

Attitudes of Citizens of Split and the Profession towards the Impact of Cruise Tourism on the Area of Split

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Abstract

Cruise tourism is a phenomenon that has rapidly developed in a very short period of time. Every year, larger and larger cruisers with the possibility to accept up to 6,000 passengers are built. Arrival of a large number of passengers and mega-ships can have a dramatic impact on the visited port, the place and the population. There are three impacts of cruise tourism: the impact on society, economic impact and environmental impact. This form of tourism has a positive and negative impact on coastal and island tourist destinations. Economic effects are undoubtedly significant and contribute to the economic development of the region and the country. Revenues generated by this sector vary from country to country, depending on the inclusion of participants of operational and public sectors in various activities of this industry. However, negative effects on the image of the destination, on sojourns of stationary tourists, on the life of the local residents and the environment must not be ignored. In this paper, the attention is paid to the impact of cruise tourism, and attitudes of local people and professionals towards the impact of cruise tourism on the city of Split.

Key words: *cruise tourism, the impact of cruise tourism, attitudes of citizens and the profession in Split*

Introduction

In the last two decades, the development of cruise tourism in the world is impressive. In 2013, the total number of passengers on cruise ships is estimated at about 21.3 million, as compared to 1995 indicates an increase in demand of about 3.5 times.

Although cruises make up less than 2% of the global tourism market, they are more and more present in the world. The demand for this specific form of tourism offer grows almost twice as fast as the number of international arrivals, and, according to forecasts, every year it will grow as the part of the world, European and Mediterranean tourism (Peručić, 2013).

Today, there are approximately 300 cruisers cruising worldwide, and their most popular destinations are the Caribbean, the Mediterranean, Alaska, Mexico, and the rest of Europe.

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The Adriatic Sea is also becoming an important area of interest, with the ports of Venice, Dubrovnik, Split and Bari. In the last few years, Split has a great increase in arrivals of cruisers which can cause major problems with the acceptance of ships and passengers, and can have negative impacts on the environment and on local residents.

Most of the research related to the development of cruise tourism in Europe take into account economic impact and the impact on the environment, such as: Contribution of Cruise Tourism to the Economies of Europe – annual report commissioned by the European Cruise Council (European Cruise Council, 2013), Tourist facilities in ports, Enhancing sustainable growth of cruise tourism in Europe (Policy Research Corporation, 2009), TOMAS Brodska kružna putovanja 2006. - Stavovi i potrošnja turista na brodskim kružnim putovanjima (Institut za turizam), Direct pollution cost assessment of cruising tourism in Croatian Adriatic (Caric, 2010), Čimbenici štetnog djelovanja cruising-turizma na brodski okoliš (Šantić, L. i dr., 2011), etc, while less attention is paid to the social impact of cruise tourism in the tourist destination. There are only two studies in Croatia relating to the attitudes of the local population on the cruise tourism and its future development, and those are "The attitudes of citizen of Dubrovnik towards the impact of cruise tourism on Dubrovnik" (Peručić, D., Puh, B., 2012) and a survey conducted by the Institute of Tourism in 2006 as part of the "Study of sustainable development of cruise tourism in Croatia". Both studies were conducted in Dubrovnik as a leading port of cruise tourism in Croatia.

Cruise Tourism Worldwide

Global cruise industry cruise generated revenues of 36.27 billion dollars in 2013. The number of passengers on cruisers has increased compared to the year 2012 and is expected to exceed 24 million in 2018. The average passenger on a cruise generates the revenue of 1.728 dollars, and the average income was \$ 185 in 2013. Cruise industry has been growing dynamically for the last 30 years, initially triggered by demand from North America, followed by the growing demand from Europe and recently from Oceania.

Table 1. International demand for cruises, 2003-2013 (Millions of passengers)

Region	2003	2008	2009	2010	2011	2012	2013	Ten-years growth
North America	8.23	10.29	10.40	11.00	11.44	11.64	11.82	43.6%
Europe	2.71	4.47	5.04	5.67	6.15	6.23	6.40	136.2%
Total	10.94	14.76	15.44	16.67	17.59	17.87	18.22	66.5%
The rest of the world	1.08	1.54	2.15	2.40	2.91	3.03	3.09	186.1%
Total	12.02	16.30	17.59	19.07	20.50	20.90	21.31	77.3%

Source: CLIA (2014) *The Global Economic Contribution of Cruise Tourism 2013*

Table 1 indicates the international growth of the cruise sector in the period between 2003 and 2013. Since 2003, the number of passengers originating from North America has increased by 44%, and the region remains the dominant source on the market. At the same time, with strong global growth appeared new emissive and receptive markets. The share of North America in the world cruise market increased by 55.5 % in 2013 as new markets arose. At the same time, the share of Europe increased from 22.5 % in 2003 to 30.0% in 2013, while the share of the rest of the world increased from 9.0% to 14.5 % in the period of 10 years (CLIA, 2014).

Therefore, the cruise industry is a global industry with passengers originating from all over the world and with itineraries designed for countries and ports all over the world. It is also a dynamic industry with total global growth rates higher than the mainland tourism in the past ten years. The dynamics can also be seen on the geographical distribution of growth that has been moved from North America to Europe and now Oceania (CLIA, 2014).

Cruise Tourism in Croatia

Twenty ports/destinations take part in the international cruise tourism in Croatia. Most of these ports/destinations have only symbolic and occasional traffic, visited mostly by small, luxurious vessels. The main cruise ports are Dubrovnik and Split, followed by Korčula and Zadar, which are visited by ships with more than thousand passengers.

Table 2. The number of calls to a given port and the number of passengers per city, 2007-2013

Year	SPLIT		DUBROVNIK		ZADAR		KORČULA	
	Number of calls	Number of passengers	Number of calls	Number of passengers	Number of calls	Number of passengers	Number of calls	Number of passengers
2007	185	99 281	606	667 769	88	24 813	160	30 000
2008	256	121 525	700	850 828	97	24 231	219	33 718
2009	232	131 833	628	845 603	72	12 286	182	55 786
2010	257	172 378	705	916 089	80	17 157	212	73 421
2011	252	181 963	681	985 398	98	28 677	180	59 666
2012	269	245 451	654	950 791	57	20 958	144	42 599
2013	225	189 107	692	1 085 043	69	33 647	151	24 786

Made by the author, source: port authority

According to the Croatian Bureau of Statistics, in the period from January to December 2013, foreign vessels realised 828 cruises in the Republic of Croatia. During these cruises, the total of 1,237,623 passengers arrived. They stayed for 1.638 days in the Republic of Croatia, that is, 2 days on the average. The total number of passengers' sojourns in that same period was by 10.5% higher. In comparison to the same period in 2012, the number of cruises increased by 3.2%, and the number of passengers entering the Republic of Croatia also increased by 7.2%. In the same period, the total number of passengers' sojourns in Croatia was by 10.5% higher.

In comparison to stationary tourism, cruise tourism is characterized by considerably less expressed seasonality, both in the number of calls, and in the number of passengers by months, and the season starts earlier and ends later. Most of the traffic passes from May to October (91 % of calls and 82 % of passengers).

Cruise Tourism in Split

Due to the unique historical heritage and its 1700 years of tradition, Split has become an unavoidable destination for vessels cruising across the Mediterranean. While cruising, vessels have recently started visiting the port of Split. To be more specific, vessels on cruises started arriving in 2002. That year, 82 vessels arrived to Split with 20,616 passengers and in 2013 225 ships with a total of 189,107 passengers. In addition to the increased traffic, the arrival of cruisers in

Split changes the centuries-old paradigm of Split. Split is transforming from an old transit centre and the starting point to island destinations into an attractive tourist destination. Due to a significant increase in cruise vessels arrivals and the number of passengers, the construction of docks for passenger vessels on the outer part of the breakwater of the City Port of Split is in process. Upgrading dry berths in the city port of Split, the existing capacities for the reception of large cruisers and ships in international transport will significantly increase, which will also solve the problem of traffic congestion on the existing berths, and will raise the level of service and security in the port, to ship owners, and passengers and port users as well.

Impacts of Cruise Tourism

The impact of Cruise Tourism on Society

It primarily refers to the impact of cruise on local population and stationary guests, and it arises from the presence of cruisers in the area and to the simultaneous presence of a large number of visitors from cruisers. The increased number of tourists from cruisers requires more tourist guides, sellers, bus drivers, and similar service occupations, as well as the greater involvement of the police, both in traffic and in the security of passengers as the great number of passengers attract crime. The huge influx of travellers on a limited number of hours creates the problem of crowded places where a large number of passengers occupies the same location at the same time. The spread of various gastro diseases, so-called Noro viruses, are often connected with naval cruises.

There is also an impact on the language of local residents because passengers mostly speak English. Cruises have the greatest impact on population in strict urban areas where indigenous peoples migrate due to higher cost of living. The local residents are a barometer of behaviour for passengers from cruisers. What will be the relationship between passengers and the local residents depends on their numerical proportion and different sociological characteristics.

Economic Impact

Tourist phenomenon like cruises has already been transformed into a serious socio-economic activity. Natural attractions and other available tourism resources are included and charged with the help of this kind of tourism. The tourist market of demand directly and indirectly encourages the development of many industries and businesses, with additional income for local residents and greater employment opportunities. All this causes a general increase in standards, reduced emigration, revitalization of different activities specific for a particular place, and stimulates the growth of utilities, the balance of payments of the country, the social product and national income (Perić, Oršulić, 2011).

The direct effects include production, employment and employment fee that have been achieved in European companies and suppliers who sell goods and services directly to cruise vessels, cruise passengers and crew. Expenditures related to cruise vessel include port costs, marine expenses, fuel, water, maintenance and other services. Cruise passengers expenditures include those that are related to spending while travelling, such as taxis, souvenirs, jewellery, shore excursions, food and beverages, etc. Crew expenditures are similar to the ones of passengers, even thou in a different ratio, and with a special emphasis on transport, retail goods, food and drinks. Indirect effects result from the purchases of direct suppliers like goods from other

companies. Indirect economic revenues are related to the expenditures of goods and local services (tour operators, agencies, suppliers) that offer services to vessels on cruises. Induced revenues are proportional to direct and indirect recipients produced (Banić, 2011).

Environmental Impacts

- *Cruising ships air pollution* is caused by diesel engines which noxious substances are: nitrogen oxides, sulfur oxides, carbon monoxide, hydrocarbons and carbon dioxide that affect the ambient changes, such as precipitation of acids, eutrophication and nitrification of water, creation of the haze and reduced visibility. All this contributes to the overall failure in meeting air quality standards and affects the health of local residents.
- *Waste water pollution caused by wastewaters from cruisers (bilge, black and grey waters)*: Each passenger produces between 20 - 40 litres of black water (sewage from toilets) and 120 to 451 litres of grey water (sinks, showers, baths, washers, ship deck cleaning, swimming pools, saunas, etc.) daily. Heavy metals, bacteria and pathogenic organisms from waste waters (black and grey) are deposited on the seabed and are potential danger to humans who consume foods from living organisms from the seabed (Carić, 2010). Bilge water is a mixture of water, oil, lubricants, cleaning chemicals and other similar waste collected in the bilge, produced by main and auxiliary engines, boilers and other mechanical machines.
- *Ballast water pollution*: Ballast water contains liquid and solid impurities of different structure and live or dead marine organisms. Due to release of ballast from passenger ships, invasive species can be imported, and ultimately habitat can be destroyed. Marine organisms transferred by ballast water in new sea waters have no natural enemies and there is a possibility of high speed reproduction (Šantić, et al., 2011).
- *Solid waste pollution*. Waste from cruisers may be non-hazardous or hazardous. Non-hazardous waste consists of packaging material products used for transport and storage, waste generated from the activities of passengers and crew, and food remains. It is estimated that the amount of daily waste produced per passenger is from 2.4 to 4 kg. Taking these figures, a week long cruise with 3000 passengers aboard generates 50.4 tonnes of waste. Hazardous waste because of its quantity, concentration, physical and chemical properties can be potentially hazardous to human health and the environment, especially if improperly treated, stored and transported. Hazardous waste generally contains hazardous substances, such as liquids, gases or solids that must be disposed separately from other wastes. It is estimated that a cruiser daily produces from 55 to 85 litres of such hazardous waste.

The Empirical Survey on Attitudes of Citizens and the Profession towards the Impacts of Cruise Tourism on Split Area

Most researches related to the development of cruise tourism in Europe take into account the economic impact and the impact on the environment, while less attention is paid to the social impact of cruise tourism on a tourist destination.

There are only two studies in Croatia related to the attitudes of citizens towards the cruise tourism and its future development, and that are "Attitudes of citizen of Dubrovnik towards the impact of cruise tourism on Dubrovnik" (Peručić, D., Puh, B. 2012) and a survey conducted by the Institute of Tourism in 2006 as part of „The study of sustainable development of cruise tourism in Croatia“. Both studies were conducted in Dubrovnik as a leading port of cruise tourism in Croatia.

Research Methodology

This research aimed to analyse attitudes towards the impacts of cruise tourism on the city of Split. Necessary data was collected in the period from June to December 2014 and a questionnaire was used as the research instrument. The study was conducted on two groups: citizens and profession (the Tourist Board, the Port Authority, Jadrolinija and Brodosplit). One hundred and twenty surveys were collected from citizens and 20 from profession.

The first part of the questionnaire focuses on socio-demographic data of respondents (gender, age, education and the question about direct or indirect connection with the cruise tourism). The second part consists of a series of statements that question people's perceptions of cruise tourism and its impacts. A 5 point Likert scale was used to measure the level of agreement with the statement. With the support of statistical data processing programme, the results were analyzed in order to accept or reject research hypotheses.

The following hypotheses were set up:

H₁: Profession and citizens have a positive attitude towards the impact of cruise tourism on the economy.

H₂: Profession and citizens have different views on the impacts of cruise tourism on society and the environment.

- H_{2a}: Profession and citizens have different attitudes towards the impacts of cruise tourism on societies.
- H_{2b}: Profession and citizens have different attitudes towards the impacts of cruise tourism on society

H₃: The historic core is not ready to receive more visitors from cruisers.

Results from research

The research included 120 citizens of the city of Split and 20 tourist employees in relation with cruising tourism. Out of 120 residents 62 were males and 58 females. The largest number of respondents was in the age group 20-29 (42 respondents), and then in the age group 40-49 that included 24 respondents. Most of them (64 respondents) had secondary education. Out of 20 respondents who were tourist employees, 9 were males and 11 females. The largest number of respondents was in the age group +50 (7 respondents), and then in the age group 40-49 (5 respondents). The largest number of them completed college and university education (6 respondents), followed by secondary education (5 respondents).

H₁: Profession and citizens have a positive attitude towards the impact of cruise tourism on the economy.

Mann-Whitney test indicates that there is no statistically significant difference in the attitudes of the profession and citizens on these statements, because the significance is greater than $\alpha = 0.05$.

Analysing the attitudes of citizens and profession, the results have shown that 90% of respondents from tourism sector and 80,8% of citizens agree with the statement that economic benefits obtained from cruise tourism are significant. Furthermore, 95% of respondents from tourism sector and 86,6% of citizens agree with the statement that international cruise tourism has a positive impact on promotion of Split as a tourist destination. 45% of respondents from tourism sector agree that tourists from cruisers are good consumers while 30% of

Table 3. Results of Mann-Whitney test for hypothesis H₁

	Economic benefits from cruising tourism are significant	International cruising has a positive impact on promotion of Split as a tourist destination	Tourists from cruisers are good consumers	Cruise industry attracts investments and consumption
Mann-Whitney U	1190,000	1090,000	1010,000	928,000
Wilcoxon W	1400,000	1300,000	8270,000	1138,000
Z	-,065	-,757	-1,163	-1,712
Asymp. Sig. (2-tailed)	,949	,449	,245	,087

Grouping Variable: Profession or citizens

Source: Own research, n=140

them disagree with that statement, and only 29,2% of citizens agree with that statement while 40% of them disagree. 55% of respondents from tourism sector and 71,3% of citizens agree with the statement that cruise tourism attracts investors and spending.

Taking into account Mann-Whitney test results and the analysis of attitudes both from profession and citizens, it can be concluded that the profession and citizens have a generally positive attitude towards the impact of cruise tourism on the economy, so the hypothesis H₁ is accepted.

H₂: Profession and citizens have different attitudes towards the impacts of cruise tourism on society and the environment.

- H_{2a}: Profession and citizens have different attitudes towards the impacts of cruise tourism on societies.

Table 4. Results of Mann-Whitney test for hypothesis H_{2a}
Test Statistics^a

	Cruise tourism has a negative effect on the air	Huge crowds in the old city core can have negative impact on historical monuments due to the excessive and uncontrolled exploitation	Big ships deteriorate the city beauty	Cruise tourism has a positive effect on city preservation and development of natural and cultural notabilities	Cruisers increase pollution of the environment and the port	Cruisers increase the amount of waste	Cruisers deteriorate ecosystem (erosion of the seabed, destruction of flora and fauna)
Mann-Whitney U	962,500	1149,000	970,500	733,000	948,000	1129,000	1137,000
Wilcoxon W	1172,500	8409,000	8230,500	7993,000	1158,000	8389,000	8397,000
Z	-1,465	-,314	-1,429	-2,851	-1,527	-,443	-,389
Asymp. Sig. (2-tailed)	,143	,754	,153	,004	,116	,658	,697

Grouping Variable: Profession or citizens

Source: Author's research, n=140

Mann-Whitney test indicates that there is no statistically significant difference in the attitudes of the profession and citizens on these statements, because the significance is greater than $\alpha = 0.05$.

Analysing the attitudes of citizens and profession, the results have shown that 40 % of profession and 35.9% of citizens disagree with the statement that cruise tourism has a negative effect on the air, while 25% of profession and 29.2% of citizens agree.

Regarding the above mentioned statement, 35 % of the profession and citizens are undecided. 40 % of the profession and 35 % of the local residents agree with the statement that a big crowd of tourists in the old city centre can have a negative impact on historical monuments because of excessive and uncontrolled exploitation. With this statement 40 % of the profession and 48.3 % of citizens disagree. With the statement that big ships spoil the beauty of the city disagree 45 % of the profession and 65 % of citizens, and only 15 % of the profession and 12.5 % of citizens agrees with the statement.

The attitudes of the profession and citizens are divided over the statement that cruise tourism has a positive impact on the preservation of the city and the development of natural and cultural sights. 60 % of the profession agrees with this statement, while 46.6 % of citizens disagree. 25 % of the profession and 29.2 % of the citizens don't have an opinion on the above mentioned statement. With the statement that cruisers increase pollution of the environment and the port agrees 55 % of the profession and 59.1 % of citizens. Also, 75 % of the profession and 66.6 % of citizens agree with the statement that cruisers increase the amount of waste and 70 % of the profession and 55 % of citizens agree with the statement that cruisers deteriorate ecosystem.

Taking into account Mann-Whitney test results and the analysis of attitudes both from profession and citizens, it can be concluded that the profession and citizens have in general the same attitudes towards the impact of cruise tourism on the environment, so the hypothesis H_{2a} is rejected.

- H_{2b} : Profession and citizens have different attitudes towards the impacts of cruise tourism on society

Table 5. Results of Mann-Whitney test for hypothesis H_{2b}
Test Statistics^a

	Cruise tourism has a negative impact on the life quality of citizens	Further increase in the number of cruisers will pose a threat for the life quality of citizens	Cruise industry generates employment	Tourist revenues generate the income of the citizens	Only a minor part of citizens benefits the most from cruise industry	Cruisers change tradition and cultural values of citizens	Cruise industry increases living costs of citizens
Mann-Whitney U	1160,000	1041,500	1036,500	985,000	951,500	655,000	888,500
Wilcoxon W	8420,000	8301,500	1246,500	1195,000	1161,500	7915,000	8148,500
Z	-,255	-,971	-1,005	-1,311	-1,525	-3,336	-1,915
Asymp.Sig. (2-tailed)	,799	,331	,315	,190	,127	,001	,056

Grouping Variable: Profession or Citizens

Source: Author's research, n=140

Mann-Whitney test indicates that there is no statistically significant difference in the attitudes of the profession and citizens towards these statements, because the significance is greater than $\alpha = 0.05$.

Analysing the attitudes of citizens and profession, the results have shown that 50 % of profession and 61.6% of citizens disagree with the statement that cruise tourism has the negative impact on citizens' quality of living, while only 15% of profession and 10.8% of citizens agree.

40% of the profession and 53.3% of citizens disagree with the statement that the higher number of cruisers will pose a threat to the life quality of citizens, 35% of profession and 22.5% of citizens agree, while 25% of profession and 24.2% citizens are undecided. 35% of respondents employed in tourism and 54.1% of citizens express agreement that cruise tourism generates employment, 30% of them employed in tourism and 25% of citizens are undecided, while 25% of respondent employed in tourism and 20.9% of residents expressed disagreement.

30% of respondents employed in tourism and 43.3% of residents agree that expenditures of tourists from cruisers generate the revenue for citizens, 40% of them employed in tourism and 30% of citizens disagree, while 30% of respondents employed in tourism and 26.7% of citizens are undecided.

To conclude, 20% of respondents employed in tourism and 53.3% of citizens agree that only a small part of citizens gets benefits the most from the business of cruise industry while 25% of them employed in tourism and 21.7% of citizens disagree and 55% of respondents employed in tourism and 25% of citizens are undecided. It can also be concluded that 60% of respondents employed in tourism and 25% of citizens agree with the statement that cruisers change tradition and cultural values of citizens, while 25% of them employed in tourism and almost one half of citizens disagree.

35% of respondents employed in tourism and 20.9% of citizens agree with the statement that cruise industry increases citizens' costs of living while 30% of them employed in tourism and 55.8% of citizens disagree and 35% of respondents employed in tourism and 23.3% of citizens express no opinion on this statement.

Taking into account Mann-Whitney test results and the analysis of attitudes both from profession and citizens, it can be concluded that the profession and citizens have in general the same attitudes towards the impact of cruise tourism on society, so the hypothesis H_{2b} is rejected.

Taking into account results of auxiliary hypotheses H_{2a} and H_{2b} , it can be concluded that hypothesis H_2 is rejected.

H_3 : The historic core is not ready to receive more visitors from cruisers.

In order to prove this hypothesis, the statement that the historic core is not ready to receive more visitors from cruisers was taken into account and respondents had to assess how much they agree with the statement using Likert scale of 1 to 5 (1 strongly disagree, 5 strongly agree)

Of 140 respondents, 17.1 % strongly agreed (5) with the statement, 22.9 % agreed (4) with the statement, 28.6 % were undecided (3), 13.6 % disagreed (2) and 17.9 % strongly disagreed (1) with the statement.

In order to test the above mentioned hypothesis, One Sample t – test was used, which indicated whether the statistical average score of the sample (mean) differed from the hypothetical value. The hypothetical value of the test is 4, because it is considered that the relevant average level of agreement with the statement that The historic core is not ready to receive more visitors from cruisers is evaluated with the value agree (4) or strongly (5).

Table 6. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The historic core is not ready to receive more visitors from cruisers.	140	3,08	1,331	,112

Table 7. One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The historic core is not ready to receive more visitors from cruisers	-8.193	139	.000	*.921	-1.14	-.70

Source: Author's research, n=140

Empirical significance of t - value is $\alpha^* = 0.000\%$ hence the $\alpha^* < 5\%$.

The average value for the sample of respondents is 3.08 which is significantly different from the hypothetical value of 4, which means that the average empirical value of the statement that the historic core is not ready to receive more guests from cruisers significantly differs from the hypothetical average value. Accordingly, the respondents disagree with the statement that the historic core is not ready to receive more visitors from cruisers. Due to this the hypothesis H_3 is rejected.

Conclusion

The research results reveal that examinees (profession and citizens) have almost the same attitudes towards the impacts of cruise tourism on the area of Split. In general, they have a positive attitude towards the economic impact, but they are not sure what kind of consumers are guests from cruisers. There is no difference between the opinion of the profession and citizens regarding the impact on society or the environment. In their opinion, cruise tourism has no negative impact on the quality of life of citizens nor does it change their tradition or the cost of living.

They also think that the impact on the environment is mainly negative, although they do not know what the impact of cruise tourism on the air is, and if big crowds caused by the arrival of cruisers do not have a negative impact on historical monuments due to the excessive and uncontrolled exploitation. Finally, it was analysed whether the historic centre was ready to receive more visitors from cruisers, and examinees answered positively. The maximum sustainable daily reception of visitors in the destination is estimated at 10.000-12.000 passengers, while the maximum reception of visitors at the same time is estimated at 5.000-6.000, that leads to the conclusion that the arrival of 3-4 cruisers at the same time with an average of 2.000-3.000 passengers, plus stationary guests, will bring to an excess of the maximum sustainable daily reception in the area.

These results can be attributed to the lack of knowledge on the impacts of cruise tourism, and in general the cruise industry. The problem lies in the lack of expertise, lack of professional staff employed in activities directly or indirectly related to cruise tourism, which then are not able to inform citizens about the advantages and disadvantages of this type of tourism. Since the area of Split, in the last few years has experienced a rapid growth in tourism in general, and cruise tourism as well, initiatives aiming at better acquaintance with tourism trends, cruise tourism and its impacts have to be boosted as well as the one aiming at finding the best ways to manage resources, all in accordance with the principles of sustainable development, and for the long-term benefit of all involved in this activity, and the benefit of the local and wider community.

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