

THE IMPORTANCE OF NAUTICAL TOURISM IN THE ISLAND OF FAIAL - AZORES

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ABSTRACT

The main objective of this work is to understand the importance of Nautical Tourism in the Island of Faial and to differentiate the island as destination of Nautical Tourism and Tourism of Nature and Adventure. It is also intended to indicate the necessary actions that can contribute to the increase of the attractive capacity of Faial, its valorization and development and, mainly, the affirmation of the island of Faial and the city of Horta as the Capital of Nautical Tourism. In order to better understand the importance of nautical tourism, surveys were carried out on 160 tourists that circulated in the island of Faial during the period between July 1, 2016 and August 31, 2016, and some interviews were conducted, both to entrepreneurs in the Maritime-tourist branch as well as the Regional Tourism Director. Through this work it is concluded that Faial is an island facing the sea, not only in the present but through a historical past connected to the whaling and, together with the neighboring island of Pico, knew how to use this history and this tradition, adapting to the new reality of Whale Watching. Taking in advantage of what the island has the best, its landscape, nature, natural attractions, diversity of fauna, tranquility, security and authenticity, it will be necessary to focus on a sustainable and structured development, not only in what is directly Connected to Tourism, Nautical Tourism and the Sea, but to everything that can bring to the island better quality of life, better quality of services, better access and connections, at a fair but differentiating price. It is important to live up to the past and the nautical history of the island and to know how to take advantage of the product "Triângulo", joining synergies between the three islands where all will benefit, differentiating Faial and Horta, in order to make this destination a reference of Nautical Tourism.

KEY WORDS: Tourism, nautical tourism, Azores, Faial, Horta.

1. INTRODUCTION

The National Strategic Tourism Plan for Portugal (PENT) identifies ten tourism products for the country: Sun and Sea; Health Tourism; Short Term City Stays; Tourist, Religious and Cultural Circuits; Gastronomy and Wines; Nature Tourism; Golf; Nautical Tourism; Business Tourism and Residential Tourism. For the Tourism Region of the Azores Nature Tourism is assumed as a consolidated product, Gastronomy and Wine being considered as a complementary product. The Tourist, Religious and Cultural Circuits and Nautical Tourism are considered products in development in the region.

Looking at the nine islands of the Archipelago it is easy to identify in the Islands of the Triangle (Faial, Pico and São Jorge) a strong nautical vocation, being in the case of the first two a strong connection to the Whale Watching industry and to a whole connected historical past to the hunt of the sperm whale.

The economic base of the islands is generally very limited and, therefore, they tend to become very dependent on

tourism (Baum, 1993). The attractiveness of the islands is largely based on their geographic location, but the high transport costs they entail reduce the range of potential target markets to capture and the kinds of development that may occur (Wing, 1995; Kakazu, 1994).

In terms of social fragility, small islands have a small population, so deficiencies in the level of qualified human resources for tourism are frequent (Baum, 1993), and are also more prone to antagonism by Part of the residents. The reduced population size restricts domestic tourism, further accentuating dependence on the arrival of foreign tourists and vulnerability to decisions taken externally (Wilkinson, 1989).

Small islands, such as the Azores, should offer distinct, attractive and competitive tourism experiences that differentiate them from other destinations (Ritchie, 1993). However, resource constraints often mean a lack of resources for tourism promotion (Wing, 1995) or, for many of the activities that support tourism, severe diseconomies of scale are observed, which have been discussed In the

literature (Kakazu, 1994). Traditionally, islands have been traditionally, islands have been able to attract tourists by virtue of their characteristics, but as they begin to compete with a wider range of destinations, the issue of competitiveness becomes critical. For this reason, the most recent conceptual models of tourist destination competitiveness play a pivotal role in all dimensions of sustainability (environmental, economic, social, cultural and political), arguing that competitiveness without sustainability is illusory (Ritchie & Crouch, 2003).

2. LITERATURE REVIEW

In order to understand the importance of Nautical Tourism in the island of Faial, it is presented in this article a review of the literature on Nautical Tourism and the Construct Motivations that led tourists to visit the island.

According to Kljajić (1962), cited by Vuksanović, Pivac & Dragin (2013), the term “nautical” comes from a Greek word *nutos* (sailor) and means a navigation ability, unlike Lukovic (2007), cited by Vuksanović, Pivac & Dragin (2013), who believes that the term is derived from a Greek word *naus*, which means ship, but also the ability to navigate.

In the literature, the term “nautical tourism” is often identified with the term “maritime tourism” as well as with sailing and other activities exclusively from the sea. However, this type of tourism is also carried out in rivers, lakes and their coasts, in recreational, entertainment and sport boats, stationary or at sea (Stetic *et al.*, 2013), cited by Vuksanović, Pivac & Dragin (2013).

Nautical tourism has as its basic motivation, according to PENT, published for the first time in 2007, to enjoy an active trip in contact with water, with the possibility of performing all kinds of nautical activities, in leisure or in competition. According to Ferradás (2001) nautical tourism is considered a segment of coastal tourism related to leisure practices and sports activities in contact with the sea and associated with other types of tourism such as sun and beach. This type of tourism is often classified as a subtype of sports tourism (Rodríguez, 2004), revealing itself as one of the main strategic tourist products of PENT.

The most important effects of the development of nautical tourism occur at local level, that is, in certain cities, especially on islands. Considering that islands are physically isolated due to their geographical position, and often socially isolated and treated as isolated communities, one of the most important effects of nautical tourism is to positively affect these islands. In general, it can be said that tourism has a positive influence on island development (Kozak & Rimmington, 1998). Since life on the islands continues - most of the time - according to the “limited resource” principle, the nautical visit of various island destinations (localities, ports and bays) has contributed significantly to changing living conditions in the islands. Islands in these terms (Žabica, 2006), cited by Favro & Gržetić (2016).

In general, it can be said that Nautical Tourism is a relevant activity for the qualification of the tourist offer, namely for its contribution to the diversification of the activity of tourist animation. This is, as already mentioned, one of the ten national strategic tourism products identified in PENT. Nautical Tourism is organized in two main markets:

- Recreational Nautical: experiences related to the performance of nautical sports or charter nautical, as a form of leisure and entertainment; includes a wide variety of sports: sailing, windsurfing, surfing, diving, etc. and represents about 85% of total sailing trips;
- Nautical Sports: experiences based on trips made and whose objective is to participate in nautical-sport competitions; it is a very specific market, with its own rules of operation; Represents 15% of this sector (Asesores en Turismo Hotelería y Recreación (THR), 2006).

2.1 Motivations

There are many studies of motivation, and most of them define them as the needs that make a person or individual direct their actions in order to satisfy a need (Crandall, 1980; Pizam, Neumann & Reichel, 1979). From the tourist point of view, when an individual faces the decision to travel, motivations are explained as an inner force originating from a need that drives individuals to behave in a way to be able to satisfy their needs (Schiffman & Kanuk, 2004).

Looking at the factors identified as push attributes, the study by Mohammad & Som (2010) stated that the needs of prestige and social interaction are among the most important reasons and that trigger the need to travel. This evidence is consistent with Crandall's (1980) argument cited by Mohammad & Som (2010), because people travel with specific motives to explore and evaluate themselves, to gain prestige, and to increase kinship relationships.

Another construct studied in relation to the motivations is about the motivations to repeat visits. Repetition of visits is a central dimension of loyalty to a destination by tourists and maintains the attention of academics and professionals (Oppermann, 1998, 2000). However, for Chen & Tsai (2007), Jang & Feng (2007), Lee, Jeon & Kim (2011), Mechinda, Serirat, & Gulid (2009) and Yuan & Jang (2008) the intention of tourists to revisit a destination has been widely explored, for Hughes & Saunders (2002), Lau & McKercher (2004) and Li *et al.* (2008), empirical investigations into the motivation behind repeat visits are actually very rare (Chen & Xiao, 2013).

In order to finish the concept of motivations, it will also be important to analyze the motivations related to adventure activities.

The motivations of adventure tourists are significant to tourism as both a category of human behavior and a worldwide industry that generates about a trillion dollars.

From a social science perspective, adventure tourism clients make conscious choices to direct their time and resources to discretionary adventure activities without material gain (Buckley, 2012).

3. METHODOLOGY

For the survey a paper support was used and it was carried out in person, using a "non-probabilistic for convenience" sample. Its application took place during the months of July and August of 2016.

163 surveys were collected and validated 160 of them at the end. The data were then placed in a *Microsoft Excel* file and imported into *IBM SPSS Statistics 21* where data processing was performed and variables were crossed.

4. MAIN RESULTS

Through the analysis of the sociodemographic data of the interviewed, 63 of the 160 respondents are women, corresponding to 39% of the total, and 97 are men, corresponding to 61%.

As far as the age group is concerned, the largest group of respondents is in the 41-45 age group with 32 subjects (20%), followed by the range 31-35 (16%), 36-40 (13%), 46-50 (12%), 26-30 (12%), 51-55 (11%), 56-65 (4%), 21-25 (2%), 16-20 (2%) and over 75 years (1%). In summary, the demand for Faial is between 26 and 65 years of age, with the highest concentration in the 41 to 45 age group.

In terms of respondents' nationality, and as expected, it is the Portuguese market that most search for the island with 45 respondents (28%), followed by the German market with 25 respondents (17%) and the Dutch with 12 respondents (7.5%). The Russian market had 9 respondents (6%) and ranked fourth. The French, English and North American markets then appear with 8 respondents each, followed by Spanish and Italian with 7 respondents, the Swiss with 6 respondents, the Danish and the Belgian with 4 respondents each, the Republic of Ireland with 3, then Sweden, the Czech Republic, Poland, Finland, Brazil and Austria with 2 respondents each and finally Canada and Luxembourg with 1 respondent each.

Of the 160 respondents, 61 are single (38%), couple without children, couple with at least one child younger than 6 years, couple with at least one child older than 6 years present 6 subjects each (4% each), couple with at least one older dependent child and a couple with at least one older independent child has 33 subjects each (20% each), widowed individual (1%) and divorced are 14 individuals (9%).

In relation to the education of the respondents, there are no records for individuals with less than 6 years of schooling, with up to 9 years of schooling, including, 10 individuals (6%), up to 12 years, including, 29 individuals

(18%), with college degree 88 (55%), with master degree 28 (18%) and with doctorate 5 (3%).

Of the 160 respondents, 4 are entrepreneurs (3%), 12 are liberal professionals (8%), 63 are middle/senior board (42%), 17 are commercial or administrative staff (11%), 43 are State employees (29%), 1 is worker (1%) and 3 are pensioners or retired people (2%). There are no entries for unemployed or domestic, students are 4 (3%) and in other professions appears 1 individual (1%).

As far as income is concerned, of the 160 respondents, 5 individuals with incomes up to 500 euros (3%), there are no incomes for incomes between 501 euros and 1000 euros, in income between 1001 and 1500 euros appear 19 individuals (12%), between 1501 and 2000 appear 26 individuals (16%), from 2001 to 2500 appear 28 individuals (18%), between 2501 and 3000 euros appear 31 individuals (19%), between 3001 euros and 3500 euros appear 26 individuals (16%) and with incomes higher than 3000 euros appear 25 individuals (16%).

As far as the characteristics of the respondents are concerned, the majority (98%) have vacations in two periods a year, followed by those who take vacations in three periods a year with 34 admissions (21%), one period a year with 18 entries (12%), 4 periods a year with eight entries (5%) and with five or more periods appear two entries (1%).

Regarding the number of times that respondents take vacations a year in recreation, 90% (56%) do this type of vacation once a year, followed by the respondents who do this type of vacation twice (35%), three times a year has 11 entries (7%), and five or more appear 3 times (2%).

Of the 160 respondents, 109 (68%) were visiting the island for the first time and 51 (32%) had previously visited the island. Of the 51 respondents who had previously visited the island, it is noted that there is a fairly regular distribution with the number of times they have done so, with only one difference being noticed in those who did it four times.

In relation to the nautical activities practiced it is necessary to emphasize in the first place those of less demand. Here we have the cruises with 155 respondents not to practice at all (97%), followed by the free dive and Big-Game fishing with 145 of the respondents not to practice once each (91% each), then the diving baptism with 131 of the respondents (82%), the sailboat rides with 125 of the respondents to not practice once (78%) and the sport fishing with 116 of the respondents (73%). Regarding the most practiced activities, cetaceans were observed with only 12 of the respondents not practicing this activity, being practiced by 148 (93%), followed by other activities that were not practiced by 56 of the respondents, being practiced by 104 of the respondents (65%) and then scuba diving where 64 did not practice this activity, resulting in 96 practitioners (60%).

It is important to note that scuba diving was practiced five or more times by 75 of its practitioners. If it is considered

that diving baptism is a scuba diving activity then the result of “non-practitioners” drops to 35 respondents, resulting in a total of 125 practitioners (78%) of the 160 respondents.

For a better analysis of the motivations of the visits to Faial, a set of items related to the visit where, through the presentation of affirmations, they were asked on a scale of 7 Likert points that answered from 1 (totally disagree) to 7 (agree fully).

First, the analyzed variables are presented with their values for mean and standard deviation (see table 1). It is verified that almost all the items present averages superior to the intermediate value of the scale (3,5) which means that the people agree, in great extent, with the presented statements. Only items B.1, B.2.B.3, B.4, B.5 and B.15 present a value below the intermediate value.

Table 1. Mean and standard deviation of the items related to Motivation to visit the island of Faial

Variable	Items	Mean	Standard deviation
B.1	B.1. I do not have enough money to visit more remote destinations	2,0188	1,44271
B.2	B.2. I do not have enough time to visit more remote destinations	1,7313	1,42627
B.3	B.3. To increase my social status	1,3250	,92858
B.4	B.4. To visit a place where my friends have already been	2,2125	1,78176
B.5	B.5. To visit a place that will impress my friends and family	1,4125	1,04242
B.6	B.6. To visit one of the best nautical destinations in the world	4,5938	1,58728
B.7	B.7. To exchange customs and traditions	4,2813	1,24976
B.8	B.8. To participate in new activities	4,9188	1,54175
B.9	B.9. To appreciate natural resources	6,0500	1,21728
B.10	B.10. To be away from home	6,2500	1,34585
B.11	B.11. To relax physically	5,4563	1,26315
B.12	B.12. To find emotion and excitement	5,7063	1,34397
B.13	B.13. To have a nice time on my trip	6,9563	,30400
B.14	B.14. To meet new people	4,6938	1,04609
B.15	B.15. To visit friends and family	2,5188	2,18333
B.16	B.16. To fulfill my dream of visiting Faial Island	4,9313	2,27682
B.17	B.17. To visit touristic sights	5,3563	1,63817
B.18	B.18. To visit a place I had not visited before	5,1875	2,64739
B.19	B.19. To increase my knowledge about Faial Island	5,2313	1,70910
B.20	B.20. To experience a new lifestyle or different traditions	4,5063	1,60579

Source: Authors

We then analyzed the main components of this set of items in order to find combinations of variables (factors) that explain the correlations between all pairs of variables. For application and validation of this technique it is necessary to evaluate the correlations between the variables to know if it is legitimate to perform a factorial analysis

The Kaiser-Meyer-Olkin value (KMO = 0.738) which shows the value of the adequacy measure, considers the acceptable level analysis. The Bartlett test, which tests the null hypothesis that the correlation matrix is an identity matrix, has the value 1495.047 and an associated probability of 0.000, which rejects the null hypothesis that

the correlation matrix is an identity matrix (see Table 2). These tests indicate that the 20 variables are adequate to perform a factorial analysis.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,738
C	Approx. Chi-Square	1495,047
	df	190
	Sig.	,000

Source: Authors

The Kaiser criterion (eigenvalue greater than 1) found five factors that explain 65.283% of the total variance in the set of 20 variables analyzed (see table 3).

Table 3. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,754	23,768	23,768	4,754	23,768	23,768	4,276	21,381	21,381
2	2,676	13,379	37,147	2,676	13,379	37,147	2,419	12,093	33,474
3	2,357	11,787	48,934	2,357	11,787	48,934	2,178	10,889	44,363
4	1,832	9,160	58,093	1,832	9,160	58,093	2,117	10,587	54,950
5	1,438	7,190	65,283	1,438	7,190	65,283	2,067	10,333	65,283
6	,955	4,774	70,057						
7	,833	4,167	74,224						
8	,785	3,926	78,150						
9	,759	3,797	81,947						
10	,593	2,964	84,911						
11	,527	2,633	87,543						
12	,425	2,124	89,668						
13	,384	1,918	91,585						
14	,360	1,802	93,387						
15	,337	1,687	95,074						
16	,273	1,365	96,439						
17	,242	1,212	97,651						
18	,203	1,017	98,668						
19	,167	,834	99,502						
20	,100	,498	100,000						

Extraction Method: Principal Component Analysis.

Source: Authors

For a better interpretation of the factors, the axes were rotated using the varimax method. The proportion of variance explained by the components remains constant, only distributed differently so that the differences between combinations of variables are maximized: increasing those that contribute most to factor formation and decreasing the weights of those that contribute least.

Table 4 shows the weights of the variables in each factor. Thus, factor 1 is composed of variables B.16, B.18, B.15,

B.19, B.20 and B.17 and designated "Novelty". Factor 2 is composed of variables B.11, B.12, B.9, B.10 and B.8 and designated "Fun". Factor 3, composed of variables B.14 and B.7, is called "Relationship". Factor 4 is composed of variables B.3 and B.5 and designated "Social Status". Finally, factor 5 is composed of variables B.2, B.1, B.13 and B.4, which is called "Time and money". Only weights greater than 0.5 were considered for easier interpretation and for each variable to present only weights in a single factor.

Table 4. Rotated Component Matrixa

	Component				
	1	2	3	4	5
B.16. To fulfil my dream of visiting Faial Island]	,904				
B.18. To visit a place I haven't visited before]	,895				
B.15. To visit friends and family]	-,798				
B.19. To increase my knowledge about Faial Island]	,762				
B.20. To experience a new lifestyle or different traditions]	,717				
B.17. To visit tourist spots]	,685				
B.11. To physically relax]		,791			
B.12. To find emotion and excitement]		,755			
B.9. To enjoy its natural resources]		,584			
B.10. To be away from home]		,535			
B.8. To engage in new activities]		,526			
B.14. To meet new people]			,714		
B.7. To exchange culture and traditions]			,680		
B.6. To visit a place that is regarded as one of the top nautical destinations in the world]					
B.3. I visited Faial Island to increase my social status]				,878	
B.5. To visit a place that will impress my friends and family]				,865	
B.2. I don't have enough time to visit the most remote destinations]					,707
B.1. I cannot afford to visit the most remote destinations]					,644
B.13. To enjoy a good time in my journey]					-,586
B.4. To visit a place where friends of mine have been before]					,502

Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization; a. Rotation converged in 8 iterations.

Source: Authors

5. CONCLUSIONS

Nautical Tourism, as already mentioned, is one of the ten Strategic Tourism Products for Portugal, according to PENT (2006). Also according to PENT, this Tourist Product is one of the five most important products for the Azores Archipelago, being the island of Faial the island of water sports for excellence and a mandatory stop for all sailors.

It is then necessary to endow the island with structures and infrastructures capable of receiving the tourist in the best way, retaining it to this destination and enabling a better promotion and dissemination of Faial.

It is necessary to know how to take advantage of what the island has to offer, its landscape, nature, diversity of fauna, tranquility, bet on a sustainable and structured development, not only in what is directly related to Tourism, Nautical Tourism and Sea , But to everything that can bring to the island better quality of life, better quality of services, Better access and connections, a fair

price but different, to live up to the past and the nautical history of the island and to know how to take advantage of the product "Triângulo" with a combination of synergies between the three islands, where all will benefit.

In relation to the visit to Faial, most of the respondents were visiting the island for the first time but a significant number of respondents had already visited the island previously which denotes an affinity with the destination.

Regarding the respondents' satisfaction with the visit to the island, the majority were completely satisfied. Also, most of the respondents were equally satisfied with the nautical services of the island, with the nautical services comparing with their expectations and with the nautical services considering the time and the effort.

Through the Multivariate Analysis one can conclude that the most important factors that led the respondents to visit the island of Faial were the "Novelty" followed by "Fun", followed by the "Relationship" factor. With less

importance appears the factor “Social Status” and lastly the factor “Time and money”.

Still in relation to the image of the respondents about Faial, it is important to mention that the quality of the infrastructures was the one that had less appreciation.

Most respondents would recommend the nautical services of the island to family and friends and would make positive comments on the nautical services of the island to other people. A good percentage of respondents also responded very positively about the probability of returning to Faial Island in the next three years.

Some strategic lines and a set of actions are suggested, not only related to nautical tourism, but also with other activities that complement and project the entire tourist development. In this sense, we present five strategic lines for the island of Faial and for the city of Horta, making it the Capital of Nautical Tourism:

1. Make Faial and Horta an active and sustainable island / city;
2. Increase the rate of employability, set the population and attract new residents;
3. Make Faial and Horta an island / nautical city, within the reach of tourists, being a mark of quality;
4. To be an island / city that promotes its positioning in the Autonomous Region of the Azores, in Portugal and abroad as a factor of attraction and differentiation;
5. Strengthen the diversity of tourist supply and value existing assets.

The sample of 160 is relatively small compared to the number of visitors on the island during the period of the survey (from 1 July to 31 August), which makes up a sample of 0.8%.

The sample used, as previously mentioned, was a non-probabilistic sample for convenience. For a better result it would be advisable for future investigations to use a probabilistic sample by clusters in time and space. The same days of the week would be used throughout the period of the survey, using the same time and using the same sites.

During this period, the inquirer can only apply the survey during the weekly gap, which has greatly limited the number of respondents. Weekly slots (one per week) sometimes did not coincide with the best days of traffic at the airport or in the sea port of Horta and sometimes also coincided with rainy days or bad weather, which decreased the number of tourists in Stroll through town or island.

For a better investigation it would be important that the sample could have a higher percentage of respondents and the survey could be applied daily over the whole period or even extend the period of application of the surveys. Still in relation to the survey, it would be relevant if an open-ended question had been contemplated where the respondents could leave a more personal opinion or even some suggestion.

Knowing that it is the observation of cetaceans and scuba diving the most wanted activities on the island, it would be interesting to do a study only to its practitioners or about these nautical activities.

It would be interesting to apply this type of study in other islands of the RAA and try to understand the impact that Nautical Tourism has on these islands and also to realize its real importance in the context of the archipelago as a whole. This study can also be applied in the Autonomous Region of Madeira with the same intention.

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