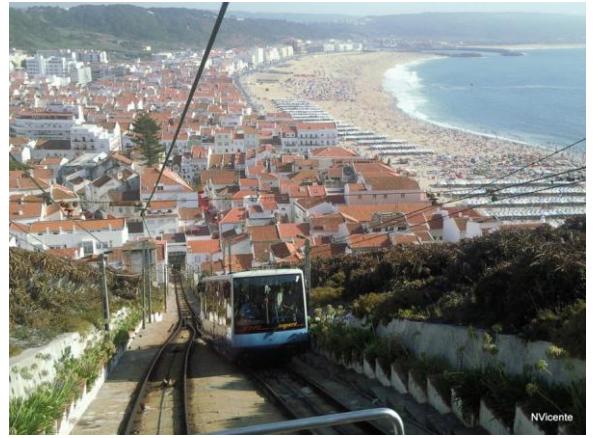




# Escape2



Different Models of Rural Tourism -The tourist product: SURF, NAZARÉ WAVES

Country

Portugal

Example about the Tourist product: Nazaré Waves, Surf

Website

<https://www.portuguesewaves.com/>



Nazaré, one of Portugal's most typical fishing villages, is currently internationally recognized as a tourist destination of reference for surfing, after the performance of the Hawaiian surfer Garrett McNamara at Praia do Norte (one of Nazaré's seven beaches), having won the title of Biggest Surfed Wave of the Year, by Billabong XXL, in 2012.

The development of the surf industry in Nazaré has been expanding due to its natural resources and has been contributing to the sustainable growth of the territory through its connection to the surf culture. Nazaré has a strong fishing tradition, but surfing has brought enormous cultural, economic and social transformations caused by the recent tourism around the wave, exploring aspects related to culture, identity, traditions, surfing and tourism and how these elements intertwine. (Vieira, 2015)





"It was like a dream. I used to draw these cartoon characters of tiny guys on giant waves doing big maneuvers. Now, I were the cartoon character"

Garrett McNamara



## HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



Surf as a tourist product is innovative in the sense of bringing surf events, not only national but also international, with a great impact on local development, which have helped to promote Nazaré. The surfer McNamara himself ended up making a strong promotional appeal by publicizing surfing events in Nazaré with the characteristics of an innovative product. Local public entities and private companies have invested in surfing because they have realized that it is a means of developing the local economy, as well as creating jobs. The motivations that lead people to visit Portugal, due to this surfing potential, make Portugal position itself as a natural destination for surfing. (Campos, 2016) It has been filling a gap in the market, as over the last 9 years there has been an average annual growth of 7.2% in overnight stays, from 37 million overnight stays in 2010 to 70 million in 2019 , according

to data from Turismo de Portugal. Tourism receipts have increased by an average of 10.3% per year over the last 9 years, well above the European average. In Nazaré, this scenario was boosted by the discovery of the giant wave in 2010, and its tourist growth occurred more sharply than in most of the country. According to data released by the City Council of Nazaré, in 2018 43,559 citizens visited the two tourist offices, a growth of 21.2% compared to 2017. In Nazaré, tourism is an important market and a financial complement essential for families. The change that the phenomenon of giant waves brought to Nazaré was the break in seasonality in the tourism sector, the possibility for families to obtain financial income from the same activity on a regular basis throughout the year. (Ferreira, 2022)

## WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES



The participation and involvement of the rulers and politicians of Nazaré has taken place in the promotion of the territory through international events in order to improve the Nazaré brand, through the implementation of a strategic plan, related to the territorial branding. These efforts have brought new investors, tourists and even residents to Nazaré, thus improving the territory's current situation. With regard to the private sector, the government has made efforts to improve the hotel sector. (Vieira, 2015) Investments in hotels in Nazaré multiply and increase revenues from restaurants, such as an investment of 1000 million euros, of Swiss and German capital, in a tourist project whose municipal fees are sufficient to pay off the debt of the municipality, one of the highest in the country. (Campos, 2016)



## HOW SUCCESSFUL HAS IT BEEN?

Nazaré is the most recent area of Portugal to be discovered by the international surfing media for its geological characteristics. In 2013, a Hawaiian surfer named Garrett Macnamara, who moved to Nazaré when he heard about these waves, broke the record for the biggest wave surfed in the world, a wave of 27 meters, which made the name of Portugal and Nazaré speak about in the four corners of the world through news, internet, radio and other media. That's how success took hold of this product. Portugal has an extensive coastal zone with good conditions for surfing, which brings potential economic value to Portugal, which could position itself as a world-renowned surfing destination. Tourism is currently one of the activities that most contributes to the survival of many territories, tourism makes economical use of

existing resources and is an important factor in economic development. Surfing, as a sport, is simultaneously a tourist/economic activity. (Campos, 2016) The great success of this region of Nazaré can be explained by the fact that it has several factors that allow for good surfing: geographically (coast section), the continental shelf in this place is very small, which causes the waves to form in very deep water, originating large bodies of water that when they reach the coast increase in size, reaching monstrous dimensions. (Campos, 2016) This very good consistency in terms of waves and winds, and surfing days, makes Nazaré successful, which put Portugal on the map as an attractive destination for those who want to practice this sport at any time of the year. (Campos, 2016)



## WAS A SUCCESS RESULT A INNOVATIVE TOURISTIC PRODUCT?

Countless territories face challenges such as technological evolution, the hotel sector at low cost prices and competition, which makes each territory try to develop as best it can. possible way to obtain a competitive advantage, are some examples. The development of the application of competitive territorial strategies makes people think of new ways to achieve success. (Vieira, 2015) It was a successful result of an innovative tourism product, because Nazaré has very specific territorial characteristics, which allow it to have the quality of the waves that it has as an endogenous heritage. The satisfaction of the interviewed surfers may indicate that Portugal, as a surfing destination, has fulfilled the image that seems to be being disseminated internationally. (Fernandes, 2017) Thus, the waves, the sun and the hospitality of the Portuguese must be part of the set of characteristics to be included in the dissemination of the experience of a surftrip

in Portugal - something that the episodes of the project "McNamara A Surftrip" tried to do. To promote surfing as a tourist product, Turismo de Portugal (TdP) has a digital platform, "Portuguese Waves", this tool, together with other sites such as Visit Portugal, are the best source of information for surfing tourists to find information about the country to surf. (Fernandes, 2017) The successful result of this innovative tourist product, the notoriety achieved, is influenced by the waves generated by the underwater cannon of Nazaré, which are increasingly sought after worldwide, both by surfers and by visitors and curious people. This natural phenomenon "Cannon da Nazaré", whose oceanic fissure is the largest in Europe, reaching 170 kilometers in length and five in depth. For surfing, this phenomenon causes the waves to maintain strength and energy until reaching the coastline, which combined with the wind direction, generates waves of an unusual size and strength. (Vieira, 2015)

