Croatian government project

SYSTEMATIC APPROACH TO NAUTICAL TOURISM DEVELOPMENT IN CROATIA

Prof. dr.sc. Srećko Favro, dipl.ing.

ADRIATIC EXPERT consulting

2nd UNWTO Conference on Destination Management, Budva 2015
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 passioned 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: 1246 islands, islets, and rocks
- Largest island: Cres 405,7 km²
- Greatest depth: 1233 m

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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

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• 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 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

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

CONDITION OF THE ENVIRONMENT

PHYSICAL AND CHEMICAL CHARACTERISTICS OF THE ENVIRONMENT

BIOLOGICAL AND ECOLOGICAL VALUE OF THE ENVIRONMENT

HUMAN ACTIVITIES AND THEIR IMPACT ON THE ENVIRONMENT

CRITERIA FOR ECOLOGICAL VALUE ASSESSMENT OF THE AREA

CRITERIA FOR SENSITIVITY ASSESSMENT OF THE AREA

POTENTIAL INFLUENCE OF MARINAS TO THE ENVIRONMENT

CRITERIA FOR MARINAS LOCATION SELECTION

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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

GOAL additional 5000 berths in dry marinas

<table>
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* Prema podacima iz Prostornih planova.
TRANSIT BERTHS ON ISLANDS

GOAL additional 5000 berths

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

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ORGANIZING PORTS FOR MEGA YACHTS

- control by law
- navigation and acceptance of mega yachts

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

- Number of passangers per cruise ship
  - > 3000: 42
  - 2001 - 3000: 17 total, total 55
  - 1001 - 2000: 27 new, total 78
  - ≤ 1000: 51 new, total 122

- PORTS: GRAND TOTAL 137 ports

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Cruises of foreign vessels in Republic of Croatia, by months, 2013 and 2014.
Kruzing destinacija za:
- velike, srednje, male i butik brodove
- srednje, male i butik brodove
- male i butik brodove

Kruzing destinacija uključuje dvije turističke destinacije.
INTERNATIONAL TRAFFIC OF PASSENGERS IN SELECTED STATISTICAL PORTS, SEPTEMBER 2012

- Dubrovnik
- Split
- Korčula
- Poreč
- Rovinj
- Zadar
- Hvar
- Pula
- Šibenik
- Stari Grad

Broj number (range: 0-320,000)
RECOMMENDATIONS FOR SUSTAINABLE CRUISING DEVELOPMENT

- ORGANISATION
- PROMOTION
- ENVIRONMENT PROTECTION
- DESTINATION AS TURISTIC PRODUCT
- LAW AND REGULATIONS
- PORT FEES AND OTHER EXPENSES
- EDUCATION AND MARKET RESEARCHING MARKET
- MONITORING
- SCIENTIFIC AND PROFESSIONAL PROJECTS
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

Prof. Srećko Favro Ph.D.MMar.Eng
Split, CROATIA
srecko.favro@adriatic-expert.hr
www.adriatic-expert.hr