



Nautical Tourism as an Incentive for Developing the Island of Šolta Into an Elite Destination

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Received: December 21, 2023 / Revised: October 25, 2024 / Accepted: December 31, 2024
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Abstract: *The island of Šolta, located in central Dalmatia near the cities of Split and Trogir, has outstanding natural resources, but its tourist offer is still underdeveloped and consists mainly of non-commercial accommodation. Currently, the brand image of the destination is mainly associated with the sun and sea. Due to its geographical characteristics, Šolta has significant potential for nautical tourism and the development of specialized tourism products. Nautical tourism, with its ability to elevate the brand image of the destination to an elite status, proves to be a promising avenue for the development of the island as a small-scale economy. By applying benchmarking techniques, making comparisons with analogous destinations, and observing trends in yachting, the optimal development strategy is to establish berths for mega yachts with the corresponding ancillary facilities and services for vessel owners and users. In establishing these facilities, nautical tourism plays a central role in positioning the island as an elite destination.*

Keywords: *Nautical tourism, Developing the island, Island, Elite destination.*

JEL Classification Z32 · L83

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1. INTRODUCTION

Thanks to its natural maritime resources as well as its high degree of indentedness, the Croatian coast of the Adriatic Sea is very attractive and favored among boaters. According to the criteria for identifying convenient conditions for the development of nautical tourism, the primary geographic features of the Croatian littoral area have significant comparative advantages for its growth. Because of its natural geopotential, Croatia is ranked among the top yachting destinations in the world. Since the parts of the Croatian coast that remain unspoiled and unindustrialized have earned the country's reputation as a desirable sailing destination, they require planned protection to avoid the unrestrained creation of recreational vessel piers that could endanger the area's ecological and natural balance (Favro et al., 2008, p. 49).

Šolta is a Croatian island located in the Middle-Dalmatian archipelago, close to the cities of Split and Trogir and west of the island of Brač, as shown in Figure 1. Along a surface area of 58,98 km², according to the Croatian Bureau of Statistics, in 2021, it was inhabited by 1.975 residents. The island's population greatly relies on the hospitality and tourism industry, which also serves as one of the key engines for the island's growth. However, the island lacks year-round amenities and has a significant seasonality in visitor arrivals and overnight stays at lodging establishments.

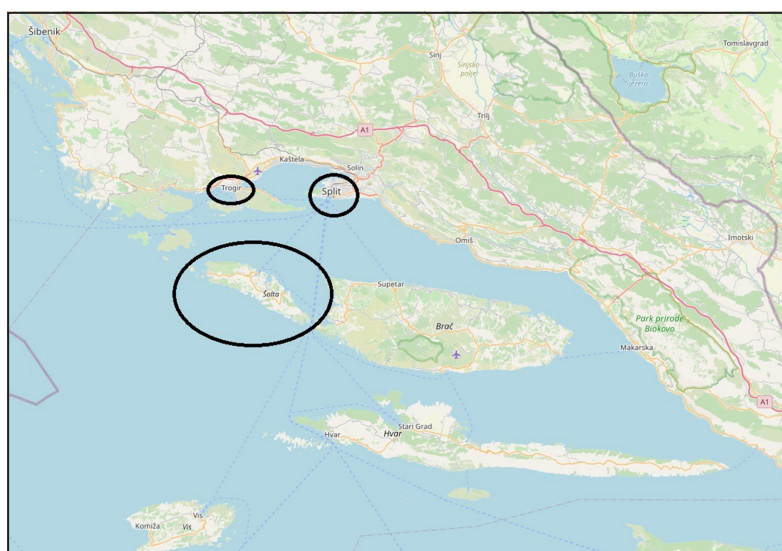


Figure 1. The geographic location of the island of Šolta

Source: OpenStreetMap, 2023., Edited by the authors

With a shoreline of 73,1 km and an indentedness coefficient of 2,69, which represents the ratio between the actual length of the shoreline and the length it would have if the island were a circle of the same surface area (Croatian Bureau of Statistics, 2018, p. 45), the island's natural resources and strategic geographic location present an abundance of possibilities to engage in nautical tourism. Aside from the numerous hidden bays and natural shelters, the island features a few municipal ports and one commercial marina that has twice been recognized and honored by The Croatian Chamber of Economy as Croatia's best small marina. Despite this, Šolta's valuable natural asset and its potential and nautical tourism's competitiveness have not yet received an appropriately thorough economic appraisal. By taking into account the drawbacks of tourism growth based on low-cost private apartment renting, the advantages of nautical tourism, as well as its growing demand and the island's inherent

potential, this paper intends to address nautical tourism as a driving force behind the development of the island of Šolta as an elite tourist destination and find out if nautical tourism can serve as the primary catalyst for transforming islands into elite tourist destinations, as well as how this transformation aligns with theoretical perspectives and empirical research on nautical tourism development.

The aim of the research is not only to determine the competitiveness of Šolta's nautical tourism, which has not yet been made in the recent literature but also to connect it with the improvement and transformation of the brand image of the destination into a luxury tourist destination that is attractive to visitors with high incomes through the development of luxury villas and resorts combined with high-quality mooring of their luxury yachts with comprehensive services at the highest level.

2. LITERATURE REVIEW

The ability of maritime tourism to adapt and persevere has been demonstrated recently in several global economic sectors. Its progression is influenced by a multitude of elements, including its geographical position, hydrographic assets, transportation, ease of access, and cultural and social considerations specific to the region (Vázquez, 2020, p. 320).

Nautical tourism represents a specialized form of tourism, characterized by its consumer base composed predominantly of individuals from affluent social strata with higher financial standings. Boaters, who form the primary clientele for nautical services, have a transformative influence on the destinations they visit, specifically the ports of nautical tourism and the local communities. As a result, enhancements are carried out to existing structures, and local resources are utilized as efficiently as achievable. Building a nautical tourism port primarily has beneficial socio-demographic effects, one of which is that established marine ports may be considered attractions in terms of the whole tourism offering. Other advantages include higher living standards, better municipal infrastructure, and overall upgrades of the areas where nautical ports are constructed by assisting in expanding the offering to satisfy the needs of boaters (Kovačić et al., 2016, p. 401). Inadequate berth availability near towns and islands in Croatia hinders the growth of marine tourism. Since the number of nautical ports increased by an average of just about eight nautical ports annually, there are insufficient boat chartering facilities. For Croatia, a nation with a pronounced maritime identity, where both the quantity of existing nautical berths and the development of new berths persistently exhibit stagnation on an annual basis, it is imperative to revoke the current legislation to streamline forthcoming investments and accelerate the establishment of additional berths (Ivanić et al., 2018, p. 65).

Marinas serve not only as essential support infrastructure for nautical pursuits but also contribute as supplementary elements to the local tourism portfolio by providing services that foster the advancement of recreational boating and nautical tourism. Consequently, it is crucial to incorporate marinas and related support structures situated along coastal areas into the domain of tourism study. Beyond providing moorings for recreational boats, whether sailing or motorized, these facilities offer tourist-oriented services, including leisure amenities, sports activities, and dining establishments (Vázquez, 2020, p. 320). Moreover, Lam-González et al. (2015, p. 40) claim that when choosing accommodation, a visitor who, for certain reasons, does not actively participate in nautical tourism but has the propensity to do so typically prefers neighborhoods near marinas. Because of this, many businesspeople also consider marinas and ports not only as the starting point for nautical activities but also as standalone tourist attractions in themselves.

Gallo (2023, p. 3) stresses that because of the increased number of boats present during the summer, the demand for nautical tourism has led to an increase in port and marina congestion. The above has

raised emissions and other environmental pollution factors related to waste storage, pollution of the atmosphere, and water quality issues. It has also created a complex management challenge for marina managers and vessel owners, raising costs for both parties. Therefore, it is important to emphasize that in order to manage the Croatian nautical facilities as best they can, economic and environmental factors must work together to establish sustainable management models and pursue environmental sustainability goals. This can be realized through the implementation of clever, environmentally friendly methods to enhance procedures for making the switch to “green marinas” (Gallo, 2023, p. 4). Environmental conscientiousness and sustainability may also cause an even higher demand for mooring services in marinas. The findings by Lam-González et al. (2023, p. 10) indicate that the implementation of ambitious environmental projects is a particularly successful method for encouraging sailors’ utility and desire to visit marinas. This reaffirms that addressing climate change through measures such as energy efficiency and emission reduction ranks among the foremost environmental priorities for European sailors. It also demonstrates that as sustainability management develops, sailors’ preferences for the marina will rise. This shift will impact not only the marina’s reputation but also its income, competitive position, and sustainable future growth and development.

Having in mind the terms that are typically used to describe luxuries, such as exclusiveness, uniqueness, superiority and integrity, individualism, aesthetics, and particularly expensiveness (Taishoff et al., 2022, p. 201), we can consider yacht tourism also as a luxury. To explain the connections between fulfillment, social concerns, financial risk, status quo, and general tourist satisfaction in predicting luxury yachting travelers’ word-of-mouth intention, Fotiadis et al. (2023, p. 356) applied a theoretical framework to examine luxury yachting. Their study’s overall conclusions demonstrate that tourist satisfaction is favorably and strongly impacted by fulfillment, social incentives, and the status quo, but that satisfaction of the tourist and financial risk do not seem to be significantly correlated, which, since in the case of luxury yachting, persons who engage in this kind of activity usually make greater earnings than the typical tourist and are therefore less concerned with the trip’s financial implications, was to be expected. This also affirms that individuals participating in nautical tourism are willing to spend greater amounts of money for a service of superior quality and that the price alone is not a significant determinant of their demand.

Vázquez (2020, pp. 320, 328) found that regardless of the significance of marinas and nautical tourism on a global scale, academic and scientific output has not been positioned with the same emphasis as traditional tourism, but also that the researchers with the highest quantity of published articles and citations in the nautical tourism field come right from Croatia. In their review, Spinelli and Benevolo (2022, p. 10) also find most researchers originate from Croatia but point out a highly disjointed exploration of the nautical tourism research domain. Topics such as co-operation among businesses, entities, and institutions in order to deliver intricate nautical tourism offerings; overseeing and endorsing nautical tourist destinations through a network-oriented approach; examining the supply-side entities engaged in nautical tourism; financial considerations, as well as various marketing approaches, including product design, pricing strategies, revenue management, distribution decisions, and communication policies, are found relatively untouched by the researchers. Contemporary challenges related to tourism, economics, and management also seem to be facing a lack of in-depth study.

3. INLAND TOURISM DEMAND AND SUPPLY ON THE ISLAND OF ŠOLTA

According to the data of the Tourist board of the island Šolta, in the period from 2016 until the end of 2022, a total of 121.088 inland tourist arrivals were achieved on the island. The villages that are primarily on the seaside (Nečujam, Stomorska, Maslinica, Rogač) convincingly lead in

the number of arrivals, while villages away from the coast are counting significantly fewer arrivals. The fact that the settlements not on the shore report more than seven times fewer visitor arrivals than the ones directly on the shore confirms that vacations by the sea are the primary reason people come to the island. When analyzing the structure of tourist overnight stays in the same period from 2016 until 2022, the domination of demand for non-business accommodation such as households and non-commercial facilities is highly noticeable by looking at Figure 2., since 89% of total tourist overnight stays are made in these types of lodging. With only 1% of the share, hotels are negligible when examining the total number of attained overnight stays as a determinant of tourist demand.

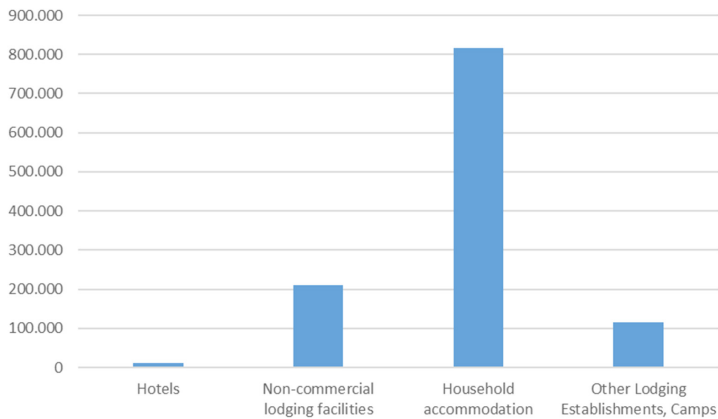


Figure 2. Tourist overnight stays in lodging facilities 2016-2022

Source: Tourist board of the island Šolta

The insignificant demand for hotels is not surprising at all when looking at the structure of the number of beds on the island. As represented in Figure 3, hotels account for only 0,33% of the island's tourist supply in terms of bed count. In comparison, 90,62% of the supply refers to non-business accommodation (households and non-commercial establishments). While there is no doubt that residents of the island may profit well from renting their homes to tourists, the lack of professional and customized tourist services and offers is evident. When looking at other hospitality services such as food and beverages, most of the restaurants and bars are closed from November until April.

Given the identified insufficient structure of the tourist supply, it is not unexpected to observe a pronounced seasonality in tourist arrivals and overnight stays. The peak season is typically limited to the period from June to September, accompanied by a modest pre-season in May and a post-season in October. The seasonality problem on Croatian islands, such as Šolta, reflects a broader challenge faced by Mediterranean islands, as highlighted by [Ruggieri and Platania \(2024, p. 11-12\)](#). Their study emphasizes that Mediterranean islands experience significant tourism seasonality, with variations across countries driven by differing cultural, geographical, and economic contexts. This underscores the need for tailored policies that not only address the specific challenges of individual islands like Šolta but also draw on shared insights to promote sustainable tourism. By diversifying attractions, balancing tourist demand year-round, and strategically preserving local identities and heritage, Šolta can follow a path like successful Mediterranean examples. This approach not only mitigates the adverse effects of seasonality but also strengthens the resilience and sustainability of the tourism sector, fostering economic growth in alignment with community priorities. [Alcover et al. \(2011, p. 626\)](#) examine the economic impact of yacht charter

tourism in the Balearic Islands and highlight its potential to increase tourist spending and extend the tourist season. Their study emphasizes the importance of focusing on high-value tourism products, such as yacht charters, which generate higher daily spending compared to traditional tourism. They also emphasize the diversification of tourism offerings, including nautical tourism, to target new market segments and balance seasonal fluctuations in demand.

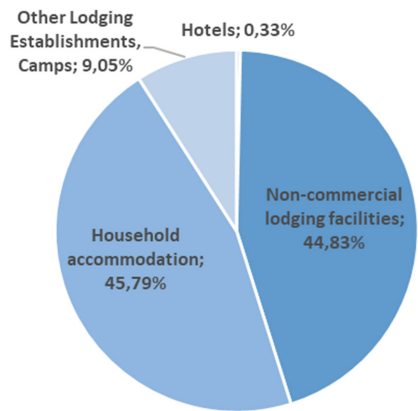


Figure 3. Structure of the average bed count on Šolta by type of lodging 2016-2022

Source: Tourist board of the island Šolta

4. ASSESSMENT OF THE COMPETITIVENESS OF NAUTICAL TOURISM ON THE ISLAND OF ŠOLTA

To analyze the current competitiveness of yachting travel on the island of Šolta, the authors will use two groups of determinants that primarily influence the competitiveness of a destination’s nautical tourism, as Horak et al. (2006, p. 150) identified. The first group is broad determinants such as weather characteristics, the sea’s aesthetic and temperature attributes, seawater quality, and natural attractiveness, which includes the variety and intentness of the shore. The second group of determinants can be described as particular. These include accessibility of departure ports for key markets, safety, quantity, location, and quality of the marinas, capability to anchor, marina staff characteristics, availability of extra services for preserving and fixing yachts, onshore attractions, pricing, and others. The factors can be classified as changeable because they can be altered relatively rapidly, whereas the first category of broad factors can be classified as unchangeable since they change gradually over an extended period.

Examining the first bundle of general competitiveness determinants, Šolta possesses unmistakable competitive strengths in the realm of tourism due to its abundant maritime resources. The favorable Mediterranean climate and exceptionally clear, high-quality seawater have garnered recognition from both classic and nautical tourists. The environmental allure, characterized by the variety and intensity of the coastline, constitutes a significant advantage. This is particularly evident in the presence of numerous turquoise bays, notably on the southern side of the island, such as Šešula, Poganica, Tatinja, Jorja, Stračinska, and Livka Bay, as well as the scenic seven islets adjacent to the village of Maslinica. The second set of specific competitive determinants presents a somewhat volatile image. The primary advantage in this domain undoubtedly lies in the exceptional accessibility of the primary charter bases situated in the Middle Dalmatian region, taking into consideration the proximity of Split Airport. Given that the airport is near the town of Trogir, the extensive charter bases in Trogir, Seget Donji, Marina, Kaštela, and Split are situated

within driving distances ranging from 6 to 26 kilometers. This positioning bestows upon Šolta a strategically advantageous geographic location near both the airport and charter bases, making it easily accessible to its target markets. Nevertheless, while the option to anchor is available in most of the bays, there remains room for improvement in both the quantity and quality of marinas and ports. The jurisdiction of the Split and Dalmatian Country Port Authority encompasses four municipal ports located in the villages of Nečujam, Stomorska, Rogač, and Maslinica. Notably, there is only one contemporary commercial marina in Maslinica, boasting a capacity of 50 berths, and it currently stands as the sole facility on the island offering professional mooring services for visitors. The graphical representation of boat entries in the four municipal ports is illustrated in Figure 4.

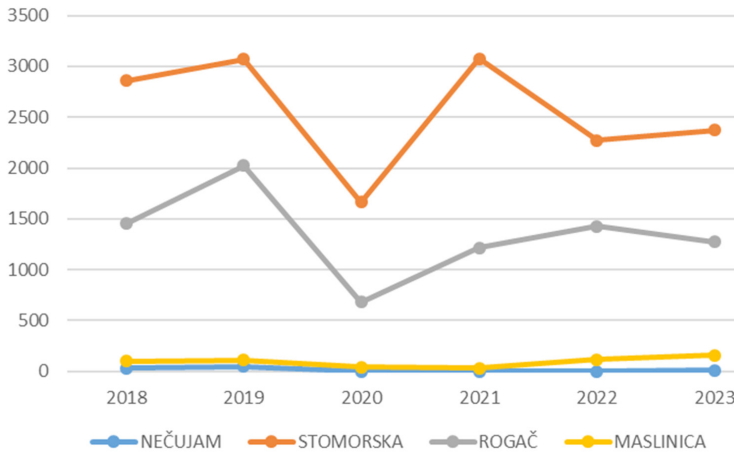


Figure 4. Boat entries in municipal ports on Šolta 2018-2023

Source: Split and Dalmatian Country Port Authority

It is crucial to underscore that Figure 4 exclusively depicts sailings recorded in municipal ports as documented by the Port Authority, thereby not providing a comprehensive representation of the entirety of nautical traffic on the island. The predominant portion of mooring requirements in Maslinica are fulfilled by the 50 berths available in the private commercial marina, an aspect unmonitored directly by the Port Authority. Additionally, a specific number of boats have anchored, and these figures remain untraceable; however, their impact necessitates consideration. Practical constraints in measuring boat entries in certain municipal ports should also be acknowledged. The substantial decline in the number of boat entries in 2020 can be attributed to the adverse effects of the COVID-19 pandemic, which significantly impacted the entire tourism and hospitality sector. Considering the limited number of commercialized nautical marinas and moorings on the island, consequently, there are further specific drawbacks that diminish the competitiveness of Šolta as a nautical destination. Primarily, these concerns revolve around the criteria of accessibility to supplementary services for sailors, such as boat services, nautical stores, and the like. Additionally, competent harbor personnel who can assist yachts are only available at the commercial marina in Maslinica. The lack of year-round hospitality facilities, as mentioned earlier, also represents a competitive disadvantage for the island. In summary, the island of Šolta possesses significant competitive advantages concerning its natural characteristics and geographic position, but it also faces notable drawbacks in terms of the development of nautical infrastructure, economic evaluation and supplementary facilities for both nautical and hospitality services. The positive aspect is that the above-mentioned drawbacks are changeable and can be improved, while the island abounds in genuine resources that cannot be bought or built.

5. LUXURY YACHTING AND MEGA-YACHTS SEGMENT

As per the findings presented by [Global Market Insights \(2023\)](#), the market size of luxury yachts reached USD 9.9 billion in 2022, with a projected compound annual growth rate of 6.7% from 2023 to 2032. This growth is attributed to the rising popularity of yacht charters. A notable trend in the luxury yacht market is the increasing demand for superyachts and mega yachts. Affluent purchasers are increasingly inclined toward larger vessels that not only provide opulence but also extended amenities and capabilities. In 2022, the motor segment dominated the luxury yacht market, holding over 80% of the market share.

[Škorić et al. \(2018, p. 165\)](#) provide principles for aligning the strategic objectives of marinas with the incorporation of mega-yachts in Croatia in accordance with trends in nautical tourism, claiming that the outcomes should not only manifest in the economic advancement of marinas and their practicality but also in the establishment of a range of diverse ancillary services. They state that it would foster the employment of the local population, thereby guaranteeing economic growth and the development of the geographical area in which the marina is situated. Among the services that stand to gain and expand their markets by attracting mega-yachts, they identify exclusive catering, upscale residences, private air travel, and taxi services, sporting activities, and high-end clothing stores. [Alkier \(2019, p. 120-121\)](#) addresses further enhancements required for Croatia to establish itself as a luxury nautical destination in the tourism market. Among recommended actions are defining a distinct luxury nautical offering based on total quality; incorporating best practices from competing nautical tourist destinations; addressing yachtsmen's keen interest in exploring gastronomic offerings, especially within marinas; introducing casinos as part of the tourism product; constructing indoor and outdoor swimming pools; improving shopping opportunities in marinas; creating a distinctive and recognizable nautical tourism brand, and conducting effective marketing activities to promote the luxury nautical tourism offer.

[Séraphin \(2022, p. 18\)](#) recognizes luxury yachting not only as a tourism activity but also as a stimulus for the growth of the travel industry. Examining the instance of Montenegro, the practice of yachting has been instrumental in the establishment of a marina, subsequently contributing to the growth and rejuvenation of nearby local villages. The case of Montenegro shows how yachting is closely related to a whole range of economic activities. [Navarro and Jones \(2022, p. 195-218\)](#), using the example of the Rolex Middle Sea Race, widely recognized as a luxury event, emphasize the opportunities that sailing and yachting events present as creators of tourism brand image in Malta. They also highlight the potential infrastructural, new maritime business, and off-season advantages they may bring. Aside from Malta and Montenegro, the Italian island of Capri is another example of the practice that could be used for benchmarking analysis for the island of Šolta. Capri is a well-known synonym for luxury, featuring marinas and upscale shopping, dining, and lodging facilities.

[Thirumaran et al. \(2023, p. 373-375\)](#) explore the connection between luxury yachting and wellness, emphasizing the role of offshore activities like snorkeling and island hopping in enhancing yachters' well-being. They argue that integrating wellness-focused activities into marina and destination planning, along with high-quality hospitality services such as spas and wellness retreats, can create a more fulfilling experience. The design of marinas, including eco-friendly infrastructure and serene landscapes, further contributes to relaxation. The study highlights the potential for destination development to attract luxury yachters and drive economic growth, urging further research into yachter motivations to improve destination competitiveness.

[Gupta and Roy \(2023, p. 416\)](#) investigate the under-utilization of certain cruising areas in the case of Fiji's luxury yachting industry. Their study highlights that, while Fiji is an attractive destination, specific

regions have not been fully capitalized on. They suggest that increasing awareness and strategically marketing these areas as part of a comprehensive yachting experience could attract more tourists, extend their stays, and enhance the overall economic impact of the industry.

6. PERSPECTIVES ON THE FURTHER DEVELOPMENT OF THE NAUTICAL TOURISM ON THE ISLAND OF ŠOLTA

Diakomihalis and Lagos (2008, p. 880) state that yachting plays a crucial role in the local economy, contributing significantly to the main economic values in regions that have developed this niche tourism sector. Their study, focused on Greece, emphasizes that yachting is one of the most important economic activities, particularly in island and coastal regions. This insight suggests that Croatian islands could similarly benefit from developing luxury nautical tourism, with yachting serving as a key driver of economic growth and contributing to the long-term sustainability of these regions.

In the context of expenditure within the destination, findings from the Tomas research conducted by the [Institute for Tourism \(2023\)](#) indicate a preference for boaters over conventional tourists in Croatia, particularly in terms of their spending. Notably, in 2022, 78% of yachtsmen's households reported a monthly income exceeding 3,500 euros, a notable contrast to the 29.9% of inland tourists in Adriatic Croatia in 2019. Furthermore, 59% of yachtsmen had visited Croatia for sailing three or more times. Almost universally (99.8%), yachtsmen patronized restaurants in 2022, while only 50% of traditional tourists did the same in 2019. The average daily expenditure for yachtsmen during sailing in 2022 was 182 euros per person, indicating a significant increase from the 2017 average of 126 euros. In comparison, in 2019, traditional tourists had an average daily expenditure of only 97 euros.

These data indicate that nautical tourists, in general, exhibit higher spending levels in terms of both quantity and frequency in the destination compared to typical tourists, and they also tend to have higher earnings. The promotion of yachting tourism represents a pivotal objective within various tourism strategies devised by Croatian local and regional self-government bodies in conjunction with tourist boards. In due course, the tourism entities acknowledged the potential of nautical tourism in Šolta. Various investors are already undertaking several imminent infrastructural initiatives involving the establishment of new mooring capacities.

The tourism development strategy of the municipality of Šolta for the period 2018-2024 envisions the construction of several ports. These include Marina Šešula near the village of Maslinica, the expansion of the port for nautical tourism in Nečujam together with Marina Rakotina, and Marina Livka near the Gornje Selo village. This aligns with the Action Plan for the Development of Nautical Tourism in Split-Dalmatian County ([Hrvatski Hidrografski Institut, 2013](#)), which underscores the significance of constructing new naval infrastructure and identifies these locations as potential projects. Other suitable locations for anchorages are also highlighted.

According to Šolta's strategy plan, within the business zones, Banje Bay is earmarked for a workshop relevant to nautical tourism, catering to ship construction and servicing. This zone allows for the installation of equipment for stretching ships and the improvement of coast mooring. Additionally, the Maslinica zone is designated within the port, open to public traffic for the nautical part, where supporting facilities for nautical moorings, such as reception, laundromats, sanitary facilities, catering, and other related amenities, are planned. The strategy further delineates the establishment of a tourist resort in Šipkova Bay near Maslinica. The Spatial Plan of the

municipality of Šolta grants authorization to organize moorings (tourist port) for up to 20% of the accommodation capacity of the unit, following the norm where one vessel equates to three beds. To facilitate the construction and organization of the moorings, allowances are made for coastal encroachments, necessitating the construction of essential facilities for maritime protection. The upcoming elite tourist resorts planned for the bays of Livka and Šipkova are envisaged as exclusive mooring facilities catering to privately owned mega-yachts. These resorts will be complemented by high-end villas, hotels, and associated amenities, including a spa and wellness center, restaurant, coffee bar, and beach club. The Port of Stomorska is also slated for reconstruction, which includes the development of communal and nautical moorings.

7. CONCLUSION

The island of Šolta is rich in natural beauty and resources and has a favorable geographical position that makes it an ideal center for maritime activities. Despite its numerous advantages, the island's tourist offer is not yet fully developed, and the destination's brand is currently based solely on the attraction of the sea and the sun, while specialized tourism products are lacking. This situation also poses a challenge for the high seasonality. Based on the inherent potential of the island, characterized by attractive marine resources and sheltered bays, as well as strategic guidelines at the national and regional level and applying the benchmarking concept by observing other destinations, the authors of this study assume that nautical tourism is a catalyst for the overall development of the island and represents the greatest potential for the development of specialized tourism products.

Given the spatial constraints and characteristics of yacht enthusiasts, including their purchasing habits and income, the most desirable direction of development is a focus on the mega-yacht segment, accompanied by the construction of appropriate facilities for this clientele. These facilities include first-class berths for these boats, luxury estates, hotels, health and recreational facilities, and entertainment. Initiatives of this kind on Šolta are currently in the planning phase and are being driven forward by private investors.

Nautical tourism can indeed serve as the primary catalyst for transforming the island of Šolta into an elite tourist destination. This transformation aligns with the theoretical and empirical perspectives presented in this paper, which highlight how nautical tourism drives economic, social, and environmental advancements. By focusing on mega-yacht infrastructure and high-quality services, Šolta can redefine its brand as a luxury destination, meeting the demand of affluent visitors. This approach integrates the theoretical foundation of nautical tourism's impact on local development with practical initiatives already underway on the island.

More broadly, this study emphasizes the potential of nautical tourism as a transformative tool for island destinations. It showcases how strategic development can not only enhance the economic viability of islands but also extend tourism seasons and diversify offerings. This aligns with global trends in sustainable and luxury tourism development, reinforcing the value of island tourism as a driver of both local and regional progress.

Future studies within this thematic framework should monitor the implementation of planned new projects and assess their perception by tourism stakeholders and entities on the island, as well as by the local population and the tourists themselves - both traditional and boaters. It is also of great importance, upon the realization of planned expansions of nautical capacities, to monitor their impact on tourist traffic and the course of the season. Specifically, it is crucial to assess whether they have a favorable influence on extending the duration of the tourism season.

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