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**Summer school**

**SUSTAINABLE DEVELOPMENT OF YACHTING AND CRUISE INDUSTRY**

# **Introduction to contemporary coastal tourism**

**Lecturer: Mr. Nikola Banović - CMM**

**Herceg Novi, 19/7/2022**

**Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP**



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## Welcome to Portonovi Marina

- As a part of Portonovi project, Portonovi Marina started operating in August 2019. With it's 238 berths, Marina is located at the sheltered position on the entrance of Boka Bay. During the initial phase of operations, Portonovi Marina was a part of D-Marin Global Network Marinas Group from Turkey. By the beginning of 2022, Marina was accredited by The Yacht Harbor Association from Great Britain and has been awarded with 5 Golden Anchors.
- Technical characteristics:
  - 238 berths
  - Border Cross
  - Fuel station
  - Water & electricity supply
  - Wi-Fi & Fast Optical internet
  - General, recycable, oily waste disposal
  - Berthing assistance
  - Professional security & CCTV surveillance

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**Portonovi Marina**

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## Definitions

- The yacht

A sailing or power vessel used for pleasure, cruising, or racing. A yacht is first defined either as a sailing yacht, motor yacht, or gulet yacht, and then as a sports or luxury yacht.

› Sailing Yacht: a yacht mainly propelled via wind and sails

› Motor Yacht: a yacht propelled via one or more engines

› Gulet Yacht: a specific wooden yacht with both sails and engines

› Luxury Yacht: a yacht that includes high-end finishes and features and the latest in modern performance technology. The term 'luxury' can precede any type of yacht, i.e. "luxury motor yacht", "luxury sailing yacht", etc.

› Sports Yacht: a yacht geared towards fishing, water sports, or cruising with a sleeker design and more powerful motor for faster cruising speeds. The term 'sports' can precede other types of yachts as well, i.e. "sports motor yacht".

› Catamaran Yacht: a yacht with two hulls often made of fiberglass that can be used in shallow waters

› Trimaran Yacht: a yacht with three hulls



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**Sailing Yacht "A" – currently largest sailing yacht LOA 142m**

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**Motor Yacht "Azzam" – currently largest motor yacht LOA 180m**

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- **Yachts are classified by their length as well:**
  - › Yacht is between 12m and 24m
  - › Superyacht is between 24m and 80m
  - › Megayacht is above 80m

The term mega yacht is sometimes used interchangeably with the superyacht. However, those who make the distinction point to size as a differentiator. A superyacht is a yacht longer than 24 meters and the smallest mega yachts tend to be around 60 meters long. All mega yachts are superyachts, but not all superyachts are mega yachts. Mega yachts will generally carry larger crews to maintain the yacht as well as to offer a spectacular level of service.



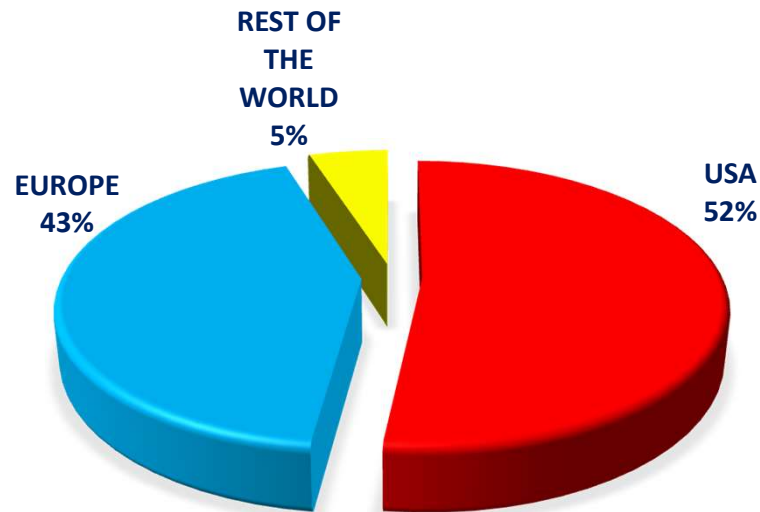


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- **The marina**

A specially designed harbor with berths for pleasure yachts and small boats. The infrastructure is modern and equipped with all necessities in order to supply vessels with electricity, water and internet.



**Number of recreational infrastructures in the world**

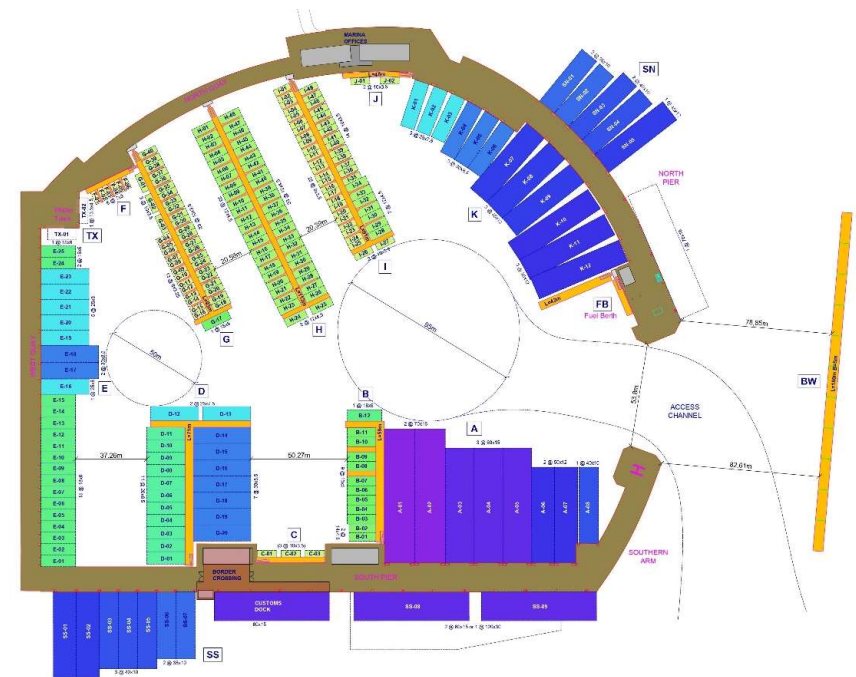


- **A berth**

A main earning resource of marina. Berths are usually being rented for a specific period of time, charged by the price list of marina. Certain marinas offer long term rentals (semi-sold berths) for over ten year leases. These berths can be re-rented to third parties.

A berth in marina should be supplied with electricity and water, as well as to contain berthing arrangements. Yachts can be allocated to the berths by having stern to or alongside berthing arrangements.

Portonovi Marina contains both stern to and alongside berths. In the center of marina three floating pontoons are located for vessels up to 12m. These berths are very convenient for singlehanded seaman – finger berthing.





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## So, what creates nautical tourism of one country?

Having yachts in her waters.

We can also segregate clients by the periods of their stay:

- Long term – yacht that declare certain Marina as their Home Port
- Annuals
- Seasonals
- Short term
- Transients

Montenegro currently has seven official marinas, listed by their capacity:

- Marina Bar – 600 berths\*
  - Porto Montenegro - 450 berths
  - Dukley Budva – 300 berths
  - Portonovi Marina – 238 berths
  - Luštica Bay – 176 berths
  - Lazure Marina – 156 berths
  - Marina Kotor – 150 berths
  - And numerous private and charter use wharfs along the coast
- ... and not just that!





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It is also having developed water related sports:

- Diving
- Water-skiing
- Wind-Surfing
- Rafting
- Sailing
- Stand up paddling
- Kayaking
- Parasailing
- Etc.





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# Thank you for your attention!

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