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**POVEZIVANJE NAUTIČKOG S KOMPLEMENTARNIM  
SPECIFIČNIM OBLICIMA TURIZMA**

**LINKING NAUTICAL TOURISM WITH COMPLEMENTARY  
SPECIAL INTEREST TOURISM FORMS**

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**SAŽETAK:** Struktura proizvoda u nautičkom turizmu čini ovaj oblik turizma sezonski manje osjetljivim. Ipak, 50% nautičara u Hrvatskoj boravi na svojim plovilima tijekom srpnja i kolovoza čime se pokazuje snažna sezonalnost ovog oblika turizma. Jedna od mogućnosti za smanjenje sezonalnosti predstavlja uključivanje različitih komplementarnih oblika turizma u nautički turizam. U ovom se radu razmatra upravo komplementarnost nautičkog i drugih oblika turizma s ciljem utvrđivanja učinaka koje luke nautičkog turizma ostvaruju uključivanjem ponude drugih specifičnih oblika turizam u svoju ponudu.

**KLJUČNE RIJEČI:** specifični oblici turizma, nautički turizam, marine

**SUMMARY:** The structure of products in nautical tourism makes this form of tourism less seasonally sensitive. However, 50% of boaters in Croatia vacation on their vessels during July and August, which still proves a strong seasonality character of this form of tourism. One of the possibilities for reducing the seasonality relates to inclusion of various complementary forms of tourism in nautical tourism. This paper explores the complementarity of nautical and other forms of tourism aiming to establish the effects of including other specific forms of tourism in the nautical tourism ports offer.

**KEYWORDS:** special interest tourism, nautical tourism, nautical tourism ports

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## 1. UVOD

Sezonalnost turizma jedan je od najvećih problema s kojim se susreće turistička praksa, a za koje znanost u turizmu pokušava iznaći odgovore (Cuccia i Rizzo, 2011; Butler, 2001). Specifični oblici turizma predstavljaju moguće rješenje smanjenja sezonalnosti, a time i ostvarivanje boljih efekata poslovanja (Koc i Galip, 2007; Baum i Hagen, 1999; Baum i Lundtorp, 2001). Mnogi specifični oblici turizma ipak nisu u potpunosti lišeni elemenata sezonalnosti koja je, uz prirodne, uvjetovana i nizom institucionalnih čimbenika (Higham i Hinch, 2002; Butler, 2001). U radu se analizira nautički turizam koji predstavlja sezonski manje osjetljiv oblik turizma (Andriotis, 2005). To je prije svega zbog strukture prodaje proizvoda nautičkog turizma kojem godišnji zakup veza čini prihodovno značajnu stavku, a ova usluga se pruža na cjelogodišnjoj razini. Prihodi od vezova u SAD-u i Ujedinjenom Kraljevstvu činili su oko 30% ukupnih prihoda marina, dok su ostale usluge poput popravka plovila, snabdijevanja plovila različitim potrepštinama i gorivom, uslugama smještaja i usluživanja i slične usluge činile ostatak prihoda. Analizom podataka Državnog zavoda za statistiku utvrđeno je da 58,81% prihoda marina u Hrvatskoj 2013. godine čine prihodi od godišnjeg veza, 14,68% prihodi od tranzitnog veza, 7,13% prihodi od servisnih usluga te 19,36% prihodi od drugih usluga. Temeljem ovakve strukture prihoda marina može se zaključiti da je nautički turizam sezonski neosjetljiv. No, ova struktura prihoda ne predstavlja kvalitetnu strukturu prihoda za marine.

Potpuni nautički turistički promet ostvaruje se tek boravkom turista na brodu. Distribucija nautičkih turističkih noćenja u Hrvatskoj tijekom godine izrazito je sezonskog karaktera. Nedostatak obogaćenja turističke ponude destinacije jedan je od razloga ovakve situacije. Smanjenje sezonalnosti i ostva-

## 1. INTRODUCTION

One of the greatest problems of tourism practice is seasonality. The solution for this challenge is the subject of many tourism science endeavors. (Cuccia and Rizzo, 2011; Butler, 2001). Special interest tourism presents a possible approach to reducing seasonality, and thus generating better business effects (Koc and Galip, 2007; Baum and Hagen, 1999; Baum and Lundtorp, 2001). Yet, many special interest tourism forms are still not completely deprived of the seasonal elements, which is conditioned by natural as well as many institutional factors (Higham and Hinch, 2002; Butler, 2001). This paper explores nautical tourism as a less sensitive form of tourism in terms of seasonality (Andriotis, 2005). This is primarily a consequence of the structure of the sale of nautical tourism products in which an annual berth charter makes a significant point in terms of profitability as this service is provided during the entire year. Profit from berths in the USA and the United Kingdom amounted to 30% of the total marinas' income, while other services, such as fixing the vessels, procurement of various supplies and fuel, accommodation, catering, and other services accounted for the remaining income. An analysis of the data provided by the Croatian Bureau of Statistics shows that the annual berth income accounted for 58.81% of Croatian marinas' income in 2013, while transit berth income accounted for 14.68%, catering services for 7.13% and other services for 19.36%. Such income structure suggests that nautical tourism is not sensitive in terms of seasonality. However, this income structure does not represent quality income structure for marinas.

A complete nautical tourism business is realized only if tourists stay on their vessels. The distribution of tourist overnight stays in Croatia during the year is extremely seasonal. The lack of enriched tourism of-

renje snažnijih ekonomskih učinaka turizma može se ostvariti samo međusobnom implementacijom niza različitih komplementarnih elemenata specifičnih oblika turizma u jedinstven proizvod koji će motivirati turiste na dolazak (Adams, 2006). U radu se također kritički analiziraju specifični oblici turizma koji su komplementarni nautičkom turizmu te učinci koje njihovo uključivanje u nautički proizvod ima na rezultate poslovanja marina. Prema Pravilniku o razvrstavanju i kategorizaciji luka nautičkog turizma (NN, čl. 4-9; 2006), marina je dio vodenog prostora i obale posebno izgrađen i uređen za pružanje usluga veza i čuvanja plovnih objekata te smještaja turista - nautičara u plovnim objektima, odnosno u smještajnim objektima marine. U marinama se pružaju i druge uobičajene usluge turistima - nautičarima, a mogu se pružati i usluge servisiranja i održavanja plovnih objekata. Cilj je rada ispitati kako implementacija komplementarnih specifičnih oblika turizma u nautički turistički proizvod utječe na poslovanje marina.

## 2. METODOLOŠKI OKVIR RADA

Uz sekundarna istraživanja dosadašnjih znanstvenih spoznaja iz područja specifičnih oblika turizma za potrebe ovog rada provedena su i dva primarna istraživanja.<sup>1</sup> U prvom dijelu istraživanja primijenjeno je izviđajno istraživanje putem standardiziranoga individualnog intervjua s uzorkom eksperata iz područja nautičkog turizma u Republici Hrvatskoj.

Drugi dio istraživanja proveden je terenskim prikupljanjem podataka. U prikupljanju primarnih podataka korištena je metoda anketnog istraživanja kao glavnog postupka

fer in the destinations is one of the reasons for this situation. The reduction of seasonality and stronger economic tourism effects can be realized only through joint efforts in implementing a series of complementary elements of special interest tourism forms into a unique product that will attract tourists (Adams, 2006). This paper will critically analyze the special interest tourism forms which are complementary to nautical tourism as well as the effects of including them into a nautical product in terms of the results of the marinas' business operations. According to Regulations on Sorting and Categorizations of Nautical Tourism Ports (National Gazette, article 4-9; 2006), a marina is defined as a part of the area of water and coast which is especially constructed and designed for the provision of berth charter services, keeping vessels and providing accommodation to tourists-boaters on the vessels, or in accommodation facilities of the marinas. The marinas also provide other regular services to tourists-boaters as well as services of fixing and maintaining the vessels. This paper aims to examine the ways the implementation of complementary forms of tourism in a nautical tourist product influence the marinas' business.

## 2. METHODOLOGICAL FRAMEWORK OF THE PAPER

In addition to the secondary research of the present scientific insights in the field of special interest tourism, we have also conducted two primary investigations for the purpose of this paper.<sup>1</sup> The first part of the research presents a formed and applied inquiry conducted through a standardized in-

<sup>1</sup> Istraživanje je provedeno za potrebe izrade doktorske disertacije Krce Miočić, B. (2011.) *Valorizacija ekonomskih komponenti razvoja nautičkog turizma*. Doktorska disertacija. Sveučilište u Zagrebu Ekonomski fakultet te su rezultati istraživanja dio ovog neobjavljenog rada.

<sup>1</sup> The research was conducted for the purpose of the doctoral thesis of Krce Miočić, B. (2011) *Valorization of economic components of nautical tourism development*. Doctoral thesis. University of Zagreb. Faculty of Economics. The research results are a part of this unpublished paper.

za prikupljanje podataka, informacija, stavova i mišljenja o predmetu istraživanja. Ona se temelji na posebnom instrumentu za provedbu istraživanja – visokostrukturiranom anketnom upitniku, oblikovanom temeljem prikupljenih teorijskih spoznaja i podataka dobivenih iz eksplorativnog istraživanja osobnim intervjuima s ekspertima. Iako su upitnici poslani cjelokupnoj populaciji hrvatskih marina, ukupno je u istraživanju sudjelovalo 63,26% svih marina koje raspolažu s 84,46% vezova. Uzorak je u potpunosti reprezentativan jer je uključio sve kategorije i veličine marina u omjeru kao u populaciji. Raspored marina koje čine uzorak bio je geografski raspoređen duž cijele obale, a sezonalnost njihova poslovanja jednaka je ukupnoj populaciji. Upitnik se sastojao od tri dijela: (1) općeg, u kojemu se prikupljaju temeljne informacije o poslovanju marine; (2) dijela kojim se utvrđuje stav o hrvatskom nautičkom turizmu te se valoriziraju komponente i dionici razvoja prema prethodno prikazanom modelu; (3) dijela kojim se utvrđuju obilježja marketinške orijentacije i aktivnosti marina. Koristeći metode deskriptivne statistike, a osobito regresijsku i korelacijsku analizu, prikupljeni podaci su analizirani odgovarajućim statističkim metodama pomoću programskog paketa SPSS-a.

### 3. DEFINIRANJE NAUTIČKOG TURIZMA

Nautički turizam predstavlja jedan od specifičnih oblika turizma. Motivacija nautičara za odabir ovakvog odmora su boravak na plovilu i sve prednosti koje on sa sobom donosi. Terminološka oznaka *nautički* za ovu vrstu turizma potječe od grčke riječi *nautes* (mornar), a označava vještinu navigacije, znanost o pomorstvu (Šamanović, 2002). Nautički turizam teško je definirati jer objedinjuje niz različitih znanstvenih disciplina, te ovisno o tome postoji više definicija nautičkog turizma. Nautički turizam (Simović, 1990) svoju djelatnost temelji na

dividual interview with a sample of experts in the field of Croatian nautical tourism.

The second part of the research was conducted by using the field data gathering method. For the purpose of gathering the primary data, we employed the polling method as the main procedure for obtaining the data, information, attitudes and opinion on the research matter. The method is based on using a special research instrument – a highly structured questionnaire formed on the basis of the collected theoretical knowledge and the data obtained from the exploratory research consisting of personal interviews with experts. Although the questionnaires were sent to the entire population of all Croatian marinas, the research encompasses a total of 63.23% of all marinas and 84.46% of their berths, including all categories and sizes of marinas with the ratio reflecting the cross section of the entire population, geographical distribution along the coast, and the business seasonality. The questionnaire comprised three parts: (1) the general part, which accrues the basic information on the marinas' business; (2) the part which defines the attitude towards Croatian nautical tourism and evaluates the components and stakeholders of tourism development according to the previously shown model; (3) the part which defines the features of the marinas' marketing orientation and activities. The data obtained were analyzed by employing the appropriate statistical methods using the SPSS program package and descriptive statistics methods, in particular, the regression and correlation analyses.

### 3. DEFINITION OF NAUTICAL TOURISM

Nautical tourism presents one of the special forms of tourism. Boaters' motivation for choosing this type of vacation includes accommodation on vessels and all the pertaining advantages. The term *nautical* for this form of tourism derives from the Greek

upotrebi plovila (jahte na motor ili jedra) i infrastrukture sportsko-rekreacijske organizacije (nautički centri, marine, klubovi); glavna je aktivnost krstarenje, a zatim i drugi oblici rekreacije (sport, ribolov, ronjenje, jedrenje na dasci i sl.). Nautički turizam prema Luck (2007) predstavlja niz multifunkcionalnih aktivnosti i odnosa uzrokovanih korištenjem plovila u i izvan luka nautičkog turizma od strane turista u svrhu rekreacije, sporta ili jednostavno za uživanje u slobodno vrijeme. Nautički turizam je oblik turizma koji osim rekreacijske plovidbe na vlastitim ili unajmljenim brodovima, sa smještajem i / ili noćenja na brodu, također uključuje i krstarenja i izlete (Musteața i Simon, 2013). Luković (2005) nautički turizam definira kao multifunkcionalnu i multidisciplinarnu turističku aktivnost s jasnom pomorskom komponentom. Prema Favri (2007) nautički turizam je oblik turizma koja obuhvaća plovidbu i boravak turista-nautičara na vlastitim ili unajmljenim plovilima za razonodu, sport i rekreaciju u lukama nautičkog turizma i svim drugim lukama, lučicama, prirodnim uvalama i zakloništima i s tim neposredno ili posredno povezane aktivnosti i djelatnosti. Zakon o pružanju usluga u turizmu (N.N. br. 68/07, 88/10, 30/14, 89/14) definira nautički turizam kao plovidbu i boravak turista nautičara na plovnim objektima i u lukama nautičkog turizma radi odmora i rekreacije. Zanimljivo je kako Kizielewicz (2012), uzimajući u obzir preporuke UNWTO, nautički turizam definira kao boravak na moru ili oceanu za potrebe turizma i poslovanja, a pomoću sredstva za pomorski promet u razdoblju ne dužem od 12 mjeseci.

U svijetu postoje dvije važne nautičke zone: Karipsko more i Sredozemno more. Obje imaju povoljan vjetar za plovidbu, ugodnu klimu i bogate su kulturnim i prirodnim bogatstvima (Kalemдарoglu, Seker i Kabdsali, 2004). U okviru Sredozemlja isti autori ističu njegove sjeverne obale kao geografski povoljne destinacije za razvoj ovog oblika turizma.

word *nautes* (a sailor), and infers navigating skills and nautical science (Šamanović, 2002). Nautical tourism is hard to define as it comprises a series of different scientific disciplines, which is why there is a number of definitions of nautical tourism. Nautical tourism (Simović, 1990) is based on the use of vessels (a motor yacht or a sailing yacht) and the infrastructure of sports and recreation facilities (nautical centers, marinas, clubs); its main activity is cruising and other forms of recreation (sports, fishing, sailboarding etc.). According to Luck (2007), nautical tourism presents a series of multifunctional activities and relationships that tourists engage in while using the vessels in nautical tourism ports and outside them with the purpose of recreation, sports or simply for leisure. Nautical tourism is a form of tourism that, in addition to recreational sailing on tourists' own ships or on rented ones with accommodation on or off boats, includes cruising and excursions (Musteața and Simon, 2013). Luković (2005) defines nautical tourism as a multifunctional and multidisciplinary tourism activity with a clear nautical component. According to Favro (2007), nautical tourism is a form of tourism comprising tourists-boaters' sailing and staying on their own or rented vessels for enjoyment, recreation, sports in nautical tourism ports and all other ports, small ports, natural basins and bays and all the activities directly and indirectly linked to these. Act on the Provision of Tourism Services (*National Gazette* No. 68/07, 88/10, 30/14, 89/14) defines nautical tourism as tourists-boaters' sailing and staying on vessels and in nautical tourism ports for the purpose of relaxation and recreation. It is interesting how Kizielewicz (2012), taking UNWTO recommendations into account, defines nautical tourism as staying on the sea or ocean for the purpose of tourism and business, using the means of nautical transport in a period of up to 12 months.

There are two important nautical zones in the world: the Caribbean Sea and the Mediterranean Sea. Both of them have fair sailing

Nautički turizam ima snažno izražen sezonski karakter jer, iako su polovila cijelu godinu smještena u marini, ukupnost ovog turizma predstavlja boravak nautičara na njima. Prema podacima Državnog zavoda za statistiku Hrvatske od 2007. do 2013. godine vremenska distribucija u nautičkom turizmu ostvaruje svoj vrhunac tijekom srpnja i kolovoza kada se bilježi iznad 50% ukupnih tranzitnih uplovljavanja u marine i oko 50% svih ostvarenih noćenja nautičara. Sezonalnost ovako promatrana predstavlja, uz ekonomski, i značajan ekološki problem jer svaki sustav, pa tako i turistički, u svom rastu i razvoju može dosegnuti granice kada postaje destruktivan prema svojoj okolini, ali i autodestruktivan, uništavajući samoga sebe (Hall i Page, 2014; Fennell, 2003). Turizam u svom postojanju kao nužnost opstanka treba prostor atraktivan za odvijanje turističke aktivnosti (Pineda i Brebbia, 2008).

Porast koncentracije plovila na nekom prostoru u relativno kratkom vremenskom razdoblju najčešće dovodi do degradacije i smanjenja poželjnosti boravka u tom prostoru. Rješenje ne mora samo uključivati smanjenje broja turista nego i njihovu ravnomjerniju distribuciju tijekom godine (Weaver, 2006). Plovnost uvjetovana vremenskim prilikama jedan je od ograničenja produženja sezone. Istočna obala Jadranskog mora, koja je predmet istraživanja ovog rada, plovna je cijele godine (Lukšić i Kos, 2006), a u okviru nautičkog turizma posebno od početka ožujka do sredine studenog. Smanjenje sezonalnosti moguće je nadopunjavanjem ponude nautičkog turizma drugim komplementarnim oblicima turizma koji imaju manje izražen sezonski karakter ili se odvijaju u razdobljima kada je nautička aktivnost smanjena.

winds, good climate, cultural and natural heritage (Kalemдарoglu, Seker and Kabdsali, 2004). Regarding the Mediterranean, the same authors mention its northern coast as a geographically appropriate destination for the development of this form of tourism.

Nautical tourism is a highly seasonal activity since, although the vessels are docked in the marinas during the entire year, tourism occurs only while the boaters stay on them. According to the data provided by the Croatian Bureau of Statistics, from 2007 to 2013 time distribution in nautical tourism reached its peak in July and August, with 50% of the overall transit arrivals to the ports and around 50% of the total of overnight stays. From this perspective seasonality represents both an economic and a significant ecological problem as every system, the tourism system particularly, can grow and develop to reach the limits of becoming destructive towards its surroundings, as well as self-destructive (Hall and Page, 2014; Fennell, 2003). In order to survive, tourism requires attractive areas for carrying out tourism activities (Pineda and Brebbia, 2008).

The growth in the concentration of vessels in an area over a relatively short period of time most commonly leads to degradation and reduced attractiveness of the destination for tourists. The solution may include reducing the number of tourists and better distribution of their stays during the year (Weaver, 2006). Navigability conditioned by weather is one of the limits in terms of prolonging the season. The eastern coast of the Adriatic Sea, which is explored in this paper, is navigable during the entire year (Lukšić and Kos, 2006), especially from the beginning of March to mid-November in terms of nautical tourism. Seasonality may be reduced by enriching the offer of nautical tourism with some complementary forms of tourism with a less prominent seasonal character or that take place when nautical activities lessen.



#### 4. POVEZANOST NAUČIKOG S DRUGIM SPECIFIČNIM OBLICIMA TURIZMA

Specifični oblici turizma nisu povezani jednoznačnom vezom. Njihova temeljna poveznica je odmak od masovnosti i prilagođavanje pojedinačnim željama kupaca, prepoznajući u masi turista segmente s jasno izdvojenim specifičnim turističkim motivom (Weiler i Hall, 1992; Trauer, 2006). Jedan od načina na koji se ekonomski efekti specifičnih oblika turizma mogu poboljšati jest njihovo međusobno povezivanje i postizanje sinergijskih učinaka. Kako bi se povezali određeni specifični oblici turizma, potrebno je ustanoviti postoji li njihova međusobna komplementarnost.

Komplementarnost različitih oblika može se razmatrati na horizontalnoj i vertikalnoj razini. Jedan od temeljnih elemenata svake turističke aktivnosti jest prostor, pa je stoga prostor na kojem se konzumira turistički proizvod i razina njegove urbanizacije uzet kao kriterij horizontalne komplementarnosti specifičnih oblika turizma. Prostorna komponenta predstavlja temelj komplementarnosti pojedinih oblika turizma jer za svoje ostvarenje koriste isti prostor – turističko odredište. Turističko odredište je geografski prostor omeđen klasterom turističkih resursa (Pike, 2010). Osim kriterija prostora, horizontalni kriterij koji se nameće kao izuzetno važan jest vrijeme odvijanja turističke aktivnosti, tj. vrijeme dolaska turista u destinaciju, odnosno njegov sezonski karakter.

Kao prvi vertikalni kriterij odabrana je razina turističke aktivnost koja se može podijeliti na aktivnu i pasivnu, ovisno o razini turistove aktivnosti (Millington, Locke i Locke, 2001). Nadalje, kao vertikalni kriterij uzet je u obzir i odnos turista prema okolišu u kojem se odvija turistička aktivnost, i to u smislu ekološke prihvatljivosti određenog oblika turizma (Weaver, 2006; Kil, Holland i Stein, 2014).

#### 4. CONNECTION BETWEEN NAUTICAL TOURISM AND OTHER SPECIAL INTEREST TOURISM FORMS

Special interest tourism forms are not unambiguously connected; their basic link is detachment from mass tourism and adaptation to the individual desires of customers, recognizing the segments with a clearly isolated specific tourist motive in a mass of tourists (Weiler and Hall, 1992; Trauer, 2006). One of the ways in which economic effects of these forms of tourism can improve is their mutual connections and synergy effects. In order to connect certain special interest tourism forms it is necessary to establish if they are mutually complementary.

Complementarity of different forms can be observed on a horizontal and a vertical level. One of the basic elements of each tourist activity is the area. Therefore, the area where a tourism product is consumed and the level of its urbanization are taken as the criteria of the horizontal complementarity of the special forms of tourism. The spatial component represents the basis for complementarity of certain forms of tourism as the same tourism destination is used for their realization. A tourism destination is a geographical space framed with a cluster of tourist resources (Pike, 2010). Along with the spatial criteria, a very important horizontal criterion is the period when the tourist activities take place, i.e. the time when tourists come to the destination, i. e. its seasonal character.

The first vertical criterion is the level of tourist activity which is further divided into active and passive sublevels, depending on the level of tourist activity (Millington, Locke and Locke, 2001). Furthermore, another vertical criterion considers tourists' attitudes towards the environment where the tourist activity takes place, in terms of ecological acceptability of a form of tourism (Weaver, 2006; Kil, Holland and Stein, 2014).

Istraživanje je provedeno strukturiranim intervjuom na uzorku eksperata iz nautičkog turizma koji su kao komplementarne oblike nautičkom većinom prepoznali *kulturni, gastro, eko i sportsko-rekreacijski turizam*. Kako ne postoji službena statistika koja razmatra specifične oblike turizma na razini utvrđivanja fizičkih pokazatelja, teško je definirati koji su najrašireniji specifični oblici turizma. Kulturni turizam je najčešće spominjani specifični oblik turizma za koji većina destinacija smatra da ima komparativne prednosti. Ne postoji jedinstvena definicija kulturnog turizma i neki teoretičari smatraju da je svaki turist ujedno i kulturni turist (Richards, 2003). Ipak, kao kulturni turisti najčešće se ubrajaju samo oni koji su svoje putovanje poduzeli s temeljnim motivom doživljaja i konzumiranja nekog kulturnog sadržaja. Smatra se da je između 35% i 70% inozemnih turističkih dolazaka motivirano kulturom (Pennington-Gray i Thopa, 2004). Richards (2001) iznosi kako je Svjetska turistička organizacija (UNWTO) utvrdila da kulturni turizam čini 37% ukupnog turizma sa stopom rasta od 15% godišnje. UNESCO i UNWTO su kulturni turizam proglasile „dobrim“ oblikom turizma za razliku od „lošeg“ masovnog turizma. Naime, ako turisti dolaze u destinaciju zbog konzumiranja kulture, poticat će lokalno stanovništvo na očuvanje kulturne baštine, a turisti će za to osigurati potrebna novčana sredstva (Richards, 2001). Prema podacima Travel Industry Association of America – TIA (2005) turisti motivirani kulturom su pretežno individualni turisti koji troše više u smještajnim i ugostiteljskim objektima i općenito su bolji potrošači od prosječnog turista.

Hrana i piće te njihovo posluživanje zasigurno predstavljaju neizostavan element svakog turističkog putovanja, a uživanje u njima i zadovoljstvo koje pri tome turist osjeća sastavni je element ukupnog turističkog doživljaja. No, proučavanje gastronomije kao sastavnog dijela kulturnog turizma, a ne samo elementa usluge, započinje tek posljednjih godina (Hall i Sharples, 2003). Gastro-turi-

The research was conducted by using structured interviews on a sample of experts in the field of nautical tourism who mostly recognized *cultural, gastro, eco and sports and recreational tourism* as complementary forms to nautical tourism. As there is no an official statistics that analyzes the special interest tourism forms by defining physical indicators, it is hard to identify the most common special forms of tourism. Cultural tourism is the most commonly mentioned special form of tourism that is believed to have comparative advantages in the majority of destinations. There is no unique definition of cultural tourism and some theoreticians even believe that every tourist is a cultural tourist (Richards, 2003). Yet, in general only those tourists who travel primarily to experience and consume a cultural content are considered to be cultural tourists. Between 35% and 70% of international tourist arrivals are considered to be motivated by culture (Pennington-Gray and Thopa, 2004). According to Richards (2001) who quotes the World Tourism Organization (UNWTO) cultural tourism accounts for 37% of total tourism with its annual growth rate of 15%. UNESCO and UNWTO proclaimed cultural tourism a “good” form of tourism as opposed to the “bad” form, i.e. mass tourism. Namely, if tourists come to a destination to consume culture, they will encourage the locals to preserve their cultural heritage and provide the required financial means (Richards, 2001). According to the data obtained by the Travel Industry Association of America – TIA (2005), tourists motivated by culture are mostly individual tourists who spend more money on accommodation and catering facilities, and are generally better consumers than average tourists.

Food and beverages as well as serving certainly present an unavoidable element of any tourist travel. Enjoying food and beverages and the accompanying satisfaction are an integral part of the overall tourist experience. However, studying gastronomy as an integral part of cultural tourism, and not only



zam se može promatrati i kao dio kulturnog turizma jer je gastronomija sastavni dio kulture neke destinacije. Gastroturizam je onaj oblik turizma gdje motivacijski faktor dolaska u neku destinaciju predstavlja uživanje u lokalnoj hrani i piću (Robinson, Heitmann i Dieke, 2011; Cohen i Avieli, 2004; Mak, Lumbers i Eves, 2012). Ovaj oblik turizma bilježi snažan rast posljednjih godina. U Velikoj Britaniji on ostvaruje godišnji promet od 8 milijardi dolara dok istovremeno 27 milijuna Amerikanaca navodi gastronomiju kao jedan od razloga ostvarivanja putovanja (Caribbean Tourism Organisation, 2010). Isti izvor navodi da su gastroturisti većinom zaposleni parovi s iznadprosječnim primanjima, starosti od 30 do 50 godina koji po putovanju troše oko 1.200\$, a od toga 36% (425\$) čine troškovi za hranu i piće. Gastroturizam se može promatrati kao element kojim se zemlja može pozicionirati na turističkom tržištu, nudeći hranu kao dio svoje povijesti i stvarajući na taj način atraktivni identitet kojim se privlače zainteresirane skupine turista (Long, 2004; Quan i Wang, 2004). Osmišljavanje vinskih cesta, cesta maslinovog ulja i slično jedan je od elemenata poticanja razvoja gastroturizma uz istovremeno njegovo implementiranje u druge oblike turizma. Ovaj oblik turizma potiče organizaciju posebnih događanja kojima će se obogatiti ponuda destinacije. Tako se na hrvatskoj obali često organiziraju ribarske večeri s ponudom lokalnih specijaliteta i vina. Njegovom implementacijom relativno lako ostvarujemo pozitivne utjecaje turizma na ruralna područja, uz istovremeno smanjenje sezonalnosti jer svako godišnje doba, kao i destinacija na kojem se odvija, sa sobom donosi i specifičnosti u gastronomskom smislu (Quan i Wang, 2004).

Ekoturizam također nije jednoznačno definiran. Niz različitih kako znanstvenih tako i stručnih skupova nije iznjedrio jedinstvenu definiciju pa u relevantnoj znanstvenoj literaturi nalazimo različite definicije. Jedan dio znanstvene i stručne javnosti pod ekoturizmom podrazumijeva samo turizam u zaštićenim prirodnim cjelinama, kao što su naci-

as an element of the service, has only recently begun (Hall and Sharples, 2003). Gastro tourism can also be considered a part of cultural tourism as gastronomy is an integral part of a destination's culture. Gastro tourism is a form of tourism where the motivational factor of arriving to a destination is identified with the enjoyment in the local food and beverages (Robinson, Heitmann and Dieke, 2011; Cohen and Avieli, 2004; Mak, Lumbers and Eves, 2012). This form of tourism has been growing strongly during the recent years. In Great Britain gastro tourism makes an annual profit of \$ 8 billion, while 27 million of Americans claim that one of the reasons for their travels is gastronomy (Caribbean Tourism Organization, 2010). According to the same source, gastro tourists are mostly couples with above-average incomes, aged 30 to 50, who spend around \$ 1,200 per trip with food and drinks accounting for 36% (\$425) of the above figure. Gastro tourism can be seen as an element in a country's positioning on the tourist market, offering food as a historical element and thus forming an attractive identity which attracts interested groups of tourists (Long, 2004; Quan and Wang, 2004). The creation of wine trails and olive oil trails and the like presents one of the elements that drive the development of gastro tourism along with its implementation in other forms of tourism. This form of tourism encourages organizing special events to enrich the destination's offer. At fish festivals along the Croatian coast tourists can taste local specialties and wines. The implementation of gastro tourism enables tourism to generate positive effects in rural areas, along with the reduction of seasonality as each season and the destination where tourist activities take place has its own gastronomic specific features (Quan and Wang, 2004).

Neither is ecotourism unambiguously defined. A series of various scientific and professional gatherings has not provided a unique definition and therefore relevant scientific references offer different definitions. Some scholars and professionals restrict the

onalni parkovi i parkovi prirode, dok veći dio pod ovim pojmom podrazumijeva turizam koji minimalno utječe na okoliš (Donohoe i Needham, 2006; Klaić i Gati, 2006; Weaver, 2006; Lu i Stepchenkova, 2012). Prema Fennellu (2003) ekoturizam je održiv, na prirodnim resursima utemeljen oblik turizma koji je prvenstveno fokusiran na doživljaj i učenje o prirodi, etičan je, niskog utjecaja na okoliš, nije potrošački usmjeren, ali je lokalno orijentiran. On se odvija u prirodno atraktivnim prostorima te doprinosi očuvanju i zaštiti tih područja. Fennell (2003) ekoturizam povezuje s kulturnim i pustolovnim turizmom (ujedinjujući ih u ACE turizam – pustolovni, kulturni i ekoturizam). Hetzer je još 1965. godine definirao četiri temeljna „stupa“ na kojima se temelji ekoturizam: minimalan utjecaj na okoliš, poštivanje kulture domaćina, maksimalna dobrobit lokalnog stanovništva i maksimalizacija zadovoljstva gosta (Travis, 2000). Ovim temeljnim načelima danas je dodana edukacija kojom se podiže osjetljivost turista na probleme lokalne zajednice (Ross i Wall, 1999; Lu i Stepchenkova, 2012; TIES, 2014). Ključni, ali i limitirajući element razvoja ekoturizma, kao i većine specifičnih oblika turizma, jest nosivi kapacitet. No, uključivanje elemenata ekoturizma u druge specifične oblike turizma doprinosi obogaćivanju i kvaliteti tih oblika i njihovoj održivosti.

Sportsko-rekreacijski turizam je oblik turizma u kojem prevladavaju sportski motivi za putovanje i boravak u određenim turističkim mjestima i centrima (Vukonić i Čavlek, 2001). Svi oblici aktivnog ili pasivnog sudjelovanja u sportskim aktivnostima, organizirani ili individualni, a koji se odvijaju radi ostvarenja profita ili ne, ali obavezno izvan mjesta stalnog prebivališta, mogu se definirati kao sportski turizam (Standeven i de Knop, 1999; Hudson, 2003). Sportsko orijentirani turisti pokazuju manje izraženu sezonalnost putovanja nego što je to slučaj s turistima klasičnih oblika turizma (Higham i Hinch, 2002). U okviru nautičkog turizma regatna natjecanja predstavljaju poseban se-

term ecotourism to the forms of tourism that occur in the protected natural areas, such as national parks or nature parks, while most consider it a form of tourism which minimally affects the environment (Donohoe and Needham, 2006; Klaić and Gati, 2006; Weaver, 2006; Lu and Stepchenkova, 2012). According to Fennell (2003), ecotourism is sustainable, natural-resources-based form of tourism, primarily focused on experience and learning about the nature; it is ethical, with a low impact on the environment, it is not consumer- but locally-oriented. It takes place in naturally attractive areas and contributes to the protection and preservation of such areas. Fennell (2003) links ecotourism with cultural and adventure tourism (combining them into ACE tourism – adventure, cultural and eco tourism). As early as 1965, Hetzer defined four basic “pillars” on which ecotourism is founded: minimal environmental impact, respect for the host culture, maximal benefit for the locals and maximal satisfaction of the guests (Travis, 2000). An additional principle is education to raise tourists’ awareness for the problems of the local communities (Ross and Wall, 1999; Lu and Stepchenkova, 2012; TIES, 2014). A key but also a limiting element in the development of ecotourism, as well as of any forms of special interest tourism, is its carrying capacity. Still, the inclusion of the elements of ecotourism into other forms of tourism contributes to enriching and quality of those forms and their sustainability.

Sports and recreational tourism is a form of tourism that highlights sports as the motives for travelling and staying in certain tourist resorts and centers (Vukonić and Čavlek, 2001). All forms of active and passive participation in sports activities, be they organized or individual, or profit or non-profit, that take place exclusively away from the place of permanent residence, can be defined as sports tourism (Standeven and de Knop, 1999; Hudson, 2003). Sports-oriented tourists show less prominent seasonality in their travels compared to typical tourists (Higham

gment koji privlači turiste i kao promatrače, ali i kao sudionike u njima. Istraživanje (Perez i Mesanat, 2008) kojim se promatrao utjecaj održavanja 32. American cupa na Valenciju pokazalo je ostvarivanje dodatne potražnje za turističkim uslugama kako od sudionika i organizatora tako i od gledatelja, ali i od sponzora koji su većinom poznate svjetske korporacije. Većina ekonomskih poslovnih podsektora grada Valencije zabilježilo je pozitivne rezultate zadovoljstva i vjeruju da je događanje bilo od velike koristi za njihova poduzeća i međunarodni imidž njihova grada. Osim ove najpoznatije svjetske regate postoji niz manjih natjecanja svjetskog ili regionalnog značenja. Regatna događanja u Republici Hrvatskoj prema podacima Hrvatskog jedriličarskog saveza odvijaju se tijekom cijele godine i uključuju preko 300 regata.

U okviru primarnog istraživanja eksperiti su svaki od odabranih specifičnih oblika turizma tijekom intervjua opisivali odabirom jednog od dvaju suprotstavljenih pojmova koji su predstavljali elemente horizontalne i vertikalne povezanosti specifičnih oblika turizma. Matrica specifičnih oblika turizma temelji se na rezultatima istraživanja.

and Hinch, 2002). Within nautical tourism, regatta competitions present a special segment which attracts tourists as observers as well as participants. A research (Perez and Mesanat, 2008) which analyzed the effects of the 32<sup>nd</sup> America's Cup on Valencia has shown an additional demand for tourist services by participants and organizers as well as by supporters and sponsors, mostly world famous corporations. Most business subsectors of the town of Valencia marked positive satisfaction with the results and believe that this event was greatly beneficial for their companies and for the international image of their town. Besides this most famous regatta in the world, there is a series of smaller, world or regional competitions. According to the data obtained by the Croatian Sailing Federation, over 300 regattas take place in Croatia during the whole year.

Within the primary research during the interview the experts described each of the special interest tourism forms by choosing one of the two complementary terms which presented elements of horizontal and vertical connection between these forms of tourism. The matrix of the special interest tourism forms is based on the research results.

**Tablica 1: Mišljenja eksperata o elementima komplementarnosti pojedinih oblika turizma**

Oblici turizma	Aktiv- van	Pasivan	Ekološki	Neeko- loški	More	Kopno	Sezonska osjetljivost	Sezonska neosjetljivost
Gastronomski	0%	100%	44%	56%	11%	89%	0%	100%
Sportsko- rekreacijski	100%	0%	44%	56%	44%	56%	56%	44%
Ekološki	22%	78%	100%	0%	44%	56%	0%	100%
Kulturni	11%	89%	56%	44%	22%	78%	0%	100%
Nautički	100%	0%	11%	89%	100%	0%	56%	44%

Izvor: Krce Miočić, B. (2011,59) *Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet*

**Table 1: Experts' opinion on elements of complementarity of certain forms of tourism**

Form of tourism	Active	Passive	Ecological	Non-ecological	Sea	Land	Seasonal sensitivity	Seasonal insensitivity
gastro	0%	100%	44%	56%	11%	89%	0%	100%
sports and recreational	100%	0%	44%	56%	44%	56%	56%	44%
ecotourism	22%	78%	100%	0%	44%	56%	0%	100%
cultural	11%	89%	56%	44%	22%	78%	0%	100%
nautical	100%	0%	11%	89%	100%	0%	56%	44%

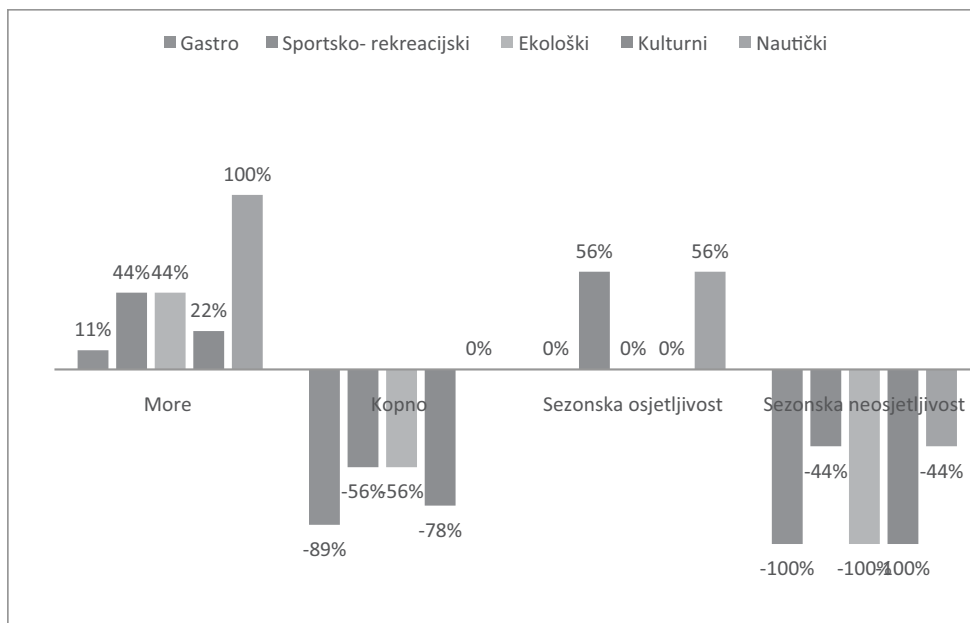
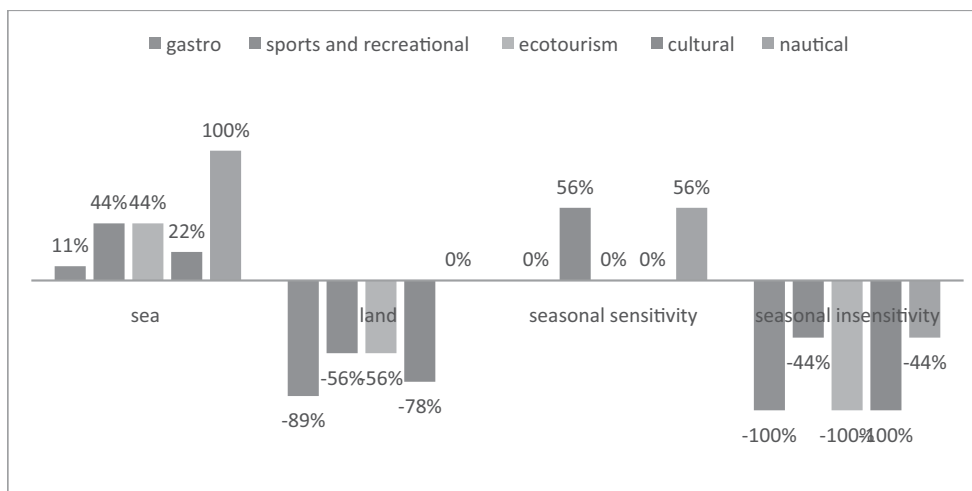
Source: Krce Miočić, B. (2011:59) *Valorization of economic components of nautical tourism development*. Doctoral thesis. University of Zagreb. Faculty of Economics & Business.

Grafikoni 1. i 2. prikazuju stav eksperata prema kojem je nautički turizam snažno vezan uz more, za razliku od prepoznatih njegovih komplementarnih oblika koji su samo djelomično vezani na more (sportski i rekreacijski), dok se gastro i kulturni turizam - prema stavovima eksperata - snažno vežu uz kopno kao mjesto odvijanja turističke aktivnosti. Eksperti smatraju da su gastro, ekološki i kulturni turizam sezonski neosjetljivi dok su sportski i nautički sezonski osjetljiviji. Niti jedan od ovih oblika turizma ne smatraju snažno sezonalnim. Sportsko-rekreacijski turizam, prema mišljenjima eksperata, ima elemente sezonalnosti u nekim svojim podoblicima jer je za njihovo odvijanje potrebno ispunjenje nekih klimatskih predispozicija. Gotovo je nemoguće zamisliti jedrenje na dasci u razdobljima bez vjetera ili rafting u zimskim mjesecima, ali npr. nordijsko je hodanje moguće prakticirati tijekom cijele godine.

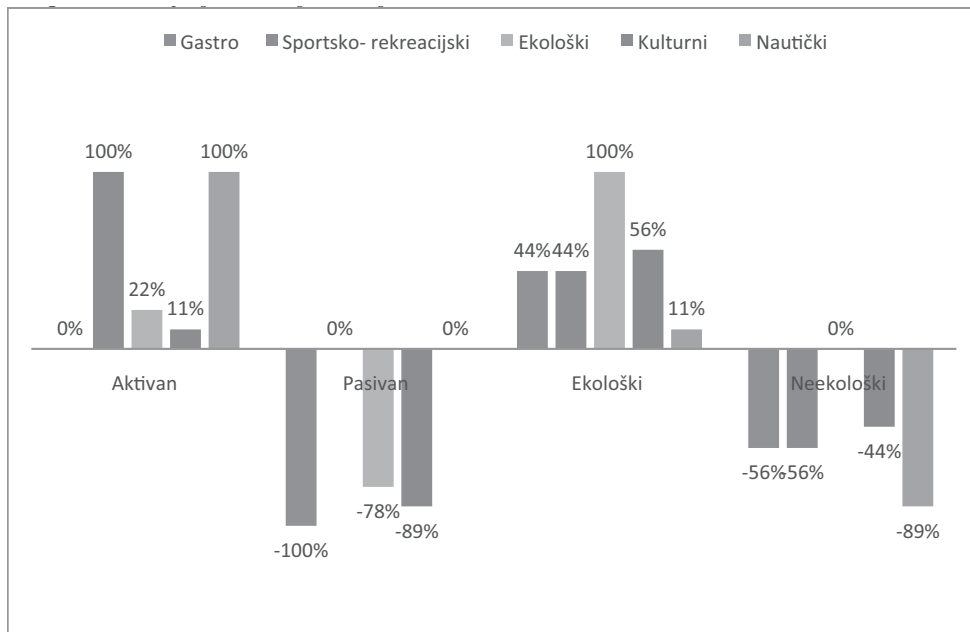
Nautički i sportski turizam, prema mišljenjima eksperata, snažno su aktivni, dok ekološki i kulturni ne traže značajnu aktivnost, a gastroturizam je iznimno neaktivan. Naravno da razina aktivnosti koje nautičar ostvaruje za vrijeme boravka na plovilu snažno ovisi i o vrsti plovila, ali i načinu plova. Tako boravak na jedrilici zahtijeva ostvarivanje više različitih aktivnosti od onih na motornom plovilu, no ukoliko turist samo

Graphs 1 and 2 show the experts' opinions, according to which nautical tourism is strongly connected to the sea, unlike its recognized complementary forms which are only partially connected to the sea (sports and recreational tourism), while gastro and cultural tourism are strongly connected to the land as the place where tourist activities occur. The experts believe that gastro, eco and cultural tourism are least seasonally sensitive, while sports and nautical tourism are more seasonally sensitive. None of these special interest tourism forms is considered to be highly seasonal. Sports and recreational tourism, according to the experts, have elements of seasonality in some of their sub-forms as these sub-forms require certain climate predispositions. It is almost impossible to imagine sailboarding in the period with no wind or rafting in winter, but Nordic walking is possible throughout the year.

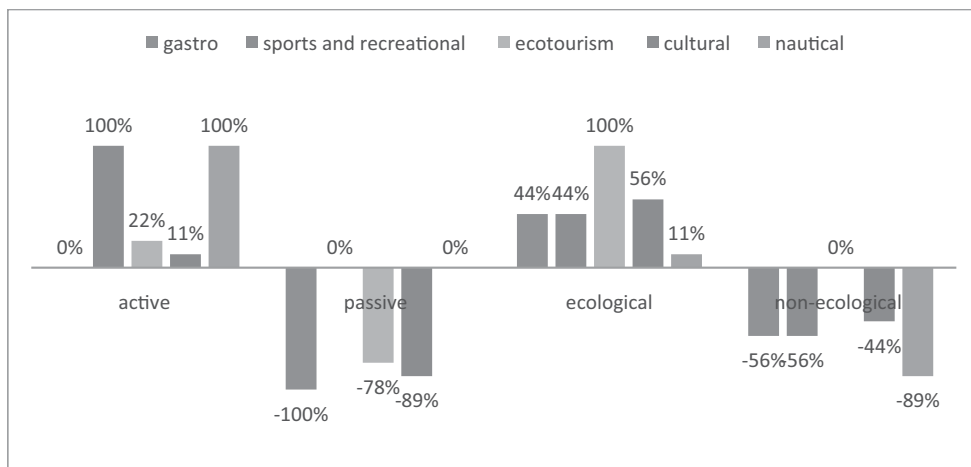
According to the experts, nautical and sports tourism are very active while eco and cultural tourism do not require a great deal of activeness and gastro tourism is extremely inactive. The level of activities a boater can engage in during her/his stay on the vessel strongly depends on the type of the vessel as well as on the way of sailing. Staying on a sailing boat requires more different activities than staying on a motor vessel, but if a tourist does not sail her/his level of activity is min-

**Grafikon 1: Horizontalna komplementarnosti pojedinih oblika turizma****Chart 1: Horizontal complementarity of certain forms of tourism**

**Grafikon 2: Vertikalna komplementarnosti pojedinih oblika turizma**



**Chart 2: Vertikal complementarity of certain forms of tourism**





boravi na plovilu, a ne sudjeluje u upravljanju ploviplom, njegova je razina aktivnosti minimalna. Također, ukoliko se plovi na regatnom natjecanju, razina aktivnosti svih na plovilu je iznadprosječno visoka. Svi ovi oblici nautičkog putovanja spadaju u nautički turizam te se stoga ne može jednoznačno odrediti razina aktivnosti u nautičkom turizmu.

Eksperti nautički turizam smatraju ekološki nepogodnim dok su gastro i sportsko-rekreacijski relativno ekološki nepodobni. Kao ekološki pogodne oblike turizma eksperti ističu ekološki i kulturni. Jedno od rješenja smanjivanja ekološke neprihvatljivosti nameće se povezivanje s ekološki prihvatljivijim oblicima turizma, ali i podizanju ekoloških standarda nautičara, što se odvija putem programa ekološkog certificiranja kako marina tako i individualnih plovila. Istovremeno je potrebno konstantno raditi na podizanju svijesti o potrebi poštivanja načela održivog razvoja destinacije u kojoj borave nautičari.

Svi eksperti smatraju da kombiniranje usluga iz komplementarnih oblika turizma s uslugama nautičkog turizma dovodi do smanjenja sezonalnosti i poboljšanja ekološke prihvatljivosti nautičkog turizma.

## **5. UČINCI POVEZIVANJA KOMPLEMENTARNIH OBLIKA TURIZAM S NAUTIČKIM TURISTIČKIM PROIZVODOM**

U istraživanju provedenom metodom anketiranja sudjelovali su upravitelji marina koji su glavni kreatori strategije razvoja marina i koji su odgovorni za ostvarene rezultate. Očekivano je da će upravitelji marina u ponudu marine uključiti usluge iz onih oblika turizma za koje smatraju da su komplementarni i za koje očekuju da će polučiti ekonomske učinke.

imal. Also, if she/he participates in a regatta the level of activity of each member of the crew is above average. Since all these forms of nautical travel are parts of nautical tourism, it is impossible to unambiguously define the level of activity in nautical tourism.

Experts consider nautical tourism ecologically harmful while gastro, sports and recreational tourism are believed to be relatively ecologically harmful. Eco and cultural tourism are not ecologically harmful. One of the ways to reduce ecological harmfulness is to connect these forms with the forms of tourism which are not ecologically harmful as well as raising boaters' eco standards through a program of eco-certifications for marinas and individual vessels. At the same time, this requires constant awareness raising about the need for respecting the principles of sustainable development in boating destinations.

All experts believe that combining the complementary forms of tourism services with nautical tourism services leads to reduction of seasonality and ecological harmfulness of nautical tourism.

## **5. THE EFFECTS OF LINKING COMPLEMENTARY FORMS OF TOURISM WITH THE NAUTICAL TOURISM PRODUCT**

A research conducted by employing a polling method which included the managers of marinas as the main creators of their development strategies and those responsible for the results. As expected, the services in those forms of tourism which were considered as complementary by the marina managers and which were prone to generate economic effects were included in the offer of the marinas.

**Tablica 2: Stavovi upravitelja marina o komplementarnosti pojedinih oblika turizma**

Oblik turizma	Postoji komplementarnost			
	Broj marina	%	Broj vezova	%
Kulturni	6	20,00%	4200	30,10%
Seoski	5	16,67%	3020	21,60%
Rekreacijski	25	83,33%	11021	79,00%
Sportski	27	90,00%	11561	82,90%
Ekoturizam	17	56,67%	7691	55,10%
Naturizam	4	13,33%	2610	18,70%
Zdravstveni	18	60,00%	7681	55,00%
Kongresni	2	6,67%	780	5,60%
Vjerski	1	3,33%	180	1,30%
Neki drugi	0	0,00%	0	0,00%

*Izvor: Krce Miočić, B. (2011:71) Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*

Najveći broj direktora marina prepoznaje sportski (90%) i rekreacijski turizam (83,3%) kao komplementarne oblike nautičkom; potom zdravstveni (60%) i ekoturizam (56,67%) te kulturni turizam (20%).

Da bi se usporedila nautička ponuda i potražnja moralo se utvrditi koje aktivnosti prakticiraju nautičari za vrijeme boravka u destinaciji. Kako bi se utvrdila snaga poželjnosti pojedine aktivnosti, u Tablici 3 prikazana je usporedna analiza aktivnosti kojima se bave prosječni turisti i nautičari. Analiza je temeljena na dosadašnjim istraživanjima *Tomas turizam* i *Tomas nautika* (Horak i Marušić, 2008; Čorak i Marušić, 2008) Instituta za turizam u Zagrebu. Istovremeno je izvršena podjela aktivnosti kojima se bave sukladno definicijama pojedinih oblika.

**Table 2: Marina managers' opinion with regard to complementarity of certain forms of tourism**

Form of tourism	There is a complementarity			
	Number of marinas	%	Number of berths	%
cultural tourism	6	20.00%	4200	30.10%
rural tourism	5	16.67%	3020	21.60%
recreational tourism	25	83.33%	11021	79.00%
sports tourism	27	90.00%	11561	82.90%
eco tourism	17	56.67%	7691	55.10%
naturism	4	13.33%	2610	18.70%
health tourism	18	60.00%	7681	55.00%
congress tourism	2	6.67%	780	5.60%
religious tourism	1	3.33%	180	1.30%
other	0	0.00%	0	0.00%

*Source: Krce Miočić, B. (2011:71) Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

The majority of the marina managers recognize sports (90%) and recreational tourism (83.3%) as complementary forms to nautical tourism; they are followed by health (60%) and ecotourism (56.67%) as well as cultural tourism (20%).

To compare nautical supply and demand, we had to define the activities practiced by boaters during their stays in destinations. To determine the level of desirability of a certain activity shown in Table 3, a comparative analysis of the activities of average tourists and boaters is provided. The analysis is based on the present researches *Tomas tourism* and *Tomas nautics* (Horak and Marušić, 2008; Čorak and Marušić, 2008) conducted by the Institute of Tourism, Zagreb. Also, the tourists' activities were linked to certain forms of tourism.

**Tablica 3: Prikaz aktivnosti kojima se turist bavi za vrijeme boravka u destinaciji**

Aktivnosti	Oblik turizma	% turista	% nautičara	Indeks turisti =100
Odlazak u slastičarnice, 'kafiće' i sl.	Gastro	87,4	97,7	112
Odlazak u restorane	Gastro	84,2	97,4	116
Razgledavanje znamenitosti, posjet muzejima i izložbama	Kulturni	47,6	79,3	167
Posjet lokalnim zabavama	Kulturni	66	78,2	118
Posjet koncertima, kazalištu i priredbama	Kulturni	47,4	61,2	129
Ples ili disko	Kulturni	55,7	56,2	101
Odlazak u kupnju	Kulturni	71	94	132
Izleti u nacionalne parkove/parkove prirode	Ekoturizam	75,3	84,4	112
Šetnje u prirodi (pješačenje)	Ekoturizam	69,9	79,7	114
Ronjenje	Sportsko-rekreacijski	43	67,9	158
Ostale sportsko-rekreacijske aktivnosti na moru (osim plivanja i kupanja)	Sportsko-rekreacijski	65,7	71,8	109
Sportsko-rekreacijske aktivnosti na kopnu	Sportsko-rekreacijski	100	63,5	64
Ribolov	Sportsko-rekreacijski	35,1	60,5	172

Izvor: obrada autora prema podacima: Horak, S.; Marušić, Z. (2008) Stavovi i potrošnja nautičara u Hrvatskoj – TOMAS Nautika 2007., Zagreb: Institut za turizam, i Čorak S.; Marušić, Z. (2008) Stavovi i potrošnja turista u Hrvatskoj – TOMAS ljeto 2007, Zagreb: Institut za turizam.

**Table 3: Tourists' activities during their stays in destinations**

Activities	Form of tourism	% of tourists	% of boaters	Index tourists =100
going to ice cream parlors, cafes etc.	gastro	87.4	97.7	112
going to restaurants	gastro	84.2	97.4	116
sightseeing, visiting museums and exhibitions	cultural	47.6	79.3	167
visiting local parties	cultural	66	78.2	118
going for a concert, to theater and other performances	cultural	47.4	61.2	129
dance or disco	cultural	55.7	56.2	101
shopping	cultural	71	94	132
excursion to national parks or nature parks	ecotourism	75.3	84.4	112
walking in the nature	ecotourism	69.9	79.7	114
diving	sports and recreational	43	67.9	158
other sea sports and recreational activities (except for swimming and bathing)	sports and recreational	65.7	71.8	109
land sports and recreational activities	sports and recreational	100	63.5	64
fishing	sports and recreational	35.1	60.5	172

Source: edited by authors according to the data in: Horak, S.; Marušić, Z. (2008) Attitudes and spending of boaters in Croatia – TOMAS Nautika 2007, Zagreb: Institute of Tourism, and Čorak S.; Marušić, Z. (2008) Attitudes and spending of tourists in Croatia – TOMAS ljeto 2007, Zagreb: Institute of Tourism.

Podaci iz Tablice 3 upućuju na zaključak da se nautičari u većem broju bave ronjenjem i ribolovom te razgledavanjem znamenitosti i posjećivanjem muzeja i izložbi nego prosječni turisti. Ukoliko se analizira koje grupe aktivnosti segmentirane po oblicima turizma nautičari prosječno više poduzimaju, dolazi se do zaključka da su oni najviše zainteresirani za korištenje elemenata kulturnog turizma (38% više sudjelovanja u aktivnostima), potom sportsko-rekreacijskog turizma (26% više sudjelovanja u aktivnostima), a zatim u manjem dijelu gastronomskog (14%) i ekoturizma (13%). Važno je istaknuti da je zbog prostora, kao vertikalnog elementa komplementarnosti, sudjelovanje u sportsko-rekreacijskim aktivnostima na kopnu kod nautičara manje izraženo nego kod ostalih turista, ali oni istovremeno ostvaruju znatno veću uključenost u druge aktivnosti vezane uz sportski turizam.

Usporede li se podaci o uključenosti pojedinih specifičnih oblika turizma u ponudu marina i aktivnostima kojima se nautičari bave za vrijeme boravka u destinaciji, može se utvrditi da postoji značajna razlika u percepciji upravitelja marina i nautičara posebice u segmentu kulturnog turizma. Direktori marina I. kategorije češće prepoznaju kulturni turizam kao komplementaran oblik nautičkom turizmu nego direktori marina II. i III. kategorije. No, značajno rjeđe prepoznaju eko i seoski turizam kao komplementarne nautičkom za razliku od direktora marina II. i III. kategorije.

The data shown in Table 3 lead to the conclusion that most boaters dive and fish, go sightseeing as well as visit museums and exhibitions more than average tourists. If we analyze the group activities segmented according to tourism forms, we can conclude that boaters are mostly interested in exploring the elements of cultural tourism (38% higher participation in the activities), then in sports and recreational tourism (26% higher participation in the activities), and are somewhat less keen on gastro (14%) and ecotourism (13%). It is important to emphasize that space as a vertical complementarity element makes participation in land sports and recreational activities less prominent with boaters than with average tourists, but their engagement in other activities related to sports tourism is also much more significant.

A comparison of the data on the involvement of certain forms of tourism in the marinas' offer and the activities boaters engage in during their stay in a destination demonstrates a great gap in the perceptions of the managers of marinas and boaters, especially in the segment of cultural tourism. The first category marina managers mostly recognize cultural tourism as a complementary form to nautical tourism than the second and the third categories of marina managers. Yet, unlike the second and the third categories of marina managers, they recognize eco and rural tourism as complementary to nautical tourism significantly less frequently.

**Tablica 4.: Odnos stavova upravitelja marina o komplementarnosti pojedinih oblika turizma i kategorije vezova kojima upravljaju**

Oblik turizma	Kategorija marine					
	I. kategorije		II. kategorije		III. kategorije	
	Broj vezova	%	Broj vezova	%	Broj vezova	%
Kulturni	1480	48,7%	2540	32,0%	180	6,0%
Seoski	0	,0%	1930	24,3%	1090	36,5%
Rekreacijski	3038	100,0%	5844	73,7%	2139	71,6%
Sportski	3038	100,0%	6184	78,0%	2339	78,3%
Ekoturizam	1168	38,4%	4814	60,7%	1709	57,2%
Naturizam	0	,0%	1700	21,4%	910	30,4%
Zdravstveni	1168	38,4%	4544	57,3%	1969	65,9%
Kongresni	600	19,7%	0	,0%	180	6,0%
Vjerski	0	,0%	0	,0%	180	6,0%
Neki drugi	0	,0%	0	,0%	0	,0%

Izvor: Krce Miočić, B. (2011:72) *Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*

**Table 4: The relationship between marina managers' attitudes towards complementarity of certain forms of tourism and the categories of berths they manage**

Form of tourism	Marina category					
	First category		Second category		Third category	
	No. of berths	%	No. of berths	%	No. of berths	%
Cultural tourism	1480	48.7%	2540	32.0%	180	6.0%
Rural tourism	0	.0%	1930	24.3%	1090	36.5%
Recreational tourism	3038	100.0%	5844	73.7%	2139	71.6%
Sports tourism	3038	100.0%	6184	78.0%	2339	78.3%
Ecotourism	1168	38.4%	4814	60.7%	1709	57.2%
Naturism	0	.0%	1700	21.4%	910	30.4%
Health tourism	1168	38.4%	4544	57.3%	1969	65.9%
Congress tourism	600	19.7%	0	.0%	180	6.0%
Religious tourism	0	.0%	0	.0%	180	6.0%
Other	0	.0%	0	.0%	0	.0%

Source: Krce Miočić, B. (2011:72) *Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

Važnost uključivanja pojedinih elemenata drugih specifičnih oblika turizma u nautički turistički proizvod najbolje se vidi ukoliko se analizira kako njihovo uključivanje utječe na poboljšanje performansi

The importance of including certain elements of other special interest tourism forms in the nautical tourism product can best be seen in the analysis of the way their inclusion influences the higher performances of

marina. Većina marina (77,4%) proširila je svoje usluge i izvan temeljne nautičke ponude. Najčešće se to širenje događa prema gastronomskoj ponudi. Konzumacija jela i pića nužna je za nautičare koji, iako većinom na svom plovilu raspolažu prostorom za spravljanje hrane, ove usluge koriste kao i ostali turisti. Nautičari doručak konzumiraju gotovo isključivo (61%) ili pretežno (32%) na plovilu, ručaju uglavnom na brodu (25% njih isključivo, a 48% pretežno), dok večeraju uglavnom u restoranu (52% pretežno, a 16% isključivo) (Horak i Marušić, 2008). Dakle, većina nautičara makar jedan svoj obrok konzumira u restoranu. Ako se analiziraju ostali turisti, prema istraživanjima Čorak i Marušić, (2008), njih 59,3% koristi usluge smještaja bez hrane, što znači da koriste restoranske usluge dok su u destinaciji, a svega 8,2% turista koristi usluge „all inclusive“ u smještajnom objektu. Ponuda marina širi se iznimno rijetko prema seoskom turizmu (6%), trgovini ekološkim proizvodima (10%) i wellnesu (16%). Kulturne sadržaje u svoju ponudu uključilo je 26% marina, dok je sportske aktivnosti uključilo 29% marina.

marinas. The majority of marinas (77.4%) have expanded their services outside the basic tourism offer. This expansion mostly occurs in the field of gastronomic offer. Food and beverages consumption is common with boaters just like with other tourists although most boats are equipped with cooking facilities. Boaters eat breakfast almost exclusively (61%) or usually (32%) on the vessels, have lunch on the vessels mostly (25% exclusively, 48% usually), while they mostly dine out (52% usually, 16% exclusively) (Horak & Marušić, 2008). Therefore, the majority of boaters eat at least once a day in restaurants. On the contrary, 59.3% of other tourists (Čorak and Marušić, 2008) use accommodation services without food provided, which means that they make use of restaurant services while staying in a destination, and only 8.2% of them use all inclusive services in their accommodation facility. The marinas' offer extends to rural tourism extremely rarely (6%), as well as to eco products markets (10%) and wellness (16%). Cultural contents were included in the marinas' offer only in 26% cases, while sports activities accounted for 29% cases.

**Tablica 5: Vrste širenja nautičke ponude**

Ponuda	DA			NE		
	vezova	marina	% marina	vezova	marina	% marina
Gastronomska	11.260	24	77%	2.969	7	23%
Sportski sadržaji	4.255	9	29%	9.974	22	71%
Drugo	4.684	9	29%	9.545	22	71%
Kulturni sadržaji	4.351	8	26%	9.878	23	74%
Wellness	1.922	5	16%	12.307	26	84%
Trgovine ekoloških proizvoda	1.969	3	10%	12.260	28	90%
Posjete seoskim domaćinstvima	1.385	2	6%	12.844	29	94%

*Izvor: Krce Miočić, B. (2011:72) Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*



**Table 5: Types of tourist offer expansion**

Offer	YES			NO		
	Berths	Marinas	% of Marinas	Berths	Marinas	% of marinas
Gastro	11,260	24	77%	2,969	7	23%
Sports facilities	4,255	9	29%	9,974	22	71%
Other	4,684	9	29%	9,545	22	71%
Cultural facilities	4,351	8	26%	9,878	23	74%
Wellness	1,922	5	16%	12,307	26	84%
Eco product shops	1,969	3	10%	12,260	28	90%
Visits to rural households	1,385	2	6%	12,844	29	94%

Source: Krce Miočić, B. (2011:72) *Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

Jedan od parametara uspješnosti poslovanja marina je popunjenost vezova u marini. U Tablici 6 prikazan je odnos popunjenosti vezova s obzirom na uključivanja elementa kulturnog turizma u ponudu marina.

One of the parameters showing performance of the marinas is the berths occupancy rate. Table 6 shows the relationship between the occupied berths and the inclusion of cultural tourism elements in the marinas' offer.

**Tablica 6: Odnos popunjenosti vezova i uključivanja kulturnih sadržaja u ponudu marine**

Uključeni kulturni sadržaji	Popunjenost vezova					Ukupno
	do 80 %	od 81% do 90%	od 91 % do 95%	od 96 % do 99%	100%	
Da	21,2%	-	-	27,2%	51,6%	100,0%
Ne	10,1%	16,8%	21,7%	37,2%	14,2%	100,0%
Ukupno	13,5%	11,7%	15,1%	34,2%	25,6%	100,0%

Izvor: Krce Miočić, B. (2011:73) *Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*

**Table 6: The relationship between occupied berths and inclusion of cultural tourism elements in marinas' offer**

Inclusion of cultural facilities	Berths occupied					Total
	up to 80%	from 81% to 90%	from 91% to 95%	from 96% to 99%	100%	
Yes	21.2%	-	-	27.2%	51.6%	100.0%
No	10.1%	16.8%	21.7%	37.2%	14.2%	100.0%
Total	13.5%	11.7%	15.1%	34.2%	25.6%	100.0%

Source: Krce Miočić, B. (2011:73) *Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

Iz rezultata istraživanja moguće je zaključiti da marine koje su u svoju ponudu uključile elemente kulturnog turizma ostvaruju značajno bolju popunjenost od onih koje to nisu učinile (51% tih marina ima 100% popunjenost). Zanimljiv je podatak da je 21,2% vezova s niskom popunjenošću u svoju ponudu uključilo elemente kulturnog turizma. Ovo se može tumačiti njihovom potrebom da na taj način ostvare konkurentsku prednost i podignu razinu popunjenosti marine.

Testiranjem razlika Hi-kvadrat testom utvrđeno je da postoje značajne razlike ( $H=3692,01$   $ss= 4$ ;  $p<0,00$ ) u popunjenosti vezova ovisno o uključenosti kulturnih sadržaja u ponudu marine.

Daljnjom analizom na osnovi Cramer's V koeficijenta korelacija ( $r=0,509$ ;  $p<0,00$ ), a i Phi ( $\phi$ ) koeficijenta korelacije ( $r=0,509$ ;  $p<0,00$ ), može se zaključiti da postoji pozitivna povezanost između uključivanja kulturnih sadržaja u ponudu marine i popunjenosti marine.

The research results lead to the conclusion that the marinas which included the elements of cultural tourism in their offer performed significantly better than the marinas that did not include those elements (51% of those marinas showed a 100% berth occupancy rate). It is interesting to notice that 21.2% of low-occupancy berths included the elements of cultural tourism in their offer. This can be explained by their need to gain competitive advantage and raise the occupancy levels.

An examination of the differences by using the Chi-square test has revealed significant differences ( $H=3692.01$   $ss= 4$ ;  $p<0.00$ ) with regard to berth occupancy, depending on the level of involvement of cultural facilities in the marinas' offer.

A further analysis based on Cramer's V correlation coefficient ( $r=0.509$ ;  $p<0.00$ ) as well as Phi ( $\phi$ ) correlation coefficient ( $r=0.509$ ;  $p<0.00$ ) leads to the conclusion that there is a positive correlation between the inclusion of cultural facilities in the marinas' offer and their occupancy.

**Tablica 7: Odnos dužine plovila na godišnjem vezu u moru i uključivanja kulturnih sadržaja u ponudu marine**

Uključeni kulturni sadržaji	Duljina plovila na godišnjem vezu u moru - u metrima						Ukupno
	9,00	10,50	11,50	12,50	13,50	14,50	
Da	12,0%		19,0%	13,4%	20,4%	35,2%	100,0%
Ne	5,7%	8,6%	32,9%	30,1%	10,0%	12,8%	100,0%
Ukupno	7,6%	6,0%	28,7%	25,1%	13,1%	19,6%	100,0%

Izvor: Krce Miočić, B. (2011:74) *Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*

**Table 7: The relationship between the vessels' length on an annual berths on the sea and inclusion of cultural facilities in the marinas' offer**

Included cultural facilities	Vessels length on an annual berth on the sea – in meters						Total
	9.00	10.50	11.50	12.50	13.50	14.50	
Yes	12.0%		19.0%	13.4%	20.4%	35.2%	100.0%
No	5.7%	8.6%	32.9%	30.1%	10.0%	12.8%	100.0%
Total	7.6%	6.0%	28.7%	25.1%	13.1%	19.6%	100.0%

Source: Krce Miočić, B. (2011:74) *Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

Kao jedan od značajnih pokazatelja ekonomske uspješnosti marina je dužina plovila smještena na godišnjem vezu u marini. Sve ispitane marine posjedovale su vezove namijenjene smještaju plovila dužine do 15m. Ovo se promatra kao element uspješnosti jer se cijena ove usluge obračunava temeljem dužnog metra plovila. Istraživanjem je utvrđeno kako su na vezovima u marinama koje su u svoju ponudu uključile kulturne sadržaje na godišnjem vezu u moru smještena plovila veće dužine (55,6% plovila u marinama koje su uključile kulturne sadržaje su prosječne dužine veće od 13,5 m). Marine koje u svoju ponudu nisu uključile kulturne sadržaje poslovale su s negativnim financijskim rezultatom te u manjoj mjeri posjeduju listu čekanja (90,4% marina koje su uključile ovakve sadržaje u ponudu posjeduju listu čekanja, u odnosu na 72,9% onih koje nisu uključile ove sadržaje u ponudu).

Najčešće su marine u svoju ponudu uključivale gastroponudu. Od ukupnog broja marina njih 61,6% uključile su gastronomske usluge u svoju ponudu i ostvarile popunjenost višu od 96%, dok njih 52,1% koje nisu nudile ove usluge bilježi popunjenost višu od 96%. Iz ovog proizlazi da marine koje su uključile gastroponudu češće ostvaruju visoku popunjenost od onih koje to nisu učinile.

One of the significant performance indicators of marinas is the vessel length per annual berth in the marina. All examined marinas had berths planned for accommodating the vessels of up to 15 meters in length. This is a sign of profitability since the price of the service is calculated per one meter of the vessel's length. The research has revealed that the berths of the marinas which included cultural facilities in their offer accommodated longer vessels (55.6% of the vessels in marinas including cultural facilities had an average length of over 13.5 m). The marinas that did not include cultural facilities in their offer showed negative financial results and in a smaller number of cases they had a waiting list (90.4% of marinas including such facilities in their offer do have a waiting list, compared to 72.9% of marinas not including such facilities in their offer).

Most marinas included gastronomic offer. More specifically, 61.6% of the total number of marinas included gastronomic services in their offer, thus achieving an occupancy rate of over 96%, while 52.1% of the marinas that did not offer such services had an occupancy rate above 96%. This means that the occupancy rate of the marinas that incorporated gastronomic offer more frequently achieve high occupancy rate than the marinas without the gastronomic offer.

**Tablica 8: Odnos dužine plovila na godišnjem vezu u moru i uključivanja gastroadržaja u ponudu marine**

Uključena gastro ponuda	Duljina plovila na godišnjem vezu u moru - u metrima						Ukupno
	9,00	10,50	11,50	12,50	13,50	14,50	
Da	9,5%	7,6%	17,8%	29,6%	16,4%	19,2%	100,0%
Ne	-	-	71,9%	7,0%	-	21,1%	100,0%
Ukupno	7,6%	6,0%	28,7%	25,1%	13,1%	19,6%	100,0%

Izvor: Krce Miočić, B. (2011:74) *Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*

**Table 8: The relationship between the vessels' length on annual berth in the sea and the inclusion of gastronomic facilities in the marinas' offer**

Included gastronomic facilities	Vessels' length on an annual berth in the sea – in meters						Total
	9.00	10.50	11.50	12.50	13.50	14.50	
Yes	9.5%	7.6%	17.8%	29.6%	16.4%	19.2%	100.0%
No	-	-	71.9%	7.0%	-	21.1%	100.0%
Total	7.6%	6.0%	28.7%	25.1%	13.1%	19.6%	100.0%

Source: Krce Miočić, B. (2011:74) *Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

Može se zaključiti da marine koje nude i gastronomsku uslugu u okviru svoje ponude imaju prosječno duža plovila na godišnjem vezu u moru. Tako 65,2% marina koje nude ovu uslugu ima plovila dužine 12,5 i više metara na godišnjem vezu u moru, dok je svega 28,1% vezova u marinama koje ne nude tu uslugu popunjeno plovilima iznadprosječne dužine od 12,5 i više metara.

Testiranjem razlika Hi-kvadrat testom utvrđeno je da postoje značajne razlike ( $H=3692,71$ ;  $ss=5$ ;  $p<0,00$ ) u dužini plovila na godišnjem vezu u moru ovisno o uključenost gastronomskih sadržaja u ponudu marine. Daljnjom analizom na osnovi Cramer's V koeficijenta korelacija ( $r=0,515$ ;  $p<0,00$ ), a i Phi ( $\phi$ ) koeficijenta korelacije ( $r=0,515$ ;  $p<0,00$ ), može se zaključiti da postoji pozitivna povezanost između uključivanja gastronomskih sadržaja u ponudu marine i dužine plovila na godišnjem vezu u moru.

Nautički turizam može biti sastavni dio sportsko-rekreacijskog turizma ukoliko se promatraju regatna natjecanja kao jedan od elemenata nautike. Ovi turisti često uz plov prakticiraju i sportove na moru kao što je npr. ronjenje. Svega 29% ispitanika prepoznalo je ovu povezanost i uključilo je sportske sadržaje u ponudu marina. Postoje razlike u popunjenosti kapaciteta između marina koje su u svoju ponudu uključile sportske sadržaje od onih koje nisu ( $H=1342,098$ ;  $ss=4$ ;  $p<0,00$ ). Najveća razlika primjećuje se u 100% popunjenosti vezova koju ostva-

We can conclude that the marinas offering gastronomic services accommodate longer vessels on annual berth in the sea on average. As many as 65.2% of the marinas offering this service harbor vessels longer than 12.5 meters on annual berths in the sea, while only 28.1% of the berths in the marinas that do not offer such services cater for the vessels of the above average length of 12.5 meters.

Testing the differences by a Chi-square test has revealed significant differences ( $H=3692.71$ ;  $ss=5$ ;  $p<0.00$ ) with regard to the vessels' length on annual berths in the sea, depending on the involvement of gastronomic offer. A further analysis based on u Cramer's V correlation coefficient ( $r=0.515$ ;  $p<0.00$ ) as well as Phi ( $\phi$ ) correlation coefficient ( $r=0.515$ ;  $p<0.00$ ) leads to the conclusion that there is a positive correlation between the inclusion of gastronomic offer and the vessels' length on annual berths in the sea.

Nautical tourism can be an integral part of sports and recreational tourism if regattas are seen as one of the boating elements. This type of tourists, in addition to sailing, often engage in sea sports, such as diving. Only 29% of the examinees recognized this connection and included sports facilities in the marinas' offer. There are differences with regard to occupancy of capacities between the marinas which included sports facilities in their offer and those that did not ( $H=1342.098$ ;  $ss=4$ ;  $p<0.00$ ). The greatest difference is seen in the 100% occupancy

ruje 32,1% onih marina koje nude i sportske sadržaje dok istu popunjenost ostvaruje svega 22,9% marina koje u svoju ponudu nisu uključile sportske sadržaje. Daljnjom analizom na osnovi Cramer's V koeficijenta korelacija ( $r=0,373$ ;  $p<0,00$ ) može se zaključiti da postoji pozitivna povezanost između uključivanja sportskih sadržaja u ponudu marine i popunjenosti marine.

Marine koje posluju s negativnim financijskim rezultatom nisu uključile sportske sadržaje u svoju ponudu. Lista čekanja na godišnji vez u moru predstavlja jedan od indikatora uspješnosti marine jer prikazuje koliko je snažna potražnja za određenom marinom. Analizom odnosa postojanja liste čekanja između marina koje su u svoju ponudu uključile sportske sadržaje utvrđeno je da marine koje su uključile sportske sadržaje u svoju ponudu češće imaju liste čekanja od onih koje to nisu učinile.

**Tablica 9: Odnos postojanja liste čekanja i uključivanja sportskih sadržaja u ponudu marine**

Uključivanje sportskih sadržaja	Postojanje liste čekanja za godišnji vez u moru	
	Da	Ne
Da	90,2%	9,8%
Ne	73,2%	26,8%
Ukupno	78,3%	21,7%

Analiza razlika Hi-kvadrat testom pokazala je postojanje razlike u posjedovanju liste čekanja između marina koje su u svoju ponudu uključile sportske sadržaje od onih koje nisu ( $H=507$ ;  $ss=1$ ;  $p<0,00$ ). Daljnjom analizom na osnovi Cramer's V koeficijenta korelacija ( $r=0,189$ ;  $p<0,00$ ) može se zaključiti da postoji povezanost između uključivanja sportskih sadržaja u ponudu marine i postojanja liste čekanja.

Svega 10% hrvatskih marina u svoju ponudu je uključilo trgovine ekoproizvodima. Vezovi koji su trgovinom ekoloških proizvoda obogatili svoju ponudu u 74,4% slučajeva

of berths for 32.1% of the marinas that offer sports facilities while this percentage is obtained only by 22.9% of the marinas that excluded sports facilities in their offer. A further analysis based on Cramer's V correlation coefficient ( $r=0.373$ ;  $p<0.00$ ) leads to the conclusion that there is a positive correlation between the inclusion of sports facilities in the marinas' offer and their levels of occupancy rates.

The underperforming marinas did not include sports facilities in their offer. The waiting list for an annual berth in the sea presents one of the indicators of a marina's success as it shows level of the demand for a certain marina. An analysis of the relationship between the waiting lists between marinas including and not including sports facilities in their offer shows that the marinas which included such facilities more often have waiting lists than those which did not do that.

**Table 9: Relationship between waiting lists and inclusion of sports facilities in a marina's offer**

Inclusion of sports facilities	Does it have a waiting list for an annual berth on the sea?	
	Yes	No
Yes	90.2%	9.8%
No	73.2%	26.8%
Total	78.3%	21.7%

Chi-square testing has revealed the differences in the lengths of the waiting lists of the marinas which included sports facilities in their offer and those which did not ( $H=507$ ;  $ss=1$ ;  $p<0.00$ ). A further analysis based on Cramer's V correlation coefficient ( $r=0.189$ ;  $p<0.00$ ) leads to the conclusion that there is a positive correlation between the inclusion of sports facilities in the marinas' offer and the waiting lists.

Only 10% of Croatian marinas included eco product shops in their offer. The occupancy of berths which enriched their offer in 74.4% of cases is over 96%, while the same

imaju popunjenost višu od 96%, dok istu popunjenost bilježi 57,5% onih koji svoju ponudu nisu obogatili ovom uslugom.

percentage is obtained by 57.5% of those which do not provide such services.

**Tablica 10: Odnos popunjenosti vezova i uključivanja trgovine ekološkim proizvodima u ponudu marine**

Uključena trgovina eko proizvoda	Popunjenost marine					Ukupno
	do 80 %	od 81% do 90%	od 91 % do 95%	od 96 % do 99%	100%	
Da	25,6%			29,7%	44,7%	100,0%
Ne	11,5%	13,5%	17,5%	34,9%	22,6%	100,0%
Ukupno	13,5%	11,7%	15,1%	34,2%	25,6%	100,0%

*Izvor: Krce Miočić, B. (2011:76) Valorizacija ekonomskih komponenti razvoja nautičkog turizma. Doktorska disertacija. Sveučilište u Zagrebu, Ekonomski fakultet.*

**Table 10: Relationship between berths' occupancy and inclusion of eco products shops in a marina's offer**

Inclusion of eco products shops	Occupancy of a marina					Total
	up to 80%	from 81% to 90%	from 91 % to 95%	from 96 % to 99%	100%	
Yes	25.6%			29.7%	44.7%	100.0%
No	11.5%	13.5%	17.5%	34.9%	22.6%	100.0%
Total	13.5%	11.7%	15.1%	34.2%	25.6%	100.0%

*Source: Krce Miočić, B. (2011:76) Valorization of economic components of nautical tourism development. Doctoral thesis. University of Zagreb, Faculty of Economics & Business.*

Testiranjem razlika Hi-kvadrat testom utvrđeno je da postoje značajne razlike ( $H=1200,056$   $ss=4$ ;  $p<0,00$ ) u popunjenosti vezova ovisno o uključenosti trgovine ekološkim proizvodima u ponudu marine. Sve marine koje su ostvarile negativan financijski rezultat nisu obogatile svoju ponudu uslugom trgovine ekoloških proizvoda. Marine koje nude ovu uslugu na godišnjim vezovima u moru ostvaruju smještaj plovila veće dužine od onih koje ovu uslugu ne uključuju u ponudu (74,4% vezova u marinama koje imaju ovu uslugu u ponudi na godišnjem vezu u moru smještaju plovila iznadprosječne dužine (>12,5 m), dok 55% marina koje ne pružaju ovu uslugu takva plovila smještaju na svoje godišnje vezove u moru).

Sve marine koje su uključile posjete seoskim gospodarstvima u svoju ponudu posjedu-

Testing the differences by Chi-square test revealed differences ( $H=1200.056$   $ss=4$ ;  $p<0.00$ ) with regard to berths' occupancy depending on the inclusion of eco products shops in the marinas' offer. None of the marinas with negative financial results had not enriched their offer by selling eco products. Thus, the marinas providing eco products accommodate longer vessels on annual berths in the sea than the marinas that do not provide it (74.4% of the marinas accommodated vessels of the above-average length (>12.5 m) in the former case compared to 55% in the latter case).

All marinas including the service of visiting rural households have waiting lists for an annual berth in the sea. Although a relatively small number of marinas (2 marinas with 6%



ju listu čekanja na godišnji vez u moru. Iako je relativno malen broj marina (2 marine sa 6% vezova) u svoju ponudu uključio ovu uslugu, temeljem analize različitosti može se zaključiti da postoje značajne razlike ( $H=425,634$ ;  $ss= 1$ ;  $p<0,00$ ) u posjedovanju liste čekanja za godišnji vez u moru ovisno o uključenosti posjeta seoskim imanjima u ponudu marine.

## 6. ZAKLJUČAK

Nautički turizam predstavlja specifičan oblik turizma koji svoje izvorište nalazi u motivu turista-nautičara da boravi dobrovoljno na plovilu ne ostvarujući time nikakvu lukrativnu djelatnost. Struktura proizvoda u nautičkom turizmu klasificira ovaj oblik turizma kao sezonski smanjeno osjetljiv jer najveći dio njegovih prihoda donosi usluga najma godišnjeg veza koja u sebe ne uključuje i cjelogodišnji boravak turista na plovilu. Kada se nautički turizam promatra kroz boravak nautičara na plovilu, onda je njegov sezonski karakter vrlo izražen. Naime, oko 50% svih noćenja nautičara u Hrvatskoj ostvaruje se tijekom srpnja i kolovoza. Kako bi se smanjila sezonalnost nautičkog turizma, potrebno je uključivanje elemenata drugih specifičnih oblika turizma u nautičku uslugu. Eksperti iz područja nautičkog turizma prepoznali su kulturni, gastro, sportsko-rekreacijski i ekološki turizam kao specifične oblike turizma koji su komplementarni nautičkom turizmu. Stoga smatraju da će njihovim uključivanjem u ponudu nautičkog turizma doći do smanjenja sezonalnosti, poboljšanja ekološke prihvatljivosti ovih oblika turizma te boljih ekonomskih rezultata marina. Svi eksperti zastupaju stav da uključivanjem promatranih usluga komplementarnih nautičkom turizmu dolazi do značajnog smanjivanja negativnih efekata sezonalnosti i poboljšanja performansi marina.

Rezultati istraživanja pokazali su kako marine prepoznaju potrebu uključivanja usluga iz komplementarnih oblika turizma u svoju ponudu. Također je utvrđeno da razina

of berths) included this service in their offer, the analysis of the differences shows that there are significant differences ( $H=425.634$ ;  $ss= 1$ ;  $p<0.00$ ) with regard to the marinas' with waiting lists for annual berths in the sea depending on the inclusion of visiting rural households in the marinas' offer.

## 6. CONCLUSION

Nautical tourism presents a special interest tourism form whose source lies in the tourists-boaters' motivation to willingly stay on their vessels without making a profit from it. The product structure in nautical tourism classifies this form of tourism as less seasonally sensitive as the greatest part of its income is derived from annual berth renting services, which does not include tourists staying on the vessel during the entire year. The analysis of nautical tourism through tourists' stays on their vessels demonstrates its prominent seasonal character. Namely, around 50% of the total number of overnight stays in Croatia take place in July and August. To reduce the seasonality of nautical tourism, it is necessary to include other special interest tourism forms in nautical services. Experts in the field of nautical tourism have recognized cultural, gastro, sports and recreational as well as ecotourism as special forms of tourism which are complementary to nautical tourism and they believe that the use of such forms of tourism will reduce its seasonality and ecological harmfulness and improve the business results of marinas. All experts agree that inclusion of the analyzed services, which are complementary to nautical tourism, results in a significant reduction of negative effects of seasonality and improvement of marinas' performances.

The research results have shown that marinas recognize the need for including the services related to complementary forms of tourism in their offer. In addition, the level of the inclusion is still insufficient, especially with regard to the field of ecotourism offer.

uključivanja još uvijek nije na dostatnoj razini, posebno u području ponude ekoturizma. Ipak, temeljem rezultata istraživanja može se zaključiti kako uključivanje komplementarnih usluga drugih specifičnih oblika turizma u ponudu marine dovodi do poboljšanja uspješnosti poslovanja marine. Nužnost u budućem razvoju nautičkog turizma predstavlja upotpunjenje ponude proširivanjem elemenata ponude komplementarnih oblika turizma, posebice iz područja kulturnog turizma. Istraživanja potvrđuju kako nautičari značajno češće konzumiraju aktivnosti iz područja kulturnog turizma no što je to slučaj s prosječnim turistima. Istovremeno je potrebno značajnije uključiti elemente ekoturizma kao što su trgovine ekoproizvodima i posjeti nacionalnim parkovima na kopnu koji su dosada bili tek marginalno uključeni u ponudu marina.

Nautički turizam može polučiti maksimalne učinke samo sinergijskim međudjelovanjem ponuda različitih specifičnih oblika turizma koji, osim smanjenja sezonalnosti i poboljšanja ekonomskih učinaka, svoj doprinos mogu ostvariti i u poboljšavanju ekološke učinkovitosti nautičkog turizma.

However, based on the research results, we can conclude that the inclusion of complementary services related to special interest tourism forms in the marinas' offer leads to higher performance of the marinas. For future development of nautical tourism, it is necessary to enrich the offer by expanding the offered elements to complementary forms of tourism, especially in the field of cultural tourism. At the same time, it is necessary to include the eco-tourism elements more strongly in the offer. Such elements include eco products shops and visits to inland national parks, which have been only marginally included in marinas' offer up to the present day.

Nautical tourism can generate the optimal effects only through synergetic interactions among the offers of various special interest tourism forms, which, along with reduction of seasonality and improvement of economic effects, can also contribute to the improvement of ecological effectiveness of nautical tourism.

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- Primljeno: 30. rujna 2014. / Submitted: 30 September 2014*  
*Prihvaćeno: 13. studenog 2014. / Accepted: 13 November 2014*