Article

Features of Nautical Tourism in Portugal—Projected Destination Image with a Sustainability Marketing Approach

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Abstract: Nautical tourism stands out for its potential to achieve social-economic development in coastal and island destinations and as a lever for sustainable tourism. However, the lack of a clear definition of nautical tourism at the international level makes it difficult to characterize it, and the case of Portugal is no exception. In fact, despite the enormous potential of Portuguese nautical tourism, there is a lack of studies that characterize this type of tourism in the Portuguese tourism destination. This paper intends to make a first attempt to fill this gap by assessing the projected destination image of Portuguese nautical tourism with a sustainable marketing approach. In the design of the research, the content analysis methodology was applied. The data were collected from the official websites of the Portuguese legislation and the Portuguese nautical tourism players and analyzed through a theoretical model of sustainable marketing deriving from the literature review. The results provide the sustainable projected destination image of Portuguese nautical tourism and identify the main trends in the legislative framework, tourism activities, networks of players, and support infrastructures for Portuguese nautical tourism. The findings provide practical and useful insights for Portuguese nautical tourism stakeholders aiming to improve a sustainable projected destination image, as well as for researchers identifying research gaps in the nautical tourism topics. This study also provides a new methodological contribution, proposing a theoretical model of the projected destination image of nautical tourism with an approach to sustainable marketing, which can be applied to other nautical tourism destinations.

Keywords: Portugal nautical tourism; projected destination image; sustainability marketing; nautical tourism sustainable model

1. Introduction

Coastal territories continue to be points of fascination for their meaning and value for society and have an extremely important recreational and leisure function [1]. Coastal areas have always been territories of intense human activity as they are associated with growth and development and have always had a significant economic function [2], and nautical tourism emerges in this context. In fact, nautical tourism refers to nautical activities with a touristic aspect, and according to Cavalheiro et al. [3], nautical tourism can be divided into two main types: nautical tourism based on recreational and sports activities and nautical cruise tourism. There is a certain unanimity in considering the recreational and sports type as being motivated by activities on or under water, whereas the main motivation for cruise tourism is closely related to the ship itself and not to the aquatic environment [3,4]. On this point, therefore, a certain controversy already arises. In this regard,

Moreno and Otamendi [5] state that there is a lack of a clear definition of nautical tourism at the international level and that it is, therefore, difficult to measure it. Moreover, this gap in definition creates misperception between terms such as coastal tourism, maritime tourism, or nautical tourism. The author goes further and states that until 2021, there was no official definition of nautical tourism published by the European Union (EU) or the United Nations World Tourism Organization (UNWTO). On the other hand, Capochi et al. [6] report that there is a substantial difference between nautical tourism and cruise tourism in terms of environmental impact not only in the carrying capacity of tourist destinations to host large amounts of tourists but also in the environmental impact of these ships in terms of waste disposal. Benevolo and Spinelli [7] argue that nautical tourism is a variant of tourism where the sea is the most important element, and the presence of marinas is a differential that meets the complex and growing demand of nautical tourists.

However, nautical tourism also includes touristic activities in river waters. Therefore, nautical tourism can include other modalities such as recreational tourism that affect trips by tourists with motivations to carry out nautical activities (rowing, canoeing, sailing, jet skiing, sport fishing, etc.) and underwater activities [8]. For Bull [9], oceans and coastal tourism include the importance of marinas and their environment. Moreno and Otamendi [5] evaluated the impact of nautical tourism in the Balearic Islands and characterize nautical tourism activities into three groups of activities: main activities, including moorings in nautical tourism ports (Marinas), moorings in nautical tourism ports (Ports), and yacht charter and cruises; secondary activities, such as fishing, water sports, and scuba diving; and additional activities: shipyards, vessel maintenance and service providers. In fact, the lack of a clear definition of nautical tourism allows the conclusion that there are several approaches to the study of this subject: the connection to sports activities at sea [10] or those that can be carried out in rivers and lakes [11] or even those from the perspective of the tourist product itself that links it to the practice of leisure activities in direct contact with the sea [12]. In the case of activities linked to the practice of surf, which are seen as a type of maritime or nautical sport when the objective is leisure [13], they are considered an independent sector and a more competition-oriented type of sports tourism [14].

Nautical tourism in Portugal emerges as a relevant tourist segment for the economic and social development of tourism destinations. Portugal has an extensive coastline, over 2830 km of coast, and several islands, providing a base for a wide variety of nautical activities for tourists [15]. This means that Portugal is a destination with great potential for resources and nautical ports to attract and make Portugal a nautical reference destination, as presented on the website of [16]. The sea is considered a differentiating asset by Turismo de Portugal [17] (p. 53) in the national tourism strategy for 2027, in which it is emphasized due to a, "excellent coastline with potential for surfing—world renowned—and other nautical sports and activities; vast marine biodiversity; natural conditions and infrastructures for hosting cruise ships. The sun and sea combination offers beaches (579) and marinas, recreational ports and docks in Portugal (52) of renowned quality". However, despite the enormous potential of nautical tourism in Portugal, only a few studies characterize nautical tourism in Portugal. Kovačić and Silveira [18] make a comparative study of similarities between Portugal and Croatia and analyze the ports and marinas in the context of the economic potential. Silveira et al. [15] present the Figueira da Foz marina and promote a discussion on recreational port importance for coastal area development as a tourism destination. Previously, Perna et al. [19] analyzed the positioning and strategy of nautical tourism in Portugal as a product within the scope of the desired blue growth.

Thus, although there are relevant specific initiatives, there is a lack of studies that characterize nautical tourism in Portugal within the framework of the updated challenges of the current decade, which justifies this research. Moreover, there are several ingredients for nautical tourism, namely, whether the tourist practice is carried out in river or sea waters, the type of activities, the type of boats, and the type of mooring infrastructures for boats. Furthermore, as far as is known, no study to date has presented nautical tourism in

Portugal in all these dimensions. Therefore, a first research question is posed: What are the features of Portuguese nautical tourism?

The sustainability values applied to nautical tourism must integrate the mandatory observation, social, economic, environmental, and institutional dimensions [20–22]. Weiler and Hall [23] highlighted the importance of nautical tourism as a factor in the economic development and tourism promotion of coastal and island destinations. Gonçalves [24], in turn, pointed out that nautical tourism can be a strategy to diversify the tourism offering of a destination and increase its competitiveness in the tourism market. Another important contribution of nautical tourism is to the preservation and conservation of the environment. Authors such as Azevedo and Niza [25] have highlighted the importance of sustainable nautical tourism for the protection of the marine and coastal environment, as well as for the stimulation of environmental awareness in tourists and the local population. Finally, nautical tourism also presents the potential for the promotion and preservation of the cultural heritage of coastal and island regions. Sobral and Lourenço [26] highlighted that nautical tourism activities can contribute to the appreciation and preservation of local culture and history, as well as enable the transmission of these values and knowledge to visitors.

Furthermore, saving resources to manage and communicate a product or destination is part of the innovative marketing strategy [27] that follows the sustainable development strategy and sustainability values [28]. However, in the case of Portuguese nautical tourism, the authors did not find any studies on sustainable marketing applied to nautical tourism to Portugal. It is well known that within marketing, the way a product or tourism is perceived is studied by the brand identity/projected brand image [29], which, as far as tourist destinations are concerned, is called projected destination image, referring to the image of the destination that is induced/promoted by destination managers and stakeholdersl [30–32]. Furthermore, according to [33], the image of a tourism destination or tourism product is a primary element to plan, manage, or communicate. Thus, two further research questions arise: What are the features of the projected image of nautical tourism in Portugal? Does this image include sustainability as part of its identity?

To answer the research questions, the following objectives were set:

1. To identify the legislation that supports nautical tourism in Portugal.
2. To classify the actors that encompass nautical tourism in Portugal.
3. To establish the projected image with an approach to the sustainable marketing of Portuguese nautical tourism.

The methodology used was the qualitative analysis of website contents, which allows the understanding of social phenomena from a subjective perspective; data were collected from the official websites of the Portuguese legislation and the Portuguese nautical tourism players. Nevertheless, this subjectivity was minimized through a rigorous data analysis procedure; the data were analyzed by four authors using the theoretical model of sustainable marketing derived from the literature review.

The research findings consist of establishing the projected image of the actors that are part of the Portuguese nautical tourism system, supported by the general characterization of the country's nautical tourism. As a main research result and output, the study provides an integration between new methodological insights and empirical application, as it presents a theoretical model for the projected destination image of Portuguese nautical tourism with a sustainable marketing approach, and that can be applied to other nautical tourism destinations.

2. The Literature Review

2.1. Sustainability in Nautical Tourism

Sustainability is a topic that has been increasingly considered in the context of tourism, and nautical tourism is no exception. Sustainability is referenced in many ways in tourism research [34]. Sustainable tourism and its development must focus on productivity so it is sustained in the long term for future generations [35]. Moreover, tourism development

plans [36] should be based on addressing local needs and on a context that should involve three aspects of sustainable tourism: economy, society, and environment [37]. Sustainability starts from the premise that the local community must be involved in the way the place is managed and promoted [38]. The fact is that sustainable tourism sheds new light on how nautical tourism can be fostered [39]. In fact, in all sectors of society, there is an enormous propensity to create and develop resources that make a destination more attractive. Framing this fact in the tourism sector, more specifically in nautical tourism, there has been an effort in recent years to further develop nautical tourism. In this dynamic of territorial attractiveness through nautical tourism, the resident population assumes an extremely important role in the growth of tourism activity and in boosting the cultural and natural resources of the territory [40] (p. 294).

Nautical tourism has become a very popular tourism segment for those who travel with the motivation to practice outdoor activities and to be in contact with nature and water. As a result of this broad interest in nautical tourism, some tourism destinations have promoted their destinations for this nautical practice linked to water. Water is a recognized asset for the practice of nautical tourism, as well as tourist contact with water [4]. The demand for outdoor activities and the growing concern for a healthy lifestyle [41], contributed to the proliferation of nautical activity and, consequently, the high interest in the practice of nautical tourism.

The management of natural resources and water resources (e.g., rivers, seas, oceans) is currently present in political agendas, considering the environmental and social dimensions in order to achieve sustainable growth [42]. In addition to the environmental dimension, the socioeconomic dimension also represents a strong contribution to tourism destinations that focus on nautical activities, offering many opportunities for the development of the entire tourism sector, as is the case with other tourist packages, and qualification of infrastructures [43]. Authors such as Kasum et al. [44] reference that the environmental impact of nautical tourism is divided into three stages, going through construction, use, and end of use, given that most nautical tourism vessels have an impact on the environment during their stay in nautical ports.

What is certain is that the nautical tourism sector plays a significant role in job creation, the enhancement of environmental concerns [45], and sustainable socio-economic development [46]. There are quite favorable initiatives for destinations such as better social interaction [47], improvement of destination competitiveness [48], qualification and diversification of coastal infrastructure [8], and image improvement of the regional brand [49], among others.

However, tourism needs to be planned and monitored to be configured within a sustainable development [35]. Otherwise, it may compromise the development of territories, causing an imbalance between economic growth and the growth of natural resources [50]. Consequently, the notion of sustainable tourism is fundamental.

Currently, there is a greater concern on the part of the institutions that manage the resources, with the levels of sustainability in relation to the offering of tourism products in the destinations, which allows for more sustained and effective planning. Da Silva et al. [51] states that tourism is sustainable when it considers the economic, social, and environmental impacts of meeting the needs of visitors. As is known, tourism acquired new dimensions, which resulted in the development of tourism products adjusted to the needs of tourists who want to experience new products in a personalized approach.

Nautical activities can contribute to the protection and sustainability of ecosystems without harming the economic, social, and cultural development of destinations. To promote nautical tourism, the commitment to monitor all activities involved in offering a nautical experience to tourists is essential. There is also a need for greater interaction between all managers of the territory to increase the quality of the nautical tourism offering [52]. In fact, there is immense territorial potential for the development of tourism products associated with nautical tourism. However, poor measurement and insufficient

public–private coordination stem from the lack of concern for the growth of nautical tourism and its possible sustainable development [53].

Nautical tourism, thus, emerges as a tourism segment with proven and specific importance for the economic and social development of tourism destinations as long as it is integrated into the logic of sustainability [54–56].

2.2. Sustainable Marketing and Projected Destination Image

Understanding the market needs to anticipate their choices and, thus, communicate effectively has always been a marketing goal [57]. This marketing objective, i.e., to communicate efficiently while saving resources, is part of a new and innovative marketing strategy that has given rise to the so-called sustainable marketing [27]. In fact, the sustainable marketing strategy is part of the sustainable development strategy and follows the values of sustainability [28]. In the case of tourism destinations, there is currently a growing demand to apply marketing methods and results to make tourism destinations more sustainable. It means that sustainable marketing seeks to keep pace with market development, using market segmentation and sustainable product development [58].

The current marketing is directed towards sustainable tourism, especially in destinations where natural resources are attractive factors for the development of tourism; the relationships between local actors and the marketing choices of these actors are crucial elements in the creation of products sustainable tourism. Tourism destinations adopt marketing strategies to avoid exceeding the destination's carrying capacity or not allowing excess tourism [59], thus, also promoting sustainable tourism. On the one hand, in the case of economic sustainability, the search for resource efficiency is necessary to achieve long-term profitability. On the other hand, social sustainability encompasses social justice, social capital, community development, and responsibility [60]. Even more, sustainable marketing is fundamental for companies and tourism destinations [61], being most of the time largely responsible for the number of tourists visiting certain destinations. Even more, companies, communities, and government institutions seek strategies to minimize the possible negative impacts they may generate, as well as strategies to achieve sustainable tourism [62]. As with sustainability theories, sustainable marketing applied to nautical tourism is applied to four dimensions: the social, the economic, the ecological, and the institutional [21]. As sustainability in the tourism industry continues to grow, organizations must reassess their sustainable practices.

In this sense, sustainable marketing, as it is directed towards sustainable consumption and market [28], is fundamental in the context of nautical tourism. Furthermore, there is a growing tendency for the socio-environmental strategy to include social, ethical, and environmental values to develop a consumer-oriented sustainability marketing strategy [20]. This approach can respond to social change by contributing to a more sustainable society. Conventional marketing thinking is increasingly unable to deal with the ecological, social, and commercial realities facing humanity [63]. The practice of nautical tourism may imply ecological imbalances, making it necessary to redefine the approach to planning the development of nautical tourism and the creation of supply and the understanding of the relationship between economic development and environmental protection [64]. Therefore, sustainable marketing aims to achieve the organization's objectives and satisfy customer demand in a sustainable way, which is favorable in destinations, making it possible to achieve sustainable economic growth. As argued by [28], sustainable marketing includes the distribution of sustainable products, including the price, the specific sustainable service, the development process, and the promotion. It should also be noted that the previous elements are part of the destination image.

Concerning destination image/brand image and according to [33], the image of the tourism destination is an important variable to consider in the planning, management, and promotion of a destination because it represents an overall impression of the destination or, to be more precise, a set of impressions and feelings about it. Some authors [65,66] have identified two types of tourism destination images: organic and induced/projected [65]. The

organic image is created from non-commercial sources and is formed by the cultural component, that is, by general knowledge and by friends' information. The induced/projected destination image differs from the organic one since it is formed when the tourist seeks information voluntarily or it is submitted to any available commercial sources of information that stakeholders promote through the most diverse means [65–67]. These authors argue that when we analyze induced/projected destination images/brand images, we are facing destination imagery that they define as a "momentary processes of storage and retrieval of information from memory upon receiving destination stimuli and resulting in holistic perceptions of a destination" [33] (p. 85). This moment is so important that, according to Dias and Cardoso [57], tourists perceive the destination as a band composed of a series of pieces of information collected from suppliers and services. Moreover, the way tourists perceive the destination brand represents the main factor in the choice of the destination [33,57], with the brand image being a strong driver of regional brands [49]. In fact, there are several authors [30–32] who refer to the projected image of a tourist destination, defining it as the communication of the destination image projected by the tourism destination managers and stockholders, i.e., tourism promotion. Regarding, sustainable marketing and sustainable tourism planning are based on saving resources; it is not possible to plan without knowing the type of tourist who will end up choosing our destination [33,68]. According to [66,67], one of the components to understand how tourists perceive the destination brand is through the study of brand-image-induced agents.

3. Methodology

3.1. Method, Data Collection, and Data Analysis Procedures

In the empirical component of this work, the qualitative analysis method is used, and more specifically, also for the content analysis technique communication contents, since it is considered to be the most appropriate for this type of research [69,70]. To meet the research objectives and identify the features of Portuguese nautical tourism and the Portuguese projected destination image of nautical tourism, the content analysis on websites was carried out based on Ashish and Shelley [69] and Camprubí and Coromina [71].

The researcher's subjectivity was also taken into consideration in this research. The qualitative method of scientific research is justified in the scientific literature, allowing the researcher to understand social phenomena from a subjective perspective. According to Denzin and Lincoln [72], the researcher's subjectivity acts as a fundamental tool for the interpretation and analysis of the data collected. Thus, subjectivity can be seen as a driving force for the understanding and analysis of qualitative data, allowing the discovery of new insights and the construction of new theories. Furthermore, authors such as Creswell [73] argue that subjectivity can be minimized through the adoption of rigorous data collection and analysis practices. In this research the data were analyzed by four authors using the theoretical model of sustainable marketing deriving from the literature review.

3.2. Research First Phase Procedures

In the first phase of the research and to accomplish the research objectives, the first search was performed in Google with "*Turismo Náutico em Portugal*" keywords. This search aimed at identifying institutions/companies that were involved in nautical tourism in Portugal. In the main google search results, we found the official webpage of the Portuguese Tourism Board in first place, and after analyzing the website content, we gauged the need to directly consult the Portuguese legislation to make a more precise legislative framework (see Table 1). So, the next step consisted in analyzing the Portuguese government's legislation website.

Table 1. Access to specialized websites.

Research Steps	Website	Link (accessed on 1 March 2023)	Research Focus, Needs, and Guidelines
1st	Google search by keywords	https://www.visitportugal.com/pt-pt/experiencias/turismo-nautic https://www.nauticalportugal.com https://www.dgrm.mm.gov.pt/nautica-de-recreio	Activities in sea and river waters, weather, marinas, and what to visit. The need to define recreational marine leisure. The need to define nautical station.
2nd	Portuguese government Laws–tourism	https://eportugal.gov.pt/ https://dre.pt/dre/legislacao-consolidada	The need to define nautical tourism in Portuguese legislation.
3rd	Infrastructures that support nautical tourism	http://www.marinasdeportugal.pt/pt/marinas-portos https://www.visitportugal.com	Access to Marinas and Ports. Access to Portugal Cruises information.

3.3. Research Second Phase Procedures

Using the same keywords on Google, the second phase of the research (step 2nd in Table 1) revealed the websites of the Nautical Stations in Portugal, the Directorate of Natural Resources, Security and Maritime Services Directorate of Natural Resources, and Security and Maritime Services (Portuguese Ministry of the Sea), and some research needs were identified.

3.4. Research Third-Phase Procedures

To identify the infrastructures that support nautical tourism in Portugal, the 3rd phase of the study's research was based on the variables in the Moreno and Otamendi [5] model: main activities in nautical tourism—moorings in nautical tourism ports (Marinas); moorings in nautical tourism ports; and yacht charter and cruises. This step of the data search procedure was performed through a google search using the words "marinas and ports". In the case of cruises in Portugal, the search for the keywords "cruzeiros em Portugal" referred us to booking sites for this type of activity, so we decided to search for the content directly from the official Portuguese tourism website Visit Portugal.

To meet the third objective of this research and identify the projected destination image with an approach to sustainable marketing in Portuguese nautical tourism, first, we adopted the same methodology as Morrand et al. [66] by collecting data from the websites identified in Table 1. Furthermore, the communication channels of companies and organizations make offers and exchange information, promote and sell products for promotion and services [74], share knowledge [75], and generate links between users [66].

3.5. Research Model for Identifying the Projected Destination Image with a Sustainable Marketing Approach for Portuguese Nautical Tourism

The projected destination image of the Portuguese nautical tourism content analysis on the texts is based on Zang et al. [76] methodology, and the projected image content analysis of photos is based on Xiao et al. [77] and Sood et al. [78].

The content analysis with a sustainable marketing approach was conducted by identifying variables identified in the scientific literature on sustainable marketing applied to nautical tourism (see Figure 1). Three dimensions of sustainable marketing applied to nautical tourism were identified: the socioeconomic and cultural, the ecological, and the institutional dimensions [20–22]. In each dimension, this research included analysis variables based on the scientific literature on sustainable marketing.
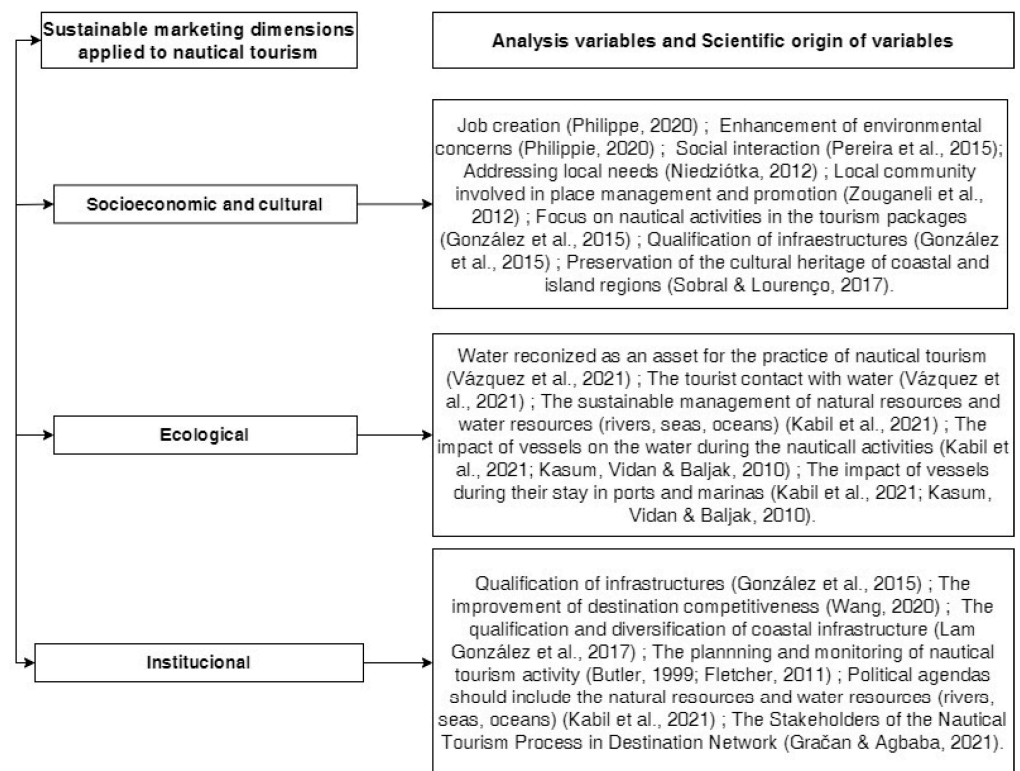
Figure 1. Projected destination image of the Portuguese nautical tourism content analysis with a sustainable marketing approach [4,26,35,37,38,42,43,45,47,48,50,79,80].

To the previous model, we intend to add the logo analysis of the Portuguese nautical tourism stakeholders. The inclusion of the logo analysis in the projected destination image of Portuguese nautical tourism is justified by the fact that the logo refers to the graphic representation of the brand [81]; however, not all logos are brands, although all brands have a logo (visual, verbal, or mixed). Furthermore, endorsing strategy architecture is a widely discussed strategy in marketing [81–83], and the endorser brand (the principal brand, the parent brand) has the function, and their endorsement can be effective in increasing consumer familiarity and trust towards the affiliate brands' products, as well as providing brand credibility and recognition [82,83]. Generally, in endorsing a strategy with different sub-brands, each maintains an association with the endorsing parent brand through some visual reference, as the parent brand is responsible for providing a sense of cohesion and common identity to subsidiary companies, enabling them to work together efficiently. However, for this to happen, in addition to the leading position of the parent brand, it is important that it also provides adequate support to the subsidiary companies to ensure that the cooperation is beneficial for all parties involved. For this reason, this research included logo analysis.

4. Results and Discussion

4.1. Features of the Portuguese Nautical Tourism

Nautical tourism in Portugal emerges as a relevant tourism segment for the economic and social development of tourism destinations. Portugal has an extensive coastline, over 850 km long, and several islands, providing a base for a wide variety of nautical activities for tourists. This means that Portugal is a destination with great potential for resources and nautical ports to attract and make Portugal a nautical reference. As argued by Santos et al. [15], Portugal is an Atlantic country with an extensive coastline (2830 km) and two archipelagos and is in a favorable geographical position for nautical activity.

4.1.1. Nautical Legislation

In terms of Portuguese legislation on the dynamics of nautical tourism, Table 2 summarizes the dispersion of legislation in relation to the nautical tourism product in Portugal. The Portuguese National Cruise Association website presents all the legislation applied to the Recreational Navy (see https://www.ancruzeiros.pt, accessed on 1 March 2023). It should be noted that the Decree-Law no. 103/2010, of 24 September (Amended by Decree-Law no. 218/2015, of October 7), which concerns water quality and river basins, lists the substances to be controlled according to priority and dangerous substances in surface waters. It does not have a direct link to nautical tourism; however, it is an important element for this type of tourism, identifying the waters (rivers, reservoirs, transitional, and coastal waters) and their quality.

Table 2. Portuguese nautical tourism law background.

Legal Background	Application Area	Concepts Related to Nautical Tourism
Decree-Law no. 329/95, of 9 December.	Approves the regulation of recreational nautical tourism and establishes the type of boats.	Recreational nautical tourism
Decree-Law no. 478/99, of 9 November (Regulation approved by Decree no. 288/2000, of 25 May).	Approves the training and assessment process for recreational navigators, the issuing of the respective licenses, as well as the accreditation and supervision of training entities.	Recreational craft
Decree-Law no. 273/2000, of 9 November.	Approves the tariff regulations for the mainland port system.	Absent
Decree no. 689/2001, of 10 July.	Approves the rules for concluding civil liability insurance contracts for damages caused to third parties in the use of recreational boats.	Absent
Decree-Law no. 108/2009, of 15 May.	Establishes the conditions of access and exercise of the activity of tourist entertainment companies and sea-tourism operators of tourist entertainment activities.	Touristic recreation Maritime-tourism activities
Decree-Law no. 103/2010, of 24 September (Amended by Decree-Law no. 218/2015, of 7 October).	Environmental water quality, regulating river basins. It shall apply to (a) surface fresh waters, including all artificial water bodies and all heavily modified water bodies related thereto; (b) transitional waters; (c) coastal waters; (d) territorial waters.	Absent
Decree-Law no. 16/2014, of 3 February	Establishes the regime for the transfer of direct port jurisdiction of fishing ports and recreational marinas from the Instituto Portuário e dos Transportes Marítimos, I.P., to Docapesca-Portos e Lotas, S. A.	Absent
Decree-Law no. 149/2014, of 10 October.	Approves the regulation of vessels used in maritime-tourism activities (RVMT).	Maritime-tourism operators

Table 2. *Cont.*

Legal Background	Application Area	Concepts Related to Nautical Tourism
Decree-Law no. 186/2015, of 10 October.	The republication originated a diploma that establishes the conditions of access and exercise of the activity of tourist entertainment companies and maritime-tourism operators, defining, among others, the need to register the company in the National Register of Tourist Entertainment Agents (RNAAT). The republication fits in with the National Nature Tourism Program, which includes outdoor activities/nature and adventure tourism.	Touristic recreation Maritime-tourism activities Tourism in nature Adventure tourism
Decree-Law no. 93/2018, of 13 November, amended by Decree-Law no. 84/2019, of 28 June, and Ministerial Order no. 242/2020, of 13 October.	Approves the new legal regime of recreational nautical tourism.	Recreational nautical tourism
Law no. 106/2019 of 6 September.	Establishes the regime of access and exercise of the activity of the sports coach.	Recreational craft

Among the referred legal diplomas, it is important to underline the following: Decree-Law no. 329/95, which regulates the type of boats, is applicable to recreational nautical tourism. Decree-Law no. 478/99, in which the concept of "Recreational Craft" emerges; the regulation of the issuance of boat licenses and the accreditation and supervision of training entities in Portugal is in Decree no. 288/2000. Decree-Law no. 273/2000 approves the new regulations for the Tariff System of Mainland Ports, and Decree no. 689/2001 establishes the rules for concluding civil liability insurance contracts for damages caused to third parties in the use of recreational boats. Decree-Law no. 108/2009 is crucial in the nautical tourism domain as the concept of nautical tourism is implicit in "nature tourism activities", which confirms what was argued by [82]: that nautical tourism is a variant of tourism. Maritime-tourism activities integrate the following modalities: (a) maritime-tourism tours; (b) rental of vessels with the crew; (c) rental of vessels without crew; (d) river or sea taxi services;(e) tourist fishing; (f) services of a maritime-tourist nature supplied through the use of moored or anchored vessels without their own or sealed means of propulsion; (g) the rental or use of jet-skis and small boats exempt from registration; (h) other services, namely, those concerning towing services of recreational equipment such as bananas, parachutes, and water-skiing. Decree-Law no. 149/2014 regulates the "Maritime-tourism operators". Decree-Law no. 93/2018 created a new legal regime applicable to recreational nautical tourism, introducing measures of consistency with simplification and democratization measures and cost reduction, facilitating access to nautical activities. To this end, the Recreational Nautical Council (RNC), which is the consultation body for the member of the government responsible for the sea area, gives an opinion on matters relating to recreational boating. The link with nautical tourism is made through the concept of "Recreational Nautical" tourism.

It is important to mention that there is no specific legislation for the practice of surfing, a sports activity of enormous relevance to nautical tourism, so the Portuguese Surfing Schools Association has prepared the first version of the Legal Guide for Surf Teaching Operators.

4.1.2. Nautical Tourism Relevant Documents and Portuguese Government Programs

Nautical tourism has been gaining increasing prominence, as is reflected in different Portuguese and international strategic documents. This is the case for the document Blue Growth, in which the opportunities for sustainable marine and maritime growth

are considered a benchmark in that it highlights the scope and dimension of the Blue Economy in the European Union. This document aims to support political decision-makers for sustainable development of the oceans and coastal resources and, mainly, for the development and implementation of policies and initiatives within the scope of the European Green Deal, in line with the new approach for a sustainable Blue Economy (EU Blue Economy Report, European Commission) in 2022. There are other documents that demonstrate the importance and interest in nautical activities, such as the National Strategy for the Sea 2021–2030 (Portuguese Government) last year, in which Portugal is described as an oceanic country with a coastline of around 2500 km and one of the largest exclusive economic zones in the world, extending over 1.7 million km^2, including a great diversity of ecosystems and resources. The Portuguese maritime triangle (Continente, Madeira e Açores) constitutes 48% of all marine waters under the jurisdiction of the Member States of the European Union (EU) in spaces adjacent to the European continent. The documents Portugal Náutico (Associação Empresarial de Portugal) and Conta Satélite do Mar (Ocean Satellite Account) also state that nautical activities are related to the areas of sport, recreation, and culture. Furthermore, the Regional Sea Agenda aims to be a contribution and a stimulus for the eventual structuring of a cluster around the sea. It should be noted that the various activities carried out at sea or connected to the sea are often highlighted, given their role in what is considered the economy of the sea; it is therefore important to note the role of nautical activities in boosting tourism activities.

Nautical activities play an important role in terms of competitiveness and boosting tourism in territories, in addition to hotel, restaurant, and trade services. Activities related to nautical activities include recreational and sporting activities (sea and river); cultural activities, such as heritage, events, and shows associated with the sea and the river; and coastal tourism [84]. Interest in the nautical sector has grown due to the high consumption of services and intermediate goods and the fact that it is linked to the high multiplier effects that have originated. It is understood that this is a healthy ocean that is fundamental for a sustainable future for both people and the planet. Approximately 40% of the world's population lives on the coast and a large proportion of these people depend on the sea to live, according to estimates that will last until 2030 (Blue Economy—a sea for sustainable business opportunities) [85].

Ensuring the health of the oceanic ecosystem, supporting livelihoods, and boosting economic growth requires sustainable strategies that could be classified as integrated into the blue economy, which emphasizes three pillars of sustainability: environmental, economic, and social. The Lisbon Declaration was an important step in the nautical context, managing to bring together a set of measures for ocean sustainability (Eurocid). More recently, the Portugal Nautical Stations Program is an initiative that seeks to promote nautical tourism in the country through the development of infrastructure and services for the practice of activities, such as sailing, canoeing, and diving, among others. According to a study conducted by [86], the program was successful in promoting tourism in coastal areas, attracting visitors and generating positive impacts on the local economy.

4.2. The Portuguese Nautical Stations: The Partners and Certification

4.2.1. The Portuguese Nautical Stations Features

The Portugal Náutico project was developed by the Associação Empresarial de Portugal in cooperation with Fórum Oceano-Associação da Economia do Mar, promoting and certifying Portugal's Nautical Stations (ENP), and its logo is presented in Figure 2.

Figure 2. Portugal nautical stations logo. Source: www.nauticalportugal.com (2023), accessed on 1 March 2023.

For potential visitors/tourists, the network offered under the name of Nautical Station guarantees the quality of the tourism product, is an informative support, and allows the reservation of accommodation and services. To be part of this nautical tourism product ecosystem, certification is required, and the entity responsible for promoting the certification of the ENPs is Fórum Oceano. The Nautical Stations Certification Evaluation Commission is composed of nine entities (Figure 3), presenting 26 concluded projects (https://forumoceano.pt/projetos-concluidos/, accessed on 1 March 2023) and 12 ongoing projects on its website (https://forumoceano.pt/projetos-financiados/, accessed on 1 March 2023).

Figure 3. Commission for the Evaluation of the Certification of Portuguese Nautical Stations. Source: https://www.nauticalportugal.com/ (2023), accessed on 1 March 2023.

Currently, there are 32 certified ENPs along the Portuguese coast. The network involves approximately 1200 partners, 63% of which are tourist entertainment companies and maritime-tourism operators, travel agencies, local accommodations, tourist resorts, and restaurants, among others (Business Turismo Portugal). The Portuguese Nautical Stations are coordinated by different public institutions and have different logos (considering the specificities of the respective structure). Table 3 shows all the certified stations in Portugal.

Table 3. Portuguese Nautical Stations background.

Nautical Station	Coordinating Entity	Logotype
Alijó Nautical Station	Municipality of Alijó	
Alto Minho Nautical Station	Intermunicipal Community of Alto Minho	
Aveiro Nautical Station	Aveiro City Council	
Avis Nautical Station	Municipality of Avis	
Baixo Guadiana Nautical Station	Guadiana Naval Association	
Nautical Station of Cabeceiras de Basto	Municipality of Cabeceiras de Basto	
Castelo do Bode Nautical Station	Intermunicipal Community of the Medio Tejo	
Esposende Nautical Station	Municipality of Esposende	
Estarreja Nautical Station	Municipality of Estarreja	
Faro Nautical Station	Municipality of Faro	
Moura-Alqueva Nautical Station	Municipality of Moura	
Lagos Nautical Station	Municipality of Lagos	
Macedo de Cavaleiros Nautical Station	Municipality of Macedo de Cavaleiros	
Matosinhos Nautical Station	Municipality of Matosinhos	Absent
Monsaraz Nautical Station	Municipality of Reguengos de Monsaraz	
Ílhavo Nautical Station	Municipality of Ílhavo	

Table 3. *Cont.*

Nautical Station	Coordinating Entity	Logotype
Murtosa Nautical Station	Municipality of Murtosa	
Odemira Nautical Station	Municipality of Odemira	
West Nautical Station	Intermunicipal Community of West	
Ovar Nautical Station	Municipality of Ovar	
Portimão Nautical Station	Municipality of Portimão	
Póvoa de Varzim Nautical Station	Municipality of Póvoa do Varzim	Absent
Sesimbra Nautical Station	Municipality of Sesimbra	
Sines Nautical Station	Municipality of Sines	
Vagos Nautical Station	Municipality of Vagos	
Vila do Conde Nautical Station	Municipality of Vila do Conde	
Foz Côa Nautical Station	Municipality of Vila Nova de Foz Côa	
Vila Verde Nautical Station	Municipality of Vila Verde	
Vilamoura Nautical Station	Municipality of Vilamoura	
Espinho Nautical Station	Municipality of Espinho	

Table 3. *Cont.*

Nautical Station	Coordinating Entity	Logotype
Alandroal Nautical Station	Municipality of Alandroal	
Mértola Nautical Station	Municipality of Mértola	

Source: https://www.nauticalportugal.com/estacoes-nauticas, accessed on 1 March 2023.

Table 3 reveals that the entities that coordinate the Nautical Stations in Portugal are the municipalities. There is no information concerning the tourism planning of these structures, neither by the municipalities nor by Turismo de Portugal. However, in the Portuguese Tourism Guideline, a document of an operative nature to support municipalities and project teams in the revision of PDM (Municipal Master Plans), as well as other public and private entities with specific interests in matters of Tourism Planning, there are only two mentions of the "sea": (1) in Measure 3.3: "Affirming national strategic tourism assets", one of which is "Valuing the Territory and communities, involving the conservation and enjoyment of historical-cultural heritage and identity, as well as natural heritage, the authenticity and experience of local communities, the economy of the sea and the urban quality of cities and regions" (Guia Orientador Turismo Portugal) in 2021 [87] (p. 14); and (2) in the provisions related to the coast with relevance to tourism highlighting the strong commitment to the protection of environmental and landscape values, the enhancement of sea beaches, (. . .), and in boosting tourism activities linked to the sea and nature, specifically nautical tourism (watersports and other water sports and maritime tourism activities and respective support structures), and health and wellness tourism taking advantage of the therapeutic properties of the sea (infrastructures and balneotherapy and thalassotherapy facilities), [87] (p. 45).

4.2.2. Portuguese Nautical Stations Website Features

On the website, the Portuguese ENPs are divided into regions, which allows identification of the ENPs in the river and sea waters (see Figure 4). In addition to the Nautical stations come the activities that can be developed, as well as national or international partners that offer services.

There are 10 activities included in the Portuguese ENP program: canoeing and kayaking; kitesurfing and windsurfing; diving; boat trips; sport fishing; rowing; stand up paddle; surfing; sailing; and wakeboarding and water skiing. Making the comparison with Decree-Law no. 108/2009, it is noted that the previous activities are not in line with the legislation, for example, it is not clear whether the activities are of a sporting or recreational/tourism nature, and there are activities such as jet-skiing that are not contemplated, and even recreational/tourist fishing is not covered.

The support services menu provides information on support companies to crew services, vessel services, maritime safety, and official contacts and event organization services.
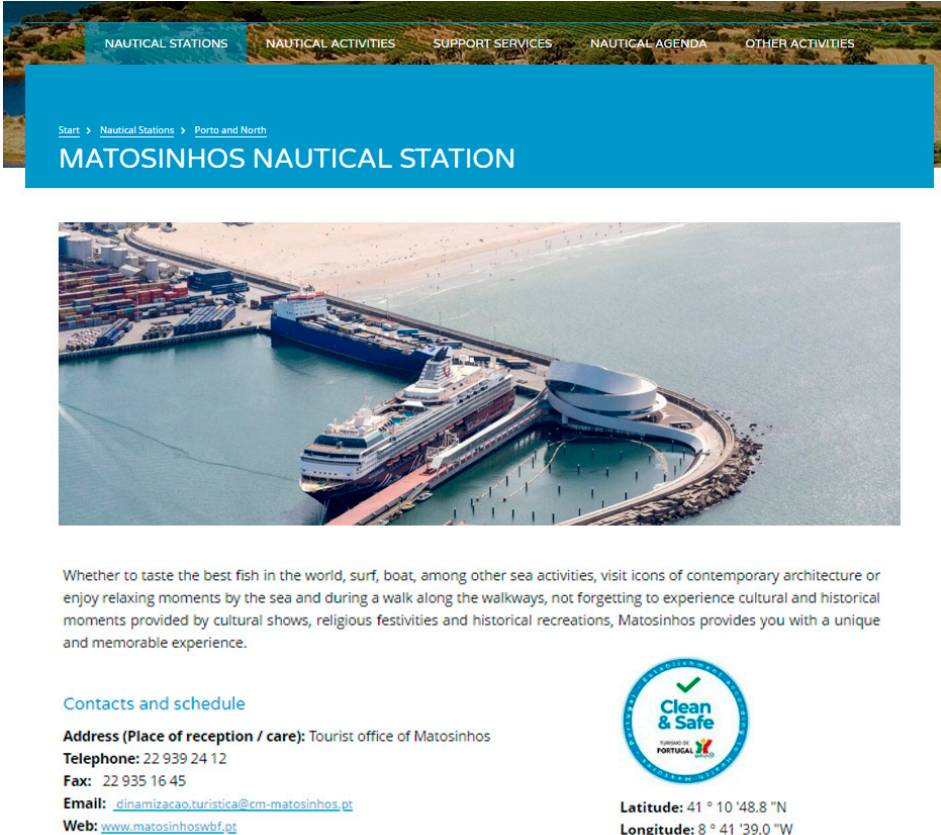
Figure 4. Portuguese Nautical Stations website structure. Source: https://www.nauticalportugal.com/estacoes-nauticas, accessed on 1 March 2023.

4.2.3. ENPs Projected Destination Image and Sustainable Marketing Approach

The ENPs projected destination image with a sustainable approach shows that in the institutional dimension, there is clearly a network organization of stakeholders around the nautical activity, as argued by [87], and there is clearly an improvement in destination competitiveness [88]. There is no information regarding the role that these stakeholder networks play in the management, monitoring, and planning process of Portuguese nautical tourism.

In the projected destination image of the socio-economic and cultural dimension in Vila do Conde nautical station in the activities department, there is an allusion to the cultural landscape of the sea "[. . .] there is no shortage of reasons to enjoy the magnificent natural resources that Vila do Conde has to offer you" (see https://www.nauticalportugal.com/estacoes-nauticas/porto-e-norte/estacao-nautica-de-vila-do-conde/atividades-nauticas, accessed on 1 March 2023). The same happens in Cascais' Nautical Coast Station, which connects the sea with the coastal and cultural landscape of the city: "[. . .] Explore the sea, the Village, the Sierra and be part of the action" (see https://www.nauticalportugal.com/estacoes-nauticas/lisboa/estacao-nautica-do-litoral-de-cascais/atividades-nauticas, accessed on 1 March 2023). However, no information was found on social interaction, local needs, infrastructure qualification, and measures for the preservation of the cultural heritage advocated by [26].

As for the projected destination image of the ecological dimension, no information is given about: the relationship between tourists and the water, the quality of the water during nautical activities, and the impact of vessels during their stay in ports and marinas, as defended by [89]. Of note is the Matosinhos Nautical Station Marine Leisure Station, which is the only one to have the Clean & Safe label on the nautical station website, thus projecting an image of a safe tourism destination (see Figure 5).

Figure 5. Matosinhos Nautical Station in ENP's Website. Source: https://www.nauticalportugal.com/estacoes-nauticas/porto-e-norte/estacao-nautica-de-matosinhos?locale=en_gb, accessed on 1 March 2023.

Regarding the logos of nautical stations in Portugal, although they have their own logos (not brands), there is no visual connection with the endorser brand, the Portuguese Nautical Stations Brand (Figure 2), which goes against what is argued by Aaker [42] and Keller [90]. There is a certification, but there is no relationship that integrates them jointly, which leads to each station acting independently. This is a gap in the marketing strategy adopted by the company that certifies the nautical stations and may negatively influence the sustainable marketing (joint) of nautical stations (national and regional). As Hunt et al. [91] and Snehota and Hakansson [92] highlight, the parent brand plays a key role in company networks, as is the case for Portugal's nautical resorts.

4.3. Support Structures for Portuguese Nautical Tourism

Objective 2 of this research consisted of identifying the main actors of Portuguese nautical tourism. The infrastructures supporting Portuguese nautical tourism were identified in the third phase of research through the Moreno and Otamendi [5] model: moorings in nautical tourism ports (marinas). In the case of Portugal, moorings in marinas and recreational ports were identified.

4.3.1. Marines and Recreational Ports

The main link of support structures for Portuguese nautical tourism are networked and organized by the Portuguese Association of Recreational Ports (APPR), a private non-profit association with 19 marinas and 4 recreational ports (see Table 4), distributed from north to south in mainland Portugal, and also integrating associates from the Atlantic regions of Madeira and Azores. Notably, some information on the size of boats was not provided in the APPR and there was a need to collect directly from the websites of the marinas and ports. Peniche Marina is the only dock that does not have moorings for pleasure boats as it is a fishing dock in the form of a public limited company, with exclusively public capital, that is part of the state's business sector, under the supervision of the Ministry of Finance and the Ministry of Agriculture and Food.

Table 4. Portuguese marinas and recreational ports background in APPR website.

Marina/Recreational Port	Coordination	Website (accessed on 1 March 2023)	Logotype	Berths and Boat Sizes
Douro Marina	Absent	Site under maintenance	DOURO MARINA SAILING & LIVING	300 berths 50 mt
Figueira da Foz Port	Private	https:// portofigueiradafoz.pt	PORTO DA FIGUEIRA DA FOZ	360 berths 90mt
Fishing Dock, Peniche Marina	Public limited company	Absent	DOCAPESCA PORTOS E LOTAS, S.A.	140 berths 25 mt
Cascais Marina	Unidentified	https:// marinacascais.com/	MARINA DE CASCAIS	284 berths 25 mt
Oeiras Recreational Port	Unidentified	https://oeirasviva. pt/porto-de-recreio/	PORTODERECREIO Yachting Harbour Oeiras	284 berths 25 mt

Table 4. *Cont.*

Marina/Recreational Port	Coordination	Website (accessed on 1 March 2023)	Logotype	Berths and Boat Sizes
Parque das Nações Marina	Unidentified	https:// marinaparquedasnacoes. pt		600 berths 25 mt
Naval Club of Sesimbra	Unidentified	Absent		207 berths 15 mt
APPS-Fontaínhas Recreational Dock	Unidentified	Linked with Ports Administration of Setubal	Absent	178 berths 20 mt
Troia Marina	Private	Linked with Troia Resort Website https: //www.troiaresort.pt		100 berths 5.35 mt
Recreational Port of Sines	Unidentified	https://www. sinesmarina.com		180 berths 25 mt
Lagos Marina	Unidentified	https://www. marinadelagos.pt		462 berths 30 mt
APS-Bartolomeu Dias Pier	Absent	Absent	Absent	Absent
Albufeira Marina	Absent	http://marina. marinaalbufeira. com/		470 berths 32 mt
Vilamoura Marina	Private	http://www. marinadevilamoura. com/pt		825 berths 60 mt
Recreational Port of Guadiana	Absent	https://www. associacaonavaldoguadiana. pt/sobre		360 berths 20 mt

Table 4. *Cont.*

Marina/Recreational Port	Coordination	Website (accessed on 1 March 2023)	Logotype	Berths and Boat Sizes
Ponta Delgada Marina	Absent	https://portosdosacores.pt/marinas/marina-ponta-delgada		640 berths 60 mt
Angra Marina	Absent	https://portosdosacores.pt/marinas/marina-ponta-delgada		260 berths 25 mt
Horta Marina	Absent	www.portosdosacores.pt/marinas/marina-da-horta/		300 berths 15 mt
Lajes das Flores Nautical Recreation Center	Absent	www.portosdosacores.pt/marinas/nucleo-de-recreio-nautico-das-lajes-das-flores/	Absent	274 berths 25 mt
Lajes do Pico Nautical Recreation Center	Absent	www.portosdosacores.pt/marinas/nucleo-de-recreio-nautico-das-lajes-do-pico/		52 berths
Vila do Porto Marina	Absent	www.portosdosacores.pt/marinas/marina-vila-do-porto/	Absent	124 berths 12 mt
Velas Marina	Absent	www.portosdosacores.pt/marinas/nucleo-de-recreio-nautico-de-velas	Absent	136 berths 15 mt
Recreational Port of Calheta	Absent	www.portorecreiocalheta.pt		337 berths 25 mt

Source: Information collected on http://www.marinasdeportugal.pt/, accessed on 1 March 2023.

The APPR's brand is shown in Figure 6, and the 24 marinas and ports are divided by regions.

Figure 6. Portuguese marinas and recreational ports APPR website structure. Source: Adapted by authors of Marinas de Portugal (see http://www.marinasdeportugal.pt/pt/marinas-portos/norte/, accessed on 1 March 2023).

4.3.2. APPRs Marinas and Recreational Ports Projected Destination Image and Sustainable Marketing Approach

The APPRs marinas and recreational ports projected destination image with a sustainable approach shows that in the institutional dimension, there is clearly a network organization anchored in the figure of an association. There is no information regarding the role that these associate networks play in the management, monitoring, and planning process of the Portuguese Association of Recreational Ports.

The projected destination image of the socio-economic and cultural dimension that the Cascais Marina contains on its website is a connection with tourism, providing information on tourist services and the local culture. The Douro Marina in the north of Portugal presents a set of services that link the scope of sustainability from a tourism perspective associated with the development of various activities linked to nature. The same happens, for example, in the APPR marinas and recreational ports located in Lisbon, as is the case of the Doca de Recreio das Fontaínhas; it has a space conducive to commerce and the practice of coastal activities that evoke nature. The Vilamoura Marina projects an image of connection with the beaches. No information was found on social interaction, local needs, infrastructure qualification, and measures for the preservation of the cultural heritage advocated by [26].

With regard to the projected destination image of the ecological dimension, the Port of Figueira da Foz presents an environmental management program related to water quality. The Lisbon Marina has a sustainability program and stands out for its defense of the estuary, considering that more than 50% of its area of jurisdiction is located in an area integrated into the Natura 2000 Network. It began its activity in 1974, continued on to be the largest Marina in the country and the oldest in operation between the Strait of Gibraltar and Cape St. Vincent (extreme southwest of mainland Portugal), and has ISO 9001 and ISO 14001 Quality and Environmental certification, along with European Blue Flag certification for Marinas and the distinction of 5 Anchors by the Yacht Harbour Association (TYHA) and 5 stars from IMCI. Ponta Delgada Marina was awarded the Blue Flag and the Quality

Coast Flag. Albufeira Marina is certified as Safe & Clean. No information was found on the relationship between tourists and the water, the quality of the water during nautical activities, and, the impact of vessels during their stay in ports and marinas, as is referenced by [89].

Regarding the logos of marinas and ports in Portugal, they have their own logos (not brands); there is no visual connection with the endorser brand of APPRs marinas and recreational ports.

4.4. Portugal Cruises

In the third research phase, to meet research objective two, and considering that there was no mention of cruises in the Portuguese legislation applied to tourism, we relied on the model of Moreno and Otamendi [5]; moorings were identified in ports, not included in 4.3., because recreational ports and marinas do not allow mooring cruise boats. In the case of Portugal, the mooring of cruise boats and all the services provided there are implemented by the Portuguese cruise ports. Our search for keywords led us to the Portuguese Tourism Board's webpage: Visit Portugal.

4.4.1. Cruises Ports by Visit Portugal Webpage

The department on the Visit Portugal website has five cruise ports: Porto, Lisbon, Ponta Delgada, and Funchal, as visualized in Figure 7.

Figure 7. Portuguese Cruises Ports by Visit Portugal webpage. Source: https://www.visitportugal.com/en/node/162186, accessed on 1 March 2023.

The Visit Portugal website did not provide sufficient information, and it was necessary to directly consult the websites of the respective cruise ports, as per Table 5.

Table 5. Portuguese cruise ports from the Visit Portugal webpage.

Ports Portugal Cruises	Coordination	Cruise Port Website (accessed on 1 March 2023)	Logotype	Docks and Boat Sizes
Leixões Port	Private	http://www.apdl.pt		2 docks; 250 mt
Lisboa Port	Private	https://www.portodelisboa.pt		4 docks; 20 mt
Portimão Port	Absent	https://www.apsinesalgarve.pt/porto-de-portimao/		1 dock; 215 mt
Ponta Delgada Port	Absent	https://portosdosacores.pt/portos/porto-de-ponta-delgada/		1 docks; 60 mt
Madeira Ports	Private	https://www.portosdamadeira.com/		4 docks; 260 mt

Source: Information collected on https://www.visitportugal.com, accessed on 1 March 2023.

4.4.2. Portuguese Cruises Ports Projected Destination Image and Sustainable Marketing Approach

The projected destination image of the Cruise Ports with a sustainable approach shows that in the institutional dimension, they are not organized in a network or association, and most have private management.

As to the projected destination image of the socio-economic and cultural dimension, the creation of employment stands out since the Port of Leixões receives annually approximately 80,000 cruise ship passengers from all over the world, and the main building has a terminal with the capacity for 2500 passengers in turnaround and no limit for transit passengers. Furthermore, in this dimension, the promotion of good practices, focusing on the management of competitiveness and sustainability among the interested parties, is perceived.

As for the projected destination image of the ecological dimension, Autoridade Portuária de Leixões (APDL) has a cooperative department of social responsibility where it presents its principles and approach to sustainability. For example, urban integration, environmental impacts, safety, and valorization of human capital are quite evident. In this sense, the ecological dimension of sustainable marketing is the dimension with the greatest amplitude since it provides information on ongoing projects with an environmental impact.

The Port of Lisbon, at the level of the socio-economic and cultural dimension, provides virtual visits to maritime stations, alluding to the preservation of cultural heritage (as is the case of Almada Negreiros' panels at the Alcântara and Rocha Conde d'Óbidos Maritime Stations) and to documents related to the activity in the Ports of Lisbon, Setúbal, and Sesimbra from the 19th century to the present day. In terms of the ecological dimension for the case of the Port of Lisbon, the projected destination image stands out due to the countless pieces of information dedicated to sustainability, such as studies on sustainability monitoring, circular economy, environmental management, and social responsibility.

The Port of Portimão projects an image centered on the socio-economic and cultural dimension, as is the case with the services of the tourist office, the handicraft shop, and the promotion of cultural and sports activities. Within the ecological dimension, it is possible to consult the annual sustainability reports.

The Port of Ponta Delgada stands out in the projected destination image of the socio-economic dimension and the institutional dimension, providing information on community funds for the requalification of infrastructures and support in the services provided and on policies of social responsibility and quality certification. In the projected destination image of the ecological dimension, there is relevant information regarding the creation of value and the involvement of commercial partners in sustainability commitments, as well as the promotion of corporate responsibility and interaction with local communities.

Finally, it is observed that in Madeira Ports, there is a focus dedicated to the history and cultural heritage of the ports, referring to the socio-economic and cultural dimensions (of heritage preservation). It is also possible to observe that regarding the projected destination image of the ecological dimension, there is a concern to provide a qualified service and to preserve the environment and marine ecosystems in order to ensure the sustained development of the activity.

5. Conclusions

5.1. The Actors That Encompass Nautical Tourism in Portugal-Governance

The first actor in the Portuguese nautical tourism is the governance. As far as Portuguese legislation is concerned, this research concluded that in the Portuguese legislation, there is no mention of the concept of nautical tourism; the link with nautical tourism is made through the concept of "Recreational Nautical" tourism. Nautical tourism is a variant of tourism, and this tourism product is included in nature tourism. Tourism recreation activities carried out in classified areas or other areas with natural values are called nature tourism activities if they are recognized as such by the Institute for Nature Conservation and Biodiversity, I. P. (ICNB, I. P.). Thus, it is clear to conclude that the Portuguese legislation related to nautical tourism is in line with the argument put forward by Moreno and Otamendi [5]. The lack of contextualization of the nautical tourism concept at an international level also produces in Portuguese nautical tourism laws a variety and discrepancy of terminologies. In fact, Portuguese legislation only reflects the concept of "recreational" tourism in nature tourism activities and in the typology of boats.

Although the Portuguese legislation is scattered, it integrates the recreational activities of nautical tourism as a maritime-recreational activity and by the typology of boats; describing the boats, with or without propulsion, and other nautical means used in the maritime-tourist activity shall be subject to the technical requirements and procedures, namely, in terms of safety, regulated by a separate statute. Furthermore, nature tourism activities (which include nautical tourism) include surfing, bodyboarding, windsurfing, kitesurfing, skimming, stand-up paddle boarding, and similar, tourist fishing, diving, snorkeling, and similar. The absence of legislation for the practice of surfing, an activity of great importance for Portuguese nautical tourism, led to the elaboration of the first Legal Guide for Surf Teaching Operators. Furthermore, the concept of recreational nautical tourism emerges from Decree-Law 329/95 and regulates the type of boats and applies to recreational nautical tourism. From the Decree-Law no. 149/2014 emerges the "Maritime-tourism operators" concept, and it characterizes the types of recreational craft, recreational navigators, and their training; all other crafts for competition and beach use are not legislated for here. Nevertheless, it is possible to identify the elements that make up the ecosystem of nautical tourism in Portugal, in particular water-based activities; nautical tourism is the connection between sports activities at sea, rivers, and lakes, the presence of marinas and recreational ports, and different kind of boats.

Of the relevant documents on Portuguese nautical tourism, one stands out for its relevance to sustainability. The Lisbon Declaration, entitled "Our Ocean, Our Future, Our Responsibility", was an important step in the nautical context, managing to bring together a set of measures to save the oceans. Portugal has a long history linked to the sea and, above all, to maritime routes. The "Sea Plan for Sustainable Business Opportunities" in Portugal aims to boost the national economy through nautical activities. Therefore, nautical tourism in Portugal represents a very significant sector as a tourism product.

5.2. The Actors That Encompass Nautical Tourism in Portugal—Nautical Networks

Among the actors of Portuguese nautical tourism is the network of nautical tourism service providers, the Portugal's Nautical Stations (ENP). The nautical stations are an ecosystem that brings together a group of local and regional entities that were identified as having nautical potential, such as tourist entertainment companies, marine leisure operators, sailing clubs, event companies, hotels and restaurants, local authorities, regional and local tourism entities, and others, duly organized in a network and following an action protocol that was validated by all. The Portuguese Nautical Station is an aggregating and interaction platform that aims to promote cooperation in a given territory to promote the diversification of the tourism offering and to combat seasonality.

5.3. The Actors That Encompass Nautical Tourism in Portugal—Mooring Boats

The actors in Portugal that stand out in the mooring of boats are two entities, the Associação Portuguesa de Portos de Recreio (APPR), which is a private non-profit association that concentrates 19 marinas and 4 ports. In the domain of Portugal Cruises, five ports have independent management and administration. On mainland territory, there are three ports divided from north to south: Porto, Lisbon and Portimão, and outside the mainland territory, there are two more, one in the archipelago of Madeira and the other in the archipelago of the Azores.

5.4. The Projected Destination Image with an Approach to Sustainable Marketing of Portuguese Nautical Tourism

In the recreational activities department of ENPs, the recreational or sportive character is absent, as is the recreational activity of jet-skiing. The question of the practice of jet-skiing is important because this activity occurs on water bikes, can be practiced in river or sea waters, and has a great environmental impact. Moreover, the practice of surfing involves the use of water bikes, e.g., the Nautical Station of West is the stage for the World Surf League Tour 2023, which takes place in Peniche on the Supertubos beach, famous for its big tubular waves. Surfers from all over the world participate in this championship; it is an event that involves a great flow of tourists with a certain environmental impact. Thus, the alignment with the sustainable development for oceans and seas is not perceptible on the ENPs website, as proposed by the United Nations, especially Sustainable Development Goals-SDG 14 "Conserve and sustainably use the oceans, seas and marine resources for sustainable development" (see https://sdgs.un.org/topics/oceans-and-seas, accessed on 5 March 2023)".

The projected destination image of the ENPs with an approach to sustainable marketing is almost non-existent; there is a certain allusion to the socio-cultural and ecological dimensions, but the projected image is very tenuous. It should also be noted that the Portuguese ENPs individual logos show no visual connection to the endorser brand the Portuguese Nautical Stations Brand, Portuguese marinas and recreational ports, and Portuguese cruise ports.

5.5. Theoretical Implications

The present study is supported by a significant body of the literature, which clarifies the actors involved in nautical tourism in a destination and the projected destination image of nautical tourism with an approach to sustainable marketing. From the theoretical body, three dimensions of sustainable marketing were identified in the scientific literature (Figure 3) used to analyze the image projection in three groups of nautical tourism actors (also identified in the literature methodology department): governance, nautical networks, and mooring boats. The present study's results corroborate such reasoning since it was possible to identify the sustainable projected destination image of the Portuguese nautical tourism actors. Based on such results, a theoretical model of the projected destination image of nautical tourism with an approach to sustainable marketing is proposed in Figure 8.
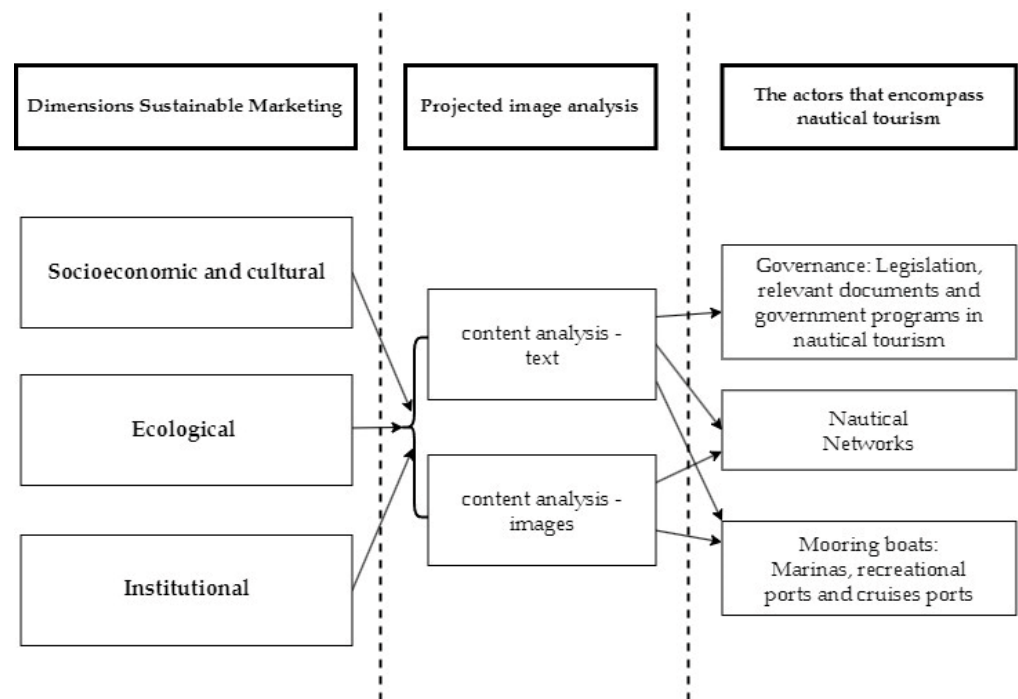
Figure 8. Theoretical model of projected destination image of nautical tourism with approach to sustainable marketing.

From this model, it is clear that nautical tourism is a variant of tourism involving: the relationship of boats with water, boats and several boat sizes, service providers related to the mooring of boats (marinas and marinas) and cruise ports, and all service providers related to boats and nautical activities in the tourism destination, and also involving the relationship with the surrounding natural and cultural heritage, as well as the relationship of tourists with the entire nautical ecosystem.

5.6. Practical Implications

From a political point of view, this research provides a practical contribution by alerting to the need to include marinas and recreational ports and cruise ports in Portuguese nautical tourism. For researchers, this study provides an extensive literature review on nautical tourism and methodological contribution, as it presents a theoretical model of sustainable marketing applied to nautical tourism. For the Portuguese nautical tourism stakeholders, this study provides useful insights to improve a sustainable projected destination image.

For destination managers and entrepreneurs, the study shows evidence of the need to create conditions for increasing the supply of moorings for vessels greater than 25 m. This is a market with strong current demand and growth prospects in the Mediterranean. However, it is only occasionally covered in Portugal and in a very small number of moorings in the marinas of Cascais, Portimão, and Vilamoura. The effects of the presence of these vessels and their crews on local economies have a quantitative and qualitative potential impact that cannot be overlooked in business and destination management. In fact, by exceeding 24 m in length, the mandatory contracting of professional crews and skipper, as well as the requirement of different and more complex maintenance services, induce the focus on a segment of niche clients to be taken into account in the strategies of development, image, and qualification of the destination.

5.7. Research Limitations and Future Research Lines

Despite the contributions, the present study also has limitations, namely, any legislation that was not consulted was omitted. This study did not include the verification of the coordination of planning and communication of the municipalities (since they are the

coordinating entities) with Portuguese ENPs. Given the specificity and complexity of cruise tourism, this study does not include a detailed analysis of the application of this aspect to nautical tourism.

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