Chapter 3

Safety and Security as Premises for the Competitiveness of Coastal and Maritime Tourism

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ABSTRACT

The multiple aspects of safety and security of people have always deserved the highest importance in human society. Today, the world faces huge, general instability with constant global risks and threats in daily life. Instability and insecurity jeopardize the economy and social relations at all levels. Those involved in economic activities like tourism have always understood safety and security are essential conditions for development. Coastal and maritime tourism are very vulnerable. This chapter covers the safety and security of the tourist in activities he can perform in coastal and maritime territories and the risks and threats he can face there. Authors present a Portuguese situation on the subject, and give ideas to minimize insecurity from both points of view (safety and security) in coastal and maritime tourism.

INTRODUCTION

The multiple aspects of safety and security of people and goods is a subject that has always deserved the highest importance in human society. Today, the world is facing a huge general instability in which global risks and threats are a constant in the daily life of people. Every day the mass media spread out information about events that very well show the insecurity that is felt at the global, regional or local level and that can affects the States, the institutions or the citizens. This instability and insecurity surely cause great concern and jeopardize the economy and social relations at all levels.

Within the economic activities, as is the case of tourism, safety and security have always understood as essential conditions for its development. When safety and security are not guaranteed in tourism, the consequences are unpredictable and always have a very high cost for citizens, economic operators and even for the States. That’s why in any areas of interest for tourism safety and security are increasingly taken seriously, assuming themselves as a key factor in planning a trip. Since failures at this level

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are seen as a risk for the physical integrity of citizens, they are considered as a restrictive factor to the
development of tourism and, therefore, the competitiveness of this sector within the global economy.

On the other hand, as we can realize from some cases recently occurred in many parts of the world,
and even from other situations that occurred many years ago with the same purpose, coastal and sea
tourism is very vulnerable from the safety and security point of view.

In any analysis made on this subject the focus of concern is the tourist. That is the reason why this
paper addresses the risks and threats that hang over the tourist when using coastal territories and the sea
in the different activities he is able to perform out there.

In this work, we will cover the safety and security of the tourist in activities such as water sports,
bathing, recreational or professional diving, yachting, fishing and other maritime tourist activities using
recreational boats, or simply sightseeing and jogging by the seaside. The safety and security relating to
passenger ships, on board and ashore, will also be addressed.

This approach will take into account natural hazards, risks arising from citizens’ lack of care when
making use of this territory and risks arising from hostile acts such as terrorism or maritime piracy.

Finally, we will present some ideas that can contribute to minimizing insecurity in coastal and sea
tourism, hoping they can also contribute to the safety and security of tourism and of the society in a
broader perspective.

SAFETY AND SECURITY IN THE WORLD

Safety and Security as an Essential Need for the Society

Safe and security in their many facets are a global necessity. If, as a matter of principle, they are related
to the very existence and survival of the human being, who has always sought them, with the evolution of
the society, safety and security have taken on new ways of showing themself and their lack is synonymous
with serious problems for people and for the community in which they belong. Safety and security are
sought at all costs and when achieved may, erroneously, be considered guaranteed forever. In Maslow’s
theory (1954), safety and security emerge at the base of the pyramid, shortly after the physiological needs,
which demonstrates their importance for the human being. Thus, safety and security are a collective
good whose lack leads to problems that cover the whole functioning of society. They are related to the
very survival of an individual or group and is their main concern to be able to then devote to other tasks.
Safety and security are also essential assets for other activities to be developed, such as the economy.

The safety and security can occur at different levels and show different perceptions. It can be said
that a country is safe and secure if it does not abide by external threats of a military or terrorist nature
that jeopardize vital values of that country, as is the case of sovereignty. But it can also be added that
the security of a country encompasses the absence of other threats such as those arising from natural
disasters, poverty, lack of employment, etc. As Walt (1991) points out, “Military power is not the only
source of national security, and military threats are not the only dangers that sates face (through they are
usually the most serious”). He also states that “Because nonmilitary phenomena can also threaten states
and individuals, some writers have suggested broadening the concept of “security” to include topics such
as poverty, AIDS, environmental hazards, drug abuse”. Also Rodrigues (2013: 3) states that “as a general
rule, no country is free of threats; if they are not directed to their own safety may be to their interests.”