The Touristic Phenomenon in the city of Funchal

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**Resumen:**
Este trabajo tiene como meta la caracterización del fenómeno del turismo en la ciudad de Funchal. Funchal tiene un área geográfica de 75.72 m² y la ciudad se formó en 1508. Tiene un amplio y rico patrimonio arquitectónico, especialmente de contenido religioso además de un gran número de museos asociados a la historia de Madeira. Funchal tiene un área territorial extensa dedicada al turismo y al ocio, siendo visitada anualmente por casi un millón de visitantes. Este fenómeno turístico ha estado asociado con la historia del turismo en la isla durante siglos. Los británicos y germanos fueron los primeros en construir un hotel en Funchal. En términos de arquitectura hotelera hubo tres hoteles británicos en 1881: Santa Clara, Royal Edinburgh, Carmo y uno alemán nel hotel Schaff.

La ciudad de Funchal tiene 31 hoteles, 25 apartamentos-hotel, 23 fondas, 9 hostales, 26 apartamentos turísticos, 7 villas con destino turístico y tres casas de turismo rural, el total 124 establecimientos, y el 68% del turismo en la región está en el municipio de Funchal. En términos de número de camas en Funchal hay 19.348 distribuida de la siguiente manera: hoteles, 9.386 en 7.328 habitaciones; fondas, 1.146; hostales, 801; apartamentos turísticos, 612; villas turísticas 50 y casas de turismo rural 25. De acuerdo a la Regional Directorate of Tourism el número total de camas en la región es de 29.630 en diciembre de 2007.

**Palabras claves:** turismo en Funchal, reflexiones y proyectos turísticos.

**Abstract:**
This work aims to characterize the tourist phenomenon in the city of Funchal. Funchal has a geographical area of 75.72 km² and became a city in 1508. It has a vast and rich architectural heritage especially, its religious elements as well as a large number of museums associated to the various stages of the History of Madeira. Funchal is an area of territorial supremacy in tourism and leisure, therefore being visited annually by about 1 million

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tourists. This tourist phenomenon has been associated with the history of tourism on the island, for several centuries. The British and the Germans were the first to build a hotel in Funchal, In terms of infrastructure hotels, there were three British hotels in 1881: Santa Clara, Royal Edinburgh, Carmo and a German - the hotel Schaff.

The city of Funchal has currently got 31 hotels, 25 hotel apartments, 23 inns, 9 Estalagens (hostels), 26 tourist apartments, 7 tourist villas and 3 units of tourism in rural areas, totalling 124 hotel establishments, which means that 68% of tourist ventures in the Region are in the county of Funchal. In terms of the number of beds in Funchal, there are 19,348 distributed as following: hotels, 9,386, hotel rooms, 7,328; Inns, 1,146; Estalagens (Hostels), 801; tourist apartments, 612; tourist villas 50 and units of tourism in rural areas, 25. According to the Regional Directorate of Tourism the total number of beds in the Region were 29,630 in December 2007.

Keywords: Tourism in Funchal, tourism planning and reflections.

1. Introduction

This work aims to characterize the phenomenon in the tourist city of Funchal, addressing some touristic products in the county. The city of Funchal, established in 1508, has grown in all fields being they cultural, social, economic, architectural as well as the deepening of the territorial areas of leisure representing it as an added value not only for the Madeirans, but for all who visit the city. Funchal is elected as a territorial space of primacy in tourism and leisure. This framework, internationally recognized, is sustained in harmony and coordination between the various components natural heritage, cultural and gastronomic, as well as the subtropical climate. Although Funchal occupies only 75.72 km$^2$ of the island of Madeira, it has a vast and rich architectural heritage, especially the religious elements, the variety of museums associated to various stages of the history of Madeira, and in particular its economic cycles that were subject to invasion. The Quintas are also authentic historic, social, cultural and natural heritage appreciated by all who visit the city with its gardens and parks which Funchal offers its indigenous and tourists in particular, making this county a pleasant place to live and for leisure, and therefore, desired and admired by tourists who visit us from the four corners of the earth.
2. Methodology

The work presented here results from several bibliographic searches, statistical data collection, processing of information and implementation of some visits from the field. This research is personal and is related to the preparation of a book that was made by me in December 2008, the International Conference on Tourism, held in Madeira. Most of the text, maps, tables, graphs and images appear on their book. Although the intention was to characterize the sector of tourism in the city of Funchal, is presented in the first place, a geographical location of Madeira and the municipality of Funchal, followed by some physical and human's own county, as well as the historical phenomenon of tourism.

To enrich and enhance the text, maps were introduced, tables, graphics and photos, which as a whole reflect the reality of the city of Funchal, on the representation of the tourism phenomenon in the county. Finally, I present some final comments about the sector of tourism in this, and give some suggestions to introduce the city, with a view to sustainability of the sector in the future.

3. Location of Madeira and Funchal

Funchal is the capital of Madeira, where the archipelago is located south-west of mainland Portugal, the southeast of the Azores, the Canary Islands to the north and a latitude which varies between 32° 22′ 20″ North and 33° 07′ 50″ North and a longitude between 16° 16′ 30″ west to 17° 16′ 38″ West.

The Macaronesia in geography includes the Azores, Madeira, Canaries and Cape Verde. For many scientists the geographical domain does not match the botanist field, this is extended to Africa, particularly Morocco and Senegal, forming the Macaronesian enclave in Africa, as also show in the figure 1.

As the location of the Municipality of Funchal in absolute terms, this is at latitude 32° 39′ North and longitude 16° 55′ West. In relative terms and in accordance with the figure 2, the county is situated in Funchal Strand south of the island of Madeira, between the districts of Camara de Lobos, to the west, the Atlantic Ocean, the south, Santa Cruz, in the East; Machico the Northeast and Santana, to the north.
Funchal is composed of the parishes of St. Anthony, St. Martin, Sé, Santa Maria Maior, São Gonçalo, St. Lucia, St. Peter, Immaculate Heart of Mary, San Roque and Monte. In administrative terms, the Selvagem belong to the Sé parish. The Selvagens are formed by Selvagem Grande (the biggest island), Selvagem Pequena and Ilheu de Fora, a total of 3.62 km². They are at a latitude of 30º 01’35” North and 30º 09’10” North and in terms of longitude, between 15º 56’15” West and 16º 03’15” West.

4. Physical characteristics of Funchal

The topography of the county is distributed like an amphitheatre, from the mountains to the sea, the buildings in the highest areas were built on hill-sides where it was warmer and sunnier. The population is scattered around in many places, from Livramento to the shore, the population concentrated dominates, coinciding with the city itself. To the west highlighted by the peaks of the Cross of St. Martin and Barcelos, which correspond to old cones of recent volcanic eruptions that occurred in Madeira. The reference level of hydrographic reserve the streams of John
Gomes, of Santa Lucia and St. John, through the Funchal from north to south, which has a very irregular flow over the year, since the rainfall occurs very inconsistently being more frequent in winter months. Despite its geographical area to being 75.72 km², Funchal also has microclimates, due to uneven sun exposure of some places, the change in altitude between the localities and the relief and their orientation. The climate is temperate Mediterranean or subtropical dry with five dry months (May to September), where the average temperature in summer is 23º C and 15 C in winter, so the annual temperature ranges are small (8 to 10 C). These characteristics are due to the fact that Funchal is protected from the moist winds from the North, the influence of winds from Africa, the Alisio the northeast of the Azores anticyclone, which allows for “summer days” that occur in December and January, Warm Current of the Gulf of Mexico, responsible for the mild temperatures of sea water: 22 C in summer and 18 in winter, and the continuous action of the sea breeze on the territory, responsible for the condensation that occurs in Funchal, mainly in the areas and the high cloud cover that is widespread in Funchal, in certain times of day, particularly in autumn and winter.

5. General Data of the Municipality

The Municipality of Funchal gives a total area of 75.72 km² and consists of 10 parishes (Fig. 3).
Of the ten parishes that comprise the county of Funchal, St. Anthony is considered the largest in geographical terms, with 2,220 hectares, the second district is Monte with 1,860 hectares and the smallest parish is Sé with 100 hectares. The statement also highlights the irregularity of the geographic layout for each of the parishes. Found that only four parishes that are landlocked are the Se, St. Martin, St. Mary Major and St. Gonçalo.

In demographic terms (Fig. 4), the most populated parish is St. Anthony, with 21,931 residents; St. Martin is second with 20,637 inhabitants and the village with less population is the Cathedral, with only 2,148 inhabitants, that in accordance with the census of 2001. The unequal distribution of the population is related to factors of natural order, where the terrain and economic order. Over the years it was found that the social classes with lower financial resources are set in more remote areas of the center, due to the high cost of land. Moreover, the main physical infrastructure and social and private investment have emerged in the periphery of the city, thus contributing to urban sprawl, and therefore, the emergence of new centralities, or new urban centers that attracted public and private investment and the population. Examples of sites we have the Lido, the Four Magdalene, and the Pillar of Nazareth.

Table I presents quantitative data of the Municipality of Funchal, including demographic rates, which means that the Funchal is a county with characteristics typical of the most developed in Europe.

Figure 3 - The ten villages of the Municipality of Funchal and their geographical areas
According to the census of 2001 and in accordance with Table I, the county had 111,155 inhabitants and a population density of 1,413 inhabitants/km², is considered one of the cities in Portugal with higher population density, with the eighth position in terms of hierarchy of the population of Portuguese cities.
6. Historical Review of Tourist in Funchal

The phenomenon is associated to the history of tourism on the island, with several centuries, it dates back to the period of the Discovery when Funchal was a compulsory stop for the explorers in the sixteenth century. Well, the travel literature includes reports of Funchal in Italian travellers (XV-XVI centuries), British travellers, whose statement had already started in the seventh century, dominating the field of publications until the twentieth century, in addition to French travellers (XVIII-XIX-XX). Aspects of the geology, fauna, flora, anthropology, topography, climate and beautiful landscape of Madeira emerged in reports of travel, and were Madeira called “The Island of Love”, “The Recanto of Paradise”, “The Pearl of the Atlantic” and “The Garden of the Atlantic,” among other names. In 1751, Thomas noted in Hemberden’s “Philiosophal Transaction” of London’s qualities Madeiran climate and its therapeutic effect. Many others continued therapy and confirmed the role of the climate, primarily in Funchal. From this point on Madeira will appear as a clinical cure rate of pulmonary phthisis, in the international medical guides of the nineteenth century, which functioned as a means of propaganda.

This period witnessed many visits by doctors, mainly British, during the nineteenth century, the eminent people in the political field, such as Prince Alexander of the Netherlands (1848), Princess Amélia of Brazil, and not to mention intellectuals and foreign nationals who enhance the Island: Castilho, Júlio Diniz (who wrote in Funchal the “Pupilas of Mr. Rector), Antero de Quental, Bulhão Duck, Afonso Lopes Vieira, António Nobre Ólave Bilac, one of the most eminent writers and Brazilian poets, among others. It is the era of “therapeutic tourism” that also depends on the situation of European beginnings of the nineteenth century, when European wars blocked the access routes to the offices of healing in Southern Italy and France, diverting the Madeira flow to maritime to such areas, including mainly the British, Americans, Germans and Russians. We can consider that there are two seasons in the history of tourism in Madeira: the colonial (XV-XVII centuries) and therapy (the nineteenth century and beginning of the twentieth century). Each of them connected to different external situations, but both also based on the dependence on the Atlantic navigation and the attraction of the beauty of Paradise Island with its most important climate.

In terms of hotel infrastructure the English and Germans were the first to start the hotel network in Funchal, especially in 1881 three British hotels, Santa Clara, Royal Edimburg, Caramel were founded and a German - the hotel Schaff. In 1850 John Driver said there was a good hotel into the
city of Funchal - the Yates. Robert White, in 1860, recalls Madeira having 14 pensions and 3 hotels on the outskirts of the city.

This hotel is considered the oldest hotel venture operating in the Atlantic area. William W. Reid and Willfinson were responsible for this infrastructure, as well as for the emerging of other new hotels. Many famous people came to stay in this hotel, distinguished personalities like W. Churchill (1910), B Shaw, G. Marconi, Louis Botha, among others.

Given the importance that the Reid’s Hotel being one of the first in Madeira, it is fair to say that the history of tourism in Funchal region, is also directly related to this hotel. In 1925 Funchal now had 12 hotels with a total capacity of 800 beds. Funchal also had since the colonial era to the present day, another type of accommodation, and even a particular family - the Quintas belonging to Madeirans traders and foreigners, mainly British who settled on the island. During the Second World War, the island is used as an area of the transatlantic crossing, and visited mainly by British, German from fleeing the world violence, looking for less conflictive areas, particularly the Funchal as a safe city and peaceful. After the Second World War (1939–1945), the category of small hotels have changed and adapted to inns, while Quintas in the service of tourism disappeared, appearing in their place large hotels. This transformation reached its peak in the 60s and 70s of the twentieth century, with the construction of modern hotels and inns of several categories, able to receive various types of tourists. With the inauguration of the airport of Santa Catarina in 1864, a new era for tourism emerged in Funchal and in Madeira opening to the modern world through domestic flights, international and “charter”, bringing tourists to the region from
several geographical points. Tourism started a new cycle, characterized by a high influx of tourists to the island, and therefore, leading to new hotel infrastructure, particularly in the county of Funchal.

With the conquest of political and administrative autonomy in 1976, the Social Democratic Government built a number of public infrastructure, particularly roads and airports, with particular emphasis on the Intercontinental Airport of Madeira, opened on 15 September 2000 and causing major changes across Madeira be they social, economic and territorial, and therefore a greater affirmation of the tourism sector.

7. Characterization of the Tourist Sector

According to figure 6, the county has 31 hotels in Funchal, 25 hotels, apartments, 23innns, 9 Estalagens, 26 tourist apartments 7 tourist villas and 3 units of Tourism in Rural Area, totaling 124 hotel establishments, or nearly 68 % of the tourist enterprises in the Region are in the county of Funchal. With the nine projects that are under construction in the county of Funchal, the percentage is even higher, not to mention the future projects that are in Funchal Municipal Council for review.

As for tourist accommodation in the county of Funchal, there are 9,375 rooms, of which 4,834 is the number of hotels and 3,149 the number of hotels, apartments and Tourism in Rural presents only 13rooms spread over 3 units (Fig. 7). We have in the number of beds, Funchal 19,348 sets, distributed by the following types: hotels, 9,386, hotels, apartments, 7,328;
Inns, 1,146; Estalagens, 801; Touristic Apartamentos, 612; Housing Units 50 and in Rural Tourism, 25. While the other 10 counties absorb the remaining 10 thousand beds.

According to the Regional Directorate of Tourism, the total number of beds in the Region is 29,630.

As the number of rooms and beds for the hotelier, according to the chart number 8, we see that the hotels absorb 52% of the number of rooms and 51% of the number of beds, while the hotel-apartments have 39% of the number 35% of rooms and the number of beds. If we add the values of hotels and apartment-hotels, we find that concentrated 87% of the total number of rooms, the hotel establishments of the county of Funchal and 90% of the number of beds in the county, which is 18,728, in December 2007. At the level of pensions, Funchal has 23, accounting for 698 rooms and 1,146 beds, while the number of Estalagens is 9, corresponding to 461 rooms and 801 beds and in terms of tourist apartments there are 26, corresponding to 295 rooms and 612 beds. As for the Rural Tourism in the county of Funchal it has 13 rooms and 25 beds (Table II).
8. Tourism and Tourist Enterprises in Rural Area: Name, category and Quantity Rooms Beds

<table>
<thead>
<tr>
<th>Name and category</th>
<th>Quality</th>
<th>Room</th>
<th>Beds</th>
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</thead>
<tbody>
<tr>
<td>Hotels *****</td>
<td>9</td>
<td>2 408</td>
<td>4 728</td>
</tr>
<tr>
<td>Hotels ****</td>
<td>14</td>
<td>1 823</td>
<td>3 601</td>
</tr>
<tr>
<td>Hotels ***</td>
<td>7</td>
<td>565</td>
<td>1 089</td>
</tr>
<tr>
<td>Hotels **</td>
<td>1</td>
<td>38</td>
<td>68</td>
</tr>
<tr>
<td>Hotels -Apartments *****</td>
<td>2</td>
<td>384</td>
<td>826</td>
</tr>
<tr>
<td>Hotels -Apartments ****</td>
<td>14</td>
<td>2 081</td>
<td>4 040</td>
</tr>
<tr>
<td>Hotels -Apartments ***</td>
<td>8</td>
<td>644</td>
<td>1 288</td>
</tr>
<tr>
<td>Hotels -Apartments **</td>
<td>1</td>
<td>40</td>
<td>86</td>
</tr>
<tr>
<td>Pension Albergaria</td>
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<td>335</td>
</tr>
<tr>
<td>Pension 1ª</td>
<td>4</td>
<td>76</td>
<td>146</td>
</tr>
<tr>
<td>Pension 2ª</td>
<td>13</td>
<td>303</td>
<td>583</td>
</tr>
<tr>
<td>Pension 3ª</td>
<td>3</td>
<td>50</td>
<td>82</td>
</tr>
<tr>
<td>Inn *****</td>
<td>8</td>
<td>425</td>
<td>729</td>
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<tr>
<td>Inn****</td>
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<td>9</td>
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<tr>
<td>Apartments Turístic **</td>
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<td>95</td>
</tr>
<tr>
<td>Tourist housing 1ª</td>
<td>3</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Tourist housing 2ª</td>
<td>4</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>Tourism in Rural Area</td>
<td>3</td>
<td>13</td>
<td>25</td>
</tr>
<tr>
<td>Totais</td>
<td>124</td>
<td>9 335</td>
<td>18 728</td>
</tr>
</tbody>
</table>

In Table II are represented in the types of tourism in the county Funchal and correspondence in terms of number of enterprises, the number of rooms and number of beds, respectively.

According to information provided by the city of Funchal, in May 2008, in the county there were 436 licensed bars and cafes, 204 restaurants, 93 travel agencies, 41 turist companies and 25 rent-a-cars.

9. The Monte Railway

The Monte Railway was the determining factor in the expansion of tourism in the county of Funchal in the nineteenth century. The idea to build the railway system by rack, linking the town of Funchal to Monte, rewrite of Antonio Joaquim Marques de Lisboa, who obtained the consent of the City Hall of Funchal, on 17 February 1887. The project was delivered to
Mr. Raul Mesnier, which had already started his studies in 1886 in order to establish the best plan that should follow in implementing the work. Because of difficulties of various kinds, the grant was transferred to the captain Manuel Alexandre de Sousa, a native of Madeira. This, in turn, passed it to the firm, already established for its operation, called the Monte Railway Company. The Board adopted the first of Funchal disposal to 24 July 1890 and the second on 22 January 1891. Initial works began on the site of Confeiteira, where several walls were raised. With the first part, between the Levada de Pombal and Santa Luzia, the inauguration took place on 16 July 1893, taking place in the parish of Mount where there were many celebrations this day. The works were directed at first by the captain Manuel Alexandre de Sousa, technical supervisor of the Company in 1893. From this year, the works were in charge of Civil Engineer Anibal Wheat and Adriano, who had to correct some mistakes of his predecessor. Continues to track the settlement of the Atalhadinho, whose travel is started on 5 August 1894. At a meeting of the general meeting of the Company’s Rail do Monte, 12 July 1910, it was decided to extend the rail service to the Terreiro of Fraud, where the trip ended, taking the later route which was inaugurated on 24 June 1912, and the restaurant that was built in Terreiro of Fraud.
The elevator or train car has a single, divided into several compartments with maximum capacity of 50 passengers. The link between the City Centre - Plaza of the Constitution - and the train station of Pombal was through the American cars, which circulated on rails of iron, with its start in 1896. On 10 September 1919, there is the explosion of a boiler in the locomotive which connected Levada de Santa Luzia to Livramento. 56 passengers were travelling at that time, 4 died during the explosion and many other people were injured. Checking this disaster, which reached catastrophic proportions, particularly in tourism and economics, the trips were suspended until February 1, 1920. The trip had several stops: Pombal, Levada, Livramento, Quinta Santana (Sanatorium), Flamengo, the confiteira, Atalhinho, Largo da Fonte and Terreiro of Fraud. The extension of the line was 850 meters 3-iron, between the Pombal and Terreiro of Fraud. This ended the movement of this train, the one that existed on the island and the first in Portugal, in 1943, and Its paths were soon withdrawn. This resulted in the lack of progress on tourism season, as a consequence of World War II (1939 - 1945). The material was sold on May 13, 1943, the last and nostalgic journey took place in April of that year.

10. Cruise Tourism in Funchal

Cruise Tourism is linked to the cruise shipping, where since the first trip to the Isle of Zarco, where the boat was used to transport cargo and passengers between the mainland and Madeira. The Port of Funchal has become very relevant, its importance has been increasing day-to-day, given the wealth of the island and trade due to the progress of tourism. Therefore, there was the need for the construction of pier that would overcome the shortcomings of other times, when the boats are related to the islets. The Pontinha pier of the port as it is known, was built in three phases. The first between the island and the islet of San Jose in 1757, the second between this island and that of Our Lady, from 1885 to 1889, causing the first port of refuge, the third phase, from 1957 to 18 July 1962, the date of its inauguration. However, only in 3 June 1964 has been the delivery of the pier to the Board by the General Department of Public Works.

Given the geographical location of Madeira in the Atlantic Ocean, for many decades it has been the major point of passage, having been so up to World War II, an important port of call of the routes between Europe and the African and American continents. Mainly from the passenger ships and goods at the port of Funchal with some regularity, especially
Figure 9 - The port of Funchal on 31 March 2008 received Paquetes 4 - 7 thousand tourists

the lines of Portugal and former colonies in Africa and between England and South Africa. With the development of air transport, and the decrease of the maritime transport of passengers, Funchal lost part of their importance, reducing the number of cruise ships. Only in the last decades of the twentieth century, Funchal rebounded this market segment, with the significant growth of the global cruise tourism. Southampton Row - Cape Town ensured the scheduled fortnightly, with the English colony in South Africa, the ships stopped over Funchal, bringing many British tourists to Madeira. The Line Greg was one of the first companies to operate the cruise regularly in Madeira in the early sixties of the twentieth century, between England and the Island, where there was a large community of British residents. In this period vessels Canberra PYO Orient Lines and the vessels of the Soviet Black Sea Ship companies, which operated from Sant Petersburg came to Madeira. The port of Funchal was the first port stop in the maiden voyage of the Queen Mary II, in 2007.

Scales and Number of Passengers in transit in the port of Funchal between 1954 - 2007
### Table III - No passengers traffic in 1954 e 2007

Source: APRAM S.A. – 2008

<table>
<thead>
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<th>Years</th>
<th>No Scales</th>
<th>No passengers traffic</th>
<th>Years</th>
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<tr>
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<td>44</td>
<td>16.870</td>
<td>1982</td>
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<td>50</td>
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<td>1985</td>
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<td>1963</td>
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<td>1990</td>
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<td>2000</td>
<td>214</td>
<td>167.179</td>
</tr>
<tr>
<td>1974</td>
<td>200</td>
<td>107.140</td>
<td>2001</td>
<td>214</td>
<td>182.701</td>
</tr>
<tr>
<td>1975</td>
<td>194</td>
<td>89.107</td>
<td>2002</td>
<td>238</td>
<td>198.492</td>
</tr>
<tr>
<td>1976</td>
<td>197</td>
<td>88.318</td>
<td>2003</td>
<td>251</td>
<td>231.383</td>
</tr>
<tr>
<td>1977</td>
<td>184</td>
<td>88.904</td>
<td>2004</td>
<td>255</td>
<td>280.252</td>
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<tr>
<td>1978</td>
<td>151</td>
<td>73.874</td>
<td>2005</td>
<td>269</td>
<td>300.262</td>
</tr>
<tr>
<td>1979</td>
<td>188</td>
<td>91.636</td>
<td>2006</td>
<td>247</td>
<td>283.022</td>
</tr>
<tr>
<td>1980</td>
<td>166</td>
<td>79.242</td>
<td>2007</td>
<td>262</td>
<td>325.415</td>
</tr>
</tbody>
</table>

In reviewing the table III, it is easily seen that since 1954 until 2007, the number of calls in the port of Funchal was progressive, but with some peaks, especially in 1970 and 1983. From 1911, the growth was higher, reaching its peak in 2005 - 269 stations. As the number of passengers in transit, we see that in the same period of time (1954-2007), was somewhat inconsistent, between 1954 and 2000. After this year, the number of transit passengers in the port of Funchal increased gradually until 2007, going from 167,179 in 2000 to 325,405 in 2007. The decades of 60s and 70s of the twentieth century were dominated by the Soviet cruise ships, carrying tourists from the Nordic countries of Europe. However, it was from the end of the eighties, that the cruise industry experienced a vivid expansion, as exemplified in figure 3. Initially limited to the United States and then covering Europe, mainly Western and Mediterranean. Today, the port of Funchal is visited by hundreds of cruises, from the various parts of the world, although the western coast of Europe and the Mediterranean the largest number of cruise ships come to Madeira. Cruises attending...
Madeira develop among the archipelagoes of Madeira and the Canary Islands and North Africa as well as from the Western Mediterranean or the Atlantic coast of Europe. Funchal is also an important port of call by travellers from overseas, mainly between the U.S. and Europe and vice-versa. In 10 years, the port of Funchal bellboy received 2,358, representing 2,293,611 passengers. If we consider that the new station is under construction, it seems that in the future the trend will increase the number of scales on our port and therefore the number of passengers in transit. As a result, the cruise tourism will contribute to an increase in income from this economic sector and in related sectors of the tourism industry.

The port of Funchal will undergo major changes embodied in the master plan of the port. This plan sets an adequacy of existing spaces and the whole port area to the urban environment, transforming the port into an infrastructure solely to support tourism and recreational navigation, providing a new dynamic economic downtown to the city of Funchal. The project is structured as follows: In Pontinha (south pier), a new structure dedicated to the embarkation and disembarkation of passengers of cruise ships, a modern Gare Maritime International and a sleeve to make it easier for passengers, the exit and access to vessels. Thus, Funchal will monitor the growth of this segment and its expanding international tourism, offering better conditions for berthing and movement of passengers in the port and between this and the city of Funchal.
10.1. **Characterization of the Gare Maritime International Port of Funchal**

The Gare Maritime International Port of Funchal is available in a linear fashion, with about 170 meters in length, following the current form of the pier. The area of deployment of the work around 3000 m². With regard to functional organization, it was separated from the circuits of embarkation and disembarkation, however, it does not prevent the movement of staff between them, creating links with the service.

The control tower was given a separate access from the gallery outside, this is equipped with interior staircase and elevator. This vertical column of communication also gives access to a technical area, located in the intermediate floor, between the floor 1 and the control room, which allows on raising the room, giving it better visibility on the harbor. At the top, source of the Administration building was located at the ports of the Autonomous Region of Madeira (APRAM) SA. Floor 0 in staying at the services with greater contact with the public and the other at the 1st level support services.

11. **Importance of Tourism Statistics of Autonomous Region of Madeira (RAM)**

The level of the RAM planning tour was considered by the Government as a strategic process for developing the tourism sector and the region itself, the medium and long term. Hence the approval and publication in 2002 of Tourism Statistics, the model based on the following lines:

- Monitoring and managing the pace of growth in the supply of housing for the next 10 years - Devolution of supply of accommodation, setting limits to its growth - Containment and rehabilitation of the supply of accommodation in Funchal and Caniço - Development of new criteria for approval for new projects - Development of the island and the North Coast tourism in complementary and / or leisure - Empowerment of the Sea as a tourist resort and leisure - Positioning of the main port of Funchal as liaison with the sea - Schedule of public investment projects in accordance with the priorities established in the structuring and POT (Tourism Statistics).
11.1. Some structural projects for Tourism provided by POT (Plan for Tur- istic Planning) in Funchal

1. Amendment of the port / logistics Madeira
2. Harnessing the tourist port of Funchal
3. Atlantic Park

Given that tourism is considered one of the main economic activities of the Autonomous Region of Madeira, the Government felt the need to create mechanisms for territorial management, defining strategies and policies to be adopted in this sector. In this context, the Government established the Tourism Statistics of the Autonomous Region of Madeira in July 2002. The POT - Tourism Statistics defines the strategy of developing tourism in the region and the territorial model to adopt in order to direct investment, both public and private, ensuring the territorial balance in the distribution of housing and tourist facilities and a better exploitation and development of human resources, cultural and natural. POT is still the objective of terr- itorial distribution and characteristics of tourist enterprises fit the realities of the various scenic and historic areas in the Region.

The POT sets down limits and rates of growth of housing, as well as values for their territorial distribution, according to the reality of each geographical area. By the year 2012, the ceiling of tourist accommodation in the county of Funchal is 23 thousand beds. It’s also included in Article 16, paragraph 2 of POT, the appreciation for the licensing of tourist enterprises, the local authorities should be based on standards of POT, the other instruments of territorial management in force, etc.. According to the axis of Strategic Development - Consolidate the dominant product - the proposals of the POT to Funchal, on the additional supply, are as follows: Developing an idea for the City structuring and dissemination of the offer discussed in the City. According to the POT, the city of Funchal is the main town of the region and its engine of development, that due to the reflection of the high concentration and tourism as the main centre and offer additional services throughout the region. In this particular context, it is necessary to assess more clearly the role of the City in the area of tourism and leisure. The POT has the following suggestions: nautical activities, sea-tourism, cruises, City of Gardens; Monte - Romantic City Centre, Shopping, a town dance; Re- ligious Heritage, Museum of Madeira and Promenades of Funchal, includ- ing city tours, which carried through the city, viewpoints, etc. According to the POT, Funchal has potential for development of tourism products, in
particular the “Tumaround”, linked to the sea and a new port infrastructure; Congress, Incentives, Business; Noivos / travel romantic; Children / families; Events - Night Magic, Flower Festival, Carnival, Sports and Science - as Atlantic Centre, in the areas of biology, geology, marine and nature. How to develop activities in Funchal in the sea, highlight the sport fishing, marine tours, sailing and other water sports, yachting, scuba diving, surfing and canoeing tourism. Another suggestion in the LPP is the design of a network of museums of Madeira, which can articulate a promotional drive imagery of museums, to ensure the treatment of museum exhibition in order to assure a modern current language, and allow the exploitation potential of the built heritage of the region.

11.2. As projects and structural measures to Funchal, the LPP provides:

- Global reordering of the port of Funchal, particularly the components of tourist use
- Recreational boating, yachting, boating and cruising, in addition to the components of the animation associated with the restoration, areas of nightlife, trade specialists, among others;
- Creation of a Centre Road Tour type “pick-up in the port area of Funchal, complemented with the creation of a terminal in the area of the barriers;
- Centralities redevelopment of the main tourist city of Funchal;
- Rehabilitation of Estrada Monumental, as pedestrian path of links between the tourist centralities and access to the centre of the city;
- Rearranging tour of Praia Formosa, with the preparation of a detailed plan.

If the Government and City Hall of Funchal implement the works identified by the Tourism Statistics for the City, I am sure that the dynamic social, cultural, economic and territorial become a reality and the people of Funchal in particular, and the floating population in general, public institutions will be grateful, because it met the guidelines of the LPO. As the number of beds would be appointed by POT major meet, so that the city of Funchal is over the hotel, thus impairing the territory and the landscape, but also could harm the investments already made in the county. Because the ideal is that supply and demand are balanced, also providing a balance in the tourism sector, including the level of income.
12. Thematic priorities of the Plan of Economic and Social Development 2007 - 2013

Since the Plan for Economic and Social Development (PDES) from 2007 to 2013 for Tourism in the Autonomous Region of Madeira, proposed by the Government determines the strategic direction of public policies within the timeframe of 2013, it is extremely important to relieve greater focus in the tourism sector to better understand the public and private in the next six years.

The activities associated with the theme of tourism to the horizon in 2013 continue to be one of the pillars necessary for economic and social structure of the Autonomous Region of Madeira. The central position that tourism plays in the region has been the recipient of important achievements promoted by regional and municipal administration, which allow investment in public infrastructure, equipment and collective training and qualification of human resources. Tourism remains the first place in the strategy of regional development, in which several guidelines and actions framed in PDES 2007 - 2013, aim to boost its operating conditions and opportunities that arise in that timeframe. In this sense, we highlight the following basic guidelines:

- Diversification of tourism, involving the recovery of inter-regional destinations and equipment badly exploited and support the conquest of new markets;
- Rejuvenation of the tourism demand, led to the capture of customers in younger age groups;
- Enhancement of nature and its biological and geological diversity, providing favorable conditions for the continuation of two previous guidelines, confirming the economic and social use of valuable natural heritage in Madeira;
- Targeting of public and business activities in order to prevent their dissemination and ensure the effective creation of critical mass, to the conquest of new markets, a growing and competitive environment;
- Devolution of supply, to reduce their excessive concentration in the county of Funchal and ensure fair conditions for improvement of local capabilities in each locality;

The pursuit of these guidelines will be implemented on the horizon 2013, the materialization of the Model Tour of RAM and is based on the following strategic areas of development:

a) Consolidation of the dominant product, accompanied by measures to minimize the blocking in place, as a result of weak opening of Funchal to the Sea;

b) Development of targeting tourism through the enhancement of tourism products;
c) Development of the formatting of the network of supplementary provision, exploring the diversity of human resources and describing the existing supply.

The first strategic priority is the main objective of the Model of RAM and Tourist mainly from Funchal, which requires:
- Accommodation of the “resort”;
- Additional activities centered in the city of Funchal – creation of an idea for the structuring and dissemination of the bid city of Funchal on a theme;
- Excursions and tours in the Region;
- Rearranging the city of Funchal as a major center of issuing walks in the Region, by sea and by land, reclassify the routes and points of attraction and diversify the tours and excursions, exploring the sea and more tourist appeal.

13. Tourism Sports

The Municipality of Funchal has some tourism-related activities, including golf, sport fishing, surfing, tennis and sports, among others. As for golf, Funchal is a field located in Quinta do Palheiro Ferreiro, about 10 km to the east of Funchal. It is a place that enjoys extraordinary views of the city and bay of Funchal. This field has 18 holes and was designed by Robinson Cabello. It was inaugurated in 1993. The layout of the field of Palheiro Golf was amended in 2003. Substituted for two holes, creating a mini-run of 6 holes, which was the current Academy of Golf. The result is a stunning challenge for 18 holes, with magnificent views, with fast and undulating greens, strategically placed bunkers and fairways.

Palheiro Golf was built over Palheiro Estate, famous for pine forests that have the centennial trees, the lush flowers and shrubs. The Palheiro the Golf Clubhouse, located at 500 meters above sea level, has a panoramic terrace and enjoy endless vistas over the port of Funchal and the Atlantic Ocean. There is also the elegant Clubhouse account, even with an excellent restaurant run by Estalagem Casa Velha do Palheiro five-star, member of the winner- renowned chain Relais and Châteaux. The Palheiro the Golf Clubhouse, located at 500 meters above sea level, has a panoramic terrace and enjoy endless vistas over the port of Funchal and the Atlantic Ocean.
14. Final considerations

It was evidenced in this work that the phenomenon in the tourist city of Funchal has several centuries of existence, having gone through several stages with different characteristics. Tourism is the main sector of activity in the city of Funchal, contributing 15% to the GDP of Madeira and employs 10% of the population of the county. Looking at the geographical distribution of the business hotel, we found that the tourist accommodation is heavily concentrated in Funchal, which currently holds 67% of total beds, corresponding to 18,728. With the current implementation of 9 projects, Funchal will offer in the short term, 21,195 beds. The Board could consider the real in risks to license more hotels in order to protect existing ones, in terms of occupancy rates and financial sustainability. The port of Funchal is attended by hundreds of packages throughout the year. Well, only in 2007, the number of transit passengers rose to 325,415 million tourists. Therefore, the cruise tourism, also has a very significant weight in the economy of Funchal in the region. The discussion of the port began in 2008. This segment is growing around the world and the number of cruises in transit at the port of Funchal has increased significantly from year to year, as demonstrated in the examination of this tourist segment. Moreover, the bellboy will tend to be increasingly long. I would like to see in operation, a tourist train to travel between the port and the centre of Funchal, in order to facilitate the access of tourists to the downtown City and most dynamic trade city. Considering the importance that tourism has on society and Madeira in the regional economy, it would be important to consider the discipline as tourism, integrating it in the primary and the secondary school, a Culture Tourism, and thus raise awareness in young people in the tourist activities. As tourism is the “engine” of the economy of Madeira, it would be important there is a body (Tourism Center) to concentrate and to disclose all the tourist information regularly and to monitor and evaluate the sector, with the aim of ensuring its sustainability. Because Funchal has many Quintas, some abandoned, it would be important to boost the brand “Quintas da Madeira”, instead of building more hotels, as well as promoting more residential tourism.
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