



Chapter 7

Nautical Sports Tourism: Improving People's Wellbeing and Recovering Tourism Destinations

Mariana Brandão Cavaleiro

 <https://orcid.org/0000-0001-6045-9866>
Federal Fluminense University, Brazil

Verônica Feder Mayer

 <https://orcid.org/0000-0002-7543-5215>
Federal Fluminense University, Brazil

Aline Barbosa Tinoco Luz

Federal Fluminense University, Brazil

ABSTRACT

While positive news on COVID-19 vaccines has boosted the hopes of the travel and tourism sector (T&T), the pandemic scenario has brought new concerns to tourists and different motivations to travel. For instance, safety, health, and hygiene are paramount. Moreover, as the pandemic impacted not only the physical, but also the mental health, wellness has been acknowledged as a key ingredient for the T&T recovery. The appreciation of nature surroundings and the practice of outdoor activities are the new trend in the post-COVID-19 world. As such, the nautical tourism with special interest in sports has the potential to become very popular. Thus, with the purpose to identify managerial, governmental, and academic opportunities for this sector, a literature review on nautical sports tourism was developed. The analysis revealed that there is still a long way for this literature research to reach maturity. Nevertheless, it was observed that the combination of sports and tourism in nautical environments opens a myriad of possibilities for places to enhance their public welfare.

DOI: 10.4018/978-1-7998-7239-9.ch007

INTRODUCTION

The outbreak of the new coronavirus disease, officially reported by China to the World Health Organization (WHO) on 31st December 2019, has posed critical health, social and economic challenges worldwide (Mayer & Coelho, 2021). The WHO categorized COVID-19 as a pandemic on 11th March 2020 after confirming the disease spread in 114 countries (WHO, 2020). One year after that, 220 countries and territories have reported more than 165 million COVID-19 cases and more than 3,4 millions of deaths (WHO, n.d.).

In the face of this global crisis, caused by a virus with a high speed of transmission and for which, at first, there was no vaccine nor treatment, governments worldwide had no other option but to close their borders, restrict people's movements and impose social distancing (Weed, 2020). Although such measures effectively slowed down the spread of COVID-19, they caused economic shocks across all industries, hitting hard the Travel and Tourism sector (T&T) (Sharma et al., 2021). By itself, in 2020, international arrivals dropped by 74% (when compared to 2019), representing an estimated loss of USD 1.3 trillion in export revenues, USD 3.4 trillion in global GDP, and around 120 million direct jobs at risk (UNWTO, 2021).

While positive news on vaccines has boosted the hopes of the T&T sector, the pandemic scenario has brought new concerns to tourists, as well as different motivations to travel. For instance, safety, health, and hygiene are paramount in this new era (WTTC/ Oliver Wyman, 2020). In addition, according to the OECD (2020), the re-start of tourism is going to be driven primarily by domestic markets and the search for low-density destinations (in terms of population and tourists) with outdoor activities opportunities.

In fact, the COVID-19 pandemic has impacted not only the physical, but also the mental health globally. The subsequent lockdowns and livelihood losses, and the constant search for mental healing, have shown the value of slower and simpler lifestyles, including tourism (Cooper & Buckley, 2021). Therefore, researchers have appointed wellness tourism as a key ingredient for the T&T sector recovery (Rogerson & Rogerson, 2021; Wen et al., 2020).

In this context, Weed (2020) observed that the interface of sports and tourism could make significant contributions to outcomes and policy goals for wellbeing, physical health, and mental health. Additionally, a study developed by the United Nations Conference on Trade and Development on COVID-19 impacts on the blue economy projected a growth in tourists preferences for "coastal and rural areas in a quest for contact with nature, open air and water" (UNCTAD, 2020). Given that, nautical sports tourism has the potential to become a popular travel interest in the post-COVID-19 world.

25 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/nautical-sports-tourism/281896

Related Content

UNESCO World Heritage Designation: An Opportunity or a Threat to Hoi An Ancient Town (Vietnam)?

Huong T. Bui, Tuan-Anh Leand Chung H. Nguyen (2020). *Destination Management and Marketing: Breakthroughs in Research and Practice* (pp. 945-955). www.irma-international.org/chapter/unesco-world-heritage-designation/251088

Inertia Stages and Tourists' Behavior: Moderator Effects of Zone of Tolerance, Switching Barriers and External Opportunities

Zhiyong Li, Rui Cui, Li Li, Yingli Huand Ruwan Ranasinghe (2018). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-17). www.irma-international.org/article/inertia-stages-and-tourists-behavior/201103

Conservation and Development of Pre-Historic Geosites and Tourism: A Synergistic Approach

N. N. Dogra, O. P. Thakurand Satish Kumar (2020). *Destination Management and Marketing: Breakthroughs in Research and Practice* (pp. 897-909). www.irma-international.org/chapter/conservation-and-development-of-pre-historic-geosites-and-tourism/251085

How Tourism Policing Differs From Other Forms of Policing

(2019). *Tourism-Oriented Policing and Protective Services* (pp. 31-61). www.irma-international.org/chapter/how-tourism-policing-differs-from-other-forms-of-policing/218369

WTO and the Future of Global Business Tourism: Trends and Challenges

Giga Abuseridze, Olena Agapovaand Mariana Petrova (2024). *Shifts in Knowledge Sharing and Creativity for Business Tourism* (pp. 264-280). www.irma-international.org/chapter/wto-and-the-future-of-global-business-tourism/343567