

## NAUTICAL TOURISM IN CROATIA: CURRENT SITUATION AND OUTLOOK

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### **Abstract**

**Purpose** – of the research is to present current situation of nautical tourism in Croatia and to indicate advantages, obstacles and threats of its future development. The objective is to find out the satisfaction of nautical tourists with services provided in Croatia. Results provided by qualitative and quantitative research methods prove the hypothesis that the management of nautical tourism is an important factor for its development and it can increase the competitive position amongst international competitors.

**Methodology** – consists of descriptive method in order to describe current situation of nautical tourism while the comparative method presents trends of nautical tourism in Croatia. Qualitative research method is applied in the form of in-depth interviews. There is also quantitative research conducted by distributing surveys in ACI marinas and charter agencies in Croatia.

**Findings** – indicate that considering the quality and infrastructure of marinas, Croatia is behind other competing tourism destinations in Mediterranean. More investment is required in creation of additional services, such as sport, hospitality and entertainment services in order to satisfy demands of nautical tourists and attract segment of higher spending power, looking for „greater value for money“, together with better service quality. In order to become competitive, Marinas should comprise specific set of services and well-designed infrastructure. Brand creation and positioning should be built for better promotion and recognition amongst tourists, to create awareness of unique attractions in Croatia. Strong nautical brand would differentiate nautical tourism in Croatia from the competitors. By building and offering contemporary and diverse services and amenities in existing marinas, nautical tourism would become high quality tourism product, more utilized amongst international and domestic nautical market which would benefit the economic and social development of Croatia.

**Contribution** – of the paper findings are seen in better understanding of management in nautical tourism and problems to be addressed in order to improve nautical tourism as selective type of tourism in Croatia. The results of the scientific methods used in this research contribute to broaden scientific and applied knowledge and to form the solid ground for further improvement of nautical tourism from the perspective of satisfaction of guests and service quality. Natural resources and attractions significantly influence the development of nautical tourism and represent the vital element of tourism supply. Once the nautical tourism in Croatia reaches its maximum of power efficiency it will also play an important role in economic aspect of tourism development. The contribution of the research results emphasizes the role of government, the need to redefine confusing and non-efficient fiscal policies applied on charter companies and other service providers, influencing success of nautical tourism and charter agencies.

**Keywords:** charter, competitiveness, management, nautical tourism, satisfaction, service quality

## INTRODUCTION

In order for Croatia to increase international competitiveness, it is necessary to diversify the tourist offer and complement the high-quality facilities for the demanding tourists of today, in accordance with the trends in the tourism market. Nautical tourism today has a very large tourist and economic potential and makes an important economic activity with a very high tendency of growth and expansion in the future.

The size and characteristics of the islands, their relative position, a short distance from the mainland, jagged coastline, and the totality of ecosystems make Adriatic coastal area truly unique and suitable for nautical tourism and charter as its integral part. To these attributes we can add an extremely favorable climate, oceanographic, civilizational, historical, and environmental and many other relevant features, including land part. All of these factors are the basis for the development of nautical tourism and creating a space charter activities, whose precise potential in the Croatian region is still not fully known.

Beside nautical tourism, this paper defines charter activity and sets out its features. In Croatia, there are about a thousand companies engaged in charter service, or boat rentals and providing accommodation on board. The purpose of this paper is to explore, to find out, and to present the views of nautical tourists and the results of the research in the domain of the charter, as well as activities with the highest annual growth rate in nautical tourism. Based on the results of the research, there are appropriate judgments and attitudes which incorporate certain views in regards to improving the quality of nautical tourism product and charter offers.

## 1. ANALYSIS OF NAUTICAL TOURISM IN CROATIA

Nautical tourism is a specific form of tourism that characterizes tourists traveling by water, either by sea or river, and their consent to the marina and port, specially designed for the reception of this type of tourists, for rest and recreation. Favorable climate, unspoiled nature, attractive and rugged coastline are the main advantages for the Croatian development of this kind of tourism, but the natural beauty is not enough for its development. The quality, equipment and infrastructure itself of Croatian harbor and marina, still greatly lags behind other countries that nautical constant investment each year boosts its ports and marinas to rise to a higher level. It is possible to distinguish two types of factors that largely determine the competitiveness of nautical tourism in relation to the environment. These factors are:

- General (fixed) – climatic conditions (sunny days, the frequency and intensity of the wind, air and water temperatures), beauty and purity of the sea, the beauty of the landscape which includes indented and diversified coast and islands with settlements;

- Special (variable) – transport accessibility of the starting port in relation to the main markets, personal safety and the safety of navigation, number, spatial distribution and facilities in marinas, and the ability to link the ship in the marina and outside it, the kindness and education of staff, offer other facilities necessary for maintenance and equipment of the ship to sail, the attractiveness of the content on the land, the cost of services, legislation related to navigation and stationing ships, taxes (Bartoluci and Skoric 2009, 127).

Nautical tourism covers the entire spectrum of activities given that boaters are not stationary, but guests are characterized precisely by their mobility. Nautical tourism is a multifunctional tourist activity with a strong maritime component which is included in the nautical tourism as a tourist phenomenon, based on sea vessels and ports as their havens. Investor interest in nautical tourism in the world, including the Republic of Croatia derives from the high macro and micro profitability as a result of the positive impact of the numerous tourist function. Such performance in nautical tourism is generated and effectively intertwines and implements high nautical tourism spending for sailors and vessels that is double the consumption of "traditional" tourists.

Because of the income that Croatian nautical tourism and its recognition in the global market, the increasing interest of foreign investors, the development of complementary activities, promotion and image of the outside borders of the Croatian and other economic indicators, Croatian nautical tourism has all the starting conditions for further investment momentum (Jadrešić 2001. 67 and Luković Gržetić 2007. 267).

### **1.1. Classification of ports of nautical tourism in Republic of Croatia**

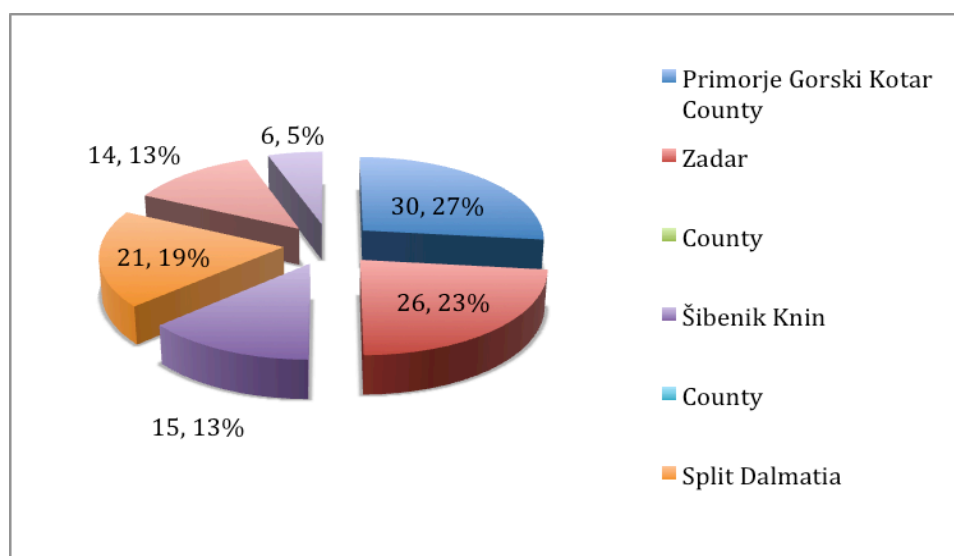
Sorting and classifying ports of nautical tourism is determined by the Regulations on the classification and categorization of nautical tourism, where the latter are defined as tourist facilities in business, space, constructional and functional and make a whole or within a broader territorial unity, has a separate part of the necessary conditions for nautical tourism and tourists boaters. The above shows that the port as a separate business premises located in the maritime domain or outside, which is in the legislation covered all navigational light regulation, the business in terms of the concession, the issue of construction in the maritime domain and more. Law on Providing Services in Tourism (NN 068/2007) refers to the adoption of a new, amended Ordinance whose application has not to date established its operations. There is no essential difference between the two Regulations, other than what the new Regulation no longer mooring, but there is a new category of nautical tourism and these are Landfills vessels. The following table presents number of ports of nautical tourism in –Republic of Croatia in 2014.

Table 1: Balance of nautical tourism in 2014 by types and counties

Nautical Ports in Croatia (regional)	TOTAL	Anchorage	Mooring	Marinas					Uncategorised nautical ports
				Dry Marina	Marina I. cat	Marina II. Kat	Marina II. cat	Market anchor	
Primorje Gorski Kotar County	30	8	5	7	1	3	3	3	0
Zadar County	26	11	2	5	0	4	4	0	0
Šibenik Knin County	15	1	0	1	2	4	5	2	0
Split Dalmatia County	21	6	1	2	0	5	3	3	1
Istrian County	14	0	2	0	3	6	2	1	0
Dubrovnik Neretva County	6	1	0	1	0	2	0	0	2
<b>TOTAL</b>	<b>112</b>	<b>27</b>	<b>10</b>	<b>16</b>	<b>6</b>	<b>24</b>	<b>17</b>	<b>9</b>	<b>3</b>

Source: Central Bureau of Statistics - Republic of Croatia, 2015.

Figure 1: Nautical ports by Counties



Source: Authors personal processing

According to the Croatian Bureau of Statistics, the Republic of Croatia in 2014 possessed the 112 nautical ports, of which 56 marinas, 16 dry marina, 10 berths, 27 anchorages and three uncategorised nautical ports.

Table 2 shows the number of berths to the length of the vessel.

Table 2: Number of berths to length of vessels for 2013 and 2014

Boat length	No. of berths		Structure (in %)	
	2013.	2014.	2013.	2014.
Year				
Up to 6 m	727	773	4,3	4,5
From 6 to 8 m	1.446	1.360	8,5	7,9
From 8 to 10 m	2.900	2.851	17,1	16,6
From 10 to 12 m	4.569	4.354	27,0	25,3
From 12 to 15 m	4.350	4.672	25,7	27,1
From 15 to 20 m	2.322	2.483	13,7	14,4
Over 20 m	626	728	3,7	4,2
<b>TOATL</b>	<b>16.940</b>	<b>17.221</b>	<b>100,0</b>	<b>100,0</b>

Source: Croatian National Tourist Board, Tourism in Figures, 2015.

As stated in the Strategy of Nautical Tourism of Republic of Croatia 2009-2020 Croatia still has unused potential of development in nautical tourism sector. Croatia has about 2.6 nautical berths per kilometre, France 64, Italy 3.1, Spain 20.2, Greece 1.1 and Turkey 2.2. According to indicators Croatia has a share of the length of the coast twice greater than the number of berths ([www.mppi.hr](http://www.mppi.hr)).

In order for Croatia to be ranked among the international competitive nautical country, it is necessary to enrich the tourist and nautical offer and certainly improve the quality of services, both in the marinas and in the entire area. It is necessary to reposition the marketing with the use of cutting-edge marketing tools and be based on the current and future marketing research.

The demand in this type of tourism is growing, tourists are more and more demanding and therefore the offer must follow their preferences. This paper should contribute to understanding of the trends and requirements of yachtsmen and express their views and satisfaction with the services provided at the marina.

## 1.2. Environmental aspects of the development of nautical tourism in Republic of Croatia

The environment is an important factor when choosing a destination. Tourists usually notice the condition of the environment by comparing the existing situation with other destinations that have been visited. It is necessary, therefore, take into account the state of the sea, neatness and comfort of beaches, bays, harbors and other natural attractions offered to them. It is an indisputable fact that natural resources are making a significant contribution to the development of nautical tourism and form the basis of its attractiveness, but its increasing popularity there are positive as well as negative features of this specific form of tourism. The positive characteristics can be read through the diverse and quality tourist offer, creation of additional income for the local population, employment opportunities, increase standards, increase of activity of

renting water transport equipment, construction and repair of vessels, the hospitality sector, transport and other activities.

The negative aspects of nautical tourism are reflected in its seasonality, the usurpation of the coast and the sea, marine pollution and the environment, bacteriological contamination, the devastation of the biological wealth of the sea, rivers and lakes, marine pollution by oil and its derivatives, the destruction of flora and fauna, playing sports and fishing prohibited means in restricted areas and improper time, endangering the safety of people at sea and in the sea, as well as in other bodies of water, underwater research and unauthorized appropriation of biological and archaeological treasures from the sea, rivers and lakes, the privatization of banks and other public goods, devastation of the landscape and similar issues. The Adriatic Sea with its coast and islands is the most valuable and most vulnerable natural system. It is a unique and sensitive marine ecosystem with hydrographic, oceanographic, biological, biogeographical and other properties that differs from the Mediterranean Sea even though it is his constituents. Typically recognized due to the rich fauna and flora, purity, transparency and landscapes (Gračan et al., 2011. 194). It is human population, because of their permanent or temporary residence on the maritime resources, that, depending on where the problems of protection of the marine environment are in the development of nautical tourism. Nautical tourism contributes to pollution of the ecosystem of the Adriatic Sea, which is necessary to boost the development of ecological awareness of boaters, particularly in terms of preserving the quality of the sea and islands, as well as coastal protection.

## **2. ANALYSIS OF CHARTER SECTOR IN REPUBLIC OF CROATIA**

Vessels for nautical tourism are renting commercial purpose nautical tourists in different arrangements. This activity is a common name of nautical tourism charter or vessels used for charter (Dulčić, 2002, 77) and was created in 1955 on the Cote d'Azur. Charter boating activity is the youngest group of factors of nautical tourism, which is defined as a service in nautical tourism and includes rental of berths in nautical tourism for the accommodation of vessels and nautical tourists staying in them, renting of vessels with or without crew, with or without provision of accommodation services, for rest, recreation and cruising sailors, services of navigating vessels of yachtsmen, reception, storage and maintenance of vessels at wet and dry berths, supply service of yachtsmen (with water, fuel, food, spare parts, equipment), planning and preparing of vessels, giving various information to boaters (weather forecast, nautical guides), other services for nautical tourism (NN 68/07).

Charter or chartering is a business with boats or ships, in terms of their lease sailors (Luković and Gržetić 2007, 121). Charter Company is a natural or legal person registered in the Republic of Croatia for vessel rental activity. The company can rent its own vessels or those by other domestic natural or legal person, and then it comes to charter management. Group lessee vessel (charter) at the Croatian Chamber of Commerce, which brings together all the charter companies - companies registered in Croatia for vessel rental activity. Charter companies offer sailing, motor boats, catamarans and small boats and speedboats. In Croatian charter around 75% of vessels

are sailing boats and other motor yachts and other boats. Charter fleet is set of vessels in a charter company, owned or in use by the lease or contract of technical and business cooperation. Organization of charter companies depends on their size and content of their services. Some charter companies offer only its fleet to direct clients or agencies while other agencies go with a role in the bid offer of their fleet and vessels of other charter companies. Rental boats can be no pre-determined route navigation (bare boat) or with a predetermined route vessels, two or more vessels, with the head (boat leader). Operating the vessel carried sailor or hired skipper. Skipper is an expert in sailing and navigation, it can be a travel guide-companion and educator. Insurance of the vessel and passenger insurance is Charter Company's obligation. With introduction of legal provisions, the entry force of the new Maritime Code and subordinate legislation in 2006, nautical charter activities can be carried out solely under the Croatian flag vessel, owned by the Croatian company. Before the introduction of legislation, charter dealt with 148 companies, and after entry force of the Maritime Code, their number grew to as many as 719 or 500 new companies including many foreign-owned. The government landed previously popular custom of vessels under foreign flags that gave the charter control by avoiding to fill the state budget, and the owners of such vessels often had the option of black charter to pay off the boat. Ministry of Transport, Maritime Affairs and Communications estimated that prior to the introduction of new legislative measures in the black charter annually in circulation was 150 million euros accounted earnings, due to the state annually losing 30 million euros just for unpaid VAT. Black charter largely stopped, but the market is marked by the strengthening of dumping renters. The increase in the number of charter companies brought a very strong competition for which some have come to the brink of profitability.

The second year, which will prove to be very important for the development of the charter activities of the year 2013, as a result of harmonization of national legislation with the European Union, to radical changes in the conditions and ways of doing business. In fact, from the date of Croatian accession to the European Union, the charter business in Croatia, can be performed by vessels under flags of the EU Member States and third countries vessels longer than 40 meters with the prior obtaining of solutions for cabotage (Lukovic et al 2015, 188).

In the Mediterranean, the *charter* is a very profitable business that can provide a return on invested capital, but in five years' time. With the introduction of electronic filing of crew and passengers in the charter in 2006, it enabled a detailed monitoring of physical indicators relating to the marine product.

In 2014 in Croatia there were 4,906 registered vessels for carrying out charter activities, out of which 3,265 are active. Almost two thirds of the offer of charter boats in the range of 10-14 meters in length, and 80% offer apply to boats and sailboats.

In 2014, a total of 61,085 leases charter vessels recorded the arrival of 347,093 charter guests with a total of 2,378,012 overnight stays. The share of nautical tourism in total Croatian tourism entails 2,64% in arrivals and 3,58% in overnight stays for year 2014 (Croatian Bureau of Statistics, 1539/2015, Statistical reports).

Table 3: Number of charter boats and yachts by length in 2014

Boats	Total registered	Active
<b>No. of boats</b>	<b>2.718</b>	<b>1.643</b>
Up to 6 m	66	6
6-8	184	67
8-10	585	337
10-12	1.883	1.233
<b>No. of sailing yachts</b>	<b>1.647</b>	<b>1.349</b>
12-15	1.441	1180
15-20	165	142
Over 20 m	41	27
<b>No. of motor yachts</b>	<b>531</b>	<b>313</b>
12-15	312	188
15-20	131	78
Over 20 m	88	47
<b>TOTAL</b>	<b>4.906</b>	<b>3.265</b>

Source: Ministry of Maritime Affairs, Transport and Infrastructure, 2015.

In comparison to other tourism sectors such as thermal bath arrivals and overnights where the share in total tourism arrivals equals 1, 12% and in overnights 0, 6%, we can see that nautical tourism is more popular in Croatia than health tourism or mountaineering. Statistical data representing tourist overnights by type of localities in Croatia show us that 94,1% comes from the sea coast market segment (which is still major tourism segment), health 0,6%, mountains 0,7%, capital Zagreb, 2,2%. When it comes to tourist arrivals 84, 4% of total Croatian tourism is represented by sea coast tourists, 1% health resorts, 2, 2% mountains, capital Zagreb 6,7% (Tourism in figures, 2014, www.mint.hr).

Income from tourism, which is calculated and published by the Croatian National Bank (HNB) the sum of the revenues generated from personal and business reasons. Revenue from tourists who came to Croatia in 2014 came from personal reasons amounted to 7.2 billion euros, as compared to 2013 increased by 3.3 percentage or 231 million euros, Although the segment of personal reasons each year getting stronger, it is important to emphasize that the revenues generated arrival of tourists, for business reasons in constant decline since 2005, when they amounted to 504 million €, 2008 amounted to 386 million € and 2014 amounted to € 194 million, as the impact of the recession. 17,2% of total GDP of Croatia comes from tourism (www.hnb.hr).

The share of revenues from tourism in overall GDP in the first 9 months of 2015 was 22.2% which represents an increase of 1.2% compared to the same period last year. In the third quarter share of revenues from tourism in total GDP was 41.3 %, as compared to the same period in 2014, representing growth of 1.4%. The total number of of tourist



arrivals in 2015 was 14,149,587 while the number of overnight stays was 78,568.577 (www.mint.hr).

### **3. RESULTS OF QUALITATIVE AND QUANTITATIVE RESEARCH OF NAUTICAL TOURISM**

For the purpose of this paper, two studies were carried out, devoted to the assessment of charter activities and nautical tourism in general as follows:

- Research of the attitudes, views and perception of management of charter companies as well as
- Research on the attitudes and evaluation of bids and nautical charter activities of yachtsmen and nautical tourists who have used the services of charter companies in Croatia.

#### **3.1. Research of management attitudes, views and perception of charter companies**

The purpose of qualitative research study was carried out through interviews with the management of the Agency for charter Waypoint and charter Ultra sailing base in Dubrovnik. The analysis of their responses can be synthesized views on offer and quality of nautical tourism services and charter activities. They believe that Croatia lacks infrastructure, which is necessary for the development of nautical tourism and the need to increase the existing number of marinas, especially those for mega yachts. But also consider it is necessary to develop and service zone and dry dock. Tax policy is often changing, and this is a general problem that Croatian strongly felt in nautical tourism, because there is no clear legal regulation of business activity. There are a large number of para-fiscal levies in the form of taxes, fees and the like, which burdens the business compared to the same in other countries. The high cost of berths in the marinas, underdeveloped infrastructure and poor transport connections with some areas, low supply and high cost of spare parts, and often lack of the same, are an essential step forward improving these activities.

They are of the opinion that it is necessary to establish cooperation with other forms of tourism, especially in the segment of luxury and mega yachts which prove to examples of good practice from the region where there is a marina at the same time and a large hotel complexes that offer a variety of activities, e.g. a spa, golf course, wellness. Nautical tourism is an active tourism, so it can connect to cycling, horseback riding and other similar sports as well as cultural events and organizing transportation from coastal areas to the family farms on the islands and coastal areas. They find that there is no particular trends of this form of tourism in the market, however it is obvious that there is an increase in sailing activity, which has existed for 20 years and that a large number of sailors still come with private boats, while the number of mega-yachts sailing in steady declining. Some of the boaters prefer peace and quiet in nature and are moving mostly at isolated anchorages, and some prefer settlements and fun and moving mostly at marinas.

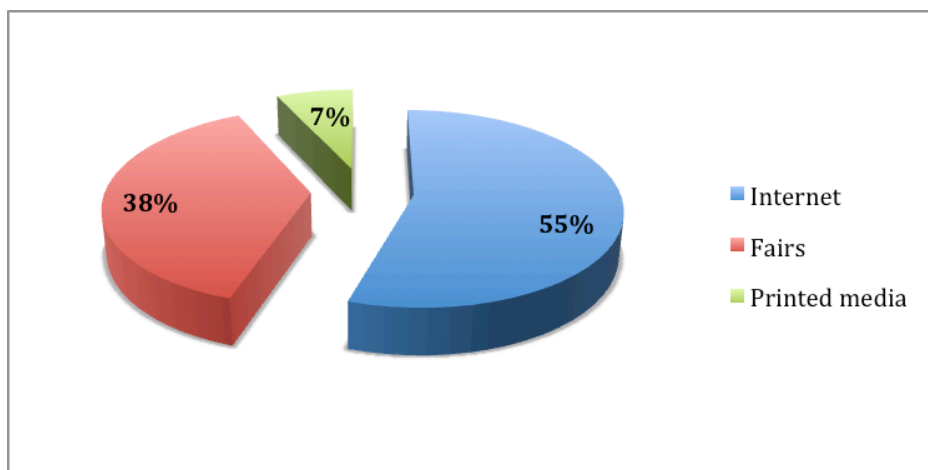
Management was asked the question of the role of the state in the development of nautical tourism and, in their opinion, the way the state supports the development of nautical tourism. They believe that the Maritime Code regulating business charter company and the regime for foreign vessels and thus prevented black charter. But also consider that the state is not sensible, although there is a clear strategy for nautical tourism, but still development occurs spontaneously. Country, investing in infrastructure, creating new marina, concessions for the construction of the same, the computerization of the system and various other regulations has a positive effect on nautical tourism. One good example is the development of crew list, which is not to be physically in the harbormaster's office to report clients for each ship but now the action takes place quickly and efficiently over the Internet.

### 3.2. The study of attributes for the demand of charter services

For the purpose of this paper, the quantitative research was carried out to explore the characteristics of user demand charter services in 2015 spent in ACI marinas in Croatia and private yacht owners. The survey was conducted through questionnaires. The planned sample size was 108 questionnaires, of which 47 were returned properly filled out questionnaires (or 44%). Testing was carried out in the period from 2 to 23 August 2015. The study was descriptive, one-time on the random sample. The experimental data were analyzed by statistical methods presented in the sequel. The treatment received questionnaires came to the conclusions about the attitudes and evaluation of bids and nautical charter activities. These data cannot be completely taken as authoritative but they point to some important facts that have not been known.

The most common form of the channel to promote and sell charter services, according to the survey refers to 55% to promote via the internet, 38% through fairs and only 7% through the printed media (magazines and newspapers), seen in the figure 2.

Figure 2: **The most common form of the channel for promotion and sales in charter services**

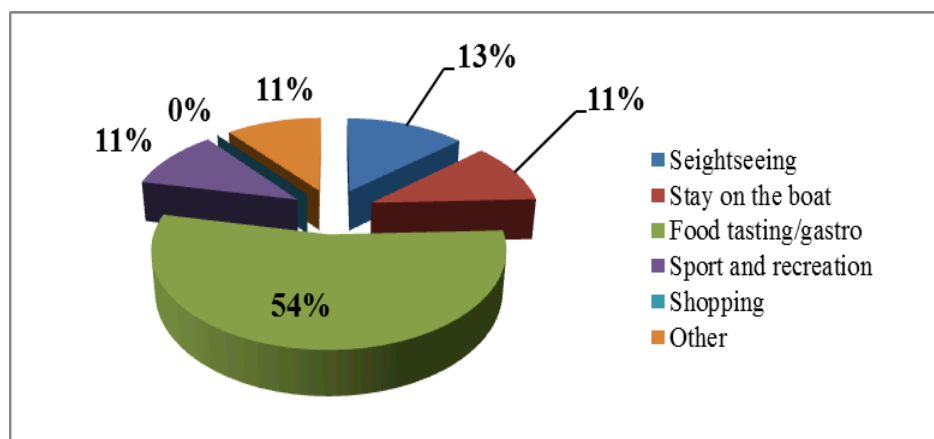


Source: Authors personal processing

This indicator and the power of the Internet confirms the current trend toward charter business to Internet portals, reservation systems, exchanges, systems evaluation services, boat charter companies and agencies. Research shows that the majority of surveyed tourists have already visited Croatia (51%), and even 27% of them will recommend Croatia to their friends and acquaintances and will return next year. By analyzing the type of vessel that is most commonly used in the charter, the study confirmed the realization that the boats are the most common craft in the charter (73%) and motor boats (16%) and catamarans (11%). Tourists who surveyed, 62% of them said that their voyage usually takes seven to nine days, while the remaining 38% sail lasts from four to six days. Nautical tourists spend more than tourists in the classic sense of what was confirmed by the results of the study. Analyzing the average daily expenditure of Charterers (in euros), 54% answered that the most common expenditures Charterers range of 100 to 200 €, 27% average daily spend up to € 100, 14% of them from 200 to 300 €, while 5% of the average daily spend of more than € 300.

An interesting conclusion can be drawn from the answers to the question on the activities of charter tourists during the voyage, showing the following figure. The most common activities of Charterers are, as analysis of data collected, 54% of tourists are tasting culinary delights, 13% of tourists usually makes the rounds and visits to tourist attractions, while the recreational activities in the area concerned with 9% nautical tourists

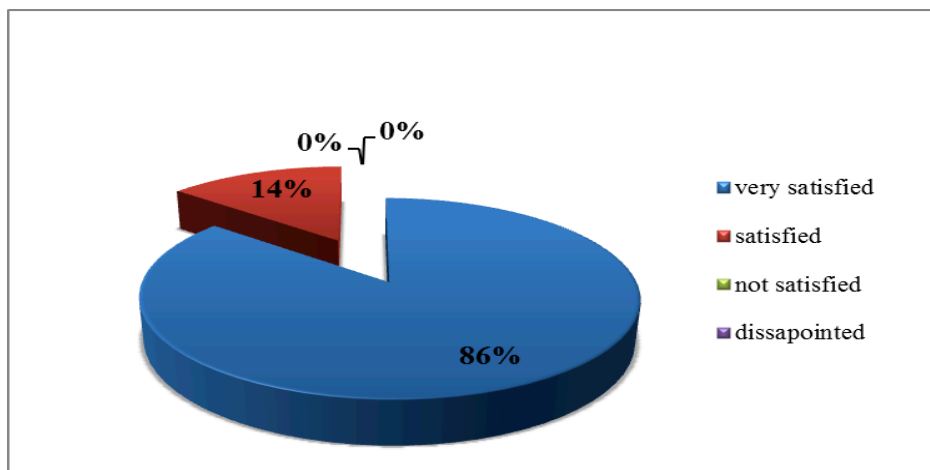
Figure 3: Activity data of Charterers



Source: Authors personal processing

Another interesting conclusion can be drawn based on tourists' satisfaction and service offering in the area. Results of the study (figure 4) show that Charterers in most cases (86%) are satisfied with the services and offering, and as many as 14% said they are very satisfied with these services and offer while no one is declaring himself dissatisfied or disappointed in offers and services. Also, analyzing the collected questionnaires it can be concluded that most of the tourists charter services used one (38%) or two (35%) per year, while 27% used the service once every few years.

Figure 4: Charterers satisfaction with services and offerings



Source: Authors personal processing

In conducted research tourists were asked to evaluate the offer of Croatian nautical tourism compared to competing countries. Respondents offer in Croatia evaluated slightly better than the competition, which was confirmed by 46% of respondents, while 38% offer is rated equal even while 14% of respondents believe that Croatian offers are significantly better than competing countries. The analysis of indicators of the attendance of nautical tourism in the Adriatic Sea navigation of Charterers it can be concluded that they usually visit four marinas (29%), 27% of them visited two marinas, while 22% of respondents visit three, five and more marinas.

Following the analysis of the research charter tourists in Croatia, a synthesis of the data obtained can lead to a conclusion that it is right for it to be projected on the formation of the future development strategy for nautical tourism that incorporates the charter business. Although the charter business is, it can be said, only one of the segments in a rich array of nautical tourism offer, though it should be given special attention and importance as it creates the image of Croatia as a country that follows and develops the new trends in the global and European nautical tourism.

## CONCLUSION

Croatia has a significant comparative advantage for nautical tourism development which must be protected, but at the same time and in use. At this time should be important to find the right and the long-term concept of the balance of progress and development, the true measure of building and not neglecting, but rather protecting natural resources, to achieve economic interests.

As shown in the previous chapters and noted, an increasing importance in the competitive tendering in the market today has the quality of the environment, its attractiveness and conservation, and ecological value of the tourism product.

In designing and implementing policies and measures for the protection of the environment in the areas of nautical tourism, it must be continually encouraged and organized, the general mobility of all interested companies and individuals, primarily professional and scientific institutions, sports associations, tourism companies and associations, various companies and associations, the media, etc. - a joint raising and spreading environmental awareness and education to environmental protection.

The results of satisfaction surveys of boaters and the research directed to key charter companies in Croatia attempted to charter business, its resources and values closer to active subjects and their partners who are directly related to this type of tourism. The authors sought to include in one place as many objective facts and opinions as of the offer, and by demand. Respondent's nautical tourists believe that in order to improve the nautical tourism in Croatia it was necessary to:

- build new marinas,
- enhance the promotion of nautical tourism by the Croatian Tourist Board and a performance by the foreign boat shows,
- offer more affordable prices berths,
- improve the offer in the existing marina,
- increase the promotion of the Adriatic coast by foreign advertising agencies,
- build a marina for larger yachts (20 to 50 meters),
- raise the level of service in the marines but also at all tourist destinations,
- employ trained staff,
- build a marina with more content,
- reduce value added tax from 13% to 10%,
- reduce price berth in the ACI marina,
- provide non-refundable funds from the European Union to improve nautical offer,
- Aggressively promote Croatia in Europe as well as in the world.

It is necessary to build a modern range of facilities at the existing marina, which would allow for diverse and quality offer for boaters, and would help the development of economic and social activities. Considering that nautical tourism in most cases the seasonal tourist industry, management is responsible to achieve during the season, income tax, which will be sufficient to cover the costs, and the expansion of tourism. For practical examples of business systems knowledge obtained from the charter company emerged as the conclusions in respect of such activities in the Republic of Croatia. The conclusions and results of the tests as a subjective opinions addressed to the interested parties which may be helpful for understanding, encouraging and the warning signs of development of propulsive activity.

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