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## TOWARDS SUSTAINABLE YACHTING IN CROATIAN TRADITIONAL ISLAND PORTS

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### Abstract

The littoral area of the Adriatic countries has a unique attractiveness of the coast and the islands and is the basis for the development of nautical tourism. Despite the present development results, nautical tourism of the Croatian part of the Adriatic has not reached the quality level in line with available resources. On long-term basis, unplanned and unorganised development could, in many elements, become a serious threat to the preservation of the quality and complete economic valorisation. The authors have, therefore, studied physical, technical and technological and ecological preconditions of the development of nautical tourism, especially in the Croatian islands.

A model of sustainable development and competitiveness of Adriatic nautical ports has been defined, which assumes integrated planning with special emphasis to preservation of environmental properties of the Adriatic and of the nature system. Such model requires modern technical and technological solutions that contribute to the preservation of coastal and marine environment and to the use of adequate equipment in waste management.

The authors propose a model based on the principles of sustainable development which defines the development activities in improving nautical services and increasing the safety of boaters and their vessels in the Croatian Adriatic. The implementation of the model will improve socio-economic situation on the islands and the whole littoral. The development model can be applied to other nautical countries as well, especially in the Mediterranean, because of similar geographic conditions and physical possibilities.

*Key words:* islands, integrated approach, nautical tourism, sustainable development, Swot analysis

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