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TOURMAN 2021 BOOK OF ABSTRACTS

Restarting tourism, travel and hospitality: The day after

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Sailing troubled waters: a systematic review of nautical tourism research

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PURPOSE

Nautical tourism includes both the movement of tourists on the sea and their landing in ports and marinas for accommodation and tourist activities. Nautical tourism plays a key role in the economic development and in the social and environmental sustainability of coastal tourist destinations. During the Covid-19 crisis, nautical tourism suffered a forced stop during the lock-down periods but quickly recovered as it allows to enjoy the marine environment in safe conditions, with limited contacts with other tourists or the locals.

The relevance of nautical tourism and its potential for growth stimulated our interest in exploring the related economic and managerial literature, to pursue two research objectives. First, the study addressed the blurred boundaries of this form of tourism, by proposing an original definition to support the literature review. Then, it explored the current state of knowledge and future research directions, so expanding the knowledge base on nautical tourism and stimulating debate among scholars.

RESEARCH METHODS

The study explores economic and management literature on nautical tourism via a systematic review of articles published in Scopus-listed journals from 2000 to 2019.

A wide set of keywords was used, due to the lack of a generally shared definition of nautical tourism in the literature and the consequent use of different terms to refer to the same phenomenon. In April 2020 the title and keywords of papers included in the Scopus database were scrutinized, generating an initial sample composed of 556 articles. The authors then read the abstracts and excluded articles not consistent with the research scope. Finally, the full text of the remaining 166 papers was read and non-relevant articles were discarded, identifying a final sample of 104 papers.

RESULTS AND DISCUSSION

Findings confirm a growing attention to nautical tourism but with a limited research agenda and a very fragmented coverage of the research field: literature often concentrates on very specific issues while ignoring essential research areas. Research is also geographically concentrated: three-quarters of authors are affiliated with institutions in the United States, Croatia, Spain and Italy, which form also the most investigated regions.

The role of nautical tourism in destination planning, management and development has been only partially explored. There is limited analysis of demand as of the characteristics of nautical tourists, their behavioural traits and underlying motivations, the determinants of the destination choice, the market segment structure. Few are the supply-side studies on nautical tourism firms – such as tourist ports and marinas, charter companies and boat rentals – in terms of strategic planning, competitive analysis,

financial issues, and marketing policies. Important cross-disciplinary and current issues have been limitedly addressed, such as sustainability & corporate social responsibility, the role of digital technologies, and the collaboration between stakeholders from a network perspective.

IMPLICATIONS

Our study is the first systematic literature review of nautical tourism research, aiming to explore how literature has approached this form of tourism from an economic and managerial point of view.

Wide room for future studies exists, which may fill the many gaps in the literature by giving new (or more) consideration to several major topics: the destination management perspective; the characteristics and behaviour of the demand; the managerial and marketing issues of the supply players. Particularly urgent is the need for the community of scholars already engaged in nautical tourism to come together, by stimulating international cooperation to overcome the present fragmentation on a local scale.

The research also provides practical implications for managers and policy makers, by identifying relevant pieces of research that may support them in their activities. Findings can inspire practitioners for fruitful cooperation with scholars, to jointly explore partly studied aspects of nautical tourism. Such collaboration would help scholars to cast light on more operational aspects of the management and marketing of nautical related activities, both on a firm- and destination- level; at the same time, it would provide practitioners with a solid conceptual background on which to base their decisions.

KEYWORDS

nautical tourism, marine tourism, coastal tourism, yachting tourism, literature review

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