Managing, Marketing, and Maintaining Maritime and Coastal Tourism

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Chapter 14
Portuguese Lighthouses: A Way to Diversify Tourism in the Coastal Territories

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ABSTRACT

The tourist competitiveness of coastal areas is directly related to their ability to innovate in the different ways of using them and with the creativity that allows them to make a difference in the face of global competition and reduce seasonality. It is in this context that the Portuguese lighthouses and their innumerable potentialities arise, without neglecting their primary function related to the safety of navigation, to become tourist accommodations, taking advantage of its heritage value, its history, and its stories, and its privileged geographical location, or in places of visitation, in the scope of Coastal Tourism and Cultural Tourism. This chapter analyzes Portuguese lighthouses, identifying those with the greatest potential as accommodation units and/or places of visitation. The author proposes strategies, although brief and subject to future development, aiming at the tourist production of these public infrastructures and the diversification of the offer in terms of Coastal Tourism.

INTRODUCTION

The tourism dynamics profile shows that the tourism competitiveness on the territories is directly proportional to their creativity and capacity to reinvent and innovate. The innovation concern is vital to global competition and usually connected with technological leaps, and its other dimensions, playing a major role in tourism. The increase in innovative tourism is increasingly related to the tourist monetization of equipment, infrastructure and activities that primarily was not established as tourism resource, resulting in a differentiated and sometimes exclusive offer of touristic products or services related to this system.

This behavior of the tourism on territories can significantly contribute to the implementation of a model of sustainable tourism development, as it promotes interdependence between products as an efficient way to mitigate seasonality. On the other hand, an exclusive and differentiated offer is increasingly