

CAN SCUTTling CONTRIBUTE TO EXPANDING THE CROATIAN TOURISM OFFERING?

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Abstract

Purpose – The World Tourism Organisation (WTO, 1998) in its futuristic report “2020 Vision” outlined the enormous potential of adventure tourism, with consumers wishing to travel to high places (mountaineering), underwater (scuba-diving), and to the ends of the earth (Antarctica trips). Scuba-diving is an important and growing component of the adventure tourism market and is a significant part of international and domestic travel around the world (MacCarthy, O’Neill and Williams, 2006, 539).

Methodology – The paper underlines a systems approach to planning scuttling sites. Research involves an analysis of the existing level of development of scuttling in the Mediterranean, with special focus on Malta. The authors provide an overview of a scuttling project in Primorje-Gorski Kotar County that has identified sites as highly desirable destinations for developing dive tourism.

Findings – Research indicates that scuttling is a form of the tourism product capable of generating substantial revenue and possessing great potential in promoting tourism, in general, and dive tourism, in particular. Primorje-Gorski Kotar County has the potential needed to develop this type of tourism product which would result in positive effects in improving the tourism offering and extending the tourist season.

Contribution – The special contribution of this paper is reflected in its understanding of scuttling as a form of the tourism offering that brings direct benefits to a tourist destination and all its stakeholders and has a positive effect on marine environmental protection and on sustainable destination development in general.

Keywords Scuttling, dive tourism, nautical tourism, Croatia, Malta, sustainable development

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