

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
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.

Chapter 14

Portuguese Lighthouses: A Way to Diversify Tourism in the Coastal Territories

Mónica Morais de Brito

CEGOT, Instituto Politécnico de Beja, Portugal

ABSTRACT

The tourist competitiveness of coastal areas is directly related to their ability to innovate in the different ways of using them and with the creativity that allows them to make a difference in the face of global competition and reduce seasonality. It is in this context that the Portuguese lighthouses and their innumerable potentialities arise, without neglecting their primary function related to the safety of navigation, to become tourist accommodation, taking advantage of its heritage value, its history, and its stories, and its privileged geographical location, or in places of visitation, in the scope of Coastal Tourism and Cultural Tourism. This chapter analyzes Portuguese lighthouses, identifying those with the greatest potential as accommodation units and/or places of visitation. The author proposes strategies, although brief and subject to future development, aiming at the tourist production of these public infrastructures and the diversification of the offer in terms of Coastal Tourism.

INTRODUCTION

The tourism dynamics profile shows that the tourism competitiveness on the territories is directly proportional to their creativity and capacity to reinvent and innovate. The innovation concern is vital to global competition and usually connected with technological leaps, and its other dimensions, playing a major role in tourism. The increase in innovative tourism is increasingly related to the tourist monetization of equipment, infrastructure and activities that primarily was not established as tourism resource, resulting in a differentiated and sometimes exclusive offer of touristic products or services related to this system.

This behavior of the tourism on territories can significantly contribute to the implementation of a model of sustainable tourism development, as it promotes interdependence between products as an efficient way to mitigate seasonality. On the other hand, an exclusive and differentiated offer is increasingly

DOI: 10.4018/978-1-7998-1522-8.ch014