

12 'From the Sea to the Plate': Maritime Tourism Experiences

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The objectives of this chapter are:

- ☐ Highlight the role of fish and seafood gastronomy and maritime tourism as drivers of coastal cultural ecosystem services.
- ☐ Analyze the relationships between the coastal ecosystems' services, the maritime cultural heritage, and the food tourism experiences-,
- ☐ Assess the contingent valuation of 22 coastal tourism experiences retrieved from the photography social media platform Flickr,
- ☐ Assess the preferences profile based on the purchase intention of different types of experiences through a conjoint analysis.

Introduction

This chapter aims to examine the role of fish and seafood gastronomy (and other activities related to maritime tourism) as drivers of coastal recreational and cultural ecosystem services. Cultural ecosystem services (CES) are defined as the “ecosystems’ contribution to the nonmaterial benefits (...) that arise from human-ecosystem relationships” (Chan et al., 2011, p.206) or the “contributions ecosystems make to human well-being in terms of the identities they help frame, the experiences they help enable and the capabilities they help equip” (Fish et al., 2016, p.212). The ecosystem goods, also called stocks of natural ecosystems, encompass the food provision, such as fish and fibre, and raw materials, such as wood (Chakraborty et al., 2020a).

The relationships between the coastal ecosystems (sandy shores, estuaries, coastal shelves, coralliferous habitats, wetlands, swamps, seagrass, shrublands or evergreen forests amongst others), the coastal tourism and the human activities (e.g., fishing, angling, use of molluscs and crustaceans, sea species observation) were discussed by several studies (Drius et al., 2019; Liu et al., 2019) and systematic literature reviews (Blythe et al., 2020; Liqueste et al., 2013) which highlighted their monetary, utilitarian and experiential benefits for the coastal wellbeing (Chaigneau et al., 2019; Khakzad et al., 2015; Kosanic & Petzold, 2020).