

Chapter 17

Overtourism in Coastal Territories in the Perspective of Cruise Tourism: The Role of Human Capital

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ABSTRACT

This chapter aims to highlight the role of human capital linked to tourism in its multiple dimensions—host community, tourism professionals, and visitors—in resolving or reducing the negative impacts of excess tourist demand in certain coastal territories, where cruise tourism is responsible for the annual arrival of thousands of visitors. Taking Lisbon as a case study, the author analyzes the relationship between quantity between residents and visitors arriving in the territories on cruise ships, the geographical position of the main tourist attractions in order to assess the degree of concentration of visitors, and evidence relating to reciprocal behaviour and attitudes between visitors and visitors, based on the Doxey Irritability Index.

INTRODUCTION

Tourism is an activity made by people and oriented to people. The quality of the touristic experience is strongly conditioned by how host communities welcome visitors and by the generosity they show when sharing local tangible and intangible heritage. The tourists' profile has been changing over time and today they are increasingly privileging experiences of proximity to local communities, experiences marked by the authenticity, genuineness and uniqueness of strongly preserved cultures and identities. The uniqueness and quality of these relationships are also related to their scale. When in the so called "invaded" territories there is an unbalanced relationship between residents and visitors' antibodies can be generated in hosting communities compromising the quality of the touristic experience for both. This process tends to be accentuated when visitors assume behaviours that conflict with local habits and culture.

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