

Nautical Tourism within TSA Framework: the Case of Croatia

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ABSTRACT

Different aspects of nautical tourism like yachting/sailing and cruising can be extremely important for some countries, especially those on the Mediterranean. Nautical tourism, as country specific tourism activity is not widely recognized in UNWTO manuals concerning tourism statistics. Neither *International Recommendations for Tourism Statistics 2008* nor *2008 Tourism Satellite Account: Recommended Methodological Framework* give straight solutions for measurement of yachting and cruising contribution to national tourism/economy. Similarly, there are scarce evidence of deeper economic insights of these two tourism products in both scientific and professional literature (Diakomihalis and Lagos, 2008; Horak, Marusic and Favro, 2006).

Taking into the account the current characteristics of tourism demand in Croatia, with yachting and cruising making about 12% of the total inbound tourism expenditures, as well as potential for further development of nautical tourism the aim of the paper is to present an exercise of nautical tourism measurement within the Tourism Satellite Account (TSA) methodological framework in case of Croatia. The paper emphasises issues in measurement of tourism flows related to facilities used for accommodation of tourists on yachts like marinas and ports that are mainly oriented towards tourism demand in Croatia. The paper also points out unregistered (statistically) flows related to moorings outside marinas and ports. Furthermore, it is also worth mentioning the treatment of maintenance services cost and cost of annual berth as the important components of yachts tourists' expenditures. Another issue is related to tourism flows (accommodation capacity, number of visitors and overnights, expenditures) on cruise ships, both international and domestic ones. Above mentioned issues rise the necessity of clarifying the concepts and definitions within basic tourism statistics but also within the ESA/TSA framework when tourism statistics is utilized for policy development but also for the international comparison of nautical tourism figures and its contribution.

The paper suggests and discusses the treatment/methodological approach to nautical tourism in TSA tables concerning internal consumption and production and demonstrates the TSA results. Compiling the TSA for Croatia for 2011 nautical tourism has popped out as significant tourism product/activity which visibility is lost in the standard structure of TSA tables.