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Summer school

SUSTAINABLE DEVELOPMENT OF YACHTING AND CRUISE INDUSTRY

**The impacts of Cruise Tourism on the Tourism destination – study
case Port of Kotor and Local Community**

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Summary

- Introduction
- Reached level of cruising tourism development in the Montenegrin coastal region
- New concept of Sustainable Development of Cruising Tourism
- Conclusion

Key words: cruise market, domestic cruise market, port positioning, local community



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Introduction

- The concept of Cruise Tourism;
- Trend of growth and development on the European and world market;
- A historical overview of the development of cruise tourism in Montenegro



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Reached level of cruising tourism development in the Montenegrin coastal region

- Natural resources;
- Social resources;
- Economic indicators of cruise tourism development:
 - Quantitative indicators of cruise port operations (Port of Kotor):
 - cruise traffic in the Port of Kotor;
 - characteristics of demand (sociodemographic characteristics and activities in the destination, demand attitudes about the tourist offer of the destination)
 - Qualitative indicators of the operation of the Port of Kotor
 - Estimate of total consumption



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Reached level of cruising tourism development in the Montenegrin coastal region

- Social impacts of cruise tourism on the destination:
 - the consequences that international cruising has on stationary tourists and on the local population in the destination of port of call;
 - perception of tourists in the destination and the local population about the impact of the ship/cruise ship and visitors from the cruise ship on the attractiveness of temporary stay and life in the destination



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Reached level of cruising tourism development in the Montenegrin coastal region

- Environmental impact of cruise tourism on the destination;
- pollution of the environment by cruise ships (air, sea pollution);
- measures and activities for environmental sustainability (by local community, by port authorities ect.)



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New concept of Sustainable Development of Cruising Tourism

- Analysis of the macro and micro environment of the destination
- SWOT analysis of internal resources (based on the results of previous research and on the analysis of the current state of cruise tourism in Montenegro, conducted within the framework of the operation of the port of Kotor.)



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New concept of Sustainable Development of Cruising Tourism

- Sustainable cruising tourism development
- Organizing the destination through the concept of sustainable development (economic, environmental and social measures sustainability, control of the strategic process of managing the development of cruise tourism)
- Anticipated effects



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Conclusion

- The qualitative shaping and innovation of the offer is the basic means of attracting tourists in a fierce competitive battle;
- The basic prerequisite for the development of cruising is that the awareness of the importance and profitability of this form of selective offer matures.
- Development should be based on a designed development strategy, and not left to the activities of a few tour operators.



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Thank you for your attention!

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