



Croatian government project

SYSTEMATIC APPROACH TO NAUTICAL TOURISM DEVELOPMENT IN CROATIA

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ADRIATIC EXPERT consulting

**2nd UNWTO Conference on
Destination Management , Budva 2015**

Prof. Srećko Favro Ph.D.MMar.Eng.

Sworn court marine expert and assessor
Yachting business consultant

Professor: The University of Split, Croatia
VERN, Croatia
The University of Novi Sad, Serbia
The University of Montenegro
The University of Wales , The United Kingdom

Project leader:

- *Study of Nautical Tourism in Croatia, **Government Project***
- *Yachting Berths in Traditional Ports on Croatian Islands, **Government Project***
- *Possibilities of Nautical Tourism Development in the Primorsko-Goranska County, **Rijeka County Project***
- *Action Plan for Nautical Tourism Development in the Split – Dalmatia County, **Split County Project***

*Author of 62 scientific papers and books
A passionate sailor with ocean experience*



www.adriatic-expert.hr

CHARACTERISTICS OF RELIEF IN THE CROATIAN ADRIATIC SEA AREA



- The Adriatic Sea is a deeply indented gulf of the Mediterranean Sea
- Length: 475 M
- Width: 117 M
- Surface area: 138595 km²
- Volume: 34977 km³
- Coastline length (mainland and islands) 8281 km
 - Croatia 6278 km (75,8%)
 - Italy 1272 km (15,4%)
 - Albania 406 km (4,9%)
 - Montenegro 274 km (3,1%)
 - Slovenia 43 km (0,5%)
 - Bosnia and Herzegovina (BIH) 21 km (0,3%)
- Islands
 - Croatian Adriatic: 1246 islands, islets, and rocks
 - Largest island: Cres 405,7 km²
 - Greatest depth: 1233 m

UNTACHED NATURAL RESOURCES ***virgin nature areas***



STUDY OF NAUTICAL TOURISM DEVELOPMENT IN CROATIA

Multidisciplinary project team:

Hydrographic institute of Croatia

Institute for tourism

Urbanistic institute

Institute for oceanography and fishery

Faculty for maritime studies – Rijeka

More than 30 individual scientists and specialists in nautical tourism

TRENDS IN NAUTICAL TOURISM ON THE MEDITERRANEAN

- increased demand for bigger (longer) berths,
- vessels on permanent berth in marinas are used more often than before, navigation duration is shortened,
- increased number of transit arrivals in marinas,
- increased demand for charter,
- maintenance and catering services in marinas are used more often, there is increased demand for highly specialized and sophisticated maintenance services that are suitable for technologically improved vessels,
- increased demand from eastern markets, and partly from Northern European markets (Great Britain, Scandinavian countries),
- increased competition on the Mediterranean.

MISSION

- mission - „ boater in the center of attention“
- coordination and management according to established global strategy and strategic goals
- definition and development compatible with the politics of protecting spatial values of the maritime zone
- socio-economic development of the population, locations, and area
- achieving high efficacy and even sustained development of the local communities
- new concept of partial subjects and objects management having in mind expansion of total supply and complementary services

VISION

Vision of nautical tourism of the Republic of Croatia is:

- **establishment of the balance between the atmosphere of stay and environment preservation (sustainable development)**
- **optimal exploiting of potentials and comparative advantages**
- **becoming regional leader in nautical tourism**
- **creating „boaters’ paradise in the heart of Europe“ that gives boaters adventure, specific qualities, safety and uniqueness**

EVALUATION OF POTENTIAL PLACES WHERE PORTS OF NAUTICAL TOURISM COULD BE BUILT

Multiple-criteria analysis of each location:

- **historical and environmental values**
- **geographical-meteorological characteristics**
- **navigational characteristics**
- **past influence on the environment and risks**
- **infrastructure: electricity, water supply and telecommunications**
- **accessibility**
- **defined locations in regional plans**
- **market demands – areas of the intensive nautical tourism**
- **possibility for the development of complementary activities**



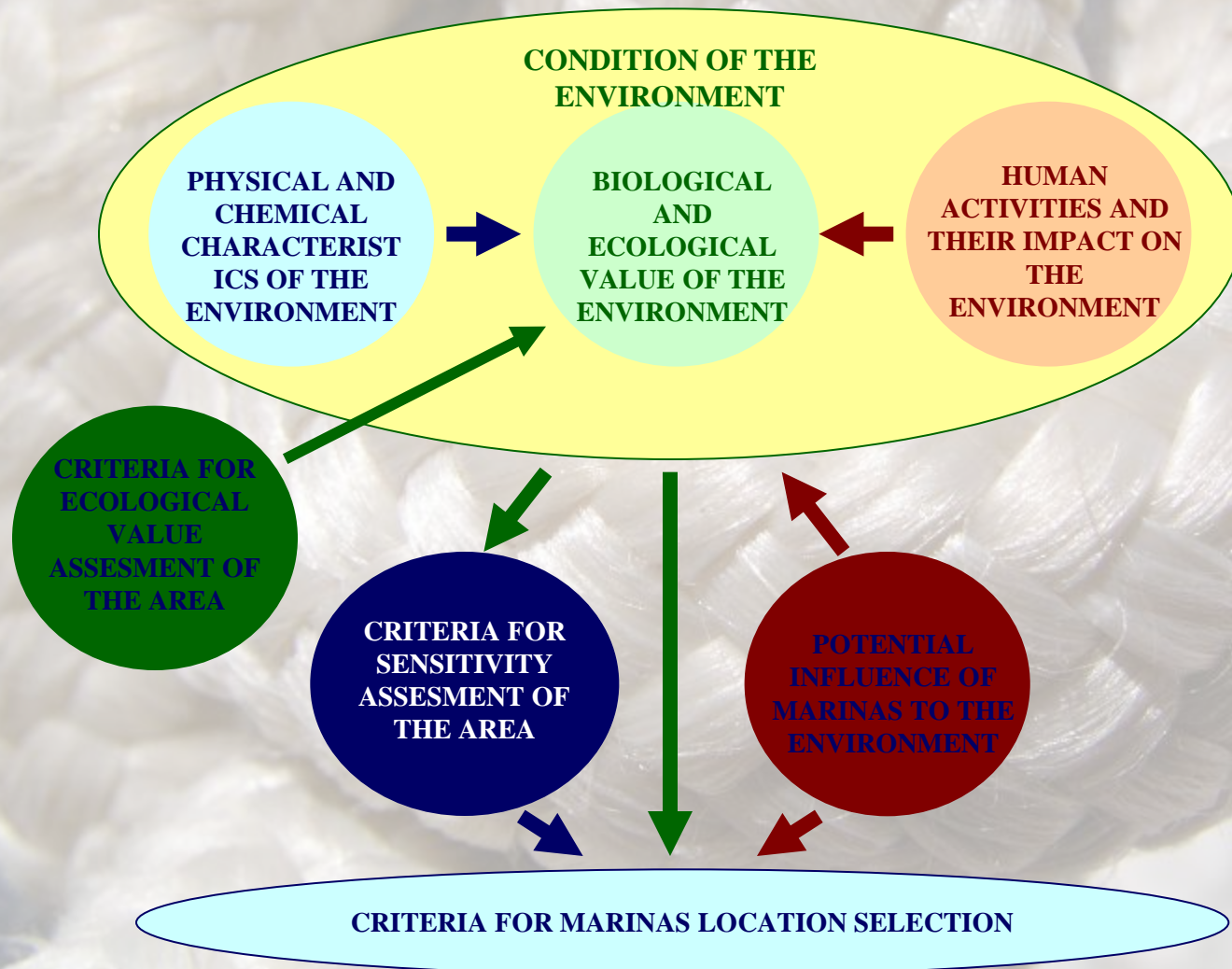
ELEMENTS OF EVALUATION OF THE SPATIAL POTENTIAL



In evaluation of nautical tourism destinations, especially important natural and man made features are:

- Coast indentedness
- Climate and vegetation
- Natural values and cultural goods
- Accessibility
- Infrastructural equipment
- Human potential

PARAMETERS OF SUSTAINABLE DEVELOPMENT OF NAUTICAL TOURISM IN SERVICE OF ENVIRONMENT PROTECTION

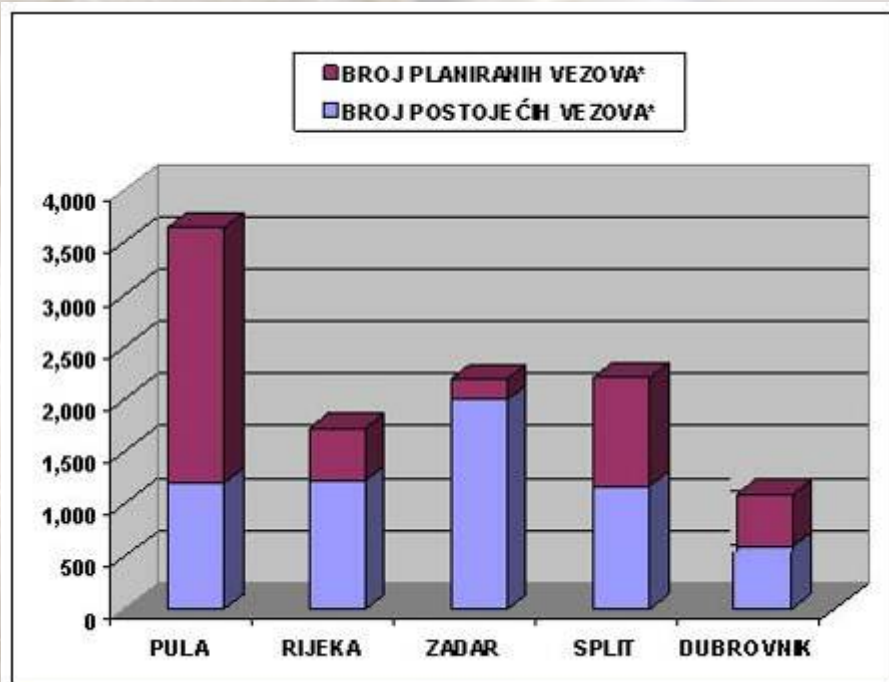


CROATIAN NAUTICAL TOURISM TOMORROW

- ❑ nautical tourism should be given one of the leading parts in the sustainable development of Croatian islands
- ❑ insure active role of local government in making decisions about the development of nautical tourism in particular areas
- ❑ activation of insular, regional and national economic resources
- ❑ advancement of quality through development of complementary activities in nautical tourism
- ❑ insuring eight-month season through expansion of supply and raising the quality of services
- ❑ insuring high role of Croatia in distribution of international tourist consumption

GOAL increasing reception capacities in 10 years by 15.000 berths

PORTS OF NAUTICAL TOURISM IN COASTAL TOWNS AND AREAS OF AIRPORTS' INFLUENCE



- in areas of main airports' influence nautical centers for charter fleet should be developed

GOAL additional 5000 berths in ports and marinas

	PULA	RIJEKA	ZADAR	SPLIT	DUBROVNIK
BROJ POSTOJEĆIH VEZOVA*	1,200	1,226	2,000	1,170	550
BROJ PLANIRANIH VEZOVA*	2,450	500	200	1,040	500
UKUPNI BROJ VEZOVA*	3,650	1,726	2,200	2,210	1,050

* Prema podacima iz Prostornih planova.

GOAL additional 5000 berths in dry marinas

TRANSIT BERTHS ON ISLANDS

KRK	MOLAT	HVAR
CRES	DUGI OTOK	ŠČEDRO
LOSINJ	UGLJAN	VIS
ILOVIK	ŽMINJAK	LASTOVO
RAB	KAPRIJE	KORČULA
PAG	PRVIĆ	PELJEŠAC
VIR	ZLARIN	MLJET
OLIB	DRVENIK V.	ŠIPAN
SILBA	ŠOLTA	LOPUD
PRERMUDA	BRAČ	KOLOČEP

GOAL additional 5000 berths

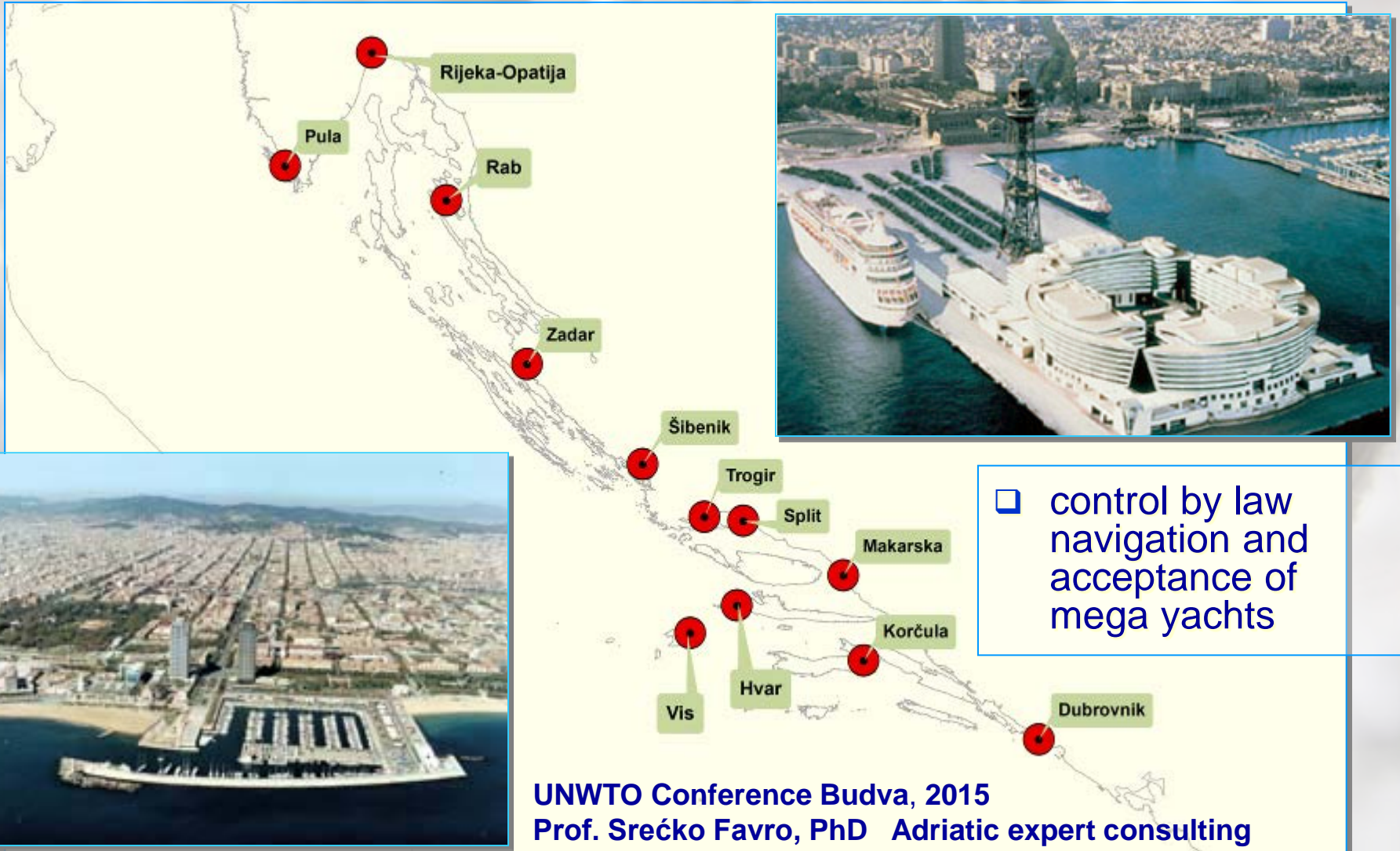
- expansion of existing berths in traditional island ports
- use of existing infrastructure – small investments
- berths enlargement by setting pontoons – no concreting
- respecting the most rigorous ecological standards
- organized moorings



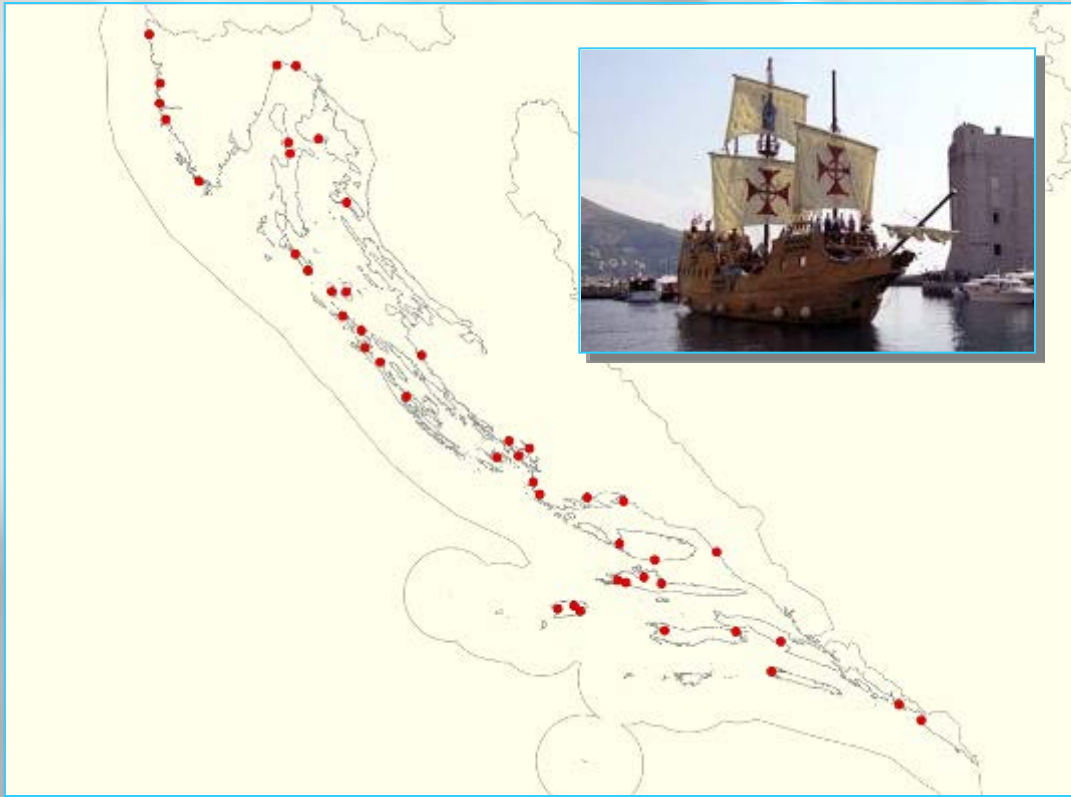
UNWTO Conference Budva, 2015

Prof. Srećko Favro, PhD Adriatic expert consulting

ORGANIZING PORTS FOR MEGA YACHTS



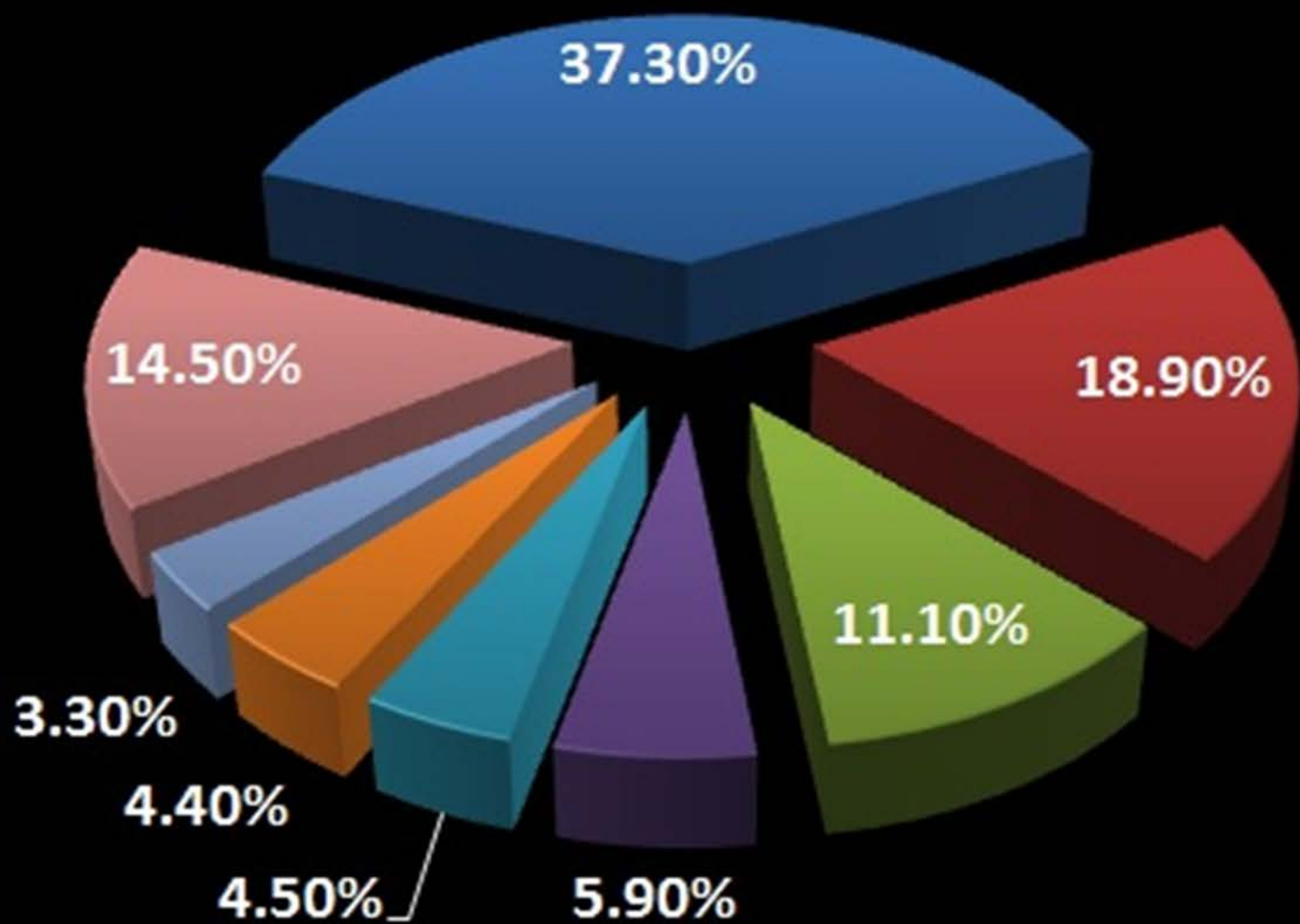
CRUISING AND EXCURSION PORTS



Rijeka	Split	Ubli
Opatija	Bol	Brna
Krk	Vis	Jelsa
Rab	Hvar	Milna
Cres	Stari Grad	Kaprije
Mali Lošinj	Makarska	Skradin
Zadar	Korčula	Brbinj
Biograd	Vela Luka	Božava
Sali	Dubrovnik – Gruž	Molat
Vodice	Cavtat	Ist
Šibenik	Komiža	Silba
Zlarin	Trstenik	Olib
Primošten	Rovinj	Ilovik
Rogoznica	Poreč	Banjole
Trogir	Pomena	Vrsar, Umag

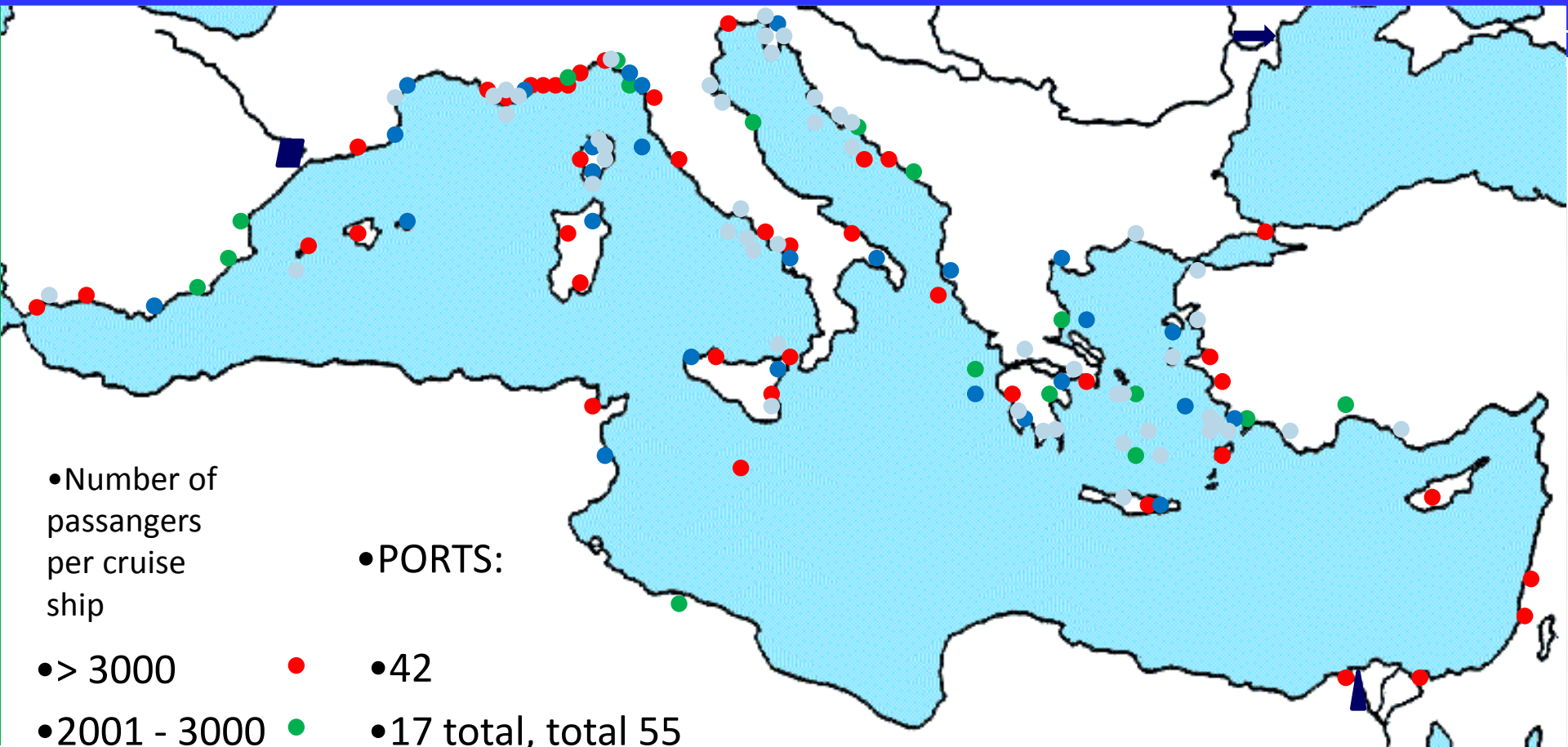
- ❑ construction of suitable infrastructure (electricity, water)
- ❑ establishing planning and reservation system
- ❑ organizing additional tourist offer (HTZ)

Worldwide Deployed Cruise Capacity - 2014



- Caribbean
- Mediterranean
- Rest of Europe
- South Pacific
- Alaska
- Asia
- South America
- Other

CRUISING PORTS ON MEDITERANEAN



•Number of passangers per cruise ship

•PORTS:

•> 3000



•42

•2001 - 3000



•17 total, total 55

•1001 - 2000



•27 new, total 78

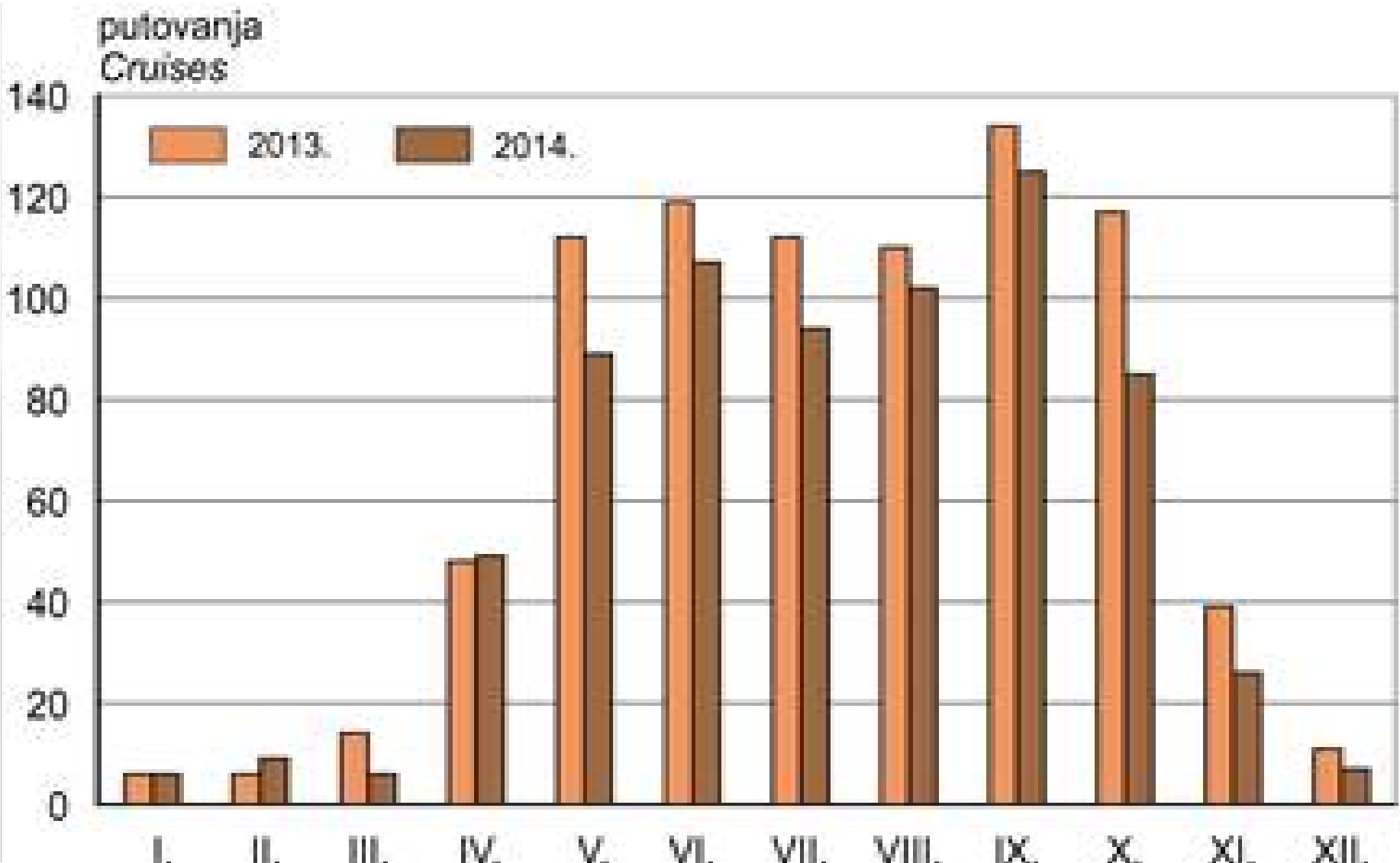
•≤ 1000

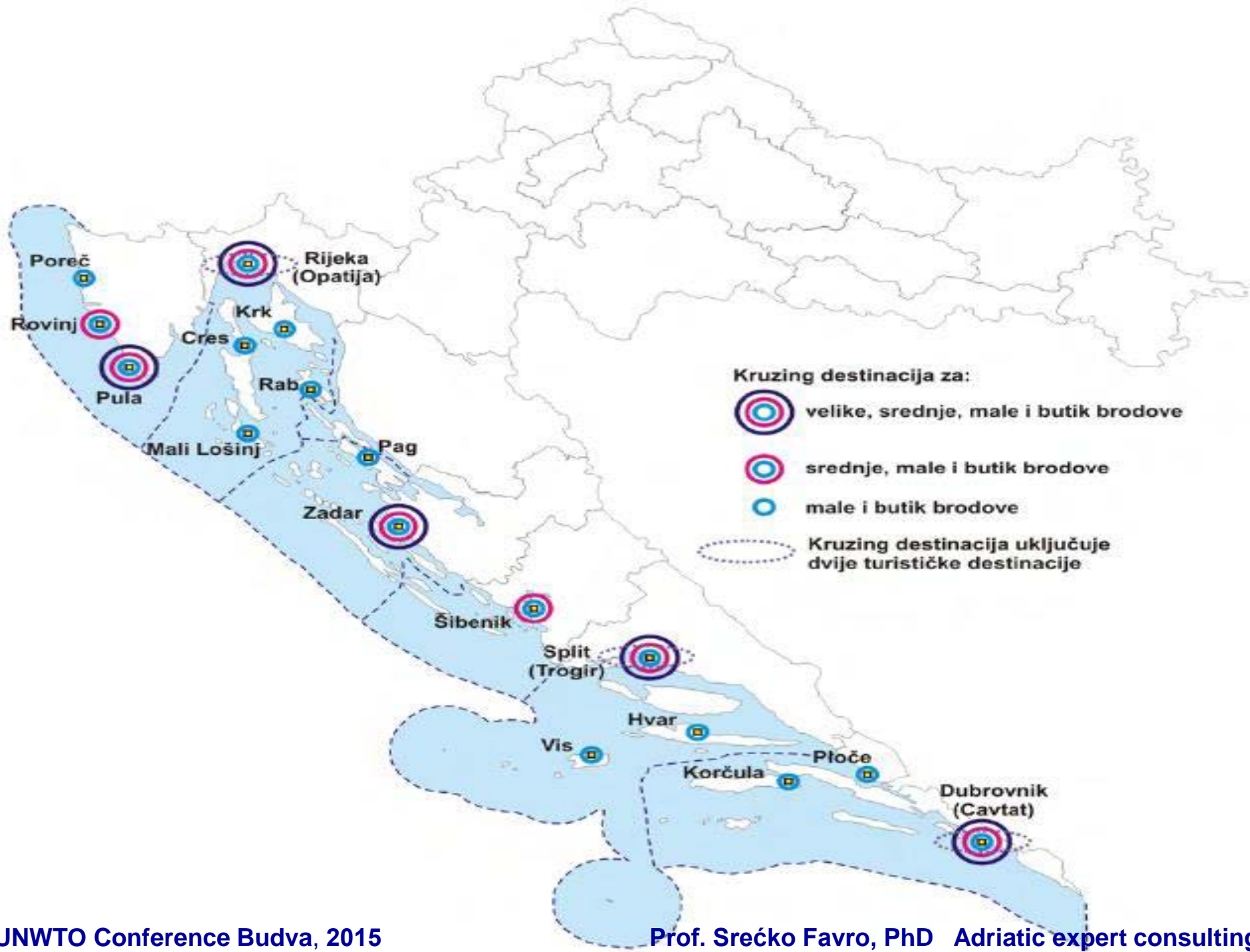


•51 new, total 122

•GRAND TOTAL 137 ports

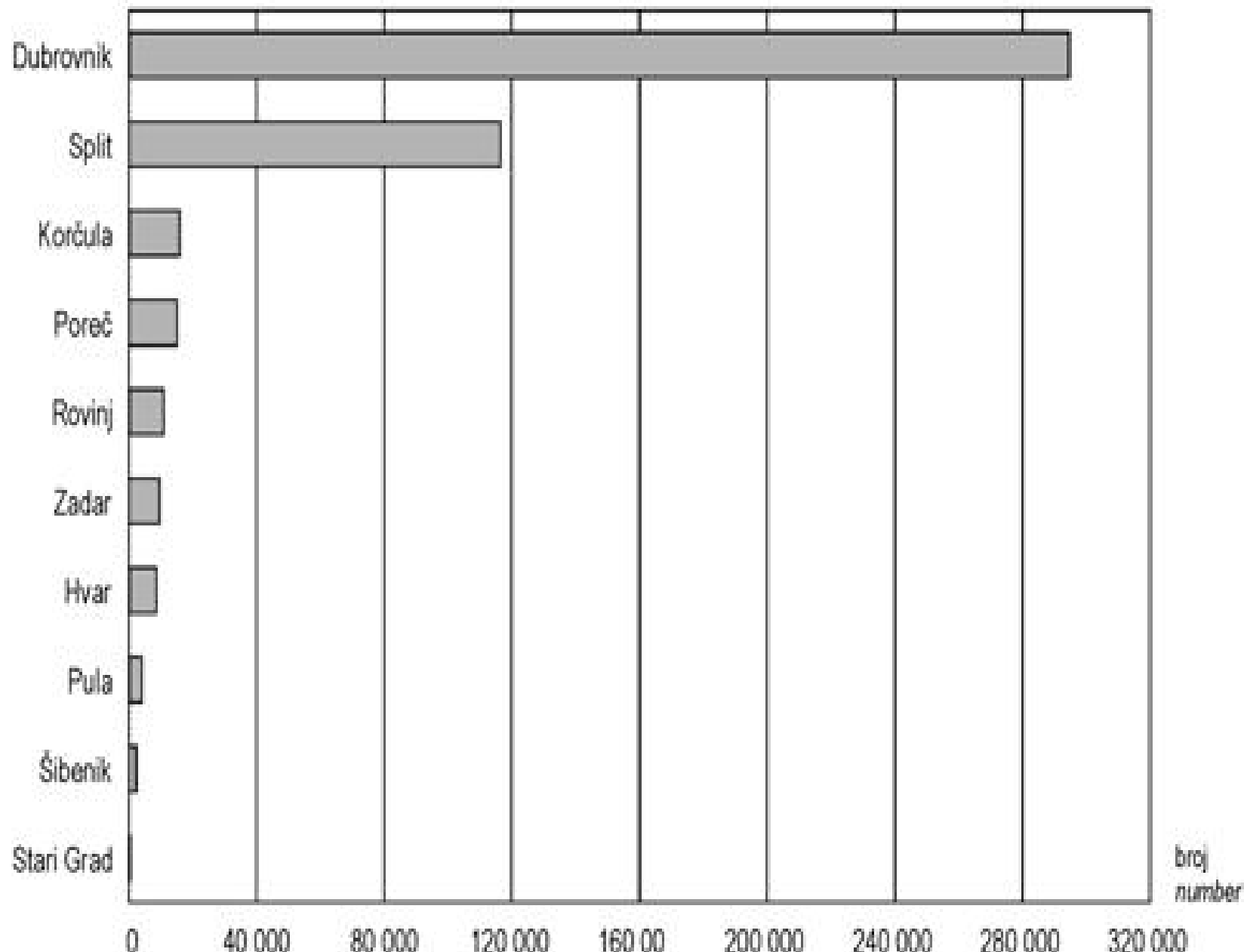
**G-1. KRUŽNA PUTOVANJA STRANIH BRODOVA U REPUBLICI HRVATSKOJ
PO MJESECIMA U 2013. I 2014.**
*CRUISES OF FOREIGN VESSELS IN REPUBLIC OF CROATIA,
BY MONTHS, 2013 AND 2014*





G-2. MEĐUNARODNI PROMET PUTNIKA U IZABRANIM STATISTIČKIM LUKAMA U RUJNU 2012.

INTERNATIONAL TRAFFIC OF PASSENGERS IN SELECTED STATISTICAL PORTS, SEPTEMBER 2012



STUDY ON SUSTAINABLE DEVELOPMENT OF CRUISING TOURISM

INSTITUTE FOR TOURISM (2006)

RECOMMENDATIONS FOR SUSTAINABLE CRUISING DEVELOPMENT

- **ORGANSATION**
- **PROMOTION**
- **ENVIROMENT PROTECTION**
- **DESTINATION AS TURISTIC PRODUCT**
- **LAW AND REGULATIONS**
- **PORT FEES AND OTHER EXPENSES**
- **EDUCATION AND MARKET RESEARCHING
MARKET**
- **MONITORING**
- **SCIENTIFIC AND PROFFESIONAL PROJECTS**

SYSTEMATICAL APPROACH TO THE DEVELOPMENT OF NAUTICAL TOURISM IN CROATIA GOALS

- achieving place and level that nautical tourism in Croatia deserves
- by systematical development of nautical tourism the following problems are solved:
 - *existence of integral development programme for the Adriatic*
 - *global orientation of particular areas*
 - *quality control of nature preservation*
 - *high ecological demands*
 - *standardization of capacities according to international standards*
 - *activation of natural island and coastal potentials*
 - *activation of total regional and national economic resources*
 - *stopping emigration from the islands*
 - *accelerated employment*
 - *development of the activities that are complementary to nautical tourism*
 - *insuring high role of Croatia in distribution of international tourist consumption*

ADRIATIC COAST

a place where happy and contented people live



**THANK YOU
FOR YOUR ATTENTION**

#52212043

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