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MANAGEMENT OF THE NAUTICAL TOURISM SUPPLY IN CROATIAN MARINAS

Summary

The paper tries to outline the present position and main features of the nautical tourism potential of the Croatian Adriatic coast in a quantitative and populist way. The object of the study comprises the opportunities, prospects and threats concerning the nautical tourism.

The paper gives an impartial cross-section of opportunities and prospects of the nautical supply and demand in Croatian nautical tourism. By means of statistical models, the author presents and analyzes the position of the nautical tourism in the Republic of Croatia by applying the indicators developed for the project "TOMAS 2001". The relevant quantitative indicators are presented in form of tables for an easy analysis and conclusion drawing. The author tries to draw attention to pollution and danger from possible self-pollution of the coast, littoral and the sea that represent the main resource of nautical tourism. The paper does not offer any answers, it just points out facts and problems to which possible solutions and answers should follow in further research works.

Key words: nautical tourism, nautical demand

Introduction

New forms of the tourist supply and new tourist demands have lead us to a short outline of the demand and supply in the field of nautical tourism.

The aim of the paper is to present the basic features of the nautical tourism potential of the Croatian Adriatic coast.

The author wishes to present the general characteristics of the nautical potential in Croatian tourist destinations.

There have been statistical methods applied in form of tables and graphs for illustrating purposes.

The first chapter deals with general characteristics of the nautical tourism potential in the Republic of Croatia. The second chapter presents the features of the present position and development of nautical tourism. In the third chapter the author tries to outline all the forms of nautical demand within the Croatian tourist market. The fourth chapter discusses the problem of possible polluters. The fact has been established that nautical tourists themselves are among the polluters of the sea, coast and littoral. At the end, conclusive remarks have been taken into consideration.

1. Main features of Croatian nautical tourism

The nautical tourism supply plays a very important role in the tourist supply of the Republic of Croatia. Nautical supply consists of the following services: berths for boats, charter service, repair and maintenance of boats; accommodation and catering and other services directly or indirectly connected with the requirements of nautical tourists and other tourists expecting recreational activities closely connected with the sea.

Nautical tourism as one of the components of the tourist supply in Croatia has a long tradition based on favourable comparative advantages as listed below:

- well indented coast,
- vicinity of emitting markets,
- well developed maritime infrastructure (shipyards, repair services etc.),
- well developed network of marinas, ports, berths and moorings etc.,
- highly developed tourist and catering infrastructure.

Although the quoted comparative advantages are significant, the maximum effect has not been achieved because of the weakness not allowing further development of those competitive advantages. The weakness (threat) comprises:

- difficult access by road due to poorly developed road network in the country,
- poorly ranked Croatian tourist supply on the market,
- poor image of an ex war zone and instability,
- transitional economy problems in general,
- undefined property relationships in nautical tourism.

As compared with other types of tourist supply, the level of development of Croatian supply in the field of nautical tourism is higher than in other types of tourist supply, such as the hotel and hospitality industry or other more sophisticated forms of tourist supply. At the same time, problems imposed by the recent war and the process of privatization have caused the a slow-down in the development and have changed the structure of the tourist demand. The process of globalization and cre-

ation of new Eastern European countries has changed the structure of the supply and demand. In the following text, the author wants to analyze the tourist supply and demand referring to the nautical tourism.

The expansion of nautical tourism was preceded by berth supplies in the existing ports and marinas. The construction of marinas, initiated early in the last eighties, has brought the quality of nautical and tourist services to an elevated level.

The present position of nautical tourism in Croatia has its advantages as well as disadvantages. The favourable characteristics of nautical tourism in Croatia are the prerequisite for stronger further development, both in qualitative and quantitative terms. Basic features of nautical tourism in Croatia are:

- favourable and convenient geographic situation and relief of the sea bed,
- favourable nautical conditions,
- appropriate navigating conditions,
- convenient natural features: highly indented coastline, interconnections and complementary insular and coastal strip,
- regular demographic set-out along the coast,
- “small” shipbuilding industry facilities (although inadequately developed),
- tourist super- and infrastructure, tertiary services and capacities,
- suitable locations for various types of tourist ports and other nautical and tourist trade facilities,
- nautical and other environmental values,
- recreational and sport facilities,
- communication networks,
- historical, cultural and traditional values,
- social organizations and activities,
- peculiar mentality and hospitality of local inhabitants, etc.

Apart from all the advantages that nautical tourism offers, there are some disadvantages to be mentioned as well. In order to stand competition on the world market, the disadvantages should be annulled or minimized at least. Some unfavourable factors and shortcomings regarded as limiting factors in the development of nautical tourism are:¹

- negative functions commonly encountered in the tourist trade in general, as well as in the nautical tourism,
- seasonal character of nautical activities,
- subjugation of the sea and coastline, various pressures and usurpations,
- pollution of the sea by oil and its derivatives,

¹ Jadrešić, V., *Nautički turizam*, Pedagoška akademija Zadar, Zadar, 1978., str. 63.

- bacteriological contamination, i.e. bacteriological pollution of the sea by liquid waste and solids,
- devastation of biological resources,
- pollution of the sea by various sorts of waste and dirt,
- destruction of the fish world and shells in particular,
- recreational and economic fishing by illegal means in forbidden areas,
- lower rate of safety of human lives at sea,
- submarine “exploration” and illicit usurpation of biological and archeological treasures from the sea, rivers and lakes,
- gradual disappearance of tourist oases of peace and silence,
- devastation and degradation of the landscape and environment caused by the building and everyday use of facilities in nautical tourism and “shifting” of the coast,
- privatization of the coast,
- occupation of beaches and other portions of the littoral land and increasing presence of danger from speedboats,
- “wild” putting to shore and consequences that follow,
- various negative consequences caused by the sea, sun, navigation (drowning, shipwrecks and crashes at sea, seasickness, sun-strokes, burns, different traumas, various diseases etc.),
- weakening of the country’s defensive power (easier access to military secrets and facilities).

The above quoted features present the general characteristics of nautical tourism in the Republic of Croatia with all the advantages and disadvantages, i.e. its strong and weak sides.

2. Basic features of the position and development of nautical tourism in the Republic of Croatia

The present position and the so-far development of nautical tourism can be realistically presented by quantitative indicators of nautical operation, i.e. by the number of persons on board the boats, by the number of boats in marinas and by the number of issued navigation licences,² as shown in table no.1.

² Statistički ljetopis Republike Hrvatske 2001., Državni zavod za statistiku Republike Hrvatske, Zagreb, 2001.

Table no. 1: Nautical tourism quantitative indicators

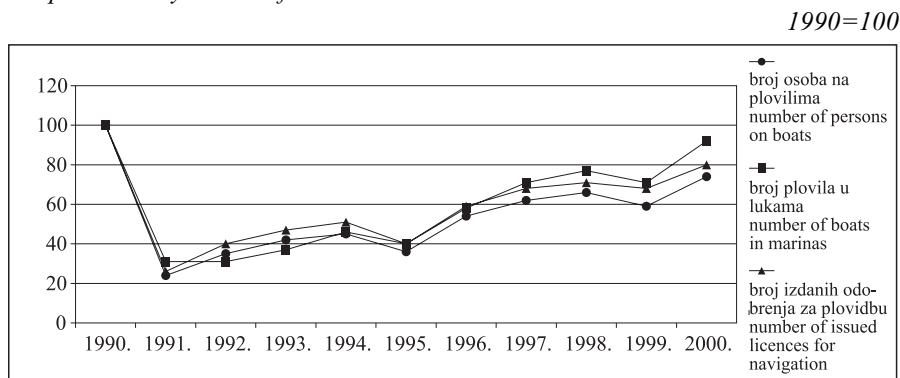
Year	Number of persons on board boats			Number of boats in marinas			Navigation licences issued		
	Total	Basic index	Chain index	Total	Basic index	Chain index	Total	Basic index	Chain index
1990	225,764	100	—	156,399	100	—	58,189	100	—
1991	54,659	24	24	49,174	31	31	15,298	26	26
1992	79,448	35	145	48,764	31	99	23,019	40	150
1993	95,229	42	120	57,604	37	118	27,589	47	120
1994	101,241	45	106	72,589	46	126	29,852	51	108
1995	81,979	36	81	62,285	40	86	23,189	40	78
1996	120,819	54	147	89,969	58	144	34,387	59	148
1997	141,041	62	117	111,296	71	124	39,509	68	115
1998	148,253	66	105	121,161	77	109	41,445	71	105
1999	132,749	59	90	110,614	71	91	39,648	68	96
2000	166,244	74	124	144,381	92	130	46,564	80	117

Source: Authors' analysis according to the Statistical chronicle of the Republic of Croatia 2001, Central Bureau of Statistics of the Republic of Croatia, Zagreb, 2001

Similar trends are shown by all the above indicators. Following the maximum reached in 1990, nautical tourism has been subjected to a drastic decline caused by the ravages of war and obsolescence of the product. Further development has shown a slight increase (oscillations in 1995 and 1999). According to the indicator, the year 2000 shows the 74-92% rate of success as compared to the reference year 1990.

The trend in the development of nautical tourism can be presented graphically by the dynamics of the number of persons on board the boats, the number of boats in marinas and navigation licences issued.

Graph no. 1: Dynamics of nautical tourism indicators 1990 - 2000



Source: Table no. 1

The development of nautical tourism with a strong decline in 1991 when the hostilities against the Republic of Croatia started can be clearly followed.

Table no. 2 shows the changes during the last five years, when the recovery of tourism and particularly of the nautical tourism was intensified.

Table no. 2: Development of nautical tourism in Croatia in the period 1997-2001

	1997		1998		1999		2000		2001		Index 2001./ 1997
	No.	%	no.	%	no.	%	no.	%	no.	%	
Number of all nautical ports	42		50		55		60		66		157.1
out of which the number referring to marinas	42		47		49		47		51		121.4
Capacity – number of sea berths for boat lengths:	10,465	100.0	11,860	100.0	12,437	100.0	12,863	100.0	14,009	100.0	133.9
up to 6 m	1,458	13.9	1,525	12.9	2,005	16.1	2,010	15.6	2,034	14.5	139.5
from 6 to 8 m	1,910	18.3	1,986	16.7	2,004	16.1	2,111	16.4	2,450	17.5	128.3
from 8 to 10 m	2,533	24.2	2,628	22.2	2,741	22.0	2,697	21.0	2,865	20.5	113.1
from 10 to 15 m	3,908	37.3	4,937	41.6	4,769	38.3	5,088	39.6	5,198	37.1	133.0
above 15 m	656	6.3	784	6.6	918	7.4	957	7.4	1,462	10.4	222.9
Number of port arrivals of boats in transit	111,296		121,161		110,614		144,381		161,378		145.0

Sources:

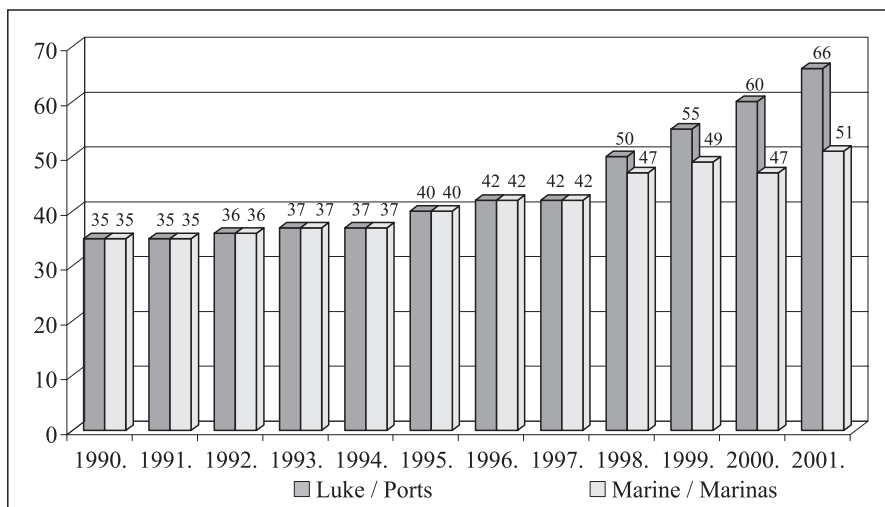
(1) Central Bureau of Statistics (CBS) (2001) *Statistical chronicle of the Republic of Croatia 2001*, 33, Zagreb

(2) CBS (19. December 2002) *Nautical tourism. Report 446/1*, Zagreb

(3) CBS (7 3.2002) *Preliminary data on nautical tourism in Croatia in 2001*, Zagreb

Table no. 2 shows the number of port arrivals in the last five years and the size of boats according to their length as well as the capacity and number of sea berths.

Graph no. 2: Dynamics of the number of nautical tourist ports and marinas



Source: *Nautical tourism, Report no. 446/2, Central Bureau of Statistics of Croatia, Zagreb, 18. March 2002*

The number of nautical tourist ports has increased from the initial 35 in 1990 up to 66 nautical ports in 2001. The portion of marinas within the total number of nautical ports has reached 97,8% on the average. 51 out of the 66 nautical ports were categorized as marinas in 2001. The dynamics of growth demonstrates an increase by 40 index points in relation to the reference year. The maritime area covered by nautical tourism was also enlarged by 86 index points in relation to the reference year and the number of berths has been increasing continually. Primarily, the number of berths for boats longer than 15 meters has increased (by 325 index points in relation to the reference year) thus showing a tendency of adaptability in the nautical supply focused on richer and more demanding guests.

3. Structure of demand in nautical tourism

The structure of tourist demand is an interesting indicator of the general position of nautical tourism, therefore the relevant number of indicators and correlations will be analyzed in order that the level and strength of tourist demand for nautical facilities can be recognized.

Tourist demand has changed drastically in the last five years. The structure of tourists from emitting countries is shown in tables no. 3 and 4.

Table no. 3: Registered nautical traffic in Croatia in the period 1997-2001 (nautical arrivals in nautical tourism ports)

	TOURISTS					Index
	1997	1998	1999	2000	2001	2001/1997
TOTAL	379,121	403,020	376,339	516,870	580,460	153.1
Germany	107,080	107,275	96,293	128,486	141,033	131.7
Austria	94,751	110,531	104,030	128,303	134,116	141.5
Italy	99,841	102,427	92,409	125,173	137,339	137.6
Slovenia	10,929	23,069	26,973	30,020	33,268	304.4
Croatia	35,543	15,418	14,228	23,339	23,214	65.3
Great Britain	4,244	7,101	8,919	16,479	23,063	543.4
New European countries	1,462	16,338	18,499	37,981	51,100	3495.2
Other countries	25,271	20,861	14,988	27,089	37,327	147.7

Source: Statistical database of the Institute of Tourism (2002), Zagreb

Table no. 4: Registered nautical traffic in Croatia in the period 1997-2001 (overnight stays in nautical tourist ports)

	OVERNIGHT STAYS					Index
	1997	1998	1999	2000	2001	2001/1997
TOTAL	460,800	564,675	562,319	776,924	824,910	179.0
Germany	130,317	160,366	155,182	206,258	210,773	161.7
Austria	115,193	159,735	158,384	199,099	188,390	163.5
Italy	120,535	131,810	123,097	165,937	184,641	153.2
Slovenia	13,640	31,384	41,828	47,098	49,594	363.6
Croatia	43,685	21,168	26,207	39,100	33,045	75.6
Great Britain	5,154	10,376	11,043	22,315	31,877	618.5
New European countries	1,884	21,875	25,945	53,747	71,799	3811.0
Other countries	30,392	27,961	20,633	43,370	54,791	180.3

Source: Statistical database of the Institute of Tourism (2002), Zagreb

Greatest increase refers to nautical guests coming from Slovenia. Tourists from new European countries also demonstrate an inappropriately high growth. Total growth in the nautical turnover was marked by 53.1% and the number of overnight stays in the nautical tourist ports has risen by 79%. In spite of the fact that the increase rate results satisfying, we are also going to take an insight into the structure of nautical guests from certain emitting tourist countries, as presented in the following table no. 5.

Table no. 5: Sample structure of the pilot research work TOMAS-NAUTIKA 2001 and the registered nautical turnover in 2001 by the boat flag

Boat flag	Boats in transit		Boats at stationary berths		Sample TOMAS-NAUTIKA 2001	
	Number of port arrivals		Number of boats		Number of nautical guests polled	
	totally	%	Totally	%	totally	%
TOTAL	161,378	100.0	10,008	100.0	1,466	100.0
Austria	33,539	20.8	2,874	28.7	280	19.1
The Czech Republic	1,058	0.7	78	0.8	12	0.8
France	5,020	3.1	91	0.9	30	2.0
Croatia	18,723	11.6	2,302	23.0	437	29.8
Italy	37,789	23.4	478	4.8	230	15.7
Hungary	760	0.5	72	0.7	10	0.7
The Netherlands	1,242	0.8	49	0.5	17	1.2
Germany	38,099	23.6	2,417	24.2	226	15.4
USA	852	0.5	294	2.9	33	2.3
Scandinavian countries	644	0.4	61	0.6	6	0.4
Slovenija	6,232	3.9	550	5.5	72	4.9
Switzerland	888	0.6	24	0.2	2	0.1
Great Britain	5,804	3.6	215	2.1	66	4.5
Other countries	10,728	6.6	503	5.0	45	3.1

Source: Central Bureau of Statistics (7. March 2002) Preliminary data on nautical tourism in 2001, Zagreb

The structure of nautical guests differs, with nautical guests from Austria leading in the number of stationary boats by 28.7%. Concerning port arrivals, nautical guests from Germany are in the lead by 23.6%. Referring to the number of boats at stationary berths, nautical guests from Italy participate just with 4.8%, which is a logical consequence of the fact that they have their own marinas along the western Adriatic coast, but taking into consideration the number of port arrivals, the nautical guests from Italy hold the high second position with 23.4% of all port arrivals.

Table no. 6: Sample structure of the pilot research work TOMAS-NAUTIKA 2001 and the registered nautical turnover in 2001 by the boat length

Boat length	Boats in transit		Boats at stationary berths		Sample TOMAS-NAUTIKA 2001	
	Number of port arrivals		Number of boats		Number of nautical guests polled	
	total	%	total	%	total	%
TOTAL	161,378	100.0	10,008	100.0	1,466	100.0
up to 6 m	4,332	2.7	881	8.8	21	1.4
from 6 to 8 m	19,920	12.3	1,806	18.0	144	9.8
from 8 to 10 m	38,746	24.0	2,858	28.6	413	28.2
from 10 to 15 m	90,538	56.1	4,077	40.7	802	54.7
above 15 m	7,842	4.9	386	3.9	86	5.9

Source: Central Bureau of Statistics (7. March 2002) Preliminary data on nautical tourism in 2001, Zagreb

Table no. 7: Sample structure of the pilot research work TOMAS-NAUTIKA 2001 and of registered nautical turnover in 2001 by the boat type

Boat type	Boats in transit		Boats at stationary berths		Sample TOMAS-NAUTIKA 2001	
	Number of port arrivals		Number of boats		Number of nautical guests polled	
	total	%	total	%	total	%
TOTAL	161,378	100.0	10,008	100.0	1,466	100.0
Motor yachts	57,692	35.7	3,404	34.0	617	42.1
Sailing yachts	97,830	60.6	5,389	53.8	751	51.2
Others	5,856	3.6	1,215	12.1	98	6.7

Source: Central Bureau of Statistics (7. March 2002) Preliminary data on nautical tourism in 2001, Zagreb

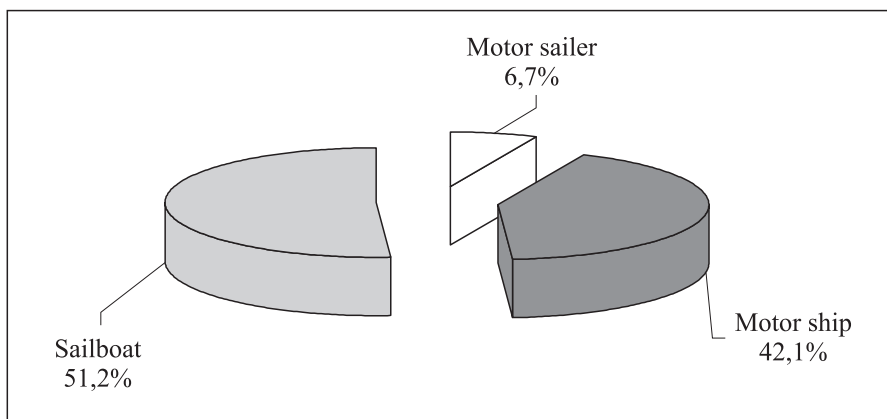
It results from table no. 6 that the length of the majority or 40.7% of boats at stationary berths is between 10 m and 15 m. According to port arrivals, the majority or 56.1% of boats has the length between 10 m and 15 m.

In tables nos. 8, 9, and 10 as well as in the supporting graphs, the structure of the registered nautical turnover is shown by the boat length, type and ownership respectively.

Table no. 8: Boat lengths by the boat type (in %)

Boat type	Boat lengths in meters				
	Total	up to 9.0	9.1 to 11.0	11.1 to 13.0	13.1 and more
Motor-sailer	6.7	6.4	5.7	7.8	6.9
Motor ship	42.1	63.2	40.8	31.4	39.3
Sailboat	51.2	30.4	53.5	60.8	53.8
Total	100.0	100.0	100.0	100.0	100.0

Graph no. 3: Boat type (in %)

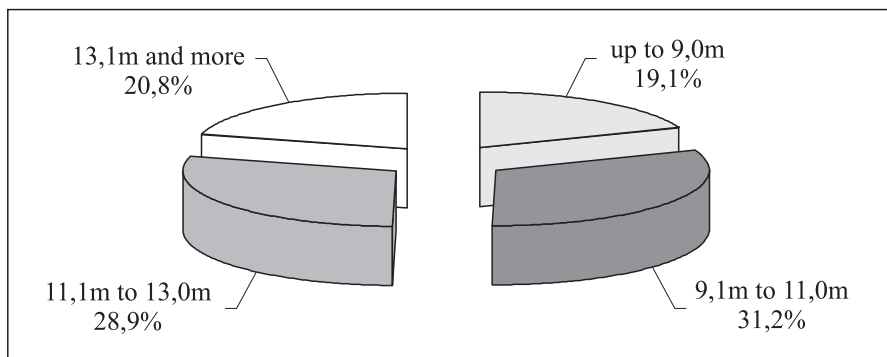


Source: Table no. 8

Table no. 9: Boat types by the boat length (in %)

Boat length in meters	Boat type			
	Total	Motor-sailer	Motor ship	Sailboat
up to 9.0	19.1	18.4	28.7	11.3
9.1 to 11.0	31.2	26.5	30.3	32.6
11.1 to 13.0	28.9	33.7	21.5	34.3
13.1 and more	20.8	21.4	19.5	21.8
Total	100.0	100.0	100.0	100.0

Graph no. 4: Boat lengths in meters (in %)

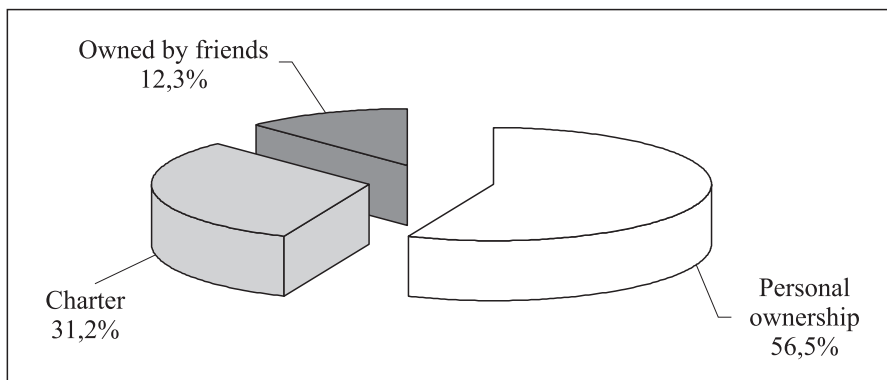


Source: Table no. 9

Table no. 10: Boat ownership by the boat type (in %)

Boat type	Type of ownership			
	Total	Individual and joint private ownership	Ownership of friends and relatives	Rented (charter)
Motor-sailer	6.7	7.0	7.2	5.9
Motor ship	42.1	51.7	52.5	20.6
Sailboat	51.2	41.3	40.3	73.5
Total	100.0	100.0	100.0	100.0

Graph no. 5: Boat ownership (in %)



Source: Table no. 10

The above tables and graphs show clearly the structure of the tourist demand. They reveal the countries where the nautical tourists come from. In spite of the great increase in the number of nautical tourists from the new European countries, the most important portion of nautical guests comes from Austria, Italy and Germany. The boats of length between 10 m and 15 m are most frequently present. As regards the structure of boats, sailboats represent 60.6% of all the boats registered in marinas.

The analysis of the boat type by the length and ownership is very interesting indeed. The vast number of sailboats of length between 11.1 m and 13 m is in most cases owned by charter services, in no less than 73.5% of cases.

All the presented relevant data have resulted from a very interesting analysis of the structure and features of the tourist demand for nautical facilities in the Croatian part of the Adriatic sea.

4. Nautical marinas – polluters of the Adriatic sea

Nautical marinas represent the basic resource and infrastructure of the nautical tourism supply. Nautical marinas are the basic and unavoidable infrastructural segment linked with other structures and also with the complete nautical tourist supply. The level of the tourist supply in nautical tourism is closely connected with the level of the basic services depending on the level of equipment in each marina, such as:

- quality and equipment of berths,
- safety of berths,
- quality of equipment for the repair and maintenance of maritime facilities of boats,
- quality of engine and equipment repairs,
- quality of the sail and supporting equipment repairs,
- level of catering services,
- level of other services rendered in marinas.

Tourist consumption is influenced by the scope and quality of services rendered. The main objective of the management in nautical marinas is the enhancement of all services, which is closely connected with the efficiency of operation of the marina and its supporting facilities.

The basic resource has always been represented by the clean sea, coast and littoral. Protection of the environment and the sea is the main aim for the management striving towards best possible efficiency of operation. Proper care for the protection of the environment is the crown of all activities required in order to preserve the basic resource and potential – the sea and coast –for accommodation of numerous tourists, boats and yachts.

Seasonal oscillations are responsible for the crushing burden of the sea. In the following part of the paper seasonal oscillations in the number and size of the tourist turnover in nautical marinas in Croatia are presented, see Table no. 11.

Table no. 11: Registered nautical turnover in nautical tourist ports in Croatia in 2001 (monthly dynamics of boats in transit)

	BOATS IN TRANSIT			
	Number of port arrivals	%	Number of days of stay	%
TOTAL	161,378	100.0	231,513	100.0
January	130	0.1	298	0.1
February	288	0.2	632	0.3
March	594	0.4	1,166	0.5
April	4,499	2.8	7,006	3.0
May	11,924	7.4	14,823	6.4
June	22,411	13.9	31,104	13.4
July	40,270	25.0	58,298	25.2
August	54,638	33.9	81,253	35.1
September	19,992	12.4	27,827	12.0
October	6,257	3.9	8,137	3.5
November	327	0.2	801	0.3
December	48	0.0	168	0.1

Source: Statistical database of the Institute of Tourism (2002), Zagreb

The months representing the high season – July and August – are the most burdened ones and due to the fact the peril from the pollution of the sea, coast and littoral is greatest then. Those months are very well known for the increased pressure on the coast, the sea and littoral which become additionally burdened by nautical tourists.

Potential polluters of all kinds then represent the greatest danger for the pollution. Considering the situation in nautical marinas during those months, additional pressure is caused by nautical tourists concentrated in ports and marinas.

Types of potential polluters in nautical marinas can be classified as follows:

- pollution by boats caused by their antifouling underwater paint,
- pollution by boats by faecal discharge into the sea,
- uncontrolled and unorganized waste disposal from boats,
- organic waste from structures and engines in nautical marinas,
- industrial waste from the repair and maintenance services in nautical marinas,

- waste waters from the surroundings of marinas and from the supporting structures and facilities.

The above mentioned types of waste do not represent just potential danger, but they are actually direct polluters which cannot be reduced since generated by the presence of boats. Possible solution could be is a strict control of the number of boats and the application of strict standards and procedures in the environmental protection system, i.e. the protection of the sea, coast and littoral.

One of the basic preventive measures of protection should be applied at the initial stage of planning and building of future marinas. Proper care should be taken of the size of a future marina and of natural conditions prevailing at the planned building site. Considering the existing nautical marinas, the management should pay special attention to the application of the standards of environmental protection of the sea, coast and littoral as the most precious resource of nautical tourism.

Conclusion

The nautical tourism potentials in the Republic of Croatia represent a very interesting segment of tourist supply. The relatively well developed aspect of tourist supply based on a long maritime tradition and cultural heritage related to the life at the sea and from the sea. There are many advantages that Croatian nautical tourist supply can offer, but there are some disadvantages as well. In order to be competitive and effective, the management should be able to use the advantages and to avoid and eliminate the disadvantages as appropriate.

The nautical tourist infrastructure is rather well developed. With 51 marinas and 66 registered nautical ports, the Croatian Adriatic coast makes a serious potential for the nautical tourist supply.

It is an interesting fact that in the last five years new European countries have shown the highest growth in the nautical tourism turnover, yet the greatest potential within the nautical demand belongs to nautical tourists from Austria, Germany and Italy. They show an interesting structure of various types and forms of tourist demand, with the emphasis on the fact that most frequent nautical tourists among them are the ones interested in sailing boats of length between 11 and 13 meters. The charter service network is very well developed along the Adriatic coast, with the number of boats belonging to the charter fleet prevailing upon those privately owned. It shows that nautical tourists tend more towards boat chartering than to keeping their boats in our marinas. This fact points to the great potential for the increase in the number of berths along the Croatian coast. However, care should be taken of the size and location of the future nautical marinas in order to preserve and protect the basic and most precious resource – the clean sea, coast and littoral – by which there are so many nautical tourists attracted to visit and stay at Croatian marinas.

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MENADŽMENT PONUDE U NAUTIČKIM MARINAMA HRVATSKE

Sažetak

U radu se pokušava na jedan kvantitativni i populistički način prikazati stanje i osnovne karakteristike nautičkog turističkog potencijala na hrvatskom dijelu jadranske obale. Objekt prikaza su nautičke i turističke mogućnosti, prilike i prijetnje.

U radu se pokušava dati objektivan presjek stanja prilika i mogućnosti nautičke ponude i potražnje u hrvatskom nautičkom turizmu. Autor prikazuje i obrađuje, statističkim modelima, stanje nautičkog turizma u Republici Hrvatskoj kroz poznate pokazatelje i iskaze koji su rađeni za projekt "TOMAS 2001". Iznose se relevantni pokazatelji na način da se čitatelju daje više prostora za analizu i zaključke samim prikazom tablica i kvantitativnih pokazatelja. Autor pokušava upozoriti na činjenicu zagađenaj i mogućnosti samozagađenja obale, priobalja i samog mora kao glavnog resursa u nautičkom turizmu. U radu se ne daju odgovori već se samo probelmski navode činjenice, te ovaj rad pokušava oslikati pitanja i probleme za koje treba dati odgovore u nekim drugim radovima i istraživanjima.

Ključne riječi: nautički turizam, potražnja za nautičkim sadržajima

MANAGEMENT DI OFFERTA NELLE MARINE DI TURISMO NAUTICO DELLA CROAZIA

Summary

Nel saggio si cerca di esporre in modo quantitativo ed elementare le condizioni e le caratteristiche di base delle potenzialità di turismo nautico nella parte croata della costa adriatica. Il suo scopo è mettere in rilievo le possibilità nautiche e turistiche, le opportunità ed i pericoli. Il saggio vuole essere uno spaccato appassionato delle condizioni ed delle opportunità di offerta e domanda del turismo nautico croato. Elaborando modelli statistici l'autore esamina lo stato del turismo nautico della Repubblica di Croazia con i parametri e le formulazioni espone nel progetto "TOMAS 2001". I parametri più rilevanti sono presentati in modo da invitare il lettore ad una riflessione analitica e di trarre le proprie conclusioni con l'aiuto di tabelle e parametri quantitativi. L'autore inoltre tenta di richiamare l'attenzione sui pericoli d'inquinamento e l'evenienza di autoinquinamento della costa, della fascia litoranea e dello stesso mare quale fonte di risorsa precipua del turismo nautico. Nel saggio non si danno risposte ma si espongono fatti e si inquadrano questioni e problemi a cui nuove ricerche ed altri scritti dovranno dare risposte adeguate.

Parole chiave: turismo nautico, domanda di contenuti per il turismo nautico

