Chapter 15

Tourism Marketing: The Promotion of Coastal Tourism Around Maritime Activities

Nuno Miguel Castanheira Almeida
ESTM, CiTUR, Polytechnic of Leiria, Portugal

ABSTRACT

Tourism is one of the most important economic activities in some countries. However, the coastal and maritime activities could be an interesting segment to explore in accordance with good promotion of the destination. Tourism marketing is a tool available for the managers that could establish a great connection between the visitors and the destinations, particularly if the promotions focus on the blue and the green economy. With some specific procedures, it is possible to take advantage in a competitive market that needs clear rules about the environment.

FROM TOURISM TO THE MARKETING

Tourism is a continuous growing activity in many dimensions and the trend is to grow up much more. For example, if we analyze in terms of volume as in size we will conclude that the growing tendency will continue. However, we need take attention in some delicate subjects like the environment because the most dominant human activity could affect some tourism industries. For example, the human activity in the coastal zones generates a controversial debate around the environmental impacts and conflicts with many different human activities.

In some cases, the environment impacts of tourism cannot be proved in totality when we considering the relationship with other different variables in this discussion. Nowadays exist some consensus around the activities that must be focuses in the sustainability. The tourism industry is an activity that are in the centre of the discussion. After all, although oceans and coastal lines are vast, the resources available for coastal and maritime tourism activities are limited. The ecosystem is fragile and in this point of view, some specific activities like tourism (around costal and marine resources) should be subjected to special management and planning efforts (Papageorgiou, 2016).

DOI: 10.4018/978-1-7998-1522-8.ch015
Tourism Marketing

Considering the difficulty of measure, the total environmental impacts of tourism, it is generally consensual that some special type of industries cannot measure with total proved results. As an example, we can consider the costal and maritime tourism that are many times perceived as non-threatening activities and sometimes subject of special planning strategies.

We must consider that the coastlines as the oceans are enormous but the coastal and maritime tourism are very limited. If we consider for example some specific islands we understand so quickly that the coastal maritime tourism must adopt some sustainable strategies to preserve the future of the islands. In that way the coastal management must include all the spaces for an integrated development in both the terrestrial coastal zone as in the coastal waters in the boarders of the coastal. A very good example of that management is the Berlengas Natural Biosphere in Peniche (Portugal) that is consider not only the coastal waters as the terrestrial coastal in a very interesting mixing of management with the main focus in the biodiversity.

Coastal tourism promises a very interesting grow up comparing with other activities around the tourism industries. In the reality coastal tourism is a segment inside the tourism activity but with a very high growing in terms of job opportunities. For example, some projects developed in Europe as the MTM – Maritime Tourism Marketing, proved that some people that in the past are linked to the fisher activity could find nowadays some new opportunities with the growing of the tourism activity. Specifically, at the same time they protect the environment with the reduction of the fish capture and increase the potential to generate richness around the visiting of that areas - but in that way by the tourism. In the same way, that kind of activities need more control around the accessibility and in that way need more qualified people with knowledge around the tourism and biosphere.

Furthermore, the coastal tourism is a very interesting source of revenue with many activities around the water and others. For example, diving and surfing are two of many other activities that complement nowadays the enrichment of the economy in some areas of the south of Europe that in the past was depending almost exclusively of the fish activity.

However, the future of coastal areas is nowadays in confrontation with the environmental degradation and erosion. For example, is some small peninsulas the marine inundation could put in risk some activities of the inhabitants of that peninsulas.

In that way, the environmental coast could reduce the attractiveness of some coastal areas specially when consider the focus in the tourism activity (Lithgow, Martínez, Gallego-Fernández, Silva, & Ramírez-Vargas, 2019).

Not only cost is associated to the environment activity, for example nowadays there exist some theoretical initiatives that could be applied in practice in the next future to generate a new economic activity around the environment. In a specific context the tourists’ disposition to pay is considered a great form to generate the sustainability of a tourism activity. The destinations (beach-based and land-based) must adopt some economic strategies to generate revenue from the environment particularly from good practices. So the tourists’ disposition to pay could be manage as an economic instrument for sustainable tourism management. Not only in land (costal zones) as in the ocean the administration of the territory, the managers and politics could adopt some practices to increase the responsibility in the visitors an at the same time improve the economic capacity to stablish a more correct procedure in balance between the tourist, environment and including the residents.

Sometimes when we talk about sustainability the focus is applied in the nature but it is important do not forget that the sustainability must consider other variables as the inhabitants of some region (destinations for the tourists). The balance is possible in different ways like the employment of this people
Related Content

Differential Effects of Marketing Messages in Online Advertising for an MBA Program
[www.igi-global.com/article/differential-effects-of-marketing-messages-in-online-advertising-for-an-mba-program/173750?camid=4v1a](www.igi-global.com/article/differential-effects-of-marketing-messages-in-online-advertising-for-an-mba-program/173750?camid=4v1a)

Brand Revitalization: Reconnecting Emotionally
[www.igi-global.com/chapter/brand-revitalization/231809?camid=4v1a](www.igi-global.com/chapter/brand-revitalization/231809?camid=4v1a)

Assessing Learning via Web 2.0 Technologies: A Dichotomy
[www.igi-global.com/article/assessing-learning-via-web-technologies/58331?camid=4v1a](www.igi-global.com/article/assessing-learning-via-web-technologies/58331?camid=4v1a)

Evaluating the Persuasive and Memory Effects of Viral Advertising
[www.igi-global.com/article/evaluating-the-persuasive-and-memory-effects-of-viral-advertising/96851?camid=4v1a](www.igi-global.com/article/evaluating-the-persuasive-and-memory-effects-of-viral-advertising/96851?camid=4v1a)