

NAUTICAL TOURISM DEVELOPMENT POSSIBILITIES IN THE AREA OF SAVA RIVER

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Abstract

Croatia has not yet recognized the significance of river valorization in the sense of nautical tourism development. There is no awareness about the importance of development of this nautical segment and there is no final concept or development strategy in this area that would serve as the proper solution to future regional challenges.

This paper represents the analysis of the possible Sava River nautical tourism affirmation. It also defines current state, goals and activities in connection to establishment of nautical tourist offer on the Sava River. The concept of river nautical tourism development is based on the identification of long-term trends, adequate adaptation and innovation of tourist offer and establishment of cooperation between decision makers on all levels.

The precondition for Sava River nautical tourism development is implementation of widespread floatation system on Sava River flow (common activity of Slovenia, Croatia and Bosnia and Herzegovina) and construction of marinas in the main centers. Nautical infrastructure (marinas, small sport harbors, docks) enables the transformation of nature beauties (comparative advantages) into competitive advantages based on quality and innovations. In the same time, continental part of Croatia becomes tourist center and tourist business processes are enriched (connection between marinas tourist offer and micro-destination offer, creation of integral product in the sense of satisfying demanding and specific needs of tourists).

Keywords River nautical tourism, Sava, Marina, Offer, Innovation