

# Managing, Marketing, and Maintaining Maritime and Coastal Tourism

Mónica Morais de Brito

*CEGOT, Portugal & Instituto Politécnico de Beja, Portugal*

Alvaro Dias

*Universidade Lusófona de Humanidades e Tecnologias, Portugal & ISCTE,  
Instituto Universitário de Lisboa, Portugal*

Mafalda Patuleia

*Universidade Lusófona de Humanidades e Tecnologias, Portugal*

A volume in the Advances in Hospitality, Tourism,  
and the Services Industry (AHTSI) Book Series



Published in the United States of America by

IGI Global  
Business Science Reference (an imprint of IGI Global)  
701 E. Chocolate Avenue  
Hershey PA, USA 17033  
Tel: 717-533-8845  
Fax: 717-533-8661  
E-mail: [cust@igi-global.com](mailto:cust@igi-global.com)  
Web site: <http://www.igi-global.com>

Copyright © 2020 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher. Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

Library of Congress Cataloging-in-Publication Data

Names: Brito, Mónica, 1971- editor. | Dias, Alvaro, 1971- editor. |

Patuleia, Mafalda, 1969- editor.

Title: Managing, marketing, and maintaining maritime and coastal tourism /  
Mónica Brito, Alvaro Dias, Mafalda Patuleia, editors.

Description: Hershey, PA : Business Science Reference, 2020. | Includes  
bibliographical references and index. | Summary: ""This book examines  
the application of multidisciplinary and interdisciplinarity logic  
surrounding sea tourism. It also explores the dynamic capabilities and  
the methods of overall management of hospitality by the sea"--Provided  
by publisher"-- Provided by publisher.

Identifiers: LCCN 2019030369 (print) | LCCN 2019030370 (ebook) | ISBN  
9781799815228 (hardcover) | ISBN 9781799815235 (paperback) | ISBN  
9781799815242 (ebook)

Subjects: LCSH: Tourism--Marketing. | Tourism--Planning | Hospitality  
industry. | Tourism--Portugal. | Hospitality industry--Portugal. |  
Coasts. | Coasts--Portugal.

Classification: LCC G155.A1 M2619 2020 (print) | LCC G155.A1 (ebook) |  
DDC 910.68--dc23

LC record available at <https://lcn.loc.gov/2019030369>

LC ebook record available at <https://lcn.loc.gov/2019030370>

This book is published in the IGI Global book series Advances in Hospitality, Tourism, and the Services Industry (AHTSI) (ISSN: 2475-6547; eISSN: 2475-6555)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.


All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: [eresources@igi-global.com](mailto:eresources@igi-global.com).


## Chapter 12

# Nautical Tourism in the North Atlantic: The Development of Yachting in the Azores Islands


**Luís Silveira**

 <https://orcid.org/0000-0002-8030-7074>  
*CEGOT, Universidade de Coimbra, Portugal*

**Norberto Santos**

 <https://orcid.org/0000-0003-1752-9990>  
*CEGOT, Universidade de Coimbra, Portugal*

**Claudete Oliveira Moreira**

 <https://orcid.org/0000-0002-9188-191X>  
*CEGOT, Universidade de Coimbra, Portugal*

**Rui Ferreira**

*CEGOT, Universidade de Coimbra, Portugal*

### ABSTRACT

*The archipelago of the Azores only recently (late 20th century) began to select tourism as one of the levers for the development of the territory. Although nature tourism is the main tourist product, other products have been determined to complement the territory's characteristics. Among them is nautical tourism, specifically yacht tourism. This tourism segment generates multiple economic opportunities, directly and indirectly. In the Azores, development of nautical tourism centered on the expansion and construction of marinas, providing seven of the nine islands with at least one such structure. Construction of the new marinas did not decrease the number of yachts and crew using the old ones. In fact, these numbers increased in practically all marinas and islands. Most yachtsmen are European, and an average of almost four people per yacht visit the Azores between April and October.*

DOI: 10.4018/978-1-7998-1522-8.ch012

## **INTRODUCTION**

The Azores is an Atlantic autonomous archipelago composed by nine islands. It is located 2085 nautical miles (NM) East of Boston (USA), 1359 NM Southwest of London (UK) and 782 NM West from the Portuguese capital, Lisbon. Since its discovery by the Portuguese sailors in the 15th century, the Azorean archipelago has become a geostrategic territory for several sea routes. In addition to its own geographic location in the North Atlantic, the maritime currents and the prevailing winds of the west provided and provide, as almost necessary and advantageous, a route for sailing boats through the Azores to those coming from America and Africa and going to Europe.

Although virtually all yachts today have an auxiliary engine, most of those which cross the Atlantic use sail and wind direction as the main source energy for navigation. In this sense, the natural elements (maritime currents, winds and the location of the archipelago) remain an advantage and continue to provide the navigation of these vessels through the Azores when crossing the North Atlantic. Every year, thousands of yachts come from the Pacific (through the Panama channel), the Caribbean and North America to Europe (and vice versa). Being one of the few land territories in this part of the Atlantic, the Azores is a potential stopover for yachtsmen when crossing the ocean.

At the end of the last century (1990s) the Regional Government started implementing tourism as a key sector for the archipelago' development. Since then, the Azores have been awarded (more than 30 times), especially in this second decade of the 21<sup>st</sup> century, as a tourism destination related to nature preservation and landscape sustainability (due to its volcanic origin and present relief characteristics and vegetation cover). Some of those awards include: 2010 – 2<sup>nd</sup> Best islands in the world for sustainable tourism (award granted by the National Geographic Travel); 2010 – Election of the 7 natural wonders of Portugal, where the Azores won two of them (volcanic landscape of Pico Island and Lagoon of Sete Cidades, in São Miguel Island); 2011 – 10 Best Trips of Summer 2011 (National Geographic Travel); 2012 – Best Places to go in 2012 (The University of Nottingham Magazine); 2013 – 25 Places to go in 2013 (Fodor's Travel Guide); and in 2017 – Election of the seven wonders of Portugal – small villages (Fajã dos Cubres in São Jorge Island was selected). As identified by other states and governments, sustainability is nowadays essential for the good development of territories, and this element is and should be also part of the nautical tourism segment (Battistella, Cagnina, Cicero, & Preghenella, 2018).

Based on the development of tourism activity in the Azores, since 2008 and through the Regional Legislative Decree n. 38/2008/A, August 11<sup>th</sup>, it was approved the *Plano de Ordenamento Turístico da Região Autónoma dos Açores*, POTRAA (Tourism Planning Plan of the Autonomous Region of the Azores). It defines the strategy of sustainable development of tourism and the territorial model to be adopted. Its fundamental vocation is to combine the efforts and initiatives of regional and local public administrations and those of the whole Azorean society around a set of commonly shared objectives. It is also an instrument that guides the various economic agents and disciplines the administrative action, defining for each island the strategic tourism products and the evolution of the tourist supply until 2015 (at the present is under review). It is in this context that the Regional Government elected nautical tourism as one of the tourism products that should be developed (Assembleia Legislativa da Região Autónoma dos Açores, 2008).

One of the key elements selected for the development of nautical tourism in the Azores, by the Regional Government, was to endow almost all the islands with marinas. Until 2007, only three islands had recreational ports. In 2019 there are nine marinas located on seven of the nine islands (see Figure 2). It is precisely on this investment of the regional government for the support of nautical tourism,

more specifically of the yachting, that this chapter focuses on, providing a global analysis of this tourism segment in the Portuguese archipelago of the Azores. Therefore, the objectives are to systematize the Azores marinas (tourism supply) as to their characteristics, as well as to describe and analyse the numbers relating to yachts and their crew (tourism demand). The general objective is to find out if yachting has been growing in the Azores, fomenting itself as a complementary opportunity for the economic development of the Azores.

## **BACKGROUND**

Tourism is currently a globalized activity, generating multiple opportunities for various territories, including the so-called peripheral and / or small territories such as the islands of the Azores. In 2017 the number of international tourist arrivals amounted to 1,327 million generating around 1,340 billion US dollars of revenues for the destinations (UNWTO, 2018). As far as Portugal is concerned, the tourism sector is the largest export activity in the country, accounting for 51.5% of exports of services and 18.6% of total exports in 2018, with tourism receipts contributing of 8.2% in Portuguese GDP (Turismo de Portugal, 2019).

Tourism is categorized nowadays through dozens of tourist products, from the best-known ones such as sun and beach tourism, cultural tourism or city breaks, to niche market products such as dark tourism. Yachting or yacht tourism is part of the coastal tourism, maritime tourism and nautical tourism products (Tegar & Saut Gurning, 2018). Apart from Europe being the most visited continent in tourist terms, the flow generated within Europe itself is also important. For geographic, climatic and historical reasons the maritime element is of great importance in the European context. “Coastal and maritime tourism is a significant sub-sector of both the wider tourism sector and the blue economy. It is estimated to have employed almost 3.2m people in 2011 and generated € 183bn of GVA (Gross Value Added)” (ICF, Deloitte, Marine South East, Sea Tech, & IEEP, 2016, p. 6), including direct and indirect effects of coastal tourism, cruise tourism, and yachts and marinas (EY-AM&A, 2019). The water element has always generated fascination with humans (Moreira & Santos, 2010). Through the growing leisure time, various tourism products related to water and sea were developed. “Nautical tourism is a tourism segment, which primarily emerged as a tourist stakeholder response to the growing demand for leisure time on boats intended for sports and recreation” (Kovačević & Mladenović, 2018, p. 270).

In this context and more specifically, the marinas and boating activities, occupy an important part of the nautical tourism value chain: “the manufacture, operation and hosting of recreational craft, and associated services, supports relatively high value and skilled employment as compared to most other coastal tourism activities” (ICF et al., 2016, p. 7). Nautical tourism generates direct and indirect effects in the departure territories and in the destinations, not restricting the activity and the consumption only to services and products related to the water element. “Yachting, like any tourist activity, does not influence just a single specific sector of the economy. Neither the total of tourism nor yachting are included as individual sectors in the national accounts” (Diakomihalis & Lagos, 2008, p. 872). Nautical tourism thus generates a value chain that comprises (ICF et al., 2016, p. 8):

- Nautical tourism participants: end consumers of nautical tourism goods and services;
- Nautical recreation providers: enterprises providing recreation goods and services to participants (for example, charter and hire companies, instructors / schools, etc.);

### ***Nautical Tourism in the North Atlantic***

- Marinas / harbours: facilitators of participation through provision of infrastructure; direct providers of some tourism services;
- General tourism service providers: standard tourism service providers, selling services to nautical (and non-nautical) tourists; for example, accommodation and transport;
- Supply chains: boat and other equipment manufacturers, distributors, etc.; other suppliers to the three segments previously identified.

Taking into account the relevance of nautical tourism, many countries are aware of the importance of the spread of marine leisure tourism and its potential to create economic value (Jang & Cho, 2018). This tourism segment generates stable and qualified employment, there is a easy complementarity with the tourist offer, its attenuating effect of the seasonality and multiplier of other services, and the impetus that it gives to the qualification and diversification of the coastal infrastructures and technological innovation (Lam-González, León, & Ledesma, 2017). The Azores, as an autonomous region with its own government, is in line with this strategic vision through investment in the construction of marinas in the archipelago in order to achieve the spread effect of yachting.

Cabrera (2011) states that, for example, in Spain for every 100 berths in marinas, 4.4 direct jobs are generated, related to the construction of nautical structures, maintenance and repair of boats, and 40 indirect jobs (21 jobs in restaurants and shops, 16 in nautical industries and services to boats and three in training and sports activities). The Grupo de Trabalho da Náutica de Recreio (2012) estimates that in the more developed economies (with a strong industrial capacity in this sector and with a relevant nautical tourism component), eight jobs are generated per berth, directly and indirectly. Dreizis & Potashova (2018) state that yachting is one of the important directions of development potential of coastal cities.

The impact of nautical tourism in Portugal is still being investigated but has not yet presented concise global results. In an exploratory study on the economic impacts of yacht tourism in the area of jurisdiction of 11 marinas in mainland Portugal, managed by the public entity Docapesca, indicates that the yachtsmen or non-residents stopping by, spend an expense (from direct and indirect consume) between € 140 and €170 millions (Perna, Custódio, & Oliveira, 2015). If extrapolating to the total number of national berths, the minimum and maximum values will be of almost €430 millions and €520 millions in Portugal (Kovačić & Silveira, 2018).

Nautical tourism has a general or broad meaning. It includes all types of travel by sea, and boating on rivers and lakes (Maravić, Martinič, & Barkidžija Sotošek, 2016). In the Portuguese context and in an attempt to characterize nautical tourism, more specifically yachting or yacht tourism, it can be generically stated that corresponds to sailing or navigation of small and medium-sized sailing and / or motor yachts by individuals (potentially tourists) who navigate using the sea environment and who use points in coastal zones for rest, fuel and food supplies, and for the use, generally in the immediate vicinity, of structures and services that may or may not have a tourist vocation (Silveira, Santos, & Perna, 2018).

Being the Portuguese continental coast as well as the coast of the archipelago of the Azores little cut or almost unprotected from the hard conditions brought by the Atlantic Ocean, the marinas play a fundamental role in the stop by and stay of yachts and their crews. Coastal marinas are closely related to coastal tourism and leisure activities. This is done by providing the structures themselves and related services so that people can access water and participate in leisure activities, also serving as tourist attractions (in their own right), both for users and visitors, and who spend money locally (GHK Consulting Ltd, 2007). These structures have an important role to play in any territory where they are located, even in marginalized / degraded areas and serving as levers for their regeneration. Marinas and the provision

of facilities related to recreational boating can promote not only local regeneration but also stimulate economic activity, providing employment opportunities, encouraging social and economic improvements, and growth (Nowaczyk, 2018).

The development and operation of a coastal marina generates economic impacts in a variety of ways (British Marine Federation, 2007):

- the fees paid for marina services by the yachtsmen (residents and visitors) support production and employment among the marina operators;
- marina operators purchase goods and services from other companies, supporting production and employment in the supply chain;
- yachtsmen spend money on goods and services related to their sea travel, supporting production and employment on the spot and between companies (naval repair shops, ship repair and maintenance companies, fuel suppliers, etc.);
- boating users spend money on food, beverages, lodging and commerce, inside and outside the place;
- some marinas can also be used by visitors without any connection to nautical but who access these and who spend money on food, drinks and local commerce;
- there are additional benefits for tourism as a whole in the territory where the marina is located since it attracts people to the coastal areas and consequently by spending monetary amounts in the local economy in general;
- the marine sector has an important influence on the nautical sector as a whole, influencing the number of vessels sold, which determines production and employment among companies involved in shipbuilding, maintenance, distribution and services and supply chains;
- marinas can play a role in the overall development and regeneration of coastal areas with effects on residential and commercial real estate investment.

In addition and related to this economic sustainability aim by the Azorean tourism strategy, yachtsmen are considered as a welcome tourist population, being classified in the typology of the tourist population – *new tourist* (Silveira, 2016). The new tourist is characterized by being more experienced, trained, desirous of the different, adventurous, environmentalist, sensitive, adept of authenticity, has more free time, greater income, and leads a healthier lifestyle (Poon, 1993). These factors create the opportunity to develop a correlation between the territory Azores and the nautical tourists. Specifically from the economic point of view, some reports made to yachtsmen regarding their consumption habits and overheads concluded that the average daily consumers' consumption in Algarve (Portugal) was of €115,40 (Perna, Custódio, Gouveia, & Oliveira, 2008) and in Croatia was €126 euros per day in 2017 (Institutuzaturizam, 2018).

## **NAUTICAL TOURISM IN THE AZORES**

Yachting as seen presently, with the existence of support structures (the marinas), possess a brief history in the Azores. The oldest marina, located in the city of Horta (Faial island), was inaugurated only in 1986. Through the 20th century, thousands of yachts crossing the North Atlantic stopped over in the Azores, as lacking technologies and commodities on board obliged to more frequent stops. For that

## ***Nautical Tourism in the North Atlantic***

reason, even if there weren't marinas before in the Azores, seaports and / or protected bays used to be the arrival spots for those vessels. Bay of Horta is one of these natural and protected bays that permitted yachts to safely anchor and to moor in the seaport (since late 19<sup>th</sup> century). The last two decades brought changes in supply through the construction of marinas and consequently caused changes in the dynamics of nautical tourism.

### **The Azores and Its Marinas**

The archipelago of the Azores is located in the north Atlantic, being the region of the European continent more to the west. And so, despite being economically linked and culturally a European region, it has a certain proximity to the American continent. This approach took place over time through the landing or ditching of seaplanes connecting America and Europe during the first half of the twentieth century, through the installation of different foreign telegraph companies (including one North American) and their cables communications submarines, the existence of a US military base on Terceira Island, and the emigration, during the 20<sup>th</sup> century, of several thousand Azoreans to the United States and Canada (and the consequent acculturation of the local population upon their return for holidays or definitive). However, and as a main factor there is the constant passage through the centuries of American vessels by the islands of the Azores towards Europe and Africa.

The geostrategic importance of the Azores is still visible today through the intensity of yacht traffic in the North Atlantic (the brighter the lines, the greater the traffic intensity), especially for those crossing the Panama Canal, passing through the Caribbean and sailing to the Azores before reaching continental Europe or the Mediterranean sea (Figure 1).

Currently, as said before, the Azores have nine marinas distributed on seven islands (Flores, Faial, Pico, São Jorge, Terceira, São Miguel and Santa Maria), with only two islands that do not yet have a structure of this type (Corvo and Graciosa). Terceira Island has two structures (Marina D'Angra and Marina da Praia da Vitória) as well as the island of São Miguel (Marina of Ponta Delgada and Marina da Vila), with the remaining five islands having one structure each (Figure 2).

Due to their geographical location / dispersion the Azores are formed by three groups of islands. The western group (constituted by the islands of Flores and Corvo) and is the closest to the American continent. Five islands (Faial, Pico, São Jorge, Graciosa and Terceira) are located in the central group,

*Figure 1. The Azores in the context of the North Atlantic (adapted from Silveira, 2016)*

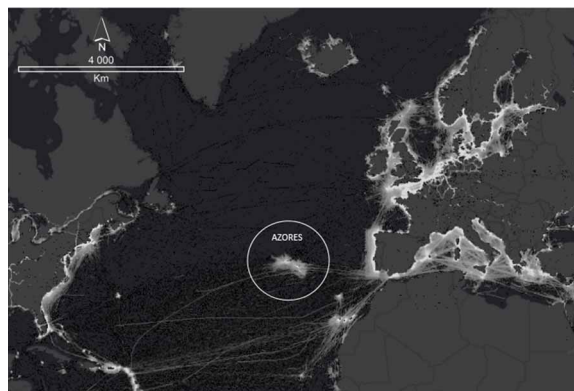
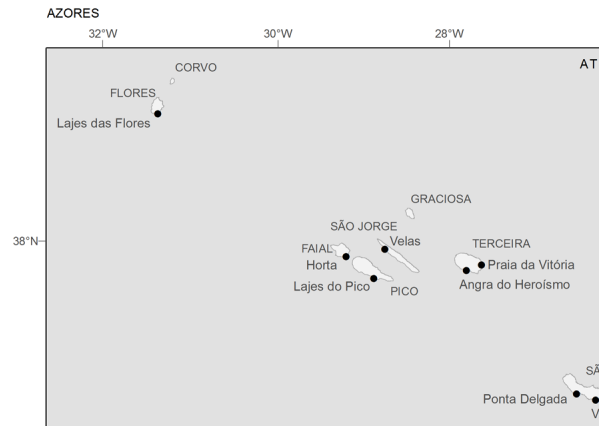




Figure 2. The Azores islands and the location of the marinas (the authors)



where five marinas are located in four islands, and the eastern group, formed by the islands of São Miguel and Santa Maria (with three marinas).

The islands of São Miguel and Terceira, both with two marinas, are the two most populous islands of the Azores (137,699 and 56,062 inhabitants in 2011, representing 78.7% of the total Azores) and where the general tourist activity is larger through a bigger offer of flights, hotels and support services.

The marina of Ponta Delgada is the nautical port with the largest number of berths (640), followed by the Azores’ oldest marina, the Horta Marina (300 berths) and the Angra do Heroísmo marina, with a capacity of 260 vessels. There is a total of 1841 berths in the Azorean archipelago, representing 14.5% of the national capacity. The marinas of Horta and Ponta Delgada are the oldest recreational ports in the Azores, with their opening in the last century (1986 and 1992, respectively). These both marinas have obtained expansion works in their structures increasing their capacity. The marina of Horta increased its capacity from 120 to 300 berths in 2002 (Silveira & Santos, 2013) and the marina of Ponta Delgada increased from 190 to 640 berths in 2008 (Associação de Turismo dos Açores, 2019). The remaining seven marinas were only inaugurated in the decades of 2000 and 2010. Of the nine Azores marinas, seven are managed by the public entity Portos dos Açores (Azores Seaports). The marinas of Praia da Vitória and Vila Franca do Campo despite being public are managed by the City council of Praia da Vitória and by local nautical club, respectively (Table 1).

Marinas are essential as a support for yachting or nautical tourism, as they accommodate boats and their crews in sheltered waters, especially in regions where the coastline is not indented, or there are turbulent waters (as the Atlantic), as in the case of the Azores. As Parrain (2011, p. 143) notes, “the Atlantic archipelagos are not only meeting points before a race or after a crossing but also technical stopovers and shelters in case of damage or bad weather”. Luković (2013), in order to categorize the marinas, presents a classification model. This model (Table 2) includes five main criteria and 17 sub criteria.

According to Table 3, through the level of technical equipment, and catering and leisure services, there are three marinas (Horta, Angra do Heroísmo and Ponta Delgada) where their services are above the average / standard services. Located nearby the centre of the main Azorean cities, these marinas present in their jurisdiction area and surroundings a varied offer of support and recreational services for yachtsmen. All nine marinas present an Atlantic type of construction, which means that all of these structures

## Nautical Tourism in the North Atlantic

Table 1. *Marinas of the Azores, opening yeas, berths capacity and management entities*

| Marinas              | Opening Year | Berths | Management Entities                  |
|----------------------|--------------|--------|--------------------------------------|
| Horta                | 1986         | 300    | Portos dos Açores                    |
| Ponta Delgada        | 1992         | 640    | Portos dos Açores                    |
| Vila Franca do Campo | 2001         | 125    | Clube Naval de Vila Franca do Campo  |
| Praia da Vitória     | 2002         | 210    | Câmara Municipal da Praia da Vitória |
| Angra do Heroísmo    | 2004         | 260    | Portos dos Açores                    |
| Velas                | 2008         | 76     | Portos dos Açores                    |
| Vila do Porto        | 2008         | 120    | Portos dos Açores                    |
| Lajes do Pico        | 2008         | 60     | Portos dos Açores                    |
| Lajes das Flores     | 2012         | 50     | Portos dos Açores                    |

Source: (Associação de Turismo dos Açores, 2019; Silveira, 2016)

Table 2. *Classification model for marinas of Luković (2013)*

|                           | Criteria   | Sub criteria  |
|---------------------------|--|---|
| <b>Classification as:</b> | <ul style="list-style-type: none"> <li>• Level of technical equipment; and catering and leisure services.</li> </ul> | <ul style="list-style-type: none"> <li>• Standard, with basic comfort;</li> <li>• Luxurious, with a high level of comfort;</li> <li>• Recreational, with the possibility of sporting, recreational and leisure facilities.</li> </ul> |
|                           | <ul style="list-style-type: none"> <li>• Type of construction.</li> </ul>  | <ul style="list-style-type: none"> <li>• American style;</li> <li>• Atlantic style;</li> <li>• Mediterranean style.</li> </ul>  |
|                           | <ul style="list-style-type: none"> <li>• Shape of the occupied area.</li> </ul>                                      | <ul style="list-style-type: none"> <li>• Open;</li> <li>• Semi-indented;</li> <li>• Indented;</li> <li>• Fully indented.</li> </ul>   |
|                           | <ul style="list-style-type: none"> <li>• Ownership.</li> </ul>   | <ul style="list-style-type: none"> <li>• Private;</li> <li>• Council;</li> <li>• Public.</li> </ul>   |
|                           | <ul style="list-style-type: none"> <li>• Location.</li> </ul>  | <ul style="list-style-type: none"> <li>• Sea;</li> <li>• Lake;</li> <li>• River;</li> <li>• Canal marinas;</li> </ul>   |

Source: (adapted from Luković, 2013)

do not have a unique construction style, neither they were built in the context of a tourist complex (as it happens with the majority of the marinas of Mediterranean style). They were mainly built in the inside area of commercial seaports and adapted to the available area dimension.

Related to the shape of the marinas in the Azores, all are at least semi-indented, as berths need to be protected from the Atlantic strong currents and winds. All marinas in Portugal are located in public domain and the majority are managed by public institutions. All Azorean marinas are located in the Atlantic waters (sea).

Table 3. Classification of the Azores marinas

| Criteria  | Sub criteria   | Marinas   |
|---|--|---|
| ● Level of technical equipment; and catering and leisure services | ● Standard, with basic comfort.  | ● Lajes das Flores, Lajes do Pico, Velas, Praia da Vitória, Vila Franca do Campo and Vila do Porto.   |
|   | ● Recreational, with the possibility of sporting, recreational and leisure facilities. | ● Horta, Angra do Heroísmo and Ponta Delgada.   |
| ● Type of construction  | ● Atlantic style.  | ● Lajes das Flores, Hora, Lajes do Pico, Velas, Praia da Vitória, angra do Heroísmo, Ponta Delgada, Vila Franca do Campo and Vila do Porto.                               |
| ● Shape of the occupied area                                      | ● Semi-indentated.   | ● Vila Franca do Campo  |
|   | ● Indented.  | ● Lajes das Flores, Horta, Angra do Heroísmo, Ponta Delgada   |
|   | ● Fully indentated.  | ● Lajes do Pico, Velas, Praia da Vitória and Vila do Porto  |
| ● Ownership   | ● Public.  | ● All nine marinas are public but Marina of Praia da Vitória is managed by the city council and the Marina of Vila Franca do Campo is managed by the local nautical club. |
| ● Location  | ● Sea.   | ● All nine marinas.   |

Source: (the authors through the model of Luković, 2013)

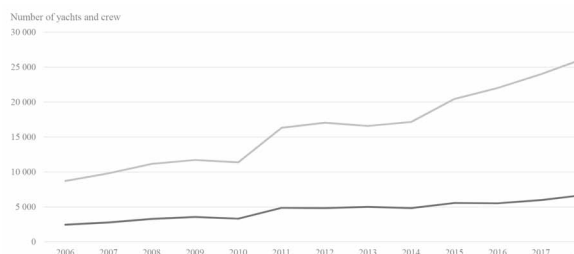
## Yachting in the Azores in the 21<sup>st</sup> Century

The number of yachts and crew stopping by in the Azores have been raising through the last 12 years (2006-2018) (Figure 3). In 2006, 2457 vessels entered in the Azorean marinas while in 2018 that number was of 6701 yachts. This represented a percentage growth of 172.7%.

When regarding the crew, this number raised from 8,708 in 2006 to 26,221 yachtsmen in 2018. There was an increase of 201.1%. The increasing percentage of yachtsmen was higher than the percentage obtained by boats which means that, through the years, the average number of people travelling onboard is bigger (3.5 in 2006 and 3.9 people in 2018). Consequently, the economic impact of this tourists on land may have been increasing over the years.

According to Table 4, the number of yachts stopping by in each island and marina have raised through the years in all territories and nautical ports. As identified previously two islands still don't have ma-

Figure 3. Total number of yachts and crew by year in the Azores (created from *Portos dos Açores*, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019; *SREA*, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2017, 2019)



## Nautical Tourism in the North Atlantic

Table 4. Total number of yachts by island and marina

| Island           | Marina        | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------|---------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>St. Maria</b> | Vila do Porto | 88   | 65   | 156  | 139  | 234  | 121  | 268  | 299  | 294  | 333  | 328  | 395  | 422  |
| <b>S. Miguel</b> | Total         | 506  | 504  | 552  | 725  | 546  | 610  | 643  | 551  | 524  | 769  | 675  | 744  | 802  |
|                  | Ponta Delgada |      |      |      |      |      | 598  | 630  | 551  | 524  | 758  | 673  | 744  | 802  |
|                  | Vila F. Campo |      |      |      |      |      | 12   | 13   | 0    | 0    | 11   | 2    | 0    | 0    |
| <b>Terceira</b>  | Total         | 594  | 686  | 823  | 842  | 717  | 774  | 668  | 775  | 727  | 780  | 794  | 861  | 1029 |
|                  | A. Heroísmo   |      |      |      |      |      | 464  | 412  | 515  | 490  | 543  | 569  | 640  | 735  |
|                  | Praia Vitória |      |      |      |      |      | 310  | 256  | 260  | 237  | 237  | 225  | 221  | 294  |
| <b>Graciosa</b>  |               | 0    | 73   | 76   | 78   | 97   | 64   | 65   | 97   | 89   | 82   | 103  | 113  | 148  |
| <b>S. Jorge</b>  | Velas         | 0    | 74   | 182  | 191  | 380  | 430  | 384  | 435  | 401  | 468  | 523  | 601  | 651  |
| <b>Pico</b>      | Lajes Pico    | 0    | 10   | 18   | 42   | 56   | 91   | 105  | 109  | 98   | 92   | 119  | 104  | 119  |
| <b>Faial</b>     | Horta         | 1254 | 1164 | 1251 | 1335 | 1096 | 1161 | 1175 | 1132 | 1223 | 1252 | 1302 | 1334 | 1457 |
| <b>Flores</b>    | Lajes Flores  | 15   | 196  | 225  | 199  | 185  | 222  | 216  | 277  | 220  | 243  | 204  | 219  | 242  |
| <b>Corvo</b>     |               | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    |
|                  | <b>Total</b>  | 2457 | 2772 | 3283 | 3551 | 3311 | 4857 | 4835 | 5001 | 4827 | 5568 | 5517 | 5976 | 6701 |

Source: (created from Portos dos Açores, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019; SREA, 2009, 2010, 2011, 2012, 2013, 2015, 2017, 2019, 2007, 2008)

rinhas (Graciosa and Corvo). Despite that, the regional statistic service (SREA – Serviço Regional de Estatística dos Açores) provided data concerning the yachts that moored / used the available seaports. For that reason, despite not having a marina, Graciosa island received 73 boats in 2007, and more than doubled this amount in 2018 (148 boats).

Related to São Miguel and Terceira, both islands have two marinas (Ponta Delgada, Vila Franca do Campo, Angra do Heroísmo and Praia da Vitória). As registered previously, the marinas of Praia da Vitória and Vila Franca do Campo are managed by local public institutions and the marinas of Ponta Delgada and Angra do Heroísmo are managed by Portos dos Açores. For that reason, only after 2010 (through data provided by Portos dos Açores) it is possible to cross information with data provided by SREA and get the number of yachts for each marina on each island of São Miguel and Terceira (2011-2018). From this data, it is possible to observe that the marina of Vila Franca do Campo has a residual use by non-resident yachtsmen, being Ponta Delgada the main structure (598 of 610 vessels in 2011 and 802 of 802 boats 2018) for yachtsmen crossing the Azores and the Atlantic. Regarding Terceira island, the Marina of Angra do Heroísmo is the nautical port with the largest number of yachts passing by but, contrary to São Miguel island, the second marina of Terceira (Praia da Vitória) received a significant number of vessels (310 in 2011 and 294 yachts in 2018).

With the opening of marinas, in 2008, in three of the smaller and less populated islands (Velas in São Jorge island, Vila do Porto in Santa Maria and Lajes do Pico in Pico island), it can be observed a solid increasing in the number of yachts stopping by through the years, between 2008 and 2018. In São Jorge island there was an increasing from 182 boats in 2008 (official opening year but the marina was already receiving boats in 2017) to 651 boats in 2018. In 2008, in Santa Maria, 156 yachts entered in the local marina, raising this number to 422 vessels in 2018. In Pico island these numbers were of 18 in 2008 and 119 yachts in 2018.

*Table 5. Total number of yachts by class in the Azores between 2015 and 2018 and representativeness in 2018 (%)*

| Class      | Length (m) | 2015 | 2016 | 2017 | 2018 | 2018 (%) |
|------------|------------|------|------|------|------|----------|
| Class I    | < 6        | 38   | 15   | 12   | 14   | 0,3      |
| Class II   | 6< 8       | 79   | 82   | 83   | 118  | 2,7      |
| Class III  | 8< 10      | 301  | 300  | 315  | 395  | 8,9      |
| Class IV   | 10< 12     | 1372 | 1353 | 1533 | 1607 | 36,3     |
| Class V    | 12< 15     | 1291 | 1311 | 1427 | 1482 | 33,5     |
| Class VI   | 15< 18     | 314  | 278  | 325  | 463  | 10,5     |
| Class VII  | 18< 25     | 125  | 187  | 187  | 204  | 4,6      |
| Class VIII | 25< 35     | 65   | 66   | 54   | 51   | 1,2      |
| Class IX   | 35< 50     | 41   | 44   | 37   | 35   | 0,8      |
| Class X    | 50< 75     | 33   | 35   | 27   | 30   | 0,7      |
| Class XI   | >75        | 30   | 39   | 28   | 29   | 0,7      |

Source: (created from data provided by Portos dos Açores)

The marina of Flores island is the newest marina (2012). Contrary to expectations, the number of yachts didn't significantly increase after the marina opening (222 boats in 2011 and 242 in 2018). This can be explained by the small capacity of the marina for vessels of larger classes and the island location (to the west), further away from the main islands of the archipelago. At the same time, since 2007 that Flores island receive more than two hundred boats per year, which may not be unrelated to the fact that it is the European territory more to the west, being the first territory available to those who come from the American continent. For this reason, it is the first island where they stop to visit, rest and acquire groceries.

Although the marina in Horta is no longer the largest nautical port or located on the island (Faial) with the largest population and with the largest number of tourists arriving by air, as is the case of the island of São Miguel, where the regional main marina is located (Marina de Ponta Delgada), the Horta Marina continues to be the main reference for yachtsmen crossing the North Atlantic. This marina has been receiving more than 1000 yachts since 2006 and over the years, having reached the record of 1457 yachts in 2018 (21.7% of the total yachts visiting the Azores).

In fact, the marina of Horta is an international reference for its location in a sheltered bay, by its own structure full of paintings made by yachtsmen (tradition started in the 1980s as a way to give good luck to the next navigation trip) making the marina a tourist attraction in its own right (as the most colourful marina in the world). Also due to its location (in the centre of the city), it has a varied set of services, which are normally sought and consumed by yachtsmen.

The seven marinas managed by Portos dos Açores organize the different boat sizes entries through 11 classes (Table 5). In the last four years (2015, 2016, 2017 and 2018) it can be seen that classes IV and V (boats between 10 and 15 meters long) were the most representative. In 2018 these two classes added up 69,8% of boats in the Azores.

In recent years the yachting segment has undergone changes in relation to the increasing size of the vessels. The number of the designated superyachts or megayachts (between 24 and over 180 meters) began to grow. They are luxurious, large, professionally crewed motor or sailing yachts. These boats are

## Nautical Tourism in the North Atlantic

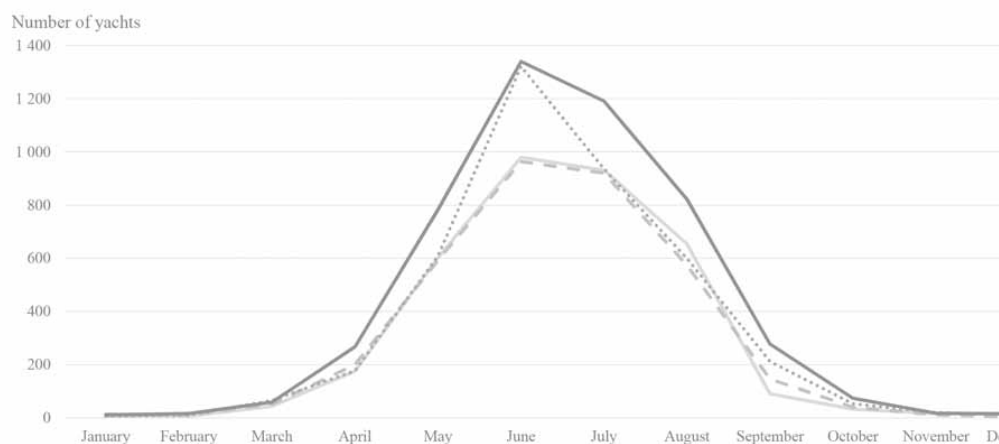
often available for charter with hired staff who attend guests during the nautical service. In 2018, 145 superyachts (from Class VIII to Class XI) stopped in the Azores. Many of these boats cross the Atlantic and stop in the Azores in the context of the exchange between high seasons; They sail / navigate in the Mediterranean during the summer and in the Caribbean during the winter of the northern hemisphere.

Regarding the direct economic impacts generated by the passage of the yachts in the seven nautical ports managed by the Portos dos Açores, based on the berth use rate (available in Secretaria Regional dos Transportes e Obras Públicas, 2018), grouping the total of vessels in each of the 11 classes and simulating the stay only of a day, it is verified that in 2018 the yachts berthing generated at least €74,661,31 (not counting on the revenues generated by the sale of fuel and other goods and services normally acquired by yachtsmen).

Nautical tourism, specifically yachting, correlates its activity with greater intensity in the designated high season of the northern hemisphere, where sun and beach tourism are also associated with favourable weather conditions. In this sense, through Figure 4, it is observed that yachting has its peaks of activity in the months of June and July in the analysed years of 2009, 2012, 2015 and 2018. However, unlike sun and beach tourism, in which in the Azores are almost limited to the months of June, July, August and September, yachting presents a wider season, starting to be significant in April and going through September / October. In addition, it is possible to observe that between 2009 and 2018 the number of boats navigating between March and October has been raising, gradually increasing the yachting season, thus promoting greater economic opportunities for the archipelago.

Concerning the number of yachtsmen who visit the Azorean islands and the marinas, this number has been increasing over the years (2006 to 2018), except in Corvo Island (where there was no registration of vessels entering the commercial port or there was no entry of yachts in this structure). As was observed before in the number of yachts (Table 4), Graciosa Island also received a considerable number of crew (717 people in 2018) although it does not yet have a marina and its support services (Table 6). The marina of Horta has an increase from 4712 in 2006 to 7293 crew members in 2018, occupying the first place as the most visited marina in the Azores. The marina of Angra do Heroísmo occupies, in 2018, the second place with 2867 crew members and the marina of Ponta Delgada the third place, with 2703

Figure 4. Number of yachts by month in 2009, 2012, 2015 and 2018 in the Azores (created from SREA, 2010, 2013, 2016, 2019)



visitors. In addition to a greater capacity with regard to berths, these three marinas are located near the centre of the three main and most tourist cities of the archipelago.

However, the marinas also prove to be an important tourism support equipment for smaller islands such as São Jorge (through the marina of Velas), where the number of visitors in 2018 was 2583, quite approximated of the value reached by the marina positioned in third place (Ponta Delgada). In the year before (2011) of the opening (2012) of the marina of Velas the number of crew members was only of 234 people, leading to an increase of 1003.8% between the years of 2007 and 2018.

According to the nationalities identified by the yachtsmen when they entered the marinas, between 2011 and 2018 the crew elements of French nationality are the ones who visited the Azores the most (Table 7). They have been increasing their number (865 crew members in 2011 and 1216 in 2018) through the years, representing a participation of 28.1% in 2011 and 27.5% in 2018 (in the context of the Azores total).

This presence of French yachtsmen in the Azores is explained by the fact that France is one of the countries with the largest number of recreational boats in the world. It is a country with a strong tradition in recreational boating by its population and there is a significant yacht traffic between the French overseas territories and France (and vice versa), positioning the Azores in a geographical context that promotes this passage.

In 2018, the second most represented nationality was the Portuguese with 16.6%, followed by Others (15.2%), the United Kingdom (12.7%), the group of three countries – the Netherlands, Belgium and Luxembourg (Benelux) – with 12.2% and Germany (7.3%).

*Table 6. Total crew number by island and marina*

| Island           | Marina        | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|------------------|---------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>St. Maria</b> | Vila do Porto | 247  | 182  | 417  | 387  | 593  | 327  | 699  | 764  | 804  | 910  | 1023 | 1283 | 1413 |
| <b>S. Miguel</b> | Total         | 1545 | 1444 | 1837 | 1884 | 1707 | 1764 | 2258 | 1642 | 1746 | 2496 | 2438 | 2584 | 2703 |
|                  | Ponta Delgada |      |      |      |      |      | 1724 | 2237 | 1642 | 1746 | 2451 | 2424 | 2584 | 2703 |
|                  | V. F. Campo   |      |      |      |      |      | 40   | 21   | 0    | 0    | 45   | 14   | 0    | 0    |
| <b>Terceira</b>  | Total         | 2057 | 2108 | 2289 | 2510 | 2026 | 1989 | 1979 | 2364 | 2387 | 2453 | 2907 | 3250 | 3775 |
|                  | A. Heroísmo   |      |      |      |      |      | 1391 | 1373 | 1666 | 1700 | 1851 | 2222 | 2523 | 2867 |
|                  | Praia Vitória | 0    | 0    | 0    | 0    | 0    | 598  | 606  | 698  | 687  | 602  | 685  | 727  | 908  |
| <b>Graciosa</b>  |               | 0    | 359  | 294  | 274  | 382  | 254  | 261  | 376  | 343  | 347  | 496  | 578  | 717  |
| <b>S. Jorge</b>  | Velas         | 0    | 234  | 626  | 806  | 1789 | 1982 | 1538 | 1540 | 1413 | 1843 | 2076 | 2441 | 2583 |
| <b>Pico</b>      | Lajes Pico    | 0    | 24   | 59   | 130  | 153  | 209  | 273  | 398  | 355  | 323  | 398  | 476  | 533  |
| <b>Faial</b>     | Horta         | 4712 | 4892 | 4971 | 5151 | 4198 | 5421 | 5277 | 4699 | 5326 | 6268 | 6651 | 6823 | 7293 |
| <b>Flores</b>    | Lajes Flores  | 147  | 561  | 660  | 562  | 532  | 618  | 518  | 793  | 651  | 851  | 670  | 709  | 726  |
| <b>Corvo</b>     |               | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    |

Source: (created from Portos dos Açores, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019; SREA, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2017, 2019)

## **FUTURE RESEARCH DIRECTIONS**

A significant part of the tourist population is looking for what is becoming increasingly difficult to find, on the more and more globalized planet where we find ourselves, eminently the authenticity of places and their population. Investigations carried out previously included the yachtsmen in this group of tourists who are looking for destinations that are not yet massified from the point of view of tourism. It is recommended a future study through the application of a survey to the nautical population throughout the variables Expectations about the destination, Experiences in the destination and Recommendations for a tourism product in greater consonance with the population surveyed. In short, to try to sediment the nautical tourism product in the Azores, without neglecting the role of social and environmental sustainability. A future analysis of the length of stay in each marina and establishing the relationship with the offer of the destinations, as well as the analysis of travel patterns, will be crucial.

## **CONCLUSION**

The Azores was, in general, the last region of Portugal to place tourism as one of the central vectors for territorial development. Despite having nature tourism as its main tourist product, the Regional Government has selected, among other products, nautical tourism (yachting and cruising segments) as complementary levers for local and regional development. Regarding this chapter, the yacht tourism, macro-investment by territorial decision-makers were done concerning this tourism segment. They consisted, in the last decades, in the expansion of two marinas built in the 1980s and 1990s and the construction of seven new marinas in the years 2000 and 2010. The nine existing marinas are located on seven of the nine islands. Considering the results of information and data analysis, it is concluded that although the Azorean marinas are mostly classified as standard comfort nautical ports, structurally adapted to bays already occupied by commercial ports and without real estate framing (as it happens in many cases in the Mediterranean coastal areas), the number of yachts and crew has increased significantly in the whole archipelago.

*Table 7. Total crew number by nationality and representativeness in 2011 and 2018*

| <b>Nationality</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> | <b>2015</b> | <b>2016</b> | <b>2017</b> | <b>2018</b> | <b>2011 (%)</b> | <b>2018 (%)</b> |
|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------|-----------------|
| France             | 865         | 1017        | 944         | 864         | 1053        | 966         | 1022        | 1216        | 28,1            | 27,5            |
| Portugal           | 339         | 360         | 462         | 468         | 587         | 691         | 789         | 737         | 11,0            | 16,6            |
| United Kingdom     | 518         | 436         | 440         | 486         | 473         | 471         | 433         | 564         | 16,9            | 12,7            |
| Benelux            | 296         | 322         | 389         | 328         | 406         | 468         | 470         | 540         | 9,6             | 12,2            |
| Germany            | 187         | 253         | 306         | 331         | 287         | 287         | 351         | 325         | 6,1             | 7,3             |
| Northern Europe    | 169         | 160         | 185         | 154         | 107         | 164         | 163         | 193         | 5,5             | 4,4             |
| North America      | 196         | 218         | 238         | 224         | 225         | 184         | 294         | 179         | 6,4             | 4,0             |
| Others             | 503         | 467         | 363         | 395         | 551         | 479         | 506         | 674         | 16,4            | 15,2            |
| Total              | 3073        | 3233        | 3327        | 3250        | 3689        | 3710        | 4028        | 4428        | 100             | 100             |

*Source:* (created from Portos dos Açores, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019)



This generic growth in practically all the islands also promotes the development of smaller and less populated islands, bringing business opportunities to local companies. Despite the opening of marinas in smaller islands, the number of yachts and crew continued to grow in the older marinas and in the most tourist islands, which allows to conclude a stay increase of the yachtsmen in the Azores and a greater number of stops within the archipelago.

Due to the need to navigate pronounced sea distances, most of the yachts arriving in the Azores are of medium size (10 to 18 meters), corresponding to an average of 3.9 crew per boat. There are also an interesting number of super yachts passing through the archipelago, which could be an opportunity for the creation of a future tourist sub product directed to a higher class. In addition, it is important to recognize the nationalities that most visit the Azores (French, Portuguese, British, Dutch and German, among other relevant nationalities) and capitalize on this for the creation of tourism services that best meet the needs of these visiting populations.

Although the high season of yachting in the Azores corresponds to the warmer months of the northern hemisphere, there has been an increase in the extension of the high season over the last few years, starting at an earlier period (March instead of April) and finishing later (October instead of September), leading into a greater range of opportunities for the regional economy and consequently for the territorial development in its entirety.

## **ACKNOWLEDGMENT**

This research was supported by the European Regional Development Fund (ERDF) through COMPETE 2020 – Operational Program for Competitiveness and Internationalization (POCI) and national funds through FCT, under the project POCI-01-0145-FEDER-006891 (FCT Ref: UID / GEO 04084/2013).

This research was partially supported by Portos dos Açores, S.A. through provided data not available to the general public.

## **REFERENCES**

- Battistella, C., Cagnina, M. R., Cicero, L., & Preghenella, N. (2018). Sustainable business models of SMEs: Challenges in yacht tourism sector. *Sustainability (Switzerland)*, *10*(10), 1–20. doi:10.3390/u10103437
- British Marine Federation. (2007). Economic benefits of coastal marinas - UK and Channel Islands. Surrey, UK.
- Cabrera, B. (2011). El sector náutico en Las Palmas de Gran Canaria. Análisis y propuestas. Las Palmas, Spain.
- da Região Autónoma dos Açores, A. L. (2008). *Plano de ordenamento turístico da região autónoma dos Açores*. Lisboa, Portugal: Diária da República.
- de Turismo dos Açores, A. (2019). Marinas dos Açores. Retrieved from <http://marinas.visitazores.com>
- Diakomihalis, M. N., & Lagos, D. G. (2008). Estimation of the economic impacts of yachting in Greece via the tourism satellite account. *Tourism Economics*, *14*(4), 871–887. doi:10.5367/000000008786440139

## **Nautical Tourism in the North Atlantic**

dos Açores, P. (2012). *Relatório de gestão e contas do exercício - 2011*. Horta.

dos Açores, P. (2013). *Relatório de gestão e contas do exercício - 2012*. Horta.

dos Açores, P. (2014). *Relatório de gestão e contas do exercício - 2013*. Horta.

dos Açores, P. (2015). *Relatório de gestão e contas do exercício - 2014*. Horta.

dos Açores, P. (2016). *Relatório de gestão e contas do exercício - 2015*. Horta.

dos Açores, P. (2017). *Relatório de gestão e contas do exercício - 2016*. Horta.

dos Açores, P. (2018). *Relatório de gestão e contas do exercício - 2017*. Horta.

dos Açores, P. (2019). *Relatório de gestão e contas do exercício - 2018*. Horta.

Dreizis, Y., & Potashova, I. (2018). Yachting and coastal marine transport development in Black Sea coast of Russia. *MATEC Web of Conferences*, 170, 1–14. doi:10.1051/mateconf/201817005007

EY-AM&A. (2019). *A economia do mar em Portugal*. Lisboa, Portugal.

GHK Consulting Ltd. (2007). *Economic benefits of coastal marinas - UK and Channel islands*.

Grupo de Trabalho da Náutica de Recreio. (2012). *Náutica de recreio em Portugal - Um pilar do desenvolvimento local e da economia do mar* (S. Editores, Ed.). (1st ed.). Óbidos: Sinapis Editores.

ICF, Deloitte, Marine South East, Sea Tech, & IEEP. (2016). *Assessment of the impact of business development improvements around nautical tourism*. Brussels, Belgium. doi:10.2771/26485

Institutzaturizam. (2018). *Tomas nautika - Jahting 2017*. Zagreb, Croatia.

Jang, D., & Cho, W. J. (2018). IPA on the 4Ps of marketing mix for developing Marine leisure tourism in South Korea. *Global Business & Finance Review*, 23(3), 27–37. doi:10.17549/gbfr.2018.23.3.27

Kovačević, Z., & Mladenović, I. (2018). Planning and developing human resources as a factor of Improving the competitiveness of Montenegrin nautical tourism. *Economic Themes*, 56(2), 269–281. doi:10.2478/ethemes-2018-0016

Kovačić, M., & Silveira, L. (2018). Nautical tourism in Croatia and in Portugal in the late 2010s. *Pomorstvo*, 32(2), 281–289. doi:10.31217/p.31.2.13

Lam-González, Y., León, C., & Ledesma, J. (2017). Preferencias y valoración de los navegantes europeos en Canarias (España). *Cuadernos de Turismo*, (39), 311–342. doi:10.6018/turismo.39.290581

Luković, T. (2013). *Nautical tourism* (T. Luković, Ed.). (1st ed.). UK: Cabi Publishing. doi:10.1079/9781780642444.0000

Maravić, M., Martinič, N., & Barkidija Sotošek, M. (2016). An analysis of nautical and cruise tourism in Slovenia (2005-2015) and its position among other Mediterranean countries. *Journal of Maritime & Transportation Science*, 52(1), 113–131. doi:10.18048/2016.52.07

Moreira, C., & Santos, N. (2010). New opportunities for water environments. River tourism and water leisure activities. In E. Brito-Henriques, J. Sarmento, & M. Lousada (Eds.), *Water and tourism - Resources management, planning and sustainability* (1st ed., pp. 147–168). Lisbon, Portugal: Centro de Estudos Geográficos, Universidade de Lisboa.

Nowaczyk, P. (2018). Direct and indirect impact of nautical tourism on the development of local economy in west Pomerania on the example of Darlowo municipality. *Acta Scientiarum Polonorum. Oeconomia*, 17(2), 79–88. doi:10.22630/ASPE.2018.17.2.23

Parrain, C. (2011). Sailing routes and stopovers: Spatial disparities across the Atlantic. *Journal of Coastal Research*, 61(Special issue), 140–149. doi:10.2112/SI61-001.8

Perna, F., Custódio, M. J., Gouveia, P., & Oliveira, V. (2008). *Perfil e potencial económico-social do turismo náutico no Algarve* (C. de Coordenação & D. R. do Algarve, Eds.). Faro: SIG, Soc. Ind. Gráfica.

Perna, F., Custódio, M. J., & Oliveira, V. (2015). Estudo sobre o impacto económico e turístico de cenários de desenvolvimento da náutica de recreio nas marinas e portos de recreio na área de jurisdição da Docapesca - Relatório 2. Faro.

Poon, A. (1993). *Tourism, technology and competitive strategies*. Wallingford, CT: CAB International.

Secretaria Regional dos Transportes e Obras Públicas. (2018). Portaria n.º 63/2018 de 15 de junho de 2018. Horta: Jornal Oficial da Região Autónoma dos Açores.

Silveira, L. (2016). *O turismo de iates - Estratégia de desenvolvimento para a Figueira da Foz*. University of Coimbra, Portugal.

Silveira, L., & Santos, N. (2013). Marina impacts on the local population and on tourism development in Horta (Azores Islands), Portugal. *Tourism in Marine Environments*, 9(3–4), 193–202. doi:10.3727/154427313X13818453739594

Silveira, L., Santos, N., & Perna, F. (2018). Yachts passing by the west coast of Portugal – What to do to make the marina and the destination of Figueira da Foz a nautical tourism reference? *Pomorstvo*, 32(2), 182–190. doi:10.31217/p.32.2.3

SREA. (2007). Estatísticas dos transportes - 2006. Angra do Heroísmo.

SREA. (2008). Estatísticas dos transportes - 2007. Angra do Heroísmo.

SREA. (2009). Estatísticas dos transportes - 2008. Angra do Heroísmo.

SREA. (2010). Estatísticas dos transportes - 2009. Angra do Heroísmo.

SREA. (2011). Estatísticas dos transportes - 2010. Angra do Heroísmo.

SREA. (2012). Estatísticas dos transportes - 2011. Angra do Heroísmo.

SREA. (2013). Estatísticas dos transportes - 2012. Angra do Heroísmo.

SREA. (2015). Estatísticas dos transportes - 2014. Angra do Heroísmo.

SREA. (2016). Estatísticas dos transportes - 2015. Angra do Heroísmo.

## **Nautical Tourism in the North Atlantic**

SREA. (2017). Estatísticas dos transportes - 2016. Angra do Heroísmo.

SREA. (2019). Estatísticas dos transportes - 2018. Angra do Heroísmo.

Tegar, D., & Saut Gurning, R. O. (2018). Development of marine and coastal tourism based on Blue Economy. *International Journal of Marine Engineering Innovation and Research*, 2(2), 128–132. doi:10.12962/j25481479.v2i2.3650

Turismo de Portugal. (2019). Desempenho turístico - 2018. Retrieved from [http://business.turismodeportugal.pt/pt/Conhecer/Apresentacao/Desempenho\\_Turistico/Paginas/default.aspx](http://business.turismodeportugal.pt/pt/Conhecer/Apresentacao/Desempenho_Turistico/Paginas/default.aspx)

UNWTO. (2018). *UNWTO Tourism highlights - 2018 edition*. Madrid, Spain. doi:10.18111/9789284419876

## **ADDITIONAL READING**

Jugović, A., Kovačić, M., & Hadzic, A. (2011). Sustainable development model for nautical tourism ports. *Tourism and Hospitality Management*, 17(2), 175–186.

Luck, M. (2007). Nautical tourism development: opportunities and threats. In M. Luck (Ed.), *Nautical tourism: concepts and issues* (pp. 3–13). New York: Cognizant Communication Corporation.

Moreira, C. O. (2018). Portugal as a tourism destination: Paths and trends. *Méditerranée*, 130. <https://journals.openedition.org/mediterranee/10402> Doi:10.4000/mediterranee.10402

Pffor, C., & Dowling, R. (2009). Coastal tourism development: planning and managing growth. In R. Dowling & C. Pffor (Eds.), *Coastal tourism development* (pp. 3–14). New York: Cognizant Communication Corporation.

Robinson, M., & Novelli, M. (2005). Niche Tourism: an introduction. In M. Novelli (Ed.), *Niche Tourism - Contemporary issues, trends and cases* (pp. 1–264). Burlington: Elsevier.

Sariisik, M., Turkey, O., & Akova, O. (2011). How to manage yacht tourism in Turkey: A swot analysis and related strategies. *Procedia: Social and Behavioral Sciences*, 24, 1014–1025. doi:10.1016/j.sbspro.2011.09.041

Tribe, J. (2011). *The economics of recreation, leisure and tourism* (4th ed.). Oxford: Butterworth-Heinemann. doi:10.4324/9780080890517

Verdet, A. P. (2002). *Puertos deportivos: repercusión de su administración y gestión en el desarrollo del turismo náutico. Estrategias para el caso de la Costa del Sol*. Universidad de Málaga.

## **KEY TERMS AND DEFINITIONS**

**Azores:** Portuguese archipelago, consisting of nine islands, located in the north Atlantic. Its economy is based on services, agriculture, fishing and more recently on tourism, having won several titles in recent years as a sustainable destination.

**Coastal Tourism:** It is one of the most important segments of tourism, employing more than 3.2 million people on the European continent and consists of practicing activities at sea and on land, based on the coastline features.

**Marina:** Structure in a water plan sheltered by natural conditions (wind, waves) and where small and medium-sized vessels can be attached to berth stations.

**Nautical Tourism:** It corresponds to the movement of people out of their habitual environment of residence through the navigation in boats into the environment of oceans, rivers, lakes and canals.

**Tourist Product:** It is the set of goods and services that, when complemented, promote the specific practice and consumption of a given activity within tourism.

**Yacht:** Small / medium-sized boat, driven by sail and / or motor, usually with a capacity of up to 12 passengers.

**Yachting:** Corresponds to the navigation of yachts with the motive of leisure, the enjoyment of the trip, the contemplation of the landscape and with the passage and stop-by possibility in several coastal destinations.