



Characteristics of the Development of Nautical Tourism on the Eastern Coast of the Adriatic Sea

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Abstract: *Nautical tourism is nowadays one of the most propulsive forms of tourism. Montenegro, being one of the countries with access to the Adriatic sea, is largely economically behind the others in this group, despite the many natural advantages such as the Bay of Kotor. The proximity and size similarity with Split-Dalmatia County create the possibility of comparing the Montenegrin coast with the latter. For this purpose, the coast of Montenegro is presented in more detail, that is six municipalities together with their existing nautical infrastructure in order to get acquainted with its current state of development. Croatia is one of the most attractive locations in the world, and the most developed charter destination (40%). Among the most attractive and most developed parts of the Croatian Adriatic waters is the Split-Dalmatia County which is similar in area and length to the coast of Montenegro. A review of nautical tourism in Split-Dalmatia County and its better-distributed offer shows a difference in relation to the contradictory uneven development of nautical tourism in Montenegro. Statistical comparison of all relevant data such as financial effects and charter offers in the available part shows the possibilities of development and unused resources of the Montenegrin coast. Finally, this points to the need for quality organization of the nautical system of Montenegro to properly use the rich natural potential to create conditions for setting standards in the industry that has the most successful future.*

1. INTRODUCTION

The wealth of natural resources of Montenegro emphasizes its comparative advantage, but there is a need to mobilize potentials that affect the growth and development of the overall nautical industry. The existing technological and transport infrastructure is not developed enough to start the full development of the tourism industry. Therefore, it is especially important to identify key nautical capacities in Montenegro in order to adequately and comprehensively contribute to the strategic planning of the development of this economic activity. The state and achievements of nautical tourism in Montenegro will be compared with the state of nautical tourism in the area, with Split-Dalmatia County (Republic of Croatia). This will contribute to determining the comparative advantages of the coastal area of Montenegro and contribute to a better understanding of nautical tourism and defining its further development.

2. COASTAL AREA OF MONTENEGRO

Montenegro is located in Southeast Europe, on the Balkan Peninsula and lies on the Adriatic coast. Montenegro borders Croatia in the west, Bosnia and Herzegovina in the north, Serbia in the east, Albania in the south, and is separated from Italy by the Adriatic Sea. The length of the coast is 293.5 km, which stretches from Cape Oštro to the mouth of the river Bojana and includes the Bay of Kotor and the Montenegrin coast.

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According to the 2011 Monstats census, Montenegro had a population of 620,029. Administratively, Montenegro is divided into 24 municipalities, of which 6 directly access the Adriatic Sea. Looking from north to south there is Herceg-Novi, Kotor, Tivat, Budva, Bar and Ulcinj, while the rest geographically belong to mountainous or continental Montenegro.

The Bay of Kotor is the most indented part of the Montenegrin coast. The length of the coastline of the entire bay is 105.7 km, while the maximum depth is 60 meters. The Montenegrin coast stretches from Boka to Ulcinj. Above it rise the mountains of Rumia and Sutorman. The former island of Sveti Stefan is connected to the coast by a sandy beach, and has been turned into a peninsula and a tourist town-hotel. Velika Plaža near Ulcinj is the longest beach in Montenegro, about 13 km long. Field Barsko is the most important railway, port and industrial center.

3. EXISTING CAPACITIES OF NAUTICAL INFRASTRUCTURE ON THE COAST OF MONTENEGRO

The capacity of marinas in Montenegro is about 2,500 berths. Also, slightly less than 1,000 berths are available in several smaller marinas such as Zelenika and Herceg Novi in Herceg Novi, Marina Bonici-Navar and Kalimanj in Tivat and Prčanj (privately owned) in Kotor. In addition to the existing marinas, Montenegro has many docks and moorings.

The area of the municipality of Herceg Novi has very good maritime and ecological conditions for the development of nautical tourism because it is located right at the entrance to the Bay of Kotor. This allows potential sailors to sail in three attractive directions: towards the interior of the Bay of Kotor, towards Dubrovnik and the southern part of the Montenegrin coast. The only serious ecological limitation is the possibility of endangering the healing Igaljski blato. In the municipality of Herceg Novi, there are 5 ports, three of which are used as nautical tourism ports.

The municipality of Kotor, despite its relatively long coastline, does not have as many potential sites for the construction of marinas as the municipality of Herceg Novi, although it should be. The main obstacles to greater construction are environmental constraints, i.e. the closure of the Bay of Kotor and Risan and its UNESCO World Heritage status. The more intensive movement of sailors in this bay and the long stay of a large number of yachts could endanger not only the ecological balance but also the tourist image of Kotor as an “eco” destination. Also, there is a somewhat unfavorable traffic position of the Kotor municipality. However, there are many advantages that the Kotor municipality has for the development of nautical tourism, including the proximity of the airport, and the fact that Kotor, as a historical and maritime city, unpolluted by mass tourism, has great potential to become an elite destination.

Tivat municipality is the smallest of the six coastal municipalities in Montenegro, with a very short coast. Nevertheless, it has extremely good conditions for the development of nautical tourism. The municipality of Tivat has its potential, from the so-called “ugly duckling” which was once without tourist value, to one of the most interesting tourist destinations for richer guests in the Mediterranean. Tivat has two marinas in the top 50 marinas in the world, and is the most developed nautical area per capita.

The waters of the municipality of Budva, the most touristy locality in Montenegro, is currently less developed in the field of nautical tourism. The limited capacities of the existing marina with the quality of service do not meet the requirements of modern nautical demand, especially mega

yachts. The waters in the city center are used to accommodate mega yachts and more luxurious vessels in transit, while the rest of the waters to the north are disorganized with mixed boats of locals, boats and yachts of nautical tourism or without a clear boundary of the communal and nautical part.

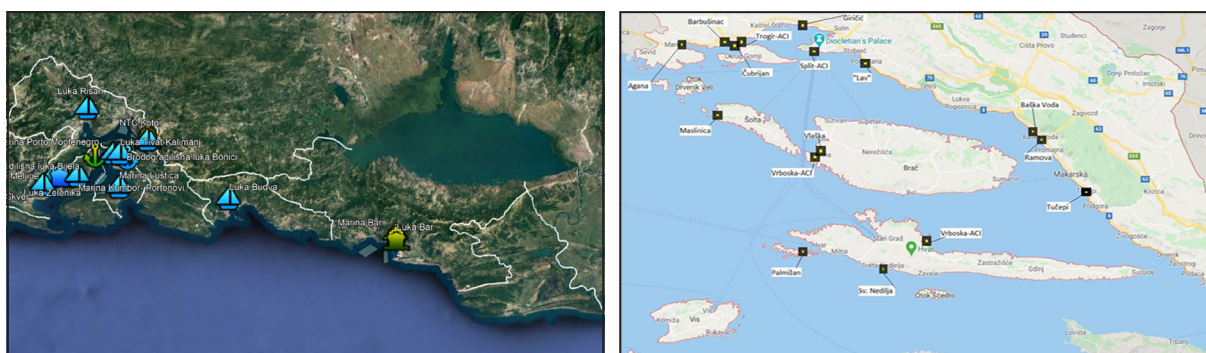
The municipality of Bar should in the next period, given its position and significant port infrastructure in the city, and the proximity of the airport become a flagship for the development of nautical tourism on the outer part of the Montenegrin coast.

Ulcinj, as the southernmost Montenegrin municipality, is the only one on the Montenegrin coast that has almost no capacity that had similar marinas. It is a particularly environmentally sensitive area, so future development should be based on professional and scientific research, and set limits.

4. COMPARISON OF NAUTICAL TOURISM OF MONTENEGRO WITH SPLIT-DALMATIA COUNTY (CROATIA)

Split-Dalmatia County is an Adriatic county which, according to its area and number of inhabitants as well as its distinct orientation towards the sea, is a comparable region whose development experiences of nautical tourism can provide one of the development directions of Montenegrin nautical tourism.

It is important to emphasize that there is a lack of systematic qualitative and quantitative statistical monitoring of nautical traffic in Montenegro, which is crucial for identifying trends and planning future development. Revenue data are also not kept. Nevertheless, it is possible to determine the potential of Montenegrin nautical tourism according to the experience of Split-Dalmatia County.



Picture 1. Geographical presentation of marinas of Montenegro and Split-Dalmatia County

Source: Author's work

The Split-Dalmatia County has a long maritime tradition and therefore it is not surprising that maritime transport and the port economy represent the maritime and economic development of the entire county and the Republic of Croatia. Due to the changed geopolitical situation, the war of the transition process, there was a significant recession of this important economic branch. However, the revival of economic activities in the mentioned branch has resulted in a continuous increase in the turnover of ships, passengers and cargo.

Split-Dalmatia County is an administrative-territorial unit in central Dalmatia with its headquarters in Split. Spatially, it is the largest Croatian county, divided into 16 cities and 39 municipalities. In the area of Split-Dalmatia County, there are 16 nautical ports (marinas), which have

a capacity of 3249 berths in the sea. The most important nautical tourism port, as expected, is located in Split (ACI marina Split) with a capacity of 450 berths in the sea. Of those 16 marinas in its area, 8 are charter bases. In the nautical charter, Croatia is a world superpower and covers as much as 40% of the world's charter fleet.

According to the available data, an increase in the revenue of each connection of 33% was determined in 4 years in the area of Split-Dalmatia County. The economic effects of nautical tourism in Montenegro are also significant. The total contribution of tourism to GDP in 2019 was 32.1%. Also, the average daily consumption per boater in Croatia was significantly higher (EUR 126) than the estimated range for Montenegro.

The total area of nautical ports in Montenegro was about 1,600.000 m², while in Split-Dalmatia County the total area of nautical ports was 600.000 m², which is only 40% of the total area of nautical ports in Montenegro. According to the above, the spatial potential of Montenegrin nautical ports for revenue growth is exceptional. Taking into account the data on the realization of other revenues of nautical ports in Split-Dalmatia County, which in 2019 recorded a growth of 29% compared to 2015. and the spatial potential of nautical ports in Montenegro, it is indicative that revenues, as well as the capacity of Montenegrin nautical ports, will increase with adequate infrastructure and other projects that include the offer of related, primarily tourist content.

Table 1. Comparison of data from Montenegro and Split-Dalmatia County

	SDC – coastal region	Montenegro- coastal region
Area (km²)	1.749,44	1.591
Population	301.702	151.282
Number of municipalities on the coast/islands	30	6
Maximum distance from the airport (km)	160	72,3
The length of the coast without islands (km)	131	293,5
Number of islands	10	11
Number of marinas	16	9
Marine areas (m²)	624. 809	1.642.012

Source: Author's work

5. CONCLUSION

A comparison of nautical tourism in Split-Dalmatia County shows that in terms of the quality of nautical infrastructure, the Montenegrin area has an advantage because there are several marinas of top world quality. However, in Split-Dalmatia County, the layout of marinas together with nautical moorings within ports open to public transport enables more even development and opens up opportunities for all parts of the water area to feel the benefits of nautical tourism.

It is necessary to point out the already existing significant areas of the Montenegrin waters in the function of nautical tourism, significantly larger than the Split-Dalmatia County. However, existing data on inflows indicate insufficient utilization of existing capacities. In order to achieve good financial results of nautical tourism and all additional and complementary activities, it is necessary to organize the Montenegrin nautical system.

The scientific-professional approach to the future development of the Strategy for the Development of Nautical Tourism of Montenegro and the Montenegrin Nautical Standard can create the

conditions for Montenegro to be ranked among the leading nautical destinations in the Mediterranean, which by its natural basis is larger. A systematic approach to management will create the preconditions for financial valorization and prosperity of the Montenegrin coast through nautical consumption.

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