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**HARBOURING SUSTAINABILITY: NAUTICAL AND MARINE TOURISM IN MONTENEGRO**

Nautical tourism plays a vital role in Montenegro’s economy, attracting visitors to its stunning coastal regions and fostering job opportunities. This research analyses the sustainability of nautical tourism in the country, with a focus on Porto Montenegro, Lustica Bay, and Kotor. It places emphasis on striking a balance between economic prospects, responsible tourism measures, and safeguarding the local culture and environment. It relates to various critical aspects and provides utility for future development plans. The study evaluates essential projects, providing a benchmark for future efforts, and aims to identify challenges and suggest practical recommendations for decision-makers, stakeholders, and investors. The feasibility of this research is improved with the inclusion of practical case studies and data collected by relevant organizations.

A mixed-method approach was applied, incorporating qualitative methods, online surveys, observations, and analyzing secondary sources. Content analyses of policies, documents, and previous studies were used to acquire data about previous changes and developments in nautical tourism. A questionnaire was shared with residents, and interview was conducted with tourists at the specified nautical tourism destination and marinas. The study evaluates the projects and examines the tourists’ experiences in relation to the Triple Bottom Line (TBL) indicators and the United Nations’ Sustainable Development Goals (SDGs). The data gathered is analyzed through statistical methods to provide deeper insights, producing a comprehensive report that highlights strengths and areas for improvement.

The study demonstrates that the economic and social aspects are adequate, indicating that sustainability measures and positive effects exist. The commercial viability of specific nautical projects, such as “Porto Montenegro” and “Luštica Bay,” is strong, with significant investments and economic benefits. Kotor, a renowned destination for cruises, greatly enhances tourist visits, the town’s prominence in cruises within Montenegro positions it as a major contributor to the economic growth of the country. Nonetheless, there is ample room for improvement in environmental sustainability. The findings emphasize the significance of Marine Protected Areas (MPAs) in supporting the growth of nautical tourism and maintaining the quality of both sea and land.