



progetto cofinanziato  
dall'Unione Europea



## **Modelling Adriatic Routes – Integrating Networks and Areas in the Adriatic Sea – Strategies for integrated tourism in the Adriatic**

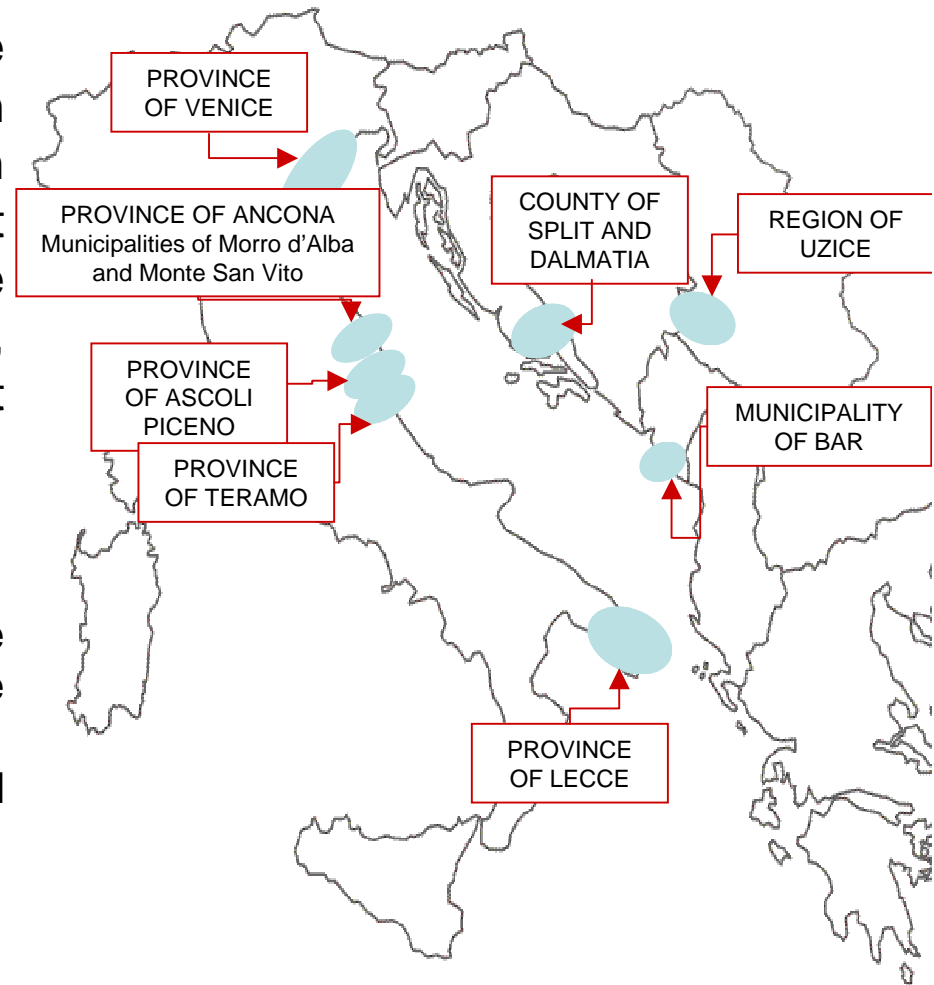


***WP1 – Activities 1.1 and 1.2***

# Objectives and methodology

- **WP1 Objectives:** to define the reference area of the project in order to envisage an action plan for development prospects in the Adriatic sea as an integrated tourist area with high quality standards of service and the development of shared historic, cultural, artistic, environmental and tourist resources.
- **Specific objectives:**
  - 1.1 To map ports, marinas and operators
  - 1.2 To build a socio-economic picture of the areas involved with particular reference to the tourist sector
  - 1.3 To consider the professional skills required for the sector
  - 1.4 To formulate good “Best Practice” strategies

## AREAS OF REFERENCE

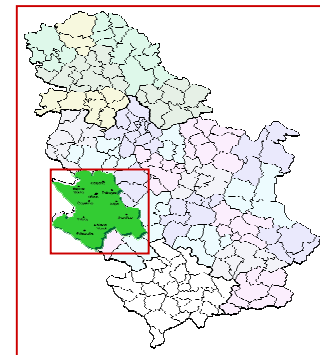


# Administrative systems of the partners: Eastern Adriatic

- The **municipality of Bar** is one of 21 [municipalities of Montenegro](#), with a population of 40,037. 34% of the population is concentrated in its capital BAR.



- The **region of Uzice** covers an area of 6,172 km<sup>2</sup> equal to 11% of the entire territory of Serbia. According the 2002 census, the population consists of 321,000 inhabitants. The city of Uzice is part of the Zlatibor district, one of the 17 administrative districts of Central Serbia.



- **Spalato Dalmatia County** is one of the 21 counties that make up the Republic of Croatia. Its capital is Spalato



- **PART ONE: SOCIO-ECONOMIC FRAMEWORK AND TOURISM SYSTEMS**
- **PART TWO: SITINGS OF MARINAS**

# Structure of the population

## RESIDENT POPULATION IN TERRITORIES OF REFERENCE

Territories	Population	Percentage %
Province of Venezia	834.661	31%
Province of Lecce	807.808	30%
Province of Ancona	465.906	17%
County of Split and Dalmatia	463.676	17%
Province of Ascoli Piceno	381.806	14%
Uzice Region	321.000	12%
Province of Teramo	287.411	11%
Municipality of Bar*	40.037	1%
Municipality of Monte San Vito	6.258	0%
Comune di Morro d'Alba	1.879	0%
<b>Average density for the reference area **</b>	<b>2.680.860</b>	<b>100%</b>

Sources: Chambers of Commerce, Censuses

\* The information derives from the 2003 census

\*\* The population of the municipalities of Monte San Vito and Morro d'Alba is included in the data relating to the province of Ancona

# Structure of the population

## POPULATION DENSITY IN THE REFERENCE AREAS

Territories	Population density
Province of Venezia	339
Province of Lecce	293
<i>Municipality of Monte San Vito</i>	289
Province of Ancona	240
Province of Ascoli Piceno	183
Province of Teramo	148
County of Split and Dalmatia	102
<i>Municipality of Morro d'Alba</i>	98
Municipality of Bar	67
Uzice Region	52
Average density for the reference area*	167

Sources: Chambers of Commerce, Censuses

\* The information derives from the 2003 census

\*\* The population of the municipalities of Monte San Vito and Morro d'Alba is included in the data relating to the province of Ancona

# Production systems

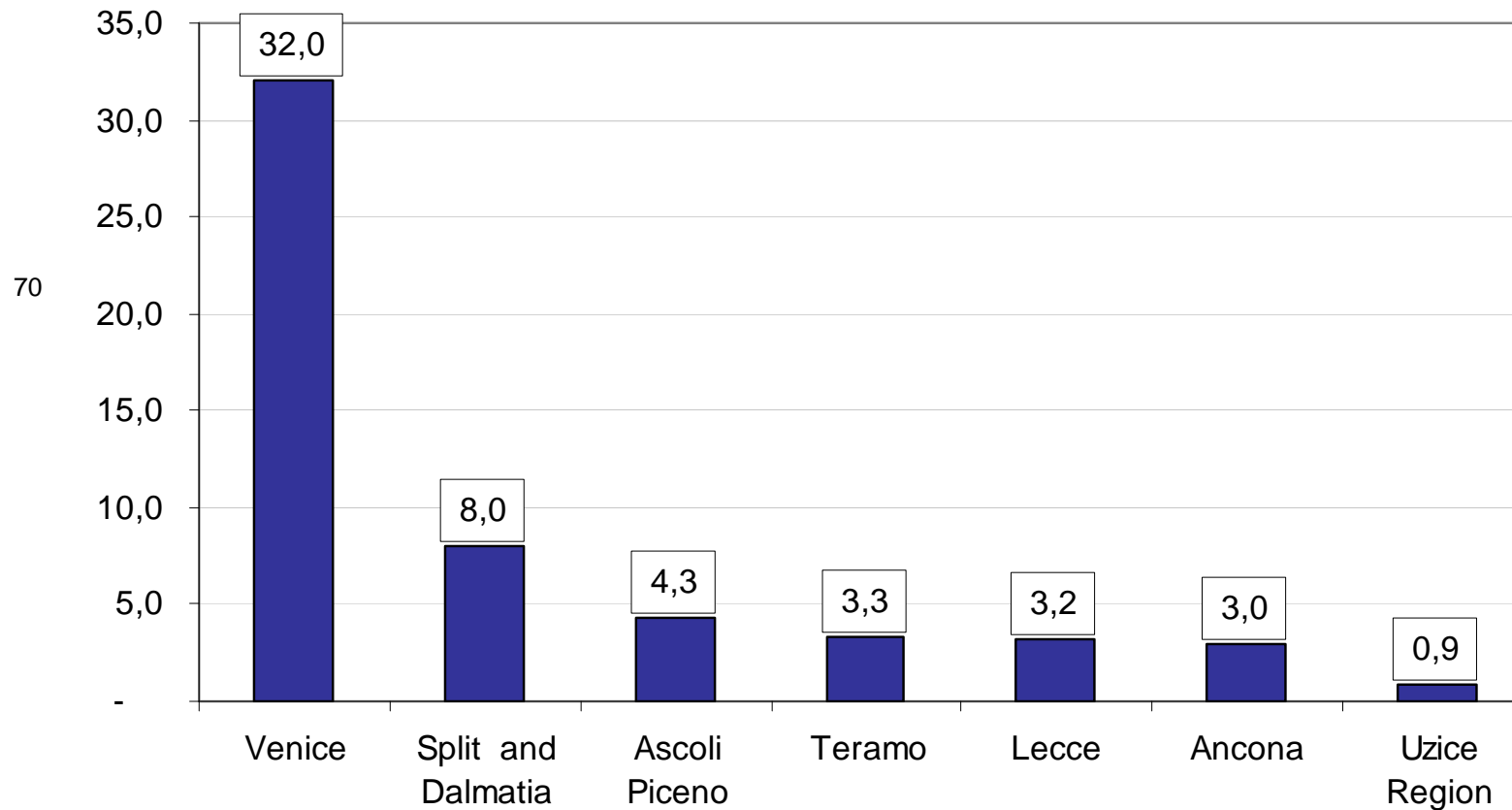
## ACTIVE COMPANIES BY BUSINESS SECTOR

	<i>Venice</i>	<i>Lecce</i>	<i>Ancona</i>	<i>Ascoli Piceno</i>	<i>Teramo</i>	<i>Split and Dalmatia</i>	<i>Municipality of Bar</i>	<i>Uzice Region*</i>	
Agriculture and Fishing	12.279	13.186	8.850	10.328	7.304	183	17		
Manufacturing (CDE)	8.361	8.416	5.619	6.936	4.632	1.019	110		
Construction	10.925	8.047	5.190	5.267	4.668	984	57		
Commerce	17.935	22.402	11.504	9.511	7.717	3.297	638		
Hotels and restaurants	5.239	2.962	1.738	1.753	1.781	654	81		14.000
Transports	3.480	1.283	1.569	1.226	831	559	147		
Other	12.763	7.822	7.289	6.307	4.561	3.646	458		
<b>Total active companies</b>	<b>70.982</b>	<b>64.118</b>	<b>41.759</b>	<b>41.328</b>	<b>31.494</b>	<b>10.342</b>	<b>1.508</b>	<b>4.795</b>	<b>266.326</b>

Sources: For Italian provinces – Tagliacarne – Atlante delle Province italiane; for Bar - MONSTAT, Statistical yearbook 2006; For Split and Dalmatia - Central Bureau of Statistics Croatia; for Uzice - Chamber of Commerce.

# Tourism (1)

**TOURIST PRESENCE AND ACCOMMODATION FACILITIES**  
(in millions)



## Tourism (2)

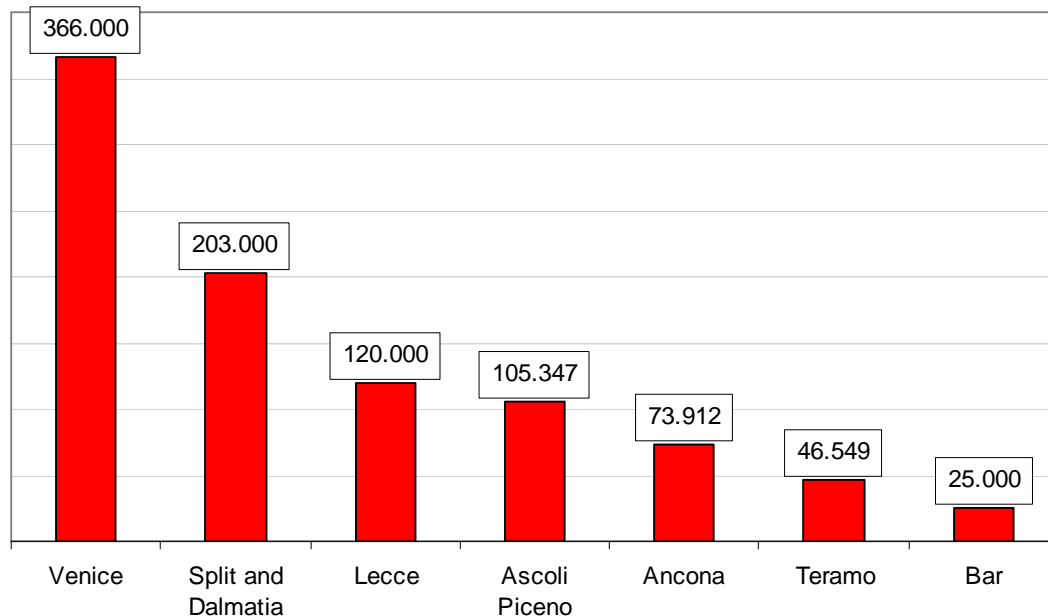
### EXTENT OF INTERNATIONAL TOURISM

<b>Territories</b>	<b>% of foreign tourists compared with total people present</b>
Split and Dalmatia	90%
Province of Venezia	66%
Municipality of Bar	26%
Province of Teramo	17%
Province of Ascoli Piceno	16%
Province of Ancona	14%
Province of Lecce	10%
Uzice Region	5%
<b>TOTALE AREA</b>	<b>55%</b>

Sources: Our own elaborations based on data provided by Chambers of Commerce, Regional APT's, and official statistics for Montenegro, Serbia and Croatia

# ACCOMMODATION FACILITIES

## NUMBER OF BEDS IN REFERENCE AREAS



*NB: Due to insufficient information it has not been possible to carry out more detailed research on the features and quality of hotel accommodation in the areas in the eastern Adriatic.*

## SATURATION LEVEL OF ACCOMMODATION AVAILABLE

Area	Rate
Venice	88
Ancona	40
Ascoli Piceno	41
Teramo	70
Lecce	27
Split Dalmatia	40
Uzice	nd
Bar	30
<b>Total area</b>	<b>59</b>

## General information

- As a whole, the area accommodates 55 million people of whom over 55% come from the international community.
- In terms of arrivals, the territories, taken as a whole, receive almost 11 million tourists.
- Most tourist traffic, however, is associated with the province of Venice, which alone takes in 58% of the total, of which 69% is international.
- Another area which attracts tourist trade is the county of Spalato-Dalmatia which alone receives 8 million people of whom 90% come from the international community.
- The province of Venice and the county of Spalato have 39% of the accommodation facilities in the area as a whole, and have the best saturation rate of the accommodation facilities available.
- In terms of accommodation facilities, Venice has 39% of the available beds in the area taken as a whole, and also has the best saturation rate of the accommodation facilities available.

# Field research: Objectives

## OBJECTIVES

In order to complete the information outline on tourism in the areas of reference, a map has been drawn up indicating the institutions and private enterprises that organize most of the tourist trade associated with nature and the environment.

- Excellence in tourism related to nature and the environment,
  - Typical and/or quality agro-alimentary products,
- have also been assessed.

The maps make it possible to reach certain specific objectives:

- to remodel primary tourist facilities available in the various territories on the basis of which it will be possible to plan integrated tourist packages,
- to identify the most suitable collaborators to carry out the work associated with the Marinas project.

# Field research: Methodology

## METHODOLOGY

The research was carried out by giving questionnaires to the partners of the project in order to identify within their own territories:

- The specific skills and abilities of the partner company in the tourist sector
- Other organisations and their skills and abilities
- Other players working in collaboration, and their skills and abilities
- Typical and/or quality agro-alimentary products
- Main attractions related to environmental tourism

# PARTNERS AND PROFICIENCY IN TOURISM

## Western Adriatic

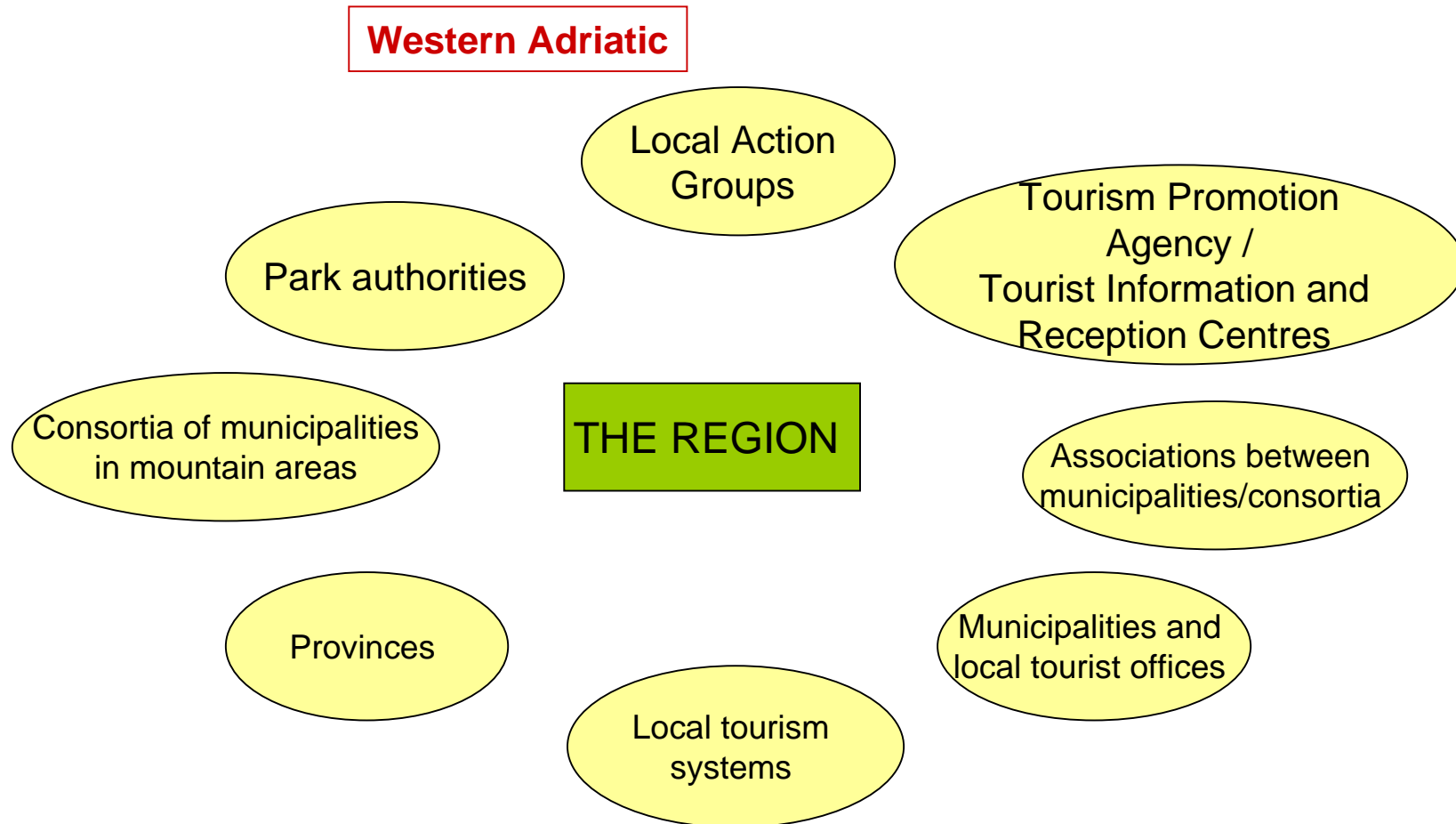
Area	Skills and abilities	Rules of reference	Decision-making body
Province of Venice	Organisation of three-year development programme for local tourist systems in association with the Veneto Region; information, reception, tourist assistance and promotion of individual areas within the territory of the region; classification of all the accommodation facilities, identification of amenities and prices of the accommodation facilities; issuing authorisations for travel and tourist agencies, and management of examinations and lists of technical managers; designing and carrying out qualifying professional tourism examinations, and maintaining registers; maintaining a provincial register of the local tourist offices; promoting associations of tourist offices and their regional and provincial associations and consortia; promoting branches of the Italian Alpine Club in the province; managing the provincial offices responsible for information and reception (I.A.T.).	Regional bylaw Veneto 4 November 2002, n.33	The Provincial Council
Province of Lecce	Art. 19 consolidation act T.U.E.L. legislative decree 267/2000, with which the province commits itself to the promotion and co-ordination of initiatives and works of particular advantage to local tourism, economy, production and commerce.	T.U.E.L. legislative decree 267/2000	Chairman of the Provincial Council and the Regional Council
Province of Ascoli Piceno	Proficiency in the tourist industry: classification of accommodation facilities; qualifying examinations for team leaders and managers of travel and tourist agencies; management of information centres; qualifying professional tourism examinations; promotion.	Regional bylaw 11 July 2006 n. 9	The Provincial Council
Province of Teramo	Classification of accommodation facilities; certification of information on prices, amenities and services; promotion initiatives; administrative and supervisory functions associated with tourist and travel agencies, and the tourist associations of the local tourist office; continuous updating of information on the official web site with regard to the matters and initiatives mentioned above.	Regional bylaw n.54/97 tourism in the region; Regional bylaw n.11/93 accommodation facilities and beaches; Regional bylaw n.75/95 Rules and Regulations for hotels and tourist amenities; Regional bylaw n. 1/98 concerning rules and regulations for travel agencies and professional managers; Regional bylaw n.30/04 financing of local tourist offices.	The Provincial Council, the Provincial Committee
Ancona Chamber of Commerce	Administrative functions related to businesses associated with the sector (maintenance of register of tradesmen – subscriptions and cancellations etc.) Participation of various kinds in provincial tourism policies - collaboration with the province of Ancona and the provincial board for the co-ordination of tourism; participation in local tourism systems, and associated co-ordination committees and their co-financing. Contributing to implementing individual, local and sub-provincial initiatives. Collaboration and regular contacts with the principal associations involved in the sector at a provincial level; financial involvement in various schemes for the promotion or upgrading of tourist amenities (mainly Associations of hoteliers and restaurateurs, and Confcommercio in the Province of Ancona)	Law n.580/1993	Chamber Council
Monte San Vito	Promotion of the area via the local tourist office	T.U.E.L. 267/2000	14
Morro d'Alba	Promotion of the area via the local tourist office	T.U.E.L. 267/2000	

# PARTNERS AND PROFICIENCY IN TOURISM

## Eastern Adriatic

Area	skills and abilities	Rules of reference	Decision-making body
Split and Dalmatia County	Tourism development project		County Assembly
Bar	The Municipality of Bar is not directly involved in tourism, but has established the Bar Tourism Organisation. This organisation is funded by the Municipality and is responsible for promoting Bar as a tourist destination. The Mayor is also the Chairman of the Committee responsible for preparing and monitoring the tourist season, which includes collaboration with the appropriate representatives of the public and private sectors which have a direct or an indirect impact on the tourist season. The Committee aims to enhance the infrastructures and the services of the tourist trade.	Municipal Statutes	
Uzice Region	The Tourist Board of the Regional Chamber of Commerce is responsible for the organisation of businesses, entrepreneurs, tour companies, and agencies, promoting other organisations with interests including sports, ethnicity and culture. It positively defends the interest of companies before all other official institutions and evaluates the extensive effects of economic policy on tourism.	The Uzice Regional Chamber of Commerce has the legal status of an independent public body. It is an interest-based, independent, business expert, non-profit making organisation, in accordance with the rules of the Chamber (2001), and the Republic of Serbia.	The management board/committee of the Uzice Regional Chamber of Commerce is the main decision-making body. The president of the Regional Chamber of Commerce is the general manager and legal representative of the Tourist Board and is responsible for decision-making in matters relating to the development of tourism in the area.

# ORGANIZATIONS RESPONSIBLE FOR TOURISM



# PROVINCE OF VENICE: Organizations

Western Adriatic

## VENETO REGION

[www.veneto.to](http://www.veneto.to)

Programming and coordinating tourist initiatives in the interests of the region, and provides the resources to finance them.

## PROVINCE OF VENEZIA

- 1) Organisation three-year development programme for local tourist systems in association with the Veneto Region; information, reception, tourist assistance and promotion of individual areas within the territory of the region.
- 2) Classification of all the accommodation facilities, identification of amenities and prices of the accommodation facilities.
- 3) Issuing authorisations for travel and tourist agencies, and management of examinations and lists of technical managers; designing and carrying out qualifying professional tourism examinations, and maintaining registers; maintaining a provincial register of the local tourist offices.
- 4) Promoting associations of the tourist offices and their regional and provincial associations and consortia.
- 5) Promoting branches of the Italian Alpine Club in the province.
- 6) Managing the provincial offices responsible for information and reception (I.A.T.).

## APT-IAL (Promotion, information and reception)

- Tourism Promotion Agency for the Province of Venice – for the area of Venice  
[www.turismovenezia.it](http://www.turismovenezia.it)
- Tourism Promotion Agency for the Province of Venice for the area of Bibione Caorle  
[www.caorleturismo.it](http://www.caorleturismo.it)
- Tourism Promotion Agency for the Province of Venice for the area of Jesolo Eraclea  
[www.turismojesoloeraclea.it](http://www.turismojesoloeraclea.it)
- Tourism Promotion Agency for the Province of Venice for the area of Chioggia Sottomarina  
[www.chioggiatourism.it](http://www.chioggiatourism.it)

## GAL (Local Action Groups – Qualification for contributions for driving sectors and reinforcement of cultural identity)

- GAL Eastern Venice  
[www.vegal.net](http://www.vegal.net)
- GAL Terra basse formerly Antico Dogado  
[www.galdogado.it](http://www.galdogado.it)
- Tourism Promotion Agency for the Province of Venice for the area of Bibione and Caorle  
[www.caorleturismo.it](http://www.caorleturismo.it)
- Tourism Promotion Agency for the Province of Venice for the area of Jesolo Eraclea  
[www.turismojesoloeraclea.it](http://www.turismojesoloeraclea.it)
- Tourism Promotion Agency for the Province of Venice for the area of Chioggia Sottomarina  
[www.chioggiatourism.it](http://www.chioggiatourism.it)

## CONSORTIA (Marketing; participating in and implementing promotional events; managing events)

- Consortium for the Promotion of Tourism  
[www.promovenezia.it](http://www.promovenezia.it)
- Consortium for the promotion of Tourism in eastern Veneto  
[www.bibione.com](http://www.bibione.com)
- Consortium for the Promotion and Development of Four Season Tourism  
[www.fourseasons.it](http://www.fourseasons.it)
- Consortium Con Chioggia Sì  
[www.conchioggiasi.com](http://www.conchioggiasi.com)
- U.N.P.L.I. - National Union of Local Tourist Offices of Italy consisting of 31 tourist offices and 3 consortia  
[www.unpliveneto.com](http://www.unpliveneto.com)

# PROVINCE OF ANCONA: Organizations (1)

Western Adriatic

## MARCHE REGION

- 1) Relevant legislative and regulatory authority
- 2) Aims and plans
- 3) Monitoring tourism initiatives
- 4) Promotion in Italy and abroad, including taking part in exhibitions (Annual Promotion Plan)
- 5) Identifying local tourism systems
- 6) Promoting the rating of accommodation

## PROVINCE OF ANCONA

- 1) Promotes and co-ordinates tourist development initiatives within the reference area, in collaboration with Municipalities, consortia of municipalities in mountain areas, joint municipal initiatives, local tourism systems and associations related to the sector;
- 2) Coordinates and manages information and tourist reception centres ensuring that statistical data are collected and that data and information are forwarded to the Regional authorities;
- 3) Performs administrative functions related to the grading of accommodation facilities on the basis of regional regulations (awarding and supervising a star system).
- 4) Awards qualifications for working in tourism after appropriate examinations (guide, tour leader, Communications Technician)

## LOCAL TOURISM SYSTEMS

Identify tourist products referable to the reference areas with the aim of marketing them, and, in an integrated way, evaluate local resources paying particular attention to the specific inland areas; thus approaching a unique local tourist system (today there are two local tourist systems – the Riviera del Conero – [www.rivieradelconero.wow.it](http://www.rivieradelconero.wow.it) and Misa Esino Frasassi – [www.misaesinofrasassi.it](http://www.misaesinofrasassi.it)) which have the following remits:

- 1) Organizing reception initiatives, and coordinating and integrating them into other activities taking place in the territory.
- 2) They also frequently carry out promotional activities in their own areas (workshops, educational tours, presentations by sector operators, etc.).

## MUNICIPALITIES AND IAT OFFICES (TOURIST INFORMATION AND RECEPTION CENTRES)

- 1) Exercise administrative functions related to tourism and reception activities not expressly assigned by legislation to other authorities (authorizations to exercise reception activities and to supply food and drink);
- 2) Municipalities contribute towards tourist development in their own area, either alone or in partnership, or via local tourism systems and consortia of municipalities in mountain areas by putting into action initiatives aimed at evaluating what the local area offers and crucial tourist amenities based on information, reception, and entertaining guests and organizing events and initiatives;
- 3) Ensure information, assistance and reception of tourists is provided at a local level via information and reception centres. (The Regional Council defines the structural and operational features of the information and reception centres according to a standardized model throughout the territory, and using the same distinctive sign).

## LOCAL TOURIST OFFICES

The region acknowledges the role of the local tourist office associations, including organizations that promote basic tourist activities. To this end, the Regional Council has set up a regional register of the local tourist office organizations. Local tourist office organizations that are listed in the register undertake initiatives to promote tourism and to improve the quality of reception services in the areas of reference, in collaboration with public and private bodies with competence in the sector.

## PARK AUTHORITIES

Authority for the Parco del Conero – [www.parcodelconero.eu](http://www.parcodelconero.eu)  
Authority for the Parco della Gola Rossa – [www.parcogolarossa.it](http://www.parcogolarossa.it)

## CONSORTIA

Consortium of the Colli Esini – [www.colliesini.it](http://www.colliesini.it)

# PROVINCE OF ASCOLI PICENO: Organizations

Western Adriatic

## MARCHE REGION

- 1) Appropriate Legislative and regulatory authority
- 2) Aims and plans
- 3) Monitoring tourist activities (observation)
- 4) Promotional activities in Italy and abroad, including taking part in exhibitions (Annual Promotional Programming)
- 5) Identifying Local Tourist Systems
- 6) Promoting the evaluation of accommodation facilities

## PROVINCE OF ASCOLI PICENO

- 1) Classificazione strutture ricettive;
- 2) Rating accommodation facilities
- 3) Qualifying examinations for tourist and travel agency managers and leaders
- 4) Management of information centres
- 5) Qualifying examinations for the tourist profession
- 6) Promotions

## LOCAL TOURIST SYSTEMS

- Coordinating reception facilities
- MARCA FERMANA TOURIST SYSTEM – [www.marcafermana.it](http://www.marcafermana.it)
- SIBILLINI MOUNTAINS/LANDS OF PARKS AND MAGIC TOURIST SYSTEM – [www.sibilliniturismo.it](http://www.sibilliniturismo.it)
- THE DESIGNER SEA RESORT TOURIST SYSTEM [www.ilmareadriaticodellegrandifirme.it](http://www.ilmareadriaticodellegrandifirme.it)

## PARK AUTHORITIES

- THE SIBILLINI MOUNTAINS NATIONAL PARK – [www.sibillini.it](http://www.sibillini.it)
- GRAN SASSO AND MONTI DELLA LAGA NATIONAL PARK – [www.gransassolagapark.it](http://www.gransassolagapark.it)

## OTHERS

- GAL PICENO - responsible for implementing the “Piceno” Local Development Plan - (preparation of tenders and working plans; initiatives to promote and provide information on all the activities planned by GAL, in particular the initiatives planned in the Local Development Plan throughout the entire area of reference; implementation of tendered activities, organized directly or by contract) [www.galpiceno.it](http://www.galpiceno.it)
- CONSORTIUM OF MUNICIPALITIES IN TRONTO – [www.comunitamontanatrono.it](http://www.comunitamontanatrono.it)
- CONSORTIUM OF MUNICIPALITIES IN THE SIBILLINI MOUNTAINS – [www.sibillini.net](http://www.sibillini.net)

## IAT – Information and reception centres

- MARINA DI ALTIDONA, AMANDOLA, PORTO D'ASCOLI, ASCOLI, CUPRA MARITTIMA, FANO, GOTTAMMARE, PORTO SAN GIORGIO, PORTO S. ELPIDIO, RIPTRANSONE, S. BENEDETTO DEL TRONTO

### ABRUZZO REGION

- 1) Legislative functions in areas of competence
- 2) Programming and coordinating tourism initiatives associated with image and communications
- 3) Issuing agreements for aims to regional and local tourist organizations
- 4) Collection and elaboration of statistical data on tourism via the Regional Observatory.

### PROVINCE OF TERAMO

- 1) Classification of accommodation facilities
- 2) Endorsement of information on prices, amenities and services
- 3) Tourism promotion activities
- 4) Administrative functions of tour and travel agencies and local tourist offices, and supervision of same
- 5) Continuous updating of information on official web site relating to matters and activities mentioned above

### APTR – Regional Tourism Promotion Agency

Promoting throughout Italy and abroad a complete picture of the tourist facilities on offer in the region, involving businesses, sector related associations, and local authorities. [www.abruzzoturismo.it](http://www.abruzzoturismo.it)

### PARK AUTHORITIES

- To safeguard the flora and fauna of protected areas; to promote the museum network, cultural events; local heritage, farming traditions and agro-alimentary products.
- GRAN SASSO AND MONTI DELLA LAGA NATIONAL PARK – [www.gransassolagapark.it](http://www.gransassolagapark.it)

### OTHERS

- GAL APPENNINO TERAMANO – the local action group for the area formulates policies for innovation and development in inland and rural areas, involving the territory as a whole. – [www.galappenninoteramano.it](http://www.galappenninoteramano.it)
- CONSORTIUM OF MUNICIPALITIES IN THE MOUNTAIN AREA OF MONTANA DELLA LAGA
- CONSORTIUM OF MUNICIPALITIES IN THE MOUNTAIN AREA OF VOMANO CERMIGNANO – [www.cmvomanofinopiomba.it](http://www.cmvomanofinopiomba.it)
- CONSORTIUM OF MUNICIPALITIES IN THE MOUNTAIN AREA OF GRAN SASSO TOSSICIA – [www.cmgransasso.it](http://www.cmgransasso.it)
- JOINT MUNICIPALITIES OF VAL VIBRATA – [www.unionecomunivibrata.it](http://www.unionecomunivibrata.it)
- CONSORTIUM OF THE MUNICIPALITIES OF VOMANO AND TORDINO - [www.bim-teramo.it](http://www.bim-teramo.it)

## PUGLIA REGION

Tourism and hotel industry

## PROVINCE OF LECCE

Art. 19 T.U.E.L. legislative decree 267/2000 “the province promotes and coordinates activities, implements work of significant importance to the province in tourism, economy, manufacture and commerce...”

## APT/IAT

Information and reception centres, and tourist offices

## OTHERS

- LOCAL ACTION GROUP FOR TERRA D'ARNEO – [www.galterradarneo.it](http://www.galterradarneo.it)
- LOCAL ACTION GROUP FOR CAPO DI LEUCA – [www.galcapodileuca.it](http://www.galcapodileuca.it)
- JOINT MUNICIPALITIES OF TERRA DI LEUCA
- JOINT MUNICIPALITIES OF TERRA SALENTINA
- JOINT MUNICIPALITIES OF COPERTINO, CARMIANO, VEGLIE, PORTO CESAREO, LEVERANO

## COTUP - CONSORTIUM OF TOUR OPERATORS IN PUGLIA

1. Events promoting tourism and culture throughout Italy and abroad. 2. Taking part in fairs and exhibitions in Italy and abroad, and planning and implementing bursaries and workshops dedicated to tourism. 3. Management of promotion fairs and exhibitions, on behalf of Puglia Region throughout Italy and abroad. 4. The Consortium's Press Office organizes press conferences, and meetings on matters of major interest in and relevance to matters relating to tourism. 5. Preparation and management of training programmes and assistance for businesses.

## COUNTY SPLIT DALMATIA

Co-operates with Regional Authorities, Croatian Diaspora, takes into account the opinions of its citizens on matters relating to the functioning of county Departments. Its Operations are wholly transparent. It is responsible for the control of county assets and finance, and for the companies in its ownership. It regulates other matters essential for achieving its legal obligations and the power entrusted in the Regional Authorities.

## SPLIT –DALMATIA TOURIST BOARD

Promotes tourism in Split and Dalmatia County, as well as business interests of companies and private persons involved in tourism, running restaurants, catering and other associated activities.  
[www.dalmatia.hr](http://www.dalmatia.hr)

## MUNICIPAL AND CITY TOURIST BOARDS

- 1) Active in improving the quality of tourist stay, creating and preserving a distinctive tourist environment and maintaining high levels of hospitality in their localities.
- 2) Promotes the tourist products of particular localities in line with accepted State strategies in order to meet European and world trends.
- 3) Develops awareness of the overall effects of tourism on the local economy and community, and preserves and improves all aspects of tourist products relating to particular localities especially with regard to safeguarding the environment.

**MINISTRY OF TRADE  
AND TOURISM  
Regional Inspector**

Controlling the registration of guests, catering, services - [www.minttu.sr.gov.yu](http://www.minttu.sr.gov.yu)

**UZICE REGIONAL  
CHAMBER  
OF COMMERCE**

The Tourist Board of the Regional Chamber of Commerce is responsible for the organisation of businesses, entrepreneurs, tour companies, and agencies, promoting other organisations with interests including sports, ethnicity and culture. It positively defends the interest of companies before all other official institutions and evaluates the extensive effects of economic policy on tourism. – [www.rpk-uzice.co.yu](http://www.rpk-uzice.co.yu)

**REGIONAL TOURIST  
INFORMATION CENTRE  
AND REGIONAL  
TOURIST  
ORGANISATIONS**

Promoting tourism on the Uzice region - [www.turizamuzica.org.yu](http://www.turizamuzica.org.yu)

**OTHERS**

Tourist and Sports Centre of Bajina Basta – [www.tara-bajina.basta.com](http://www.tara-bajina.basta.com)

Zlatibor Tourist Organization – [www.zlatibor.co.yu](http://www.zlatibor.co.yu)

Zlatar Tourist Organization – [www.zlatar.org.yu](http://www.zlatar.org.yu)

THE BUSINESS AND TECHNICAL COLLEGE OF UZICE - Education

**BAR TOURISM  
ORGANIZATION**

Destination marketing and promotion – [www.to-bar.com](http://www.to-bar.com)

**COMMISSION FOR  
PREPARATION AND  
MONITORING OF  
TOURIST SEASON**

Public and private development of infrastructures, services, etc... [www.bar.cg.yu](http://www.bar.cg.yu)

**FACULTY OF TOURISM,  
HOSPITALITY AND  
TRADE MANAGEMENT**

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# TOURIST ATTRACTIONS: NATURE AND THE ENVIRONMENT

Area	Parks	Spas	Other
Province of Venice	Sile River Park Bosco Nordio Integrated Nature Reserve Dune Alberoni Nature Reserve (Lido di Venezia) The Tegnue of Chioggia (marine sanctuary)	Bibione Spa	Averto Valley Bosco del Parauro
Chamber of Commerce for the Province of Ancona	Conero Park Gola della Rossa Natural Park		Frasassi Caves Mountain sports (trekking etc.) in the Gola della Rossa area
Province of Ascoli Piceno	Monti Sibillini National Park Gran Sasso and Monti della Laga National Park Parco Piceno Marine Sanctuary (in course of preparation) Sentina Nature Reserve	Nuove Terme di Acquasanta Terme	COTUGE – Monti Gemelli Tourist Consortium
Province of Lecce	Protected areas (Natural parks and nature reserves)	Spas of Santa Cesarea	Interesting landscapes Geological areas of interest Urban parks Guided visits/Trekking itineraries in the Salento area
Province of Teramo	Gran Sasso and Monti della Laga National Park Calanchi di Atri Nature Reserve Castel di Cerreto Regional Nature Reserve Fiumetto River Territorial Park		Salinello Gorges
Morro d'Alba			Route known as "La Scarpa" Villa Sant'Amico and its woods House built of earth
Split and Dalmatia County	Biokovo Nature Reserve		River Cetina Canyon Blue Grotto
Bar	Lake Skadar National Park Crnica - natural and rural tourism in areas around Lake Skadar		Sun and beach tourism, well-known beaches: Sutomore, Canj, Veliki pijesak, Uteha ... Mountaineering and hiking along coastal transversal route
Uzice Region	The National Park of Mt. Tara; Golija mountain protected by Unesco as a natural bio-sphere reserve. Zlatar Lake is a nature reserve, and home to a griffon vulture, a species rarely seen in Europe.		Stopica Cave

# FIELD RESEARCH: typical produce

	DOC*	DOP**	IGP***	IGT****	Other
<b>PROVINCE OF LECCE</b>	Wines: Alezio, Matino, Nardò, Galatina, Leverano, Copertino, Salice Salentino, Squinzano	Terra d'Otranto extra-virgin olive oil		Wine from Salento, and Puglia	
<b>PROVINCE OF VENEZIA</b>	Wines: Lison, Pramaggiore, Piave, Riviera del Brenta, Corti Benedettine	Montasio cheese	Late radicchio from Treviso, early radicchio rosso from Treviso, variegated radicchio from Castelfranco, Veneto wines, and wines from Friuli-Venezia Giulia.	Merlot from Veneto, Raboso from the Veneto, Asparagus from Badoere, purple artichokes from the island of St. Erasmus, pears from the Venice area, tomatoes from Cavallino-Treporti, and Radicchio Rosso from Chioggia.	
<b>CHAMBER OF COMMERCE FOR THE PROVINCE OF ANCONA</b>	Wines: Rosso Conero, Lacrima di Morro d'Alba, Verdicchio		Fabriano salami, beef from breeds of the Marches		Fabriano fig salami
<b>UZICE REGION</b>	Plum brandy, fruit brandy, frozen raspberries		Beef and pork smoked ham, Kaymak white cheese, frozen pastry, sweet and savoury pies, apples		
<b>PROVINCE OF TERAMO</b>	Wines: Montepulciano from the hills around Teramo	Petruzziano olive oil from the hills around Teramo	Meat		
<b>PROVINCE OF ASCOLI PICENO</b>	Wines: Rosso Piceno, Offida Rosso, Offida Pecorino, Offida Passerina, Falerio dei colli ascolani	Olive ascolane from Piceno			
<b>BAR, MONTENEGRO</b>	Wines: Vranac - autochthonous high quality red wine (Crnica Region, municipalities of Bar and Podgorica)				Olive oil, local crafts
<b>MONTE SAN VITO</b>	Wine: Lacrima di Morro d'Alba				
<b>MORRO D'ALBA</b>	Wine: Lacrima di Morro d'Alba				Organic olive oil, Fattoria Petriani
<b>COUNTY OF SPLIT AND DALMATIA</b>					Wines: Zlatan plavac, Zaval, Zlatan otok. Olive oil: Extra-virgin olive oil <b>27</b>

**•PART ONE: SOCIO-ECONOMIC  
FRAMEWORK AND THE TOURISM SYSTEM**

**•PART TWO: SITINGS OF MARINAS**

# Purpose of the survey

The MARINAS project is aimed at ports and marinas in the area of reference and has several objectives, some strategic and others operational.

- To better understand sea tourism
- To identify amenities offered by each port in order to better understand their potential, and how to develop them
- To assess all the information (features of the ports, accessibility, amenities) useful to yachtsmen and sailors, and to publish the results in information material and on the project's web site

# Methodology (1)

The survey was carried out using a **closed reply questionnaire**, consisting of three main parts.

**PART ONE** aims to gather all the information on:

- *Accessibility to ports* - latitude and longitude, VHF channel, times, features of access, signalling and lights, seabed, winds, on-shore winds, and dangers ;
- *Availability* – numbers of berths by size, maximum size, draught, places reserved for transit, type of moorings, maximum speed allowed;
- *Amenities available on the quay* – water, electricity, ramp, slipway, lavatories, lighting, facilities for the disabled, showers, security, mooring hands, divers, quay-side facilities for food supplies, travel lift, fire-fighting facilities and weather reports.

## Methodology (2)

- *Amenities for boats* – fuel, crane, refills for gas scuba cylinders, services for repairing sails, engines, fibreglass and wood hulls, electrical repairs, services for placing boats and trailers under cover, outdoor storage facilities, plumbing repairs and electronic accessories;
- *Amenities for port users* – parking, boat-hire, pharmacy, first-aid, laundry, transport (hire services), post office, letter-box, yachting club, hotel, restaurant, food-store, bank/exchange.

# Methodology (3)

**PART TWO** examines sea tourism in more detail by gathering particular information on:

- the number of annual transits between 2004 and 2006;
- the distribution of transits by month;
- where tourists come from;
- tourist amenities available to sailors in transit (tourist information and assistance, transport into town, car-hire, guided visits and excursions, booking restaurants, hotels, museums etc., and implementing events in the marina;
- how important the above services are to the port users.

# Methodology (4)

**PART THREE** is dedicated to gathering information on organizational and technological aspects of the marinas involved in order to evaluate if there are objective circumstances for using the potential of integrated management systems. In particular, the survey examines:

- Internal organization: office workers, outside workers, local networks, connection to internet, computer equipment, state of hardware and computer and language skills of staff;
- Web site services: advantages of using a management web site, evaluating the usefulness of a berth booking service, requests for other services to be implemented.

## Area of reference

### NUMBER OF PORTS AND MARINAS IN THE AREA OF REFERENCE

	Number of marinas, tourist ports, berths, mooring points
Province of Venice	41
Province of Ancona	3
Province of Ascoli Piceno	2
Province of Teramo	1
Province of Lecce	21
County of Split and Dalmatia	6 marinas and mooring points
Municipality of Bar	nd

Sources: Blue Pages, ISTAT National calculation of transport

# Area of Reference – Venice

	<i>PROVINCE OF VENICE</i>	<i>Marina</i>	<i>Small harbour</i>	<i>Wet dock</i>	<i>Canal port</i>	<i>Quay, landing stage</i>	<i>Questionnaire</i>
1	PORTO DI CORTELLAAZZO		1				
2	NAUTICA BOAT SERVICE			1			
3	MARINA DI CORTELLAZZO			1			X
4	MARICLEA CLUB			1			X
5	PORTO SANTA MARGHERITA				1		
6	MARINA	1					X
7	DARSENА DELL'OROLOGIO	1					X
8	PORTO FALCONARA		1				
9	PORTO BASELEGHE					1	
10	PORTO BRONDOLO				1		
11	DARSENА BRENTA BOAT SERVICE			1			X
12	MARINA DI BRONDOLO					1	X
13	PORTO DI CHIOGGIA				1		
14	SOTTOMARINA – DARSENА MOSELLA			1			X
15	PORTO DI CHIOGGIA – PORTO INTERNO		1				X
16	MARINA DI CHIOGGIA SPORTING CLUB			1			X
17	ROMEA YACHTING CLUB			1			
18	MARINA DI CHIOGGIA			1			
19	PORTO DI MALAMOCCO				1		
20	MARINA ALBERONI			1			X

# Area of Reference – Venice

	<i>Province of Venice</i>	<i>Marina</i>	<i>Small harbour</i>	<i>Wet dock</i>	<i>Canal port</i>	<i>Quay, Landing stage</i>	<i>Questionnaire</i>
21	VEN MAR			1			
22	PORTO DI LIDO				1		X
23	VENEZIA LIDO					1	X
24	VENEZIA SANT'ELENA			1			
25	VENEZIA SAN GIORGIO			1			X
26	VENICE YACHT PIER			1			X
27	VENEZIA TRONCHETTO			1			
28	DARSENA FUSINA			1			
29	CANTIERI DELLA PIETA'			1			X
30	MESTRE – DARSENA MILAN					1	
31	MESTRE SCAFO CLUB			1			
32	MESTRE – DARSENA DEC			1			X
33	MARINA DI CAMPALTO			1			X
34	MARINA DI LIO GRANDO	1					X
35	MARINA DI PORTEGRANDI			1			X
36	PIAVE VECCHIA				1		
37	CAVALLINO – MARINA DEL FARO			1			X
38	CAVALLINO – MARINA DEL CAVALLINO	1					
39	LIDO DI JESOLO – DARSENA FARO			1			
40	LIDO DI JESOLO – NAUTICA DAL VI'			1			X
41	LIDO DI JESOLO – PORTO TURISTICO DI JESOLO	1					<b>36</b>

# Area of Reference – Lecce

	<i>Province of Lecce</i>	<i>Marina</i>	<i>Small harbour</i>	<i>Berthing</i>	<i>Quay, landing stage</i>	<i>Questionnaire</i>
1	CASALABATE			1		
2	OTRANTO		1			X
3	S.FOCA DI MELENDUGNO		1			X
4	SAN CATALDO			1		
5	TORRE SAN GIOVANNI D'UGENTO		1			X
6	TORRE PALI		1			
7	TORRE VADO		1			
8	SANTA MARIA DI LEUCA		1			X
9	TRICASE – MARINA DI PORTO		1			X
10	MARINA DI ANDRANO			1		
11	CASTRO MARINA		1			X
12	PORTO MIGGIANO			1		
13	PORTO BADISCO				1	
14	PORTO CESAREO				1	X
15	SANTA CATERINA DI NARDO'				1	
16	GALLIPOLI – PORTO GAIO			1		X
17	GALLIPOLI – DARSENA FONTANELLE			1		
18	GALLIPOLI – CALA FONTANELLE				1	
19	GALLIPOLI PORTO MERCANTILE		1			
20	GALLIPOLI – SAN GIORGIO		1			
21	GALLIPOLI – SENO DEL CANNETO	0	1			
		0	11	6	4	<b>37</b>

# Berthing facilities at tourist ports

## PORTS AND HARBOURS BY NUMBER OF BERTHS

<i>Class of berth</i>	<i>Ancona</i>	<i>Ascoli Piceno</i>	<i>Lecce</i>	<i>Bar</i>	<i>Teramo</i>	<i>Venice</i>	<i>Split</i>	<i>Total</i>	<i>%</i>
Up to 100			1			6		7	16%
From 100 to 200			3			12	2	17	40%
From 201 to 400	1	1	2		1	5		10	23%
From 401 to 700			1	1		3	1	6	14%
over 700	2		1					3	7%
<b>TOTAL</b>	<b>3</b>	<b>1</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>26</b>	<b>3</b>	<b>43</b>	<b>100%</b>

- Taken as a whole, there are more berths available for lower classes of boats in the tourist ports taking part in the survey. Only three ports have places for more than 700 boats (Marina Dorica at Ancona, the Marina of Numana, and the port of Santa Maria di Leuca), and only six have over 400 berths.
- In general terms, the provinces that have a limited number of tourist ports, have a greater berthing capacity. Bar alone offers 450 berths.

# Berthing facilities at tourist ports

## PORTS AND HARBOURS BY PERCENTAGE OF BERTHS UNDER 12 METRES

<i>Class of berth</i>	<i>Ancona</i>	<i>Ascoli Piceno</i>	<i>Lecce</i>	<i>Bar</i>	<i>Teramo</i>	<i>Venice</i>	<i>Split</i>	Total	%
Up to 50%						2		2	5%
from 51 to 75%				1		3	3	7	16%
from 75% to 84%	2					1		3	7%
up to 50%						2		2	5%
over 85%	1	1			1	8		11	26%
nd			8			12		20	47%
<b>Total</b>	<b>3</b>	<b>1</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>26</b>	<b>3</b>	<b>43</b>	<b>100%</b>

- There are also more berths for boats under 12 metres

# Berthing facilities at tourist ports

## PORTS AND MARINAS BY MAXIMUM BERTH LENGTH

<i>Class of berth</i>	Ancona	Ascoli Piceno	Lecce	Bar	Teramo	Venice	Split	Total	%
up to 18			4		1	17		22	50%
from 19 to 24	2	1	3			4	1	11	26%
from 25 to 30			1	1		1		3	7%
over 30	1					4	2	7	16%
Total	3	1	8	1	1	26	3	43	100%

- Half of the ports belong to the first group and are capable of providing berthing for boats up to 18 metres long. In fact, the maximum length of boats that can be berthed is, for many ports, especially the Venetian ones, no more than between 13 and 15 metres.
- Of the seven ports capable of berthing boats over 30 meters in length, two are Croatian - Marina Wbroska and Split Marina (up to 50 metres). In Italy four are Venetian ports (Marina Fiorita – 70 metres; Marina di Lio Grando – 50 metres; Marina di Chioggia Sporting Club – 50 metres; Marina di Cavallino – 35metres), and Marina Dorica which provides a maximum length of 30 metres.

# Berthing facilities at tourist ports

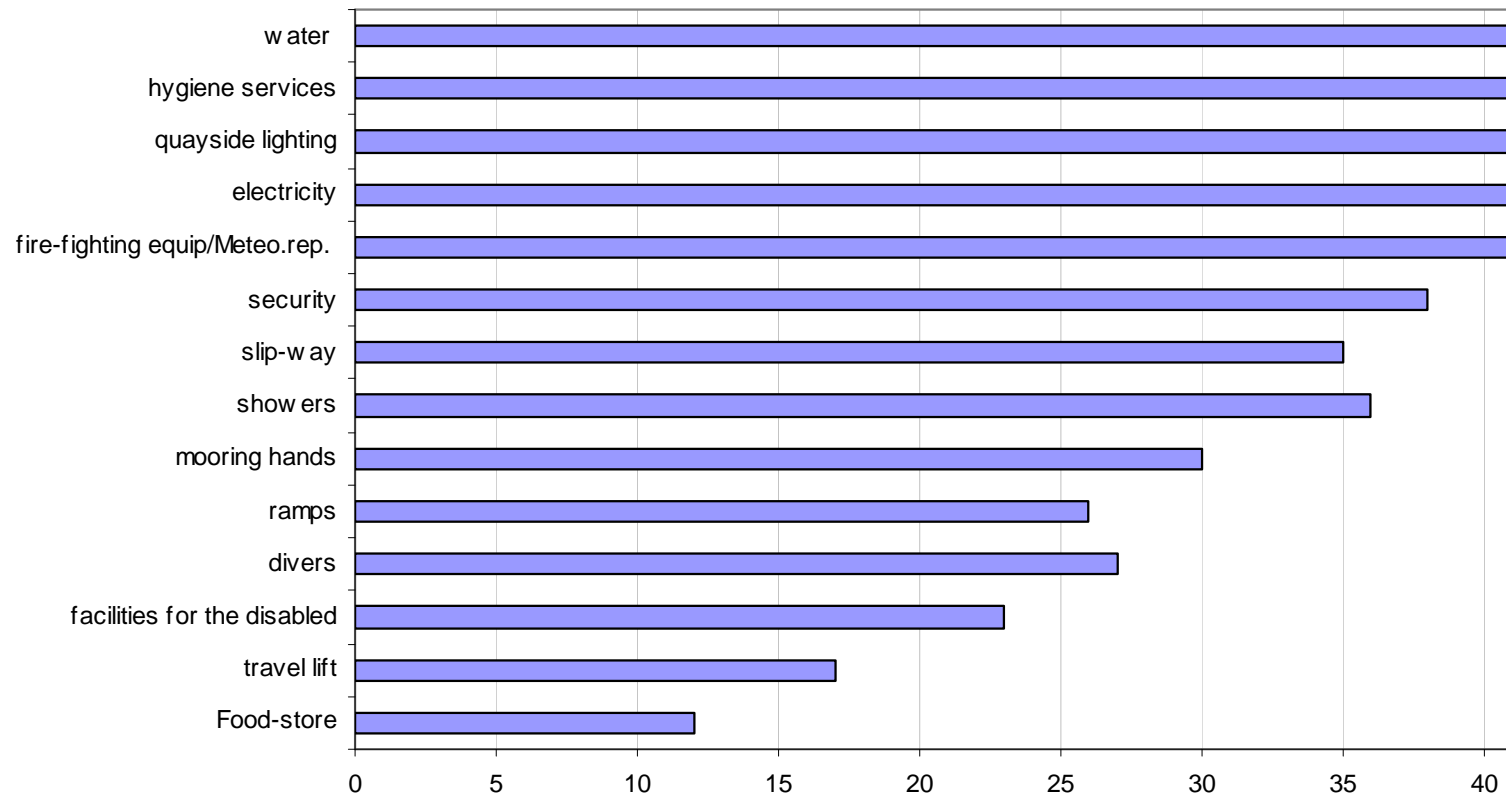
## PORTS AND MARINAS BY MAXIMUM MOORING DEPTH

<i>Class of berth</i>	Ancona	Ascoli Piceno	Lecce	Bar	Teramo	Venice	Split	Total	%
up to 2	2		2			3		7	16%
from 2 to 2,9			1			9		10	23%
from 3 to 5	1	1	2	1	1	12	1	19	44%
over 5			3			2	2	7	16%
Total	3	1	8	1	1	26	3	43	100%

- In most of the ports, the prevalence of sandy sea-beds makes the maximum draught low.
- In the province of Lecce, three ports (Santa Maria di Leuca, Casto Marina and Otranto) reach a maximum depth of 8 metres. In the province of Venice, Lio Grado and Marina Fiorita exceed 6 metres, and Spalato reaches 12 metres.

# QUAY AMENITIES

**QUAY AMENITIES: services available per total of marinas and ports**  
**Total examined: 43**



# TRANSITS

- Only 12 replies have been reported
- They confirm that national ports are not attractive to boats in transit
- The only exception for the Italian Adriatic is the Marina di Chioggia which has 28,000 visitors per year. It receives traffic from Emilia Romagna, Friuli Venezia Giulia and the Veneto, as well as Austrians and Germans

# BOAT ASSISTANCE SERVICES

## PORTS AND MARINAS BY BOAT ASSISTANCE SERVICES

	<i>Number of mentions</i>	<i>Weight of all observations</i>	<i>Inside the port</i>	<i>Outside the port</i>	<i>n.d.</i>
Cranes	41	93%	19	3	19
Electrical repairs	37	84%	16	9	12
Open storage	34	77%	14	0	20
Fuel	35	80%	20	11	4
Engine repairs	34	77%	18	6	10
Repairs to fibreglass hulls	35	80%	17	6	12
Repairs to wood hulls	34	77%	15	6	13
Plumbing	30	68%	10	8	12
Electrical accessories	28	64%	10	4	14
Covered storage	24	55%	9	2	13
Sail repairs	23	52%	9	11	3
Scuba cylinders refills	20	45%	7	8	5

# AMENITIES AVAILABLE TO PORT USERS

## PORTS AND MARINAS BY AMENITIES AVAILABLE TO SAILORS

	<i>Number of mentions</i>	<i>Weight of all observations</i>	<i>Inside the port</i>	<i>Outside the port</i>	<i>n.d.</i>
Parking	40	91%	19	18	nd
Boat-hire	38	86%	6	29	3
Pharmacy	36	82%	24	11	1
First aid	36	82%	7	28	1
Laundry	36	82%	2	32	nd
Car hire	36	82%	4	29	3
Postal services	35	80%	6	28	1
Mail-box	34	77%	5	25	4
Yacht club	30	68%	1	27	2
Hotel	29	66%	7	22	0
Restaurant	22	50%	9	5	8
Food-store	20	45%	5	13	2
Bank	20	45%	12	3	nd

# Tourist amenities available at ports and marinas

	Yes	Total sample	% of total sample
Tourist information and services (information, suggested routes)	17	44	39%
Accessibility to town (Public transport, shuttle bus)	23	44	52%
Car hire	11	44	25%
Guided visits to the town and surrounding areas	15	44	34%
Links with facilities and tourist attractions within the territory (excursions, organized trips)	17	44	39%
Facilities for booking hotels and/or tickets for events (theatre, concerts, museums) from the port	16	44	36%
Organization of events within the port (festivals, concerts, exhibitions, shows....)	15	44	34%

# Perceived “importance” of tourist amenities

## PORTS AND MARINAS BY IMPORTANCE ATTRIBUTED TO SERVICES AVAILABLE

	<i>HIGH</i>	<i>MEDIUM</i>	<i>LOW</i>	<i>Total</i>	<i>number of replies</i>
Information and tourist services (information, suggested routes)	36%	45%	18%	100%	22
Accessibility to town (public transport, shuttle buses)	63%	26%	11%	100%	19
Car hire	19%	33%	48%	100%	21
Guided visits to town and surrounding areas	16%	32%	53%	100%	19
Links with facilities and tourist attractions within the territory (excursions, organized trips)	15%	55%	30%	100%	20
Facilities for booking hotels and/or tickets for events (theatre, concerts, museums) from the port	20%	40%	40%	100%	20
Organization of events in the port (festivals, concerts, exhibitions, shows)	12%	53%	35%	100%	17

- Demand for security services is increasing

# Marinas and organization

## PORTS AND MARINAS BY NUMBER OF EMPLOYEES

Category of workers	<i>from 4 to 6</i>	<i>from 6 to 10</i>	<i>up to 3</i>	<i>over 10</i>	<i>Total</i>
Class of berth					
from 101 to 200	3	5	2		10
from 201 to 400		3	1	3	7
from 401 to 700		1		2	3
up to 100	1	1	2	2	6
up to 200			1		1
other 700		1			1
<b>Total</b>	<b>4</b>	<b>11</b>	<b>6</b>	<b>7</b>	<b>28</b>
<b>%</b>	<b>14%</b>	<b>39%</b>	<b>21%</b>	<b>25%</b>	<b>100%</b>

● In general terms the number of managers and external workers is 1 to 3 or 1 to 4

# MARINAS AND ICT (Information and Communications Technologies)

- Almost all marinas use ADSL (some still have ISDN networks,) two marinas have WiFi
- 14 marinas have LAN
- Almost all marinas state that they have at least one good computer (Pentium 4 or similar)
- Most users estimate their computer skills as average

**Personnel Language skills**  
**Number of replies = 30**

<i>Standard</i>	<i>ENGLISH</i>	<i>GERMAN</i>	<i>FRANCH</i>
Average	7	3	1
Good	15	9	9
Excellent	1		1
Total	23	12	11

# Use of web sites

- Sites are mostly used to supply information,
- Some have a newsletter,
- Facilities for booking berths at Marina di Brondolo and Darsena Fusina,
- Some provide facilities for enrolment for regattas,
- Seeing boats in real time is also mentioned.

**CONCLUSIONS**

# Summary and Conclusions

- 11 million arrivals represent a huge potential for tourism in the area
- However, this potential for tourism is very uneven and is essentially concentrated in the province of Venice and the County of Spalato and Dalmatia. As a result, the secondary services available (accommodation facilities) is heavily skewed in favour of these two areas.
- On the primary attractions front, however, there is more uniformity, especially as regards the potential for natural tourism (parks and reserves, etc.). Oenogastronomic attractions are also offered by all the areas involved and are a huge potential for development. It would be possible to plan integrated package tours centred on these advantages.

## Future developments

- For two basic reasons, the network of marinas can only in part function as the driving force for implementing these packages. The first is an objective reason: some territories are not on the coast, indeed many are quite far away (as is the Region of Uzice). The second reason is subjective: for many ports, especially the Italian ones, there is little interest in linking traditional services to promoting other forms of tourism (those inland), including natural tourism, which on paper would be in line with the requirements of port users. In fact, only in the County of Spalato and Dalmatia has awareness of natural tourism been found, even if it is concentrated in the area around the port and sea.
- Another topic to broach in order to plan integrated packages concerns the fragmented nature of the various bodies, mostly institutional, that in various ways control the promotion of tourism on offer. On the Italian front, in particular, this fragmentation is considerable, whilst in the Eastern Adriatic the organization of competences in tourism is more stream-lined.