Natascha Katharina Wieser

Causes and Development Impacts of the Tourism Boom exemplified by Nazaré

Master’s Thesis

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Univ. Prof. Dr. phil. Werner Piller
Earth Science Department

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Author´s Declaration

Unless otherwise indicated in the text or references, or acknowledged above, this thesis is entirely the product of my own scholarly work. Any inaccuracies of fact or faults in reasoning are my own and accordingly I take full responsibility. This thesis has not been submitted either in whole or part, for a degree at this or any other university or institution. This is to certify that the printed version is equivalent to the submitted electronic one.
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1. Introduction

The surfing- and travelling-industry is one of the most important services sectors worldwide and social media platforms are flushed with images of riders on big waves. Portugal is a popular holiday destination which encompasses all attributes of the surf-, sun- and beach-lifestyle. Recently Nazaré, a small town to the North of Lisbon, attracts tourists on a global scale, these developments occur due to a series of circumstances.

The first research question addresses the causes of the increase of tourism in Nazaré:

- “What provoked the rapid growth of the tourism sector in Nazaré?”

To approach this topic, the causes are divided into the dominating geographical conditions in Nazaré and the anthropogenic interventions by the local authorities. The geographical conditions deal with a characterization of Nazaré’s area and focus on the submarine Nazaré Canyon, which releases one of the biggest waves on earth. Afterwards the anthropogenic interventions are separated into a description of the launched media campaign by Nazaré’s municipality and a review of the Guinness World Record in “surfing the biggest wave on earth” by Garrett McNamara (2011) and Rodrigo Koxa (2017). The second research question asks:

- “How did the rise of the number of tourists effect the town on its social, environmental and economic level?”

During the periods of the big waves or carnival, the town’s population increases tenfold, from 10,000 people to 100,000 people, hence it has to adjust to adapt to the boom of tourism. To create a structured setting, the impacts are subdivided into social, environmental and economic impacts.

The introduction-section comprises information concerning the significance of the tourism sector in Portugal and its development within the last years. Afterwards, this chapter gives an overview about surf tourism and its special characterization including its history, a classification about the three different types of surf tourists and a short foray into sustainable surf tourism. Nazaré promotes itself as a hotspot for surfing with the unique natural advantages to enable big-wave surfing, the introduction finishes with a specification about the big-wave surfing and surf sites, which generate extrinsic and intrinsic value to an area and its host community.
The second chapter of the masterthesis deals with the dynamics of the Nazaré Canyon and provides a detailed description concerning the geographical conditions dominating Nazaré’s area. The map of Nazaré’s landscape focuses on the work of Pedro Proença Cunha and Margarida Porto Gouveia, which uses several research papers to compile a detailed characterization of the region. Information gained through various journal articles and during a meeting with three researchers at the Hydrographic Institute of Lisbon: João Vitorino, Anabela Oliveira and João Duarte, that were able to define the bathymetry of the submarine Nazaré Canyon.

The narrative of the launched media campaign in 2010 by Nazaré’s municipality is based on an interview with the expert in “Marketing and Sales” and Major Walter Chicharro. The campaign was divided into two stages:

- first, the creation of the North Canyon Project and the invitation of the surfer Garrett McNamara
- secondly, the recreation and the renewal of all social media platforms including the municipality’s homepage

Furthermore, the Guinness World Record in “surfing the biggest wave on earth” by Garrett McNamara and Rodrigo Koxa contributed to the popularity of the town.

The chapter three deals with the social, environmental and economic impacts of the tourism boom in Nazaré. For a facilitated comprehension the different aspects are treated separately; starting with a theoretical introduction, which is underpinned by empirical information.

The social impacts discuss the main effects of an increased tourism on the host community. Interviews and observations facilitate to reveal the perceived social effects caused by the developments within the last eight years on Nazaré’s society. The empirical information is guided by the “Quality of Life” dimensions elaborated in the work of Andereck and Nyaupane. The following dimensions got selected because of their high significance and intensity in Nazaré:

- Material well-being
- Physical well-being
- Interpersonal and social relationships
- Personal development, competence and goals
- Social inclusion, dignity and worth
However, due to the number of interviewpartner and the sociodemographic characterization of the group, some bias must to be taken into consideration: It must be acknowledged that an empirical consultation of Nazaré’s population would have surpassed the extent of this masterthesis. A digression into the limits of the social carrying capacity of the town finishes this section.

The environmental impacts section discusses the significance of the nature for the sport and therefore for the surf tourism. The strategical environmental plan implemented in Nazaré is explained by the researcher Riccardo Mendes, working the environmental department of Nazaré, during an expert interview. Afterwards, this chapter reviews the Surf Resource Sustainability Index (SRSI) by Martin to corroborate the relevance of environmental indicators to surf spots.

The economic aspects encompass a study of the Calouste Gulbenkian Foundation regarding the local economic impacts of the launched media campaign (both monetary and change in the number of tourists). An explanation about the necessity to find new ways of income and the local affects finishes the chapter. An overview and forecast about sustainable tourism and future perspectives complete the thesis.

The interviewee-group was composed of Walter Chicharro (Nazaré’s major), Nuno Oliveira (experienced lifeguard), Sergio Cosme Soares (professional jet-ski driver), Paolo Miguel Correia Peixe (owner of Nazaré’s surfschool), Riccardo Mendes (environmental department in Nazaré), João Vitorini, Anabela Oliveira, João Duarte (researchers at the Hydrographic Institute of Lisbon), Dino Casimiro (sport management department in Nazaré) and Cristina Luz (tourist office). To ensure a better understanding a transcript of the interviews is slightly modified and attached at the end of the masterthesis. All of the interviewees are Portuguese and put great effort into performing the semi-structured interviews in English.

In the following sections of the introduction-chapter a review about surf related and tourism related topics is given to create a holistic profile of the dynamics of Portuguese tourism. In this section the thesis gives an outline about the importance of the tourism sector in supporting the Portuguese economy, including information about chamber of Foreign Trade in Portugal (Aicep) and is finalized by the special characteristics of surf tourism. Furthermore, the chapter provides an introduction to surfing and more specifically to big-wave surfing and deals with motivational aspects to participate in the extreme sport.
1.1 Tourism in Portugal

The tourism industry represents one of the most relevant sectors of the world’s service economy and the growth in global tourism offers great opportunities for countries, which are aware of their natural competitive advantages and follow a well-designed tourism strategy in a global tourism market. Seaside and business travels are the major segments of the tourism market, nevertheless, alternative tourism niches are of increasing importance due to a strong demand for genuine tourism experience, too. For instance adventure tourism rises with an annual rate of 8%, furthermore, rural-tourism and eco-tourism grow faster than the industry average. The tourism sector is a significant contribution to the Portuguese economy (Yasin et al. 2004, 11-12) and the country continues to improve its position in the “Travel & Tourism Competitiveness Index 2017”, where Portugal currently lies on the 14th place of 136 countries and on the 7th place within the European Union. The trade balance of the tourism sector records 8.8 billions EUR in the year 2016, 12.7% of increase in comparison to 2015. The central bank of Portugal recognized a steady rise in the tourism earnings between the period of 2012 until 2016 and the average growth rate constitutes of 10.2% per annum. In the year 2016 the tourism sector earned revenues of 12.7 billion EUR, which is 16.7% of the total Exports of Goods and Services of Portugal and rose in relation to the previous year by 10.7%. In the first half a year of 2017 the earnings of the tourism industry increased by 21% in comparison to previous years, and reached 6.1 billion EUR (Aicep, Portugal Global 2017, 11).

Most of the tourists are from Great Britain (17.5% of the total number of visitors), France (14.5%), Spain (13.5%), Germany (11.7%) and the USA (5.3%), these countries represent 62.4% of the total number of arrivals. Furthermore, these five markets show a steady increase compared to the past years, the USA (+37.3%), Spain (+23.4%), Germany (+18.4%), France (+13.1%) and Brasil, which lies on the 6th place with 4.5% of the total arrivals and a growth rate of 58.1% in the first half a year of 2017 (Aicep, Portugal Global 2017, 11).

Moreover, the overnight stays increased within the last five years with an ongoing growth rate: 2016 the tourism sector recorded 38.3 billions EUR of revenues through overnight stays with a growth rate of 11.4% compared to 2015. The first half a year of 2017 shows a rise by 11.6% in comparison to 2016 with a number of 18.7 millions overnight stays. Great Britain, Germany, France, Spain and the Netherlands represent 61.6% of the total overnight stays with a strong and steady increase. The UN – World Tourism Organisation (UNWTO) lists Portugal through the tourism earnings on the 25th place (9th place within the European Union) and as a receiving country with 14.4 million arrivals in 34th place. Recently the government established a “tourism
strategy plan” – with the goal to double the tourism earnings within the next 10 years up to 26 billion EUR until the year 2027 and an increase in overnight stays up to 80 million EUR (Aicep, Portugal Global 2017, 11). The data shows that the tourism sector is a major source of the Portuguese economy and is gaining international attention as a tourist destination.

Figure 1 shows the forecast for the Portuguese tourism sector up until 2027 and shows that an increase is expected. The direct effect is represented in blue and reflects the “internal” spending on Travel & Tourism by residents and non-residents for business and leisure objectives as well as government spending. This can be directly linked to visitors, such as cultural issues like museums or recreational facilities. Furthermore, the contribution can also include indirect affects, marked in green, such as wider effects resulting from investments and the supply chain e.g. the construction of new hotels or new aircraft. Indirect effects include governmental “collective” spendings to foster the Travel & Tourism activities and domestic purchases of goods and services by the sector related to the tourists e.g. the purchase of food in a hotel. Induced contribution, tagged in grey, measures the Gross Domestic Product (GDP) and jobs, resulting from the spending of those who are directly or indirectly employed in the tourism sector (WTTC, Travel & Tourism 2017, 2).

Figure 2 illustrates the contribution of the tourism to the country’s GDP and the Employment in the year 2016, including jobs directly supported by the industry (8.1%) of total employment (905,000 jobs) and the expected rise by 1.4% until 2027. The total contribution to employment also encompasses jobs that are indirectly supported by the industry and represents 19.6% of total employment (WTTC, Travel & Tourism 2017, 1).
In the global tourism market countries are often associated with unique attributes, therefore, Portugal is well known for the image of “beach and sun”, though these attributes are not unique to Portugal. That is why additional natural competitive advantages and potentials have to be developed to promote the destination. The tourism market is increasing in terms of competitiveness and customer-focus. Hence, it is essential to concentrate on innovative product-, service-, and image-analyses. A well-designed systematic tourism strategy, which encompasses activities, products, the destination’s image and infrastructure investments can serve as a trigger for economic growth (Yasin et al. 2004, 13-20).

1.2 Surf Tourism

The history of surf tourism began thousands of years ago, the origin of surf tourism, which includes the act of riding surfboards and travelling, can be lead back to the sport’s ancient Polynesian roots. The steady increase in the surfing’s global base in combination with a globalised interactive environment and more accessible travel opportunities, has led to an increase in commercial surf tourism. Both domestic and international locations are attended in relation to surfing; as active participants in the sport or as spectators (O’Brien and Ponting 2013, 158). Surf tourism as a western touristic activity occurred primarily in the journals of the early travel writers like Mark Twain (early 20th century). Surf tourism research commenced in the 1990s where surf tourism describes; the travel with the intention to participate in surfing, learning to surf or attending surfing events (Martin 2013, 4 – 5). Several studies try to reveal the total number of surfers, globally, with estimations ranging between 18 and 50 million, depending on parameters used, and showing a steady increase in participation (Lazarow, Miller and Blackwell 2009, 146).

The market interests of the surfing industry encompass surfcraft manufacturers and distributors. Surf clothing enterprises, retailers. Amateur and professional surf sport events and the ensuing tourism of domestic and international visitors including for instance surf schools, hostels and camps. Global surf cities occurred where surf spots and surfing activities have a main impact on the region’s image, commerce and tourism-based identity like on the Gold Coast in Australia or Donostia-San Sebastián in Spain (Martin 2013, 4) and recently, Nazaré.

In recent years lowcost airlines, travel agencies specialising in surfing and high definition equipment to stream surfbreaks around the globe have made surf spots more popular and accessible than ever before. Well-planed surf tourism can therefore form a trigger for
development in the broader nature, eco- and adventure tourism sector (O’Brien and Ponting 2013, 158).

In the research paper of Martin and Assenov three categories of surf tourists are distinguished, classified by their motivation and the depth of experience. The first type of hard surf tourists are referred to as surfers who travel for the purpose of surfing, spending surf holidays or attending surf events, they therefore show a high motivation and deep experience. The second group consists of soft surf tourists, people who travel for the objective of surfing, yet it is not the main motivation, this type of traveller can be experienced and competent. The incidental surf tourists form the third type show little or no prior knowledge in the sport but decide spontaneously during their trip to participate in surfing (Martin and Assenov 2008, 8). In particular spectators attending surf-events or watching the giant waves deflecting off the coast represent a major segment of tourists in Nazaré.

The popularity of surf tourism destinations has risen rapidly within recent years, the global growth rate is estimated at around 16% per annum, which has lead to the observation of negative impacts that can be experienced in these regions (O’Brien and Ponting 2013, 158). In regard to water-based tourism, Jennings identifies the following key areas which are of concern: sustainability issues (limited resources), limited carrying capacity (costs, time, accessibility), conflicts between users, management strategies (over-regulation) and sustainability issues (Jennings 2007, 228). It must be mentioned however that the majority of surfers belong to the frontline of environmental activism and assist in campaigns to preserve safe and clean water management (Martin 2013, 6).

Sustainable surf tourism requires a specific framework, which contains a shift from economically minded neo-liberal approaches to development. The strategy has to recognize the limitations of growth and must attempt cross-cultural understanding. Local communities should be able to define their own standards, symbols, representations and interpretations. The comprehension of sport tourism, sustainable tourism and sport development are necessary for a sustainable embedding of this sector (O’Brien and Ponting 2013, 159).

Long-term coordinated planning, which takes into account the limits of growth is necessary to overcome the duality of the current developments in the surfing sector. On the one hand, neoliberal notions of success are mainly defined by growth and profit in economy. On the other hand, the increase in economy leads to crowding and associated social problems like “surf rage” between surfers due to the limited capacity of surf spots. The discovery of a new surfing destination is typically promoted through all media in the surf tourism sector, including the surf
industry’s print and video media, in this way a surfing “Wonderland” gets created. This
discourse attracts tourists and therefore creates profit within the local economy and the
commercial surf tourism operators (O’Brien and Ponting 2013, 160).

1.3 Introduction of Big-Wave Surfing

The town Nazaré, on the western coast of Portugal, promotes itself as a hotspot for surfing with
the unique natural advantages that enable big-wave surfing and therefore reaches international
attention. Additionally, this chapter gives an insight into surfing, including the special
characteristic of the big-wave surfing, “tow in” surfing and the motivational aspects to
participate in this extreme sport. It finishes with an outline about the three types of surf sites,
which generate extrinsic and intrinsic value to an area and its host community.

1.3.1 Big-Wave Surfing

In general term’s surfing is as an adventure sport which requires specific geographical
conditions. The goal is to catch and ride the ocean waves while standing on a surfboard. Other
types of surfing like bodyboarding and bodysurfing demand the same setting, in difference to
kite surfing and windsurfing, which can be exercised at other locations too. The origin of the
sport is Hawaii, where the ancients built wooden surfboards and stone temples where they made
religious offerings dedicated to surfing. In fact, the Bishop Museum in Honolulu shows an
exhibition about the traditional Hawaiian surfboards created from hardwoods around the time
when the English explorer Captain James Cook (1728-1779) entered Hawaii in 1778 (Martin
2013, 2-3).

Pre modern and early modern surfers were fascinated and thrilled to ride even bigger waves
and the emergence of the big-wave surfing as a specific branch started in the late 1930s. In the
middle of the year 1937 the three teenagers John Kelly, Wally Froiseth and Fran Heath invented
the streamlined hot curl surfboard in Honolulu (Hawaii). The hot curl surfboard allows the rider
to hold a higher and more controlled line across the wave and a few months later the surfer-
group discovered the beautiful waves of Makaha, which measured around five meters in height
(Warshaw 2005, 58-60).

In the year 1953, the photography of George Downing, Woodbridge “Woody” Brown and
Buzzy Trent riding across a 5-meter wave, was published in Americas’ newspaper and inspired
a group of other surfers to move to Hawaii and tackle big waves. During this time the 10-foot
balsa-core surfboard was invented, which is also called an “elephant gun”, it includes a raked
A stabilizing fin which enables the surfer to ride waves twice as big as those of the late 40s and permits the rider to provide enough paddling speed to catch bigger waves, too. The mid 50s were the beginning of a new surfing era and surfers made regular visits to Oahu’s North Shore, a coast expanding through seven miles offering permanent large winter surf (Warshaw 2005: 58-60).

In the 1960s big-wave surfing became a media-sensation, nearly every movie concerning the topic of surfing ended with a Waimea sequence, a location for big-wave surfing and plenty of articles linked to big-wave surfing appeared. Wave height measurement became somewhat popular, yet there is no defined line of distinction between big-wave surfing and regular surfing, but it is common to describe waves above 4.5 – 5.4 meters as big waves. As suitable big-waves are rare to find, the riders spend most of their surfing time riding smaller waves. After the 60s the big-wave surfing peaked, due to an accident of a famous athlete who dropped into a 10-meter wave in Makaha and quit the sport after. The focus turned to smaller waves and the nascent professional competition scene. In the years 1982 and 1983, due to a great season in Waimea, the big-wave surfing returned to the fore and three years later Quiksilver launched the first contest designed for big-wave surfing on the coast. Furthermore, the west coast of North America developed to a big-wave source, equal to Hawaii, but just a few riders were able to tackle the immense swells (Warshaw 2005, 58-60).

Quiksilver is an American enterprise that designs, produces and distributes various branded apparel and equipment related to surfing, wintersports and other activities. The company organizes and sponsors numerous contests and events around the world and became a lifestyle sport brand (Quiksilver n.d.)

1.3.2 Tow – in Surfing

Until the early 1990s the specific niche of big-wave surfing was a little stuck, a wave higher than 10 meter was perceived as too big to surf. The power of paddling was not sufficient to reach this height. Therefore, the surfers had to think about innovative ideas. The beginning of the “tow-in” surfing was made by Laird Hamilton, Buzzy Kerbox and Darrick Doerner who used a Zodiac on the north shore of Oahu to pull each other out into the big waves. Since the early 60s occasionally people attempted this kind of catching waves, yet it was not taken seriously. In the year 1994 “tow-in” surfing was all the rage, it facilitates the riding of the biggest waves and as technology caught up the tow-boards, which were heavier, small and equipped with foot – straps, made big-wave surfing a fascinating and breath-taking experience.
It was not necessary anymore to use massive boards to catch up the paddling power. For almost one decade big-wave surfing ruled the surfing industry and “tow-in” surfing caught international attention through the surfing and non-surfing community. Major media reported about the new style of surfing and Hamilton, one of the most prominent big-wave surfers of the 21st century, was featured in nearly everything linked to big-wave surfing. Certainly, the big-wave surfing gathered some critical voices as it “destroys the soul of surfing”. In the early 2000s surfers revitalized the big-wave paddle surfing which was possible due to technological changes in boards specifically developed for immense waves. However, some waves are physically too big to catch with paddle power. “Tow-in” surfing represents an additional form of surfing which allows the surfer to ride waves bigger than 10 meters, but just a few athletes are able to tackle these waves and it requires a high level of preparation. Moreover, it opened up places like Nazaré, which seemed to be “unsurfable” and allows the rider to tackle waves of spectacular heights (Haro 2015).

1.3.3 Motivational aspects of Big Wave Surfing

The participation in extreme sports, like that of big-wave surfing, continues to grow exponentially, outstripping many traditional sporting activities. A study of Eric Brymer and Rober Schweitzer attempts to reason the causes of this sport that is so dangerous and so carried out fifteen interviews with participants of the extreme sport. The images of risk taking and the adrenaline rush are not sufficient enough as an explanation and the study reveals six elements of freedom, in which the athletes are seeking for human values (Brymer and Schweitzer 2013, 865).

- The freedom from constraints: these constraints are considered as socio-cultural, physical, emotional and mental. Participants try to find a chance to release these constraints of the normal daily existence by performing their sports activities. The active engagement in such an experience leads to a stronger sense of here and now. Consequently, the athletes focus on the performance of the sport and experience a higher level of freedom while reaching a feeling of elated consciousness (Brymer and Schweitzer 2013, 865-872).

- The freedom as “movement”: this represents another intrinsic motivation, as the freedom experienced is as being with oneself and a moment without constraints. (Brymer and Schweitzer 2013, 868).
The freedom as “letting go of the need for control”: this aspect motivates the athletes to perform their sport. The participation, which is characterized by the sensation of having no control or little control during the activity, acts like an expression of freedom. The participants put great effort into the preparation of their equipment, to understand the environment and to be psychologically prepared, but in the end, they accept that several elements of their performance are uncontrollable (Brymer and Schweitzer 2013, 869).

The freedom of “the release of fear”: with the attainment of controlling the fear and the realisation that fear can be transcended it can lead to a pleasant experience, a personal reward and a feeling of relaxation and elation. Furthermore, the overcoming of the fear releases a feeling of well-being (Brymer and Schweitzer 2013, 869-870).

The freedom of “inner peace”: Several athletes described freedom in terms of inner peace and being immersed in the natural environment (Brymer and Schweitzer 2013, 870).

The freedom of “choice”: Almost all participants experience a sense of freedom to choose in relation to their extreme sports, the athletes have to take full responsibility while performing their activity and experience a sense of a precarious nature in relation to their existence. (Brymer and Schweitzer 2013, 870).

These findings reveal what humans seek while performing an extreme sport and one main driver is the sensation of freedom. The experience of personal liberation and to live as authentically as humans without the restrictions of everyday life in our society motivates the athletes to participate in their sport (Brymer and Schweitzer 2013, 865-872).

1.3.4 Surf Sites

Surfers commonly divide surf sites into three types: point breaks, reef breaks and beach breaks. Point breakers are swells breaking around headlands, deltas and coastal land, the swells are typically long, evenly tapered and predictable, the surfer rides the wave in a single direction. Reef breaking waves are single or bi-directional shaped, based on a permanent high spot of underwater topography, like a coral reef, rock formations or a rock ledge. Beach breaks can appear in a single-peak or multiple-peak form. Single - peak beach breaking waves usually break simultaneous to the left and right, which depends on the sand bars of the beach. Multiple - peak beach breaks can break in various areas along the beach, these waves are signified by a
low prediction. The type of beach breaks is the most variable and unpredictable form. Mainly the seafloor topography defines the point of break and determines surf sites at the coast and their quality of waves (Martin 2013, 15). In Nazaré, for example the submarine canyon has a great influence and provides conditions producing the immense swells, which are described in the following section.

Surf sites and spots are coastal locations where the natural conditions enable surfing, as a nature-based activity. Surfing on specific spots can develop an attachment to these places as it is not only space for surfing, but moreover a location for growth, identity, community and other personal processes (Reineman and Ardoin 2018, 326). Furthermore, in terms of values, surf sites generate intrinsic and extrinsic values. The waves’ quality and the personal preference are indicators for intrinsic values to the users and visitors. The extrinsic values of surf spots include secondary effects like the increase of tourists or additional income in the host town, which are beneficial for the local community (Martin 2013, 17).
2. Causes of the tourism boom in Nazaré

The tourism boom in Nazaré emerged due to a number of specific events occurring in Nazaré. The submarine Nazaré Canyon located near the coast, between Praia do Norte and the Praia da Nazaré causes immense waves, also called big waves, really close to the coast and unique in their appearance. These waves are produced by several mechanisms and can reach heights up to 30m. The city, of course, has always been aware of the big waves, which can be also a big threat for fishermen and even for advanced surfers. Due to a big marketing campaign by Nazaré’s municipality in the year 2010, the city received international attention and aroused its full potential as a hotspot for surfing. In the year 2011, after the Hawaiian Surfer Garrett McNamara had noticed the big waves, he set the Guinness World Record for “surfing the biggest wave ever” in the little fisher town Nazaré. Two years later, he broke his own record and the pictures of him surfing a 25 meter wave went viral. This year, 2018, the Brazilian surfer Rodrigo Koxa set a new Guinness World Record in Nazaré.

The first section of this paper gives some theoretical insights into the different causes provoking the tourism boom in Nazaré, separated into geographical causes and anthropogenic causes. The geographical causes comprises a description of Nazaré’s landscape and afterwards, focus on the submarine Nazaré Canyon and the genesis of the giant waves which deflect at Nazaré’s coast. The anthropogenic interventions in the town encompass a launched marketing campaign by the local authorities and the deep impact of the Guinness World record of Garrett Mc.Namara (2011) and Rodrigo Koxa (2017).

2.1 Geographical conditions

The tourism in Nazaré is based on its unique natural characteristics, the geographical conditions therefore constitute a significant role, which are discussed in the following sections.

2.1.1 Landscape of Nazaré

The map of Nazaré’s landscape includes a specification of the topographic, geographic, geologic and geomorphologic processes occurring in Nazaré, its climate system, as well as a characterisation of the village Nazaré.
2.1.1.1 Topographic and Geographic Setting

The town and municipality Nazaré is based in western central Portugal, adjacent to the Atlantic Ocean in the west and neighbouring the municipality Alcobaca to the east. The region consists of three administrative areas: Nazaré, Valado dos Frades and Famalicão. The town Nazaré extends through an area of 82.4 km² with a maximum of 13km directing the East-West and 15km in North-South direction. Two-thirds of the total population of the municipality are living in the town Nazaré and within the last ten years its population hasn’t undergone large scale changes and has increased merely by eight individuals (Proenca Cunha and Porto Gouveia 2015, 3).

Pinewoods at higher elevations and agriculture in lower elevations along the river valley of Alcoa mainly define Nazaré’s landscape. The Alcoa river valley is characterized by the fertile fields of Valado dos Frades and Cela, which consists of acreage for corn and vegetable orchards. Stretching to the south and north from the promontory, the beaches evolve through the flattened coast of Nazaré. From the North-East of the region expands the Plateau of National Forest Valado de Frades, which is characterized by little biodiversity. The cliff zone is determined by wood and pine forests, beyond this, bare soil shapes the area (Proenca Cunha and Porto Gouveia 2015, 3).

Nazaré adjoins the seaport Pederneira and the viewpoint Sítio, which is located on its top and connected with a cable car to the centre of the town. Nowadays, the parts Sítio and Pederneira are almost aligned through architectural buildings and the increasing urban pressure (Proenca Cunha and Porto Gouveia 2015, 3).
2.1.1.2 Climate

The climate along the coast, north of the Tagus River, as in Nazaré, is mainly influenced by the Atlantic Ocean. These regions show a higher precipitation, lower annual temperature, large temperature ranges during the year and are more likely to be subjected to the emergence of summer fogs (Martins et al. 2013, 280).

The Aljubarrota and Leiria oceanographic stations in collaboration with the Alcobaca climatological station provide climate information for Nazaré. The annual average air-temperature varies between 12.5°C and 17.5°C, the summer months from June until September show the highest values, which corresponds with the occurrence of forest fire during this period. The maximum temperature in summer reaches 30°C and only 4°C in January (Proenca Cunha and Porto Gouveia 2015, 5).

The relative air humidity lies between 60% and 87%, due to the higher amount of evaporation coming from the sea. Furthermore, the average annual precipitation in the region ranges between 700 mm and 1000 mm, the maximum occurs during the winter months and the minimum in summer, according to the climate in Portugal, which is influenced by the Atlantic
Ocean (Cunha and Gouveia 2015, 5). This area is effected by strong north-western winds emerging from the sea, which create a fertile region for fishing and a well-preserved environment in the region (Vitorino, Oliveira and Duarte 2018).

2.1.1.3 Geological and Geomorphological Conditions

The sedimentary records reach from the Lower Jurassic (201.3 Million years ago) to the Quaternary. Nazaré’s lithology contains siliciclastics, marls and limestones, furthermore, volcanic rocks and granites, as well as metamorphic rocks are present in the region (Proenca Cunha and Porto Gouveia 2015, 6). The coast of Nazaré includes two main sandy beaches which extend for several kilometres, the Praia do Norte, which shows a natural oscillation of 200 meters through its latitude during the year and the Praia da Nazaré in the south (Vitorino, Oliveira and Duarte 2018), the beaches are bordered by rocky headlands (Proenca Cunha and Porto Gouveia 2008, 6). The Nazaré Bay, which lies east of the Praia da Nazaré is divided by the mouth of the Alcoa River into the Praia de Banhos in the north and Praia dos Salgados southwards. Wind carries sand from the northern part of the beach southwards forming beach dunes, which shape the landward edge, which consists mainly of cretaceous limestones of the two beaches. Upper Jurassic siliciclastic in the south and softer Eocene sandstones in the north define the landscape (Proenca Cunha and Porto Gouveia 2015, 6-8).
The area forms a low relief and the variation of the sea-level reaches around 180m in the town of Rapsos, but stays mostly below 60m. The alluvial plain of Nazaré forms an elongated depression following a southwest-northeast orientation, which is limited by a fault, thereby two rivers cross the plain the Alcoa- and Areia-river. The plain extends till Ponte das Barcas and reaches Famalicao and Valado de Frades southwards (Proenca Cunha and Porto Gouveia 2015, 7-8).
Figure 5: Reconstruction of the alluvial plain of Nazaré for the Serravallian/Langhian (Leiria) (Pais et al. 2012,79).
2.1.1.4 Anthropogenic Engagement and Intrusions in Nazaré

In Nazaré’s district certain features are man-made such as the landing states of the harbour, the artificial mouth of the Alcoa River and the seawall next to the Marginal Avenue and the Praia dos Banhos. In the year 1983 Nazaré’s harbour was built, which is of great importance for the fishing industry and the economic development of the town, furthermore, recreational boating became more significant. The estuary of the Alcoa River is characterized by a high level of silting due to the adjacent agriculture land and shows a high amount of sand at the mouth of the river, moreover, a displacement southwards occurs (Proenca Cunha and Porto Gouveia 2015, 10).

2.1.1.5 The Village and the Pilgrimage Nazaré

Two migration processes formed the urban nucleus of the village. The first, during the 16th century (1542), because of the siltation of the harbour of Paredes, which released a migration to the Portuguese coast. The second over the course of the 18th century, where among others, the migration from the fishing colonies of Ilhavo to Lavos, Gala, Cova, Buarcos, Matosinhos, Peniche, Nazaré and Sao Martinho do Parto lead to important new fishing communities (Proenca Cunha and Porto Gouveia 2015, 11).

Nazaré is also a wellknown pilgrimage, the chapel of the Senhora da Nazaré was built in the year 1370. The image of the Senhora da Nazaré is considered as one of the most miraculous pictures among Christians and it is placed between two rocks in the chapel, called “The Memory”. Fuas Roupinho from Porto de Mós constructed the first hermitage during the regime of King Alfonso Henriques. Several miracles linked to Senhora da Nazaré were recorded and written down in a book of her honor. In the year 1628 a copy of this book was published called “Antiga Imagem Sagrada de Nossa Senhora da Nazaré” (Proenca Cunha and Porto Gouveia 2015, 11). Once a year, on september 8th an annual pilgrimage is held in Sítio, the celebration lasts until september 23th and features processions, dances and bullfights to honor the Senhora de Nazaré (Lonely Planet 2018).

During the 17th and 18th centuries the monks of Alcobaca made several attempts to obtain the temporal jurisdiction of Nazaré and the territory donated by D. Fuas Roupinho, but they failed and the “Confraria de Nossa Senhora da Nazaré” kept their administration. In the year 1789, fifty-eight houses were recorded in the area along the coast and up until the 1970s two-thirds of the economy was comprised of the fishery-sector. Therefore the high seasonality of the fishing rhythms was a problem for the local population, changing between times of hunger in
winter and an abundance of fish during the summer months (Proenca Cunha and Porto Gouveia 2015, 11-12).

On 28\textsuperscript{th} February 1957, the urban area of the Praia da Nazaré and the Sítio received the designation “Village of Nazaré”, which suffered from a struggle to survive and was highly dependent on fishery. Only within the last thirty years has its importance decreased and the boats and fishermen left the beach with the inauguration of Nazaré’s harbour in 1983. The family structure in the region followed a matrilineal approach which means that with the marriage men abandoned their family and got integrated into the family of their wives. In the last decades this traditional structure disappeared and the fishermen houses were replaced by shops. Contemporarily working in the fishing sector is not attractive, especially for young people. The tourism-branch became the most important economic source and most of the local population is now working in this sector. In the 90s’ Nazaré rewakened “Xávage”, which is a traditional fishing technique in Portugal. They made an event to attract tourists in the area, who are enjoying the “show”. Furthermore the peculiar habits of the Nazaré fishermen made Nazaré beach one of the most famous tourist destinations in Portugal (Proenca Cunha and Porto Gouveia 2015, 13).

2.1.2 The Nazaré Canyon

The continental shelf down the Portuguese west coast is 20 to 60km wide and tends gently seaward. At around 200 meter depth the slope shows a significant increase by six degrees extending along the abyssal plain. Several extensive submarine canyons characterize the shelf and slope region including the Nazaré Canyon, which is the longest among them (Paul Tyler et al. 2009, 47).

In the last two decades, the Hydrographic Institute of Portugal aimed to understand the conditions and settings in the Nazaré Canyon and its impact on the oceans waves, the coast, the continental margin and the Iberian Abyssal Plain. European projects like EUROSTRATAFORM, HERMES and HERMIONE as well as national funded projects enabled the community of European researchers to study the dynamics of the Nazaré Canyon (The Interpretation Center, 2015). The following section of the paper composes information absorbed during a meeting at the Hydrographic Institute of Portugal with the three researchers: Anabela Oliveira, João Duarte and João Vitorino compounded with several research papers and information presented at the “The Interpretation Center”, which is an exhibition in the Fort of São Miguel Arcanjo in Nazaré.
The Nazaré Canyon extends from the central-west Iberian margin, around 1km offshore from its coast into the Iberian Abyssal Plain. (Allin et al. 2016, 90). Its head incises deep into the continental shelf and virtually reaches the coastline of Nazaré (Martín et al. 2011, 2389 ). The Praia do Norte is located near the Nazaré submarine canyon’s head in the northern direction, it is fully exposed to the high energetic North Atlantic Ocean, and south of the canyon stretches the Praia da Nazaré (Silva et al. 2013, 2173).

As the result of erosion processes during glacial times of the Holocene, the origin of the Nazaré Canyon differs to other submarine canyons. Several tectonic phases shaped the Canyon five million years ago, during the late Miocene to Pliocene times, therefore, it is one of the oldest marine valleys of the Iberian margin. Deep fissures with a V-shaped profile signify the entire shelf of the Nazaré Canyon extending from the beach down to the Abyssal Plain up to a depth of 5000 meters and a distance of 150 kilometres (Wille 2015, 186).

The original description by Vanney and Mougenot (1993) divided the submarine canyon into three different sections: the upper section extending to a water depth of approximately 2000 meters, the middle section ranging from 2000 down to 4000 meters and the lower section which continues from 4000 meters onwards (Allin et al. 2016, 90) crossing the Portuguese margin (Martín et al. 2011, 2389). The middle and the lower section are located on a reactivated Hercynian fault zone basement structure that may influence the canyons geomorphology (Paul Tyler et al. 2009, 47). The upper canyon is characterized by a sharp V-shape in an erosive valley showing an average axial gradient of 3.2% incised into the continental plate. The middle section

Figure 6: The location of the Nazaré canyon and the development of the depth through its length (Allin et al. 2016, 91).
of the canyon extends to a water depth of 4000 meter and is approximately 50 to 100 kilometres from the shoreline (Martín et al. 2011, 2389). The canyon broadens its walls and is less incised into the continental shelf (Allin et al. 2016, 90) in proportion with the increasing width, but in the core of the middle section the canyon still shows a significant V-shape and its axial gradients can reach a percentage of 8.2. In the seaward direction, the canyon transforms slowly into a U-shaped valley. In the ultimate region, the lower course of the canyon, its axis slope decrease till the canyon is compound with the Iberian Abyssal Plain at around 5000m depth. (Martín et al. 2011, 2389-2390).

Due to the general southward coastal drift the upper part of the canyon acts as a sink for transported sediment particles down the canyon. Nefeloid layers up to hundreds of meter thick with accumulated particles characterise this section of the canyon up to the upper canyon (Martín et al. 2011, 238-239).

“The accumulation rates of organic material is therefore higher than those on open slopes located at the Western Iberian Margin in similar depth (Martín et al. 2011, 2389-2390). The adjacent shelf area of the Nazaré canyon shows an average concentration of the components chromium, cupper, mercury, nickel, lead and zinc. Higher values were found for chromium (Cr) and lead (Pb), also because of the human impact in the region. The vigorous hydrodynamic regime may lead to an explanation for the transported heavy metals in the Nazaré Canyon, which are mixed with non-contaminated sediments. The canyon axis also shows the presence of sand, due to the downslope high-energy turgidities. The north and south muddy deposits feature a calm
depositional environment and indications of bioturbation, which means the restructuring of sedimentary deposits by benthic organisms (The Interpretation Center 2015).

Furthermore, the Nazaré Canyon forms a pathway for masses of water moving from remote regions of the Atlantic Ocean until the near shore of the coast and mixing with water above and below. The continental shelf as well as the deep ocean are affected by the nature of the water. The influence of the Mediterranean water, which is formed on the Gulf of Cadiz by merging the water of the Mediterranean area, the water from the Strait of Gibraltar and the surrounded Atlantic water (The Interpretation Center, 2015) leads to a salinity maximum occurring at a depth of 800 until 1400 meter (Martín et al. 2011, 2389-2390).

The Mediterranean Outflow Water (MOW) influences many sites on the Iberian margin. Less saline water flows from the Atlantic Ocean and enters the Mediterranean basin passing by the surface of the Strait of Gibraltar. At the same time highly saline Mediterranean deep waters leave the Mediterranean basin and form the MOW. This stream is divided by the complex morphology of the slop around the Gulf of Cadiz into two main plumes. The upper plume, which flows between 500 and 800m down the SW Iberian Margin and shows a warmer and less saline characterisation. Secondly the lower plume, which streams toward the northwestern Atlantic in 800 until 1400m (García-Gallardo et al. 2017, 79).

Despite the feature that it is the largest and most deeply incised submarine canyon in the Iberian Margin, the outflow water and the overlying as well as the underlying water shape a strong gradient which leads to an increased development of internal waves (Martín et al. 2011, 2389-2390). The synergy of the barotropic tide with the canyons topography and the water-column stratification cause the generation of internal waves following a tidal period (internal tide), ejected from the generation point, distributing the tidal energy up and down the canyon (Paul Tyler et al. 2009, 47-48).

The strong currents and high turbidity also affect the habitat heterogeneity within the canyon, particularly in the upper parts of the canyon. Steep slopes, scarps, overhangs and terraces characterise the canyons morphology, the lower part of the canyon is shaped by a deep thalweg. The seabed constitutes of different proportions of rocks and sediments which vary from sand to mud. The high diversity occurring in the physical environment of the canyon is reflected by a diverse fauna. The great morphological heterogeneity of the Nazaré Canyon is shaped by a wide variety of features and impacts its biodiversity. A rugged topography characterizes the slopes in the upper and middle section, several gullies and eroded scarps shape this part of the canyon. The scarps are related to landslides, primarily debris flow and rock avalanching. These
processes have scultped the canyon walls. The landslides occur due to external forces like earthquakes, sea-level changes and climatic variations. (Paul Tyler et al. 2009, 47).

The bedrock outcrops at the seafloor, especially on steep slopes. The less-steep areas of the canyon are covered by a layer of fine-grained sediments. The middle canyon consists of terraces, too, generally, parallel to the canyon’s axis. These terraces accumulate thick sequences of mud and represent habitat for numerous individuals of the xenophyophore (monocellular creatures). The terraced area defines a depocenter in the middle section showing little sediment passing beyond the zone until the lower canyon. Coarse gravel shape the thalweg floor as well as large boulders draped in soft sediment, these sediments are influenced by tidally driven near-bottom currents. The U-shaped channel of the canyon is characterized by a second-order thalweg and opens up to 500 meter wide. Mud and coarse gravel determine the seafloor. Most of the wide canyon floor is covered by mud layers which consist of a few centimetre and overly sandy, turbiditic sediments. The second-order thalweg is defined by sand and gravel floor. Solely a little amount of sediments reach this part of the submarine canyon, which implies a lower-energy environment (Paul Tyler et al. 2009, 47-48).

The benthic foraminifera diversifies throughout the canyons length, strong circulation in the canyon axis lead to low standing stocks. Meiofauna represents the most abundant eukaryotic size class dominating the marine sediments, small tests yield thousands of individuals of diverse species. The upper and middle part of the canyon axis consists of fresher organic particulate matter and of a higher nutritional value for the meiofaune. Nevertheless they seem to be unable to absorb the high amount of food resources within the canyon. The canyon’s axis shows a low abundance of meiofauna which can be traced back to strong local bottom currents and unstable sedimentary conditions. In contrast to the sediment-draped terraces and the deep-sea area of the canyon (3000-5000m depth) where the meiofauna prospers through a high amount of food. Persistent terrigenous organic matter and fresh marine matter episodically flow into deeper parts of the canyon and the abyssal plain. The canyons hydrography and heterogeneity determine the quantity and quality of sedimentary organic matter within the submarine canyon and contribute significantly to the total western Iberian margin diversity (Paul Tyler et al. 2009, 52).

Macrofauna exists in the upper, middle and lower parts of the Nazaré Canyon. The OMEX II and HERMES project revealed that the faunal densities within the canyon show higher values than the assemblages of open-slopes, which confirms the assumption that the canyon acts like a hotspot of faunal abundance and biomass, this can be explained through the existence of detritus and particulate organic carbon (POC), which are great sources for carbon and form
natural drivers concerning the composition and the structure of the canyons benthic assemblages. The variations in the benthic assemblages (different depths and temporal) may result from the fluctuations in the transport of particulate material and the quantity of organic matter at the seafloor (Paul Tyler et al. 2009, 53-54).

The megafauna in the upper part of the canyon is dominated by suspension and deposit feeders, and some organisms living in the sediments and rock. Hard and soft corals, sea fans, anemones, and echinothuriid sea urchins live in this habitat, attached to rock. A sparser amount of megafauna is found in the middle and lower part of the canyon. The canyon floor shows high densities of the large xenophyophore Galatheammina, though it doesn’t occur on the thalweg (Paul Tyler et al. 2009, 54), probably because of a high level of disturbance due to tidal activities and turbidity currents (Huvenne et al. 2012, 696), and therefore, it didn’t contain any obvious megafauna. However, where it incised the sediments to expose bedrock, the group of suspension feeders dominated the area (Paul Tyler et al. 2009, 54).

Figure 7 shows the typical fauna and habitats found in the Nazaré Canyon. In the upper part of the canyon the following species can be found: (A) actinarian anemone; (B) brisingid sea star; (C) echinoid Calveriosoma hystrix; (D) stylasterene coral and (E) soft coral. The middle part shows amounts of: (F) stalked crinoid Anachalypsicrinus nefertiti and the lower canyon: (G) xenophyphores Reticulammina cerebreformis; letter (H) shows the ripples on the thalweg (Huvenne et al. 2012, 696).
The position of the canyon leads to an empowerment of the waves strength directed to Praia do Norte and it weakens the power of the water flowing to the south, the Praia da Nazaré. Due to a natural oscillation the length of the Praia do Norte shows a high natural, seasonal variability around 200 meter during the year, but the pay remains solid. Even despite the appearance of the Atlantic Ocean as a rough sea the beach remains very stable and there have been no significant changes during the last century. Generally, a trend of a rising sea-level due to climate changing issues can be noticed, but this effects multiple sources and not primarily Nazaré’s region (Vitorino et al. 2018).

These variations in the coastline are affiliated with modifications to the beach configuration: the beach oscillates between a straight - during the summer months - and an acruate form, in the remaining months of the year (Silva et al. 2013, 2173-2174). On the continental slope, the direction of the wave flow is related to the Azores high-pressure systems, which leads to dominant northern winds during the summer and initiates southern winds producing a northward shift affecting the upper slope (Martín et al. 2011, 2390). Additionally to the variances of the coastline and the wind, the oceanographic conditions follow changes.
throughout the year. In the summer months solar heating and weak swells promote a warm surface of the water at this area and a layer of 20 until 30 meter depth, where the water results in a seasonal thermocline. This means, that the temperature decreases rapidly with the depth of the ocean. During the winter, the large vertical mixing layer results in an almost constant temperature over the 100 until 150 meter of depth, due to storms occurring during this period (The Interpretation Center 2015).

The wave regime originating offshore is characterised by a significant height of around 2 meter and an average peak period of 11s. Furthermore, the mesotidal regime includes an amplitude ranging from 1.5 meter occurring during neap tides and 3.5 meter at spring tides (Silva et al. 2013, 2173-2174).

The tide-changing forces of the sun and the moon determine the height of the tides. If the gravitational interaction of sun and moon align with each other, for example when sun, moon and earth are located in a straight line, the tide-raising forces reach its maximum. This happens during the time of the new moon and the full moon, after this emergence the amplitude is very large (very high high tides, very low low tides) and called spring tide. Contrary, if the moon and the sun are positioned in right angles to each other, the attraction acts in opposition. The high tides don’t reach a great high and the low tides are not very low, the amplitude stays small, these tides are called neap tides. To complete one cycle of spring tides to neap tides and back, it requires one month (Little and Kitching 1996, 3-4).

Several aspects of the Nazaré Canyon are still unexplored or just partly understood. This uncertainty requires further research focusing on important components of the continental margins (Paul Tyler et al. 2009, 57).

2.1.3 The Evolution of Surfing Waves

The submarine canyon releases the big waves of Nazaré which reach an altitude of around 30 meters and deflect at the western coast of Portugal. This chapter provides and explanation concerning the generation of surfing waves in general and afterwards focusing on the formation of the giant waves in Nazaré, thereby using a description from the Hydropgraphic Institute of Lisbon.
2.1.3.1 Generation of Surfing Waves

Surfing waves develop when surface air in the form of wind transfers energy through to the water surface. They emanate from the generating area and transfer their shape when they break by hitting shallow water. The wave can be measured through the wavelength and their height, surfers usually mention the wavelength as a “wave period”, as the wave travels in an orbital path across the ocean’s surface. Furthermore, the waves can be described as friction-free energy, which travels great distances at the surface till the energy gets released within the surf zone as the swell feels the oceans bottom, slows down and breaks. Common literature distinguishes three types of waves: plunging, spilling or surging waves. Surging waves are not suitable for surfing, due to the lack of a rideable wave face, the swells surge up at the beach, shaped as powerful walls of white water. Spilling waves break gradually and are usually adequate for surfing. The last type are plunging breakers, usually they curl over and break in a round-hollow form, at times as a single crash other times they adopt the round and hollow shape, these waves are commonly ridden by experienced surfers (Martin 2013, 13-15).

2.1.3.2 The Big Waves of Nazaré

The Hydrographic Institute explains big-waves as immense swells emerging from the west and northwest direction entering the coastal region. The wave’s refraction is based on the differences between the canyon’s depth and the continental shelf. This causes a change of the direction through the canyon which leads to an increase in speed. According the steep vertical variation of the canyon, the depth reduction causes a shoaling effect, which means that the wave length gets reduced while an increase of the wave height occurs. This proceeds gradually with the approach of a wave to Nazaré’s shore. The interference between the canyon’s wave and the wave moving across the northern continental shelf initiates an additional increase of the wave’s height occurring in the point of intersection. The expansion of the wave promotes a current moving with a northerly direction and acting as a topographic barrier. The current moving with an opposite direction to the wave leads to a supplementary increase of the shoaling effect, which raises the wave’s height. The combination of these occurring effects processes an increase in the wave’s height which is much higher than the offshore waves, the break gets initiated when the height is approximately equal to the local water depth (Hydrographic Institute 2018).

Figure 8 illustrates the generation of the giant waves. The letter “a” shows the wave’s front, “b” represents the Nazaré submarine canyon’s head, and “c” the location of Praia do Norte. As explained above (1) signifies the break of the wave, entering (2) where the depth leads to
shoaling effect, afterwards, (3) the wave of the Canyon interference with the wave of the northern continental shelf and deflects (4) offshore near the cape, with a northerly direction.

Figure 8: The big waves of Nazaré (Hydropgraphic Institute of Lisbon 2018)

Naturally, when the emerging immense swells from the ocean approach the coast, they slow down through the ocean’s bottom. In the case of Nazaré, the submarine canyon focuses the movement of the wave offshore and as a consequence they don’t lose their energy until they reach the near shore of the coast. Waves emerging at the canyon’s head reach the shallow bottom and afterwards become indeed high (Proenca Cunha and Porto Gouveia 2015, 17).

The north-west swells are dominate in Nazaré for most of the year, which effects the wind and wave regimes in the region. These swells lead to a moderate wave height of 1 to 4 meter, waves entering above 5 meter can be linked to episodic storms occurring in the west and southwest during autumn and winter. Estimated return periods for typical storms are 0.3 years and 10
years for immense storms achieving wave heights of more than 10 meter (Martín et al. 2011, 2390).

For setting the perfect conditions concerning the giant waves, the appearance of strong storms in the Atlantic Ocean and the absence of local storms are required. The storms generate strong winds in the Atlantic Ocean without effecting the coast, big swells get produced flowing towards the beach. Calm conditions at the coast lead to well defined waves, therefore, local winds would lead to chaotic state conditions (Vitorino et al. 2018).

Generally, the waves in Nazaré are bigger than the ones on different spots due to the phenomenon of the canyon. Around two immense swells deflected in 2017 onto Nazaré’s shore, which were appropriate to set a new Guinness World Record and about ten perfect shaped waves (10 until 15 meters) were surfed, though this number depends upon the season and the conditions of course (Cosme Soares 2018).

2.2 Anthropogenic Interventions and Big Wave Surfing in Nazaré

The rise of Nazaré as an international tourist destination was caused by the geographical conditions of the region in synergy with anthropogenic interventions. These actions aimed to exploit the unique natural competitive advantages in Nazaré accompanied by the growing importance of extreme sports, like the big-wave surfing, and by an increased popularity of adventure tourism.

This chapter provides an introduction to the evolved media campaign and the efforts by Nazaré’s municipality to promote the town as a hotspot for surfing in order to overcome economic difficulties and to raise its international recognition. A review about the Guinness World Records made by Garrett McNamara (2011,2013) and Rodrigo Koxa (2018) finishes the section.

2.2.1 Nazaré’s Media Campaign and the Town Council

The principal of Nazaré since 2013, Walter Chicharro, the son of a fisherman along with Nazaré’s community members are aware of the continuous existence of the big waves along their coast and their touristic potential to increase the international recognition of the town. The giant waves are considered a source of income for the region and are necessary for the survival of the local population. Nowadays, business-people are selling Nazaré as the town of the big waves. The idea to set up a marketing campaign and to gain profit out of this unique and natural phenomenon was initiated by the previous principal in the year 2009 (ARTE 2018).
The municipal company Nazaré Qualifica in collaboration with the municipal administration of Nazaré decided to launch a three-year-media campaign in 2010 cooperating with the public as well as private institutions. The campaign focused on tourism by promoting the unique characteristic of the town; the giant waves. Therefore the elite surfers, surf enthusiasts and attendees became attracted and it was the beginning of a constant rise of arrivals in Nazaré (Cunha-e-Sá et al. 2017, 1-3).

Nazaré Qualifica is a municipal enterprise founded in 2007 for managing the economic development of Nazaré (Chicharro 2018) and acts in various fields, for instance in the education-sector, social interests, culture, healthcare, sports, infrastructure and the local traffic (Nazare Qualifica n.d.).

2.2.1.1 Strategy Followed by the Municipal Authorities in Nazaré

The period that led to the global awareness of Nazaré can be defined in two steps. First, the North Canyon Project was created and Garrett McNamara was invited, the project was based on surfing and communication. Yet, Nazaré Qualifica and the municipality didn’t follow a strategic communication campaign, but after the Guinness World Record the immense potential was evident (Chicharro 2018).

The North Canyon Project was created to invite Garrett McNamara to Nazaré in 2010. It consists of three movies dealing with the exploration of the giant waves. Since big sponsors didn’t want to launch a surfing event in Nazaré, a team consisting of four local men working in different fields in the sport area of Nazaré’s municipality and Nazaré Qualifica developed the North Canyon Project. The local team managed the forecast, ensured the safety of the surfers and evolved the project (Casimiro 2018).

The first movie shows the arrival of Garrett McNamara in Nazaré in the first year, during his stay he set the Guinness World Record, the second movie deals with this record and the third movie shows the evolution from the initial phase till the great success of Nazaré (Casimiro 2018).

In 2013 Walter Chicarro, who holds a degree in management with a specialisation in marketing and sales became Nazaré’s major. He initiated the second stage within the media campaign. All the social media platforms got revised and new platforms got created. The facebook-profile of the municipality showed a minimum growth rate due to insufficient management. The reshape of the media pages included all kind of announcements concerning the local political achievements: projects in public schools concerning the clean-up at Nazaré’s beach or the
occurance of the giant waves at Praia do Norte. The peak point was the foundation of the local brand Praia do Norte (Chicarro 2018).

The Praia do Norte lifestyle-brand was created in the beginning of the big wave project. Nowadays, the brand sponsors ten athletes, five athletes in bodyboarding, one surfer and four athletes in beach soccer, all athletes are Portuguese and work internationally. The brand shows a permanent growth-rate within the last years, representing 80,000 EUR of sales last year (2017). In 2018 the brand launched its first collection with a profit of 100,000 EUR within the first weeks. One store of the Praia do Norte brand is located in the lighthouse and one store is near the beach (Chicharro 2018).

To foster the brand’s success it sponsors some major events like the World Bodyboarding Tour, the Nazaré Big-Wave Tour of the WSL and the beach soccer competitions. Therefore, Praia do Norte is a brand that is connected to the lighthouse, the surf centre, the sport events and the media and political projects which are in charge of the Major Walter Chicharro (Chicharro 2018).

Additionally, the renewal of the homepage was fundamental for the success of the media campaign and all platforms are kept up-to-date on a daily basis. Apart from this, the mayor and the municipality invested in materials including high-quality cameras and drones, which facilitate to webcast the giant waves and other interests like the national championship in the stadium on all social media platforms (Chicharro 2018).

Since the Nazaré project had already achieved its goals the town focused on holding a major event; the WSL (World Surf League) in Nazaré. This allowed Nazaré to become the face of Portugal during a substantial promotional event in the United States (Chicharro 2018). The Big Wave Tour, installed in 2009 and part of the World Surf League (WSL) since 2014, runs events at several locations, which have never hosted contests before, including Nazaré. The contest only happens if the surf-wave reaches more than 12 meter and doesn’t have a fixed day, it mobilizes within 72 hours due to the wave forecast and contains an international field of athletes. A new edition of the WSL Big Wave Tour is the Nazaré Challenge, which was first run in December 2016 (World Surf League 2018). Because of this, in 2018 Nazaré and the Guinness World Record of Rodrigo Koxa in November 2017 got selected by the Portuguese government to promote Portugal in the United States on the Times Square (Chicharro 2018).

The municipality focuses on social media communication channels due to the low costs and celebrity. In detail all kind of media gets supported such as interviews with newspapers,
magazines, journals, television and the surfers. The municipality provides the internal infrastructure, material and assistance in addition to be promoted through the channels of their partners all over the world, too. The municipality also allows their partners access to the lighthouse to perform different kinds of events. A new promotion video gets launched every three months, which is entirely produced, filmed and processed within the municipality (Chicharro 2018). Garrett McNamara is considered as one of the initiators sharing Nazaré on social media. He presents Nazaré on his account and talks about the waves, the restaurants, the Nazaré Canyon and everything related to the town. Certainly his record contributes value to the city (Cosme Soares 2018).

The media campaign includes the ancient heritage of Nazaré – the fishermen and the fishermen lady (Chicharro 2018). In addition, the municipality uses the social and cultural identity of Nazaré in the media campaign for the purpose of honouring and elaborating upon Portuguese cultural heritage and to contribute to its preservation. The Fort of S. Miguel Arcanjo at the edge of the coast between the Praia do Norte and the Praia da Nazaré was reopened as a surf-museum, which also offers an incredible view over the region and the giant waves (Cunha-e-Sá et al. 2017, 4). Furthermore, the municipality initiated a massive cooperation with the sun-drying fish economy, as the area of the village where the company sundried their fish in the sun got damaged. The space was then developed into an area of culture and a museum of the traditional art of sun-drying fish was opened. The museum consists of three spaces; one at the beach, one within the cultural centre and one in front of the area including an explanation of the traditional ancient setting und industry. At the back of the centre tourists can study the preparation of the fish; the space is localized behind the centre for environmental reasons, to avoid leaving salty water which remains on the fish at the beach. At the focal point of the museum tourists can find the cultural centre, the sundrying-area and the traditional boat exhibition. These elements - the big waves and the ancient heritage - are used to promote Nazaré (Chicharro 2018).

“Nazaré is a very ancient city, it was build around the miracle of our lady of Nazaré, according to the legend 1182. We started to be a small village based on fishing in the 70s – 80s in the last century, we started to focus a lot on tourism and fishing decreases, but we never lost our culture heritage.” (Chicharro 2018).

In 2018, Nazaré also invested in a small caravan to support their media and communication department, which functions as a portable tourism cabinet. The caravan, which is supplied by Mercedes Benz, drives to the big cities in Portugal and Spain and promotes Nazaré at different
events and festivals. One caravan is already present at the major events in Nazaré, for instance during the Nazaré Challenge and shows great success. These caravans are used as a portable store for the Praia do Norte brand, too (Chicharro 2018).

The giant waves’ media campaign of Nazaré, which was launched in the year 2010 could enable a significant positive impact on the local economy of Nazaré and on the adjacent municipalities:

- reduction of the seasonality of the tourism
- representing a rolemodel for municipalities suffering from the same challenges
- inspiring to think about new ways of increasing international recognition
- Booster of the local economy (Cunha-e-Sá et al. 2017, 1-3).

The presence of an exceptional natural trait of the landscape can produce a grand impact on the local economy, which got even more important in recent years. In a globalized world market like today these characteristics are substantial enough to improve the attractiveness of a destination (Cunha-e-Sá et al. 2017, 1-3).

2.2.1.2 Marketing on Social Media

Nazaré’s municipality based its media campaign on social media, which is seen as a hybrid element of the promotion mix (Mangold and Faulds 2009, 257). The 21st century creates opportunities, but also challenges within our global and infinite world, our environment seems to become highly dynamic and interconnected. Social media joins both, the channels and the content exchanged through interactions between organisations, companies and individuals. Created content on social media includes written texts, pictures, videos and networks (Berthon et al. 2012, 261) and currently these internet-based messages are shared in a rapid way through all platforms (Mangold and Faulds 2009, 258). As already mentioned above, the surf industry commonly uses media platforms to promote new surf spots with print and video material (O’Brien and Ponting 2013, 160). Nazaré uses these platforms to support its tourism-strategy in an effective and low-cost manner (Chicharro 2018).

However, social media comprises more than these types of information-spreading, it shifts the focus from the individual to the collective, therefore emphasizes the power of relationships and the collective mind. The conjunctive aspect of social media allows individuals to interact with entities, like organisations and companies (Mangold and Faulds 2009, 258). Furthermore, social media provides for easy accessibility and scalability. Other capabilities of social media are the democratisation of knowledge, intelligence and information. Individuals can be transformed
from content consumers into producers and user-generated content can be created and exchanged through different social media channels (Berthon et al. 2012, 261 – 263 ). The opportunity of the user-generated content is applied within the launched media campaign as the town and the big waves get promoted through the individuals’ channels on social media. Primarily people involved into the surf-business like surfers, photographers, surfer-brands and the WSL contribute value to the town and its community (Chicharro 2018).

Prima facie the promotion through social media appears easy from an international marketing perspective. Yet, international marketing-experts have to follow a well designed strategy and consider the following aspects, elaborated in the research paper of Berthon et al. (2012):

- Social media is reflective of the technology, culture and government within a specific country
- Local events rarely remain local
- General issues become individualized and macro issues verge into locally interpreted topics
- Technology, culture and government influence the actions and creations of customer created content
- Technology often depends on the history and differs from country to country (Berthon et al. 2012, 263 ).

The determination of a country’s status encompasses the technology, which means the used social media infrastructure, the culture, like the shared values on profiles and the governmental aspect comprising the institutional rules and regulations of a country (Berthon et al. 2012, 265).

The country’s level of technology determines if a media is more or less popular within a country. Also the attitude of the country’s government about the social media influences its usage. Furthermore the cultural norms and values affect the media platforms and its application (Berthon et al. 2012, 265). However, Nazaré’s municipality decided to focus on facebook and on the reception of their website. The promotion of the town via instagram on the surfers’-, the WSL- and other profiles creates a successful possibility of advertisement.

Furthermore, creative consumers can represent a prosperous source of ideas and business prospects and can help to identify opportunities for further revenues and addition growth (Berthon et al. 2012, 267).

Already 130,125 people have used the hashtag Nazaré (stated on 06/12/2018) on instagram and around 500 videos are related to the search “Nazaré big waves” on youtube (stated on
06/12/2018). Nazaré is present on the major social media platforms worldwide which consist of facebook, youtube and Instagram and follows a well-designed social media strategy.

As the statistic shows, the main social media channels include facebook: 2.167 million users, youtube: 1.500 million users and Instagram: 800 milion users.

The second principle; that local events gain global attention give the town an advantage. Though this implies that marketing strategists also have to monitor the news concerning their interests and gauge the impact of the developments related to the advertised “product”. Furthermore, this kind of advertisement contains a high level of unpredictability and uncertainty, things can happen rapidly and bring less certain outcomes. The training and establishment of social media guidelines for employees is a fundamental aspect for the success of a campaign based on social media platforms. Several surveys show that employees often lack IT and communication skills in these sectors (Berthon et al. 2012, 265-270).

Nowadays social media marketing has become a substantial element for businesses performing in all kind of sectors. Seven building blocks are common to all forms of social media and should be emphasized depending on the organization: identity, conversation, sharing, presence, relationships, reputation and groups. By encouraging these the organisation creates value for the users and therefore for themselves (Reto, Rauschnable and Hinsch 2017, 118-119).

Nazaré successfully follows a well-designed strategic campaign in this highly dynamic environment, it focuses on the main social media platforms and has renewed its homepage. Therefore Nazaré could encourage a significant positive effect on the town and its global reputation, in chapter 3.3.1 a quantitative statistic about the launched media campaign on the local economy is reviewed. The social media platforms offer multiple opportunities, but also
threats for companies and their labels’ image. It is important to consider all aspects of this new way of advertising and arrange a team to follow the same purpose.

2.2.1.3 The Fort of São Miguel Arcanjo

With the increase in tourism Nazaré’s municipality decided to reopen the Fort of São Miguel Arcanjo, which is part of Nazaré’s history. In the year 1577, during the government period of D. Sebastião, the mannerist memorial was constructed to defend the bay against Algerian, Moroccan, Dutch and Norman pirate attacks. In 1644 the Portuguese king D. João IV dictated the restoration, reconstruction and extension of the fort due to its strategic position. São Miguel Arcanjo is patron saint protecting several sanctuaries and typically built on a high position in the fort. Furthermore, a pictorial of São Miguel Arcanjo with the title “Elrey dom juan – 1644” on the veneer of the monument marks the year of construction. During the French invasion, hostile soldiers found shelter in the Fort until their ejection in 1811, which makes the fort a memorial for the national revolt and autonomy in Nazaré. It also marks a time that sustained numerous battles of liberation between partisans of D. Pedro IV and D. Miguel. In the year 1830, king D. Miguel visited the fort and during his stay he imposed several reparations. After his departure, as a sign of the battles between liberalists and absolutists, the pictorial got broken and the liberalists destroyed the sculpture. Today the fort marks an unsettled time between liberalists and absolutists. At the beginning of the 20th century without any military function the municipality built a lantern and a house at the fort for Nazarés fishermen. On December 1st 1903 the lighthouse was established at the edge of the Fort S. Miguel Arcanjo (Câmara Municipal, n.d.), which became famous and well-known, because of the giant waves which are formed right in front of the fort at the canyon’s head (Nazaré Qualifica, n.d.). Therefore, the fort offers an exceptional position to follow the spectacle and the surfing-events.

Since 2017, the Forte de S. Miguel Arcanjo has been property of Nazaré’s municipality and with the opening in 2015 it receives more than 400,000 visitors a year. With its outstanding location it is the perfect place to watch the giant waves of Praia do Norte, which makes Nazaré the city of the big waves. On the 30th May 2015, Nazaré’s principal, in collaboration with the president of the hydrographic institute, opened within the fort an explanatory exhibition about the Nazaré Canyon and the formation and named it “The Interpretation Center”. It offers scientific explanations, information and presents forecasts and control-data concerning the big waves provided by the MONICAN-buoys. This is a system installed by the hydrographic institute for collecting maritime data. Furthermore, a model of the Nazaré Canyon, photographs and information about the German submarine boat U-963 complete the exhibition and explain
the work of the hydrographic institute, by showing the latest studies in this scientific field (Nazaré Qualifica, n.d.).

Aside from this, tourists can visit the “Surfer Wall” a project by Nazaré’s authorities launched in 2016 to materialize the recognition of the town by surfers seeking to ride the waves of Praia do Norte and thereby making Nazaré famous. The project displays a permanent exhibition of surfboards and includes a short biography of the athletes, which help the visitor to understand one of the unique spectacles on earth (Nazaré Qualifica, n.d.).

2.2.1.4 The Guinness World Record in Nazaré

This section provides a short review about the set Guinness World Records by Garrett McNamara and Rodrigo Koxa, followed by a short biography about the elite surfers.

In November 2011, the surfer Garrett McNamara entered the record book after surfing the highest wave that has ever been surfered, measuring a height of 23.77 meter. After examining evidence and ratifying, the Guinness World Records confirmed the record. The epic ride required him to be towed into the ocean from a jet-ski, because the waves are too immense to paddle outside and thus he could beat the record set by Mike Parsons in Southern California 2008. After his ride he mentioned (Guinness World Records News 2012):

"It's the most challenging, dangerous wave I've ever surfed - it's the only place in the world in which a giant canyon reaches all the way to the beach" (Guinness World Records News 2012).

Two years later, in 2013, he most probably beat his own record by surfing another big wave at the same spot in Nazaré though the record is currently unverified by Guinness World Records, but the international echo of these World Records was immense and the town was established as a big wave generator. All the big media partners like CNN, BBC and ESPN brought international attention and the pictures of Garrett surfing the spectacular waves went viral. Furthermore, the ride receives awards like the Vasco de Gama Medal of Honour from the Portuguese Navy, which was given to a foreigner for the first time (Guinness World Records News 2013).

Currently, the Brazilian big-wave surfer Rodrigo Koxa holds the title for surfing the largest wave in the world. On the 8th of November 2017 he surfed one of the immense swells of Nazaré with a high of 24,38m and also received the Quiksilver XXL Biggest Wave Award by the World Surf League (WSL) (Guinness World Records News 2018).
2.2.1.5 Biography of Garrett McNamara

The surfer Garrett McNamara was born 10th August 1967 in Pittsfield, Massachusetts and spent part of his childhood in California. At the age of 11 years he moved to Hawaii, because his mother was going to marry a musician. The marriage didn’t last for a long time and McNamara and his family went onto welfare. Due to a coincidence he got a board and realised instantly that surfing is all he ever wants to do, but his growing obsession started to become a problem by neglecting his graduation from school. While he participated in a contest in the Hawaiian Triple Crown Series he made the decision to graduate from school and to become a professional surfer. Over the following years he competed on surfing competitions and travelled around the world with a great success in the sport. He appeared on the covers of big surfing magazines and got great deals with sponsors. 1989, when he was invited to compete in “The Eddie”, a big wave tournament in Oahu, he ended up on the floor for four months, due to a broken rib and a herniated disc. All the sponsors dropped him and he needed a long time to heal completely. Three years later he returned to surfing and henceforth focused on small wave tournaments. In 1994, he opened a surf shop in Oahu and got married. It needed six more years when he entered and trained for the Pe’ahi Challenge on Maui, well known for its dangerous, immense waves. After winning the contest he closed the shop and focused on big-wave surfing again. McNamara and his second wife followed an invitation from Dino Casimiro (Interviewed on August 2nd 2018) to Nazaré. They stayed for some months in Nazaré to become familiar with the environment. On the 11th November 2011 the waves became really big, not comparable to anything he had seen before. After riding a 23.77 meters height wave he received the Guinness World Record, see chapter 2.2.1.4. Two years later he broke his own World Record and the picture of him surfing this giant wave went viral and focused international attention on Nazaré (Waleik 2017).
2.2.1.6 Biography of Rodrigo Koxa

The surfer Rodrigo Augusto do Espirito Santo, also known as “Koxa” was born in Jundiai and grew up in Guarujá at the southern coast of Brasil, near Sao Paolo. His career as a surfer started when he was 8 years old. During a trip to México, visiting Puerto Escondido, he decided to become a big-wave surfer, at the age of 15. Always in search for the biggest waves he travelled through Mexico, Chile, Peru, South Africa, California, Fiji and of course Portugal (Rodrigo Koxa n.d.).

Even though he was suffering from a bad accident in Nazaré 2014, where he almost died and after sustained psychological problems almost preventing him from going back into the water, on November 8th 2017 he went back to Nazaré’s big waves and caught not just the biggest wave of the year, but the biggest wave that ever has been surfed. The wave measured 24.38 meters and therefore topped Garrett McNamara’s record, while he was towed in by Sergio Cosme Soares (Interviewed on August 1st 2018). After breaking the Guinness World Record he mentioned: “I got this wave, and it was the best moment of my life” (Diamond 2018).
3. Impacts of the Tourism Boom in Nazaré

Surf spots around the world suffer from a steady increasing pressure due to tourism, coastal development, pollution and other anthropogenic interferences (Martin 2013). In this section the influencing forces are divided into social, environmental and economic impacts to create a holistic profile about the developments in Nazaré. During the last years, since the launch of the media campaign and the rise of the international attention, these forces have to be examined to prevent negative impacts on the region. The theoretical part about the several effects is complemented by interviews with the local community in Nazaré. The local interview partners include: Walter Chicharro (major), Ricardo Mendes (environmental department Nazaré), Dino Casimiro (sport management department Nazaré), Nuno Oliveira (lifeguard), Paolo Miguel Correia Peixe (owner of Nazaré’s surf school), Sergio Cosme Soares (jet-ski driver) and Cristina Luz (tourism office in Nazaré) and observations in Nazaré. All interviewees have experienced the rapid developments in the town and maintain local relationships (friends, family and business-partners), therefore, their contribution is authentic and significant enough to reveal the social impacts of tourism in the town.

The factors are interdisciplinary, which means that they are often related to each other and can be assigned to more than one impact-categorisation.

The findings demonstrate that surfing has a significant impact on surf sites, its environment and the society. It is of great importance to measure changes and to consider any negative impacts on surf breaks and the natural environment, which may occur due to development, coastal planning and protection works. In fact the impacts combined with the growth in participation and the rising popularity of surfing globally leads to a meaningful role of surfing for economic value in various regions. It represents a very profitable market, a rising industry and a major part in the tourism strategies of coastal locations (Lazarow, Miller and Blackwell 2009, 145-147).
3.1 Social Impacts of the Tourism Boom

Literature says that any form of economic development has implications concerning the social structure and other cultural aspects of a host community (Mbaiwa 2011, 1050). The local communities can be influenced through different levels. Moreover, the community structures can be transformed from the increased tourism as well as the behaviour patterns. Non natives can release changes within the collective and individual value system of the local population and their lifestyle (Usher and Kerstetter 2014, 323).

Defining the social impact of tourism on the quality of life of the local population may be difficult, as it often depends on subjective experience influenced by the individual’s perception and feelings of the person. Research dealing with this topic agreed, that it is a multidimensional and interactive construct containing many aspects of people’s lives and environment. The quality of life (QOL) depends on a person’s satisfaction with life and the feeling of one’s experience in the world. The sum of individual community member’s feelings and perceptions concerning their QOL leads to the QOL within the community (Andereck and Nyaupane 2011, 248-250).

However, several researchers brought up the different dimensions and indicators to capture the structure of the impacts on the Peoples’ Quality of Life (QOL). In the work of Andereck and Nyaupane (2011) it is listed in the following way:

1. *Emotional and psychological well-being:* this includes: safety, spirituality, happiness, freedom from stress, self-concept, contentment
2. *Interpersonal and social relationship:* intimacy, affection, family, interactions, friendships, supports
3. *Material well-being:* includes employment and economic security, financial security, food, possessions, social economic status, shelter
4. *Personal development, competence and goals:* education, skills, fulfilment, personal competence, purposeful activity, advancement
5. *Physical well-being:* including wellness, nutrition, recreation, mobility, health care, health insurance, leisure, activities of daily living
6. *Self-determination:* individual control and decision-autonomy, choices, personal control, self-direction, personal goals/values
7. *Social inclusion, dignity and worth:* acceptance, status, supports, work environment, community activities, roles, volunteer activities, residential environment
8 Rights, including: privacy, voting access, due process, ownership, civic responsibilities

The QOL studies generally focus on the way these impacts effect the individual or family life, encompassing the communities’ life, neighbourhood, and personal circumstances. Impacts can be expressed on different levels (Andereck and Nyaupane 2011, 248-250).

Research revealed that local residents, who are working in a touristic area or who are dependent on the tourist sector have a more positive perception of the tourism impact on their life, than local people, who are working in different fields. Beyond that, the resident’s extent of contact with tourists and the level of knowledge regarding the tourism industry have also been examined as predictor variables. It can be said that local hosts, who are more strongly included in the tourism sector, who have a higher degree of interaction with the tourists and are more positively adjusted to tourism express more positive attitudes and are more supportive and interested in tourism development. The QOL through an economic perspective leads to an increased support of the sector, which is based on the relationship that personal benefit may be viewed as economic benefit (Andereck and Nyaupane 2011, 249 - 258).

Tourism can therefore enrich an area through social and cultural benefits (Ramos et al. 2016, 210-212). According to the research paper of Deery and Fredline (2012), which is based on previous studies dealing with this topic, tourism can release different feasible impacts. Tourism can enhance the sense of community identity (Ramos et al. 2016, 210-212), the fact that visitors arrive from all over the world to come to a destination and spend their income in the area, can raise the pride, which the local community has in respect to the destination. Furthermore, the image of the city in the eyes of others can lead to a so called “show cast effect” that is aligned to the community pride. The image of the region gets improved through the placed publicity, word of mouth or media. In the case of Nazaré the social media aspect has played an important role, too. In the terms of social and moral values, research shows that a tourist’s notion may differ in a substantial way from the values of the local residents, which can lead to changes or conflicts in the touristic destination. As mentioned before, the extent of the relationship of a local group can differ in their engagement and attitudes towards tourists, this can lead to frictions within the host community (Deery and Fredline 2012, 69).

Concerning the demand for public services like health care and police, an increase in tourism can lead to an increasing demand concerning public services and furthermore, to longer queues and waiting times, remarked in higher opportunity costs. In regard to public facilities, tourism always brings new facilities into communities but also a higher demand for maintenance due to the increased usage. In some regions the local population benefits from the improvement in
public transport, in others, tourists may lead to an additional crowding effect on the existing service (Deery and Fredline 2012, 68-69).

A higher number of attractions in the region, like more shopping opportunities plus increased opening hours may lead to a benefit for tourists. Frequently visitors require entertainment and recreational facilities, which leads to a higher offer, which can be enjoyed by the local community, too (Deery and Fredline 2012, 68-69). These additional offers through the tourism sector, including festivals, restaurants, natural- and cultural attractions and outdoor opportunities may release the perception of an advantage in tourism within the local community (Andereck and Nyaupane 2011, 248-250). While some members of the host community resent sharing these public goods and entertainment facilities with tourists, others mention, that a moderate increase can improve the social interaction and add benefit to the atmosphere (Deery and Fredline 2012, 68-69). Furthermore, an improved QOL can be gained through a higher personal standard of living, better job opportunities and increased tax revenues. (Andereck and Nyaupane 2011, 248-250).

Particularly, the interaction of local people with visitors coming from different parts of the country or from all over the world may lead to the development of new ideas and innovations. Social connectedness outside the immediate site in the tourist area (Ramos et al. 2016, 210-212) leads to a promotion of intercultural interaction (Deery and Fredline 2012, 68-69). Commoditisation of the local culture, society and history can work as a form of conservation for the rural society, however it can lead to an increase in serious economic and political problems in the area. A new trend constitutes tourism in a sustainable setting for environmental and cultural issues. Eco-Tourism, cultural tourism and tourism of “body and nature” develops tourists to “authentic” encounters. Nature-orientation may evoke a deeper sense of connectedness to the local environment and therefore provide a rationale for environmental protection. These produced effects on the local communities, can be defined as intangible benefits (Ramos et al. 2016, 210-212).

On the negative site crowding, parking problems, crime and increased cost of living may reduce the perceived QOL (Andereck and Nyaupane 2011, 248-250). The restricted availability of parking spaces leads to frustration and conflicts resulting from a tourism boom. Moreover, the higher level of noise, caused by tourists who socialise late in the evening, the consumption of more alcohol or other tourist activities can be disturbing for the local hosts. The increased number of people in shops and heavier traffic, especially in areas with a high seasonality, can influence the way of life of the local population. Overall crime rates are sometimes increased
with tourism, often associated with rowdy behaviour, drug and alcohol abuse. Furthermore, gambling is for many tourists an activity they like to perform during their holidays. The resulting higher number of gambling facilities can cause social problems for the locals who regularly visit such facilities. The aesthetic of the city may be reduced, because of a higher number of garbage cans and the increase in costs, because the litter has to be taken away more often. The ratio between the number of holiday homes and the number of permanent residents is important concerning the acceptance of tourists, otherwise substantial imbalance occurs and conflicts arise (Deery and Fredline 2012, 69). The Doxey’S Irridex model (1975) in chapter 3.1.2 discusses the carrying capacity of a society and addresses this multi dimensional aspect.

In touristic areas the prices of goods, services and housing are perceived to rise, but it is difficult to explain this development through an increase in the number of tourists or other factors. Furthermore, touristic areas often show a strong demand for real estate, which is good for the property owner but a big disadvantage for locals who want to purchase property. The pushed prices for living and renting, caused by workers servicing the tourism industry, can influence the local populations’ life. Especially for local retirees or residents receiving a fixed income, this evolution can lead to financial problems. An increase in urban development, for example new shops and restaurants built for tourists arrivals, can change the character of the region. These local facilities may conflict with the existing style of the city and the cultural heritage (Deery and Fredline 2012, 69).

3.1.1 Social Intrusions effecting Nazaré

To develop a structured framework of the social impacts affecting Nazaré’s community some of the presented dimensions, elaborated in the work of Andereck and Nyaupane (2011), are selected due to their high significance and importance in the town. Interviews were performed to find out to what extent the local population is influenced on a social level and the results are conducted by these dimensions.

Due to the number of interviewpartner and the socio demographic characterisation of the group, some bias must be taken into consideration, though an empirical consultation of Nazaré’s population would have surpassed the extent of this masterthesis. As mentioned above, the social impact of the Tourismboom is difficult to measure as it depends on the individual’s values and perceptions.
3.1.1.1 Material well-being

The rise of tourism in Nazaré has a great impact especially concerning jobs related to the tourism sector. Since 2011 tourism has increased with a steady growth rate and with the overcoming of seasonality some local residents have got the possibility to work throughout the year. It provides an additional source of income and enables job opportunities for the local population.

The administration of Nazaré tries to adapt their systems to the developments, for which reason they decided to establish four lifeguards during the winter-months at Praia do Norte too, therefore, the lifeguards could enhance their working-time throughout the whole year and provide security to the visitors, as many of the tourists are not aware of the big danger of these waves (Oliveira 2018).

Beyond that, many locals caught the opportunity and opened surfschools, hostels, restaurants and other facilities connected to the tourism. The number of people who aim to learn surfing is increasing every year, which leads to a huge potential within the surfing business in Nazaré. As a result, more surfschools, more surfclasses and more employees are needed to respond to the growing demand in this sector, which also causes a higher level of competition within the area. Even the length of the surfing-classes had to be reduced during the summer to meet the high number of surf beginners and the surfschools are open perennial (Correia Peixe 2018). Generally this growth of the population requires more tourism-facilities like bars, restaurants and shops which are maintained by a higher number of workforces. Furthermore, new jobs-branches occurred in Nazaré (Cosme Soares 2018).

"We were the first surfschool in Nazaré, a private surfschool, but this place is growing every year. When we opened we were the first surfschool, now there are five other schools, there are two surfshops and a lot of different stuff." (Correia Peixe 2018).

Also the big-wave surfing in Nazaré requires a great number of experts and a well-prepared team. Jet-skis and experienced drivers are substantial to perform this sport and to provide security on the ocean. Moreover, the surfer requires a professional driver to tow him/her into the waves (Cosme Soares 2018). Lifeguards who secure safe conditions and support the athletes on the beach (Oliveira 2018), as well as skilled professionals handling the TV, Photo- and Video – production of the big-wave surfing (Chicharro 2018) have to be in attendance, too. These events are of great interest for Portuguese and Internationals and arouse attention.
“I realised that I have the potential to become a jet-ski driver and this kind of job has the potential here, too, so I put all my resources together and I paid a lot, like a house, the gasoline, the jet-ski, it was my investment for the future, to be here and stay here all the year.” (Cosme Soares 2018).

Interviews with the local citizen show that employment and the economic security could be improved through the developments. Certainly a rise in tourism often leads to an increase in the price of food, restaurants and housing. It can be challenging for the local community to find proper conditions for renting an apartment in relation to the income, as the prices have doubled within the last three years. Currently, the real estate business is developing and the market has risen sharply. The extended number of people, local and foreign, makes the search for apartements and houses difficult and expensive, which effects the local population in a negative way (Oliveira 2018). The locals are displeased with the increase in prices as the rise is perceived as not affordable for everybody and as a negative consequence of the tourism boom. Furthermore, the IMI – Imposto Municipal sobre Imóveis, taxes regarding the real estate in Portugal, is considered as a strain for locals (Correia Peixe 2018).

3.1.1.2 Physical well-being

The physical well-being in Nazaré is of high significance, currently a new health-care centre for locals and visitors is being built. The previous centre was outdated, hence the major decided to invest in providing proper conditions in the health-care sector (Chicharro 2018). Due to Nazaré’s location next to the Atlantic Ocean, visitors and locals can partake in the health benefits emerging from the nature, sun and saltwater (Casimiro 2018). The physical well-being comprises recreation and leisure activities, therefore Nazaré has a lot to offer in the nature tourism sector with a high number of sport facilities, though these facilities are generally consumed by tourists and not by the local community (Correia Peixe 2018). Concerning the offer of night diversions the town is lacking, there is still a huge potential for development within this area, as the town doesn’t have many bars, discos and the nightlife is extinct (Oliveira 2018).

3.1.1.3 Interpersonal and social relationship

Nazaré attracts a lot of people throughout the whole world, therefore, the tourism can also influence the personal and social relationships of the local population. The tourists come and interact with the residents and an intercultural exchange takes place. These developments enable a share of knowledge and experience, especially within the surfing community this
knowledge transfer concerning safety issues, waves, technical equipment and topics related to spots which are further developed and explored are of high interests (Oliveira 2018). Furthermore, new ideas and innovations are transferred by the tourists, the exchange of different values lead to personal growth and to new friendships (Cosme Soares 2018). Consistently returning foreigners in Nazaré are well integrated with the residents and have more close relationships, but this depends on the purpose of the visit and individual preferences (Correia Peixe 2018).

“You see the people who come here, I mean the cultures you met before, because you have been in their country and now you can see them here, in Portugal. Mixing the culture that they bring, from their countries, and meeting the Portuguese culture. Sometimes it is beautiful, sometimes you learn what not to do, sometimes you learn what to do better. So I think it is always positive, when you meet other cultures.” (Cosme Soares 2018).

Generally, visitors are interested in developments occurring in Nazaré and ask for local information and advice, which leads to an increase of interaction and a perceived appreciation within the hosts (Oliveira 2018).

Certainly, the increased tourism can lead to social issues and intercultural problems, too. The increased number of surfers in the water may lead to some kind of surfrage. Some years ago this social phenomenon was completely rare in Nazaré, these days, when the water is crowded, the surfers start to show their rage and demand their space. The widespread length of the beach softens the occurrence of conflicts nevertheless, this may occur as a problem in the future, if the number of surfers keep increasing. Generally, the locals stay on the surf-spot with the best waves (Oliveira 2018). This phenomenon is not just a concern of Nazaré, but at nearly every surfspot. As Praia da Nazaré, the main beach, is more convenient for beginners, it doesn’t occur frequently at this location, but at Praia do Norte, where the waves are more heavy and the surfers are advanced, surf-rage may be increased (Correia Peixe 2018 2018). Interference between surfer and jet-ski driver may occur too, as the surfer and bodyboarder claim the area and waves for themselves and don’t accept the jet-skis being there, though the jet-ski driver must train in order to be experienced and well-prepared for the big waves. As a result of the tourism boom, the competition between businesses, surfers and jet-ski drivers has increased, yet it is not considered as a big issue and surfing is perceived as a connecting activity of humans and nature. (Cosme Soares 2018).

Nazaré attracts different kinds of tourists, surf enthusiasts, professionals, religious tourists, summer- and sun-tourists, which are conducted to the local community on different levels and
visit Nazaré for different purposes. Of course, this variety leads to diverse communication and interactions with the residents too (Mendes 2018).

3.1.1.4 Personal development, competence and goals

Nazaré expands its educational institutions and begins with the construction of a public school in the south of the town. Furthermore, the requirement of well trained employees in public services and in the touristic area is high, therefore, cost-free english-courses are offered to the workforces in public institutions to facilitate the communication with foreigners (Chicharro 2018). To offer safe conditions especially during the big-wave seasons the lifeguards have to be well trained and receive technical training, as they are responsible for the security of the beach (Oliveira 2018). The local population gets the possibility to rethink their profession and to switch to other careers, especially related to the surf-industry and tourism (Correia Peixe 2018).

The practice of this kind of extreme sport requires a high level of preparation, generally the big-wave surfer in Nazaré exercises the sport on a professional level. The passion for waves and vehicles is a main motivational driver to perform this sport (Cosme Soares 2018).

“The big waves give me the possibility to work, the possibility to meet my kind of idols, you know. The big waves gave me this chance. Of course to do what I love, my job and to do what I really love and now I know all my idols, today they are all my big friends, like Garrett and Koxa. It really changed my life.” (Cosme Soares 2018).

3.1.1.5 Social inclusion, dignity and worth

The picture of Nazaré within the local population and some sort of community identity and pride has risen within the last years. Certainly there are also critical voices occuring concerning the tourism boom, but the people are aware of the necessity of the alteration. The advertisement of Nazaré on big events and the media area releases pride among the residents (Oliveira 2018). Yet, the promotion of Nazaré as the city of the big waves may mislead, as visitors suppose that the main activity in Nazaré is “watching the big waves” though the town is also satisfying for beginners, who aim to learn surfing (Correia Peixe 2018). Many people from abroad consider Nazaré as a destination to live and a very large community from France, Spain, Switzerland, Poland, USA, Ireland and Belgium are living in Nazaré during the winter months (Chicharro 2018).
In addition the municipality initiated requalifications of public spaces, as some places appeared abandoned and damaged, thus the satisfaction with the residents’ environment may be increased. The project started 2.5 years ago, ancient cable stones got recovered and the façade got renewed because of the high number of cars and people passing by (Chicharro 2018).

3.1.1.6 Emotional and psychological well – being

Several interviews showed that the contentment may be rising among the local population. As this kind of perception is influenced by subjective experience, values and the level of involvement. Businessmen and businesswomen who are interested in increasing their value, owners of houses and people involved in an economic way, try to foster the upgrowth and want to capitalize on the boom, therefore a higher number of tourists is more pleasant. The increase of people in public spaces can possibly lead to also to more stress concerning waiting-times in public spaces, a lack of parking spaces and a higher number of surfers in the water. Hence the boom cannot be satisfying for everybody and depends on the perspective (Cosme Soares 2018).

Without doubt the parking has become a big issue within the last years, the municipality attempts to solve this problem by providing small infrastructure for people to park their car outside the town for free. This subarea parks are promoted by the local authorities and negotiations with the national government are already initiated regarding a large area to construct further parking spots for locals and visitors (Chicharro 2018). Especially during the peak of the summer the places are very crowded and recently during the winter, too, it is nearly impossible to find a parking place (Oliveira 2018). All of the interview-partners mentioned the parking as one of the main issues concerning the population in Nazaré. Although the local mood in regard to the developments is mostly positive and the interviewees conceive Nazaré as a touristic destination with a high potential, which has not reach its limit yet.

3.1.2 Limits of the social carrying capacity

The fast development of worldwide tourism enhances the concern about present and potentially negative impacts on the local societies. Provided that the number of visitors at a destination and their generated affect remains under a specific level the residents tolerate the presence of tourists. If the development exceeds a critical level and the local economic impact is not perceived as positive anymore, the host’s perception tend to become negative. Therefore the critical level has to be determined. The social carrying capacity can be defined as the extent of the host communities’ ability to tolerate tourism (Zaidan and Kovacs 2017, 291 – 296). This capacity is influenced by different factors:
1. The social carrying capacity gets influenced by cultural and economic terms. Generally, the host community shows higher tolerance when the tourists seem to be close regarding their appearance, economic characteristic, language and culture. The larger the distinction between local residents and tourists the more recognizable is the sociocultural impact.

2. Furthermore, the social carrying capacity is affected by the ability of absorbing the number of visitors, physically and psychologically, without overwhelming local facilities and services.

3. The speed and intensity of the developments and the applied approach determine the carrying capacity, too. If the tourism is integrated gradually in a local, already established economy, the impact remains insignificant. However, if the tourism sector replaces an existing, established economy in a short period of time, the sociocultural impact will be greater (Zaidan and Kovacs 2017, 296).

Several studies deal with the measurement of social and cultural impacts on the host destination and the resident’s level of tolerance through the different stages of the tourism development. It is assumed that the sociocultural impacts and the level of tolerance differ over a period of time. The Doxey’s Irridex model (1975) addresses this multidimensional aspect and suggests that the tension within the local population is related to particular stages of tourism growth. The attitude stages of the host community range from euphoria to antagonism and depends on the number of tourists and their effect on the quality of life of the residents (Zaidan and Kovacs 2017, 296-297).

![Figure 11: Doxey’s Irridex model (1975) (Zaidan and Kovacs 2017, 297).](image)

The stage euphoria is characterised by excitement and enthusiasm among the residents about tourists from abroad coming to their home community, it is a mutual feeling of satisfaction. The
developments bring opportunities and money flows within the host community. The stage of apathy is caused by an increased inflow of tourists, which is taken for granted by residents, furthermore visitors become target for profit-taking and the contact with the local community moves to a more formal state. If the tourism-industry starts to reach the saturation-point and locals are not able to adopt the increased number of tourists without extending facilities, the developments reach the level of irritation. The stage of antagonism intends an overt level of irritation. The tourists are perceived to cause negative affects on the local community like higher taxes or harm to their property-rights. Antagonism and the “rip-off” of tourists define this level of tourist development (Zaidan and Kovacs 2017, 297).

The conducted interviews in Nazaré imply that the saturation point is not reached yet and the majority of the locals are in a satisfied state of mind. Nevertheless negative aspects like the increase in price of food and accommodation caused by the tourism boom were mentioned during the interviews and the developments require further research within this topic.

Authors like Jess Ponting, who are dealing with sustainable tourism, concluded, that for sustainable surf-tourism the active engagement of the local community in the long-term process planning is necessary. A sustained performance of tourism requires incorporate mechanisms for cross-cultural understanding in politics and strategy planning (O’Brien and Ponting 2013, 161). Especially for the governments, industries and institutions related to tourism it is of great importance to understand the host communities’ perception of benefits and disadvantages resulting from an increase in tourism to reduce the probability of a community’s backlash against tourists and the tourism development (Deery et al. 2012, 64). The local population should be considered as meaningful individuals that have the freedom to involve themselves in the surf-tourism enterprise. Such approaches require a trustful relationship and, reciprocal open exchange concerning necessary information between stakeholders. Therefore the provision of tourism information for the local hosts can lead to increased engagement of the population, as well as the active integration of host communities’ opinion (O’Brien and Ponting 2013, 161). Concluding that policy makers need information about the perceived factors contributing to the society, not just in a quantitative way, but through a qualitative perspective. This qualitative approach examines the host communities’ experience with tourism and how they personally rate the development (Andereck and Nyaupane 2011, 250).

While surfing is conceived as an activity and culture, it can lead to a link between different generations, connect people, provide an area for outdoor-based physical activity and can be
helpful for various businesses and can help to build up towns and communities (Lazarow, Miller and Blackwell 2009, 147).

3.2 Environmental Impacts of the Tourism Boom

For all that participate in surfing, surfing sites and the natural environment of the location are essential for the sport. These components must be included to understand surfing and, additionally, to apprehend the development of the tourism related to surfing. It is without doubt, that with the beginning of the 21st century coastal zones have become a highly competitive space for various groups and individuals competing with regard to access and preferential use of the beach and the nearshore zone. The surfing quality or surfing resource can be impacted environmentally, which also affects the socioeconomic well-being of communities strongly related to the beach. The surfing capital, a term introduced into the literature by Lanagan, includes a range of issues that effect surfing and related experiences. The term “surfing capital” encompasses wave quality, wave frequency, environmental and sociocultural issues. These values should be considered when discussing factors that may impact surfing and therefore tourism related to surfing. The sensory construction of the experience while surfing is gained through direct contact with the ocean, the beach and natural elements like waves, winds, tides, currents and weather. Surfing and its industry highly depend on these facilities. Threats, often humanly produced like pollution and inappropriate development, natural climate changes, anthropogenic climate changes effect the location, the tourist experience and the local community and components relying on it. Particular research and governments focus on understanding the full market and nonmarket value of coastal and marine resources and competitive advantages resulting from natural sources. Environmental goods and services contain market and nonmarket values, the nonmarket value includes for example the maintenance of a healthy society and values that cannot be adequately expressed in market terms. Research explored that if beaches and surf breaks become unavailable or are significantly modified, tourists are not willing to spend their money on this location and possibly take their money out of the local economy (Lazarow, Miller and Blackwell 2009, 147 – 155).

Environmental impacts generated from an increase in tourism can be numerous, but difficult to measure. On the one hand tourism can lead to an accretive protection of natural areas and to a replacement of extractive industries and commercial agriculture. On the other hand air and water pollution, erosion, damages to the ecosystem, waste-disposal difficulties, reduced standards of maintenance and deforestation can have negative impacts on the region’s environment. A higher recognition of the area as a tourist destination can lead to an increased
traffic as well as increased noise which is harmful for the local ecosystems and furthermore the wildlife (Usher and Kerstetter 2014, 323). Many regions with an increasing touristic development are located on coasts or in a natural habitat. The urban expansion of these areas and tourist arrivals encroach on the natural habitat of the animals. Furthermore, nature trails, which are used by the tourists on a frequent basis can impact the local habitat (Deery and Fredline 2012, 69). This raises the question who represents the surfer’s interests by maintaining the environmental conditions. In recent years there has been a rise in “activism” and surfers mobilize through organized groups to protect the natural environment (Lazarow, Miller and Blackwell 2009, 155).

In April 2016 the World Surf League (WSL) launched a project called PURE – Protecting, Understanding and Respecting the Environment. The World Surf League is a well known surfing association, which organizes various events like the World Championship Tour or the Big Wave Tour, where the world elite surfers compete with each other. The WSL has a global community of surfers, surf fans and partners including different surf-brands. With this project the WSL aims to mobilize the surfers’ global community and raise awareness of environmental issues, especially in protecting the ocean and its coast. Coastal erosion effects at a rapid rate surfing’s mecca, which the WSL recognises as a global problem and that is why the association works with private and public stakeholders to follow the goal of protecting the beaches and the surf spots around the world. Surfing is connected with nature and the preservation of surf sites is of great importance for the sport, its participators and for a sustainable way of living (World Surf League 2018).

"Today’s launch of WSL PURE and our very special partnership with Columbia University are the first steps in what we hope will become a global movement among our community and beyond, to protect the waters that are both our home and our playing field. By creating a generation of "surfer scientists", we aspire to create a voice for the oceans and to inspire and empower our global fan base and partners to become better informed about the issues plaguing the oceans, while providing educational opportunities so that we can become an important part of real-world solutions." (World Surf League 2018)

3.2.1 Adoption and Interventions of the environmental challenges in Nazaré

This chapter deals with the adoption of the environmental challenges in Nazaré. Nazaré has always been a touristic destination, the town has around 10,000 residents, but during the summer, the periods of the big waves and the carnival the town’s population rises up to 100,000.
A variety of tourists arrive in Nazaré, because of the beach in summer and to see the big waves in winter, as well as religious tourism due to the connection of Fatima and the Maria at the Sitío. Therefore the infrastructure encompassing the wastewater- and water-management systems has been constructed to adapt to the boom of population. Nazaré can be seen as a touristic land, hence it is important to provide and ensure that the natural components are in a safe and right condition. During the high seasons the increased number of people in the sand with cigarettes, lunch and other environmentally harmful impact as well as the high number of surfers require a strategic environmental plan. That is the reason why the municipality invests in human and technological resources to be able to respond to the increase in people (Mendes 2018). The list below includes the strategic environmental plans to adjust the tourism boom in Nazaré. It includes investments and adjustments to diminish anthropogenic effects on the town and its environment.

3.2.1.1 Beach-zone

The zone downtown near the beach is of main concern, as it is one of the most frequented parts of the city. Therefore, rumble strips got constructed to force the cars to diminish their speed, the number of parking-spots in front of the beach got reduced and zones for parking outside the main zone have been installed in order to reduce the anthropogenic impact of the tourism and traffic near the beach. Established eco-points on the beach should provide waste containers for plastic, paper and glass at the same place. Thirteen different types of eco-points on the Praia da Nazaré are installed to improve the beach-condition for the visitors. Portable plastic ashtrays which can be used in the sand should prevent pollution from cigarettes (Mendes 2018).

Furthermore, the beach is certificated by the blue flag (Mendes 2018).

“The Blue Flag programme promotes sustainable development in freshwater and marine areas. It challenges local authorities and beach operators to achieve high standards in the four categories of: water quality, environmental management, environmental education and safety. Over the years, the Blue Flag has become a highly respected and recognised eco-label working to bring together the tourism and environmental sectors at local, regional and national levels.”

(Blue Flag n.d.)

Due to the Blue Flag, certain equipment has been installed, including: bathrooms, water-supply and access for everybody, ramps for wheelchairs enable people constrained in their movement to enter the beach. Also at Praia do Norte, which is considered a wild beach and not a touristic swimming beach, certain conditions like the installation of bathrooms are offered to tourists to
restrain the anthropogenic impact on the surrounded environment. Especially during competitions the number of garbage containers gets increased to provide proper conditions to put away the litter and cleaning-teams are sent to clean the area after the events. Due to the increase of cars at this time the people are not allowed to enter the zone and have to leave their cars at Sitío (Mendes 2018).

In the summer months the beach gets cleaned twice a day and also during the other months of the year the beach gets cleaned on a regular basis. With the entry of Walter Chicharro to the municipality, Nazaré invested around 100,000 EUR in new equipment like a tractor and sand cleaning machines to prevent the sand from being polluted. When there are the major surfing events like the Nazaré Challenge and the World Tour of Bodyboard at Praia do Norte, the resources are used in this area, too. In the last three years the council has focused its investments towards technological and human resources for the waste management system, and future investments like the purchase of a new garbage truck are already planned. All these actions are taken for environmental aspects and to improve the towns’ image and appearance, as it forms the main competitive advantage in attracting new tourists (Chicharro 2018).

3.2.1.2 Wastewater – Managementsystem

The adjustments in Nazaré comprise its wastewater – managementsystem, too. A wastewater treatment plant (WWTP) is critical to secure safe water conditions in the town, this method is a modern practice to return clean water into the natural water cycle. The system includes the use of bacteria and other organisms to consume the contaminated water during various treatment processes and finalize with the disinfection of the water. In addition, the five steps of the WWTP-process are explained, whereby pipes carry the wasterwater to the treatment plant and remaining products are treated by reuse- and dispose-processes (Water Environment Federation 2009, 1).

1. Preliminary Treatment

This first treatment includes the removal of big solids to maintain a steady flow into the pipes and pumps. Large objects are removed and occasionally grinder is used to reduce the affect of solids onto the downstream processes. Afterwards, the grind chambers slow down the wasterwater flow, whereby the grit and sand drop to the bottom and the water reaches the primary treatment process (Water Environment Federation 2009, 6).
2. Primary Treatment

The primary treatment requires a sedimentation tank which removes 50% of pollutants. Floating material (oil, grease) is removed off the top and suspended solids accumulate on the clarifier’s bottom and gets pumped out from the tank. These objects are called primary solids and disposal- and incineration methods are used for further treatment (Water Environment Federation 2009, 7).

3. Secondary Treatment

After the physical processes, the secondary treatment uses biological processes as the wastewater still contains solid materials. This phase creates a controlled artificial environment for microscopic organisms including the ideal temperature and oxygen level. The microorganisms transform the dissolved solids into suspended solids, the end products are carbon dioxide and cleaner water. Several methods enable the control of the organisms in order to filter and or settle out the solids. One common practice is the “activated sludge process”. Bubbling oxygen activates the microsopics, whereby a part is circulated back to the beginning of the process and the other portion is piped on for further treatment. Variations like the suspended-growth activated sludge (organisms are suspended and move around the tank), fixed-growth activated sludge (inserts media to encourage the growth of additional organisms) and the membrane bioreactor method (uses a membrane for filtering whereby solids are left in the tank) result in cleaner water. 85 to 90 percentage of waste can be removed during this treatment process. Furthermore, communities can use aerated basins or lagoons, which treatments are based on the interaction of sunlight, algae and oxygen (Water Environment Federation 2009, 7-8).

4. Tertiary Treatment

This stage contributes to higher water quality and occasionally, the process is designed to remove toxic substances. Usually the system removes suspended solids and nutrients from the water by using the “nutrient removal” process or filtration. Phosphorus can be removed by aluminium-based chemicals or bacteria. Nitrogen (present in form of urea) has the ability to be converted into another compound-nitrate, which is less harmful, by special bacteria, this conversion is called nitrification (Water Environment Federation 2009, 8-9).
5. Disinfection

This is the final step of the treatment process and the water can be released back to the natural water cycle. The disinfection process reduces the remaining bacteria and viruses by using chorination, ultraviolet and ozone disinfection. In Nazaré, the ultraviolet treatment process is installed, which is an adequate method as it does not contain toxic by-products like the chlorination disinfection. The water flows over submerged light bulbs which mortify pathogenic bacteria by generating UV light (Water Environment Federation 2009, 9)

3.2.1.3 Monitoring

The strategical environmental plan also includes the monitoring of all natural components. The water-, sand- and air-quality are examined on a regular basis. Chemical analyses are used to supervise the air- and sand-quality and an instant measurement system to monitor the air-quality. It works as a filter which captures the air for seven days and afterwards the filters’ quality pass through an analysis. These measurements should prevent damage to the nature and maintain a high quality of the spheres (Mendes 2018).

3.2.1.4 Environmental Activities for Sensibilisation

Several programs with the goal to increase the sensibilization for environmental aspects got introduced. For instance the garbage challenge should engage people to throw away their own garbage as well as the litter left on the beach from other tourists. Various projects performed in schools should raises awareness for the environment, too. Due to this effort the town received various certifications, for instance the Blue Flag Certification, which requires at least nine environmental sensibilisation activities. Currently, Nazaré offers fourteen, which happen in july and august, in total 85 sessions are implemented. These programs deal with the sensibilisation for waste, water, waves, changes, safe water and topics concerning the environment (Mendes 2018).

“We take some kids to the boats and clean the water of the harbour together. We remove the garbage from the water. Basically, we try to make our systems able to adopt to the increase of population, we try to sensibilise and try to make people understand why it is important to protect the environment through these activities.” (Mendes 2018).

Either some of the big-wave surfers want to raise awareness about these topics and come to the municipality to arrange beach-cleaning-activities, for instance Garrett McNamara. The connection to the ocean makes them aware of the importance of the protection of the area
(Mendes 2018), nevertheless, it is still a question of education and not everybody acts in this commendable way (Cosme Soares 2018).

3.2.1.5 ISO – Norm 14001

In 2018, Praia da Nazaré received the ISO Norm 14001 due to the environmental management system of the beach.

“ISO 14001:2015 specifies the requirements for an environmental management system that an organization can use to enhance its environmental performance. ISO 14001:2015 is intended for use by an organization seeking to manage its environmental responsibilities in a systematic manner that contributes to the environmental pillar of sustainability.” (International Organisation for Standardization 2015)

The intended management system encompasses: the enhancement of environmental performance, the fulfilment of compliance obligations and the achievement of environmental objectives. Through the improvement of the environmental system at Praia da Nazaré, which includes the establishment of waste disposal stations and the monitoring of the air, water and sand quality it was possible to receive the ISO-Norm 14001 certification (International Organisation for Standardization 2015).

3.2.1.6 Environmental Zones and Construction Work

The development of a city always impacts the environment. The region Nazaré is down stream, what has to be considered in the construction process. This geographical position means that during rainfall the water runs down to the central point of the city. When there is a densely built-up area the water remains on the surface and floods the region instead of seeping into the ground. Usually, the area isn’t effected by this problem, but when the rain gets more intense and stronger the water can flood the whole square. The Plano Diretor Municipale (PDM) is a municipal development plan and sets specific rules for building, this includes guidelines for the logistics, where it is permitted to construct, and a framework for the construction-process. Different zones in the development plan mark the possibilities to build in the area, the green zone is called the environmental zone and prohibit construction-work. These zones include for instance the village in front of the beach, various land for agriculture and the national street, exceptions are the establishment of small houses of wood and small constructions with minor environmental impact (Mendes 2018).
3.2.1.7 Parking Zones

The parking in Nazaré is limited and it has become an environmental issue. Tourists want to park at the nearest possible spot to the beach. Nowadays as the tourism increased during the periods of the big-waves from November till February, the local authorities had to think about solutions. As it is not possible to create more parking-spaces, the number of parking-spots got decreased and a path for bicycles was constructed, parking-areas outside the town offer an adequate solution for this concern (Mendes 2018).

3.2.1.8 Nazaré Canyon

The Hydrographic Institute of Lisbon states that the water of the Atlantic Ocean within this area shows no significant pollution related to anthropogenic impacts. The Nazaré Canyon and the water are not contaminated. Due to the strong circulation of the water the canyon cleans the area around itself. Water flushes and removes trash and particles around and decreases the pollution level. This really fast system of flushing events keeps itself clean. Despite this the beach contains lots of trash, left by tourists or other producers. This is not only a problem in Nazaré but at nearly all beaches in Portugal (Vitorino et al. 2018). The impact in the Nazaré Canyon is lower than the human impact in submarine canyons, which are located closer to big populations (Lisbon, Cascais, Setúbal Canyons). The garbage found in the canyon consists mainly of nets and fishing gear (Huvenne et al. 2012, 692).

From an environmental perspective sustainable tourism requires planning, development and recognition of eventually scarce natural resources. Since many tourist destinations depend on pristine environments, these areas have to be protected. The demand for care concerning natural features for future generations, socio-cultural and economic terms have to be fulfilled by the tourism industry. Monitoring, measuring and evaluation of environmental conditions and developments are necessary to recognise harmful changes in an early stage (Vogt and Andereck 2018, 212).

“We take care that these developments don’t impact the environment in Nazaré, which shows the ISO and environmental awards. We are under the top 100 sustainable environmental destinations, which is an international listing and we are part of it. The whole world gets the knowledge that Nazaré cares about the environment, I think we are fine with that, but it is important to plan, so we can offer proper conditions for the people who wants to come here.” (Mendes 2018).
All of the interviewee mentioned, that they don’t observe negative consequences or affects concerning the environmental aspect in Nazaré. The interviewees encompass people deeply connected to the environment and working in a branche linked to an environmental setting, for instance a lifeguard, a jet-ski driver and an owner of a surfschool. The work of the municipality is perceived to be successful in regard of providing optimal conditions to surfers and everybody visiting the town (Cosme Soares 2018).

3.2.2 The importance of environmental indicators to surf sites

A Surf Resource Sustainability Index (SRSI) by Martin identifies four key indicators and their weights (Martin 2013, 58).

<table>
<thead>
<tr>
<th>SOCIAL</th>
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<tbody>
<tr>
<td>1. Chibs – Boardriders</td>
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<td>2. Chibs – Lifesaving</td>
<td>3.43</td>
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<td>3. History</td>
<td>4.29</td>
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<td>4. Public safety</td>
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<td>5. Social experience</td>
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<td>6. Socio-psychological carrying capacity</td>
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<td>7. Surf community</td>
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<td>8. Surf events</td>
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<td><strong>Mean</strong></td>
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<td>10. Surf events</td>
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</tr>
<tr>
<td>11. Surf industry &amp; commercial activity</td>
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<tr>
<td>12. Surf-related nonmarket values</td>
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<tr>
<td>13. Surf tourism</td>
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<tr>
<td>15. Coastal engineering</td>
<td>4.19</td>
</tr>
<tr>
<td>16. Eco-physical carrying capacity</td>
<td>3.90</td>
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<td>17. Hazards – Marine life</td>
<td>3.38</td>
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<tr>
<td>18. Hazards – Physical</td>
<td>3.38</td>
</tr>
<tr>
<td>19. Quality – Beach</td>
<td>4.48</td>
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<tr>
<td>20. Quality – Water</td>
<td>4.71</td>
</tr>
<tr>
<td>21. Surf type &amp; quality</td>
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<tr>
<td><strong>Mean</strong></td>
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<th>GOVERNANCE</th>
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<td>23. Education &amp; interpretation</td>
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<td>27. Public access</td>
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<tr>
<td><strong>Mean</strong></td>
<td><strong>3.90</strong></td>
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*Figure 12: SRSI,Indicator rating (Martin 2013, 59)*
The key indicators include: environmental, governance, social and economic aspects of a surf destination. The data is based on expert surveys of respondents with different backgrounds, international experience and a normative and globally representative framework (Martin 2013, 58).

The results show that three of the top four indicators belong to the environmental section. The water quality (4.71), beach quality (4.48) and biodiversity (4.29) show high significance, followed by social indicators. The ranking is based on a 1-5 Likert Scale, where 5 is scaled as the most important. The environmental indicators were ranked as the most important indicators in the SRSI model. Nevertheless, respondents claimed that their selection of a surfing spot is not solely based on these indicators. The biodiversity was highly valued by respondents with an interdisciplinary view, who recognized the importance of nature conservation and the wider ecological system. Coastal engineering (4.19) seems to be an ambiguous indicator, as stakeholder acknowledged that these constructions can create and destroy surfing sites. Nevertheless, the respondents highlighted to need to avoid these projects and to increase the protection of the nature of existing sites. On the contrary different hazards were ranked of moderate importance, concerning the marine life and physical hazards. This can be explained to the surfer-stakeholder group as participators in surfing are generally risk-takers and the sport inherent risk. Furthermore, it may be more difficult to contribute to the preservation of surfing sites, if they are known for dangerous currents, rocks and shark attacks. The water quality represents the most important indicator through this research, followed by the beach quality, which is seen as crucial to the site aesthetics and integrity. Although surfers claim that if the wave quality would be exceptional at the site, they would go surfing even at the risk of getting harmed through the water quality. The wave quality differs on the level of experience of the surfer, too, really advanced surfers rate the wave quality as very high, for surf-beginners this indicator is less significant. Versatile surfing sites, which are convenient for beginners as well as for advanced surfers and their conservation may be more attractive, as all kind of visitors are interested of their preservation (Martin 2013, 58-62).

This study shows the high significance of environmental protection of surfing regions as it contributes to the attraction of surf travellers on a global base. The implementation of an environmental action plan is essential for the maintenance of a harmless and well sustained nature of surf sites. The framework elaborated by Nazarés municipality is an adequate medium to adopt the developments effecting the town and its nature. The local authorities are aware of
the importance of the preservation of its environmental components, including the beach and the ocean.

Nevertheless, poorly planned surf tourism can lead to negative social and environmental impacts on a town, and bring limited economic benefits to the host communities, too (O’Brien and Ponting 2013, 158).

3.3 Economic Impacts of Tourism Boom

On an economic level, tourism increases the opportunity to develop a variety of local businesses and generally, tourism stimulates the local economy and creates jobs, the strength of the local economy gets enhanced. To what extant this happened in Nazaré illustrates the report of the Gulbenkian institution below, see chapter 3.3.1.

Another aspect is the increased requirement of public services, which may lead to an increase in funding from local and state governments, which entails rising taxes. Since tourists bring additional money and income into the tourist region, which they spend on goods and services, this may increase the revenue for the local government on taxes (Deery and Fredline 2012, 69).

The big waves of Nazaré constitute a great chance for the economic development of the town. Due to the entry to the European Union in 1986 and the prescribed catching regulations for fishing, the income options for the local community decreased. Especially young people that suffered from these changes when becoming a fisherman was not profitable anymore, which is not only an issue for Nazaré, but for all countries with access to the ocean within the European Union (ARTE 2018).

The negative aspects within this development are an increased social stratification and a higher demand for public services, like police or hospitals. Higher tax effecting the local population, an increase in prices and a reinforcement of neoliberal economic practices. This results in an enrichment of the already prosperous population whilst the more poorer population suffer from tougher conditions (Usher and Kerstetter 2014, 323).

Nazaré has always been a town with a high number of tourists arriving during the summer months, but this seasonality has been overcome with the promotion of the big waves. Furthermore, the municipality of the city initiated the renovaten of the old city and improve its appearance in order to appear more attractive for foreign visitors. Since the 1980s the tourism sector has become the most important source of income for the city, tourism effected the town during the three summer months every year, which led to the city facing seasonal problems.
Attracted solely by the images of big waves the number of tourists visiting the Fort of S. Miguel Arcanjo in Nazaré has more than doubled between 2013 (80,000) and 2017 (174,000). In the Fort of S.Miguel Arcanjo the principal converted the building into a museum with an exhibition of the big-wave surfers who arrive from all over the world, trying to tackle the giant waves of Nazaré (ARTE 2018).

3.3.1 Impact of the giant waves’ campaign on the local economy – the GULBENKIAN report

The Calouste Gulbenkian Foundation conducted research into the estimated impact of the launched three-year media campaign and showed that it had a great impact on Nazaré’s local economy. By providing qualified “media infrastructure” which enables the publication of information concerning the town and its big waves, the global recognition rose significantly.

Figure 13: Google Trends about “Nazaré big waves” (Google 2018).

Figure 11 is a diagram constructed by Google Trends and represents the history concerning the internet-search “Nazaré big waves”. It shows that the first request was initiated in November 2011 and since then the interest rate follows a positive trend. Until 2011 there was no internet-search recorded, which supports the assumption, that the launched media campaign and the Guinness World Record initiated the popularity of the town. The history comprise data from November 2008 until November 2018.

Subsequently after the launched media campaign elite surfers and spectators got attracted by the giant waves and commence to choose Nazaré as a tourist destination, which increased the popularity of the village (Cunha-e-Sá et al. 2017, 3).

The Gulbenkian Foundation estimated the effect on the local economy by comparing the expansion of the tourism in Nazaré with and without the campaign. The counterfactual analysis was used as a statistical method to reveal the impact of the giant waves’ campaign and therefore
two scenarios got defined to estimate the amount of tourists arriving in Nazaré in absence of the media campaign (Scenario 1 and 2) (Cunha-e-Sá et al. 2017, 5).

The Calouste Gulbenkian Foundation got established in the 1956 and represents a Portuguese foundation for the whole of humanity. The purpose of the foundations focus is on fostering knowledge and raising peoples’ quality of life through arts, charity, science and education. The foundation activities are based around Lisbon, Paris and London (Gulbenkian 2018).

3.3.1.1 Scenario 1

The coastal municipalities in the western central region of Portugal, except Nazaré, were used as a control group to calculate the number of tourist arrivals without the media campaign. The estimation was based on the projection of the tourist numbers within the past years, obtaining the trend in the area, corrected by the trend occurring after 2009, which was initiated due to other reasons like the general tourism increase in Portugal (Cunha-e-Sá et al. 2017, 5).

3.3.1.2 Methodology

A priori for Nazaré the number of tourist arrivals before launching the marketing campaign, 2004 - 2009, was used for projections estimating the years between 2011 and 2014. The same methodology is used for the data coming from the coastal municipalities of the western region of Portugal, apart from Nazaré, to receive projections of the tourist visits of the same years. Completing the estimations to reveal the impact of the media campaign on the economy the observed number of tourists arriving in Nazaré and the projections were compared (Cunha-e-Sá et al. 2017, 5).

3.3.1.3 Scenario 2

It is assumed that the media campaign implicates indirect effects on the adjacent coastal municipalities of the western region in Portugal, thus the control group gets affected by the actions resulting from the campaign (Cunha-e-Sá et al. 2017, 5).

3.3.1.4 Methodology

To eliminate occurring indirect effects the latest changes concerning the growth rate of tourism at the coastal municipalities between Lisbon and Porto was also calculated not taking into account the western region. Afterwards this data was used for projections for the years 2011 until 2014 (Cunha-e-Sá et al. 2017, 5).
3.3.1.5 Results of the Gulbenkian study concerning the impact of the media campaign

The result of this study shows, that a significant increase in the number of visitors proceeds, taking into account the national and international visitors, as shown in the diagram. The gap between the scenarios with and without the giant waves’ campaign, labelled as scenario 1, scenario 2 and observed data corresponds to the estimated impact of the waves. The graph shows that the media campaign could reverse the negative trend occurring in the number of international tourists from 2008 until 2010 leading to a steady increase. The second scenario reveals the greatest impact of the giant waves’ campaign regarding the domestic and international visitors, this scene includes the recent general increase of tourism in Portugal and the indirect effects of the adjacent coastal municipalities. Concluding that without the media campaign there would have been a decrease in domestic as well as international visitors (Cunha-e-Sá et al. 2017, 6-7).

Furthermore the images show a mutual dependence between Nazaré and the adjacent municipalities, which leads to the implication, that Nazarés neighbourhood could benefit from the giant waves’ media campaign. The economic impact initiated through the media campaign got estimated at around 7.87 million euros (scenario 1) and 10.04 million euros (scenario 2) for the years 2011 until 2014.
Figure 14: Estimated data of the number of visitors in Nazaré. (Cunha-e-Sá et al. 2017, 6).

Figure 14 shows the estimated impact of the media campaign, with a comparison between the observed data (blue line), Scenario 1 (dark blue area) and scenario 2 (light blue area).

Figure 15 represents the estimated impact in EUR. The results of this study were calculated by the estimation of the average annual expenses by domestic and international tourists in Nazaré multiplied by the number of tourists shown in figure 10. Finally, the total expenses incurred by domestic and international tourists got added to reveal the total economic impact of the media campaign. The estimated impact of the giant waves’ campaign encompass 7.87 million EUR for scenario 1 and 10.04 million EUR for scenario 2.
Total revenues of the local hotel units’ revenues are assumed to increase by 32% until 41% due to the media campaign depending on the considered scenario (Cunha-e-Sá et al. 2017, 7).

The report shows that the awareness of unique and local characteristics can increase and boost the economic development of a city as in the case of Nazaré. The strategy followed by Nazaré’s municipality can be seen as a pioneering example for other municipalities facing similar challenges. The foundation of a specialized team, the municipal company Nazaré Qualifica and the involvement of local surfers, the local community and private investors following all the same purpose increased the success of the implemented strategy. The municipal authorities of Nazaré increased the competitive attractiveness of Nazaré as an international holiday destination, by pushing its unique characteristic, the giant waves, which could attract the surfing elite, surf enthusiasts and spectators. The recognition of the World Guinness Record went viral and the awards promoted by the World Surf League are a result of this strategy, too (Cunha-e-Sá et al. 2017, 8).

Therefore the municipality of Nazaré could gain success in attracting private investments for sponsoring the media campaign, but nevertheless the investment in the public resources were essential for this achievement. The challenges occur by identifying the unique natural
characteristic of the area and use them as a trigger for visitors and sponsors (Cunha-e-Sá et al. 2017, 8).

Especially in Portugal, seasonal economic activities are a great topic. The summer months, for example August, recorded 4.9 times more booked night-over than January in 2014. This seasonality reaches the 8th place among the 28 European Union countries, which puts it above average. Nazaré could increase its number of tourists throughout the whole year, as the giant waves occur between October and February, seasonality of the town could be reduced (Cunha-e-Sá et al. 2017, 8).

The knowledge about unique characteristics and tourist’s preferences can make a huge impact by raising it as an international holiday destination and it is of great importance to understand the preferences and perception of domestic and international tourists, as they contribute to the local economy in different ways. This holistic view leads to an increased efficiency of the promotional strategy (Cunha-e-Sá et al. 2017, 8).

Furthermore the adjacent municipalities could benefit from the launched media campaign, concluding that the impact of the campaign was even greater than obtained in Nazaré. If the municipalities in Portugal, due to their short distance, coordinate their action policies the full potential of the region and municipalities can be used and the applied resources can be used in the most efficient way (Cunha-e-Sá et al. 2017, 8).

3.3.2 Difficulties of the Fishing Sector

This chapter gives an insight into why it was essential for Nazaré’s principal to find new ways of income and to become aware of the potential of the city to increase their competitive attractiveness as a tourist destination, due to the specific problems facing the fishing sector in the town, as well as in the whole Portugal and Europe. Giving an insight into the difficulties effecting the fishing-industry in Portugal: the restrictions imposed by the European Union, the underdevelopment of the fishing sector and the decreasing importance and the decline of the fish-population, especially Sardines.

3.3.2.1 Restrictions of the European Union

Since 1982 the European Union decided to force a common fishing policy and impose regulation quotes concerning the fishing industry, which effects Portugal as a maritime power with a big history in fishing, too (Faget 2014).
The European Union declares the necessity of these restrictions due to a sustainable use of the maritime resources of our planet. To avoid overfishing and decimation as well as to embed and pursue the fishing sector in a safe economic, environmental and social setting, it has to follow the standards (Schröder, n.d.).

The fishery is regulated through a licence system, furthermore a governed framework: minimum size/weight of the captures, structure of the fishnet, by-catches and minimum percentage of the amount of the captured type in collaboration with restrictions concerning the fishery in specific areas and specific periods as well as the use of specific fishing gear. Fishery and aquaculture are controlled through the legislative decree nr. 278/87 and changed with decree 383/98. National conservation arrangements are defined in the regulation nr. 43/87 and changed through the regulation nr. 7/2000. The declared standards regard different aspects: the fishery practice, the utensils, maximum scope of fishing and conditions concerning the machinery. The encircling fishery is permitted in areas with a depth of 20m and a distance of 1 mile off the coast, moreover the regulations concern the attraction of the fish through an illuminated fountain. As well as the gillnet fishery, which is just licit in a distance of a quarter mile off the coast and up to a distance to 3 miles. It is limited to fishing vehicles of a specific size (Martín 2010, 41).

Fishing machinery can be exposed for 24 hours and the catch of crustaceans through gillnets is permitted as well as the utility of driftnets. Special restrictions for the use of dredges differ on the location of the use as well as regulations for the maximum capacity of the fishing vessel, 110 kW in the north and 75 kW in the south. Categories and characteristics for the vessels refer to different locations for fishing (Martín 2010, 42).

The licence-systems refers to the acquisition, construction and reconstruction of ships, which require a specific licence and furthermore the different kinds of practice need licences regarding the fishing, including provisions for the fishery-nets (Martín 2010, 42).

The ministerial decree nr 1102-G/2000 regulates the use of encircling nets, as well as the decree nr. 346/2002. It prescribes the specific types of fish that are allowed to be caught with this kind of net, stipulates the size of the meshes (minimum 16 milimeter) and the permitted location. Furthermore, ministerial decrees concerning different kinds of fish, like sardines, dermersal species, crustaceans and shells, deep-sea-fishes got developed. Moreover, standards specify the use of trawls, trammel nets, gill nets, fish traps and dredges, by setting guidelines for the location, size and time of the utilization also depending on the type of fish they are going to catch. Minimum sizes of 43 fish species, 11 varieties of crustaceans and 22 types of shellfishes
are prescribed in the ministerial decree nr. 27/2001, changed within nr. 402/2002 and nr. 2366/2004, most of them in compliance with the council regulation (EG) nr. 850/98 (Martín 2010, 42-44).

Quotes concerning the fishery are distributed through ships and clusters of groups, the individual quote of a ship can be transferred within the same fleet, to keep the quote-system flexible. Portugal maintains 2% of all the quotes within the European Union, but the quotes regarding the pelagic species decrease, which constitute 73% of the total quotes in Portugal and 2,2% in the European Union. 27% of the quotes concern the demersal species, most of them regarding redfish, codfish and shrimps. Additional arrangements led to the definition of 61 protected areas in the Portuguese waters, 35 located on the mainland, 15 around the Azores and 11 around Madeira (Martín 2010, 44-45).

3.3.2.2 Underdevelopment of the Fishing Sector

The fishing industry of Portugal is of decreasing importance, besides the growing significance of the service - sector. A big change through innovation and specification in the manufacturing industries and the development of a new, technological industry have resulted in a decrease of the fishing and agricultural sector. Especially the energy-, pharmacy-, information- and communication, car- and supplying sector are getting vital (Aicep, Portugal Global 2017, 4).

The share of the sectors agriculture, forestry and fishing contribute to the gross domestic product solely 2.2% (2017) and 6.9% (2017) of the population work in these economic fields with a constant decrease. Primarily the service industries can gain higher significance within the Portuguese economy due to the geographic position, the mild Mediterranean climate and the beautiful coast of the country (Aicep, Portugal Global 2017, 4).

Furthermore, the average income of a workforce in the fishery industry lies below the national average income, especially for the labour directly linked to fishing, and often depends on the amount of fish caught. Therefore it is difficult to attract young people to master this profession (Martín 2010, 47). Aside from that the Portuguese fishing fleet consists mainly of outdated vehicles, technically underdeveloped, which work unprofitable due to their scarce resources and the expensive fuel. The Portuguese harbours are assumed to work inefficient and the Portuguese shipbuilding industry is shut down (Kamm 2014, 209) Portugal has the highest demand for fish (per person) in the European Union, but it’s export rates are low due to and compared to its consumption in the domestic market-demand which exceeds the national fishing industry (Martín 2010, 27). Portugals fishing enterprises mainly own single vessels (95%) and
around 17,875 people are working in the sector. Estimates suggest that the fishing industry represents only around 3% of the Portuguese GDP. The marine fishery sector faces various challenges especially concerning the sustainability on a biological and economic level. The decreased amount of fish stocks lead to a low fish production of the Portuguese fleet as well as a poor income level for the fishermen. The further reduction of fishing stocks resulting from climate change issues and the pressure on fishing stocks require interventions in the fishing industry (European Commission, 2014).

The deficit in the export sector increase continually due to the drop in the fishery domestic production. This leads to a decline in the exports and a growth of imports. The Portuguese imports of marine products encompasses around 400,000 tons annually. Traditionally the fish gets imported from Morocco and Mauretani, more over sardines play a major role. Furthermore Spain, Greece and Norwegian act as suppliers and Asian imports are also on the rise. The traditional Portuguese codfish represents one of the most significant imported products, since 2003 a contingent of 50,000 tons per year with a zero-custom has been introduced. The imports are divided into 40% of fresh, refrigerated and frozen fish, 25% of canned products, 23% of crustal and shellfish and 11% for smoked, dried and salted fish (Martín 2010, 55-56).

3.3.2.3 Decline of the Fish Population

The Portuguese fisheries sector faces economical, as explained above, as well as biological challenges. The low level of some fish stocks concern particularly pelagic and demersal stocks, what can be explained due to the increasing fishing pressure and changing climate conditions (European Commission, 2014).

The condition of the environment, like the salinity level, the oxygen level and the waters temperature determine the fish-population as well as the fish-stock and the water-quality. The latter is also exposed to the changing climate conditions nowadays, which makes it more difficult to understand the dynamics of the fish population development (Schröder n.d., 100 ).

Since 1992, the amount of fish caught in Portugal decreased around 37% and the quantity of shellfishes by 48%. This reduction level can also be explained due to the declines of sardines (European Commission, 2014).

These developments have lead to the assumption that the fishery sector doesn’t seem attractive for the young generation in Nazaré. The inadequacy of the Portuguese fleet due to outdated vehicles and high fuel prices have lead to under productivity within the industry. The poor level of income for the fishermen and fisherwomen as well as the decreased fish-stock has decreased
the importance of the sector for the town and required new ways of income, which Nazaré found within the tourism industry.

3.3.3 Local effects

The increased tourism in Nazaré has allowed for the reshaping and creation of various industries. The facades of the town got recovered and several areas got requalified. Nazaré became one of the biggest local logging providers in the western region of Portugal and within the district of Leiria. A couple of new projects are in the planning like the construction of the first five star hotel and three major hotels are intended for the next years. Businessmen and businesswomen in the town work successfully with European funds, the received money is invested into the requalification within the static centre and to ensure the affordability for tourists and locals. Investments in an improved infrastructure and public services, like the building of a new bus terminal in the beginning of 2019, should maintain the changes (Chicharro 2018) and improve the national and international public transport connection in Nazaré (Mendes 2018). Currently the elevator situated at the Sitío carries around 1,000,000 passengers per year and outstrips the famous cable cars in Lisbon and Porto. The relationship between the municipality and private business partners is of great interest as well as the communal authority puts great effort into attracting new business relationships (Chicharro 2018).

“The main issue for the next 20 years will be tourism, so we need and we will of course, put a lot of focus on the issues related to tourism.” (Chicharro 2018)

As explained above the town suffered from high seasonality and the fishery sector became unattractive as a profession and underdeveloped. The new investments and the foster of the tourism sector was necessary to overcome the difficulties of the town. The rise of tourism attracts new private investment of business-people and offers opportunities for the local population. Also outdated space in the city, like the sundrying-fish-area could be renewed. New hostels and other tourism facilities could open in the centre of the town (Chicharro 2018).

To adopt the higher number of tourists, the municipality invested into technological and human resources. Especially during the peak times, like the WSL event, which is called the Nazaré Challenge, the town has to adjust the boom of the population. Various new job opportunities in the tourism sector and in the surfing business got created in the town. More workforces in surfschools, surfshops and employees in the municipality are required to provide the appearance of the city to stay attractive as a holiday destination. The rise of tourism requires more facilities
and efforts from the town’s municipality and its population, but as the statistic shows, this development will pay off for the local population, too. As long as the town is aware of the developments and adjust to the boom of people, the tourism can expand.

3.4 Future Prospects and Sustainable Tourism

The interviewees agreed that as Nazaré develops in a sustainable setting in terms of surfing, surf-spots show an evolution time of twenty until twenty-five years, though Nazaré has resources to develop and grow as a touristic destination. The municipality focus on sustainability and long-term growth (Chicharro 2018).

Surfers are perceived as tourists who respect the nature and promote sustainability, yet, these attributes depend on a subjective perception. The tourists in Nazaré are experienced enough to be aware of environmental aspects and the environmental sensibilisation programs, as described above, should increase the knowledge concerning important issues related to sustainability-topics. Nazaré has also become a destination for many people who travel from Porto to Lisbon due to its favourable position. Though the number of common tourists increased in greater extent as the surfing area is more convenient for really advanced and professional surfers. If people retain this attitude in regard to the tourism boom and the municipality provides the framework, there is still space to grow. The growth rate tends to follow an exponential trend and circumstances change year by year (Oliveira 2018).

Only in modern days the surf tourism contributes appreciable to the local economy of holiday destinations and represents a significant component of the worldwide tourism industry. Families and individual surfers are attracted to visit specific locations, like Nazaré and these developments are associated with economic, social and environmental costs and benefits. The occurring risks can be mitigated by appropriate waste and sewage management technologies and the limits of recreational capacity have to be accepted by locals and foreigners. Especially the increase of people within a small area challenges the management systems of the town and can bring conflicts between: tour operators, clients, independent travellers and even between different factions of the local community. Tourism growth can increase economic, entrepreneurial and employment opportunities, but simultaneously cause social and environmenta risks (Buckley 2002, 405 - 415).

If a tourism industry wants to perform within a sustainable setting, the author Broadhurst (2001), suggests guidelines concerencing it’s context:
• The tourism should be considered as a positive activity which brings benefits to the community, to the location and the visitor.

• The management of the relationship between the tourist and the environment is required as negative impacts on resources, damages of future enjoyment and unacceptable effects have to be prevented.

• Limitations of the locations have to be appreciated by the developments.

• The needs of the visitors, the place and the local community have to be aligned with each other.

• As our world is highly dynamic, changes can occur inevitable, too. Adjustments to the developments should not prejudice any of these principles.

• The tourism industry, local authorities and any stakeholders have to collaborate and achieve a sustainable growth considering the guidelines above.

Thereby sustainability can be seen as the earth’s ability to adopt its systems, like the human cultural system and economies, to adjust to the changing environmental conditions. It represents a long-term maintenance to value environmental resources within an evolving human context. The measurement of sustainability is controversial and depends on the point of view. Economists prefer an monetary approach and likely take into account capital stock, in contrast an environmental approach may focus on natural resource depletion (Martin 2013, 24-25)

The UNWTO (World Tourism Organisation) elaborated the following guidelines for sustainable tourism:

• Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

• Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

• Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation (UNWTO 2005).

However the impacts of tourism often depend on the management interventions of the local authorities and on the overall context of development processes in the region. This multibillion
dollar tourism industry has the potential to overwhelm areas or to provide a new source of income and long-term growth (Buckley 2002, 422).
4. Conclusion

This research paper contributes to a holistic profile about Nazaré and its development process especially during the last seven years, since the Guinness World Record. The municipality and the local authorities are aware of the necessity to control and to adjust their systems to the boom of tourism within the area and try to achieve a balance between the development adjustments and the preservation of the local identity. The collaboration of the unique submarine Nazaré Canyon, the Guinness World Record and the media campaign let Nazaré take the world by storm.

The elaborated strategic tourism plan, including the social media campaign, shows great prosperity in promoting a special natural characterisation of a region and can be seen as a model for other locations suffering from economic difficulties. The focus on social media during the campaign due to its celebrity and the low costs represents a convenient medium for advertisement. Particularly nowadays the social media platforms show a high number of attendants and interactions between users.

The collaboration to exploit the big waves within a campaign and the contribution of the Guinness World Record reflect a successful strategy to boost the local economy and to find new ways of income. However it is of great importance to recognize the boundaries of growth especially concerning the social and environmental limitations of an area.

In consequence it is of great importance to maintain the social integrity, which can be effected in a negative way especially during the peak times. The local authorities have put effort to value into the value of the ancient heritage of the town like the sundrying-fish area and connect this cultural history with aspects of Nazaré nowadays. Nevertheless the social effects often depend on subjective expectations and interests concerning the tourism and are difficult to measure. Due to the rapid increase of people the town has to take care not to suffer from over tourism which effects various of holiday destinations already and not to reach an unprofitable ratio between tourists and residents as shown in the Irridex Model of Doxey.

In regard to the environmental impacts on the town the strategic environmental plan attempts to reduce the anthropogenic impacts on nature as far as possible. Every development process effects the area, however there are endeavours to try to ensure sustainable and tolerable process. The environmental awards like the Blue Flag and the ISO Norm 14001 show that these efforts are meaningful interventions to maintain the region’s nature and that the communal organisation considers the relevance of the natural conditions, as they are substantial for the
town and its developments. The sustainable surf index shows that the nature represents one of the most important indicators for surftourism, that is why its conservation is substantial for progress. Nazaré elaborated a successful strategic environmental plan and the actions show that the complex adjustment to a boom of tourist requires a holistic strategy.

It is of great interest to apprehend the influence of the media on the local economy which is estimated with 7,87 million EUR for scenario 1 and 10,04 million EUR for scenario 2. This represents a significant force to enhance the local revenues of the tourism sector. Since the 80s the town started to focus on tourism and the importance of the fishery sector decreased. Nowadays this profession represents an unattractive and underdeveloped industry.

In conclusion the boom of tourism in Nazaré had a great impact on its social, environmental and economic integrity and brings new opportunities for the town and its population. The main effects remain adaptable, nevertheless it is of great importance to keep a holistic perspective on the town’s developments and to pursue a sustainable tourism.
5. List of Cited Literature

Literature


World Wide Web


Interviews


Exhibition

Transcripted Interview with Walter Chicharro (Major)

Thank you for your time. I am just going to start with the first question: I read that Nazaré Qualifica was founded for the purpose to advertise the big waves, due to my research it was founded in 2007 and the media campaign was launched in 2010, which tasks are covered by the company?

Nazaré Qualifica is a municipal enterprise, a public company of private law. It was founded for the purpose of several things, for instance the management of the sales and development of the industrial park representing the city hall, but it also received the chance to launch a project based on the uniqueness we have in Nazaré. The biggest waves on the planet, in order through that, to promote Nazaré and to honour things Nazaré is offering. So it is the other way around.

Okay. I could not find too many information about the media campaign. Which actions were included? It is to talk - for example - about the launching of surf related events, like the WSL big-wave competition or advertisement on television?

There are two stages to define the period of this global awareness that we are having through the big waves and the record of Rodrigo Koxa. First of all... when the project was created by Nazaré Qualifica, I was not Nazaré's major at that time. We wanted to organize a campaign in order to use something quite unique we have in Nazaré and to promote the town. The North Canyon project was build and Garrett McNamara was invited, the project was based on surfing and really good communication. At that time, Nazaré Qualifica and especially the city hall didn’t follow a strategic communication campaign. They worked with just a few elements on the project, but after the World Record, all of us saw the immense potential of that area. You might not know, but I studied Management at the university with focus on marketing and sales and I worked for twenty years in the biggest pharmaceutical company in the world, which is based in Portugal, too. Therefore, marketing and sales was always my life after college. When I got into the city hall in 2013, a number of things would change.

We started to use all our platforms and created new platforms. The facebook-page was almost dead at the time of my entry, it had around 8,000 likes, nowadays, it is 50,000. Even after the Guinness World Record in 2011, the growth rate of likes on the facebook page was on its minimum. Why? Because the city hall didn’t use those platforms in order to communicate. One of the things we started to do was to reshape and reform of all the media pages. We started to
announce every single aspect of our political achievements. When we did some job in the public
schools, when we launched a campaign in order to clean the beach or if we are having giant
waves at Praia do Norte. We started to spread the word about the uniqueness we have over here.
Additionally, we got the chance to create the Praia do Norte facebook-page and Instagram-page.
Furthermore, we did one thing that was fundamental for this kind of success, we changed our
website. It is renewed daily and we invest every day in the website and at our platforms and we
focus on all the political work of the city hall, still based on the media campaign.

Other than that, we did two major things, that I think were quite responsible. We invested in
materials; we already have the human resources, but we bought cameras. Nowadays, the city
hall has the chance and the capability of webcasting every single thing we want to webcast over
here. We use it for every single day of the giant waves, it is possible through the city hall of
Nazaré facebook-page and the Praia do Norte facebook-page to see on the other side of the
world the giant waves and surfers over here. For instance, we are having the national
championship, the final stage of the national championship of beach-soccer in the stadium at
the beach and our cameras are being using to webcast the event. We are talking about effects,
very powerful, with a lot of money, they use our resources to webcast the event. Other than
that, I am missing one, ah yes. When I arrived at the office, it was clear that the North Canyon
project has already achieved its full potential and we needed something new.

For me it was always about having the WSL on a major event here. On 18th October 2013 I
started to work in the office and some days previous to my entry in the office I had a meeting
in Peniche during the WSL World Tour of Surfing with one of the main guys in surfing in the
WSL in Portugal. Previous to my entrance in the office I already started to work on the idea to
have the WSL over here...for me that is the main achievement that allows us to be the face of
Portugal in a very large promotion event in the US, which use the LEDs in times square. That’s
why New York is also so famous… because of those LEDs at the times square... and the
Portuguese government used the world record of Rodrigo Koxa last November and the waves
of Nazaré to promote Portugal in the United States. These are pretty much the main reasons
what has changed in terms of the media campaign. Nowadays, the entire city hall knows that
we are very focused on communication, on media. Why? That is a very cheap way to promote
the land, to promote territory, to promote the village. As we been doing quite often, for instance,
bring support to newspaper, to magazines, to journalists, to TVs and even to the surfers. Any
surfer, any big-wave rider, who spends the winters over here. If they need any support, logistics
we provide it, we assistance, but we will also provide him, if he asks for it, photos, videos that
we produce every single day in the city hall. For instance every 3 months we launch a new promotion video, entirely produced and filmed and worked within the walls of the city hall with human and material resources of the city hall and we let the private businessmen of Nazaré, our partners, Portuguese, Internationals and even our good friends the big-wave riders, promote us. We provide them our assistance in order through them being promoted all over the world. I may have answered your following questions, too.

Yes, very kind of you. I didn’t understand the connection of the Praia do Norte brand...is it a brand of Nazaré Qualifica?

Yes.

Ok. I see...

Praia do Norte is a brand that was created in the beginning of the big-wave project. But, the brand never saw the light of the day until I came into the hall. These is Praia do Norte (Points on clothes).

So the brand produces clothes, too?

Yes. Nowadays, it is changing a little bit. It starts to be a brand. It started to be a brand of merchandising of something, which the tourists can take home when they visit the lighthouse. Nowadays, it is a lifestyle-brand connected to big-waves, surfing...like the big brands… Billabong. You name it. Ahm. It is a brand that sponsors 10 athletes at this time, 5 of bodyboard, 1 of surf and 4 of beach soccer. All of them are locals and all of them quite successful in their sport. For instance the bodyboarders... almost all of them make the World Tour of Bodyboard. The surfer is a young surfer -15 years old- and already defines the giant waves of Praia do Norte. He gonna be very successful, the 4 beach soccer players are Portuguese and International professionals of beach-soccer that pretty much work through the whole world and take Praia do Norte with them. Praia do Norte is a brand that has been growing a lot during the last months. Just to get you know the glim of what we have been achieving. Last year, we had around 80,000 EUR of sales, the medium price we are taking is about 10 – 15 EUR. So when you do the mathematic... you see that this has been a lot of products, a lot of money, about 3 weeks ago we launched the first ever, Praia do Norte collection. These are pieces of the new collection and I can tell you that about a week we already achieved around a 100,000 EUR of sales.

Wow. successful...indeed...
But you cannot understand...yet! By the way, the Praia do Norte brand has 2 stores, one in the lighthouse another down in the beach village here, but you always have to think about Praia do Norte connected with everything about surfing. First of all, it sponsors some major events, the World Tour of Bodyboard, the Nazaré Big-Wave Challenge of the WSL, the beach soccer, but you also have to know that the Praia do Norte brand is included in a very large campaign on a very large idea of what the brand can do. I know as a fact, nowadays that even Praia do Norte not only takes a lot of sales from the lighthouse, which is open to the public for the last 3,5 years and has reached in the middle of june half a million visitors in 3 years and a half. This year we gonna get up to the 200,000 (at least) visitors... and around 100 nationalities already visited the lighthouse this year. It is not only a brand. It is a brand connected to the lighthouse, to our surf centre and to events and to the overall media and political projects that I am in charge of.

Okay. But the main focus lies on the big waves and on the surfing events... or do you promote other attributes of the city, too?

The events are a main part of that media campaign, yes. Not only the events, the kind of things, I will explain this with an example to you...to understand this a little bit. We quite often go to tourism fairs for instance, on the 3rd of September me and the tourism cabinet are leaving to the surf expo in Orlando in the US. And in every single tourism fair that we do we always take two major things: Our ancient heritage, the fishermen and the fishermen ladies and the big waves. We kind of join this together in the promotion and of course in the media campaign, it is not all about surfing and big waves, but it plays a very large and big part of the campaign. But we never forget our culture, it is also quite unique, our culture, our sea heritage, all of us, me included, are sons and daughters of fishermen, sons and daughters of fishermen ladies, wifes.

So the media campaign is always joining these two aspects. Ancients of Nazaré and nowadays Nazaré.

Okay. Yeah, this was more or less the next question. Which would be: which aspects are important to consider during the developments, during the campaign. For example the preservation of the Portuguese culture with the opening of the Fort. Do you try to consider other aspects, too? I mean...

Yes. The economy is also very large part. As I said, we combine all of that. As I said, Nazaré is a very ancient city. It was build around the lady of Nazaré miracle, according to the legend, 1182, we started to be a small village based on fishing and in the 70s, 80s of last century we started to focus a lot on tourism. Fishing started to decrease, but we never lost our cultural
heritage. If you would come over in carnival which is a time we also do a lot of media campaigns, you could see a quite unique carnival, you won’t find anything like this elsewhere. We are not talking about Samba, we are talking about our own music, our own dress-code. And, it is quite easy to see in those days, in Easter, our ladies dressed in the sevens skirts. You won’t see the fishermen dress with their trousers and theirs shirts, but quite often you can see the men wearing a fishermen shirt. I also wear it, so for us the big waves allow us to promote all the other things we are known for: the culture heritage, the industry, we did a massive job.

Which industry?

We did a massive cooperation with the sun-drying fish economy. We had damaged space in the village and parts of the landscape, where they sundried the fish at the sun. Ahm. We requalified this area...so we launched the museum of the sun-drying fish with 3 spaces. One at the beach, where they have all the fish on the sun and sundry the fish, a small space within the cultural center, in front of the area where anyone can learn about the ancient times and locals sundried the fish one on the back of the center, a space where they prepare the fish. That is for environmental reasons, for not to leave salty water which remains on the fish on the beach. In front of the cultural center; when you go to the left of this street, around 200m, you find the cultural center (points outside), the sundrying area and the traditional boats exhibition. That’s all, we use these elements to promote Nazaré. Not only the current, the big waves, but also our ancient heritage. Even the big-wave riders have learned about that, because we combine things. We let them know, when they spend the months over here, some things about our history, our ancient history. And...of course all of them all of them have an immense impact on the media campaign of the council.

And are new actions planned in regard of the city? Like new hotels? I heard that the first 5 star hotel should be build.

Well...the 5 star hotel is a project that has been developed for the last 2 years, hopefully, the construction will start still this year. But, we already saw that through this big-waves global awareness a lot of new small hotels, touristic apartments have been built by using the static center. They use the kind of abandoned houses that were bought by local and international businessmen, recovered, requalified and placed in the touristic market. What has been happening for instance in terms of local logging in Lisbon...the same has been happening a lot in Nazaré. At this time, within the western region and the district of Leiria, Nazaré is the biggest local logging provider. As I was saying, a great number of logging apartments and hostels were built. The city hall launched about a month ago public tender for an area that is the property of
the city hall and at which a hotel can be built with 35 rooms. The 5-star hotel will be built, according to them, this year and we have at least more 3-4 major hotels in project that, I think, will start the construction within the next 1-2 years.

*Do you try to use the abandoned houses to build the hotels, to save and protect the environment and to protect and maintain the appearance of the city?*

Also. The businessmen are working quite good with European funds. Nowadays, we have money to requalify within the static center houses and to make them available for tourists or locals. The city hall has also been doing a lot of public space requalification. It was a bit abandoned, damaged and we finished about 6 months ago the final stage. The first stage started 2,5 years ago, so it is quite new. We recovered the ancient cable stones, in the basement, where the cars and the people pass by, but we have been also investing in terms of cleaning the beaches and the village. We have been investing a lot of money to provide access-conditions for everyone at the beach, even disabled people and people in wheelchairs. Nowadays, they get access to the beach and can enter because of proper material and even enter the sea. We think we gonna win as the first beach ever, in Portugal, the ISO norm.

*Ah yes. The ISO – norm, I know the certificate…but could you please explain this to the readers!*

Yes. At the end of this month, we already have the visit from the national commission and I think the Nazaré beach is a candidate for the environmental certification ISO 14001. The first evaluation told us that if nothing changes until the 31st of this month, we will be the first beach in Portugal which will have this kind of environmental international qualification.

*Great.*

Always of what? Always thinking of tourists and locals. One thing that the media campaign allows us is to be independent from seasonality, at this time we passed from to 3-4 months of work, quite powerful in summer, until 10-11 months of work during the entire year. The big waves allow us to have a full winter and even more full summer. That is the kind of impact that has been giving to the village and for me it is always because of the one unique thing we have, the big waves and the big focus on the communication media…as a strategic way to develop the village.

*So, the beaches get cleaned every day now?*

During the summer the beach is cleaned every single day, during the other seasons of the year it gets cleaned quite often, we invested about 100.000 EUR in a tractor and the sand cleaning
machine, which, at this time, quite often cleans our beaches. For instance whenever we have major surfing events, the Nazaré challenge, the World Tour of Bodyboard at Praia do Norte. We clean Praia do Norte, because the image is a key issue for us and of course the environmental aspects of the beaches.

_Were there also other changes...concerning the waste-water management or the cleaning of the city, too?_

It changed a lot, because we have to put on bigger resources behind it. Ahm. For the last 3 years in summer, mainly we had to reinforce with more men and women, more work, more human resources, our waste water and our sewage department. Why? Because we pass from in summer perhaps 100.000 people to 250.000 people. In summer, other than that we did a lot of investments in renewing our mainly sewage and water systems, but we also have been investing money in garbage systems, I am buying a new garbage track for instance.

_Ah...the car who passes and collects garbage?_

Yes. Because ours have 30 years, so I have to change them.

_Okay. So, what are the main points?_

That because of the kind of pressure that this success has been putting on the village, in the territory.

_Okay. So what are the main challenges nowadays of the developments, of the increased tourism?_

The main challenges are at least to try to maintain, and we do it surely, the media campaign and the promotion worldwide. We are reinvesting in tourism fairs, but we need to reinvest...to provide conditions...to receive more tourists here, too. That is a new project aside the new hotels by the city hall and private businessmen. Those projects, we are launching, maybe a month, a new project, which is a zipline.

_What is a zipline?_

Zipline is (shows on the computer a picture of a zipline above Nazaré). Have you been at the lighthouse?

_Yes._
You have over here the board way and the entrance on the big-wave area. This is the starting tower, the beginning and this is the base. You pretty much slight down.

Ah. I understand.

That is a new project that I think will bring a lot of new tourists and of course one of the main issues over here is to join the big-wave surfing with the zipline. The people can come to Nazaré and experience all the things we have. Tradition, economy…

So what is your personal opinion about the developments and what do you expect from the future? Do you want to let the tourism grow further or do you think it is enough now, like it reached its limitation?

I think in terms of surfing, we are still in the beginning of the phenomenon, when you look up at every single surf spot in the world. You see that you have at least 20-25 years of evolution until it reaches a stable moment, when you start to see a lot of income coming over to the land through big-wave surfing. But, we did it in 3-4 years, the last 3-4 years have been quite successful for enterprises in Nazaré. I think we still have some space to build, to grow and in order to grow sustainably. A focus may effort not only having over here the tourists but also having the conditions for them to stay here as long as they can. For that, the effort is not only on the city hall, but also on the private businessmen. Why? They should intensive and differentiate their offering, whether it is on the sea... You can see, for instance, the sea businessmen and the private businessmen who have their businesses related to the sea... The last 2-3 years their offer grew immensely, grew quite hugely. We saw also that the logging offer grows a lot in the last 2-3 years and the city hall provides some service. Nowadays, at our public department, all of our employees are able to speak English in public, did some courses during the last years. This provides an access and facilitates the communication with foreigners, but we also need to solve some issues and there remains a lot of work in this manner. The major issue of Nazaré is parking. We found a lot of waken lands, where we do small infrastructure for people to park their car free of charge, we also have been doing a lot of promotion for our paid parking spot and the subarea’s park. I am doing a lot of conversations with the national government in order to get a very large area to build a very big parking spot, so that’s one of the main issues that we have to solve. But, of course, you wanna maintain this growth, we want to maintain this joint venture between the city hall and the private businessmen. We have been doing a lot of promotions, we will be empowering our public services to provide better conditions for the locals and also for the foreigners. Nowadays, a very large community from France, Spain, Switzerland, Poland, USA, Ireland, Belgien, you can find a lot of people from
those countries, live in Nazaré. At least 6 months of the year, so it is not an one-issue question to be solved, but we know also that the main issue for the next 20 years will be tourism. So we need and we will of course put a lot of focus on the issues related to tourism. Aside from this, we offer the new apartments that have been requalified and are now available for tourism. We start next year, at the beginning of next year, the construction of the new bus terminal, which arrived today, it is an issue that has at least 15 years, we have been doing a lot of work through European funds. We will start the construction in the beginning of January, we already started to build a new health care center for the locals and the visitors, the previous health center had 40 years and was completely damaged...no quality services were provided. We do not have bad doctors, we have very good doctors, but they need the conditions to provide a public quality service, the new health care center will be finished perhaps in May next year. We are building also a new school in the south of Nazaré and these are offers for the locals, but also for the foreigners. For those foreigners who choose Portugal and Nazaré to do their things.

Alright. Thank you for detailed information.

Do you have material?

I think so, I already had some interviews, but this one helped me a lot.

Is it all done?

I think so. Thank you!

You have my mail if you need any kind of figures about the impacts of the tourism... For instance, what I have not told you yet... our cable car...it is the cable car which had most passengers in the entire country within the last 3 years.

Okay.

It even beat the two cable cars, one from Lisbon and one from Porto, which are bigger cities than Nazaré.

It is the elevator right?

Yes. We grew from, during my entrance in the city hall, 600,000 passengers to 950,000 in 10 months in 2017. 2013 until 2017 and in 2017 it just worked for 10 months. I already got you the figure of Praia do Norte, which has been growing a lot, we already beat the number of last year and we still have 4 months to do it. Ahm. The lighthouse achieved half million visitors within 3,5 years, they made a lot in June this year, we been growing a lot. 40,000 visitors in the
first year, 80.000 in the second, 120.000 in 2016 and 175.000 in 2017 and I think this year we will pass the 200.000. All of this, the cable car, the lighthouse and Praia do Norte grow year by year over 30-40%.

That’s immense, great.

Yes. Another aspect of media and communication. I bought a month ago, a small caravan, which will function as a portable tourism cabinet. The idea is to promote Nazaré in the big cities of Portugal, but also in Spain, we just have to drive it over there and it works also as a Praia do Norte store. Actually, it is near the shoreline near the beach and it is working as a Praia do Norte store.

So you are going to drive through Portugal and Spain.

Not me. But, it will go to the major cities to promote Nazaré, we also use it at events in Portugal. Imagine that the city hall of Lisbon invites us to be part of a festival, we will take that small caravan and promote Nazaré over there.

I like this idea.

It is kind of a “pop up” that we bought from Mercedes Benz, at a very good price and we already have one lended by Mercedes. One at our major events and it was quite successful. We will be using it as a portable tourism cabinet and a Praia do Norte store at the events, for example during the Nazaré Challenge and the Bodyboard World Tour.

Yes. Maybe just one question. The media campaign was started by the town hall, by surfer, a lot of people who work together.

As I said previously, in 2010 we designed the project, which included the big waves, the invitation of the surfer Garrett McNamara, the strategy to communicate big-wave surfing as a mean to promote Nazaré. Everything started at the city hall. Of course, the surfers were very good in addition to this, because they also had their followers, and it has been a very good partnership, as I told you before. We support a lot the surfers, all of the surfers, if they need something like photo from a throne. When they want to do a show in the lighthouse, we open it, we allow them access, that is the kind of partnership that we have been having, with all of them, using them to promote us and them using us to promote themselves. But, it all started within the city hall. With that project, which was called the North Canyon project, so this idea is through the big-wave surfing and the uniqueness of Praia do Norte, they would be available to promote everything else.
Okay.

Okay. If you need any kind of figures, let me know, I also have more figures and when you need any help.

Oh, thank you so much! I will also send you the thesis if you like. Thank you a lot!
Transcribed Interview with Dino Casimiro (Sport Department Nazaré)

Hello! Nice to meet you!

Nice to meet you; too!

Should we just start with the first question?

Sure. I will just tell you something about my job... so you have kind of a profile about what I am doing. My area is the sport area. I finished my university in the sport area and then I did the sport management master degree, but I didn’t finish, because of the project with Garrett. I finished 90% of the studies but when Garrett arrived, it was just crazy after. We were a small team and we did a lot of things, this was not easy for me, but I will finish my master degree. Since 2000, I work in the city hall and I am responsible for the sport area.

For the sport events?

For everything... for the sports events, for the stadium, the swimming pools…

Okay. Now you have a beach-volleyball match, right?

It is not a match, they just play to have fun... we have a stadium at the beach.

Okay. I will start with the first question. Sergio told me that you sent the picture to Garrett McNamara... what did you write when you sent it? Did you expect that this was the start of the tourism boom here in Nazaré?

Okay. I will start a little bit earlier. I have always been really passionate about the sea and Nazaré... that is why I work and live here. When I was young I practiced bodyboard and normally, we used to surf at Praia da Nazaré. When there were no waves, we went to the North Beach, but at this time, the waves were bigger than I could handle them. So I always had in my mind that the best guys in the world can surf and enjoy these waves, for sure. I spent four years away from Nazaré and when I returned, I started to work in the city hall. In 2001, a friend (Paolo Salvador) and me were asked to help at a bodyboarding-event at the North Beach and the best bodyboarders of Europe were invited, but the organisation of the event was really bad and because of this, the event had to be cancelled on the second day. At this time we didn’t have easy access to pictures and internet... we just spoke with the guys from other cities, when we were travelling there. On the last day of the event, we arrived at the beach and the waves were incredible. Everybody was stoked, normally those kind of waves happen in Hawaii and Australia, not in Portugal and not in Europe... this was the moment when I realized the potential
of the North Beach. The municipality asked Paolo Salvador, Jorge and me to start the local club, so in 2002 we started the local club of surf and bodyboard. We focused on two main goals, we wanted to have really good athletes here in bodyboard and surf and we wanted to show the big waves of Nazaré to the world and develop Nazaré as a spot to bring all the surfers to Nazaré and boost the local economy. When I started to work in the local club and on national events of bodyboard and surf, I realised that we always have the best waves here in Nazaré. We started an event, which was called Nazaré special edition and invited the best athletes surfing on the best day of the year at the North Beach. This was a really important change, because when we started that event we had a lot of communication… a lot of pictures, a lot of movies, a lot of everything to show the waves to the world. It was also the beginning of the internet, we started to share the image of Nazaré and… it became famous in the bodyboard-industry. I bought a digital camera, because I like taking pictures and I was always talking about these waves at the North Beach, but the other guys didn’t believe me and called me a liar … so I went with my camera to the lighthouse and took a picture. At that moment, I didn’t realize the potential of the picture… I just went to the lighthouse and enjoyed the moment… it is easy to spend time there, hours and hours… I like to say it is a full experience, because all your senses are alive. You can feel the floor shaking, you can smell the waves, you can hear the sound, the image that you can see is incredible and you get stoked. After this I went home and looked at the picture on my computer and I thought: Yes man, this is the way… we have giant waves, the guys are starting with the tow-in surfing, why not inviting some of the best surfer to come to Nazaré and make them see, that this is the place. Giant waves are for everybody who enjoys the sea. I want to share the feeling that I have when I am at the lighthouse alone. I started to search for big-wave surfer in the internet, but it was just the beginning of the internet and it was really, really difficult. So I searched for some names and then I saw the name of Garrett and his brother, who were really good surfers and I found Garrett’s website… he was the only big-wave surfer who had a homepage. So I sent him an e-mail with this picture telling him that we have this giant waves, we don’t know if it is possible to surf them, but we would like to invite him and to surf the waves. He responded that he wants to surf them and that we should let him know, when there are big waves. So the time passed from 2005 until 2010 and I kept sending pictures to Garrett, telling him when there would be the right days to come, because with the development of the internet, we have access to the forecast. One day he called me at night, because he saw a big swell coming, but I told him that this is not the right day for him to come here. I told him that I will call him the next day, when I see THE really giant wave. We continued to develop our young athletes and they got really successful… we earned a lot of titles, we continued to
have the local events, the national events and the special edition. During the special edition event in 2007 a friend of mine took a picture, a really good photographer and five or six months after that, he was a really well known photographer, because he became the third place in the word press photo competition. He called me...and the next day… Nazaré was in all the newspapers and journals on the first page. That was the first moment that Nazaré and the North Beach started to spread the knowledge that we have really big waves here. That picture went to all the main cities of the world and the name of Nazaré was in this picture. Paolo Caldeira, Paul Salvador and me, who were responsible for the sport department of the city hall, decided to launch a project… the worldtour of bodyboard. We started to show the idea to the main sponsors, but they asked us why we didn’t do this project with surf, but the surfing is too expensive and the city hall didn’t have the money. The worldtour of bodyboard would cost around 100,000 EUR and the same event with surf would cost around 1 million EUR, but everybody said they want surf and not bodyboard. After one month of meetings we decided… okay… we don’t have the money to make a worldtour of surf, but we can make a small surf-event and we continued to organize the special edition event. We wanted that the national tour of surfing finishes in Nazaré with a party at the end. The national tour would bring the best surfers here, to see the best waves of Nazaré and the party was organized to bring the sponsors of surfing to Nazaré. I wanted the people to see the town and to see the beauty and the potential of the waves. And in the same year in 2009… it was the best event of the year. After the days were finished, we saw the forecast and it was really big, so I told myself this is the right day to bring Garrett to Nazaré, but he didn’t replayed. Now I am glad, because if he would have come on this day, he would have died, for sure. We did this small project of surf and it was a success and we had a really big and important sponsor, but the year after (2010), the sponsor told us, the event was a success, but our goal is not to support a beach away from the main cities. They wanted to organise an event… the same event in Lisbon and in Porto and they started to be the sponsor of the worldtour of surf in Peniche. So we were with nothing. We were thinking about what to do and I told the guys that I already sent an e-mail to Garrett in the year 2005 inviting him to come. He already showed that he wants to come… why don’t we make a project to invite him to Nazaré? He can come and make the exploration of the big waves… but nobody wanted to sponsor this. Just Pedro Pisco… who was the responsible of Nazaré Qualifica told us: man we will do this… don’t worry, I will find some money, we will do this… in November 2010 Garrett arrived in Nazaré, and that’s it. In the beginning it was really, really hard, because nobody believed in us and we were just a team of 4 or 5 people… doing everything. Paul Salvador, Paolo Caldeira, me and Pedro Pisco. We have three movies, the first movie shows
the first year that Garrett was here, the second movie shows the Guinness World Record and the third movie shows the evolution from the beginning until where we were. It is funny for you to see, because nobody was at the lighthouse, it was only Garrett and some of our friends surfing. For you to understand… some of the Portuguese guys and some of the foreign guys, especially from France, they wanted to surf the North Beach, but they never went there with big waves. When I talk about big waves, these waves have 10 meters. I remember… we were at the harbour and they went out with the jet-skis, I went down from the lighthouse with my scooter and saw a wave… I thought it is not a big wave, but then I saw a white line in the wave. It was only a white line and I stopped… and then I saw the wave breaking and I saw the surfer. The wave was like 10 meter or more and this tiny guy! I just thought… man! When you can surf waves like that, imagine on a giant day…at this day I realized the size of the waves. We realized that it is a really special place, they are surfing waves like this in Hawaii and Garrett was already surfing a bigger wave like this. When Garrett arrived on his first day he went to the lighthouse, as you will see in the movie and the waves were gigantic. After the first year we realized that it was really an incredible thing and all the communication we were making… we wanted to show the big waves, the culture, the beauty and the environment. To make you understand… we cleaned the North Beach, Garrett cleaned it with us… since the beginning we also have jet-skis and they pollute, but we can erase our pollution by cleaning the beach. So we cleaned all the beach to help and normally, we do that all year long. We want to help the community in this way and in many other ways. Now we are changing our way to clean the beach… I spoke with the new major and told him: Man, the future of Nazaré are the giant waves, but the most important part of Nazaré is the beach. We can be the beach of Europe! Portugal has the heart, the good weather, the good food and everything…so if we want to become the beach of Europe… for you to understand this, I saw my friend… where are you from?

_I am from Austria._

Ah. I went to Vienna, two years ago. Really beautiful.

_Yes. It’s a beautiful country, too._

So one day in January… it was not that hot as today… I saw my friend with his family coming from the beach, it was the 10th of January and it was a really amazing day with sun, we had like 20 degree, and my friend told me that this was the best beach-day of the year. So you have days like this in January and my master degree, that I didn’t finish, was about the management of the beach in the field of sport management. We can take advantage of the beach for economic
development… and I saw that in Australia, the US, Puerto Rico and the UK, that they have a totally different way than we have here in Portugal. We are putting all the responsibility on the people who are taking economical advantage of the beach, but this coffee (we were meeting in a coffee in the city centre) has also an advantage, but they don’t have any responsibility of the beach. So I think that the legislation in Portugal has to change and everybody has to protect the beach. Provide safety and everything for the people to enjoy and everybody is also responsible to clean the beach.

But I think the lifeguards are paid by the restaurants.

The lifeguards are paid by the restaurants who take economical advantage of the beach...who have their restaurants directly next to the beach. The other ones… they don’t pay one EUR for the lifeguards and this is a bad decision. How to say… if you have a small caravan at the beach and you sell beer or something, you need to have a lifeguard. Therefore, you have to pay the lifeguard. The beach are not clean and I think that the beach is so important for Portugal… that is why everybody should be responsible. So I told the major… man, we need to clean the beach, we need to have lifeguards, we need to have showers, we need to have garbage-cans, we need to have everything. So we started to clean the beach every day, since almost two years… when you want to come… the beach will be clean and we will have lifeguards to help you.

Hm… I understood that the lifeguards during winter are at the Praia do Norte.

During the big waves, we have to have lifeguards at the North Beach, but in winter, we always have lifeguards at Praia da Nazaré. Imagine… when you have kids and I will tell you that you can go to the Algarve or to the place with the biggest waves in the world. In terms of safety… where would you go?

To the Algarve, I guess.

We have to change that, we have the biggest waves in the world, but we also have the best lifeguards in the world… and your kids will be safe. We are working on this party, because we have to take the fear of the people. You can have amazing days at the beach here.

I am sure, it's really beautiful!

And it is not dangerous!

So you want to follow the strategy… that Nazaré is not only the place with the biggest waves...you have a beautiful beach, too.
For you to understand... the big waves are already really successful, you can watch the movies and then you understand the communication which is behind. It is like an arrow and the point of the arrow are the big waves. Everybody wants to see at least once in their life the big waves. But Nazaré is really beautiful, too. It has its own culture, it has really good food, it is really nice and really clean. You can decide if you come in summer with the good weather or you come in winter, when it is more quite and you just enjoy the nature.

Yes it is beautiful... you have many stuffs to do! I also saw a lot of tourist attractions here, like the water-fun-things...

Yes. Now we are starting to have that... Nazaré has a lot of things!

Actually, I have this question... did you decide to make this media campaign to find a new way of income to overcome the seasonality and the problems with the fishery?

Yes. The big waves are in winter, before it was three months with 100.000 people and nine months with nobody. Why? Because we were only a fishing village and only the rich people came here to take advantage for the health, in the beginning of the last century. They came and went to the beach... they didn’t have bikini and nothing, they just went to the beach because of the salt water and health issues. Nazaré became famous, because of the typical boats at the beach, the seven skirts lady, the traditional fishing. A lot of famous people and a lot of people came to see it. But, a lot of fishermen were dying, because when they went to the sea they didn’t have forecast. A lot of fishermen died in front of their wives and kids, because they have been thrown into the water, when they tried to put their boats on the sand. That is, why we build the harbour and put all the boats there, but this tradition died. We continued to have the seven skirt lady and the traditional dressing of the fishermen and Nazaré became more touristic. So we had ten or fifteen years with a lot of tourists during the summer, but nobody in the winter. I thought the big waves could change that! But if you would ask me if I expected this... no, no way! Nobody expected this! We thought that it would help, but we never thought that would be the main thing here. It was the beginning of facebook and Instagram, too... if you put a picture of the giant waves, you can have one million like from all over the world. Nazaré became a really beautiful place everybody wants to visit once in a lifetime... you love it or you hate it... this is the kind of relationship Nazaré has to offer. Nazaré is a place to live and to invest, with a wave that I already saw as a kid... that everybody saw... but nobody believed, that we could take advantage of it, it was a devil for everybody. It was a way for the people to live and to feed their children, but it was a way to die, too. This was really difficult to change in the people’s mentality. I think that we are lucky guys to have that wave.
I am sure.

It is impossible to destroy it and I think it is timeless… and it is special because the waves are big during a lot of days. This year in Hawaii… they had the biggest wave of the last ten years and we had 5 waves on different days within only one year! One broke the record… with Koxa in 2017. Now the record is 24 meters, but we have waves at least with 30 meters.

Yes, that’s big, indeed…almost unimaginable...

It’s a show and I hope that Nazaré and the people of Nazaré can take advantage of that and respect the ocean. The canyon… it is really amazing and the fish that we caught there is really good, but we are not respecting the ocean as we should do!

Do you think it is more polluted and more dirty because of the tourism?

No… of course, more people bring more pollution, but the problem is not the pollution, the problem are the big fish boats which have big nets and clean all the ocean. If we catch the fish only with the right tools, we will have a lot of fish. The problem are the big nets and the fish which is caught every day.. they grab everything at the bottom. The places where the fish can find food will disappear and the fish will go to other places.

Do you still have a lot of fishery?

Not as many as we had in the ancient, because before we didn’t have the big boats to catch so many fish. We catch the fish with the small net and hook. If I have a small hook I catch a small fish, but if I have a big hook, I catch big fish. My grandmother told me that when she left the door open and the waves came, the fish remained on the street and in the street, this doesn’t happen now anymore, because the beach is more big and we don’t have so many fish left.

So the fish population decreased?

I think, but I am not the right person… but this does not only happen in Nazaré, this happens everywhere. I think we need to protect the fish.

I think there are already many restrictions, since Portugal entered the European Union.

The Problem is that they are giving restrictions to Portuguese to catch fish in Portugal, but they are giving commission to Spanish to catch fish in Portugal. That doesn’t make sense. That is the question… why Portuguese can not catch fish in Portugal? but the Spanish can come to Portugal and catch fish?
I don’t know why...

Everybody can catch fish in Portugal, but it has to be the right way! We have to protect the environment, because it is like an ecosystem, if we destroy it, we will not have fish. If we don’t have fish, we don’t have something to eat. If we don’t eat, we will die. I think Europe is starting to understand that and I hope that we have all the stuffs to improve and to balance all the needs.

So... do you try to protect environmental issues?

Yes, because it is really important for us to have a premium quality of water.

Do you think other environmental issues occurred, because of new hotels, dirty water etc.?

It all depends on the people. When we do bad things, we will have problems. When we have more people and we have more conscious, there is no problems. I think it is a matter of education and respect for the ocean.

Do you think the surf tourists and the people who come are more aware to protect the nature than generally tourists are?

I think they are, because they are enjoying the ocean directly. They don’t want to surf in the middle of garbage and they don’t want to go to the beach covered and destroyed with garbage!

Sure.

The good thing is that we don’t have a lot of industry.

Which industry do you have?

Especially wine and selling fish.

Okay.

And now we have a new area industry that they are building new factories, but I don’t think that the industry will pollute a lot. We only have a small river and sometimes we have issues, because the farmers who sell the porks and cows put the shit of the animals next to the river and when the rain comes, it goes directly into the river and to the sea. But I think it is not a big industry.

And the old, traditional houses here? Do you protect them?

Yes. You can do two things to build here: you recover or you put it down and build a new one. The new one has to be exactly the same like the old one. If you buy an ancient house you recover
it, or you build exactly the same, especially in the ancient part of Nazaré. Every city has an ancient part. It is good and bad, it is really expensive, for me and some people who live here in Nazaré, but for foreigners it is really cheap. If you come from Germany and want to buy a house here... 200.000...it is not too expensive! For us, it is too expensive, you know. Because our minimum wage it is 1/3 from the others. Anyway, we have a really nice life here.

*I am sure.*

We don’t have issues of safety, don’t have too many environmental problems and we have good weather.

But do you think the prices of the supermarkets and taxes increased, too?

I think it increased with the changing from the former currency to the EUR

When did you change your currency here?

In 1996, something like that.

Okay. *In Austria it is the same...*

But remember this… the minimum wage at that time was probably 400 EUR, now it is almost 600, so it is increased 50% but this increased 300% (points at the coffee).

*I understand. But I think nearly every country with the EUR has this problem.*

So it is not good for the people… I remember during this time I was working during the night, I worked 10 years in bars and at night and everybody had money to go out. With 5 EUR I buy a pack of cigarettes… in that time I buy a pack of cigarettes, had dinner and went to the bar...

Yes. It is a big difference!

It was really hard, because when we entered the European Union and the prices grew 300%, but now with the big waves… we earn more money during the whole year.

*I understand. Do you think the tourism can increase? Does it start to reach the limitations?*

Hm… I think that everybody has the right to enjoy Nazaré. The poorest people and the richest… everybody. In terms of development we need to have a balance, we have to receive everybody and I don’t want that Nazaré becomes a place..exclusive.. for the rich people. Everybody deserves to see Nazaré. I don’t know how it will develop...
So you want to try in the future that it is affordable for everybody? Which strategy do you follow? Do you want the tourism to increase or do you want to enjoy and it’s fine like this...?

I think we have to develop. We have the opportunity to develop with sustainable development.

What does this mean for you?

For you to understand... if I use a jet-ski to ride the big waves... you have the responsibility to clean the beach.

What can you do in the municipality to support the sustainable development? I mean you can’t tell every tourist to do this... do you know what I mean?

Yes. My responsibility is the sport area. These issues are for the major and the politicians. People who come to Nazaré have to respect the people and the town. If they do, it is perfect for me. I am so in love with Nazaré. I already travelled a little bit, not too far, but I am always happy to come back. I saw bad things everywhere and good things, and we want to learn because of the bad things and want to learn of the good things.

Do you plan new surf-competitions here, too?

We have in terms of sport, our main goal... we have really good infrastructure, like the stadium, the swimming pools... we have these things.

And did you improve them within the last years?

Yes, the whole area of Nazaré is really good to practice sports. I will tell you one thing... the first reason why you come to Nazaré is the beach. The second reason for traveling is the culture and the food and the third reason to travel is sport, and we have all these special things here! If you travel and you have a beach, the culture and a place for you to practice sport... your family can go there. I think that Nazaré can become a place for the families to travel.

And do you communicate this? In the advertisement?

How to say.. we communicate Nazaré as a whole. We base all the communication on the big waves and then you can see the beauty of Nazaré. The wave is used to show Nazaré to the world and then the people come to see the place. Then you can experience all the things that Nazaré has to offer and you will say it is really beautiful and the people are amazing.

Do you think in the future it will be a holiday destination for everybody?
I really believe that, but we need to improve the quality of everything. The quality of hotels and hostels, the quality of restaurants, the quality of the beach, the safety.

*So you are working on all that aspects?*

Yes, but it is not possible for us to change everything within one year. It is a work of a lifetime, not only for me, for everybody that lives in Nazaré. If it is clean… if the people are friendly, everything has to be connected.

*Sure. Do you think the local mood is good? The local people are happy?*

Yes, during the winter nobody came to Nazaré before they discovered the big waves. Now we have a lot of tourists coming… the waves showed Nazaré to the world.

*Do you think other problems like the parking problems, overcrowding etc. occur?*

Yes of course.

*But the city is aware of it and is able to find a solution?*

Remember one thing… before the families had only one car or travelled by bus and train. Now, I come alone with my car or I will bring my girlfriend with me or bring my family. Two years ago we had like 1000 cars which brought 5000 people… now, we have 1000 cars which bring 2000 or 3000 people. The problem is that there is the same amount of people with twice the amount of cars. The issue of parking is not easy.

*Do you work on it?*

Yes, we are, but I think the government has to help the coastal area of Portugal by improving the quality of the trains and the bus. Here in Portugal everybody is used to travel by car. I don’t take the train when I travel from Lisbon to Nazaré, I will take the car.

*Or the bus.*

Or the bus, but we should improve the transportation to reduce the pollution. If we would solve the problem of parking… a lot of good things would happen.

*So in the future you work on these issues to make the city even more representative?*

Yes, now the most difficult is done. Everybody knows Nazaré… we need to continue and we need to improve the quality, because the waves are not enough. If we stop communicating the waves… the people will start to forget Nazaré. Also if we start to give more value to the waves
than to the quality of the places. The hardest part is done, but we need to improve a little bit more in each area and this depends on all of us.

*And you are cooperating with locals and surfers?*

We need to see what is the responsibilities of the municipality and on the private businessmen. Our main job is done, now it is in the hand of the private investors. The municipality cannot do everything. The most difficult part is done, we already did it, we showed Nazaré to the world. Now you can come and enjoy… Sometimes the people think that the city hall has all the responsibilities, but this is not possible, it has to be shared between everybody.

*Alright. Thank you so much for the interview, Dino! It was a pleasure to meet you!*

Thank you, too! I hope I could help you!
**Transcripted Interview with Nuno Oliveira (Lifeguard)**

*Hello Nuno, thanks for your time. I will just start with the first question: Do you perceive any changes concerning the job as a lifeguard since the Guinness World Record in 2011? Since when do you notice an increase in the tourism? (Chances like an increase in the number of lifeguards at the beach, a rise of accidents during the working time, additional working hours during the big-wave surfing competitions).*

I realised that the tourism here is changing from year to year, especially after the Guinness World Record. Before, the tourism in Nazaré was seasonal, especially during the summer months from July until August and now you have arrivals throughout the year. The type of people coming to Nazaré changed too, many foreign people arrive here and not just immigrants who come from Portugal and want to spend their summer here. These things put Nazaré on the road for people who travel around Portugal, from Porto to Lisbon and maybe the Algarve, now you have many people who consider Nazaré as a destination to pass by. Especially during the summer, on a usual day, we have a lot of people at the beach, especially down at the village.

*Do you mean the Praia da Nazaré?*

Yes, Praia da Nazaré, many people are coming and passing by during the summer and in the winter we have a lot of tourists who want to see the waves.

*Do you work during the winter too?*

Yes, last winter the city hall decided to put a team of lifeguards to work at the village (Praia da Nazaré), so I am working there for three months. This decision is really good for us and important. Usually, there would not be anybody at the beach, because it is raining and stormy with a lot of wind. These days, like during the last winter, you have hundreds of people who come to the beach, because the waves became an attraction. The waves do not only attract surfers, the people go to the beach and want to feel the power of the ocean.

*So during the winter you are working every day? Like in the summer?*

Every day, I have some free days, but we work every day. When the surfers ride the big waves we are here too. A team on the beach gives support to the surfers. These actions are still developing and we try to give the best conditions to the surfers and until now, nobody died, some almost died, but nobody died. We are going to keep this.

*Did the number of accidents increased?*
On the waves or generally?

*In general... the big waves are generally surfed by the pros, the really advanced surfers...*

Yes, sometimes nothing happens, but sometimes a guy falls from the jet and hits his head with the board. In general I think it remained the same. It always depends on the people. During the winter part we usually have some accidents, because the tourists go really close to the sea to take those famous selfies and they are not aware of the dangers. When we have the big waves, the tourists go even closer to the sea, on a day like today when it is really calm they go up, take a selfie and there is not a lot of enthusiasm. When the big waves come they go down, down, down, really close to the sea to take photos and the waves come. The conditions last winter were pretty bad and I think it was a very important decision to put us there. We have one, two accidents when we had to intervene and we always have to tell the people to pay attention. We are going to the tourists to inform them about the dangers and warn them, most of the time they respect this.

*And the decision to put lifeguards was made during the last winter?*

Yes, it was the first year. It is something that is starting. We are trying to provide better conditions for us during the next winter, maybe a spot, a shelter, a tower, because it is not so easy to be in a van over here. I think these developments are really important.

*Ok. How many people are working during the competition?*

During the competition, when the athletes are surfing, not so much at Praia do Norte. Two lifeguards are giving support on the land. We are not entering the water there are guys with jets who provide the safety on the water. It is not up to us to face these waves.

*Okay. And did the number of lifeguard increase generally?*

No.

*Okay.*

I think it depends. No. Wait. On the village (Praia da Nazaré) for example it depends on who is paying. The bars pay and when the number of bars increases we have more lifeguards too. Since two years the city hall also decided to put lifeguards at Praia do Norte, because two number of tourists increased.

*Ah. So there were no lifeguards at this beach before?*
No. At this beach (Praia do Norte) the sea is always more dangerous and when the weather is good the number of people increases a lot during august. I think in the future we will have some warriors at this beach, too.

_The what? I don’t understand._

Usually, there are only lifeguards here during july and august and in the winter when the surfers are out at the ocean. I think they will have to think about a way to put lifeguards during the whole year here too, because of the increasing number of tourists. The people are watching the waves everywhere. So we will have more jobs here, this is very important. Two guys are working here during normal days, when it is early and raining there are just a few people and some vans, but when it is a good day there can be hundreds of people and they come down from the lighthouse. This is happening now, but soon, when we are unlucky maybe something is going to happen. It is far, so we have to run for minutes and the people will already be on the other side. Everything is in transition. Soon, we will have to find a solution for this. Maybe if the US invest here they will put a big tower for lifeguards here at Praia do Norte and another one at Praia da Nazaré. We could drive here with the Quads and provide service during the whole year.

_Okay. And do you receive any special training for the big waves?_

Yes, but we are just here at the beach. We are not going to the big waves, but we get technical training.

_Okay. The next questions are about the influence of tourists on your social life._

Mine?

_Yes. Did the rise of the tourism influenced your social life, do you have more intercultural interaction, interaction with foreign people and surfers or did you make more friendships with foreign people during the last years, etc.?_

Yes. When I think about that. In a certain way, yes. During the winter, we would not see anyone here, especially surfing these waves. Nowadays, we have contact with people who are very experienced. They were at spots, which are already developed and share their experience with us. I think that is the most important part. Especially, the knowledge they bring to us.

_Which knowledge do you mean?_

About the waves, the safety, the technical things.
Do you mean the people who come to surf these waves?

Exactly. They have been on other spots which are already more explored.

Okay. Do you interact with tourists generally a lot?

Yes. They search for our local information. Ask a lot about the developments, the big waves and the town.

Does the increasing tourism influence your personal life, too? For instance: overcrowding, waiting times at public services, parking problems, more attractions for tourists, increase of people at public places etc.?

During the summer, this place has always been very crowded, but in general I think it is more crowded now. I surf with my friends here and ten years ago, we would have spent a winter with perfect waves and completely alone. Nowadays, it is getting a bit more crowded. You have Peniche, which is really close and well known for surf tourism and now Nazaré is getting explored, too. But we can deal with this. Chill. No problem

Yeah, but how is it during winter? On pictures it looks really crowded with a lot of people.

It is nothing with which you can’t deal. Usually, it would be completely empty during the winter, you would not see a single soul at the village, on the pear, in the restaurants, everything would be empty. Nowadays, there are a lot of people, more than usually. On the pear, in the city there are a lot of people during the big waves and the restaurants are full. I guess if you want to park a car, it will be impossible.

This occurs just at some days?

Yes. It is not an everyday issue, you can deal with this, at least until now.

Okay.

For example, if I would try to rent a house for living. Nowadays, it is something very, very difficult even for a local person and very expensive.

Why?

Because there are a lot of people, a lot of foreign people who want to rent. The construction-process stopped a bit, maybe ten years ago, now all houses are sold. This industry is really developing now, it is really difficult to rent a house for a good price. The market has increased a lot. So if I would try to rent one, it would not be easy.
Do you have more attractions in Nazaré too? Tourist-attraction or do you think that the waves are the main attraction?

Yes, I think Nazaré needs some private investments, because the city hall cannot organise everything on their own. The night diversions like bars and discos are not existing here, Nazaré is passing a very dark page since the last years. When tourists ask what they can do in Nazaré it is a tough question to find an answer. I think the city hall has been doing a very great job conserving what we have, advertising some places that people can visit and other things. There is a huge market available and things, which can be still developed. Nowadays, everything appears in connection to the big waves. Everything is crazy. During the winter everybody comes to Nazaré and is doing fun things with the big waves. A guy comes to do slackline between the rocks, another one does things with balls and the big waves, a guy is always jumping with a parachute, all the crazy guys come to Nazaré and do their things. It is a fun place now.

Did also some social problems occur between tourists and surfers? Do you have some kind of surf-rage and intercultural problems on the beach?

I wanted to talk about the, personally, I don’t go on the rage so I cannot confirm this problems. However, I am sure some people start to have their rage and require their space. You would have been completely alone some years ago and now we have some guys trying to catch our waves. On a really crowded day this starts to happen. It was something completely rare, but I think the conditions of the beach softens the rage too, because there are a lot of spots, so the locals may stay with the best waves and the other guys go away. Eventually, this softens these problems.

The rest stayed the same?

Until now, yes. I think there are not many things to consider, at least this is my view.

Okay! Do you think Nazaré’s image changed within the last years? Do you think the sense of community identity and pride raised? Do the local people feel proud of their city, because everybody knows it and do you feel more connected?

I think it is impossible not to feel proud. Nazaré’s people are very special people. Most of the people talk, but they also talk about the bad things and criticize. People are always criticizing everything, but deep down they know that the changes are really important for the town. It is a big change. If you think about 8 or 9 years ago, the town was like a desert during the winter and now we have new opportunities. People should invest and do something instead of criticizing
new opportunities. The changes are really important and the people recognize this, you can hear
the word Nazaré in the mouth of everybody. Sometimes you see advertisements of Nazaré on
big screens and that’s what makes it impossible not to feel proud. People start to think about
Nazaré as a place to live, too.

Do you mean people from other parts of Portugal?

From other parts of Portugal and people from abroad. A lot of people pass by, enjoy the place
and consider Nazaré as a place to live. They want to stay. A lot of people are buying houses
here, especially, people from England or Germany.

Do you think the pride raised?

Yes.

Okay. The next part is considering environmental aspects. Do you think that tourists care about
the environment generally? The beaches look clean.

Praia da Nazaré gets cleaned every day. Do you mean the tourism that pollutes the environment?

Yes.

So. There are a lot of people coming from England, the USA… usually, most of them are more
civilized people than most of the tourists we were used to. With this kind of tourists we don’t
have a lot of problems. Most of the surfers are aware of those questions.

Okay. So do you think that surf tourists care more about the environment than generally
tourists?

Yes. Most of them. Sometimes you see exceptions and you don’t believe your eyes, because
surfer enjoy the beach, like the guys there in the vans (points on vans).

They are sleeping here?

Yes. It is getting more crowded, but you can still spend 1-2 weeks here without anybody
bothering you.

What do you think increased more, tourists in general or surf tourists?

Tourist in general, but also surf tourism. For example Peniche increased a lot as a destination
in the surf industry. Peniche has perfect conditions for surf schools. In Nazaré the waves are
more particular. Generally, they are rode by more advanced surfers. In summer, you have
conditions for beginner everywhere, the waves in winter requires people who are more experienced. So that surf-tourism during this time do not increase that much, but generally, yes.

_Do you think that more waste is on the beach and in the water, or do you perceive that the number of garbage cans increased?_

Hm. I think that on the other side (Praia da Nazaré) it is more or less the same and here, too.

_At Praia da Nazaré it is the same?_

Yes. Depends. There were always a lot of people. A lot of kids go to one part of the beach every day, they eat their lunch, leave the waste on the beach and go home. At the next day, they will stay at the same spot and do the same. Most of these kids are locals, it is not just the tourism. Fortunately, most of the people are a little bit aware of environmental issues.

_And in the city center?_

Nothing special. Something that is developing are water diversions. A lot of jet-skis are rent and they offer a lot of water diversion, like 2 or 3 companies are working with in this branch. I should have mentioned this before, but at some days, you can smell the gasoline at the village. This would not happen some years ago, so it is a kind of pollution, it is a consequence and even when you don’t feel it, you can smell it.

_Do you think that Nazaré has some environmental concerns/problems due to the tourism, for example the devastation of the nature, like new buildings._

I think it is not a problem, fortunately, most of the area remain to the state and not the city hall. It is really hard to build on these zones. At least you will need a lot of money. In Portugal it is not that easy to do these things. I think this is not a problem until now.

_Do you a lot of new buildings?_

Yes, now in the last 2-3 years they started to have a lot of construction, but not in zones of the nature. Generally, the city hall makes a good job trying to preserve things.

_Where are the new constructions? In the city-center?_

Yes, and this part has grown a lot. (points through Praia da Nazaré). A building with 2-3 rooms and a bathroom, a regular apartment, 10 years ago you would have got 100-150.000 EUR and now it is 200.000-300.000 EUR worth, the prices doubled already. Usually, these prices are just found down, close to the sea, now everything increased a lot.
Did issues like higher taxes, more expensive food, accommodation, salary occur, because of the tourism?

Yes. I think in regard of the consume like food and whatever, it is the normal rise of everything, but in taxes from the city hall concerning buildings and whatever, they put the maximum, so they put a lot of taxes. Yes, what you were saying about the prices and everything, the houses, it is increasing a lot, the rents and everything.

Okay. I guess the salary remained the same?!

In Portugal we have a low salary.

Everything raised, but the salary stayed the same.

Almost. The minimum salary in Portugal is 580, it maybe increased of 20EUR in the last 10 years. 1l of gasoline is now 1.47 EUR and yes, we pay the highest taxes, highest prices and in terms of salary we are not that high.

Did you hear something about the media campaign of the hall of Nazaré? They made a media campaign in 2011 and invited surfer to the town and sent pictures to the big waves surfers.

Yes, I know the story, I think everyone knows.

Before there were no surfing events here?

There where surfing events but regular-size-waves events. It was not that surf that explored the big waves here, it was the bodyboard. Bodyboarder started surfing the bigger waves here and showed the potential in this terms, perfect big waves around 2-3-5 meters, after this, they decided to make special contests here, it was called the special edition. They brought bodyboarders from everywhere of the world here and made the contest every year. In terms of giant waves with tow-in and jet-skis, I remember some French guys surfing here some years before the stuff with the pictures happened. But they didn’t surf here on the most challenging days, like they surf now. Then everything changed, yes, one day Garrett came here and he had the know-how to explore the waves in a safe way.

Do you have lot competitions here?

Yes. Now you have a lot of competitions here. Since three years we also have the event of the WSL here.

Like the WSL for bodyboard?
Yes. We have some surfing events, we have also have big-wave surfing events and since 2 years we have the big-wave challenge here.

*Do you have normal surfing events?*

Yes, bodyboarding and regular surfing events.

*Do you think that the tourism follows a positive trend or does it reach its limitations already?*

I think it is a positive trend, at least until now, the things go the same way and when they provide a sustainable framework it can also grow more.

*What is your personal opinion about the developments and are there any issues/problems that will occur in the next years?*

So. I think I already made it to the point, I think it is very important what is happening here and it will continue to grow this way. It is not a linear growth, it is exponential sometimes, the last 3 or 5 years things have been changing every year. Concerning the issues and problems, Nazaré already has a very big problem because of the parking, especially during the months of summer, so they have to come up with a solution. We already discussed the growth of tourism in terms of pollution. I think it doesn’t make a big difference on the negative side. The overcrowding of the surfing or whatever is getting more and more… those things won’t become a big problem I think. Personally, I am ok with everything.

*Alright.*

That’s it?

*Yes! Thank you a lot, you helped me a lot!*

It was a pleasure.
Transcripted Interview with Ricardo Mendes (Environment Department Nazaré)

Hello! Thank you for your time! Let's just start with the first question. Which are the main environmental challenges in Nazaré, which part of the city are of main concern due to the pollution and how do you measure them?

Alright. Here in Nazaré is a lot of tourism for many years. We have to adapt the structures to the boom of the population like during the summer and the times of big waves. We have a population of around 10000 people, but in the summer or at New Year’s Eve around 100000 people are in town, so all our infrastructure from waste, water and water management have been constructed to adopt to the boom of people. We have 10000 people, but we have a system that can work for 100000 people. The zone downtown is of main concern, next to the beach. Most people go down to the beach, to the work, it has a lot of traffic and we have taken some measurements.

Which ones for example?

We put bumbs on the roads to force the cars to slow down. We also have decreased the number of parking spots in front of the sea too. People have now more zones for parking and the impact on the beach is reduced.

Was the sand at the beach the problem, the air or water?

We measure the water, the sand and we started to measure the air as well. This happens because we have thousands of people in the sand and that unfortunately means cigarettes, lunch and all that stuff. We have increased the number of garbage cans on the road. We have to ensure that the water stays in a safe condition to bath.

How does the measurement works? Technological measurement?

In the water and in the sand we have chemical analyses to measure the quality, for the air-quality, we use a system that takes instant measurements. Right now we have an equipment that filters the air for 7 days, it captures the air and then the filters are analysed. We are a tourist land, so we want to provide the right conditions, we want the tourists to come here. So during the last years, we increased the number of waste recipients. We installed eco-points, we have boxes for plastic, paper and glass at the same place, right now there are 13 types of eco-points and we try to buy more equipment during the next years, so we can provide better conditions. We also clean the beach every day in the morning. We provide plastic ashtrays, so the people can take the plastic ashtrays to the beach and bring it back when they leave the beach. The
cigarettes don’t end up in the sand. We have several environmental activities for sensitization too.

_Ah! I saw this! The garbage challenge?_

Yes, we have several challenges! One of them is the garbage challenge. We try to invite people to do the right thing for the environment. We also have the blue flag for our beach, it is a European blue-flag for beaches with certain quality equipment at the beach. We are one of the oldest in Portugal. It is a European certification that ensures that the beach has bathrooms, water access and many other things. We are one of those beaches in Portugal and by the times, we increased the quality. We are also an accessible beach, that means, that we have ramps for wheelchairs to enter and exit the beach. We also have this special chair to take them to the water and other things. Every year we try to improve the equipment that we have on the beach and the service we give to the people.

_And concerning the ISO Norm, what did Nazaré do to receive it? Because it deals with the requirements of environmental management systems._

The ISO is a certification that controls the environment dangers, risks… and through the years we put all this into our work. The waste was a problem at the beach and we increased the number of garbage cans, it was important to ensure for people that the sand and the air are clean! That is why we started to do the analyses. All the things we have done in the past made it possible to receive the ISO. To stay a member of the blue flag we have to fulfil a list of requirements: We have to be an accessible beach and we have to take into account several components. For the blue flag we also have to take at least nine environmental actions.

_What does this mean environmental actions? Like the challenges?_

We have activities for children and adults in the environmental area to sensitize in terms of waves, water, fishing and culture. We have several actions. The blue flag requires 9 and we have 14! They repeat during July and August, in total we have 85 sessions of these activities. Some are about waste, others about water or safe water. We take kids with our boats and clean the water of the harbour. The kids take the garbage out of the water. Basically we try to make our system capable for the increase of population, try to sensitize, make people understand why it is important to protect the environment through our activities. The increase of people during this part of the year doesn’t make damage to the environment and also during the time of the big waves, when people come and watch the big waves and the surfers. During New Year’s Eve we have more than 100000 people in the sand, we remove the bottles from the sand with a
big truck. At 6 o’clock in the morning we start to clean all that mess from the party people. We had to invest in stuff and in workers, which is necessary to respond to these developments.

_So you invest in human resources and technological resources?_

Human and technological resources, yes, to be able to respond. In the summer we collect garbage in Nazaré twice a day. Normally, in the morning one team and in the afternoon there is another team that goes through the streets to collect garbage. So we need more people.

_Did the city suffer of devastation or any other environmental concern, because of the increased construction of hotels and other complexes?_

Devastation is a strong word, there is an impact, in Nazaré the land goes down-stream. The developments have to consider this. It means when it rains for example, all the water comes down to the central point. So the water comes down and instead of going to the ground, the water remains and floods the area. During the moments of normal rain there is no problem, when it is a lot of rain, it can start to flood. Most of the time nothing happens, but one time, the water filled the whole place. That’s the problem, the water doesn’t go into the ground. Around Nazaré there are plenty of trees and the goal is to keep this trees. The PDM – the rules for building, the municipal development plan, rules how and where you can build. In this plan we have zones that are green and there are no possibilities to build in this area.

_Where for example?_

Around the stadium there are trees, that area is an environmental zone and you can’t construct anything there. Down here in the village, in front of the beach, the national street, the land is for agriculture. The construction of small houses of wood is possible, parking, tourism, small things with small impact on this area. The increase of construction has always an impact, for example less water going to the ground.

_How many environmental zones do you have in general?_

I don’t know, there are several, but when you look at our website you can find the plans. The shadowed spaces show where you can construct and where it is not allowed.

_Okay. Generally, what has been changed regarding of environmental issues within the last 6 years? Is there anything else?_

Our major came five years ago and he asked something when he entered. There is a price in Portugal XXI, that is a price given to the cities, the best environmental cities. We tried increase
our activities so we can reach that price. The ISO is one proof of that too. We are doing many environmental actions, that we are able to receive all the certifications. We go to schools and teach the students about waste, about the environment, about waves about changes, several things. We go to schools, to teach classes and we have several things concerning the environment.

*Okay. So you do a lot of stuff, that is great!*

Yes.

*Do you think that surf-tourists are more aware of environmental issues and take better care of the environment than tourists in general? And what increased more?*

We see surfers that come here and the number increased a lot, the Praia do Norte made some international impact. The surfers like McNamara, asked us to do beach cleaning and to do these activities, they came to us. We would like to arrange beach cleaning activities. The connection to the sea makes them aware of the importance, it is part of their life. The surfers have this awareness! Some have the awareness to take car and take the garbage out. I think surfers are more aware of that.

*What do you think increased more?*

We have many surfers coming here, we see the boards coming, but also the general tourists come because of the big waves, they go to the beach too. So 10-15 people are in the water and there are thousand others watching. Every year we are competing in the biggest wave award and the number of people increase. Nazaré is in the news everywhere and the people want to come to see the big waves.

*Do you think that the increase in tourism remains in a sustainable setting or does it start to reach its limitations? Do you follow a strategic plan to embed the developments in a sustainable setting? There is a limitation of parking, traffic…*

The thing is that the people want to bring the car to the beach and the people want the nearest possible spot. When it would be possible, they would also park on the sand. In summer, there were always many cars, but now it increased during the other times too. The big waves are during November, December, January and February, which was usually a time without tourism. Now we have the big-wave tourism. We also have people because of the mother of god, Maria in Sitio, which brings different tourism. There is the connection to Fatima, in March and April there is tourism that comes to Fatima, Nazaré, but it is a different tourism. We have different
tourism during different times of the year. More hotels have been constructed. It is not possible to create more parking spots, that’s why we decreased the number of parking and introduced a line for bicycle. We have spaces for bicycles now, before it was for parking. The front of the sea is peaceful, we offer parking away from the beach. So it is possible to come to the beach and it is possible to increase the tourism. The first can park at the beach and the others have to park away.

*But do you have good public transport? I think Nazaré is quiet small and you can walk nearly all distances.*

Yes, yes. In Sítio we have the elevator that takes a lot of people. We have public transportations like the small busses, we have transportation from the Sítio and around Nazaré. It is possible to park the car and go by public transport or walk, as you said, it is really small.

*I heard you are planning to make a new bus terminal, right?*

Yes. Next year probably. We will start to improve the national and international public transport connection of Nazaré.

*What is your personal opinion about the developments and what do you think about the future, do you assume that some problems are going to occur in the future?*

We are a small town and the tourism is important, because many people depend on it. Many restaurants, shops, renting houses, it is like that for many years. We have the capability to receive more people, which is important. Of course, this crowded months are chaotic for the people who live here. But we take care that these developments don’t impact the environment. The ISO, the environmental awards and our place are under the top 100 sustainable environmental destinations, an international listing, and we are part of that. The whole world gets the knowledge that Nazaré cares about the environment. I think we are fine with this. But it is important to plan to give the people good conditions to come here, to ensure that the beach has waste baskets, the people need something to put their garbage.

*Praia do Norte has some too?*

Praia do Norte has a few. It is not considered a swimming beach, we have lifeguards and we know that the people go there to the beach, but it is not considered as a swimming beach. It is a wild beach.

*So you try to protect the environment there too?*
Yes! We created the conditions, we built bathrooms, before there was nothing there. We have a plan that is waiting for government’s approval to arrange the access to the beach and to protect the dunes. We also try to create conditions so that they can go there without creating great impact.

*And during the competitions, which actions do you take?*

One trashcan is there, during the big waves we put more of them, we send cleaning teams to the place to clean the garbage left by the people.

*Something else?*

It is just a small area, so we just have to take care of that. The cars also have to stay in Sítio, so there is no traffic going down to the Fort. The people have to walk and we provide the conditions to put away their trash.

*Good. Thank you very much! You really gave me useful and interesting information!*

I hope I could help you if you need something else, just write me an e-mail.

*Okay. Thank you! It was very nice to meet you.*

Nice to meet you too.
Transcripted Interview with Sergio Cosme Soares (jet-ski driver)

Do you perceive any changes concerning your job since the Guinness World Record 2011?
Since when are you working as a jet-ski driver? What have you done before and in which year did you notice an increase of people/tourists here in Nazaré? Changes like the demand for jet-ski drivers increased, more competition between jet-ski drivers, more job-offerings in Nazaré.

Do you know about the new record 2017?

Yes. Of Rodrigo Koxa, Daniel told me that you were the jet-ski driver, amazing..

Yes. I don’t think it starts with the Guinness World Record, all starts with a guy called Dino Casimiro. He sent an e-mail to some athletes, including Garrett McNamara and Garrett entered the contact with Dino. They started to talk about the huge waves of Nazaré, if they are surf-able and asked themselves, what we can do with them. Garrett came here, he saw the potential of the waves, but I think at that time he didn’t realize, it is my opinion, but I think that he didn’t realize that he could do the Guinness World Record. So, I think the biggest impact starts with him, sharing Nazaré, talking about Nazaré. Talking about all the restaurants, the Nazaré canyon, talking about everything in Nazaré. And of course when you make the World Record, more news, more media, more everything. The Guinness World Record helps, but I think it starts when he was invited, came here and started to share Nazaré with the whole world.

So... do you think it started more early?

I think it was more or less the same year. He arrived here in 2009 or 2010. When there was the Guinness World Record, more people knew about Nazaré, of course. But I think I started to perceive changes after Garrett came and started to share Nazaré with the world. He came, he came with a good team, it was 2006 when I am not wrong, they saw the huge waves. To surf in Nazaré you need structure, you need more than one jet-ski, we need good drivers and it is not easy when you don’t know the place. I think it was 2006, but I don’t know, I can ask him, they were here to surf, but they didn’t surf, because they didn’t have another jet-ski and didn’t have a really good driver. So they were here to surf, but they didn’t surf, because they were really concerned about the safety. When Garrett came, he brought some good drivers, some people who already do tow-in for several years, so it was a little bit easier for him with more jet-skis. When you break one, you have the second one. When something happens, you have two or three jet-skis behind you. I think this is the only place in the world, where you use two jet-skis for one surfer.
Okay. I didn’t know this.

When you have some questions you can call me anytime.

That’s really nice!

So. Since when I am working as a jet-ski driver? I started to work... Wait, I will start a little bit earlier. I am a surfer, too and I always liked bigger waves. When the waves are big, I go to the biggest spot. I never liked small ones. I like small waves, any kind of waves, but when it is bigger, I go there. And I always liked to drive, to drive jet-skis, drive cars, drive motorcycles, so when I realised that this sport starts to get bigger, I started to take the course and I started to take the formation, to become a better driver. I know how to drive a jet-ski, but at that time, I didn’t know the proceedings correctly. So in 2013 I took my courses to become a rescue operator and since then I start to go out with the jet-skis with surfers and I start to work. Work more with jet-skis than other kind of work that I have done before.

Did you start because you realised the job has potential in Nazaré?

I realised that I have the potential and this kind of job has the potential, so I put all together and I paid a lot here, the house, the gasoline. It was my investment to be here and stay here all the year. Because like Garrett said: two hours at Praia do Norte; if you drive there hours and hours, you become much better. Just go and drive. That is what I have done here. What I have done before? A lot of things, I had a bar on the beach, worked in an office, sold cars, a lot of things. You need to work, when you need to earn money.

Sure.

But if you can do a thing that you like, it is better. It doesn’t feel like work, you own money, but you don’t work. So I realised that and I started to come to Nazaré more often.

And you grew up in Santa Cruz?

I was born in Lisbon, I lived there until 25 years old, but since I was born I often came to Santa Cruz.

Okay. So as you said before, it started with McNamara.

Nazaré is a beach, so in the summer you don’t feel the difference that much, it has always been a beach like this. I visit Nazaré since I was born, with my grandfather and mother. We come to Nazaré since a long time, but we didn’t know about the waves. I was surfing already, but I didn’t know this at that time. I am talking about 20 years ago of course or more. So, you notice
more of the winter tourism, since 2012 or 2013 you started to see more people during the winter in Nazaré. People that just come to see the waves. Normally, I talk with the people around here, who work here and they tell me the same. There a lot of tourists that come here just to see the waves, just to see the phenomenon of the canyon. A lot of people come to see the waves but it can also happen that that there are no waves. There are not swells every day. So. You never know.

*How many swells do you have during winter?*

Depends. The last season was a good one, the season before was a bad one, there are always waves because of the phenomenon of the canyon, always bigger waves than normal. But, the good swells to surf and to break records, we just had 2 or 3 really good swells this year and last year like one.

*Okay. That is really not too much, no.*

I am talking about swells to break records, because there is a huge swell for surfing all the time. This year we caught like 10 good swells with 10 or 15 meter height, you know.

*Oh, that is really big already.*

It is big yes, it is big, but when I say one or two swells, they are to break records. The biggest swell of the year, you know. One of the biggest swells of the year. But still we have some really good waves.

When I went bodyboarding this week on Monday, it was already too big for me in Caparica, I started to feel afraid.

Monday was big yes, but you just have to stay relaxed. When you don’t panic you increase your probability to live. I am serious. When you are ready to die, you must be relaxed and it increases a lot the chance to live.

*Yes, I tried, but I am just a beginner, I am not a professional.*

A lot of people start and they are afraid of the waves, but try to be relaxed and you will see a lot of difference.

*Thanks for the tip. I will try.*

That is a good tip.
I am sure! Here we are. Did the demand for jet-ski driver increase, too? What changes did you perceive?

Do you mean about jet-ski drivers?

Yes. Do you have more job offerings here in Nazaré?

Do you mean generally? Of course. When you have more people, you have more business and you need more drivers and more workers.

Do you mean the water-fun-stuff?

I talk in general, bars, restaurants, surfschools, surfshops, if you have more tourists, you need more business and then you need more workers. Of course, concerning the jet-ski drivers it is completely the same. You have more people surfing, more people coming and then you need more drivers. And here, as I said, it is really hard to drive, from all the spots I know, this is the worst spot to drive. You need skills, you need hours of preparation and you need drivers to do a proper job. Otherwise, when I have a bad driver in my team, it is just one more person I am worried about. If I have a really good driver, I care about him of course, but I am not worried about him, because I know that he is a good driver. If he is not a good driver, it is one more person that I need to worry about his safety. It is really hard here and you can easily break a jet-ski. Easy, really, really easy. But yes, the demand here is on a hard level. It is funny, yes, the competition between jet-skis got more intense. It is funny because the competition is not just between jet-ski drivers, also between the surfers. It is about who has the bigger board you know. Outside it is like: I am better then you, I catch the biggest swells in the water, something like this. But in the water, we turn like a family. If I don’t like you, I will save you anyway. It is like this. To talk serious, there are five teams in the water. If I have my team, I don’t care just about my team, I care about everyone in the water. Unfortunately, there is not everyone like this. There are some people who still focus on one guy. It is not wrong, but if your guy is good, and another guy is bad, leave your guy with someone and try to rescue the other one. People start to learn of course. Nobody is born with knowledge, you need to get the knowledge of course, and unfortunately, I have some episodes here when nobody rescued me. I already rescued everyone. It is like I told you, inside the water it is like a family. You don’t have enemies, you don’t have teams, you have human beings.

Okay. I like this view.
Of course, like I told you, if you have more surfers, more people are coming, you need more drivers, too, and you have more offers for jet-ski drivers.

**What is the name of your job?**

That is a good question. Normally, I say that I am a jet-ski driver, and why I say that, because I can be "Water Patrol", this job is more linked to events, because you are watching the athletes, you are taking care of the competition area and that there is no free surf in the competition area. This is a "Water Patrol". I can also call the job "Rescue Operator" if I am working for the lifeguards, for example. You have different kinds of work. You can be just a pilot to drive the surfer and to rescue him. So normally, I say I work with jet-skis. Normally, it is like this. I don’t remember one specific word to describe this, normally people do Water Patrol and do Rescue Operator.

**Water Patrol is more for the athletes, right?**

Yes, Water Patrol is more for events... of course, I am always concerned about life. When I am in an event and someone is dying on the beach, I don’t care about the event, I will rescue the person, of course. But if something happens like a fight between people, I don’t go there, because I am working for the event. My work is providing the safety for the athletes and secure the competition area, that the free surf doesn’t go inside and enter in the competition area. The course is the same, but then you can apply it in different ways, you learn to rescue people, to give the hand and to put in the slight, to grab the board and some other things that you need to do. In this case, it is general.

*I understand.*

Good questions.

**You did your training here (Nazaré)? I guess there is a special training for big waves. I mean it is a difference to work here or to work in Caparica for example.**

No. The way is more or less the same, the way you cross the waves. As I said, the proceedings are more or less the same, you have to check and do it the best way. Normally, it is always the same. When I am in Costa da Caparica I have to cross the wave exactly the same. like I do it here. But, here it is more difficult because of the size, because of the Canyon. told you the proceedings are more or less the same. In terms of physical preparation, your body, of course if you do rescue in the summer on the beach, you don’t have big swells, waves, you don’t need, I mean of course it is better, but you don’t need that much preparation like a big wave surfer. I
drive in any conditions, but I don’t surf in any conditions. If I want to surf in any condition, I have to prepare my body and my mind you know, in my opinion, this requires a different preparation. If you surf small waves, you don’t need to do hard training, but it is better of course. In my case, because I was driving more than surfing last year, I am a little bit worried about my surf preparation, but it is not the most important thing. I need to have the skills to drive in any conditions to save anyone, near the rocks or near the wave. You need to prepare your body of course, because suddenly you are in the same position as the surfer when you flip the jet-ski. Another thing that I always say to the surfers is: learn how to drive!

A jet-ski?

Learn how to drive a jet-ski. Normally, I try to surf only with the good drivers. At least when they know how to grab a jet-ski and how to rescue. This can happen, it happened to me already. In this sport you have the jet-ski driver and the surfer, but in a perfect team... both guys are surfers and both guys are drivers.

What motivates you for this job?

As I said, I always liked it, I drive motorcycles, I drive since I was six years old, so for me driving is one of the best things and I drive better than I surf. I can join together the driving and the surfing, which are my two passions. I need to use my skills of driving and during surf I need to use my skills of surfing, for me it was the perfect match. When I go to the water, I don’t go to work. The big waves give me the possibility to work, the possibility to meet my kind of idols, you know. The big waves give me this chance. Of course, to do what I love and my job and now I know all my idols, today they are all my big friends, like Garrett and Koxa. It really changed my life of course. But people also start to recognize me on the road, in the street: “hey Sergio, how are the big waves?” that’s the “price” you pay.

How did the rise of the tourism changed your social life? Do you have more intercultural interaction, interaction with foreign people/surfers or did you make more friendships with foreign people during the last years than before, etc.?

Yes of course, but I was travelling all my life. It is funny because the cultures I knew before, the countries. It is funny to see that cultures here, see the people, I mean the cultures you met before, because you have been in that country. Now you see that culture in Portugal, mixing the culture that they bring from their countries with the Portuguese. Sometimes it is beautiful, sometimes you learn what not to do, sometimes you learn what to do better. So I think it is always positive when you meet different cultures. You learn, you get better and you stay a better
person, if you learn of course. If you learn, if you understand the people and it is good to learn of course. And yes, I made a lot of friendships and a lot of new friends.

Mainly with Surfers?

In general more surfers, because I am working with them. Imagine, if a surfer brings a photographer, the family and everyone, but generally, I will meet the surfer first of course. In my case, first the surfer and then the people around him. But it is always grateful to know different people and different cultures.

That is true. Does the increase in tourism influence your personal life, too? It is overcrowded, you have parking problems, more waiting times etc.

Of course, tourism bring the good things and the bad things. But... what I see as a bad thing is really good for the restaurants. Imagine, if I can’t park, I will complain, but somebody that parks the car will spend money in the restaurant, in a bar or in a shop. So in the end, you can’t complain, you need to understand, you need to be grateful that people choose your country, choose your city and your way of life. In the end, it is more grateful than the bad thing, you know.

Actually, this is one question: did your image of Nazaré change and do you think the sense of community identity and pride rose? I guess the people feel proud when the people come and choose their city.

Yes, I think in the end it is better you know. Of course if you live here, probably, you will also complain because I think it is worse for the local guys than for me, for example. I spend here five months during the winter, but during these five months I go one week or two weeks home and relax a little bit. So I think for the local guys, I mean surfers, not the people who have business. The people who have business, the bad ones and the good ones, everyone, want to earn money of course. When you just live here sometimes you will complain, because you don’t have a place to park your car and when you go to the restaurant, you don’t have a table. It is impossible, that this is good for everyone. If you do a good thing, someone will complain. Generally, it is a good thing, but somebody will always complain. I think, in general, all this tourism is good for the city, it is good for the people, good for Portugal.

Yes, because it was also seasonal before.
Yes, it was, like I told you before. The tourism was just in the summer and now it is during the winter season, too. When we have the big waves, carnival, holidays, weekends, day offs, you start to see a lot of people and you can’t park your car or you can’t have a table in the restaurant.

*And do you think there are more problems at the beach like a surf rage and a lot of fights?*

Yes of course, like I said, the tourism is a good thing, but there is also always somebody to complain. Yes, for example the local guys of bodyboard and surf, they don’t want jet-skis in the small waves and we need to train for the big waves. How do we train for the big waves?

*At the small one.*

Always. If you are a surfer how do you train to surf 20m? You don’t start with 15meter, you need to surf half a meter, 1 meter… and the same is for the jet-skis. When I train someone, I will not put him or her into the huge waves, I have to choose a small wave, if there are no waves, they can’t surf and also I can’t learn. Of course there are more fights, but in the end... we Portuguese try to be political correct, be more nice and more friendly. We don’t have to put oil into the fire.

*Do you think that surf tourists care more about the environment? What do you think increased more, the surf tourists or tourists in general?*

I think nowadays the postings online seem to be really pretty, everything is without plastic and that stuff. Let's clean the environment, let's clean the beaches, let's clean everything. But the truth is, that I don’t see a surfer bringing plastic to the beach, a surfer bringing the board and picking up plastic. Unfortunately, I don’t see that. I often have the feeling that they care for the social media, for Instagram and social media. Unfortunately, but I would like to be wrong. If you look on Instagram, there are a lot of posts about no plastic, let's take care, let's do this, let's do that, but when you look, it is still the same.

*Do you think it is more dirty than it was before?*

I don’t notice that it is more dirty. Last week I was working in Santa Cruz and one nationality was really fair in terms of sport, but when they left, they left a huge bag of trash under my van. They left yoghurts, plastic on the floor, completely dirty. Like I told you, this makes me really angry, because if you like to do a post, do something, don’t do a post to be pretty for likes. If you want to help, pick up trash and don’t do a post. It is my opinion. It is not only my opinion, that’s what I see. Generally, when a caravan leaves the place I often see trash around and a lot of them are surfers.
It is a little bit strange, because they have a passion for surfing and surfing is a nature based sport. You should want to protect it.

It is really weird. When you don’t care, you don’t care, this is not weird. When you kind of care, do posts, put likes, do this and do that on social media, why don’t do this in real life, that’s weird. I think we have a lot of work to do. Fortunately, there are a lot of companies and foundations that do a really good job, but you asked about surfers and among surfers.

Do you think the waste increased at the beach and in the water here in Nazaré? Do you think there are more trash cans than before? I know that the Praia da Nazaré gets cleaned every day by the municipality.

Yes. All the beaches in Portugal, where you have the bars, lifeguards and the people, they get cleaned by tractors during the night. Even the lifeguards, I am a lifeguard, too, I have the course of the lifeguard... they don't pick up the trash, of course it is not 100%, fortunately, you have people that take care of the beach. But generally I don’t see. During a bad day when there are no people in the water, I do not see any lifeguard cleaning the beach.

I think normally you expect from these people to care, because you think they stay in a close relationship to the nature.

Like I told you, if the person doesn’t have the knowledge and doesn’t feel the need, anyway, you must be really cold when you see the environment. You see the plastic and you don’t care. Its weird, it is really weird.

Yes. And do you think that the appearance of the city changed with the developments? Is there any devastation? I heard from my previous interviews that most buildings which get constructed are behind Praia da Nazaré, old buildings get renovated... but they don’t devastate the nature?

I think people don’t devastate, they don’t clean, but they don’t devastate, too. Nazaré is not broken, it is not more dirty. The municipality does things so I think it is better than worse. I think the environment and everything is getting better, the municipality does a really good job, because they take care about the tourism. They are putting more places to park, they are cleaning the beach, they are giving us, surfers, the opportunity to surf and they are doing a really great job. I don’t feel bad changes, more people yes, but it is not bad, but more buildings, too.

Okay. But I think they are not in the centre.

There is also some terrain where you can’t build. At Praia do Norte, where we surf, they can’t build.
Okay. Yes. I heard the land belongs to the church.

Some terrain only, there is also another owner who doesn’t want construction there. The church has some terrain, but not all and the land near the beach belongs to the environment ministry.

Okay. So it is protected.

By the law you can’t build there, yes.

Are there a lot of new shops, hostels, hotels here? I know that in the next years there are some projects... but right now?

Right now you have 1 or 2 surf hostels, the Zoola surf-camp, they receive all the athletes and maybe they are good people to speak to, too. They feel the affects more than me, because they live here. When I came in 2013 I felt more tourism, but they live here.

That’s a good tip, thank you.

But yes, I know about the guys who want to do a hotel here and apartments, but I don’t know when I passed there it was still the same building. For sure, there a some projects and Zoola is new here, too, at least that’s what I know.

Okay. I think we can start with the questions about your personal opinion. In 2010 Nazaré’s municipality launched a media campaign about the big waves. Which changes do you perceive since this time? I know we already spoke a lot about it, but there are also much more events now for example.

You have already the answer.

I know the WSL Big Wave contest, they call it now the Nazaré Challenge, do you also have other surfing events?

I know the major. There was one good bodyboard event here and they organized just this event, just paddling, they had the support from jet-skis, but they didn’t use it to surf the waves. The event was small, I don’t remember the name, it was 2005. After the campaign the Nazaré challenge came, capital perfeito (perfect chapter) came, too, and at least two more events came. Probably, one or two more national events and there are some events, but I am not working there. Nowadays, this is the second stage, the first place stage of the world champion tour they do in Peniche with Kelly Slater.

Do you mean in Supertubos?
Yes. It is the prime, this is the second place, so when there are no good waves in Supertubos, they do it here. It is not an event that takes place here, but they prepare for the event, when they don’t have good waves there, they come to Nazaré. After 2010 at least 2,3,4 more events…and all of them are attended by people with a lot of knowledge.

Okay. What is the local mood, the local opinion? You said that the guys who have a business are quite happy about it and on the other hand there are some disadvantages.

Yes. Of course…the local guys they want to surf, like me. If I see the spot in Santa Cruz… full of people…I am not happy, because I surf there and, unfortunately, there is often no respect. Some people don’t care, some don’t know the rules and they don’t want to learn the rules. For the local guys it is hard, because this was a place where you can surf alone and suddenly you surf with ten other people. Twenty other guys, ten jet-skis, the smell of gasoline… last year they nearly started to fight. But in the end Portuguese guys are relaxed, it is impossible.

Okay. Did other issues occur, like higher taxes, food, accommodation?

I didn't feel that. Probably, they rose the prices, but it didn’t double. When something open they try to catch people with more money and put higher prices. If there are more people coming here, many of this people have money because you can’t travel without money or you bring a caravan. When you have a caravan, you go to the supermarket. I don’t feel that the prices are higher, but also not smaller. The people who live here can you tell better about this. Prices are higher… probably 2-3 EUR, but this doesn’t change too much the wallet. When the prices double and rise more you feel that, I am talking about dinner. In many aspects I don’t feel this, but for sure they increased.

Do you think the increase of people is a positive trend or it starts to reach the limitation already? Do you think there is more space to receive people?

Yes, I think so. You can still see the old ladies renting rooms and you still have places. But we are always talking about different things. If ten people come with ten cars probably there is not space for these ten people, but concerning accommodation and restaurants there is still space.

Okay. So you think the tourism develops sustainable?

I think yes. At least for these people.

Okay. So what is your personal opinion about the developments and do you think that any issues or problems will occur within the next years? What do you expect from the future? Do you think the big wave surfing is a trend? Generally, when a trend rises it goes down after a while.
I think these problems and issues always come. The question is if we can find solutions. More people bring more problems and the problems are supposed to be resolved. If you don’t have parking, you build parking. I think there is space to bring more people. The surf can be a problem, because of what we talked before. A lot of people come just because of the surf and: lets go! It can’t be like this. Nowadays, it can’t be like this. If you want to buy or rent a jet-ski, Natascha…

*But I would need a license?*

Probably, because there are not too many people renting a jet-skis, Water Fun Nazaré rents jet-skis, maybe he won’t rent you. But nobody stops you from buying a jet-ski and tomorrow you go to the water. It is like a car, you can buy a car and you just drive without a license. Of course, they can catch you, but until the police catches you, you can kill somebody, you can crash your car, you know. So this is the main work to do here in Nazaré. There is a lot of surfers who want to come to Nazaré to surf without knowledge, without driving skills. I saw some things here that should not happen. I think we had a huge luck until now, we, Nazaré, because nobody died here. I already saw jet-skis coming from the wave and it can hit you. I already got hit twice and had to pull my jacket, because I was nearly knocked out. Fortunately, I was mentally prepared. I felt that I was almost knocking, so there are some things to do. You need the knowledge, you have to be prepared, you have to be calm. The surfer don’t need an authorization to go to the water, if somebody want to pass here. They should ask for something, make an inspection. You, Natascha, can go, buy a jet-ski and kill yourself and that is crazy. They pass from closing the beach, to opening it to everyone. I think this is not a beach for everyone. They are doing good things to attract people, but this is not always good. This is a holy place to play. Go to Caparica, go to Santa Cruz, go to Peniche and play there, because some day, when somebody dies here, you will pay. Me, Garrett, Sebastian, we are here the entire season, we will pay for that, because they will have restricted rules. If they do some rules now, they don’t have to be so strict in the future.

*Makes sense.*

It is my opinion.

*Actually, I am not sure why the people want to go there without experience anyway. However, thank you so much for the interview, it was really nice and interesting!*

Thank you, for me, too. Let me know, if you need something!
Transcripted Interview with Paolo Miguel Correia Peixe (Nazaré’s Surfschool)

Thank you for the interview! Let’s start: Do you perceive any changes concerning your job as the owner of Nazaré’s surf school since the Guinness World Record or since when did you notice an increase in the tourism? Changes like an increase in the number of people going on surf-holidays, more employees, more people attending surf lessons, a raise of the prices, more competition?

Yes, for sure. Since 2012, when we opened the school, year after year more people want to learn surfing and the number of surf schools is growing, too. We were the first surf school in Nazaré, a private surf school, and every year there are more surf schools opening here. When we opened, we were the first surf school in Nazaré, now there are five schools, two surf-shops and that stuff. Year after year, the surf business here is growing. I am not sure if this is going to stop or not, because there are many factors which influence the tourism.

Do you have more employees?

Yes, for sure. If this continues to grow, we will have more surf schools and people giving surf-classes, too.

Do you have longer opening hours?

No, we always have the same schedule from 10h until 19h.

Did the rise of the tourism influence your social life: more intercultural interactions, interactions with foreign people/surfers or did you make more friendships with foreign people during the last years than before, etc.?

There are two kinds of persons, there are the persons who come, just to make the experience, alright… and sometimes you don’t have a lot of time to make some friendship and that stuff. However, we have some customers, they are coming year after year and they start to be our friends, for sure.

Do you perceive any influence in your personal life due to the increasing tourism? For instance: overcrowding, parking problems, increased waiting times at public services, more attractions for tourists, more people in public places, stronger “surf rage” at surf spots etc.?

Imagine… Nazaré is not a land of crowded surfers. When you come in September, October there are just a few people doing surf, but with all the tourists, the parking spots are a problem, for sure. It is a problem to us… sometimes you have to reduce the time of the lessons to be able
to give more lessons. Imagine, in May and June we have lessons of two hours, now it is one hour and a half (Interview in July).

But just during the summer?

Yes. Just in the summer.

But you give classes in winter, too?

Yes. Also. Yeah, for sure.

But... it has always been like this?

No, when we started the school we just opened for everybody not just for tourists. During the other parts of the year, we open for the people from Nazaré.

Okay. In the last years a lot of tourist-attractions opened in Nazaré... do you use them by yourself, too?

No. They are just for tourists. Can we go to the next question?

Sure. Do you recognize some sort of surf-rage here in Nazaré?

Yes, but this is a problem everywhere, not just in Nazaré. Here the main beach (Praia da Nazaré) is beach for beginners, we don’t have these kind of problems, but usually in September and October, when you have the better waves and you are going to Praia do Norte, the other beach, these things usually happen for sure. Alright?

Yes.

But it is just a problem in the water, usually we don’t have a lot of these problems here.

Okay. Did your image of Nazaré change within the last years? Do you think a sense of community identity and pride raises among the local community?

For sure… the image of Nazaré is changing. For sure. But, Nazaré has a problem. The only problem is everybody comes to Nazaré thinking this place is just about giant waves. Nazaré is just always about giant waves, which is not true. We are a surf school and there are a lot of people who come to Nazaré to learn surfing, alright, but for sure the image is changing and these problems happen.

Do you think surf tourists care more about the environment than generally tourists do? What do you think increased more in Nazaré: surf tourists or tourists in general?
We are not like Peniche, there is a big community of surf and they have a lot of problems with tourists there doing surf. Here nothing of these problems happen. We are a small village, but for sure, these problems are going to happen in the next few years. More people surfing means also more problems, but I also think that these tourists care more about the environment than people in general.

*Do you mean surf tourists or tourists in general?*

Surf tourist, for sure, but there are people like everywhere. There are people who care and people who don’t care. Usually, the surfer community have always that thing about the environment… when I sell a shirt for example, they don’t want to have a plastic bag, but we also have another kind of people that don’t care and that is going to be a problem in the next few years, when they don’t care.

*So do you think the waste at the beach increase?*

You have the waste everywhere, especially some places have more waste… last time I saw a movie where they caught a lot of waste in Peniche. So I think it is going to be a problem, not just here, but everywhere.

*Do you recognize any environmental concerns in Nazaré, like the devastation of the nature for the construction of new buildings, hostels and shops since the increase in tourism? Did the appearance of the city change, because of these developments?*

They are building everything in the middle of the down, but there is no devastation. They destroy old buildings and build up new ones to make some hostels and that stuff. They say that in the next four years they are building four new hotels here in Nazaré. It is not a problem of the environment; it is more a problem like what happens in Lisbon. The old people are leaving the buildings for new constructions; they are buying buildings to rent and to have new constructions… okay. It’s a problem that happens in Lisbon and it is going to happen for sure in Nazaré… it is already happening. The big cities, the cities who have some special things are changing. But concerning the environment in Nazaré, we don’t have big problems until now. Because most of the land belongs to the church and they don’t sell it, especially Praia do Norte and these places. Everything belongs to the church and those guys don’t sell to anybody. Next question, please.

*Do you think that the city is more clean? Does the municipality care more about the appearance of the city now?*
Yes. It is more clean, but it is almost the same. If you talk about the concept of the giant waves and the people coming here, I think it is the same problem.

*In the year 2010, Nazarés municipality launched a media campaign due to the big waves; which changes do you recognize? More events linked to surfing, advertisements about the big waves etc.*

Yes. This is a problem in my opinion… alright… Nazaré’s municipality launched the campaign of the giant waves, but to us, the surfschools this is also a problem. Everybody thinks it is just about giant wave and it is not like a normal place to learn surfing. They have to make two parts in my opinion, the part of the giant waves for sure, but they have to create the same for people who want to learn surfing. You can launch from September until February the campaign about the giant waves and the other part something for the regular people. If you are thinking about to receive tourists, 90% of the surf tourists, I am talking about surfing, they want to learn surfing and they want to try. The rest, the 10% are from the giant waves. Okay. If you check Peniche, Peniche is always full of surfers and why? Because they don’t have the giant waves. The idea is just to come, surf and they have normal waves to learn surfing. Alright. There are two parts. One of the giant waves, which are good to put Nazaré in the whole world and there is the other part. We have a lot of problems, because everybody calls us: oh is it possible to have lessons in Nazaré? This place has just giant waves. It is true, but it is not completely true.

*Where do you give the surf lessons? On both beaches… right?*

Yes… Depends… We are always checking the forecast and we have small waves, if they are too small here (Praia da Nazaré) we are going to the other side. We are always checking the conditions and which is the best location for us.

*Okay. Concerning the competitions… I know that you have the big-wave competition here… but do you have regular surfing events, too?*

Yes, imagine. It is like I said before. If you are looking from the world, it is 10% of big-wave surfers and the rest is 90% of normal surfers. What is important to us are the 90%… alright… because the 10% knows how to surf already. They know how to use the jetski and that stuff and we don’t care. The normal tourists that come to learn belong to the 90%. They launched the media campaign for the 10% and not for the 90%. This is a big problem to us, but if you ask me… because of the giant waves there are more and more people who come to learn surfing, it is true. Everybody has the same idea. Nazaré has giant waves. You, too.
Actually, when I arrived in Nazaré last time I took my bodyboard with me, but there were no waves at all... that's when I realised Nazaré doesn't always have waves... This time I left my board at home... Anyway... So how is the local opinion, the mood about the developments? Are the locals happy?

Nazaré is a land of tourists… Alright… Before we received tourists, we were a land of fishing and now we are a land of tourists. We were just a typical land depending on fishing and now everybody wants to receive tourists… everybody wants to work in the summer to live better in the winter… Alright… So the idea is good, everybody comes to Nazaré, it is work for everyone.

What did you do before?

Me? I am a pilot of vessels.

Vessels?

Containerships and that stuff.

Ah okay. I know now.

I am a pilot of that, of big boats. When I started to work in the school, I continued to work on the vessels, but the next five years I am here. I am just doing my job.

You prefer this one?

For sure. For sure.

So the people are happy?

Yes. For sure.

Did some issues occur like higher taxes, more expensive food, more expensive accommodation, salary, because of the tourism?

We don’t have higher taxes.

No?

We have the taxes like everyone, Nazaré has high taxes, but this happens especially during the summer.

What about the expensive food?
The food is expensive in the restaurant and the accommodation is expensive in Nazaré, this is going to be a problem, many people are leaving… they are not coming to Nazaré. This two are very important. Imagine, since I opened my school I have the same prices.

*You didn’t rise the prices?*

The same price, I never increased, but this is a big problem. The accommodation in Nazaré is very, very, very expensive. Alright. Especially in July and August, but the people forget that they have to put less prices so everybody can come to Nazaré… but they don’t care. They just want to win in these months until they win all here. Okay? But the salary continues the same I think like everywhere. In Nazaré, in Lisbon, everywhere. Salary is always the same. More taxes, because we have to pay Imi.

*What’s the Imi?*

It is when you have a house and you have to pay to the state. Alright. Imi. But the government says this. Locals make the food prices, but the tax is a government issue I think.

*Okay. I thought the taxes depend on the cities.*

Yes… for sure… and we have one of the highest taxes in Nazaré.

*The next question: Do you think the tourism follows a positive trend? Does it start to reach its limitation? What would be necessary for a sustainable tourism?*

This is a good question, but I don’t know.

*Do you think it reached the limit already?*

Not yet. I think the biggest season of the tourism was last year, not this year.

*Last year?*

Yes. There was more tourism.

*Why do you think this?*

I am not talking about me. I am talking how I heard it from the other people, okay. This year we have some problems. The Worldcup in Russia and the problem that we don’t have tourism in some places like Tunesia, Egypt and that stuff. The people are going to other places. I think last year were more tourists than this year. I am not talking about me,.. I say that everybody talks about that.
Okay. I understand.

I can tell you that during last July I had more people than the years before… for sure.

Okay.

Everybody says the last year were more people than this year… for sure.

But Portugal is a safe country, so generally the tourism rises?!

Yes. For sure.

Something else?

We are going to have a lot of problems with parking, we don’t have parking in Nazaré.., but we have to solve this. More and more people are coming and the parking is gonna be a problem and we will have much more problems. We don’t have the capacity to receive a lot of people.

Yes, it is really small.

There are some days, especially in July and August, we have at this place… I don’t know… plus 60.000 people. That are a lot of people and for sure we are going to have more problems than parking then.

Do you mean like accommodation?

Usually, in August everything is completely full… usually… but I don’t know a lot about this, because I don’t rent accommodation. I have to ask.

And in winter?

In winter we don’t have nobody. Nobody… it is like a desert city.

I think during the big waves a lot of people are coming in winter?

Yes, but the people come and go.

You mean they don’t stay for a long time?

No. You don’t see a lot of people during that time. If you come during the week one day to Nazaré, you don’t see nobody… it is like a ghost city.

Okay.

But, it is everywhere like this, if you go to every place, which depends on tourism, it is a desert.
Okay. And what do you expect from the future?

I don’t know. I really don’t know.

Do you think surfing is a trend today?

This is like a ball. Nazaré is on the top now, but for sure the next few years, it is gonna be another part of the country, which shows different kind of waves, different kind of media tourists… So… Nazaré goes up, Nazaré goes down, it is everywhere like this. Every kind of place. It is difficult to go on the top and stay there. It is like a ball. Now we are up, for sure the next 2-3 years we are also going down. There will be another place going up. The question of the giant waves is… they discovered Nazaré 5 or 6 years ago, but for sure there are a lot of places with waves. When they discover another place, it is gonna disappear. For sure. Or if anyone dies, it is gonna disappear, too.

Nobody died until now?

No, from the giant waves not, but for sure it is going to happen. For sure.

Alright. Thank you a lot!

Sorry, last week was impossible for me.

Don’t worry, thank you a lot for your time!

Thanks, when you need something, let me know.

Alright, thank you a lot for the interview!s