

UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

**TOWARDS A BETTER UNDERSTANDING OF
YACHT CRUISERS PROFILE FOR
THE PURPOSE OF A DESTINATION DEVELOPMENT**

KATERYNA ILCHUK

Dissertation

Masters in Tourism Economics and Regional Development

Work made under the supervision of:

Prof. Dr. João Filipe Marques

Prof. Dr. Elsa Cristina Sacramento Pereira

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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are in the listing of references included.

Kateryna Ilchuk

A handwritten signature in black ink, appearing to read 'Kateryna Ilchuk', is written over a horizontal line.

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At last, this work was only possible in a collaboration with 21 participants that dedicated their time to share the experience and viewpoints in the interviews.

ABSTRACT

The sea and its use are cross-cutting themes to the political, economic, social and environmental spheres. The uses of marine resources, in particular, the development of nautical tourism, are strategically imperative to Portugal. But this development will only be successful if based on scientific knowledge about the phenomenon. This project is thus presented as the first European research in the deepening of knowledge about yacht cruisers who use the Portuguese coasts. A special emphasis is given to the yachters entering and staying for some time at the marinas and boatyards of the Algarve.

From the methodological point of view, this research is based on the primary source of the semi-structured interviews and used qualitative content analysis with the support of the NVivo 9. Yacht cruising, as a distinct niche market, is subjected mainly to senior travellers and their long-term holiday experience. Unlike other tourists, they require a minimum of specialized infrastructure and no accommodation at all. Their main needs are secure place for stops between trips, boat repair and maintenance, food and water supply.

The policy makers interested in attracting yacht cruisers tourist category should provide separate facilities from other marine traffic, and by doing so, embrace a small-scale and sustainable form of tourism development which can bring some economic and social advantages to host communities.

Key words: nautical tourism, yacht cruisers, yacht cruisers profile, Algarve

RESUMO

A investigação tinha como objetivo estudar pessoas que praticam a navegação de cruzeiro de longo curso, sendo o litoral do Algarve um dos seus pontos de paragem. Aprofundadamente as suas motivações, atitudes, comportamentos, visões do mundo, experiências e em particular, as suas interações com o ambiente e autóctones dos locais que visitam.

Vários estudos apontam como imperativo estratégico para as regiões costeiras, o aproveitamento dos recursos marítimos e em particular, o desenvolvimento do turismo náutico, mas esse desenvolvimento só será bem-sucedido se se basear em conhecimento científico acerca do fenómeno. Uma ênfase especial foi dada às embarcações que entram e permanecem por algum tempo nos portos de recreio e marinas Algarvias.

Do ponto de vista metodológico, esta investigação utilizou uma abordagem qualitativa, ou seja, entrevistas semiestruturadas as quais foram analisadas pela análise de conteúdo com o apoio de um software estatístico NVivo9. Uma amostragem homogênea dos entrevistados foi definida em três fatores principais, como a propriedade de um barco a vela ou a motor, a realização de navegação para fins de lazer e a viagem por períodos prolongados.

A recolha de dados ocorreu em Julho e Outubro de 2018 na Marina de Lagos, Porto de Recreio De Olhão, estaleiros Nave Pegos e Marina Formosa. Foram quinze entrevistas em profundidade recolhidas com vinte e um participantes no total.

Aplicação das entrevistas permitiu a definição do perfil dos viajantes, os quais navegam pelo mundo e temporariamente utilizam as costas Algarvias. Em relação às características sociodemográficas, a maioria dos entrevistados eram do sexo masculino, britânicos, com a idade superior a 50 anos e sem trabalho anterior relacionado com barcos.

A discussão sobre as viagens que esses indivíduos fizeram deu a oportunidade de observar diferentes características, como a longa duração da viagem e a estadia no Algarve, o que pode significar sustentabilidade para o destino. Os seus movimentos contínuos e

semipermanentes, bem como a alta importância dedicada ao tempo de cruzeiro, são únicos e merecem uma atenção especial.

Além do gosto pela navegação, outras razões motivam os turistas a viajar pelo mar, entre as quais a novidade, autonomia, natureza, autorrealização e estímulo para mudar o seu estilo de vida. Este estilo de vida distinto constitui um interesse particular da sociologia, portanto a investigação atual apresentou características dele, ou seja, liberdade, senso de comunidade e benefícios de autodesenvolvimento.

As experiências dos navegadores de cruzeiro permitiram compreender o impacto nos destinos visitados e o que as autoridades regionais devem focar se querem atrair este tipo específico de turismo. Em primeiro lugar, estes indivíduos têm preocupações ambientais; querem proteger a natureza e exigem assim, instalações com pontos de reciclagem adequadas para causar o mínimo impacto negativo sobre os recursos marinhos. Em segundo lugar, eles tendem a comunicar com as populações locais nos destinos que visitam; em relação às políticas locais, eles apreciam a facilidade nos procedimentos de passagem de fronteira. Em terceiro lugar, estes viajantes dependem muito das instalações quando escolhem um destino e decidem permanecer nele por algum tempo. Marinas, portos de recreio, estaleiros, lojas de artigos náuticos, academias de vela, bem como pessoal qualificado são importantes para o desenvolvimento de um destino náutico. Estes navegadores também utilizam as infraestruturas locais além dos locais de embarcação, nomeadamente transporte terrestre, mercearias, cafés e restaurantes ao longo de toda a costa contribuindo para a economia local.

Este estudo pretende contribuir para aumentar o conhecimento sobre o perfil destes viajantes e pode ser usado pelas entidades responsáveis para melhorar as condições para a prática deste tipo de turismo na região.

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ABBREVIATIONS LIST

ECSIP European Competitiveness and Sustainable Industrial Policy Consortium

EU European Union

FEDETON Federation of Nautical Tourism Destinations

ICOMIA International Council of Marine Industry Associations

OECD Organisation for Economic Co-operation and Development

TCL Travel Career Ladder

UK United Kingdom

UNWTO United Nations World Tourism Organization

USA United States of America

CHAPTER 1. INTRODUCTION

This research started under a project of the Centre for Spatial and Organizational Dynamic (CIEO) in the scope of the sociology of tourism. During the three months of the author's volunteering activity in the centre, theoretical academic knowledge about the subjects of the study was obtained. The object of the study was defined as the individuals, who sail and live on their own vessels, while performing tourism activities, based on the definitions of the first academics concerned about such groups of people (Jennings, 1999; Macbeth, 1992). Maritime tourism activities have drawn attention also from the regional development point of view that is reflected, for instance, in the most rated journals of tourism (Diakomihalis, 2007; González et al., 2015; Jugović et al. 2011), which induces a merge of the research with the work under a master dissertation in Tourism Economics and Regional Development. Therefore, the core objectives of the research stayed unaffected, such as a better understanding of the sociological profile of a particular type of maritime tourists: travel characteristics, motivation, and lifestyle. Nevertheless, new ones emerged, such as comprehension of other aspects of yacht cruisers profile regarding their opinions in terms of borders and local people; about their relation with nature and about their needs.

The study is organized into two parts: a literature review and an empirical study. The review of the academic and institutional publications provided the foundation for the research. It helped to clarify the following: the definition of yacht cruising activity and its position within the hierarchy of other tourism activities; certain characteristics of the yacht cruisers and some aspects of their profile that should be further studied; the relation of the activities of such individuals to the host destination, namely where yacht cruising exists and what impacts it may potentially cause. Literature review consequently prepared to the research questions for the second part of this work, the analysis of primary data (interviews) applied to the object of the study.

The qualitative nature of the research prompts elicitation of research questions, rather than hypotheses. Thus, the research question of the empirical study are:

1. What is the profile of yacht cruisers that visit the Algarve region?
 - 1.1 What are their sociodemographic and travel characteristics?

- 1.2 What motivated them to choose sailing boat, to perform yacht cruising, and to continue travel?
- 1.3 How yacht cruisers describe the distinctive features of their lifestyle?
2. What is the insight users' information about aspects of yacht cruising destination development?
 - 2.1 How they describe their socio-political opinions in terms of borders and local people?
 - 2.2 What yacht cruisers think about nature and do they act ecologically friendly?
 - 2.3 How a destination can improve facilities to satisfy yacht cruisers' needs?

The empirical study was conducted in the Algarve region, Portugal, which is associated not only with physical location of the researcher, but also with some interest in nautical tourism studies in the region expressed by academics (Faria, 2013; Gamito, 2009; Perna et al., 2008) and by governmental authority (Turismo de Portugal, 2017). Alongside the information obtained from studies conducted in the region, the research aims to comprehend international scientific knowledge of the related themes, mainly by the most influential journal articles and books, which are reflected in the literature review and the discussion. The dissertation aimed to contribute to the knowledge about yacht tourists, which may possibly target also practical implementation into regional development planning. The following chapters present the analytical revision of the literature about nautical tourism and yacht cruising activity; justification of the methods used during all stages of work with the primary data; structured results based on the interviews with yacht cruisers; critical discussion of the results with reference to academic publications; summarised conclusions drawn from the research in general.

CHAPTER 2. LITERATURE REVIEW

2.1 Yacht cruising within related definitions and classification

On the first steps of the literature review compilation, some difficulties finding unified definitions of the sea and coast-related tourism emerged. The ambiguity of concepts and classification of nautical tourism, maritime tourism and affiliated definitions is yet not reached and this issue creates arguments among scholars (González et al., 2015). The following paragraphs compare scientific publications, trying to provide a reasonable description and classification. Understanding of the words that were used for defining a broad concept is also narrowed to the sub-category of yacht cruising, on which lies the central attention of the current research.

From the American point of view, sports tourism is divided by subcategories, one of which is marine tourism (Jennings, 2003), subsequently, marine tourism products are sports, such as boating, sailing, fishing, diving, surfing, etc. Sailing is differentiated into recreational racing, recreational chartering and *cruising*. The former two are managed by either tourism or sports industries, however *cruising* is performed independently by people who “sail and live aboard their own yachts” (Jennings, 2003: 129). Hall (2001) categorizes marine and coastal tourism within the USA tourism industry, where coastal tourism is understood as all coastal or near-shore based activities and marine tourism is meant to include ocean-based activities (e.g.: deep-sea fishing, *yacht cruising*).

Diakomihalis (2007) differentiates maritime tourism based on Greece practice, as a popular maritime tourism destination. The author further separates cruise tourism, yachting, and coastal leisure shipping. Cruise tourism for Diakomihalis (2007) is an activity operated by the tourism industry, where a large cruise ship serves a big number of tourists at the same time, provides accommodation, transportation and other services on board for a period of time from several days to several weeks, which should not be confused with a contrary use of the word *cruising* by Jennings (1999, 2003). Describing further the classification of Diakomihalis (2007), coastal leisure shipping (daily maritime tours) differs from cruise tourism due to the more limiting capacity of tourists and time (up to 12 hours on a boat). Yachting is performed by individuals, who use a sailing boat,

motorboat or motorsailer¹ as transport and place to live, while defining their own itinerary and have an option to navigate the vessel themselves (Diakomihalis, 2007). There are *private yachting* and professional yachting (chartering), where the critical difference is that the first one assumes that travel is made by yacht owners without a paid crew, while the second one is performed on a hired boat with or without a crew (Diakomihalis, 2007). There is an analogy between the definition *private yachting* of Diakomihalis (2007) and *cruising* of Jennings (2003), even though Jennings (2003) describes yacht cruising by activity performed rather with boats powered by wind and not by a motor.

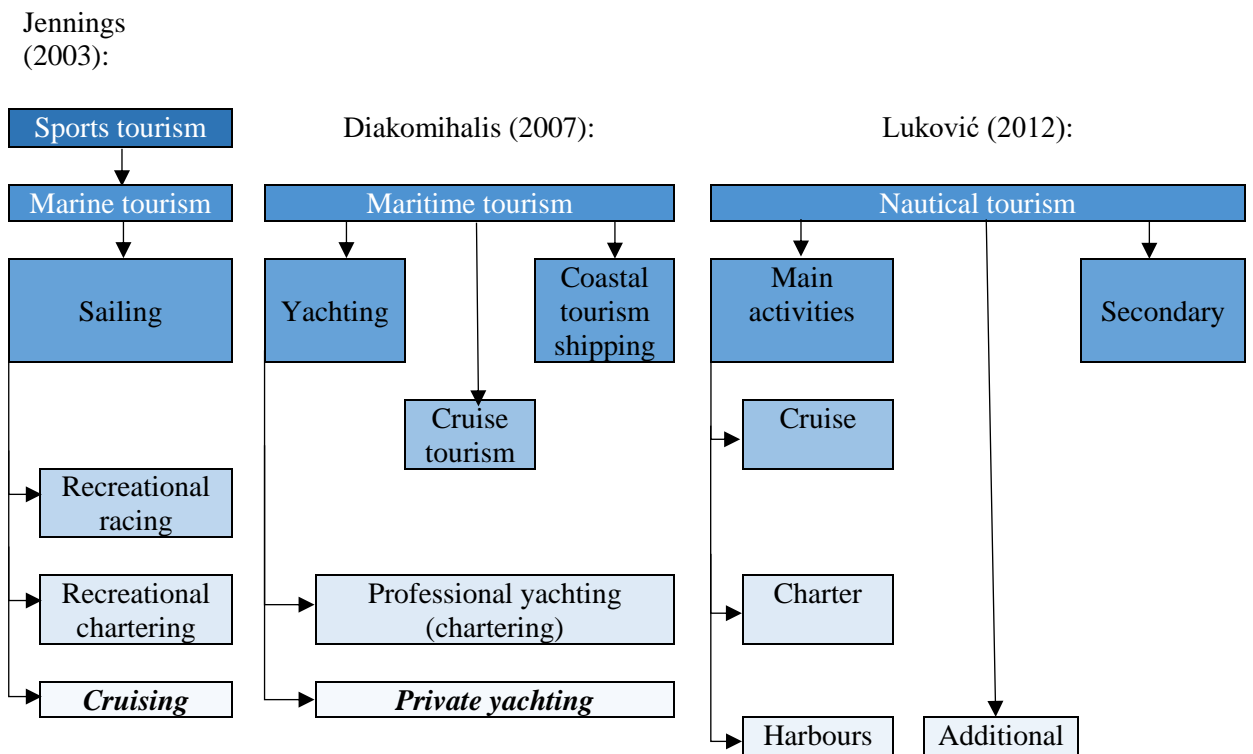
Luković (2012) focuses on water and coastal based tourism in Europe, naming it nautical tourism. Nautical tourism has three main industries: charter, cruising, and harbours (marinas). Harbours or specialized marinas are crucial for chartering, which involves hiring vessels and professional skipper services for recreational purposes. Cruising is understood to be tourism on large cruise ships from fifty to several thousand passengers aboard (Luković, 2012), which is resemble to the definition of (Diakomihalis, 2007) and includes daily maritime tours as well as tours for more extended periods of time. Other sports activities, such as diving, surfing, fishing are included in secondary activities of nautical tourism (Luković, 2012). Although Luković (2012) does not define any concept similar to *cruising* of Jennings (2003) or *private yachting* of Diakomihalis (2007), private boat owners are active users of additional nautical tourism subindustry. The range of additional nautical tourism activities is wide and can consist of shipbuilding, production of equipment, professional personnel services, educational and information centres (Luković, 2012).

A summarized definition suggested by the author of this dissertation is the following: *yacht cruising* is a subcategory of tourism in which sailing boats, motorboats or motorsailers are used by its owners without a hired crew as both accommodation and transportation while performing sailing for other than professional purposes in an open ocean waters or near a coastline.

¹ Sailing boats are powered by sails, motorboats by engine, motorsailer has both sails and engine.

Figure 2.1 aims to clarify the word coding used in the scholar literature to describe sea and coast-related tourism classification. The rows correspond either to a similar level of activity or literal synonyms. The current study focuses on the narrow subcategory of the broad concept “marine tourism” (Jennings, 2003), “maritime tourism” (Diakomihalis, 2007) or “nautical tourism” (Luković, 2012), namely “cruising” (Jennings, 2003) or “private yachting” (Diakomihalis, 2007), using also a synonym “yacht cruising” (Hall, 2001).

Figure 2.1 – The subject of the research (*cruising/private yachting*) within a classification of affiliated tourism concepts



Source: Elaborated by the author, based on Jennings (2003), Diakomihalis (2007) and Luković (2012)

2.2 Yacht cruising geography

The main cruising regions are Atlantic, Pacific, and Indian, each is further divided into South and North (Cornell, 2014). Jennings (2003) identifies Mediterranean and Caribbean to be two the most often chosen among South Pacific, Indian Ocean, Red Sea,

Mediterranean Sea, North Atlantic, North Pacific and the Far East cruising regions. According to Figure 2.2 of World Cruising Routes, Portugal is situated around four suggested specifically for yacht cruising itineraries around the world.

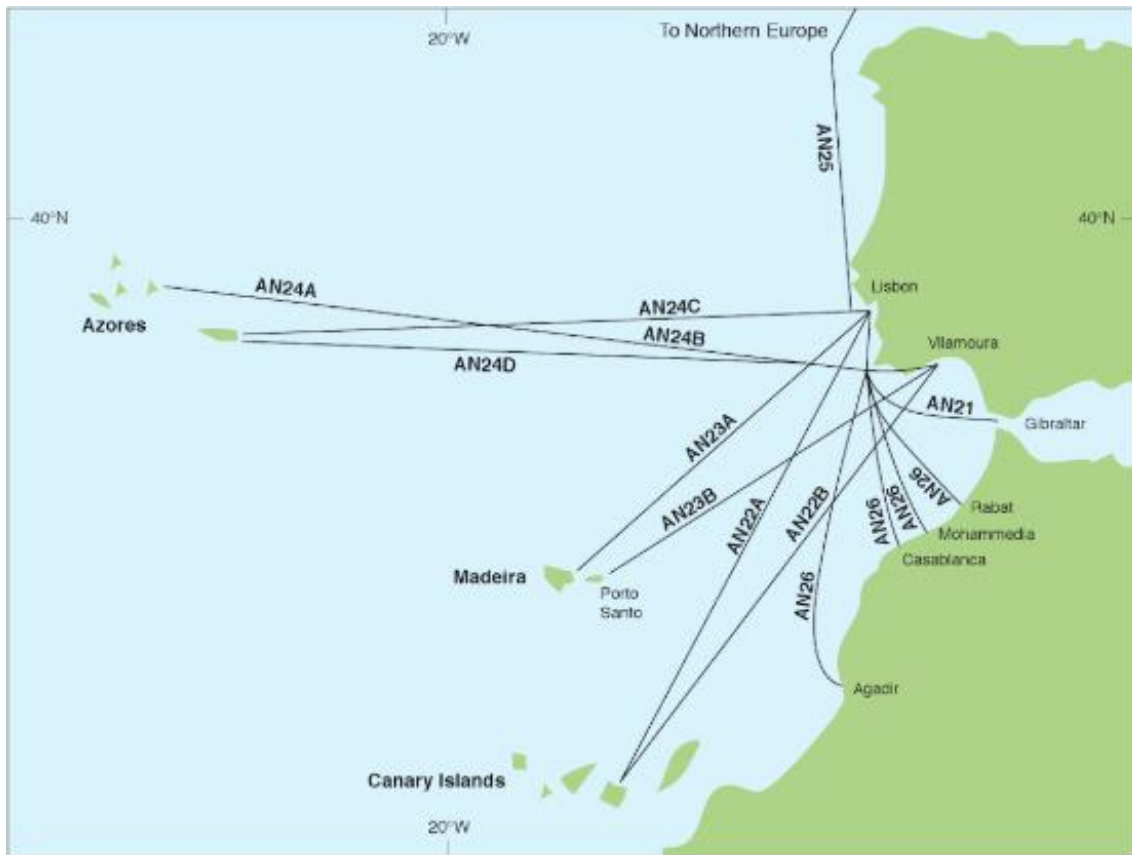
Figure 2.2 – World Cruising Routes



Source: Retrieved from <https://cornellsailing.com>

There are some routes described by Cornell (2014) that start in Portugal, namely to Gibraltar or Mediterranean, across the Atlantic Ocean through Azores or Madeira, to Northern Europe passing by Lisbon, to the African coast. It was mentioned that Portugal has at least almost thirteen thousand mooring places distributed along the country, which attract sailors around the world, with the biggest quantity in the Algarve region (Bernardo et al., 2016).

Cornell (2014) demonstrates that Portugal as yacht cruising destination is usually associated with the Algarve, especially Vilamoura and Lagos marinas. Besides those two places for stopping, Perna et al. (2008) indicate other popular marinas in Albufeira and Portimão, the recreational ports of Olhão, Vila Real de Santo António, Portimão, and recreational dock of Faro.

Figure 2.3 – Popular cruising routes starting in Portugal

Source: Cornell (2014: 39)

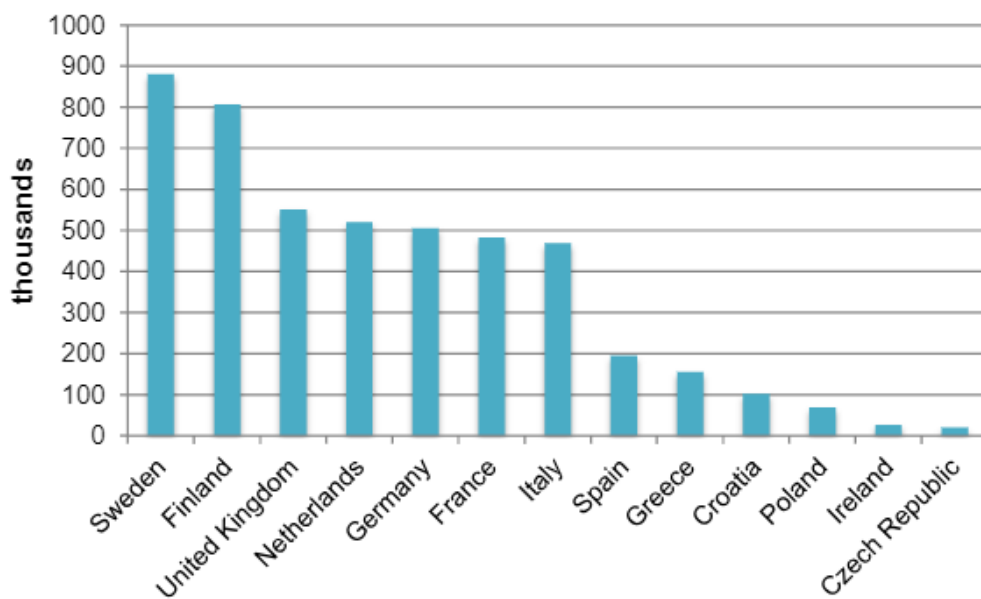
Shown in Figure 2.3 cruising routes serve as examples of well-known ocean passages as well as a proposed opinion about the popularity of Portuguese coasts. Although there is a variety of suggested itineraries for cruising, participants of this activity prefer to organize their travel and define destinations on their own (Jennings, 2003).

2.3 About people, who perform yacht cruising

Difficulty in calculating a precise number of people performing yacht cruising is mentioned widely in existing literature (Diakomihalis, 2007; ECSIP Consortium, 2015; Jennings, 1999; Koth, 2015). Several reasons can explain the non-organized character of nautical tourism data, such as more independent nature of marine sports activities, the lack of legislation regarding registration and the add-on nature of marine tourism (Jennings, 2003). The UNWTO does not calculate a number of recreational sailors due to a low significance comparing to other tourist types (Koth, 2015).

Yacht cruisers are not necessarily foreigners, thus sometimes domestic yacht owners are considered in nautical tourism data (ECSIP Consortium, 2015; Koth, 2015; Perna et al., 2008). The number of registered recreational boats up to twenty-four metres in some Member State countries is shown in Figure 2.4, which aims to give an overview on the quantity of potential yacht tourists from those countries. The overall amount was 9.5 million in the 2013 year (ECSIP Consortium, 2015).

Figure 2.4 – Number of boats registered in some of the European Member States counties in the 2013 year



Source: ICOMIA (2014), cited in ECSIP Consortium (2015: 50)

Between the 2011 and 2015 years there had been equivalent number of international boat check-ins in Portugal, close to 16 thousand (Bernardo et al., 2016). Perna et al. (2008) estimated the number of nautical tourists in the Algarve region by entries in marinas and recreational ports, which was 11 thousand vessels and consequently 35 thousand people in the 2008 year. Although nautical tourism yet represented a small tourism market niche, out of almost 1,5 million tourist arrivals in the region at the same year (Instituto Nacional de Estatística, 2009). Nautical tourism is seen as one of the alternatives for differentiation of tourism demand in the region, especially towards sustainable development (Perna et al., 2008; Turismo de Portugal, 2017).

2.3.1 Characteristics of yacht cruisers

González et al. (2015) highlight that knowledge about the characteristics of the people, who take part in the nautical tourism industry is crucial to promote the development of the sector. Yacht cruisers are controlled neither by sport nor tourism industries (Jennings, 2003), they sail their own yachts and define destinations rather by their own preferences. Many synonyms are used by academics to name *yacht cruisers* (e.g.: “cruisers or yachties” (Jennings, 2003), “ocean cruisers” (Jennings, 1999; Lusby & Anderson, 2008; Macbeth, 2010), “bluewater or offshore sailors” (Brown, 2016; Koth, 2013, 2015)).

Yacht cruisers can be categorized by some aspects, such as number of people aboard, duration of travel, geographical location and vessel type (Jennings, 2003). European Commission (2016: 193) profiles boaters by the size of a boat and common characteristics: i) small (5-6 meters, no cruising purposes, no crew, privately owned), ii) medium sailing (8-15 meters, long-range cruising, no crew, privately own), iii) medium motor (8-15 meters, almost no cruising purposes or occasionally only, usually no crew, privately owned); iv) long-range motor (<24 meters, cruising purposes); v) large motor or super yachts (>24 metres, no cruising purposes, crewed, mainly rented); vi) racers (participation in regattas).

Summarized sociodemographic characteristics of cruisers in the Pacific were described twenty years ago by Jennings (1999) to have a mature age, be well educated, from professional or semi-professional background, financially secure, more travelling couples than families and more solo sailing men than women, all those are similar also to later studies of Koth (2015) and Lusby et al. (2012). Jennings (2003) categorizes three market segments within cruising by sailing itineraries using an example of the Pacific Ocean: the first yachties make circular navigation of the Pacific starting from North America; the second ones fly to a location of their own vessels, cruise and fly back; the third ones perform navigation around the world.

2.3.2 Motivation and lifestyle

Following some earlier studies (Jennings, 1999; Lusby et al., 2012; Macbeth, 2010), the current research targets on clarifying a profile of yacht cruisers by accessing their

motivational and lifestyle patterns. Understanding tourists, for instance, motivations and expectations, is one of the steps towards prosperous marketing and management of host destinations development (Higham, 2005).

The travel career ladder (TCL) approach is commonly used in tourism studies to describe reasons for performing a travel (Cohen, 2004; Lusby et al, 2012). TCL represents the motivations to travel by patterns and the combination of multiple motives and provides a list of 14 viable motivation factors (Pearce & Lee, 2005): 1- novelty; 2- escape; 3- relationship (strengthening); 4- autonomy; 5- nature; 6- self-development host site; 7- stimulation; 8- self-development personal; 9- relationship (security); 10- self-actualisation; 12- isolation; 13- nostalgia; 14- romance and recognition. The reasons for sailing were described by Jennings (1999): challengeable and adventurous nature of the activity, desire to see the world and fulfil a life-long dream or because of a sense of belonging towards a sailing partner.

Yacht cruisers are characterized by their specific “utopian lifestyle” (Macbeth, 2010), Their critical opinions on social aspects, politics, and environment can contribute to a better understanding of their lifestyle. The description of their way of life afterward gives an ability to deepen knowledge about yacht cruisers (Jennings, 1999). Other elements than motivation and lifestyle of yacht cruising might provide some insight information. Physical, social and cultural contexts of yacht sailing patterns of living while traveling were written in auto-ethnographic studies (Brown, 2016; Jennings, 1999) by exploring an identity or what it means to be a yacht cruiser.

“A lifestyle is a distinctive set of shared patterns of tangible behaviour that is organized around a set of coherent interests or social conditions or both, that is explained and justified by a set of related values, attributes, and orientations and that, under certain conditions, becomes the basis for a separate, social identity for its participants. (Stebbins, 1997: 350)”

Cohen et al. (2015) argue that a lifestyle can give an overview of both personal identity and collective identity. From the consumer behaviour point of view, the lifestyle profile of tourists can provide knowledge about attitudes and choices much better than behaviour-based segmentation (Lawson et al., 2000). A summary of patterns of living gives insights about specific groups of people more precisely than only sociodemographic

characteristics. Lifestyle, which is understood to be a way of thinking and behaving, reflects self-concept and reveals characteristics of time, spending, feeling (Decrop, 1999).

2.4. Relation to host destinations

There are some examples of studies that relate nautical tourism with its destination, for instance to Greece (Diakomihalis, 2007), Portugal (Perna et al., 2008), Italy (Bizzarri & Foresta, 2011), Spain (Alcover et al., 2011), Croatia (Jugović et al., 2011), Poland (Kizielewicz, 2012). The studies are mainly focused on the economic aspects, however, sustainable development of marine tourism should take into consideration other components, for instance, ecological and social (Hall, 2001). Statistical inaccuracy, which emerges from the lack of unified concepts, is a barrier between more precise analysis of yacht cruising activity with the relation to host destination (González et al., 2015).

In addition, it was also shown that strategies and policies of maritime tourism can be seen either as the major barrier or reliable bridge towards the fostering of sustainable development of the activity (Alcover et al., 2011). Sometimes nautical tourism is seen as a tourism segment complementing traditional sun and sea niche (Diakomihalis, 2007), other times recreational boating is suggested as a more sustainable alternative (Perna et al., 2008). Perna et al. (2008) highlight the opportunity of nautical recreation to fight a problem of seasonality in the Algarve, due to the monotonous pattern of touristic stay during the year, which is shown to be even more effective for the region than previously prioritized golf tourism.

While Hall (2001) stresses that the major factor of marine sustainable development is appropriate management, Koth (2015) indicates the importance of the planning phase. Analytical insights of leisure sport tourists' characteristics help establishing a bridge of understanding between guests and host destinations, provide an ability for authorities to develop appropriate strategies and imply progressive changes (Higham, 2005). Jennings (2003) suggests that due to the nature of the experience, different segments, either cruising or chartering, might have different sustainable impacts. The influence of charters is more likely to be concentrated in specific geographic locations while cruises impacts spread wider due to the distance of travel (Jennings, 2003).

2.4.1 Economic impacts

At the international level, water and coastal based tourism play an important role in economic development (OECD, 2016). The Global Value Added in the blue economy is increasing as well as the share of coastal and maritime tourism that is forecasted to be the largest in the 2030 (OECD, 2016), in addition, maritime and coastal tourism maintains the second place by share of employment both in the 2010 and in the forecasted 2030. Besides the direct impacts, nautical tourism has a multiplier effect that causes positive indirect and induced contributions to the quality of life, valorisation of the destination, sustainable development (Jugović et al., 2011). In general, sailing tourism is responsible for increased income generation in host communities, a positive impact on employment and multiplier effect, but also a negative effect in terms of economic leakages² (Jennings, 2003). Yacht cruising is not directly operated by industries and therefore creates imprints mainly on services and infrastructure that private boat owners use (e.g.: ports, boat, and equipment retail, etc.) (ECSIP Consortium, 2015; Koth, 2015). More than 50 % of marinas in the EU had a turnover between € 1 million and € 5 million in the 2013 (ECSIP Consortium, 2015).

Portugal has over 30 marinas and recreational ports with over 13,000 berths (Bernardo et al., 2016). There is a general trend of equability in the number of recreational boats staying in Portugal each year, which reached 17,2 thousand in the 2015 (Bernardo et al., 2016). Speaking about the economic impact of yachting and marinas in Portugal, not taking into consideration cruise tourism, statistical reports of the year 2012 show the next numbers: The Gross Value Added is € 37.372.227, employment (*1000) is € 4.015, the number of enterprises is 2.366 and the turnover is € 129.107.929 (European Commission, 2013).

Algarve is characterized by the largest amount of places for boat mooring among other Portuguese regions (European Commission, 2013), which is measured by 29% out of all in Portugal (Bernardo et al., 2016). Nautical tourism started to grow in the Algarve due to the general increase of tourism in the country and core importance of the sea in tourism

² In the meaning that some goods and services might not be purchased locally, therefore such imports create a reduction of the money available in the regional economy.

activities at the beginning of the twenty-first century and the economic prosperity of the activity in the 2008 year is stated to be 1.48% of the regional Gross Value Added and 1.57% of the regional employment (Perna et al., 2008).

2.4.2 Ecological impacts

Bizzarri & Foresta (2011) highlight that large multipurpose ports have a strongly negative environmental impact because of its massive infrastructure, size of the ships, systems of anchoring that cause a loss in biodiversity of the sea. The negative side of sailing activity is multiple: anchoring usually damages the seagrass, corals, and animals; motorboats form wakes, interrupt the pass of air-breathing water animals, strike passing by slow-moving creatures, ruin the seagrass bed by propellers; powerboats are known for creation of artificial noise and visual disturbance not only for sea creatures but also for the birds (Davenport & Davenport, 2006). Jennings (2003) mentions the environmental impact of sailing as negative due to pollution, coral damage, souveniring of shells and coral, congestion, exceeding carrying capacity, and conflict between user groups.

There is also a small amount of positive impact, such as non-indigenous species growth on the bottom of the vessels at the mooring period and transmitting organisms while sailing (Davenport & Davenport, 2006), also small sailing vessels in general cause less damage to the ecosystem of oceans than large motorboats and sailing yachts. Motorboats that pursue navigational purposes tend to be concerned about fuel reduction, therefore they do not glide and sailing slower, less interfere slow-moving fishes and animals (European Commission, 2016). Marinas for recreational vessels have a comparatively lower impact on ecological damage, than multipurpose ports (Bizzarri & Foresta, 2011).

2.4.3 Socio-political impacts

Residential communities are impacted by tourists and vice versa (Higham, 2005), the uniqueness of active sailing experience and the socio-cultural context of destination are connected. Jugović et al. (2011) describe positive impacts of nautical tourism on destination population through economic development, namely by employment growth and increased household income; nautical tourism also implies benefits in terms of exchange of information, knowledge, culture, lifestyle, ideas creation, free thinking,

creativity. Chartering and cruising create positive as well as negative social impacts between hosts' and guests' communities, such as increased understanding, friendship, cultural exchange; social pathologies, demonstration effect, cultural commodification (Jennings, 2003). (Macbeth, 2010) opposes chartering and yachting, explaining that yacht cruisers, especially long-term, have constant contact with local people and enterprises because of an ongoing need in finding boat facilities. Bluewater sailors interact with locals by taking part in volunteering, cultural and resource transfer (Koth, 2015).

Haines (2016) advocates that the cooperation within the European Member States aims to create positive socio-political impacts on nautical tourism. For instance, common private skipper license recognition in the majority of the Member States facilitates border-crossing procedure for sailors (Haines, 2016). The European Commission (2016) prioritizes the connections within marinas, which makes easier to connect boaters as well, Portugal is one of the countries where Transeurope Marinas project functions allowing to know the majority of marinas, offers special deals for sailors and promotes the regions (European Commission, 2016). Another example of international cooperation is the project Curioseaty (a transnational nautical tourism route that valorises heritage and culture of European maritime civilizations and societies in Spain, Portugal, France, Italy and Croatia), which was led by the Federation of Nautical Tourism Destinations (FEDETON) and supported by the European Union between the 2014 and 2016 years (Haines, 2016).

CHAPTER 3. METHODOLOGY

The interview technique was used by several scholars to understand the profiles of yacht cruisers (e.g.: Jennings, 1999; Lusby & Anderson, 2010; Macbeth, 2010). The method is applicable when the researcher aims to determine the experience and perception of the interviewees. In tourism, the interview method was used in a vast range of areas (McGehee, 2012), for instance, visitors' consumer behaviour, motivation, host-guest relation, destination development. McGehee (2012) highlights that contrary to quantitative surveys, interview technique provides a tourism researcher with the possibility to obtain deeper and richer information about topics.


There are not many studies that investigate yacht cruising, especially from the users' point of view, although all the existing ones were considered for building an interview guide for this empirical study. Jennings (1999), took into consideration sociodemographic and travel characteristics while studying yacht cruisers. Interviews serves also for exploring values, attitudes, and the orientation of the lifestyle (Stebbins, 1997). The interview method gives the possibility to access in-depth information about motivations and lifestyle of yacht cruisers, according to Jennings (1999), Lusby et al. (2010) and Macbeth (2010). Interviews results of Macbeth (2010) and Lusby & Anderson (2010) contain information about the relation of yacht cruisers with nature and with the local population, so those themes were also included in the interview script. User's opinion and suggestions on destination facilities development specifically for yacht cruising were studied by Koth (2015), applying the interview method as well.

3.1 Places of the data collection

The study was taking place in two marinas (in Lagos and Olhão), where boats are staying in the water and in two boatyards (in Faro and Olhão), where boats are lifted to the ground. Tables 3.1 – 3.4 provide a short information about each location, namely the berthing capacity, all services available for the time of the data collection, and the contact information.


The data collection in recreational ports signified better convenience for participants and at the same time comprehensive understanding of their way of life and travel as well as their requirements of facilities. All necessary approvals and formal permissions were obtained from marinas' and boatyards' management to ensure that the sites were informed about the objectives of the research.

Table 3.1 – Marina de Lagos (Marina in Lagos)

<p>Berthing capacity: 462 boats.</p> <p>Services: security, pump-out station, transfers, sailing academy, assistance and repair, bathrooms and showers, laundry, trolley, fuel, reception, mail, wi-fi.</p> <p>Contacts: Edifício da Administração 8600-315 Lagos, Portugal. Tel.: +351 282 770 210. Email: marina@marlagos.pt</p>	
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Source: Adapted from www.marinelagos.pt

Table 3.2 – Porto de Recreio de Olhão (Marina in Olhão)

<p>Berthing capacity: 400 boats.</p> <p>Services: security, water and electricity, reception, support stores, bathrooms.</p> <p>Contacts: Av. 5 de Outubro 8700-304 Olhão, Portugal. Tel.: +351 289 010 925. Email: geral@portorecreioolhao.com</p>	
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Source: Adapted from <http://portorecreioolhao.com>

Table 3.3 – Nave Pegos (Boatyard in Faro)

<p>Berthing capacity: 150 boats.</p> <p>Services: boat lifting and washing, water and electricity, laundry, library, security, wi-fi, sailing academy, bathrooms and showers.</p> <p>Contacts: Estrada do Passeio Ribeirinho, 6, 8000-537 Faro, Portugal. Tel.: +351 289 822 506 Email: nave.pegos@gmail.com</p>	
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Source: Adapted from <http://www.navepegos.com> and informal conversation with the management

Table 3.4 – Marina Formosa (Boatyard in Olhão)

<p>Berthing capacity: 100 boats.</p> <p>Services: boat lifting, carpentry, welding, fiberglass, repairing, mechanics, electricians, boat construction, osmosis treatment, fuel cleaning, paint and polish, reception, boat parts delivery on request.</p> <p>Contacts: Zona Industrial de Olhão, Apartado 410, 8700-281 Olhão, Portugal. Tel.: +351 289 702 162. Email: marinaformosa@gmail.com</p>	
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Source: Adapted from <http://www.marinaformosa.com> and informal conversation with the management

3.2 Process of the interviews

In this study, primary data was obtained from semi-structured interviews. Semi-structured interviews were applied after the construction of the interview guide, which themes and questions were based on the literature review. Appendix 1 presents themes of the interview guide and some examples of the questions for each one. The main attention was concentrated on motivation; lifestyle; relation with local people and nature; facilities needed at the host destination. The guide also included generic questions about sociodemographic and travel characteristics. It should be mentioned that not all the

themes existed in interviews are presented in this report, but only the ones that the researchers considered the most appropriate for the study objectives.

The data collection was conducted in July and October 2018. Informal conversation with the potential respondents was the starting point of the interview process. The interviewees were provided with information about the research goals and given the choice to volunteer in the study if they had met the criteria of the purposive sampling. Interviews consisted of open-ended questions that were presented in the guidelines for the researcher to hold verbal dialogue with an interviewed person. The order of the questions was not precisely the same, they could adjust to the answers and mood of the respondents. However, the main objective of the questions stayed unaffected. The interviews were conducted in English language. The conversations were recorded digitally, with the previous agreement of the respondents. The overall duration of the interviews was between 20 and 60 minutes, depending on the responses of participants and their willingness to continue the conversation. This was found sufficient to allow the maximum possible number of questions answered and relevant information emerge.

3.3 Sample

Either qualitative or quantitative research presuppose the selection of samples for the study. In this qualitative study, the purposive sampling method, more precisely homogeneous sampling (Ritchie et al., 2003) were used to select interviewees that have the same characteristics, which ensures that all interview contributions are relevant for the subject and allow detailed exploration of social processes in a particular context. In the current research, the selection criteria were based on the definition of the yacht cruising activity, and therefore an interviewee had to own a recreational sailing or motorboat, perform sailing for the leisure purposes and for the extended period of time.

Jennings (2012) stresses that however many authors provide a number of interviews that are necessary for qualitative research, in reality, the standard does not exist. The number of individuals that were giving responses for the interviews in the current research was twenty-one, which includes six paired interviews, so consequently, the data sample consisted of fifteen interviews for further analysing.

3.4 Data analysis

The analysis of the obtained data was conducted in two steps. Firstly, the recorded conversations were manually transcribed from audio into text. Secondly, the files of the text format were processed by qualitative content analysis (Mayring, 2014), utilizing a computer software tool NVivo 9 (QSR International, 2010). As it was said by McGehee (2012), interview transcripts can be used for qualitative as well as quantitative analysis. The sociodemographic and travel characteristics responses were analysed using descriptive statistics techniques, which is the only quantitative part of the research. The other topics were coded by themes and subthemes using the set of nodes in the NVivo 9. The software facilitated accurate distribution of information according to themes and subthemes. The application of word frequencies tool gave an opportunity to further describe particular characteristics of a theme and was applied when it was needed to find all or most common descriptions. The data was also analysed putting into consideration search of general meaning through overall data (Jennings, 2012), which aimed the appearance of new ideas by finding common context information in the qualitative data.

CHAPTER 4. RESULTS

4.1 Sociodemographic characteristics

There were twenty-one participants of the interviews, fourteen men and seven women. Table 4.1 summarises the sociodemographic characteristics of the overall sample (Appendix 2 gives more detailed information about each participant). All the participants were foreigners, namely British, German and Dutch. The age of the majority was higher than fifty years old, mainly in a range between sixty and seventy. Own or family savings, pension, rent out of a property, employment and business were mentioned as the income sources during the travel on a yacht. Although several respondents reported they have been involved into a job related to sailing (e.g.: boat instructor, boat builder, professional skipper), the larger part did not have a profession related to sailing (e.g.: engineer, teacher, accountant). The profession here is considered to be the current occupational status or any job in the past.

Table 4.1 – Sociodemographic characteristics

						Total
<i>Gender</i>	Male	Female				
	14	7				21
<i>Nationality</i>	British	German	Dutch			
	15	5	1			21
<i>Age</i>	<50	50-60	60-70	>70		
	2	5	7	5		19*
<i>Income source</i>	Own or family savings	Pension	Property	Employment	Business	
	9	8	6	5	2	31**
<i>Profession</i>	Related to sailing	Non-related to sailing				
	4	14				18*

* - not all yacht cruisers provided their age and profession.

** - the number is higher than the total quantity of interviewed people due to the occurrence of multiple income sources.

4.2 Travel characteristics

Some of the interviews were conducted with couples, which was due to the travelling character and the choice of participants themselves. In such cases, both interviewees shared the same vision of the topics and were both contributing to the conversation rather than answering each question on their own. Therefore, there was decided to consider fifteen interviews in total, where some of them are with a group of two respondents.

The literature review of this study suggested some ways to categorize yacht cruisers, hence this research chose some travel characteristics to provide information of this type of travellers. There were initially defined the following six: boat type, people aboard, duration of travel, length of cruising in the Algarve, travel geography, as well as the place where the interview was conducted. There are structured in Table 4.2 (Appendix 3 shows more detailed information about each interviewee).

Table 4.2 – Travel characteristics

						Total
<i>Boat type</i>	Sailboat	Motorsailer	Motorboat			
	12	3	1			16*
<i>People aboard</i>	One	Two	More than two	Occasionally with family or friends	Occasionally with a hired crew	
	6	10	2	6	1	24*
<i>Duration of travel (years)</i>	0.5 – 3	5-7	>11			
	6	3	6			15
<i>Length of cruising in the Algarve (years)</i>	<1	>1				
	10	5				15
<i>Travel geography</i>	Within Europe only	Within the Europe and beyond				
	7	8				15
<i>The interview place</i>	Marina	Boatyard				
	6	9				15

* - some participants changed a type of a boat or number of people aboard during travel.

The predominant characteristics of a yacht cruiser or yacht cruising couple are the following: they own a sailing boat, they travel by performing active sailing, they live on a boat not only while sailing in the ocean, but while berthing as well. Therefore, both accommodation and transportation means were their own vessels. Travel using the yacht was compared by interviewees to “camping”, “like camping, but on the water”; going by “motorhome”, “campervan”, “van”, “auto caravan”; like staying in “ocean villa”.

Boat type. Most of the interviewees owned a sailing boat that uses the wind power for movement. However, three interviewees owned a motorsailer, which is a sailing boat with a larger motor that they used for short periods of time instead of the wind power. One couple made all their journey on a sailing boat, but the interview was conducted at the time when they had decided to change the type of vessel to a motorboat, due to the health conditions that restricted their physical ability to manage sails. All the boats were described to be medium size (8-15 metres), all constructed from different materials (e.g.: wood, steel), of different ages and not necessarily bought in the country of the travellers’ origin.

People aboard. Although most respondents were voyaging in a couple (usually husband and wife), some were sailing alone. Occasionally, for the periods of some weeks, yacht cruisers took friends and family aboard for sailing or staying anchored “like in a villa, but on the ocean”. One person reported hiring a professional skipper for long distance passages (more than 48 hours in the open ocean), which is rather an exception, the others had no hired crew whatsoever.

I sail mostly with my wife... Man does the sails, you know, he does the hard work. And she does the cooking and she does the sunbathing and the talking... And then we sail with the family occasionally. [John]

Duration of travel. The obstacle for a precise definition of the travel characteristics, such as time spent outside the country of their citizenship, occurred when there was mentioned a boat as “home” or several geographical locations rather than the own country. None of the interviewees travelled less than half of a year, therefore they follow the long-term characteristic of travel. Yachties said that they are different from “holiday makers” and “charter sailors” because of the time they continuously spend on a boat:

Especially if you are there (cruising in the ocean) a few months minimum, as soon as you get there (to the point of cruising for many months), it's massively different, you just relax and your focus changes. [James]

People sailing and living aboard up to three years, used to practice sailing in their childhood and expressed the intention to live and travel on a boat in the future. The table above shows that interviewed people travelled mainly either less than three years or more than eleven years. Some people sailed and lived on a boat for thirty years. It should be clarified that usually during all the reflected timeline some made pauses from sailing from two weeks per year to some years.

At the most we spend eleven and a half months on the boat. And we go home maybe just for two weeks. [Duncan and Path]

I had a break for about 4 years and then, of course, we bought another boat, on a basis not quite a full time then we picked up on sailing. Prior to that, we lived on a boat for five years. [Yan]

Length of cruising in the Algarve. Repetitiveness and the state of the constant movement were the obstacles for a precise definition of both the overall durations of travel and length of stay in the Algarve. This kind of travel obey the seasonal patterns – active sailing with multiple moorings in the summer and more passive cruising during the winter with the return to one location. Table 4.2 shows the amount of time yacht tourists spent being around the Algarve region. The most common was less than a year, starting from a couple of days. Those were passing by Portugal on the way to another country. Although there were people that stopped sailing around the world for some reason and performed short-distance sailing for the time of interviewing. They were spending most of the time cruising not far from the Algarve, even though, everyone tended to go back to the country of their origin each year.

I had big plans to go around the world. Then when I came here (after cruising in the Mediterranean) I said why? Weather is good, places to sail are nice and it's cheap, if you are a pensioner and don't have any extra then it's a good living. [Roeof]

I came down to the Algarve in 2005, but I go home usually for Christmas for two weeks... The wind was good today, so I sailed... I should be here for the rest of the winter and then in the spring, I will go to Spain, Huelva, places like that. [Jorge]

Travel geography. Roughly a half of the interviewees travelled only around the European coasts, namely in the Mediterranean, the North Sea and east part of North Atlantic Ocean. The other half travelled further from Atlantic to the Pacific Ocean. The first ones travelled across some of the following countries: Portugal, the UK, France, Spain, Italy, Greece, Poland, Netherlands, Holland, Belgium, Malta. Some travellers made cruises around the world, they mentioned being in Turkey, Morocco, Bahamas, the USA, Greenland, Cabo Verde, Brazil, Caribbean, Venezuela, Aruba, Panama, Tahiti, Bora-Bora, South Pacific Islands, New Zealand, Tonga, Australia, Indonesia, Singapore, Malaysia, Taiwan, Thailand, Sri-Lanka.

In Portugal, yachties explored places mostly near the coastline and named Azores, Madeira, Porto, Coimbra, Peniche, Lisbon, Sines. Specifically, in the Algarve – Sagres, Alvor, Lagos, Portimão, Albufeira, Vilamoura, Faro, Olhão, Culatra, Cabanas de Tavira, Alcoutim, Ria Formosa and river Guadiana. By the time of the interview, the majority of the interviewees were doing local sailing, meaning between several neighbour countries or regions.

4.3 Motivations

One of the research goals was to find out why people choose yacht cruising as a way of life. The results lead to different explanations of their choices, more often a combination of them. Sometimes yacht cruisers mentioned that there are people, who wanted to escape from routine by travelling on the yacht and people that wanted to enjoy the sailing. Some yachties said that there were three broad factors that make yacht sailors travel for long periods of time:

Lots of different reasons. Because you have some of the people, who, like us, just like traveling. There are some people that love sailing, there are also some people that live on a boat, who can't afford to live on a house. [Duncan and Path]

The other interviewees had similar descriptions of their own motivations, therefore it has been decided to present the results ordered by three categories: sailing, traveling and living.

Sailing. Most interviewees had in common the experience of sailing obtained in their childhood. Some started sailing in some small boats together with their friends and family on local rivers or lakes. Others did ocean cruising on larger vessels, but also accompanied by their parents. There were mentioned the acquisition of skills and “love to the sea” obtained in the early ages. Sailing was often taught by family members and the first big cruising was made during childhood.

...my father loved sailing. When I grew up, we had boats, the small ones, where you only have one or two persons, sailing boats. And my father had friends with a big boat, so when I was about 16, between 15 and 17, we went on a trip to the Mediterranean... [Becky]

Some people, continuing a childhood hobby, developed it into a profession. Living in an environment surrounded by boats and people who shared the same interest in sailing, motivated them to pursue the desire to travel by boat in a time free from work or after retirement.

When I was a small boy, from the height of a steering wheel, I looked at the sea from our house, you could throw a stone into the water, into the sea. So, I have always been around the boats, my family had a boat. At about your age (early 20s), I have joined a yacht club and sailed dinghies³, then I sailed bigger boats, and then I crewed people on their boats. And then eventually I had enough money and I bought my own boat. This is the fourth boat that I have now. [Tom]

The previous experience in sailing often developed a “dream” or a “project” of buying a boat and cruising was a self-fulfilling idea.

When I was very young, I knew that I was going to sail long distances and then after the children grew up I took this opportunity. And yes, that is what I have done. So yes, that was a life project in determination from the age of 16. I planned my life to accommodate that. I have guided my life to accommodate that. [Yan]

Traveling. Traveling was not always the main motivation. Nevertheless, some yacht sailors mentioned that they wanted to see “the world” or “not ordinary places”, to “stay in nature where it is not possible to get by car or walking”, “get to know local people and communities”. In this context, advantages of traveling by yacht were the opportunity to get to remote places that are complicated to reach otherwise, and also to know local

³ Dinghies are small sailing boats for one or two persons.

societies better due to the long-term characteristic of travel without time constraints. Yacht cruisers were motivated by this particular way of travel, mentioning that it is “adventurous”, “exciting”, “gives you something to do”, “allows you gain skills”, “keeps you young”.

I have always wanted to see the Caribbean. I couldn't afford it. Ok, you can get there, but you would need somewhere to live, a hotel, which is expensive, ridiculous. So, I did it sailing. [Greg]

Unpredictable, fun, challenging, it brings a lot of emotions. So, it's quite beautiful when you're on the water. This is an escape. Skiing, or anything people do rather than just watching is good fun. [Giles and Pauline]

Living. Some of the interviewees considered traveling to be a temporary escape, others were motivated by an idea of a runaway from regular life to more “mobile” and “free” lifestyle. The interviews contained information about motivation to change the entire way of life with traveling by sailing and living on a boat. Some sacrificed a job, property, friends, and home country to be able to cruise.

We have suddenly decided to do that before we are not too old and then we quit our jobs, we sold our house, we sold everything, now we just have the boat, nothing else. And that was it. One day when I was thinking about it we just set and thought that now we do another kind of life and we did it. [Peter and Becky]

Some female interviewees admitted that besides the other motives, they followed a husband’s dream of doing yacht cruising. This could be due to the fact that all interviewed female yachties were sailing in a couple and there were no single-handed female sailors.

Although not all the interviewees’ initial motivation was to live on a boat permanently, they all considered their travel to be a way of life rather than a trip. As the last note, it should be pointed out that sometimes there was spotted a complex of motivational factors that could change during the journeys, meaning, for example, starting the journey with the reason to see the world and continue the journey with the newly emerged dream of the entire lifestyle change.

4.4 Lifestyle

As it was just said, all the interviewees considered their type of travel as a way of life. Yacht cruisers could travel for months, up to many years and for this reason they often referred to themselves as “long-term cruisers”, highlighting the duration of the voyage.

The interview guide included questions about everyday life on a boat, so it was decided to present some descriptions of the lifestyle of yachties rather than a range of activities performed during sailing. So, the most distinctive characteristics of a cruising way of life were organized by three main themes: freedom, sense of community and rewarding benefits.

Freedom. “Freedom” was a common characteristic of a lifestyle given by yacht cruisers. This freedom had been described as an ability to make their own decisions, to change the physical location, to live without time constraints, to be less economically dependent, to choose the environment and the people around them.

It is just an idea to be completely free, to have no pressure anymore, to forget money, to forget your job, everything. [Peter and Becky]

The biggest advantage is that you are your own boss. You decide what to do, you go to a place if you meet other people you like, you may stay longer, if you don't like the atmosphere at that time, then you pull up the anchor and go somewhere else. I find the beauty in it. Being free, the boss of your destiny. Especially if you don't work anymore, you don't have a boss anymore, that says: “Do that or that”, it's my own responsibility. If I do something wrong, I will pay for it, but most of it is enjoying people around you, the foreign countries, the weather, the food. [Roeof]

“Freedom to move”, “mobility”, “always moving”, “constantly on move”, such expressions appeared during most of the conversations with sailors. Those are related to a possibility to change physical location, move freely to some different destinations and explore the world around.

Mobility... Yeah, I suppose, it's a big part of it. Most of the world is connected by the ocean isn't it? If you've never actually explored all of those, here it is, you feel like you can, can't you? If you have enough time then there is always an opportunity to basically any part of the world. This is amazing. Yeah, that is a big part of it, I suppose. Better than being on a lake, it doesn't feel that, does it? [James]

“Economic freedom” was also mentioned to be a big part of this lifestyle. This is due to the fact that life on a boat, for all the interviewees, was less expensive than a life in a house. It was said that it is cheaper to buy a boat than a house, a sailing yacht almost does not need fuel. Anchorage near the coast can be an option and is more economical than berthing in a marina or a boatyard. Interviewees tended to travel out of their home country and go to places with lower prices. The life on a boat was also named “simple”. People were not keen on luxurious products, they have expressed no need to buy home decor things and very few new clothes.

“Autonomy” was also discussed referring to freedom from decision-making boundaries and time restrictions. People described a life where they could coordinate time on their own or with a sailing partner, choose with whom to spend time and where.

When we were cruising, we were anchoring in one harbour and if we want, we could go to another one, but if friends come we say no, we stay a week longer, so it's relaxing and freedom to decide to go or stay. [Ziggy and Rosy]

A sense of community. Yacht cruisers characterized the other yacht cruisers around them as an important part of their lifestyle in a context of freedom and happiness. “Sociable” and “a lot of friends” were the expressions very often used in the responses about lifestyle. Yacht cruisers reported feeling a sense of “community”, calling it “sea community” or “sailing community”. This “community” was explained to be not only restricted to people staying at the same marina or boatyard but also by people that sailors made friends with all along their journeys.

We have many friends. That is what we call a sailing community, thousands of them and we do a criss-cross and then maybe two years later we meet up with someone again. ... because when we go home, we are with our friends and family and sometimes they don't know a person that stays next to them, they have been there for 2 or 3 years, they could say good morning or good evening, but they don't know them as a person. But here, we all get together, we help one another, with the boat, with various things. We help one another, we do all these things. It doesn't happen to the same extent at home. People tend to... because people working so hard, they are stressed, and we don't like the lifestyle there. We are glad that we've stopped and came over. [Tom and Ann]

We help each other. If people see that it's something broken on your boat, people would come, and we do that as well. There is a very, very good community. [Duncan and Path]

Other sailors of that “community” were named to be “helpful”, “genuine”, “kind”, “very friendly”, “open-minded”, “charming”, “incredible”, “interesting”, “relaxed”. This so-called “community” share common “interests”, “worries and concerns”, “values”, “lifestyle”, “drive”, “denominator”, “views of life and environment”, “idea of freedom”.

The described groups of people were said to be “international” or “all different nationalities” without any class system or prejudices towards educational, occupational or economic status. Most commonly sailors’ community was described in a sense of being altruistically helpful, meaning to share experience, knowledge, meals, and tools, give advice without expecting anything in return. It was mentioned that everyone is ready to help immediately “no questions asked”.

Rewarding. Some yacht owners highlighted that the lifestyle that they have is beneficial for them. The lifestyle often was described in comparison to their previous way of life without a boat. They tended to criticize conditions, the society, the values that they used to have around. Usually, they referred to the hard work they experienced throw-out the lifespan, mentioning that, with yacht cruising, their life became better and helped to fulfil certain goals. Some improved interpersonal relationships, two married couples suggested that cruising together were tightening their marriage – “we learn to depend on each other”, they said.

Others highlighted the self-development, either physical or mental. They stated that this lifestyle gave them the opportunity to gain new knowledge and skills. Tom and Ann suggested that sailing gave them knowledge and made them more open-minded:

Now when we look back, because we have been doing it for 13 years, yes, we have done the right thing. We are more knowledgeable, we are not like many people in England, they are looking in, we are looking out. [Tom and Ann]

Some elder sailors affirmed that the lifestyle they have contradicts a passive daily life. “Adventurous”, “spontaneous”, “unpredictable”, “risky”, “challenging” yacht sailing

made the cruisers enjoy life. Generally, active lifestyle made them feel younger and healthier.

It gives you something to do, you don't sit in front of the TV getting old. [Roeof]

4.5 Experiences

4.5.1 Borders and local people

Crossing from one country to another implies maintaining a flag system to communicate about the country of origin or to show respect to a visiting country. In general, people referred to the subject making a distinction between voyages within the European Union and out of the EU. Yacht sailors described that when they travelled in the EU it was only necessary to check in if stopped in a marina and the police could occasionally come aboard to see the documents. Most of the interviewees from the UK expressed concerns about the consequences of the UK leaving the EU and the possibility of the changes in border policies for more complex ones.

What I have witnessed so far, when I went from Holland to Belgium, to England, Spain, Portugal, in this area you have free rights to travel. So, they have made things easier to travel. [Roeof]

It was mentioned that traveling abroad the European Union requires formal entry procedures, such as obtaining a visa; going to the police, to immigration or customs offices in the destination point; showing passports, documents, and licenses; filling in registration forms.

In some places, Turkey, for instance, you still have to apply for permits, so there is always borders. If you go to Morocco, you have to have a visa and sign in. Staying for 10 years you just can't because you'd be arrested. [Tom and Ann]

Yacht cruisers described that although they did not perceive borders in the water, they felt differences from one country to another since any connection with land or local people was made. According to the interviews, yacht cruisers perceived the borders in terms of local people, their attitude and cultural differences.

No, there're no borders. I think there are nationalities. Because people, the characteristics of a person is often seen where he is from. Officially there are borders. We do have a good sense in which county we are in. We know. We could feel the difference when we left Galicia in Spain, and then we went down the Portuguese coast. You do know as soon as you come ashore, this is northern Spain, and this in Portugal. And you feel the difference. Although you look around and it seems exactly the same, nice sunny weather. No, but it's different and the people seem different. Although for us, everybody's got dark hair, nice good-looking people. But no, there's the difference in a character, you can tell. [Paul and Caren]

The interaction with locals usually occurred when people enter marinas, go to bars and cafes or shopping malls. It should be mentioned that most of the interviewees admitted having friends among the Portuguese. Yachties were often telling stories about their local friends, either fishermen or yacht cruisers. Local people were described with the following characteristics: “nice”, “friendly”, “genuine”, “open-minded”, “warm”, “kind”, “they will do anything for you if you need to”. Despite an interest to connect with local people, the language barrier would most likely prevent them from any sort of communication.

We couldn't make friends with the Portuguese because of the language. We liked each other very much, but we couldn't talk. [Peter and Becky]

Portuguese is a very difficult language for us as you know. So, unless they (local people) can speak to us in English, we don't get very far. But I do know some friends, who are Portuguese, but not a lot. Well, a lot of Portuguese speak English, as you know. [Yan]

4.5.2 Relation with nature

Yacht cruisers had described themselves to be “attached to”, “connected with”, “in tune with” nature. They “like”, “love”, “respect”, “admire”, “worry about” nature. The nature, in this case, is more likely to be considered as the ocean itself, rarely as the shore. Mostly, the interviewees started to describe their environmental concerns responding to the question about their connection to nature and prior to the initial question about environmental issues.

You are astonished that in such a beauty, there is garbage everywhere, everywhere. Of course, it's plastic and everybody knows that it is the death of the sea. [Peter and Becky]

Algarve is very lucky because the wind usually blows off the shore, so any rubbish blows away. [Giles and Pauline]

The actions against environmental degradation were pictured in a way that yacht cruisers avoid polluting waters, for instance, throwing overboard rubbish, plastic, paper, domestic waste, cans, glass, metal, stock waters, oils, fuel. Garbage in the ocean was mentioned to be dangerous to sailing, cause damage to sea creatures and to the waters in general.

I had to jump overboard a couple of times because a plastic was wrapped over the propeller, so I had to jump and cut it off. [Duncan and Path]

It's awful, in the ocean there is plastic everywhere, even you go in the middle of the Atlantic, you still see plastic. Maybe you see a turtle and it's wrapped in plastic. And there is not as many fish as it was even a few years ago. It's not healthy. [Patty]

Even though the goal of this research was not to demonstrate that recreational sailors are more aware of the environment than other tourists, locals or fishermen, some yacht cruisers suggested that yacht cruisers have less tendency to pollute the ocean and create a hazard than “the others”.

Fishermen pollute the ocean, (with) the nets, and everything. Rubbish from the boxes, they just put it overboard. I think this is no matter where you go. [Jorge]

Many yacht cruisers gave examples of a negligent attitude of local people or “people on land” towards the environment. Yacht cruisers mentioned that, mostly in the ocean, they see a lot of rubbish, so they discuss this with each other and tend to protect nature. When talking about themselves or referring to yacht cruisers in general, interviewees used the following descriptions: “environmentally aware”, “self-sufficient”, “sustainable”, “recycle”, “care about the environment”, “environmentally friendly”.

And the other things when you are on the boat you have to manage waste, your fuel, your food, it's kind of microsystem. It's not like you turn your tap water just to come, no, you have to wait to catch it. When you're on the land, those things are taken for granted. [James]

Well, I think we can say that we are self-sufficient. We can use the word sustainable. We have a solar battery, we use motor only to enter marinas, we separate rubbish. We use the wind for sailing. [Paul and Caren]

4.5.3 Facilities

Although yacht cruisers often refer to themselves as “self-sufficient” or “independent from the state”, they like simple and slow living with minimal comforts. Nevertheless, they do not live as hermits. Many of them admit the necessity of facilities and logistics provided in the destination lands. As it was identified in the previous chapter, yacht cruisers chase the free lifestyle, but sometimes they do not feel entirely free due to the weather conditions or the facilities constraints.

The plan was the freedom, to be free. Especially I, my feeling, I am not free at all. Because first comes the boat, if there are any problems with the boat then you have to go to some marina because there is a mechanic. Then you have to wait for the spare parts, then you think I want to go to Alvor, Portugal, no you can't because the wind is blowing west. Now, yesterday we already wanted to come here (Olhão marina), they said no, they don't have a place for us. But always a lot of things which make you feel not very free. Not as free as we thought. Because people always say while you have time, you can always wait for the right wind, but it's not nice to wait. Waiting is not a feeling that makes you feel free. This appeals to a lot of sailors. [Peter and Becky]

After all, the management of a destination cannot influence weather, but it can provide a range of facilities to satisfy yacht cruisers' needs and make a destination suitable for this type of tourism, therefore, according to the information from the interviews, this work presents a report with the mentioned facilities and needs for long-term yacht cruising tourists. Table 4.3 shows the list of facilities, from the most to the least demanded by interviewees. The list is supported by descriptions and citations presented below.

Some people use the marinas or the boatyards for short periods of time (a couple of days or weeks), others stay for more extended periods of time (e.g.: winter season, several seasons). Yacht cruisers stop in marinas to meet their basic needs such as water, electricity, technical support, etc.; they use the boatyards rather for major replacement of parts, maintenance or renewal; they consider the marinas/boatyards as secure places of berthing to rest between trips, to explore the nearby city, to travel further inland, or even to take a flight back home for some time.

If it's the summer, it's better to anchor, if it's a winter I prefer to be in the marina, but it's not always the case... Sometimes when we are here (in the boatyard of Olhão) we can order online (boat parts), because we have an address to send to. But when we are not in the marina, we go to the city shop. Obviously, supermarkets and chandlers that we need to buy stuff for the boat, bars and that sort of things.
 [Kristy]

Table 4.3 – Needs and facilities indicated by the interviewees

	Needs	Facilities
boat needs	– Water	– Marinas
	– Electricity	– Boatyards
	– Fuel	– Harbours
	– Safe and secure berthing place	
	– Technical support (mechanic, electrician, carpenter, steel welding, surface painting)	– Qualified personnel and special equipment
	– Spare parts and tools	– Chandlers
		– Places to receive deliveries (post offices, marina/boatyard mail office)
	– Waste management	– Recycling services of domestic waste and used oils, pumpout services
personal needs	– Physical needs (hygiene, food and water) and social needs	– Bathrooms and showers
		– Markets and stores
		– Cafes and bars
		– Hairdressing
		– Laundries
		– Wi-Fi or mobile internet
		– Organised entertainment (tours, walks, meals)
	– Transportation in land	– Car rental
		– Bus
		– Train
		– Airport
	– Knowledge	– Marina/boatyard reception with staff assistance
		– Printed booklets with general information about city/region/transport/language
		– Sailing courses
		– Local language courses

Yacht cruisers prefer different ways of berthing, from staying in a marina or a boatyard during the winter to anchoring in the lagoons and rivers during the summer. Sailors seek the cheapest way of life and there are no fees for anchoring in Portugal yet. The majority on the interviews were made in the boatyards, a place where yachts stay on land, the interviewees mentioned to stay there mostly during winter or for specific boat maintenance. The interviews were also made in marinas that were described as docking places for both from long (some months) to short (several days) periods of time. The most well-known places for anchoring were Alcoutim on the river Guadiana and Culatra on the Ria Formosa Lagoon. Nevertheless, anchoring was mentioned to be limiting due to the absence of resources and safety, as well as a greater danger in case of a bad weather.

Water supply was mentioned in almost all interviews as one of the prioritized needs. However, one boat had a pump device to convert salty water into fresh water, all the others had a tank for the water to use on a daily basis, which needed to be filled in on the coast for showers, washing, cleaning. Duncan and Path described their constant need in water:

Logically is the water. Unless you have money to stay in a marina, it's water. So, we are always making sure we have filled the boat, just in case we have bad weather and we can't go off and we have water aboard. On this boat we have around 800 litres of water, so we can make it last for 12 weeks. If we want to, we can make it last for a long time. [Duncan and Path]

For the proper function of boats, there is also the need of electricity and fuel (especially for motorsailers and motorboats). Although, some interviewees only use the engine to enter or exit the marinas. Beside the fact that some boats are equipped with solar panels, the interviewed sailors prefer to have the possibility to charge the batteries and fill the fuel tank in the marinas and boatyards.

Services needed for boat maintenance are: mechanic, electrician, carpenter, steel welding, surface painting. Some sailors stated that they do not require any technical assistance, others were less skilled and needed support from professionals.

I don't know a lot about technic and electricity, so then I need a mechanic and electrician. Sometimes I need a carpenter. Sometimes you have to replace something,

so you take something new. Here (in the boatyard of Olhão), is still possible to fix something. [Roeof]

If some sailors are skilled enough to repair a boat, and they do not need any mechanic assistance, anyway they all require tools and spare parts. There was described a necessity in boat parts, dinghies, tools, oils, filters, etc. Although sailors prefer to carry different kinds of materials with them on their boats, or to ask the neighbours nearby, it is not always the most suitable option. Several solutions to the problem were mentioned: either to buy in special boat shops (chandlers) based locally or use delivery services buying elsewhere.

Yes, chandlers, up in the town there. I would not necessarily use them for big items. Portugal is expensive for boat parts. More expensive than Spain. I would be and I am sure everybody else is careful of what you buy in Portugal because your taxes are high on that. Most I get from England, I order it on the internet. If I need something big, I would go to Spain and buy it and come back. Even if I would need one journey or two, it would be a lot cheaper. And that is because of your taxes, unfortunately. [Yan]

Around big marinas, such as the Marina of Lagos, there are chandlers, but nearby other cities along the Algarve coast, it is difficult to find parts especially for recreational boats. There are boat shops in Olhão, but they are for the fishermen needs rather than for sailing boats and bigger motorboats. Therefore, people prefer to go back home for the needed pieces or use delivery services. Tom and Ann, talking about need in facilities for yachting in the Algarve:

Logistically it's very good. There is an airport there, trains station and bus station. One thing there is missing for us. There is not big support for yachting. There is no chandler. The best one is in Lagos, they have a marina, maybe Vilamoura. I don't understand why Faro doesn't have a marina, I know there is one in Olhão, but until recently they were full, and we couldn't go there. It's now taken by a private company and becoming much better, but it's too small. They can take many small boats, but maybe 50 big boats that's all. Why people have good money here (in Lagos) when local, regional authorities can build another marina (in another cities, like Faro and Olhão) to create more jobs. An example, next Wednesday, I am going to England because I need parts for the boat and I found it either hard or even impossible to find it here. So, the support specifically for the boats is poor, but the infrastructure is good, the supermarkets and so on. [Tom and Ann]

Although boats are equipped with a bathroom, the need for showers and toilet facilities were frequently mentioned. This could be because bathrooms on a boat are quite space

and resource limiting, taking into consideration that the overall length of the boats of the respondents was 9-14 metres. Yachters generally prefer a bathroom option inland also not to use their own tap water and to put fewer stock waters into the ocean.

Markets, supermarkets and grocery stores were mentioned to be important mainly for food and hygiene products. The yachts are equipped with kitchen and kitchenware, so sailors cook their meals aboard. They need a food supply daily and a bigger quantity of it when they prepare to sail in the ocean for a long period of time. Some people separated the need for tap water and drinking water, saying that they could not drink tap water in the Algarve due to the high calcium content in it.

About the facilities is easy to answer. We need showers and toilets of course. Well, we don't need them, but we prefer to have, we got everything on the boat. But for sure shopping, we hardly ever shop like we were at home, we don't shop for clothes and home things. We shop for food and for boat parts. Water, we need water on the go, we fill the tank and we need also drinking water. We always have to buy a lot of water. [Peter and Becky]

Interviewees favoured cafes and bars around the mooring areas, they mentioned spending evenings in bars, meeting other sailors and local people. Some yachties mentioned they might occasionally use hairdressing services as well. Provided by a marina or a city entertainment (e.g.: gathering, walking tours) can be useful to spend free time and get to know local culture better. Taking into consideration the interviewees experience, most of the time the entertainment, such as “barbeque”, “meals” or “drinks” was informally organized by a group of sailors themselves. Several times there have been mentioned a “community walk” organized by a marina. The socialization is important for them not only with sailing fellows but with local communities as well.

Other facilities such as laundry, internet, and waste management were also mentioned. Sailors expressed the need for laundries, due to the fact that almost nobody has a washing machine on a boat and hand-washing is hard or less comfortable than laundries services. Long-term yacht cruisers constantly communicate with their families and friends back home and expressed the need for Wi-Fi or mobile internet. Recycling for domestic garbage and used oils waste were said to be useful around places where cruisers anchor, as well as in marinas and boatyards. The attitude of the interviewees towards the environment was described in the part of this results chapter about the connection with

nature. It was also said that, while yacht cruisers are keen on separating garbage, they appreciate suitable facilities and recycling services starting from a marina to governmental services.

In Turkey, you have battle bags where you can put your glass, and then the recycling lorry would come in and empty the recycle and then come to a plastic bottle tank and put into the same lorry. So, what we were doing, the country was not. Greece was a very bad example also for that, they are not environmental at all as their approach of life. Even Portugal, if I could put Portugal behind Britain, Portugal is way behind. In your house you may have four different coloured bins, these are all empties separately. Here, in the marina (boatyard of Faro), we've got only one, although we could go where there is a train crossing. What I am trying to say here, you can be as environmental as you like, but unless other people are doing their best, you are wasting your time. So, when we see that none is doing, we stop, because there is no good in it. [Tom and Ann]

Most of the sailors stay next to the coastline during their journeys because arriving by the boat limits the ability to reach places inland. At the same time, many expressed an interest in exploring the interior of Portugal. There has been mentioned the need for car rent in proximity to the berthing places.

Once we had a car that means we can go to inland, so yes, we started to go inland, not very far, but to some places to Lagos. This is one of the bad things about sailing, you don't get a chance to go deep into the county, so having a car is a good thing, it helps. [Tom and Ann]

Some yacht cruisers use public transportation (e.g.: train, bus) to travel inland or to get to the airport. Either being on the western or eastern side of the Algarve, sailors pointed out a big advantage of airport availability in the region. Almost everyone mentioned that they fly back to their home country at least once per year.

We still have a lot of family members back in England. If we stopped somewhere near the airport. I'd say with a good connection, you'd be home in a few hours. The good thing about this is that it's not like the old days, British people used to emigrate to Australia. And that's it, you wouldn't see the family. Those days have gone. You can get home within a day, wherever you are. [Paul and Karen]

According to the interviews, most sailors obtained a sailing qualification in their home countries, although one man from Holland obtained the documents necessary for sailing after completing a sailing course in Portimão. Several sailors, especially the ones that were cruising around the Algarve for many months, suggested that Portuguese language

courses would be helpful for them because they wanted to know people and culture better. Some of them had been attending courses, others expressed an interest in such.

Sailors said that they would use information about local places and facilities. Sometimes they asked for help at the marina or boatyard offices, sometimes relied on the information available on the Internet (e.g.: Google maps, Facebook, blogs, official websites of marinas) or in printed material.

Well, some marinas, like Lagos and Albufeira, they have nice little booklets, and everything is in there, that was very, very useful. I like to read everything that people give me. [Peter and Becky]

CHAPTER 5. DISCUSSION

The profile of a typical yacht cruiser was found to be quite similar to the earlier studies conducted in the Pacific Ocean (Jennings, 1999; Koth, 2015; Lusby et al, 2012), which does not seem to change during the last two decades. The substantial part of yacht cruisers is of the mature age, financially secure – retired or with private savings that provided them a way of subsistence during long-time travel (Jennings, 1999; Koth,2015). The segment of senior tourists is growing worldwide, and this phenomenon potentially implies benefits for a destination due to their extended length of stay (Alén, 2014).

Yacht cruisers travel slowly, some even for a duration from two to three decades. The current study results of the duration of travel are allied with Koth (2015), who described yacht cruisers that spend from some months to some decades in active journeys. The length of cruising in the Algarve could reach many months, which strengthens a suggestion of Perna et al. (2008) about nautical tourists' long length of stay and sustainability for the region in comparison to the golf tourism or sun and sea tourism.

The difficulties of picturing yachters with standardized touristic features defined by (UNWTO, 2008) might be explained by the observations that yacht cruisers spend long time outside their home country and sometimes refer to their boats as a place of residence. Yachties, studied in the current research, were found to be aligned with “lifestyle mobilities” concept of Cohen et al. (2015: 159), which is the “on-going semipermanent moves of varying durations”. The way of life of yacht cruisers differs from both temporary mobility and permanent migration due to multiple places of stay, may involve return to home(s), fixed belonging to a boat rather than to any physical location, variations in duration of stay, multi-transitional and on-going frequency of travel, some seasonality-based variations, multiple reoccurrence throw-out the life-cycle.

According to Dohle and Wansink (2013), encouragement to physical activities from the young age contributes to lifelong activeness, decreases risk for diseases and improves mental well-being. Some sailors started cruising in early childhood by an example or motivation of their parents, as a consequence, interviewees experienced benefits of an active lifestyle in senior ages. Stebbins' (1982) concept of “serious leisure” stating that

people are often motivated by career-like importance of their leisure time, so they tend to pursue a self-fulfilling idea of success associated with a particular performance or achieving. When yacht cruisers are seen under the prism of serious leisure concept, they are more likely to be defined as hobbyists, more precisely, activity participants, due to their non-professional character of the leisure and explicit dedication to the yacht cruising way of life.

The study presents some of the touristic motivational factors of yachters, based on TCL (Pearce & Lee, 2005), particularly, novelty; escape; autonomy; nature; self-development by host site; stimulation; self-actualization; nostalgia; relationship. Positive sailing experience of the past was responsible for creating a need to satisfy nostalgia, self-actualization or self-fulfilling ideas. Further explaining those motivational factors, mostly by the process of traveling were pictured motivations to obtain new experiences, to develop knowledge of local places and people, and to be stimulated by adventures. A desire to change a lifestyle was subjected to the escape and autonomy factors. Responses of some women showed a relationship motivation or in other words, a sense of belonging towards a sailing partner described earlier by Jennings (1999).

Despite the yacht cruisers strong attachment to the ocean and sailing process itself, according to Lusby & Anderson (2010) sailing is not the core reason of cruising, but more likely a way to achieve the main goal – an alternative lifestyle. Koth (2013) also determinates that by cruising sailors seek a desired lifestyle, instead of only touristic experiences. The current study suggests that cruisers seek a certain escape from routine by chasing an idea of freedom, which contributes to Macbeth´ (2010) further developed thoughts of escapism into “utopian” ideas of yacht cruising. Sailors often criticize the societies they lived before undertaking a trip, and by the voyage they seek a way of life more suitable to their personality. Lusby & Anderson (2010) explain cruising to be a lifestyle process, where a sailboat is a tool to reach preferable existence.

Leisure activities imply interaction with fellow travellers, even solo yachting participants are not alone because they tend to communicate with the local communities (Higham & Hinch, 2009). Koth (2015), as well as the current study, identify social connections as a distinctive characteristic of yacht cruisers the results of this research show, for instance, the interests in learning Portuguese language and participating in walking tours. As it was

affirmed earlier that yacht cruisers form a subculture by sharing the same ideas of life and sense of belonging with other like-minded people (Macbeth, 1992), the present research further provides a confirmation of the lifestyle of this subculture and presents some of its distinctive characteristics.

In what concerns the relation between cruising and serious leisure (Stebbins, 1982), the active participation implies the acquisition of knowledge, abilities, and experiences. Brown (2016) suggests that yacht cruising experience requires “enskilment” (becoming skilful through active engagement). The current study found that the active and adventurous character of travel is an important part of everyday life of sailors. Moreover, yachting experience rewards them with the development of skills and improvement of personal characteristics. In a broader context, the research results are resembling to Lusby & Anderson (2008) in a way of assuming that this alternative lifestyle brings physical and psychological well-being.

This research consolidates the idea that yacht cruisers respect and care for nature, express concerns of environmental degradation (Lusby & Anderson, 2010; Macbeth, 2010); they tend to appreciate cultural and natural components of a destination (Koth, 2015). A self-description given by the interviewees points out some environmentally sustainable intentions. The current study suggests the need for further testing of environmental awareness and attitude of yacht cruisers by qualitative methods.

Social impacts of yacht tourists are even less studied (Jennings, 2003), as it is shown in the literature review. The study briefly assembles guests and hosts interaction patterns, showing that a certain level of interaction exists, however, the study focused on international visitors and therefore language barrier was the major problem of intercommunication. Nevertheless, efforts in encouraging positive socio-political cooperation within the European Union (Haines, 2016) were appreciated by interviewed sailors in terms of border crossing convenience in the Mediterranean and Western Europe.

Yacht cruisers criticize social control and deny materialistic consumption. They are used to live on a limited amount of goods and capital (Macbeth, 2010). Nevertheless, Koth (2015) stresses that a destination choice of yacht cruisers depends on the availability of the needed resources as well as on their prices. Yacht cruisers express critics towards the

economic and ecological situation in the contemporary world, but they depend on industrial production and government for facilities, spare parts, and logistics (Macbeth, 2010). Private yacht owners contribute to economies by utilization of infrastructures (marinas and dry berths, hotels, restaurants, supply companies) and services (boating retail, training and sailing schools, boat oriented supply equipment, maintenance and repair, insurance) (ECSIP Consortium, 2015: 14).

Comparing the current study based on interview results to the open-ended survey results of a study conducted in the Pacific about desirable attributes of a destination place (Koth, 2015), in both, yacht cruisers not only use services of marinas and anchorage places, but also amenities of nearby cities. While the characteristics of this way of travel define certain needs associated with boating (e.g.: a safe place to stop, spare parts, maintenance support, etc.), yacht cruisers have personal needs too (e.g.: food and water provision, socialization, entertainment, etc.). However, Perna et al. (2008) focus the attention of marinas and recreational ports located on the Algarve coastline, the current study may argue about the wider spread of places where nautical tourism exists, for instance, anchorages along the Ria Formosa Lagoon and river Guadiana, thus not necessarily restricted by developed for nautical purposes ports. Not only marinas and recreational ports, but all types of berthing, namely anchorages, moorings, wet berths, marinas and dry marinas (boatyards) (Luković, 2012) should be considered for cruising.

Portugal defines nautical tourism as one of the ten valuable tourist products, displaying its benefits for the country (European Commission, 2013). The national tourism strategy affirms to connect tourism and sea economy, prioritizing development of infrastructure, equipment and services of nautical tourism (Turismo de Portugal, 2017). Dynamization and valorisation of infrastructures, equipment, and services in support of nautical tourism, namely, ports, marinas and nautical centres mentioned as one of the priorities of the Algarve region planned for the 2017-2027 years (Turismo de Portugal, 2017). This dissertation aims to contribute to both national and regional development, by providing examples of services and infrastructure for nautical tourism purposes. For instance, regional authorities or private enterprises should investigate a possibility of commercial profit from boat shops for recreational nautical purposes, especially in the eastern Algarve, due to the high demand and low competitiveness identified by potential customers.

CHAPTER 6. CONCLUSIONS

There is a lack of consensus in the definition and classification of *yacht cruising*, *ocean cruising*, *bluewater sailing*, *offshore sailing* or *private yachting*. The references of this activity can be found within the themes of sports or water tourism and coast-related tourism (nautical/marine/maritime tourism). Those activities play an important role in coastal regions, especially the Mediterranean and Western Europe. With appropriate marketing and management strategies towards nautical tourism development, the destinations can prosper economically, work on reduction of negative environmental impacts and be involved in socio-political cooperation for mutual benefits. The characteristics of yacht cruisers, their patterns of travel, decision-making, and preferences are little studied yet.

This research is pioneering in terms of studying the sociology of yacht cruisers, who stop by the Algarve coast, and it has verified some profile characteristics as well as user's recommendations towards the improvement of yacht cruising facilities. Destination developers and marketing specialists should consider that yachties integrate the worldwide growing senior tourism sector as they are usually represented by a mature age. Yacht cruisers travel slowly and prefer to stay in harbours during the entire wintertime, which can avail for seasonality reduction in the region. The attraction of yacht cruisers may also signify more ecologically sustainable use of the available maritime resources.

There is a range of motives that reinforce choices to buy a cruising yacht and sail to different countries. The active nature of sailing itself can push individuals to follow sailing with serious leisure alike dedication. Conjointly, they have a variety of touristic motivational factors, such as novelty, escape, autonomy, nature, self-development, stimulation, self-actualization, and relationship. The last, but not the least, motivation to change the way of living, migrate in terms of physical location and by altering their mindset away from contemporary societies.

Chasing freedom and better conditions of life, yacht cruisers move towards the utopian lifestyle. Sailing subculture, which is represented not only by voyage partners and local communities around but rather by relations to all people that share the same values,

interests to recreational sailing, the perception of life and behaviour. Besides the social character of the lifestyle, participants of yacht cruising note physical and mental welfare gained by the activity, constant learning and dealing with excitement throw-out the travel.

Experiences and opinions of yacht cruisers about nature give an ability to suggest their environmental-friendly attitudes. Yachties also tolerate local communities and politics, as long as hosts understand and indulge their lifestyle. Yacht cruisers highlighted the importance of the infrastructure and facilities in host destinations, which could be an important contribution to develop local economies. The current research tries to stimulate the development of yacht cruising destinations, and the Algarve in particular, by presenting the list of amenities for recreational sailing activities. Moreover, in the narrow context of infrastructure consideration, the attention should be placed not exclusively on marinas and boatyards, but further on mooring places, cities, and whole coastal regions.

Yacht cruising affects and promotes the development of numerous service business activities that are directly or indirectly related to the boaters' needs. This way of travel may then substantially contribute to socio-economic development, to fight seasonality, to increase the standards of living of the locals and to the preservation of the coastal ecosystems. Besides theoretical knowledge in the subject of contemporary mobility and lifestyles, this study produced practical information about the yacht cruisers' experiences that may be applied within the scope of public policies and marketing strategies, not only in what concerns generic guidelines but also in what concerns the leveraging of the Algarve image as a sustainable nautical tourism destination. Knowledge about motivation and lifestyle created by this study is compelling for both consolidations of theories and their implementation into regional policies.

Limitations and suggestions for future studies

A deeper critical literature review is the primary suggestion for future research. The presented literature review has shown the existence of certain academic interest towards the relation of some nautical tourism sectors with sustainable development. Although progress induced solely by yacht cruising, apart from the cruise ship or charter industries remains little studied. Deeper research on nautical tourism as well as yacht cruising definition and classification, fixation of unified explanation, exact word coding is needed

to facilitate knowledge transfer in academic literature. Afterward, it would give an opportunity to get rid of data variability and uncertainty within the theme of nautical tourism (González et al., 2015).

The substantial part of yachters interviewed for the current research belongs to the senior tourists' category, which is expected to grow and constantly evolves (Tiago et al., 2016), creating an ongoing necessity of marketing analysis. The current study proposes that yacht cruisers way of traveling is linked to the "lifestyle mobilities" phenomenon (Cohen, 2015), a case study that consolidates this idea can be reinforced in the next research. Jennings (1999) and Koth (2015) suggest that reasons for travel and lifestyle of yachties can differ significantly under the explanatory variable of gender, thus comparative studies of women and men sailors create the academic interest. The scope of empirical data collection for qualitative studies could be improved by utilizing mixed methods, rather than interviews only, for example, ethnographic research, participant observation, focus groups, which produce more profound results when applied jointly (Jennings, 2012).

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APPENDICES

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Appendix 1 – The interview guide applied for the research

<p>1. Travel characteristics</p> <p>1.1 Where did the trip start and how long are you in the Algarve already?</p> <p>1.2 For how long have you been traveling on a yacht?</p> <p>1.3 What is the type and the length of your boat?</p> <p>1.4 With whom do you travel?</p> <p>1.5 What are your voyage plans?</p> <p>2. Motivation</p> <p>2.1. Why did you choose this way of traveling and living? Can you call it a «life project»?</p> <p>2.2. What are the advantages and disadvantages in relation to other ways of travelling?</p> <p>2.3. In your opinion, what motivates people to go cruising? What motivated you?</p> <p>2.4 Does this travel give you mobility?</p> <p>3. Lifestyle</p> <p>3.1. Do you consider this kind of travelling as a way of life? Why?</p> <p>3.2. How would you describe this «way of life»?</p> <p>3.3 Would you define your lifestyle as a «mobility lifestyle» or «nomadic lifestyle»?</p> <p>3.4 In your opinion does this lifestyle has anything to do with happiness/wellbeing?</p> <p>4. Culture</p> <p>4.1. How and where did you learn how to sail?</p> <p>4.2 Do you think sailing skills are accessible for all people?</p> <p>4.3 How do you deal with problems or unpredictable situations?</p> <p>4.4 Would you consider this way of travelling as «risky» or «dangerous»? Does a person have to be courageous to travel on a yacht?</p> <p>5. Sense of Community</p> <p>5.1 Do you have friends among other sailors?</p> <p>5.3 Are your sailor friends' co-nationals or international?</p> <p>5.4. Do you think there is a sense of «community» between the ocean cruisers?</p> <p>5.5 Do you think yacht cruiser share the same values and worldviews?</p> <p>6. Daily routine</p> <p>6.1. Can you describe a typical day on the boat?</p> <p>6.2 Do you have specific tasks for men and women? (for couple travellers)</p>	<p>7. Being abroad</p> <p>7.1 Do you miss home?</p> <p>7.5 Have you ever felt «placelessness»?</p> <p>7.3 What does the «border» means to do?</p> <p>7.4 Do you feel any borders crossing countries while travelling?</p> <p>8. Information and communication technologies</p> <p>8.1 How do you communicate with your relatives/family/friends at home? How often?</p> <p>8.2 Do you share your travel experiences on the Internet? How?</p> <p>9. Relation with locals</p> <p>9.1 How do you interact with local people? Do you have any friends among locals?</p> <p>9.2 Do you usually visit the interior of the countries where you stop, or do you stay in by the sea?</p> <p>9.3 Do you think you contact more often with the people in the marina where you stay or when you go out to the city?</p> <p>10. Relation with nature</p> <p>10.1 Do you feel a connection to the ocean and to the nature?</p> <p>10.2 Are you aware of environment issues?</p> <p>10.3 How would you describe nature and environment on the Algarve coast?</p> <p>11. Local facilities</p> <p>11.1 What are their main needs in terms of facilities and technical support in marina? Do you think there is anything missing in this marina?</p> <p>11.2 What other services beyond marina do you use or would you like to be available?</p> <p>11.3 What can you say about the costs here in the Algarve or in Portugal in comparison to other places you visited?</p> <p>12. Sociodemographic characteristics</p> <p>12.1 What is your age?</p> <p>12.2 What are your ways of subsistence during travelling?</p> <p>12.3 What is/was your profession?</p> <p>12.4 Did you finish school, collage or university?</p> <p>12.5 What is your nationality?</p>
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Appendix 2 – Sociodemographic characteristics of the participants

Participant	Interview place	Country of origin	Gender	Marital status	Age	Income source	Profession	Educational level
Roeof	Olhão boatyard	Holland	male	widowed	71	pension, savings	airline cargo worker	non-finished secondary school
John	Olhão marina	The UK	male	married	67	business, property	construction worker	
Duncan	Faro boatyard	The UK	male	married	59	pension, property	engineer	technical school, college
Path	Faro boatyard	The UK	female	married	64	pension, property	social worker	
Paul	Lagos marina	The UK	male	married	64	pension, savings	track driver	
Caren	Lagos marina	The UK	female	married	65	savings	accountant	
Ziggy	Lagos marina	Germany	male	married	69	savings		
Rosy	Olhão boatyard	Germany	female	married		employed		
Peter	Olhão marina	Germany	male	married	53	business, savings	entrepreneur	university
Becky	Olhão marina	Germany	female	married	62	savings	teacher	university
Knut	Faro boatyard	Germany	male	in a relationship	55	employed	naval architect	college
Giles	Lagos marina	The UK	male	married	57	property, savings	boat builder, boat instructor	college
Pauline	Lagos marina	The UK	female	married	61	property	clerk	
Greg	Olhão boatyard	The UK	male		80	pension, occasional work	soldier, construction worker	
James	Lagos marina	The UK	male	married	30	employed	oceanographer, young boat training manager	university
Jorge	Olhão boatyard	The UK	male	married	74	pension, savings	driving school owner	technical school, college
Kristy	Olhão boatyard	The UK	female	married	46	employed	golf booking manager	school
Patty	Faro boatyard	The UK	male		54	occasional work	telecommunication technician, construction worker	no qualification
Tom	Faro boatyard	The UK	male	married	74	pension, savings	plumber, marketing manager	some qualification
Ann	Faro boatyard	The UK	female	married		savings		
Yan	Olhão marina	The UK	male	married	71	pension, property	civil engineer, professional skipper	

Appendix 3 – Travel characteristics of the interviewees

Interviewees	Interview place	Boat type	Sailing group	Duration of travel	Length of cruising in the Algarve	Repetitiveness
Roeof	Olhão boatyard	sailboat	alone, occasionally with a friend	6 years	6 years	every 2 years going home for the Christmas and the New Year
John	Olhão marina	sailboat, moody, 12 metres	couple, occasionally with family	3 years	3 months	
Duncan and Path	Faro boatyard	sailboat	couple	5 years	11.5 months	two weeks at home every year
Paul and Caren	Lagos marina	sailboat, 9 metres	couple	2 years	2-3 days	
Ziggy and Rosy	Olhão boatyard	sailboat, steel	alone, couple, with family	30 years	3 years	9 months on the boat, 3 months home
Peter and Becky	Olhão marina	sailboat, aluminium, 14 metres	couple	2 years	3 weeks	
Knut	Faro boatyard	sailboat, 10 metres	couple, with friends	2.5 years	3 weeks	12 weeks on the boat, rest of the year home
Giles and Pauline	Lagos marina	sailboat, 12 metres	couple, occasionally with family and friends	2 years	2 years	except 1 week at home 4 times per year
Greg	Olhão boatyard	motorsailer, catamaran, plywood, 11 metres	alone, occasionally with a friend	33 years	11 years	
James	Lagos marina	sailboat	with family and friends	0.5 years	1 week	
Jorge	Olhão boatyard	motorsailer, 10 metres	alone	16 years	13 years	2 weeks home once a year
Kristy	Olhão boatyard	motorsailer, catamaran, 8 metres	couple	11 years	11 years	except some time at home once a year
Patty	Faro boatyard	sailboat, steel, 10 metres	alone	13 years	1.5 years	constantly going back home
Tom and Ann	Faro boatyard	sailboat, ketch, 14 metres; motorboat, 13 metres	couple, occasionally with family and friends	13 years	Less than a year	2-3 months at home
Yan	Olhão marina	sailboat, catamaran, 13 metres	alone, couple, with a crew on a long-distance	5 and 2 years (with a break of 4 years)		6 months at home