Port of Rijeka as Cruise Destination

Alen Jugović, Gorana Mudronja, Krista Elza Putnina

Cruise industry in Europe has significant contribution to European tourism since many cruise ships visit various European destinations. Europe is second most visited cruise destination and its very significant part is Mediterranean with its most popular ports – Dubrovnik and Venice. Even though number of passengers in Dubrovnik and Venice decreased in last year, they are still very attractive destinations for cruise tourists that have some advantages port of Rijeka can look up to. The aim of this paper is to analyse the importance of port of Rijeka as cruise destination and to determine its condition and the necessary refinements. The results of the research show that the number of passengers in port of Rijeka has been increasing in last few years which indicates that Rijeka is improving as cruising destination. For the purpose of determining cruise passengers’ satisfaction with Rijeka as cruise destination, a survey was conducted among passengers on cruise ships that visited Rijeka during the 2018. The results of the survey show that passengers were mostly satisfied with Rijeka as cruise destination even though there are some aspects that need to be improved such as offer of souvenirs and shopping in general. Cruise tourists in Rijeka mostly spent money on clothes and accessories, foods and beverages and organized sightseeing. The port of Rijeka has potential of becoming attractive cruise destination but in order to be more advanced it has to constantly try to satisfy cruise tourists’ demands.

KEYWORDS
~ Cruise Tourism
~ Adriatic Region
~ Port of Rijeka
~ Cruise Passengers

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doi: 10.7225/toms.v09.n01.005

Web First Article
1. INTRODUCTION

Cruise industry keeps getting more important in passenger transportation every year; therefore, more tourists tend to choose to take a cruise for their vacation. Europe is the second most popular cruise destination chosen by tourists from all over the world and its offer is quite diverse. European sub-regions are different from each other in terms of main sights of ports of call, landscapes, average weather temperatures and cruising seasons. The Mediterranean region is the most popular cruising region in Europe and Adriatic Sea is the second biggest sub-region of Mediterranean. Adriatic has many cruise ports, most of them being small ports serving as a ports of call.

The port of Rijeka, mainly a cargo port in the third biggest city in Croatia, located in upper part of the country, has started to develop as cruise port as well. Rijeka is visited by few cruise ships each season; however, the number is slowly growing each year. Rijeka fulfills many conditions required for becoming a port of call or home port although it has to improve in the certain segments as well. This paper will compare port of Rijeka with two biggest ports in Adriatic region – Dubrovnik and Venice, in addition to understand whether it has the potential of becoming an important cruise port. Moreover, the survey was conducted during 2018 on cruise tourist visiting Rijeka to find out information about their preferences and consumption in destination. The rest of the paper is organized as follows: Section 2 gives literature review, Section 3 describes cruise industry in Europe, Section 4 analyses the port of Rijeka and conducted survey and Section 5 gives concluding remarks.

2. LITERATURE REVIEW

Researches dealing with the satisfaction of cruise tourists with destination and their intention to return to the same destination are numerous. Various authors used different ports as samples as well as applied different approaches. Andriotis and Agiomirginakis (2010) researched the motivation and satisfaction of cruise tourists in the port of Heraklion and their willingness to return to the same destination. Research findings have shown that the main motive for cruise tourists arriving at the port of Heraklion is the exploration of culture. Generally, in Mediterranean destinations tourists are primarily motivated by exploring cultural sights opposed to Caribbean tourists where they mostly like to enjoy the sun and the sea. The second part of their research was focused on tourists' satisfaction with the destination. The research results showed that tourists were mostly satisfied with the port of Heraklion, while the aspect of tourists' stay in the port could be improved. That is, tourists have expressed a desire for a longer stay in the destination in order to see the places of interest. The high level of tourist satisfaction with the destination has a positive effect on their desire to return. In their work, Qu and Ping (1999) researched the cruise tourists' motivation and satisfaction in destination Hong Kong. The most common motivating factor for visiting this destination was "Escape from normal life" followed by "Social gathering" and "Beautiful environment and scenery". Most cruise tourists were between 18 and 45 years
old, which is considered to be very young cruise tourism population. Furthermore, most respondents were willing to participate in cruising again. Similar research was conducted by Brida, Garrido, and Devesa (2012). Authors researched the satisfaction of cruise tourists in the port of call Cartegna de Indias. The results show that tourists are mostly satisfied with the destination; however, there is room for improvement, primarily in the infrastructure and the shopping experience. Most tourists would return to the same destination and recommend the destination to their friends. Teye and Leclerc (1998) researched the cruise tourists’ satisfaction with services in the North American area. The results show the cruise tourists’ satisfaction with the services provided. Furthermore, the results enable viewing the satisfaction in different segments of the cruise services and help to explain the growth phenomenon that occurred in the cruise market. Cruise tourists were satisfied the most with cabin service, while the shore tours received the lowest rating. Ozturk and Gogtas (2016) researched how different attributes of a destination affect tourists’ satisfaction with destination and their willingness to return or recommend the destination to acquaintances. The destination explored was Honolulu, island Oahu, Hawaii. The research findings confirm that there is a relationship of tourist satisfaction on the intention to return to the location or to recommend the destination to acquaintances. The most important attributes that meet the needs of tourists were the high level of services at the port, safe and smooth means of navigating the island, shopping and a diverse range of food and restaurants. The results also showed that the prices of goods and services contribute to the satisfaction of tourists.

Sanz Blas and Carvajal-Trujillo (2014) researched how port of call destination image influences cruise tourists’ satisfaction with a destination and what impact it has on cruise tourists’ loyalty. Sample used were cruise tourists in the port of Valencia. The results show that image has a positive effect on destination satisfaction and that satisfaction has a positive effect on behavioral intentions as well. It was researched whether tourists who have a positive image of the destination are returning to the destination or recommending it to others. The authors also provided insights to destination managers to improve their destination offer. Chang, Liu, and Roh’s (2016) research path went toward developing a measurement scale for evaluating cruise travelers’ expectations and for examining cruise tourists’ satisfaction before and after visiting Incheon. Tourists were mostly satisfied with the culture and exploration of the destination. Furthermore, tourists were less likely to revisit the destination Incheon but were willing to recommend the destination to acquaintances. In their work Testa, Skaruppa, and Pietrzak (1998) researched the relationship between employee satisfaction and customer satisfaction. The findings show that there is the relationship between the two parties and that travel organizations could benefit from improving employee satisfaction with the company they work for, employee satisfactions with their supervisor and employee satisfaction with the work environment. The relationship between tourists and the local community and tourists and service personnel has been explored in many papers. However, the authors Huang and Hsu (2010) find that the relationship between tourists themselves has not been sufficiently explored.
and are trying to provide new insights into the topic. They explored the extent to which the quality and quantity of interactions between tourists has an impact on their cruise experience. The results show that customer relationship quality is a more important factor than quantity. It also points to the strong impact of customer to customer interaction on customer experience in cruising tourism overall and is thought to be one of the marketing strategies for the business. The authors believe that the interaction between tourists does not have to be accidental but can be partially controlled by businesses that can encourage communication between tourists and thus create better service. Various researches give quality insight into topic and can give good guidelines for further research.

3. CRUISE INDUSTRY IN EUROPE

The cruise industry has significant contributions to Europe’s economy. According to the figures released by Cruise Lines International Association, the cruise industry in 2017 contributed to the European economy with 46.86 billion EUR. This represents an increase of 16.9% comparing to the previous figure released in 2015. Europe is the world’s second most popular cruise destination, being just after the Caribbean and 6.5 million passengers embarked on cruises from European ports in 2017, which is 6.1% more than in 2015 (Clia Cruise Lines, 2018). Mediterranean accounted for more than a half of Europe’s deployment capacity market share in 2017 (The Florida-Caribbean Cruise Association, 2018). The Mediterranean region, in general, can be divided in four sub-regions (Žlak et al., 2016:56):

1) The western Mediterranean  
2) Eastern Mediterranean  
3) Adriatic Sea  
4) Black Sea

Adriatic is the second biggest Mediterranean region in terms of cruise activity, hosting 17.2% of total passenger movements and 21.4% of the total cruise calls in Mediterranean and its adjoining seas (MedCruise, 2017).

3.1. Adriatic cruise region

The Adriatic Sea is located in the northernmost part of Mediterranean Sea, and is surrounded by Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Albania. It is the second biggest cruise region in the Mediterranean, hosting 2 596 cruise calls in year 2017 as can be seen from following table.
Table 1. Total cruise traffic in the Mediterranean region in 2017

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Cruise Pax.</th>
<th>Total Cruise Calls</th>
<th>Home In/Out Pax.</th>
<th>Transit Pax.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Mediterranean</td>
<td>19 721 802</td>
<td>8 383</td>
<td>5 468 259</td>
<td>14 253 515</td>
</tr>
<tr>
<td>Adriatic</td>
<td>4 447 033</td>
<td>2 596</td>
<td>1 564 711</td>
<td>2 882 322</td>
</tr>
<tr>
<td>Eastern Mediterranean</td>
<td>1 740 289</td>
<td>1 141</td>
<td>480 901</td>
<td>1 259 388</td>
</tr>
<tr>
<td>Black Sea</td>
<td>6 449</td>
<td>19</td>
<td>460</td>
<td>5 989</td>
</tr>
</tbody>
</table>

Source: Cruise activities in MedCruise Ports (MedCruise, 2017:37)

The most important ports of the Adriatic region are located in Italy and Croatia, which are followed by Greece, Montenegro and Slovenia (Risposte Turismo, 2017). Areas have both large ports, with special facilities for cruises, and small ports, without facilities. However, most of the port are small ports, mainly for yachts and very small vessels, with no special berths for cruise ships or passenger terminals. Exceptions are Venice, Koper, Rijeka, Zadar and Dubrovnik, which have berths dedicated to cruisers and passenger/cruise terminals. The size and number of ports are determined primarily by the shape of the coastline and depth of water (Gdynia Maritime University). However, recently many of smaller ports have become very attractive and their presence in the itineraries calling on Adriatic ports is increasing on a yearly basis which can be a motive for improvement of ports and tourist sites as well (Risposte Turismo, 2017). The following picture shows passenger ports that are located on Adriatic and which have (or they are already) potential to become a significant cruise port.

Figure 1. Adriatic cruise ports

Source: Adriatic Sea Tourism Report (Risposte Turismo, 2017:6)
Cruise ports should examine whether they should be orientated towards serving as a port of call or homeport in the cruise market. A homeport is the place where the embarkation and/or disembarkation takes place at the start and/or end of the cruise. It is also called a base port, head port or main port. Furthermore, a port of call (also called a secondary or destination port) is the place where passengers disembark and then re-embark to continue with the cruise (Vojvodić, 2003:205). There are also hybrid ports which are considered a homeport and a port of call at the same time. These ports usually have perfect conditions for embarking and disembarking including great hinterland connections by road, rail and particularly by air (Zlak et al., 2016:58). A cruise port is generally interested in becoming a home port for one or more cruise companies. This is due to the high economic impact of this development on the port and the port related city. In fact, cruise passengers are estimated to spend six to seven times more money in home ports that at ports of call (Zanne and Beškovnik, 2018:145).

Even though many Adriatic ports are attractive for many cruise passengers, relatively small number of ports fulfills all the conditions needed for a home port, such as: location, conception, services. Starting ports location in a cruising system is one of the most important factors of service quality. The port should be near international airport, for the majority of tourists who reach the starting port using charter flights; an interesting town, that can offer some attractive places to visit; and a city centre where tourists can have at their disposal the sightseeing of the town while waiting for cruise to begin (Mrnjavac and Črnjar, 2004).

The concept of passenger terminal has to follow the principle of different kind of traffic: dislocation, passengers traffic arriving and leaving the port, bus traffic, cars traffic, taxi cars traffic etc. The quality of services largely depends on the organization of customs and other formalities, which is to be based on the same principle as that of airports. Tourists arriving by airplane from very distant places expect their holidays to start at the moment of arrival at the port. Therefore, starting ports have to offer accommodation services, catering services, shops and entertainment services. As all these facilities favour commerce, thus ports should have a strong interest to have them well organized on their area, for they contribute to ports enterprises profits.

Ports of call are not required to fulfil so many requests. The most important is to provide adequate berths and other technical elements, parking area for buses and taxis and road connections. The role of port of call can only be taken by a port with tourist attractions – cultural and historical monuments, places of natural beauty, entertainment services etc. in the town or nearby, which are worth calling in the port. As the cruise ship size is constantly growing, and many ports have difficulties to follow their dimensions, cruiseships often anchor in a port aquarium and tourists are taken to shore by smaller ships (Mrnjavac and Črnjar, 2004). The mentioned elements, particularly regarding homeport, are not present in many ports in the Adriatic Sea region. Many of the Adriatic ports do not have suitable handling facilities for large number of cruise passengers (Vojvodić, 2003:205).
3.2. Adriatic major cruise ports

According to MedCruise statistics, port of Dubrovnik is the major port of the Adriatic region in terms of total cruise calls in 2017; however, port of Venice, Italy has the most cruise passenger movements in the region (MedCruise, 2017). This means, although Dubrovnik is visited by more cruise ships, they tend to be smaller and with less passengers than those who stop at the port of Venice. The other reason could be the restriction that port of Dubrovnik put concerning the number of tourist that can visit the city because of its concern about sustainable development. The following table shows total number of passengers and cruise calls in major ports in Adriatic region.

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<tr>
<td>Cruise Passenger Movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Venice</td>
<td>1 605 660</td>
<td>1 427 812</td>
<td>-11,08%</td>
</tr>
<tr>
<td>2</td>
<td>Dubrovnik</td>
<td>831 730</td>
<td>748 918</td>
<td>-9,96%</td>
</tr>
<tr>
<td>3</td>
<td>Corfu</td>
<td>748 914</td>
<td>679 681</td>
<td>-9,24%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Cruise Calls</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dubrovnik</td>
<td>639</td>
<td>539</td>
<td>-15,65%</td>
</tr>
<tr>
<td>2</td>
<td>Venice</td>
<td>529</td>
<td>466</td>
<td>-11,91%</td>
</tr>
<tr>
<td>3</td>
<td>Kotor</td>
<td>487</td>
<td>430</td>
<td>-11,70%</td>
</tr>
</tbody>
</table>

Source: Cruise activities in MedCruise Ports (MedCruise, 2017)

The third biggest Adriatic cruise port in terms of total number of passengers is the port of Corfu, Greece, but in terms of total cruise calls the third place belongs to port of Kotor, Montenegro. Venice had total of 1 427 812 passengers in 2017 while Dubrovnik had 748 918 passengers. These numbers show that Venice can be considered as homeport, while Dubrovnik should be considered as a port of call. Even though Venice and Dubrovnik are different kind of ports, they both serve a huge number of passengers in the Adriatic region and are the two biggest cruise ports in the region. Both these cities are world-renowned destinations, UNESCO world heritage sites and thus major tourist attractions (Žlak et al., 2016:59). Both cruise passenger movements and cruise calls have decreased in 2017 comparing to 2016 (Table 2) which can be indicator of growing attractiveness of different ports in different regions.

The Port of Venice is the leading homeport in the Adriatic and benefits as a popular cruise start and ending point because of availability of an international airport, air connections and reliability of air transport (Venice Port Authority). It has two international airports in the near vicinity and two more airports in less than an hour drive (Žlak et al., 2016:59). Venice is also well connected by rail transport with other important international airports. For example, Venice is 2,5-hour train ride from Milan, and 3,5-hour train ride from
Rome (Interrail). This easy accessible location combined with world-renowned tourist attractions are the most important aspects for qualifying as a homeport. However, Venice is very visited city in general; the city now receives around 30 million tourists per year, disgorged into the narrow streets and squares. Therefore, it is mostly overcrowded, especially in the summer months, but not solely because of cruise passengers (Zanne and Beškovnik, 2018:149).

The Port of Dubrovnik is the second most visited port in Adriatic region and its status could develop from port of call to hybrid port in the future. It is offering a great historical tourist destination as well as the opportunity for embarking and disembarking passengers. Dubrovnik is considered as one of the most prominent tourist destinations in the Mediterranean Sea, mostly because of its sublime location and being one of the world’s most magnificent walled cities. The main attractions are the charming pedestrian-only old town with aristocratic palazzi and Baroque churches, contained within medieval fortifications and the rocky coasts of Adriatic Sea.

Compared with Venice, Dubrovnik has only one international airport 23 kilometres from the city. The nearest international airports are Tivat which is in 2-hour drive, and Split which is 3-hour drive from Dubrovnik. Compared to airports in Venice’s vicinity, airports near Dubrovnik are very small, operating only few flights a day. Regarding to inland transportation, there are no trains connecting Dubrovnik with hinterland; therefore, the only option is a bus or driving by car. These aspects combined make the port of Dubrovnik to qualify as a port of call.

4. PORT OF RIJEKA

Rijeka is the third biggest city in Croatia and has always been transit centre for tourists. Its location is near Istria, Opatija, the islands of Krk, Cres and Lošinj, Crikvenica and Novi Vinodolski which serve as important touristic centres. Port of Rijeka is the largest port in Croatia, with a cargo throughput of 13 404 784 tonnes, mostly oil, general and bulk cargo, and 260 375 TEUs in 2018 (Port of Rijeka Authority, 2018). The port of Rijeka also has passenger and high-speed lines to the nearby islands. Even though Rijeka is mainly a cargo port, it is starting to develop as a port of call for cruise ships. Rijeka served as a port of call for 15 cruise vessels in 2017 for the 12 656 cruise passengers visiting Rijeka as a part of their cruise itinerary (MedCruise, 2017). The following figure shows the total number of passengers in Port of Rijeka on cruisers and sailboats.
The total number of passengers during observed years is increasing which shows that Rijeka is improving as passenger destination. If Rijeka wants to improve its status and wants to become home port or popular cruise port of call it has to fulfil certain conditions. These conditions include:

- International transport connectivity
- Disposal of adequate berths and technical elements
- Easy public transportation access from port to the city and main places of interest
- Tourist attractions, such as cultural or historical monuments, natural beauty or other type of entertainment

Port of Rijeka Authority has plans for further port infrastructure development in terms of cruise shipping; however, it is also necessary to analyse if the city of Rijeka fulfils the requirements for popular tourist destination. Rijeka has its own international airport, located approximately 30 kilometres from the city. There are other international airports near Rijeka, such as Zagreb being less than 2-hour drive, Zadar being 3-hour drive, and small airport of Pula being just 1.5-hour drive from Rijeka. These airports are more of charter airports than main transport hubs, and that is the reason why flights landing in Rijeka airport tend to be much higher in prices than those departing and arriving to and from Italy. If compared with Venice, this aspect makes Rijeka less desirable as embarking and disembarking port.

Although the port is right next to the city centre with pedestrian-only promenade, historical buildings and churches, waterfront with many cafés and medieval fortress on top of the city, Rijeka is more industrial city than tourist destination. On the other hand, Rijeka is well located for daytrips to many popular attractions in Croatia, such as Plitvice lakes, Opatija Riviera, the world’s smallest town Hum, beautiful Mediterranean coastal cities Rovinj and Pula and near-located island of Krk.
Croatian cruising tourism is an increasingly important component of the economy, however, it still has a great amount of work on development and attracting new and existing guests (Jugović et al., 2017:295). In order to analyse and gather information about cruise tourist’s satisfaction and their money spent in destination Rijeka, Faculty of Maritime Studies, University of Rijeka conducted a survey concerning consumption and activities of passengers on cruise ships that visited Rijeka during the 2018. The survey consisted of questions about general characteristics of passengers (age, nationality, familiarity with destination), about satisfaction in destination with different categories and about time and money spend in Rijeka. The survey included 226 respondents and its main purpose was to find information about passengers’ satisfaction and their consumption in Rijeka. Moreover, the purpose was to define strengths and weaknesses of Rijeka as a tourist destination as well. Many authors (Teye and Leclerc, 1998; Qu and Ping, 1999; Andriotis and Agiomirgianakis, 2010; Brida et al., 2012; Sanz Blas and Carvajal-Trujillo, 2014; Chang et al., 2016; Ozturk and Gogtas, 2016) researched the topic of cruise passengers’ satisfaction with various destinations while this study introduces information about money spent in destination as well, which gives new insight to destination managers and third parties indirectly involved in cruise tourism (restaurants, souvenir shops etc.).

The profile of cruise passengers having volunteered to participate in the study is as follows: majority of respondents were in age group 60+ years (30%), there were 20% of respondents in age group 41-50, 18% in age group 51-60, 17% in age group 31-40 and 16% in age group 18-30. Regarding nationality, majority of passengers were from USA (31%), England (14%), Germany (9%), Canada and Australia (both 7%). When asked about their first visit to Rijeka, 92% of passengers responded this was their first visit to Rijeka, while 8% already visited the destination in past. The survey included the question about time spend in destination Rijeka and majority of respondents (61%) spend 1-6 hours in destination and only 3% spent 7-9 hours in destination. The negative feedback was that 36% responders spent zero hours in destination which gives guidelines to destination managers to work on attracting more passengers off board. From passengers who went sightseeing, 46% participated in organized excursions while the rest were exploring the city of Rijeka. The following figure shows passengers’ satisfaction in destination by different categories.
The overall satisfaction of tourists was quite high and the results may be considered satisfactory, especially when it comes to satisfaction with local people, sightseeing in the town and food and beverages. However, the results indicate that Rijeka should improve its offer of souvenirs and shopping in general. The same study was conducted in port of Rovinj in 2014 by Faculty of Maritime Studies, University of Rijeka and the results were quite similar. Overall satisfaction was high; however, the lowest satisfaction was with shopping and souvenirs (Jugović et al., 2018:153). Therefore, there is room for development in certain segments and this results should help port of Rijeka and its destination in efforts to meet the tourist’s needs and expectations. As mentioned before, this study included questions about amount of money passengers spent in Rijeka and results can be observed in following figure.

Source: Processed by authors based on the survey conducted by Faculty of Maritime Studies, University of Rijeka
Cruise tourists were asked to identify how much did they spend on different products and services in Rijeka. As it can be seen from previous figure, the biggest amount was spent on clothing and accessories (2,884 EUR), following by national alcohol brands beverages and foods (2,091 EUR) while organized sightseeing was placed on third place with total of 1,295 EUR. The smallest amount of money was spent on tickets for a museum (37 EUR), postcards (14 EUR) and entertainment (10 EUR). Results concerning money spent per category can give new insights about tourists’ interest and city of Rijeka’s offer. Furthermore, average spending of cruise tourists in Rijeka amounts 42,20 EUR per person. The following figure observes average consumption of cruise tourists by different nationality.

Figure 5. Average consumption by nationality (in EUR)

Source: Processed by authors based on the survey conducted by Faculty of Maritime Studies, University of Rijeka

The highest spending comes from Filipino nationality (120 EUR), following by Luxembourg (120 EUR). Since majority of passengers came from USA, England and Germany, they were observed in detail. Passengers from USA spent in average 34,92 EUR, passengers from England 48,46 EUR and passengers from Germany 29,41 EUR. Tourists’ spending can have effects on total GDP of Croatia although consumption in Rijeka is still relatively small, it has room to expand in future years. Multiplicative effects from cruising industry can occur as well, primarily direct effects on employment and creation of new value as well as indirect effects on employment and creation of new value of third parties involved such as restaurants, shops etc. Results from this survey give new insights about cruise passengers’ preferences and satisfaction with different segments of destination Rijeka as well as their willingness to spend money which can help in further decisions concerning creation of touristic offer.
5. CONCLUSION

The Adriatic region has various offers and it is an attractive destination for cruise tourists; however, its cruise tourism is still heavily dependent on Venice and Dubrovnik. Both these ports struggle with city congestion, but it does not prevent cruise passengers from visiting these destinations. Venice and Dubrovnik fulfil all the important factors for being the home port or port of call and are becoming more popular as cruise destinations each year. Although there are many cruise ports in the Adriatic region, there is none that could compare with Venice and Dubrovnik at the moment.

The port of Rijeka serves mainly as cargo port; however, recently it has started to make its place in cruising industry. The number of cruise vessels mooring in Rijeka as in cruise’s port of call is growing every year. City of Rijeka fulfils many of the conditions for becoming a cruise port of call; therefore, this research wanted to answer the question in what extent cruise tourists are satisfied with the destination. The research results show that cruise tourists are mainly satisfied with location and its offer, although there are aspects to be improved such as offer of souvenirs and shopping in general. Furthermore, cruise tourists mostly spend money on clothing and accessories, food and beverages and organized sightseeing. Research findings can give valuable insights for destination managers and third parties in designing their offer. The port of Rijeka has potential of becoming more attractive to cruise tourists; however, it has to constantly try to adapt to new trends and tourists’ demands.

Nevertheless, this study has several limitations. Sample size is enough for making general conclusions and giving guidelines; however, representation of finding is limited and they should be observed as tentative until future studies and results confirm them. The time period in this study includes only one year which makes research gap that needs further attention. Moreover, the guideline for further research can span conducting survey in future years, gathering more data and making more precise conclusions from them.
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