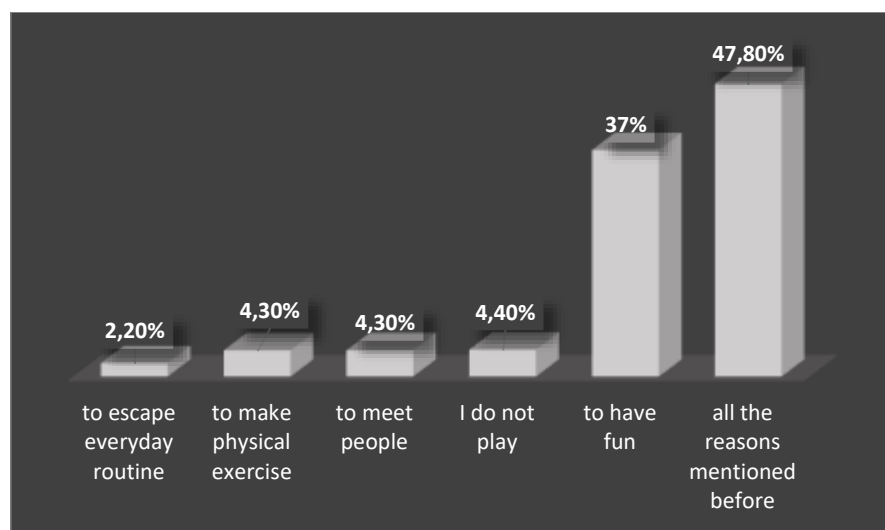


Figure 3 - Reasons indicated from the respondents to play football

Active sport tourists are drawn to participate in active sport experiences for three reasons: 1) to escape their hectic daily routines and loud lives; 2) they want to learn about the history of the country that will be hosting them in their destination and 3) there's the social incentive, which pushes followers to meet new people and share mutual interests (Nam-Su Kim (2004).

The internal features appeared in the survey respondents' replies. In the following charts, it's shown how both visitors and locals consider that playing soccer can alter their interaction.

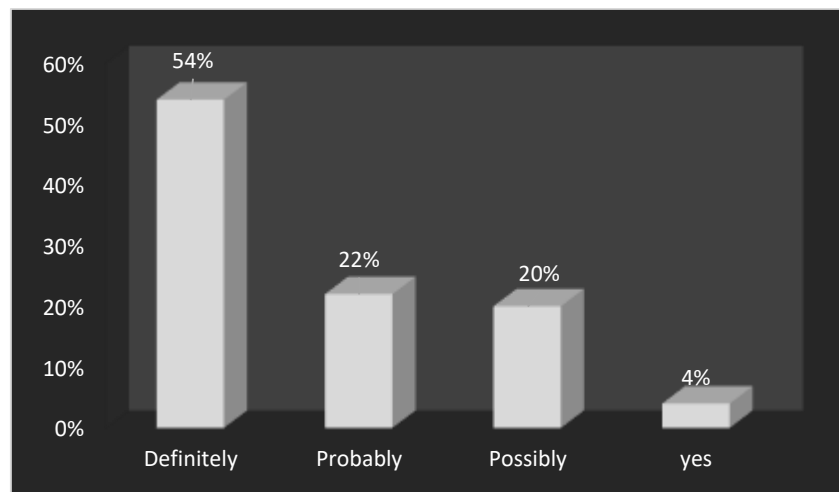


Figure 4 - Playing football improves the relation between locals and visitors

There is also noticed an interest from both locals and visitors to play together as it appears in their answers: 58.1% of the locals indicate that they are “definitely” interested in playing with visitors, and 67.4% of the visitors were also definitely interested in playing with locals.

Participating in a sporting event may have an impact on an individual’s attitude toward values, beliefs, and society (Wheaton, 2000). The need to share time and engage with other sports fans, as well as the emotions that arise as a result, is one of the most affective components shaping the picture of the sports subculture; the effect itself may be an attraction. Attending a sporting event is self-reinforcing in and of itself (Mirehie & Gibson, 2020). Nevertheless, it was noticed that the percent of locals responding to was higher than the visitors (58% vs 42%).

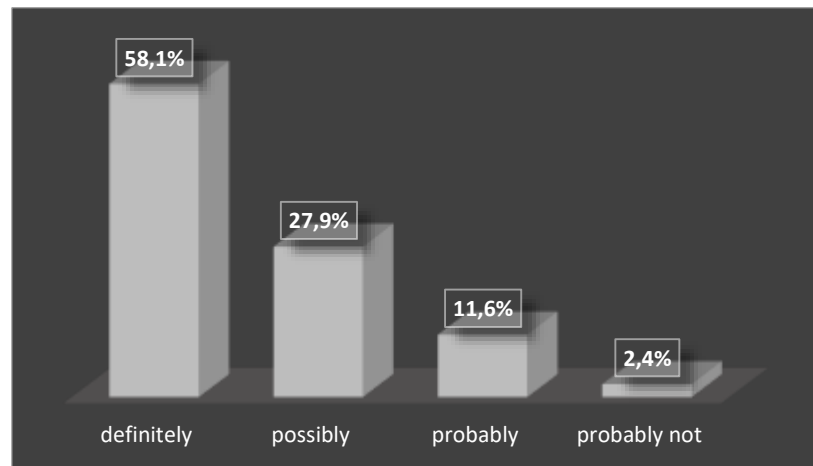


Figure 5 – Locals' interest in playing with visitors

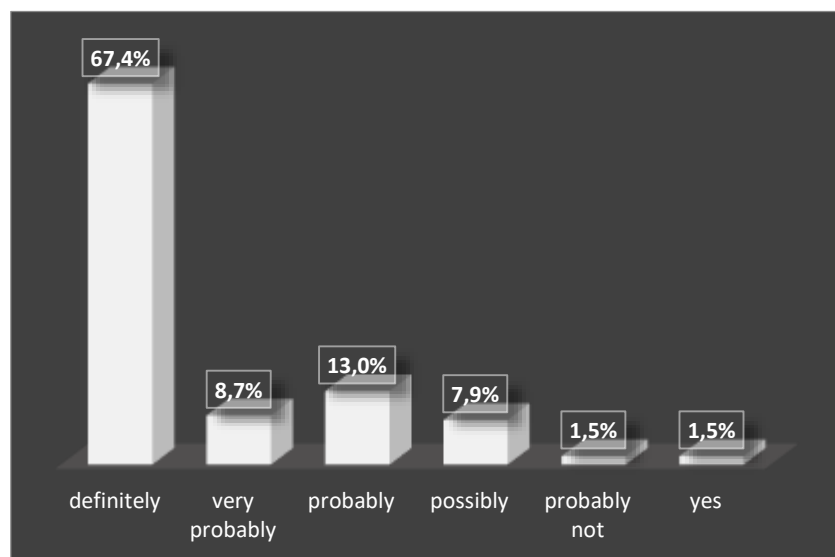


Figure 6 – Visitors' interest in playing with locals

Interactions between residents and visitors can aid in the construction of an outstanding experience (Cordina, Gannon, & Croall, 2019). Furthermore, their engagement can lead to more memorable and enjoyable trips (Cordina, Gannon, & Croall, 2019).

Authentic sports and authentic experiences can have a physical and psychological impact on tourist. In addition, participating in tourist activities is likely to boost the good feelings in target domains while also increasing the meaning goals of trip satisfaction (Milman, 1998). The author investigated also the impact of tourist experiences on well-being and happiness among seniors'

travelers. Surprisingly, it was the amount of activities that influenced pleasure during the trip with locals, rather than the trip itself; individuals who engaged in physical activities during their travels proved to be happier thereafter (Milman, 1998).

As we can see in the figures below, 'Occasionally' and 'Very Frequently' (61,2%) were the major of the percent when asked about if it was easy to find locals or visitors to play with. Also, 'Occasionally' and 'Very Frequently' were the main replies (67,3%) when asked if it was easy to find a game running on a good timing for the respondants.

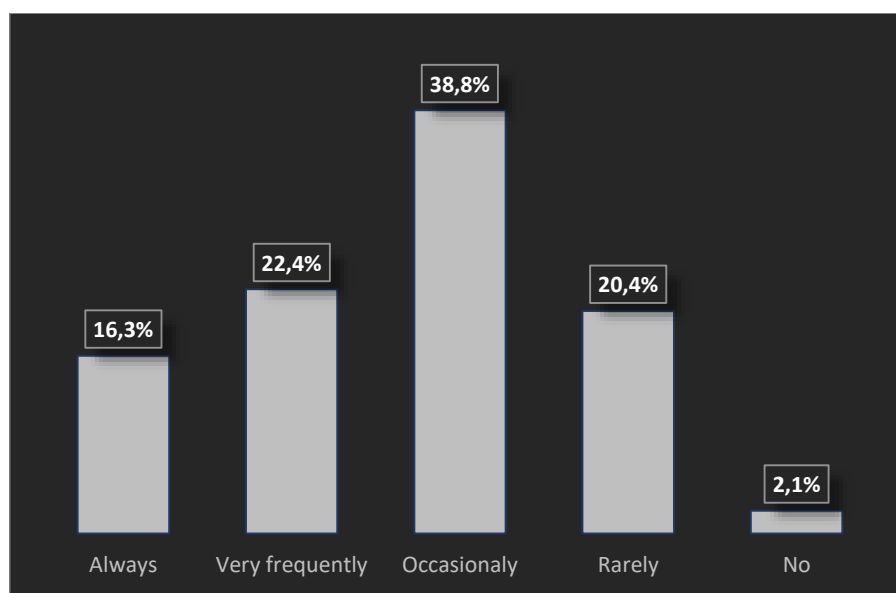


Figure 7 - Finding locals or visitors to play with

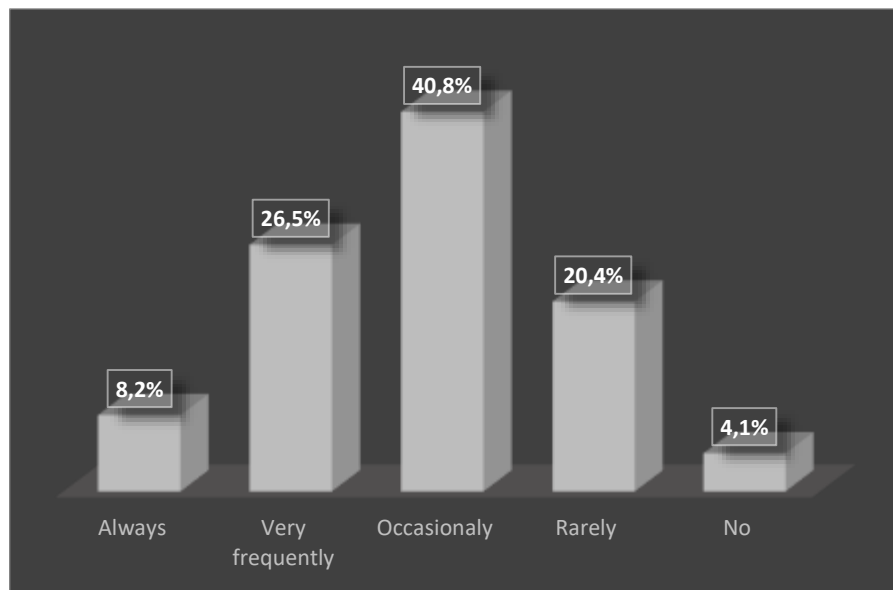


Figure 8 - Finding game running at a good time for me

The increasing development in the use of smart phones and the mobile applications that go along with them has provided the tourism industry new ways to engage with its customers while they are on the trip (Kennedy-Eden & Gretzel, 2012).

The fast development of technology to high levels of creativity has brought the world of tourism industry into high levels of opportunities (Gupta & Dogra, 2017).

The widespread use of social networking sites (SNSs) like Facebook, Twitter, Instagram, and Snapchat (often referred to as social media) has sparked a discussion over the psychological antecedents, correlations, and repercussions of utilizing these platforms (Appel, Marker & Gnambs 2019).

In consequence, on the subject about the existence of apps and their impact in our lives, more than 37% respondents agreed that the existence of Apps in general affected our lives, while more than 39% strongly agreed. Also, more than 40% agree that social media affects their choices on scheduling football games through apps.

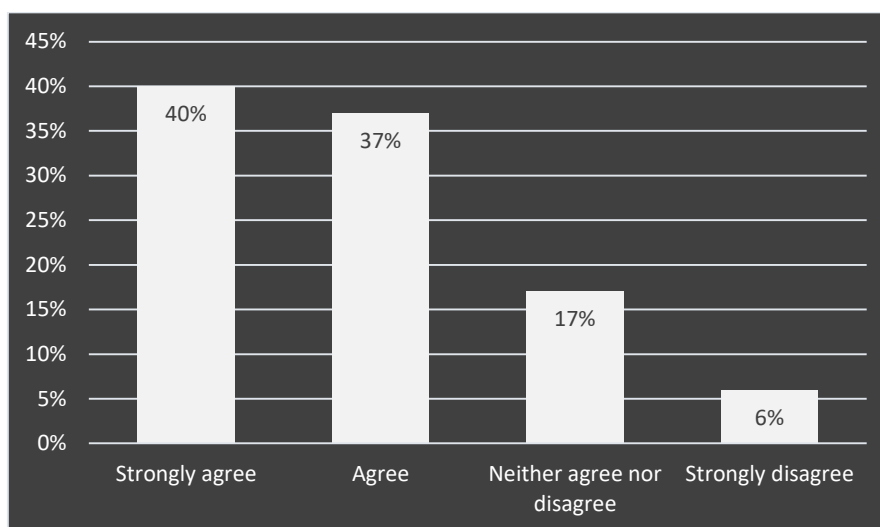


Figure 9 - On if the existence of apps in general has affected their lives

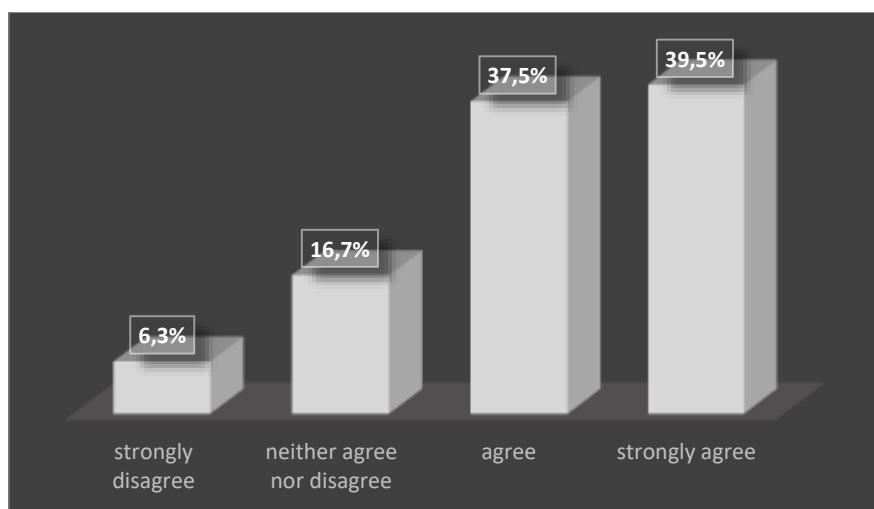


Figure 10 - If existence of apps affected their lives

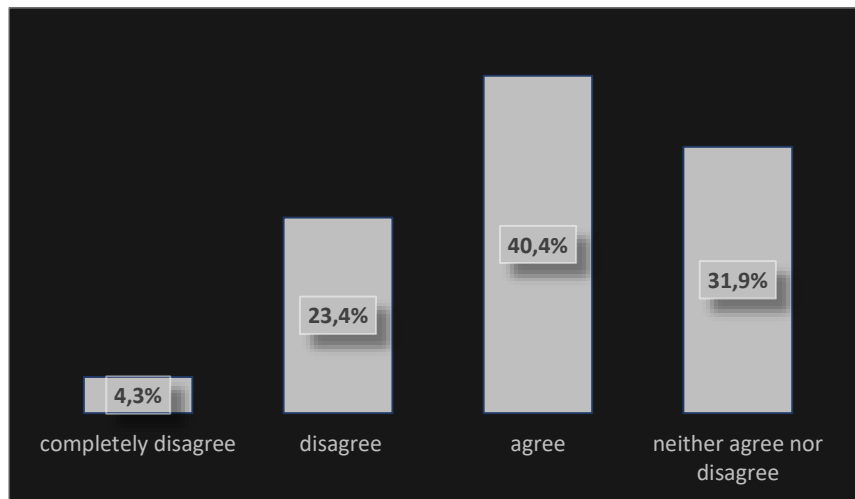


Figure 11 - If social media affected their choices

On the other hand, more than 45% respondents replied that they 'always' use mobile Apps while more than 43% use them 'very frequently'.

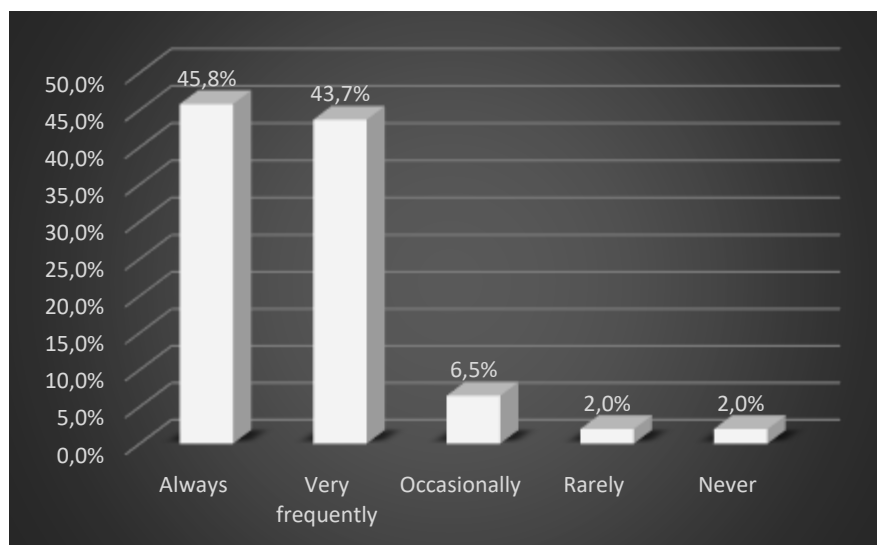


Figure 12 - On the use of mobile apps

When asked about the existence of an App that gives a variety of organized games on different places and timing if it would help the respondents, 42% replied it was 'important' and 20% 'moderately important'.

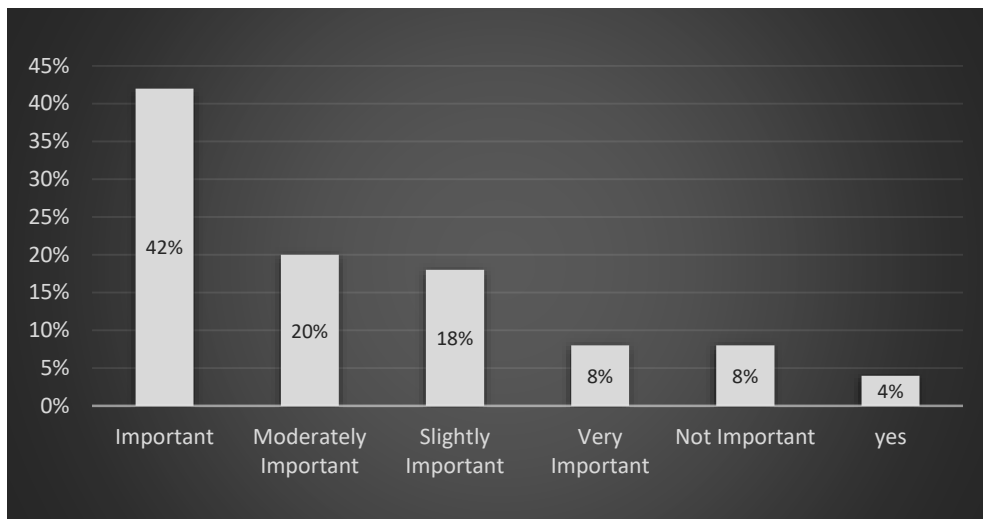


Figure 13 - Importance of existence of an app with variety on organized games on different places

Furthermore, 28% find it 'important' and 40% find it 'moderately important' to have chatting rooms in the App to share your experience or to ask about something and getting the answer from other respondents.

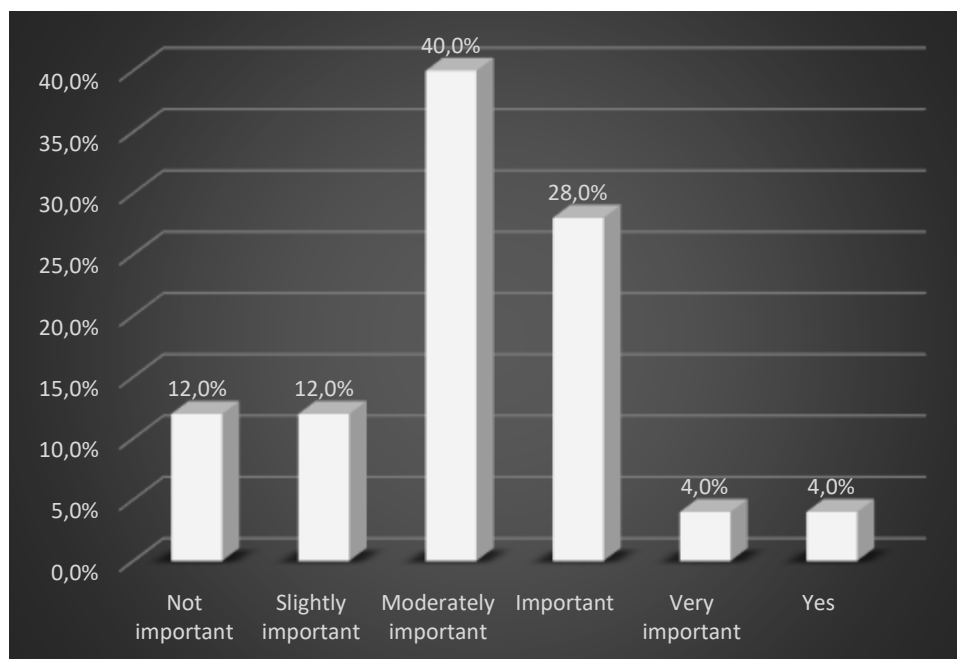


Figure 14 - Chatting rooms for respondents

On the other hand, we can observe how some external factors might influence the playing activity.

Price in the simple sense is the amount of money that is paid by the buyer in exchange for obtaining the product, in other words, it is the value that an individual sacrifices and is willing to exchange with the set of benefits, and advantages that are associated with his owning or using the product. According to Loy et al (2020), price can be a good predictor of quality, but for regular purchases, the consumer will still wonder whether they have gotten their money's worth, as price perception has a direct impact on customer loyalty, turnover, and opportunities to suggest to friends (Kuhn et al., 2018).

According to the survey we made, we found that price of the game is not a big matter but still 33.3% would love to pay less as 3 euro per game, 31.3% would like to pay 4 €, 20.8% can pay 5 € and only 14.6% they do not think about the price to enjoy their matches. Also, the possibility to pay through the app was a divided issue, with the most of the replies between “I don’t mind” (45,8%) and “Yes” (39,6%).

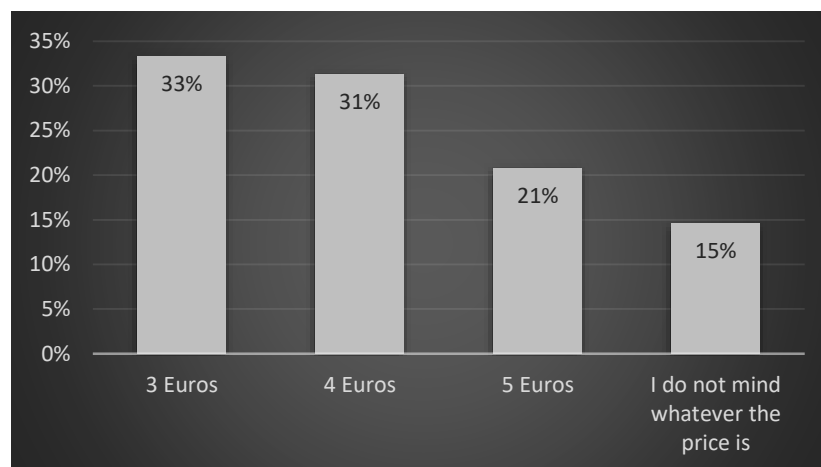


Figure 15 - Price on booking football games in Lisbon

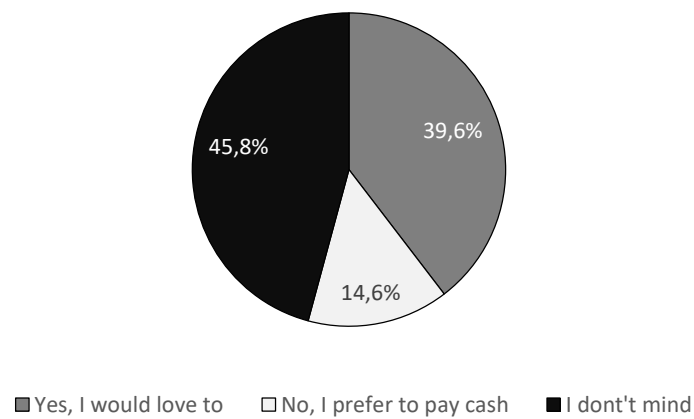


Figure 16 - About preferring to pay through the app

About the app's features, it was asked if the respondents would like to have vouchers, for example Uber rides to the football pitch through the app, which the majority (68%) answered yes.

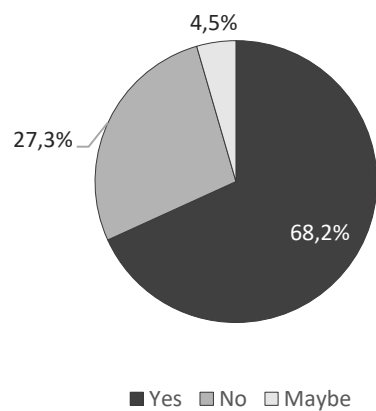


Figure 17 - If respondents would like to have vouchers (ex.: Uber rides)

It was also given the opportunity for the respondents to share their opinions on what features would they like to have in a football app, as we describe:

- To select my position of playing, if my position is taken or not available the app can suggest me to select something else
- Steps calculator

- Any activities
- The ability to share games with friends so you can bring more people and the ability to see how many people are coming
- Schedule a Match, choosing team to play with.
- Suggests option and event plannings
- An understanding of the quality level of other players
- Tournament that will take place around my location, something intuitive to schedule the rides to and from the field with other players from the same team/league
- Match organisation, team selection
- To be connected with some maps app for directions
- A filter for mixed games, male games and female games, to choose what you prefer. Perhaps an area filter as well.
- Organized tournament
- Statistics. Location of grounds. Team Information. Win/Loss/Draw information. Top Goalscorers. League tables.

Previous researches show the importance of the smart phones app revolution in taking the industry of tourism into new path (Perez-Aranda et al., 2021).

To conclude the survey, the respondents could add more details in their answers, with one participant that indicated:

“The football pitches are mainly synthetic here in Portugal and are costly. Availability is also scarce for the times that we all prefer. Many People struggle with money so we don't force people to pay, it's kind of voluntary donations. Some coaches/organisers are too shy to ask for money even mbway so it can be a loss making exercise. Other things taken into consideration are good sports equipment is costly and someone has to always support these costs before getting the money back through these payments. In addition you must be careful who you invite, inviting complete strangers can be a bit risky, so must have as much information on them as possible. And try to find out about them before adding them to social groups. But that's my opinion I have been doing this for some 14 years or more, many times on my own since the last national financial crisis. Met some great people and still meet great people over this past year. I would play everyday if I could but at this age ankle, knee and whatever else hurts.”

4.2 Main results to develop an App

Physical activity on a regular basis has been identified as a beneficial health practice with physiological effects. It may also have psychological advantages (Hassmén et al., 2000). We looked at the true motive for playing soccer and the objective of doing so with locals (cultural exchange, meet new people, having fun in a healthy way). The elements that impact players' willingness to play and meet new people are divided into internal and external factors, according to the research.

Although there is a distinction in the literature of events, nothing is known about how the type of appearance in extrinsic motivation changes between residents and tourists (Snelgrove et al., 2008). Tourist motivation is influenced by a variety of factors, including sport discovery, escapism, social interaction, location exploration, and sport performance, which may differ from the interests of locals in the tourists' destination. Somehow, it was noticed in our survey that visitors are more interested than locals to play together, since 67.4% were definitely interested in playing with locals.

It was noticed also that there might be a lack of communication between locals and visitors: the majority of locals (58,1%) were interested in playing with visitors and the majority of visitors (67,4%) were interested in playing with locals, but when asked about if it was easy to find locals or visitors to play with, the majority replied “occasionally” (38,8%) and “rarely” (20,4%). Following that, it was asked about the importance of finding an app that gave “variety of organized games on different places and timing” with 42% of the responders agreeing on its importance and 20% of them showing that it is moderately important.

After applying the surveys and combine that with the analysis of the actual apps that exist, we conclude that the most important functionality of an app is to connect locals and residents, allowing people to gather as a community of soccer lovers to chat, exchange ideas, give advices and also meet for trainings and matches. A good app should be trustworthiness, so that players can create and edit their own profiles, turning it into a social network with optional options such as a personal photo, nationality, number of played matches, number of goals and the position in which she/ he usually takes place, as examples. As we noticed through the survey, 40% of the respondings think that having a chatting rooms in the app is ‘moderately important’ and 28% find it ‘important’, that is why we suggest adding chat rooms to the App where players can ask each other about their experience, but also locations of football pitches, last games, coming games, and sports equipments for example.

The app we are suggesting to develop, should also provide a simple solution for a difficulty that many players might face after the game ends, which is not having cash to pay. The simple solution we suggest is to pay directly through the app after booking their game. As we found that 39.6% of the responders would love to pay by the app and 45.8% do not mind to pay through the app while only 14.6% prefer to pay by cash.

The app could also be designed to connect football pitch owners with game organizers. By making it as easy as possible, it would persuade people from all ages including more older who run the pitches, to utilize technology to participate and to be part of the app. In other words, we are suggesting this app to include the four dimensions of a good app, as mentioned in Literature Review – information, communication, relationship, and transaction.

This research suggested that there can be a difficulty on connecting locals and tourists to football matches, which can make a problem on gathering people that are considered as casual soccer lovers.

Conclusions

The research project *Football 4all* started with the purpose of developing solution in terms of an app for soccer lovers in a new place, Lisbon. It aimed to study the relation between sport and the physical and psychological health of tourists, through analysing the motivations behind it and mainly to provide solutions to improve the link between tourist and local through physical activity gatherings.

Sport does effect on physical and psychological health, and particularly it was noticed on visitors and locals in Lisbon that replied in the survey – the majority of the respondents indicated that playing football helped them to meet people and worked as an escape to their daily life routine, but also a way to have fun and to do physical exercise.

Tourists and locals in Lisbon manage to link through active sport by social media like facebook, whatsapp groups, and people-to-people information. There is still a need for having a smart technology tool helping tourists to overcome barriers when they wish to participate on soccer matches. This research tried to show how smart technology and apps can effect their social connection on a specific physical activity in their destination, mentioning the methods used in this study and the empirical data collection details.

Therefore, the possibility of developing an app with functional features centered on communication, information, relationship, and transaction – as mentioned in the Literature Review – but above all straight to the players, funtional and flexible on editing data and with the accurate information listed ahead, would improve this connections. From our research, it was noticed that features as player's profile, availability of the fields, position of the player in the field, possibility of organizing extra activities, sharing games with friends, online payment, scheduling matches and choosing the team to play based on players' profiles, connection with different apps such as Google Maps (for directions of the fields) and team information, should be considered.

In this research, the three main objectives were reached. As a limitation of the study, COVID-19 pandemic added more challenges, circumscribing the gathering of information on online surveys. As a proposal for future research, it would be important to advance on the analysis on people's backgrounds and their impact on how this community of soccer casual teams operate, and increase the data with interviews also with the managers of this specific groups in social media.

In a world more digital and were social media and apps have a central part, the development of a good app could raise the meetings and real social life, having the possibily of sharing different cultures and ideas.

References

- Allen, L. R. (1982). The relationship between Murray's personality needs and leisure interests. *Journal of Leisure Research*, 14(1), 63–76.
<https://doi.org/10.1080/00222216.1982.11969505>
- Batista e Silva, F., Marín Herrera, M. A., Rosina, K., Ribeiro Barranco, R., Freire, S., & Schiavina, M. (2018). Analysing spatiotemporal patterns of tourism in Europe at high-resolution with conventional and big data sources. *Tourism Management*, 68, 101–115.
<https://doi.org/10.1016/J.TOURMAN.2018.02.020>
- Bosnjak, M., Brown, C. A., Lee, D. J., Yu, G. B., & Sirgy, M. J. (2016). Self-Expressiveness in Sport Tourism: Determinants and Consequences. *Journal of Travel Research*, 55(1), 125–134. <https://doi.org/10.1177/0047287514535845>
- Buhalis, D., & Amaranggana, A. (2013). Smart Tourism Destinations. In *Information and Communication Technologies in Tourism 2014* (pp. 553–564). Springer International Publishing. https://doi.org/10.1007/978-3-319-03973-2_40
- Buhalis, D., & O'Connor, P. (2005). Information communication technology revolutionizing tourism. *Tourism Recreation Research*, 30(3), 7–16.
<https://doi.org/10.1080/02508281.2005.11081482>
- Camacho, D., Panizo-Lledot, Á., Bello-Orgaz, G., Gonzalez-Pardo, A., & Cambria, E. (2020). The four dimensions of social network analysis: An overview of research methods, applications, and software tools. *Information Fusion*, 63, 88–120.
<https://doi.org/10.1016/j.inffus.2020.05.009>
- Chen, C.-C., & Tsai, J.-L. (2019). Determinants of behavioral intention to use the Personalized Location-based Mobile Tourism Application: An empirical study by integrating TAM with

ISSM. *Future Generation Computer Systems*, 96, 628–638.

<https://doi.org/10.1016/j.future.2017.02.028>

Chiara Garau. (2014). *From territory to smartphone: Smart fruition of cultural heritage for dynamic tourism development*. 113–118. <https://doi.org/10.1080/02697459.2014.929837>

Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215–229. <https://doi.org/10.1016/j.tele.2014.08.005>

Coha, A. J. A. B. S. G.-U. H. (2020). *Video Interviewing: A Review and Recommendations for Implementation in the Era of COVID-19 and Beyond | Elsevier Enhanced Reader*.
<https://reader.elsevier.com/reader/sd/pii/S1076633220302993?token=68C7901516AB3D00A1B9E162C29A2C3EE23E959EDE035D10C7716839C240CB9129C362B0FEA718C374799C675DBD43D1&originRegion=eu-west-1&originCreation=20220212105334>

Denscombe, M. (2007). *The good research guide : for small-scale social research projects*. 349.

Dieck, T., & Jung, T. (2015). *A theoretical model of mobile augmented reality acceptance in urban heritage tourism*. <https://doi.org/10.1080/13683500.2015.1070801>

Dye, A. S., & Shaw, S. L. (2007). A GIS-based spatial decision support system for tourists of Great Smoky Mountains National Park. *Journal of Retailing and Consumer Services*, 14(4), 269–278. <https://doi.org/10.1016/j.jretconser.2006.07.005>

Iso-Ahola.(1980). *The social psychology of leisure and recreation - UQ eSpace*. Dubuque, Iowa. <https://espace.library.uq.edu.au/view/UQ:697763>

Fox, K. R. (1999). *The influence of physical activity on mental well-being*.
<https://www.cambridge.org/core>.

Getz, D., & Andersson, T. D. (2010). *The Event-Tourist Career Trajectory: A Study of High-Involvement Amateur Distance Runners*. <https://doi.org/10.1080/15022250.2010.524981>

- Gibson, H. J. (2004). Moving beyond the “what is and who” of sport tourism to understanding “why.” *Journal of Sport and Tourism*, 9(3), 247–265.
<https://doi.org/10.1080/1477508042000320232>
- Hassmén, P., Koivula, N., & Uutela, A. (2000). Physical exercise and psychological well-being: A population study in Finland. *Preventive Medicine*, 30(1), 17–25.
<https://doi.org/10.1006/PMED.1999.0597>
- Huang, X. kai, Yuan, J. zheng, & Shi, M. yu. (2012). Condition and Key Issues Analysis on the Smarter Tourism Construction in China. *Communications in Computer and Information Science*, 346, 444–450. https://doi.org/10.1007/978-3-642-35286-7_56
- Jarrar, Y., Awobamise, A. O., & Sellos, P. S. (2020). Technological Readiness Index (TRI) and the intention to use smartphone apps for tourism: A focus on inDubai mobile tourism app. *Canada. International Journal of Data and Network Science*, 4, 297–304.
<https://doi.org/10.5267/j.ijdns.2020.6.003>
- Jiang, H., Ma, H., Ren, Z., Zhang, J., & Li, X. (2014). *What makes a good app description?* 45–53. <https://doi.org/10.1145/2677832.2677842>
- Jiang, Z., Kuang, R., Gong, J., Yin, H., Lyu, Y., & Zhang, X. (2018). What Makes a Great Mobile App? A Quantitative Study Using a New Mobile Crawler. *Proceedings - 12th IEEE International Symposium on Service-Oriented System Engineering, SOSE 2018 and 9th International Workshop on Joint Cloud Computing, JCC 2018*, 222–227.
<https://doi.org/10.1109/SOSE.2018.00037>
- Jun, M., & Palacios, S. (n.d.). *Examining the key dimensions of mobile banking service quality: an exploratory study*. <https://doi.org/10.1108/IJBM-01-2015-0015>
- Kennedy-Eden, H., & Gretzel, U. (n.d.). *A taxonomy of mobile applications in tourism A taxonomy of mobile applications in tourism Recommended Citation Recommended Citation A taxonomy of mobile applications in tourism A taxonomy of mobile applications*

in tourism A Taxonomy of Mobile Applications for Tourism.

Kim, N. S., & Chalip, L. (2004). Why travel to the FIFA World Cup? Effects of motives, background, interest, and constraints. *Tourism Management*, 25(6), 695–707.
<https://doi.org/10.1016/j.tourman.2003.08.011>

Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. *Journal of Travel & Tourism Marketing*, 30, 1–2.
<https://doi.org/10.1080/10548408.2013.750919>

LÓPEZ, & GARCÍA. (n.d.). *DESTINOS TURÍSTICOS INTELIGENTES.*

M Fransman. (2009). Innovation in the New ICT Ecosystem. *International Journal of Digital Economics*.
<http://ssrn.com/abstract=1352492>Electroniccopyavailableat:<https://ssrn.com/abstract=1352492>

Manuel da Costa Liberato, P., Alén-González, E., & Filipa Veloso de Azevedo Liberato, D. (2018). Digital Technology in a Smart Tourist Destination: The Case of Porto. *Journal of Urban Technology*, 25(1), 75–97. <https://doi.org/10.1080/10630732.2017.1413228>

Markus Appel¹, Caroline Marker¹, and T. G. (2019). *are Social Media Ruining Our Lives? A Review of Meta-Analytic Evidence*. <https://doi.org/10.1177/1089268019880891>

Mirehie, M., & Gibson, H. J. (2020). The relationship between female snow-sport tourists' travel behaviors and well-being. *Tourism Management Perspectives*, 33.
<https://doi.org/10.1016/J.TMP.2019.100613>

Newland, B. L., & Aicher, T. J. (2018). Exploring sport participants' event and destination choices. *Journal of Sport & Tourism*, 22(2), 131–149.
<https://doi.org/10.1080/14775085.2018.1436464>

- Pai, C. K., Liu, Y., Kang, S., & Dai, A. (2020). The Role of Perceived Smart Tourism Technology Experience for Tourist Satisfaction, Happiness and Revisit Intention. *Sustainability* 2020, Vol. 12, Page 6592, 12(16), 6592.
<https://doi.org/10.3390/SU12166592>
- Perez-Aranda, J., González Robles, E. M., Pilar, ·, Urbistondo, A., Robles, E. M. G., Alarcón, P., Es, U. P., & Perez-Aranda, J. (2021). *Sport-related physical activity in tourism: an analysis of antecedents of sport based applications use*. 23, 97–120.
<https://doi.org/10.1007/s40558-019-00161-2>
- Sekot, A. (2018). SOCIOLOGICAL PERSPECTIVE OF SPORT. *THE SPARK A HEC Recognized Journal*, 2(1), 28–44.
<http://journal.suit.edu.pk/index.php/spark/article/view/186>
- Snelgrove, R., Taks, M., Chalip, L., & Green, B. C. (2008). How Visitors and Locals at a Sport Event Differ in Motives and Identity. *Journal of Sport & Tourism*, 13(3), 165–180.
<https://doi.org/10.1080/14775080802310215>
- Snepenger, D., King, J., Marshall, E., & Uysal, M. (2006). Modeling Iso-Ahola's Motivation Theory in the Tourism Context. *Journal of Travel Research*, 45(2), 140–149.
<https://doi.org/10.1177/0047287506291592>
- Wang, X., Li, X. R., Zhen, F., & Zhang, J. H. (2016). How smart is your tourist attraction?: Measuring tourist preferences of smart tourism attractions via a FCEM-AHP and IPA approach. *Tourism Management*, 54, 309–320.
<https://doi.org/10.1016/j.tourman.2015.12.003>
- Waterman, A. S. (1993). Two Conceptions of Happiness: Contrasts of Personal Expressiveness (Eudaimonia) and Hedonic Enjoyment. *Journal of Personality and Social Psychology*, 64(4), 678–691. <https://doi.org/10.1037/0022-3514.64.4.678>
- Waterman, A. S., Schwartz, S. J., & Conti, R. (2008). The implications of two conceptions of

happiness (hedonic enjoyment and eudaimonia) for the understanding of intrinsic motivation. *Journal of Happiness Studies*, 9(1), 41–79. <https://doi.org/10.1007/S10902-006-9020-7>

Weed, M. (2005). Sports Tourism Theory and Method—Concepts, Issues and Epistemologies. *European Sport Management Quarterly*, 5(3), 229–242. <https://doi.org/10.1080/16184740500190587>

Weed, M. (2008). Sports tourism experiences. In *Journal of Sport and Tourism* (Vol. 13, Issue 1, pp. 1–4). Routledge . <https://doi.org/10.1080/14775080802008876>

Yoo, C. W., Goo, J., Huang, C. D., Nam, K., & Woo, M. (2017). Improving travel decision support satisfaction with smart tourism technologies: A framework of tourist elaboration likelihood and self-efficacy. *Technological Forecasting and Social Change*, 123, 330–341. <https://doi.org/10.1016/j.techfore.2016.10.071>

Attachments

Survey

Online survey applied to 53 respondents in July 2021

Playing with locals survey.

The need of an App to help soccer lovers

Untitled Section

The need of an App to help soccer lovers

Untitled Section

Untitled Title



1. Are you a football lover?

Mark only one oval.

☐ Yes

☐ No

2. where are you from?

3. what is your gender?

Mark only one oval.

☐ female

☐ male

4. what is your age

Mark only one oval.

☐ 15-20

☐ 20-30

☐ 30-40

☐ 40-50

☐ 50-60

☐ above 60

5. what kind of work do you do?

Mark only one oval.

☐ a student

☐ I am a student and I work too

☐ an employee

☐ free work

☐ retired

☐ Other: _____

6. Are you a visitor or local?

Mark only one oval.

☐ A visitor

☐ A local

7. Do you play football?

Mark only one oval.

☐ Yes

☐ No

8. How often do you play?

Mark only one oval.

☐ once per week

☐ twice per week

☐ more

☐ Other: _____

9. Why do you play soccer?

Mark only one oval.

☐ to have fun

☐ to meet people

☐ to escape my everyday routine

☐ to make physicals exercise

☐ all above

☐ Other: _____

10. Do you think that playing football might help you to contact with locals or visitors?

Mark only one oval.

- ☐ Definitely
☐ Probably
☐ Possibly
☐ Probably Not
☐ Definitely Not

11. As a local, are you interested in playing with visitors?

Mark only one oval.

- ☐ Definitely
☐ Probably
☐ Possibly
☐ Probably Not
☐ Definitely Not

12. As a visitor are you interested in playing with locals?

Mark only one oval.

- ☐ Definitely
☐ Very Probably
☐ Probably
☐ Possibly
☐ Probably Not
☐ Definitely Not

13. Is it easy to find locals or visitors to play with?

Mark only one oval.

- ☐ Always
- ☐ Very Frequently
- ☐ Occasionally
- ☐ rarely
- ☐ Never

14. Is it easy to find a game running on a good timing for you?

Mark only one oval.

- ☐ Always
- ☐ Very Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

15. What is the best timing for you to play?

Mark only one oval.

- ☐ In the morning
- ☐ In the afternoon
- ☐ In the evening

16. Do you think that the existing of Apps in general has affected our lives ?

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

17. How often do you use mobile Apps?

Mark only one oval.

- ☐ Always
- ☐ Very Frequently
- ☐ Occasionally
- ☐ rarely
- ☐ Never

18. Is an existing of an App that gives you variety of organized games on different places and timing will help you?

Mark only one oval.

- ☐ Not Important
- ☐ Slightly Important
- ☐ Moderately Important
- ☐ Important
- ☐ Very Important

19. Would you like to have chatting rooms in the App to share your experience or to ask about something and getting the answer from real people?

Mark only one oval.

- ☐ Not Important
- ☐ Slightly Important
- ☐ Moderately Important
- ☐ Important
- ☐ Very Important

20. How much are you ready to pay for one hour game?

Mark only one oval.

- ☐ 3 Euro
- ☐ 4 Euro
- ☐ 5 Euro
- ☐ I do not mind whatever the price is

21. Would you like to pay through the App?

Mark only one oval.

- ☐ Yes, I would love to
- ☐ No, I prefer to pay cash
- ☐ I do not mind

22. If you have the App, what more features would you like to have in?

23. would you like to have vouchers ; Uber rides to the football pitch for example?

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

24. Is social media affect your choices ?

Mark only one oval.

- ☐ Completely Disagree
☐ Disagree
☐ Neither agree nor disagree
☐ Agree
☐ Strongly agree

25. Feel free to add whatever you want?
