

**UNIVERSITY OF PIRAEUS**



**DEPARTMENT OF MARITIME STUDIES  
SCHOOL OF MARITIME AND INDUSTRIAL  
STUDIES  
MSc IN SHIPPING MANAGEMENT**

**DEVELOPMENT OF MARINAS IN GREECE**

**Chroniou Cecilia**

Master-Thesis submitted to the Department of Maritime Studies of the  
University of Piraeus to cover the requirements for other completion of the MSc  
in Shipping Management graduate program  
Piraeus

October 2024

## Statement of Authenticity

« The person, who submits the master' dissertation is fully responsible for the definition of the fair use of the material, which is based upon the following factors: the purpose and nature of the use (commercial, non-profitable or educational), the nature of the material which is used (part of the text, boards, shapes, pictures or maps), the percentage and the significance of the part, which is used in comparison to the whole, under copyright text, and of the possible consequences of this use in the purchase or the overall value of the under copyright text. »

## Advisory Committee

“This Diploma Thesis was unanimously approved and graded as follows by this MSc in Shipping Management Thesis Defence committee as typically appointed by the relevant authorities of the Department of Maritime Studies, University of Piraeus.

The members of the Committee are:

- Pallis Athanasios (Supervising Professor)
- Polemis Dionisios
- Daniil George

The approval of this Thesis by the Department of Maritime Studies, University of Piraeus does not imply in any way endorsement of the author's opinions.”

# Abstract

This outline offers a detailed examination of yachting, emphasizing its importance in tourism and the global and Greek yacht markets. It examines the classifications and advancements of yachts, focusing specifically on the mega-yacht sector and Greece's marina infrastructure. We examine the Greek Marina Association (EMAE), including its objectives, history, and a comparative analysis of its marinas based on capacity, infrastructure, and services. The study examines international marinas, analyzing best practices from Turkey, Italy, and Croatia, and proposes recommendations for development in Greece. We analyze the institutional framework for marinas in relation to international standards and propose strategies for advancing Greek marinas, highlighting investments, the roles of the public and private sectors, and economic advantages. The outline culminates in essential findings, evaluations of economic impact, and targeted recommendations to improve the competitiveness of Greek marinas.

## Περίληψη

Αυτό το περίγραμμα προσφέρει μια λεπτομερή εξέταση του yachting, δίνοντας έμφαση στη σημασία του στον τουρισμό και στην παγκόσμια και ελληνική αγορά σκαφών αναψυχής. Εξετάζει τις ταξινομήσεις και τις εξελίξεις των σκαφών αναψυχής, εστιάζοντας ειδικά στον τομέα των mega-yachts και στις υποδομές μαρινών της Ελλάδας. Εξετάζουμε την Ελληνική Ένωση Μαρινών (ΕΜΑΕ), συμπεριλαμβανομένων των στόχων της, της ιστορίας της και μιας συγκριτικής ανάλυσης των μαρινών της με βάση τη χωρητικότητα, τις υποδομές και τις υπηρεσίες. Η μελέτη εξετάζει τις διεθνείς μαρίνες, αναλύοντας τις βέλτιστες πρακτικές από την Τουρκία, την Ιταλία και την Κροατία, και προτείνει συστάσεις για την ανάπτυξη στην Ελλάδα. Αναλύουμε το θεσμικό πλαίσιο για τις μαρίνες σε σχέση με τα διεθνή πρότυπα και προτείνουμε στρατηγικές για την προώθηση των ελληνικών μαρινών, τονίζοντας τις επενδύσεις, τους ρόλους του δημόσιου και του ιδιωτικού τομέα και τα οικονομικά πλεονεκτήματα. Το περίγραμμα καταλήγει σε βασικά συμπεράσματα, αξιολογήσεις των οικονομικών επιπτώσεων και στοχευμένες συστάσεις για τη βελτίωση της ανταγωνιστικότητας των ελληνικών μαρινών.

# Contents

Statement of Authenticity .....	2
Advisory Committee.....	3
Abstract .....	4
Περίληψη .....	5
Chapter 1: Introduction to Yachting.....	8
1.1 Definition of Yachting .....	8
1.2 History of Yachting .....	9
1.3 History of Yachting in Greece.....	10
1.4 Laws.....	12
1.5 The importance of yachting in the tourism industry.....	13
Chapter 2: The yachting market.....	17
2.1 Types of boats/ Categories of yachts .....	17
2.2 Developments in the global yacht fleet.....	19
2.3 The global, European and Greek yacht market.....	20
2.4 The market for mega-yachts.....	22
2.5 Analysis of the Marina Network in Greece.....	24
2.6 The Greek Marina Association (EMAE).....	26
2.7 Capacity, facilities and geographical distribution of the marinas .....	33
Chapter 3: Comparison of marinas.....	35
3.1 Size and Capacity .....	37
3.2 Facilities and Services.....	38
3.3 Geographical Focus .....	40
3.4 Sustainability and Environmental Focus .....	42
Chapter 4: Comparison of Greek marinas .....	45
4.1 Important parameters across some of Greece’s key marinas. ....	47
4.1.1 Services.....	47
4.1.2 Geographical Location .....	48
4.1.3 Capacity.....	48
4.2 Analysis of advantages and disadvantages of each marina .....	50
4.2.1. Alimos Marina (Athens).....	51
4.2.2 Flisvos Marina (Athens).....	52
4.2.3. Gouvia Marina (Corfu).....	54
4.2.4. Kos Marina (Kos Island) .....	56
4.3 Selection of criteria for comparison (e.g. quality of services, tourist attractiveness, economic data).....	58

4.3.1. Services' Quality.....	58
4.4 Strategic Development of Tourist Ports: Infrastructure, Quality of Services, and Sustainability .....	61
Chapter 5: Comparison with marinas abroad.....	66
5.1 Selection of marinas from foreign countries for comparison (Italy, Croatia, Turkey) .....	66
5.1.1 Greece .....	66
5.1.2 Italy .....	67
5.1.3 Croatia .....	68
5.1.4 Turkey .....	69
5.2 Parameters for comparison (institutional framework, investments, capacity, facilities) .....	70
5.2.1 Institutional Framework .....	70
5.2.2 Investments .....	72
5.2.3 Capacity .....	74
5.2.4 Facilities.....	75
5.3 Analysis of differences and similarities with Greek marinas.....	77
5.3.1 Institutional Framework .....	78
5.3.2 Investments .....	79
5.3.3 Capacity .....	80
5.3.4 Facilities.....	80
5.4 Suggestions for the improvement of Greek marinas based on good practices from abroad.....	81
5.4.1 Expand Luxury Offerings to Attract High-End Clientele (Inspired by Italy).....	81
5.4.2 Focus on Sustainability and Green Certifications (Inspired by Croatia) .....	82
5.4.3 Encourage Regional Development and Alleviate Overcrowding (Inspired by Croatia) ....	83
5.4.4 Increase Berthing Capacity for Large Yachts and Mega-Yachts (Inspired by Turkey) .....	83
5.4.5 Streamline Digitalization for Efficient Marina Management (Inspired by Croatia and Italy) .....	84
5.4.6 Promote Cultural and Local Experiences (Inspired by Turkey).....	85
5.4.7 Foster Political and Economic Stability for Long-Term Growth (Inspired by Italy and Croatia).....	85
5.5 Institutional Framework and Development Proposals .....	86
5.5.1 Institutional Framework of Greek Marinas.....	87
5.6 Development Proposals for Greek Marinas .....	88
5.7 Economic Benefits from the Development of Marinas.....	90
5.7.1 Assessment of the economic impact of marina development .....	90
5.7.2 Revenue Generation from Yachting Tourism .....	91
5.7.3 Job Creation and Employment Opportunities .....	91
5.7.4 Boosting Local and National Tourism .....	92

5.7.5 Infrastructure and Real Estate Development.....	93
5.7. 6 Challenges and Considerations for Sustainability.....	93
5.8 Comparative analysis of economic impact studies.....	94
5.8.1 Revenue Generation from Yachting Tourism .....	95
5.8.2 Job Creation and Employment Opportunities .....	96
5.8.3 Boosting Local and National Tourism .....	97
5.8.4 Infrastructure and Real Estate Development.....	98
5.8.5 Alternative development scenarios and revenue estimation .....	99
5.9 Conclusions and Proposals.....	102
5.9.1 Proposals.....	103
Chapter 6: Conclusions .....	105
6.1 Summary of key findings.....	105
6.1.1 Potential Income: Luxury Marinas.....	105
<i>Local Marina Systems: Regional Marina Networks</i> .....	105
6.1.2 Sustainability-Focused Marinas.....	106
6.1.3 Job Creation.....	106
6.1.4 Sustainability as a Key Driver .....	106
6.1.5 Public-Private Partnerships (PPPs).....	107
6.1.6 Regional Tourism Development .....	107
6.1.7 Digitalization and Smart Technology .....	108
6.2 Conclusion.....	108
6.2.1 Main conclusions .....	108
Bibliography.....	111

## Chapter 1: Introduction to Yachting

### 1.1 Definition of Yachting

Yachting, originating from the Dutch term "jacht," signifying "hunt," was initially characterized as swift vessels employed in piracy and short naval conflicts in the early 17th



century. Over time, the designation evolved to denote recreational vessels, primarily utilized by the affluent for leisure pursuits. "Initially crafted for velocity and nimbleness, yachts evolved into emblems of opulence and recreational refinement, amalgamating centuries-old maritime expertise with contemporary leisure culture," asserts marine historian John Rousmaniere (Rousmaniere, 2002). Contemporary yachting encompasses traditional sailing vessels and large, luxurious motor yachts, both designed for comfort, sophistication, and seaworthiness.

Yachting is a leisurely recreational pursuit involving sailing or cruising in a yacht, a vessel designed for pleasure rather than military or commercial purposes. It includes sailing, racing, and participation in regattas, utilizing either motorized or sailing vessels. While larger vessels such as mega-yachts often associate yachting with opulence, a broader demographic continues to appreciate this prevalent aquatic pastime.

## 1.2 History of Yachting

Yachting originated in the 17th century under the Dutch term "jacht," which means "hunt." Initially, yachts were diminutive, swift vessels employed for naval operations and the pursuit of pirates. Over time, these boats gained considerable popularity among the nobility, especially in the Netherlands, for recreational use. Charles II's acquisition of a yacht from the Dutch in 1660 initiated a trend in England, marking the commencement of yachting as a recreational pursuit across Europe (Rousmaniere, 2002).

Yachting continued to expand globally throughout the 20th and 21st centuries, with innovations in technology and materials drastically enhancing both performance and comfort. The shift from wooden to fiberglass hulls in the mid-20th century, for example, revolutionized yacht design by reducing weight while increasing durability. Alongside this, the development of advanced navigation systems and powerful engines allowed yachts to cover greater distances with improved safety. Today, yachting is a diverse activity encompassing everything from competitive racing to leisurely cruising, with yachts available in a wide range of sizes and types, from sleek racing boats to opulent superyachts. The rise of charter services has also made yachting more accessible to a broader audience, while still maintaining its association with prestige and luxury (Ward, 2020; Spurr, 2019).

Yachting evolved during the 18th and 19th centuries, particularly in Britain, where yacht racing became increasingly popular. The founding of the Royal Yacht Squadron in 1815 and the esteemed America's Cup, inaugurated in 1851, solidified yachting's reputation as a distinguished pursuit. By the 20th century, yachting became synonymous with luxury and

exclusivity, particularly due to the emergence of larger motor yachts. Improvements in materials and technology enhanced the design and comfort of yachts, facilitating both long-distance cruising and competitive sailing (Rousmaniere, 2002).

### 1.3 History of Yachting in Greece

The history of yachting is one of regional adaptations and influences as much as of technological developments and cultural changes. Although yachting's sport and leisure activity spread around Europe, its development varied depending on local maritime customs and financial situations. Particularly Greece evolved its own unique yachting culture based on its historic naval legacy and close proximity to pure sailing areas. Deep historical ties to the sea, combined with contemporary infrastructure and government assistance, let yachting grow and take center stage in both the leisure and tourism sectors of the nation. This shift from traditional maritime customs to a vibrant modern yachting sector emphasizes the part regional traits play in forming the larger global yachting story (Papadimitriou, 2005).

Yachting has deep roots in Greece, with a long maritime history that dates back to ancient times when ships were used mainly for trade, warfare, and exploration. While leisure sailing was uncommon in antiquity, modern yachting began to flourish in Greece in the late 19th and early 20th centuries, following European trends. During this time, sailing became a symbol of status and recreation (Papadimitriou, 2005). Today, yachting in Greece has evolved into a popular recreational activity, with numerous marinas and sailing clubs dotting the coastline. The crystal-clear waters of the Aegean and Ionian Seas provide the perfect backdrop for sailing enthusiasts to explore hidden coves, secluded beaches, and charming seaside villages. Whether experienced sailors or beginners, individuals now have the opportunity to experience the thrill of yachting in Greece's stunning waters and create unforgettable memories on the open sea (Papadimitriou, 2005).

A major turning point came with the founding of the Hellenic Yacht Club in 1933, which promoted sailing and yachting activities. In 1934, the Nautical Club of Greece (NOE) was established, further boosting the sport's popularity, particularly among the aristocracy. According to Papadimitriou (2005), the NOE played a key role in shaping modern Greek yachting culture and strengthening the nation's maritime identity. Today, Greece's yachting industry continues to flourish, with numerous sailing schools and charter companies catering to a diverse range of clientele. The legacy of the Hellenic Yacht Club and the Nautical Club of

Greece lives on in the vibrant sailing community that has developed along the country's picturesque coastlines. Whether participating in regattas or simply cruising the crystal-clear waters, yachting enthusiasts in Greece are sure to be captivated by the beauty and tranquility of the Aegean and Ionian Seas (Papadimitriou, 2005).

After World War II, yachting in Greece grew rapidly, especially in the 1960s and 1970s, when the country emerged as a prime tourist destination. Greece's clear waters, scenic islands, and favorable winds attracted both locals and international visitors. Investments in infrastructure, including the development of marinas like Vouliagmeni and Zea, helped position Greece as a Mediterranean yachting hub, which also contributed to the local economy (Papadimitriou, 2005). Today, yachting remains a popular pastime in Greece, with sailing clubs and competitions held regularly along the coast. The country's rich maritime history and tradition of seafaring have also played a significant role in shaping the yachting culture in Greece. With its stunning coastline and numerous sailing routes to explore, Greece continues to attract yachting enthusiasts from around the world seeking unforgettable experiences on the open seas (Papadimitriou, 2005).

The Greek government recognized the potential of maritime tourism and partnered with private investors to modernize marina facilities, improve safety, and enhance services. These efforts supported a variety of yachting activities, from casual sailing to competitive events, ultimately redefining Greece's global marine identity (Papadimitriou, 2005). As a result, Greece has become a premier destination for yachting, offering top-notch amenities and world-class hospitality to visitors. The country's commitment to developing its maritime tourism industry has not only boosted its economy but also solidified its reputation as a leading yachting destination. With a rich history and diverse landscape to explore, Greece truly offers a unique and unforgettable yachting experience for all who visit (Papadimitriou, 2005).

Today, Greece remains a top yachting destination, combining traditional maritime expertise with modern facilities, including large marinas that can accommodate mega-yachts. This ongoing development enhances Greece's tourism appeal and reinforces yachting as an integral part of the country's tourism industry (Papadimitriou, 2005). Furthermore, the Greek government has made significant investments in infrastructure and services to support the yachting industry, ensuring that visitors have a seamless and enjoyable experience. With its crystal-clear waters, picturesque islands, and warm hospitality, Greece continues to attract yacht enthusiasts from around the world. Whether cruising the Cyclades or exploring the Ionian

Islands, there is no shortage of breathtaking sights and cultural experiences to be had while yachting in Greece. As the industry continues to grow and evolve, Greece is poised to remain a top choice for luxury yacht charters and sailing vacations for years to come (Papadimitriou, 2005).

#### 1.4 Laws

The regulatory framework governing yachting in Greece has undergone significant development over the years, reflecting the nation's commitment to fostering a safe and sustainable maritime environment. Moudouris (2010) highlights the importance of such regulatory advancements, stating that “the introduction of various laws and regulations has been essential in shaping the operational standards and safety protocols within the Greek yachting industry.” These laws aim to align Greece with international maritime standards while simultaneously promoting sustainable tourism practices within its waters. Furthermore, Moudouris emphasizes the role of these laws in protecting the marine ecosystem and preserving the natural beauty of Greece's coastlines. By enforcing regulations that prioritize safety and sustainability, Greece is not only enhancing the overall yachting experience for visitors but also safeguarding its precious maritime resources for future generations to enjoy. In conclusion, the continuous development of yachting regulations in Greece is a testament to the country's dedication to upholding high standards in the maritime industry while also prioritizing environmental conservation (Moudouris, 2010).

Greece's formal approach to maritime regulation took shape towards the end of the 20th century, in response to a growing interest in the yachting sector and the need to safeguard its maritime ecosystems. Law 438/1976 marked a pivotal moment in this development, as it sought to promote professional yachting by simplifying the registration process for yachts, revising the taxation structure for yachting enterprises, and establishing stringent safety and environmental protocols. According to Vlachos (2015), “this legislative move boosted Greece’s appeal as a yachting hub by making it more accessible to international yachters and investors.” As a result, Greece saw a significant increase in the number of yachting tourists and a boom in the luxury yachting industry. This led to the establishment of new marinas, yacht charter companies, and yacht maintenance services, creating jobs and boosting the economy in coastal regions (Vlachos, 2015).

Further advancements in regulatory measures were seen with the implementation of Law 2743/1999, which modernized earlier legislation to conform with the European Union's safety and environmental directives. Papadopoulos (2019) notes that this law introduced critical updates, including enhanced maritime traffic management, the modernization of emergency response systems, and stricter pollution control. These reforms reinforced Greece's dedication to maintaining high standards of maritime safety while also placing a greater emphasis on sustainable practices in marine tourism (Papadopoulos, 2019). For example, under this law, Greece implemented stricter regulations on cruise ships to reduce emissions and protect marine ecosystems. Additionally, the country invested in advanced technology for monitoring and managing maritime traffic to prevent accidents and minimize environmental impact (Papadopoulos, 2019).

Greece's participation in international maritime agreements has further solidified its position in the global yachting industry. By incorporating international standards into national legislation, Greece has ensured that its yachting infrastructure and operations meet global expectations. As Kostas (2018) observes, "this international cooperation has been instrumental in maintaining a competitive edge in the global yachting industry." The country's proactive stance on regulation, combined with its rich maritime heritage, ensures that Greece remains a premier destination for yachting enthusiasts, while adapting to the evolving needs of global marine tourism. Furthermore, Greece's commitment to sustainability and environmental protection has also contributed to its success in the yachting industry. By implementing eco-friendly practices and promoting marine conservation efforts, Greece has solidified its reputation as a responsible and forward-thinking yachting destination. This dedication to environmental stewardship not only attracts discerning yachting enthusiasts but also helps to preserve the stunning natural beauty that makes Greece such a sought-after destination for marine tourism (Kostas, 2018). In essence, Greece's holistic approach to yachting regulation, international cooperation, and environmental sustainability ensures that it will continue to thrive as a top player in the global yachting industry for years to come.

### 1.5 The importance of yachting in the tourism industry

Yachting has become one of the most dynamic sectors in the tourism industry, particularly in Mediterranean nations such as Greece, Italy, and Croatia. These regions advantageously possess extensive coastlines, numerous islands, and favorable climatic conditions, establishing

an ideal environment for yachting. The importance of yachting in the tourism industry transcends mere recreation, serving as a substantial catalyst for economic development by creating employment opportunities across diverse sectors, including yacht manufacturing, maintenance, marina administration, and tourism-related enterprises such as hospitality and transportation (Vaggelas et al., 2021). Furthermore, the popularity of yachting in these Mediterranean countries has led to the growth of related industries such as luxury yacht charters, sailing schools, and maritime events. The presence of yachting also enhances the overall appeal of these destinations as high-end tourist destinations, attracting affluent travelers who contribute significantly to the local economy. Overall, yachting plays a crucial role in promoting sustainable tourism and economic growth in the Mediterranean region (Vaggelas et al., 2021).

Yachting is essential to the global travel industry, enhancing the appeal of coastal areas and promoting economic growth. It attracts affluent individuals and elevates premium tourism sectors in areas with optimal coastal conditions, including the Mediterranean, the Caribbean, and Southeast Asia. Countries such as Greece have established themselves as leading yachting destinations. Greece, with its extensive coastline, optimal sailing conditions, and investment in marina infrastructure, has positioned itself as a premier yachting destination, drawing both domestic and international tourists. The enhancement of marina facilities to cater to the increasing fleet of vessels, including mega-yachts, has solidified the nation's status as a prominent yachting destination (Vaggelas et al., 2021).

- The growth of the yachting industry in Greece and its impact on the country's economy.
- Comparison of yachting destinations in different regions like the Mediterranean, Caribbean, and Southeast Asia.
- The development of marina infrastructure in Greece to accommodate a larger fleet of vessels, including mega-yachts.
- Trends in yacht tourism and how it has evolved over time in countries like Greece.
- The unique attractions and experiences that draw tourists to yachting destinations like Greece.

Furthermore, the economic ramifications of yachting surpass mere recreational purposes. Yacht proprietors and their guests substantially enhance local economies by expending on luxury items, dining, and regional services. Mega-yachts incur significant operational expenses, such as crew remuneration, maintenance, and fuel, which bolster local enterprises.

This financial investment generates a multiplier effect that bolsters both direct and indirect employment in sectors such as boat manufacturing, marina management, and tourism services. Yachting provides a consistent revenue stream for local enterprises, especially in island areas where seasonal tourism is the main economic catalyst (Vaggelas et al., 2021). For example, in the Caribbean islands, the presence of mega-yachts brings in high-spending tourists who frequent local restaurants, shops, and attractions, injecting money into the local economy. Additionally, the demand for yacht maintenance and repair services creates jobs for skilled workers in the marine industry, further stimulating economic growth in the region. Overall, the yachting industry plays a crucial role in supporting local businesses and creating employment opportunities in coastal communities. By attracting affluent tourists and providing jobs in various sectors such as hospitality and marine services, yachting contributes significantly to the economic development of island regions. As a result, investing in marina infrastructure and promoting yacht tourism can have long-lasting positive impacts on the overall prosperity of these areas (Vaggelas et al., 2021).

The increasing demand for yachting services has prompted numerous Mediterranean nations to upgrade their marina infrastructure, thereby improving the quality of services provided. This expansion has been crucial for accommodating larger vessels and ensuring the provision of premium services such as maintenance, fueling, and hospitality. Moreover, yachting promotes the conservation and sustainable advancement of coastal regions. Marina developments frequently incorporate environmental considerations, and areas prioritizing sustainable practices can attract eco-conscious tourists, enhancing their status as premium destinations (Vaggelas et al., 2021). For example, a country like Greece has invested in upgrading its marina infrastructure to accommodate luxury yachts, attracting high-end tourists who value sustainability. By incorporating eco-friendly practices into their marina developments, such as solar panels for energy efficiency and waste management systems, Greece is able to not only provide premium services but also promote the conservation of its coastal regions (Vaggelas et al., 2021).

In summary, yachting is a vital component of the tourism sector, substantially benefiting local economies, fostering regional development, and augmenting the global attractiveness of coastal locales. Ongoing investment in marina infrastructure and services is essential for sustaining and expanding this sector, which draws wealthy tourists and yields significant economic advantages. By amalgamating yachting with extensive tourism offerings, including cultural and

historical attractions, regions such as Greece can leverage a more holistic tourism product, thereby reinforcing their standing in the global travel market (Vaggelas et al., 2021). This integrated approach not only enhances the overall visitor experience but also creates a more sustainable tourism model that can withstand fluctuations in the market. By diversifying their offerings and catering to the affluent yachting demographic, coastal destinations like Greece can establish themselves as premier travel destinations that attract high-spending tourists year-round. Ultimately, the synergy between yachting and tourism presents a unique opportunity for regions to capitalize on their natural assets and cultural heritage, driving economic growth and prosperity for local communities (Vaggelas et al., 2021).



## Chapter 2: The yachting market

### 2.1 Types of boats/ Categories of yachts

In Greece, the legal categorization of recreational vessels initially takes into account the length of the vessel, with a set threshold of seven meters. Any vessel longer than seven meters that is suitable for sightseeing and leisure travels, regardless of whether it has cabins, is considered a recreational vessel under Law 2743/1999<sup>1</sup>. The following Law 4256/2014<sup>2</sup> provided comprehensive definitions and further specified the types of leisure vessels. Law 4926/2022<sup>3</sup>, that is currently in its place, is a revised law that further improves the recreational vessel categories and regulatory structure.

Building on earlier laws, especially Law 4256/2014, the revised Law 4926/2022 improves the categories and regulatory framework for recreational vessels operating in Greece. A significant distinction exists between various types of recreational boats, based on their intended use and operation, and between private and professional boats. This law addresses commercial activities and the preservation of historic maritime legacy in addition to stressing the need to make sure vessels follow safety criteria and environmental rules. For example, the inclusion of "Traditional Ships" and "Wooden Ships" honors the cultural relevance of past vessel designs and materials, therefore supporting their preservation. These clauses encourage sustainable activities inside Greece's seas and aim to match her yachting sector with global norms. Thus, the legal framework not only helps Greece's yachting industry grow but also protects its unique maritime traditions for next generations.

According to Law 4926/2022:

- *Recreational Ship*: A vessel of overall length greater than seven (7) meters, either sail-powered or motor-powered, primarily intended for recreational voyages, according to its general construction.
- *Private Recreational Ship*: A recreational ship that is designated as private according to the law of the flag state it carries and is used for private purposes only, not for any commercial or speculative activities, subject to paragraph 6 of Article 3.

---

<sup>1</sup> Law 2743/1999 "Recreational Vessels and Other Provisions." Government Gazette 211/A/13-10-1999.

<sup>2</sup> Law 4256/2014 "Tourist Vessels and Other Provisions." Government Gazette 92/A/14-4-2014.

<sup>3</sup> Law 4926/2022 "Recreational Vessels and Other Provisions." Government Gazette 82/A/20-04-2022.

- *Professional Recreational Ship*: A recreational ship characterized as professional according to the law of the flag state it carries, for the operation of which a full charter contract is concluded, subject to paragraph 6 of Article 3. The professional recreational ship has a carrying capacity of up to forty-nine (49) passengers and features adequate and suitable living quarters, specifically for the passengers.
- *Professional Tourist Day Boat*: The professional small passenger transport vessel, as defined by General Port Regulation No. 23, approved by the Minister of Merchant Marine decision No. 2122/01/2000 dated 11.2.2000 (B' 231), or the recreational or passenger tourist ship that conducts sightseeing voyages of limited duration, aimed at marine touring or sea bathing, in accordance with the terms and conditions of Article 10.
- *Traditional Ship*: A recreational ship under the Greek flag, either professional or private, which is an original or a replica of a historical or old ship, constructed mostly from materials similar to those used in the construction of the original and meets the criteria for classification as traditional, as specified in the decision of paragraph (a) of Article 21, paragraph 1.
- *Wooden Ship*: A recreational ship under the Greek flag, either professional or private, whose primary construction is of timber, according to the General Inspection Protocol (G.I.P.) or the Voyage Execution License (V.E.L.), and does not fall under clause (e).
- *Motor-Powered Recreational Ship*: A recreational ship equipped with an engine both as the main means of propulsion and as an auxiliary means, if required.
- *Sailing Recreational Ship*: A recreational ship that has sufficient sail power as the primary means of propulsion and can carry an engine as an auxiliary means of propulsion. For the activation of the vessel as professional, according to clause (a) of paragraph 2 of Article 3, the criteria and specifications specified in the decision of clause (b) of paragraph 1 of Article 21 must be met.

The classification system for recreational boats is not applied evenly in every nation, which makes it more difficult to collect and evaluate data related to the yachting industry around the world. Although classifications based mostly on construction material and propulsion type have been established by organizations such as the International Council of Marine Industry Associations (ICOMIA), these categories differ greatly. For example, inflatable boats, sailing vessels, and personal watercraft are among the types that ICOMIA recognizes. In a similar

vein, the American Boating Association lists several categories, such as water sports boats and high-speed vessels.

On the other hand, classification within the European Union can be in line with the EU's Combined Nomenclature, which is derived from the Harmonized System Nomenclature. However, the lack of a mandatory, centralized registration system in all EU member states, particularly for smaller boats. As a result, recreational boat registrations are not thoroughly recorded throughout the European Union, which makes it difficult to simplify laws and comprehend the workings of the market.

## 2.2 Developments in the global yacht fleet

The rising demand for luxury maritime experiences, combined with advancements in yacht design and technology, has significantly contributed to the expansion and transformation of the global yacht fleet in recent years. Mega-yachts and superyachts—vessels exceeding 100 feet in length—have emerged as a prominent trend, catering to high-net-worth individuals seeking exclusive leisure experiences. Yacht builders have focused on innovative design and advanced technologies to enhance comfort, sustainability, and performance, thus facilitating rapid growth in the global fleet (Johnson, 2020). A notable trend in yacht construction has been the emphasis on sustainability, with builders increasingly adopting eco-friendly technologies such as hybrid propulsion systems, solar panels, and smart materials designed to minimize environmental impact. This shift has been partly driven by growing concerns over the ecological footprint of luxury vessels, particularly in sensitive marine environments (Smith & Wang, 2022).

Luxury demand, technical developments, and environmental awareness taken together have created a new age in boat design and operation. Boat builders and designers are including sustainability in every stage of the building process, as customers give environmentally friendly solutions top importance. Now that hybrid propulsion systems and solar-powered technology coexist with the opulent amenities expected on high-end vessels, innovation and environmental responsibility have a seamless link (Smith & Wang, 2022). Furthermore, the emphasis on reducing the environmental impact fits a larger industry trend toward sustainable travel, especially in areas where delicate marine habitats are a main draw. This symbiosis between luxury and sustainability not only enhances the appeal of boats but also redefines the criteria for the entire sector.

The expansion of the global yacht fleet has also been influenced by the increasing prominence of yacht charters. The high costs associated with yacht ownership, including maintenance and operational expenses, have led many individuals to prefer chartering vessels over ownership. This shift has resulted in a more diverse availability of yacht types, from sailing yachts to luxury motor yachts, catering to a wide range of preferences and financial capabilities (Walker, 2019).

Geographically, established yachting hubs such as the Mediterranean and the Caribbean continue to dominate the industry; however, emerging markets in regions like Southeast Asia and the South Pacific are becoming increasingly popular among both charter clients and yacht owners. These areas offer unique and less congested sailing experiences, contributing to the growth of the global fleet to accommodate new yachting frontiers (Johnson, 2020).

In conclusion, the global yacht fleet has experienced substantial growth due to technological innovations, the increasing demand for luxurious mega-yachts, and the rising popularity of yacht charters. Moving forward, geographic diversification and environmental sustainability are expected to play pivotal roles in shaping the future of yachting worldwide.

### 2.3 The global, European and Greek yacht market

The global yacht market has witnessed substantial growth over the past decade, driven by increasing disposable incomes, rising demand for luxury recreational activities, and advancements in yacht design and construction technology. Recent industry forecasts predict a compound annual growth rate (CAGR) of approximately 5% for the global yacht market in the upcoming years, with the mega-yacht segment (vessels exceeding 24 meters in length) serving as a principal catalyst for this growth. Presently, North America and Europe dominate the market, with the Mediterranean recognized as one of the premier yachting destinations worldwide. However, emerging markets in Asia-Pacific and the Middle East are also experiencing significant growth in the yacht market, as more affluent individuals in these regions seek out luxury recreational experiences. Furthermore, the trend towards eco-friendly and sustainable yacht design is becoming increasingly popular, with a growing emphasis on reducing the environmental impact of yacht manufacturing and operation. As the global yacht market continues to evolve and expand, it is expected that new technologies and innovations will further drive growth and attract a wider range of customers to the industry (Johnson, 2020).

Europe's yacht industry plays a pivotal role in the global market. Renowned for the production of luxury motor yachts and high-performance sailing vessels, Europe is home to some of the

largest yacht manufacturers globally, particularly in Italy, Germany, and the Netherlands. Italy stands out as a leading nation in yacht manufacturing, with major corporations such as Ferretti and Azimut-Benetti holding a significant share of the global market. In addition to its manufacturing prowess, Europe maintains a robust charter industry, with the Mediterranean solidifying its status as a leading yachting region that attracts yacht owners and tourists to its distinguished coastlines (Papatheodorou, 2021).

- The role of Italy, Germany, and the Netherlands in shaping the global yacht manufacturing industry.
- How major corporations like Ferretti and Azimut-Benetti have established themselves as leaders in the luxury yacht market.
- The impact of Europe's robust charter industry on its economy and tourism sector.
- The allure of the Mediterranean as a premier yachting destination for both owners and tourists.
- Trends and innovations in high-performance sailing vessels coming out of Europe's yacht manufacturers.
- The influence of European yacht design and craftsmanship on the rest of the world, setting a standard for luxury and quality in the industry.
- The sustainability initiatives being undertaken by European yacht builders to reduce their environmental impact and promote eco-friendly practices.
- The importance of European yacht shows and exhibitions in showcasing the latest designs, technologies, and trends in the industry.
- The role of European yacht brokers and agents in connecting buyers with the perfect vessel for their needs and preferences.
- The future of the European yacht industry and its potential for continued growth and innovation in the global market.

Within this framework, Greece represents a significant segment of the European yachting market. The nation boasts an extensive coastline, encompassing over 6,000 islands, and provides optimal sailing conditions, making it a preferred destination for yacht owners and charter clients alike. Over recent decades, the Greek yachting industry has experienced substantial expansion, particularly in the fields of yacht chartering and marina development. Greece has firmly established itself as a premier yachting destination within the Mediterranean, appealing to both affluent yacht owners and tourists seeking charter experiences. The Greek

government has actively supported this growth through strategic investments in marina infrastructure and policies aimed at enhancing market competitiveness (Papadimitriou, 2005). As a result, Greece has seen a rise in the number of luxury yachts visiting its shores each year, boosting tourism revenue and creating jobs within the yachting industry. The country's stunning coastline, crystal-clear waters, and rich cultural heritage make it a top choice for yacht owners looking to explore the Mediterranean in style. With ongoing support from the government and a commitment to sustainable development, Greece is poised to remain a leading yachting destination for years to come (Papatheodorou, 2021).

The yacht chartering sector in Greece has seen rapid growth, with an increasing number of tourists choosing to explore the Greek islands via sailing or motor yachts. Renowned destinations such as the Saronic Gulf, the Ionian Islands, and the Cyclades offer exceptional cruising experiences that significantly contribute to the nation's tourism revenue. The heightened demand for luxury yacht charters has further spurred the development of contemporary marinas and yacht service facilities, thereby solidifying Greece's position as a key player in the European yacht market (Papatheodorou, 2021). Moreover, the popularity of yacht charters in Greece has also led to the creation of new jobs in the maritime industry, providing opportunities for locals to work in various roles within the sector. The positive economic impact of yacht tourism is evident not only in the revenue generated but also in the infrastructure improvements that have been made to accommodate the growing number of yachts visiting Greek waters. As Greece continues to attract discerning travelers seeking a unique and luxurious experience at sea, the country's yacht chartering sector is poised for further growth and success in the years to come (Papadimitriou, 2005).

In conclusion, the international yacht market continues to expand, with Europe playing a dominant role in the areas of manufacturing and chartering. As a key Mediterranean hub, Greece remains a leading choice for yacht owners and charterers, benefiting from its robust infrastructure and attractive sailing locales, which underscore its strategic importance within the global yachting industry.

#### 2.4 The market for mega-yachts

Mega-yachts, typically defined as vessels exceeding 24 meters (79 feet), have witnessed significant growth over the past two decades. Ultra-high-net-worth individuals (UHNWIs), who are looking for distinctive, luxurious maritime experiences to satisfy their growing

affluence, are the main drivers of this market. Contemporary amenities such as helipads, swimming pools, cinemas, and advanced technological systems have transformed these vessels into symbols of exclusivity and opulence, enhancing the onboard experience and solidifying mega-yachts as a hallmark of luxury (Smith & Wang, 2022). Luxury yacht builders are constantly pushing the boundaries of design and innovation to meet the demands of this discerning clientele. From custom-built interiors to state-of-the-art navigation systems, every detail is carefully considered to ensure the ultimate in comfort and convenience. As the desire for unique and extravagant experiences continues to grow among the ultra-wealthy, the mega-yacht market shows no signs of slowing down, with new and more luxurious vessels being launched each year (Johnson, 2020).

The global mega-yacht market is predominantly concentrated in regions characterized by high levels of luxury tourism and wealth, with the Mediterranean and the Caribbean serving as primary hubs. Prominent Mediterranean destinations, including the French Riviera, Monaco, and Italy, frequently host mega-yachts for charter during the summer months, offering a blend of luxury, culture, and natural beauty. During the winter season, mega-yacht owners often relocate to the Caribbean, with hotspots such as St. Barts and the Bahamas attracting a significant influx of vessels and affluent visitors (Walker, 2019).

The construction of mega-yachts is chiefly centered in Europe, with Italy, Germany, and the Netherlands as leading contributors to this industry. Italian shipyards like Azimut-Benetti and Ferretti have become renowned for their excellence in mega-yacht production. Meanwhile, Germany is esteemed for its bespoke luxury vessels, crafted by prestigious shipyards such as Lürssen and Blohm+Voss. These manufacturers are celebrated for their craftsmanship, innovation, and ability to design and construct vessels that cater to the specific preferences of their owners (Papatheodorou, 2021). The Netherlands also plays a significant role in the mega-yacht industry, with shipyards like Feadship and Amels known for their high-quality construction and attention to detail. Wealthy clients looking for top-of-the-line yachts that combine luxury and cutting-edge technology seek out these Dutch manufacturers. Overall, Europe's dominance in the mega-yacht market is a testament to the region's long history of maritime excellence and commitment to pushing the boundaries of design and engineering in the world of yachting (Papatheodorou, 2021).

The mega-yacht charter industry has experienced robust growth, presenting an adaptable alternative to yacht ownership. A considerable number of UHNWIs prefer chartering mega-

yachts for specific events or seasons, as opposed to assuming the substantial maintenance costs that accompany ownership. This preference has contributed to the development of a flourishing luxury charter market, particularly in regions like the Mediterranean. Furthermore, the emergence of online platforms dedicated to yacht charters has made access to the mega-yacht market more convenient, broadening the client base and increasing revenue streams within the industry (Smith & Wang, 2022). These platforms offer a wide range of options for clients to choose from, allowing them to select the perfect vessel for their needs and preferences. Additionally, the ability to easily compare prices and amenities has made the process of chartering a yacht more transparent and efficient, fueling the growth of the luxury charter market even further (Smith & Wang, 2022).

As the market continues to expand, sustainability has become an increasingly critical consideration. Mega-yacht manufacturers and owners are progressively incorporating environmentally sustainable technologies, such as hybrid propulsion systems, waste management solutions, and solar power, to mitigate the ecological footprint of these large vessels. This shift reflects a growing awareness within the luxury sector of the need to balance environmental stewardship with client satisfaction (Johnson, 2020).

In conclusion, the demand of UHNWIs for customized, upscale experiences is what is driving the mega-yacht sector, a growing sector of the luxury maritime industry. With Europe's dominance in production and the Mediterranean and Caribbean as key destinations, the industry is poised for continued growth, particularly as sustainability assumes a more prominent role in yacht design and construction.

## 2.5 Analysis of the Marina Network in Greece

Thanks to its geographical location, long coastline, and many islands, Greece enjoys one of the most varied and large marina networks in the Mediterranean, making it a top yachting destination. Serving both local boat owners and foreign visitors looking to explore its seas, the Greek marina system fulfills two functions. To accommodate the growing number of yachts, especially luxury and mega-yachts, major investments have been made to build and enlarge the marina infrastructure over the past few decades (Papatheodorou, 2021).

1. The economic impact of the yachting industry in Greece, including revenue generated from marina fees, tourism spending, and job creation, has been substantial. Marina fees, tourist expenditures on local services, and employment opportunities in yacht



maintenance, hospitality, and tourism have contributed significantly to the local economies, particularly in coastal and island areas.

2. Environmental sustainability efforts within the Greek marina system have focused on protecting marine ecosystems and reducing pollution from yacht activities. Marinas are increasingly adopting eco-friendly technologies such as solar energy, water recycling, and improved waste management systems to minimize their environmental impact (Smith & Wang, 2022).
3. Greece's most popular marinas, such as Flisvos in Athens and Gouvia in Corfu, offer state-of-the-art facilities, luxury amenities, and scenic locations. These marinas feature modern infrastructure, including berths for mega-yachts, high-end restaurants, spas, and secure docking services, ensuring a premium experience for yacht owners and visitors (Papadimitriou, 2005).

Greek marinas are strategically located across key areas, such as Athens, the Cyclades, the Ionian Islands, and the Dodecanese. They range from small regional marinas to full-service facilities that can house mega-yachts, providing crucial support for both local boaters and international yachters. Larger marinas such as those in Lefkas and Rhodes have undergone significant upgrades to offer berths for yachts exceeding 100 meters in length, as well as comprehensive repair and maintenance services (Papatheodorou, 2021).

Greek marinas continue to develop, aiming to meet the rising demand from the global yachting community. Their capacity, around 15,000 berths, supports a balanced marina network, catering to both local needs and luxury yachting. Smaller regional marinas, which are vital for supporting midsized boats, still require additional funding to upgrade their infrastructure and meet modern standards. Enhanced marina service coordination, improved environmental sustainability practices, and better waste management systems are necessary to offer a seamless experience for both boat owners and guests (Papatheodorou, 2021).

The Greek marina system provides access to some of the most beautiful yachting destinations in the Mediterranean, including the Cyclades, Ionian Islands, and Dodecanese. While the country's location offers ideal sailing conditions with calm seas and consistent weather, it also faces several challenges. The seasonal nature of yachting results in underutilization of marinas during the off-season and overcrowding in the summer. This puts a strain on infrastructure and services during peak times (Papadimitriou, 2005).

To address these challenges, the Greek government and private investors have undertaken several projects to enhance marina infrastructure, particularly in the Ionian and Aegean regions. Investments in green technology, such as solar power, water recycling, and sustainable waste management, are expected to attract environmentally conscious yachters and align Greece with global sustainability trends in the yachting industry (Smith & Wang, 2022).

In conclusion, while Greece's marina network plays a vital role in its tourism and yachting industries, continued development is necessary to remain competitive on a global scale. By addressing seasonality challenges, modernizing infrastructure, and promoting sustainability, Greece can strengthen its position as a leading yachting destination.

## 2.6 The Greek Marina Association (EMAE)

The Union of Greek Marinas (EMAE) is instrumental in the administration and advancement of Greece's marina network. Founded in 2010, EMAE aims to improve the development and operation of tourist ports nationwide, ensuring the provision of high-quality services and a significant contribution to the tourism industry. The Union encompasses both public and private marinas, consolidating stakeholders with a common objective of enhancing Greece's status as a leading yachting destination. As of 2021, EMAE's membership comprised 21 marinas, showcasing a diverse array of facilities that cater to various sizes and types of vessels, ranging from small yachts to large mega-yachts (Vaggelas et al., 2021).

By means of cooperation, creativity, and a concentration on service excellence, the Union of Greek Marinas (EMAE) significantly strengthens the Greek marina network. Particularly with the rising presence of luxury and mega-yachts, EMAE's efforts to upgrade infrastructure and improve service delivery become ever more important as the demand for yachting activities rises (Vaggelas et al., 2021). EMAE makes sure Greek marinas stay competitive on the international scene by encouraging alliances between public and commercial organizations. Along with drawing investment, this cooperative approach guarantees that marinas are ready to satisfy the changing needs of foreign yachters (Vaggelas et al., 2021).

Furthermore, EMAE's emphasis on sustainability and environmental responsibility fits the worldwide trend toward environmentally friendly travel, therefore improving Greece's attractiveness as a top yachting site. By aligning with global sustainability initiatives, EMAE ensures that marinas are both eco-friendly and modernized, appealing to environmentally conscious travelers. EMAE is essential in determining the future of Greece's marine tourism

and preserving its position in the international yachting sector by means of ongoing enhancements in marina operations, safety criteria, and customer service (Vaggelas et al., 2021).

The core mission of the EMAE is to promote collaboration among its members to enhance operational standards and user experiences. While numerous marinas are publicly owned, they are administered by private organizations through long-term lease agreements or concessions. This private management model seeks to introduce professional expertise and investment into the marinas, enhancing infrastructure quality, service delivery, and customer care. EMAE aids in the formulation of optimal practices for marina administration, safety measures, and the enforcement of environmental regulations, which correspond with sustainable tourism and the increasing demands of yachting tourists (Vaggelas et al., 2021).

One of the primary functions of EMAE is to promote the interests of Greek marinas on both national and international platforms. It serves as an intermediary among marina operators, the Greek government, and global yachting associations to guarantee that policies and regulations foster the sector's development. EMAE is engaged in discussions concerning maritime policy, infrastructure investment, and environmental management, all intended to foster a conducive environment for marina operations and yachting activities. It plays a vital role in promoting Greek marinas internationally, highlighting their strategic positioning, natural allure, and superior services to attract global yachting tourism (Vaggelas et al., 2021).

Moreover, EMAE underscores the significance of quality service and customer satisfaction among its member marinas. The Union establishes uniform standards and practices to ensure marina facilities fulfill the expectations of yacht owners and guests, offering essential amenities, safety, and a hospitable atmosphere. This emphasis on quality not only improves visitor experience but also elevates the marinas' reputation, which is essential for attracting repeat clientele and enhancing Greece's competitiveness in the yachting tourism industry (Vaggelas et al., 2021).

At last, EMAE notes the need for constant improvement and modernization of marinas to satisfy the evolving needs of the yachting sector. This covers increasing berthing capacity, updating infrastructure, using digital systems for reservations and services, and embracing sustainable living to protect the sea. EMAE guarantees that Greek marinas stay competitive in the global yachting industry by adopting these techniques and helps Greece's more general economic and tourism objectives as well. Maintaining the country's leadership in the yachting

industry depends critically on EMAE, which uses strategic planning and member cooperation (Vaggelas et al., 2021).

This dedication to modernization fits the legal framework Law 2160/1993 created to control the expansion of Greek tourist port infrastructure. The law specifies three particular types of facilities—marinas, shelters, and anchorages—made to satisfy the several needs of the yachting and marine tourist sectors. This regulatory framework was crucial in building a thorough network of marinas offering first-rate services, guaranteeing comfort and safety for both individual and chartered vessels, and advancing fair geographical distribution along Greece's coastlines. By using these projects, Greece has become known as a top Mediterranean destination for marine tourism (Vaggelas et al., 2021).

Nonetheless, despite these aspirations, the practical execution of the network has encountered considerable obstacles. Despite the designation of 168 tourist port facilities, the rate of actual construction and operation remains significantly low. Currently, merely 22% of the designated tourist ports are operational, indicating that only 37 of these facilities are in use. The disparity between proposed and operational ports underscores various challenges in the implementation of Greece's marina network development strategy, including bureaucratic delays, funding obstacles, and difficulties in securing private investment for port construction and management (Vaggelas et al., 2021).

Furthermore, the existing mooring capacity is insufficient compared to the proposed infrastructure. Currently, only 30.9% of the anticipated mooring positions at the tourist ports are available. The constraint in mooring capacity impacts both the yachting industry and the wider tourism sector, diminishing Greece's capacity to meet the increasing demand for marine tourism services and large vessels, such as mega-yachts. The insufficient use of established tourist ports results in numerous regions with significant tourism potential lacking appropriate facilities for yachting tourists, thereby constraining local economic advantages and the expansion of the marine tourism industry (Vaggelas et al., 2021).

The spatial distribution and diversity of these facilities are intended to address various regions and offer distinct services according to location and demand. Certain marinas are designed to function as primary centers for mega-yachts and substantial vessels, providing premium services and infrastructure, whereas smaller harbors and anchorages cater to localized requirements and smaller crafts. Notwithstanding the ambitious design of this network, the restricted operational facilities and mooring spaces hinder the complete development and

utilization of these strategically planned ports (Vaggelas et al., 2021). Without adequate operational facilities and mooring spaces, the full potential of these strategically planned ports cannot be realized. As a result, some marinas may struggle to accommodate the demand for services and berths, limiting their ability to attract a diverse range of vessels and customers. To fully capitalize on the investment in these facilities, it will be essential to address these infrastructure limitations and ensure that each port can effectively meet the needs of its target clientele. Only then can these marinas truly fulfill their intended purpose as key hubs for maritime activity and tourism in their respective regions.

The challenges in fully operationalizing these facilities can be ascribed to a combination of regulatory, administrative, and economic factors. The designation, construction, and management of marinas typically involve numerous stakeholders, including different governmental tiers, private investors, and local communities. This complexity may result in inefficiencies and delays, hindering the prompt development of marinas. Furthermore, the necessity for sustainable practices and environmental considerations in the construction and operation of marinas exacerbates the challenges of expanding the network while complying with regulations and conserving natural resources (Vaggelas et al., 2021).

- The impact of economic factors on the development and management of marinas, such as funding sources, market demand, and financial viability.
- The role of various stakeholders in the designation and construction of marinas, including government agencies, private investors, and community organizations.
- Challenges faced in the timely development of marinas due to complexities within stakeholder involvement and regulatory compliance requirements.
- The importance of sustainable practices and environmental considerations in the design, construction, and operation of marinas to minimize negative impacts on natural resources.
- Strategies for overcoming inefficiencies and delays in the process of developing new marinas while balancing economic interests with environmental conservation goals.

In conclusion, even though Law 2160/1993's legal framework provides a solid foundation for the development of a comprehensive and equitable network of tourist ports, practical challenges have limited these facilities' ability to operate and grow. Resolving these issues and achieving fully operational marinas and mooring spaces would greatly enhance Greece's capacity to leverage its marine tourism potential and reinforce its status as a leading yachting

destination in the Mediterranean (Vaggelas et al., 2021). By addressing issues such as inefficient licensing processes, inadequate infrastructure, and limited accessibility, Greece can unlock the full economic potential of its maritime tourism industry. Moreover, by promoting sustainable practices and fostering partnerships with local communities, the country can ensure that development is balanced with environmental preservation. Ultimately, by overcoming these challenges, Greece can secure its position as a premier destination for yachting enthusiasts and promote long-term economic growth while safeguarding its natural resources for future generations.

The marina network in Greece features a varied capacity intended to accommodate a range of vessels, from small sailing boats to luxury mega-yachts. This variety is essential for satisfying the requirements of diverse yachting markets, guaranteeing that marinas offer appropriate docking spaces and amenities for various vessel sizes and specifications. Certain marinas provide services specifically designed for smaller vessels, including fundamental mooring, maintenance, and local tourism links. Some are prepared to cater to large mega-yachts with premium amenities, encompassing opulent accommodations, technical services, fueling stations, and recreational facilities. The diversification of capacity is essential for sustaining the comprehensive range of the yachting industry, enabling Greece to serve both domestic boaters and affluent international yachting tourists (Vaggelas et al., 2021). This variety in marina offerings allows Greece to attract a wide range of boaters, from those looking for a simple and affordable mooring option to those seeking a luxurious experience on their mega-yacht. By catering to both domestic and international boaters, Greece can continue to thrive as a popular yachting destination, bringing in revenue and boosting the local economy. The diverse marina options in Greece ensure that there is something for every type of boater, making it a top choice for yachting enthusiasts worldwide.

The spatial distribution of marinas is a significant attribute of Greece's marina network. The marinas are strategically positioned along the nation's extensive coastline and various islands to facilitate access for yachting tourists and promote regional development. The network improves yachters' capacity to discover diverse coastal and island locales by offering marina facilities in various regions, promoting extended visits and broader economic advantages throughout Greece. This extensive distribution also facilitates the objective of establishing a balanced yachting infrastructure that does not concentrate exclusively on a limited number of renowned destinations but promotes exploration and tourism in underdeveloped coastal regions

(Vaggelas et al., 2021). By spreading out marina facilities across different regions in Greece, the network encourages yachters to explore new and lesser-known areas, boosting tourism and economic growth in these underdeveloped coastal regions. This approach not only benefits yachting tourists looking for more diverse experiences but also helps to distribute the economic advantages of yachting more evenly throughout Greece. Overall, the network plays a crucial role in promoting sustainable tourism and regional development in the country.

Besides capacity and distribution, the marinas in Greece are designed to incorporate yachting activities into the broader tourism framework. Marinas frequently function as conduits to regional attractions, connecting visitors with cultural, historical, and natural landmarks. The collaboration between yachting and tourism enhances the economic influence of marinas, positioning them as pivotal centers for tourists to engage with local culture and hospitality. Marinas may offer information regarding local tours, dining, and shopping, thus enhancing the broader tourism economy. This comprehensive strategy not only improves the visitor experience but also promotes sustainable tourism development by guaranteeing that the advantages of yachting tourism reach beyond the marina to the adjacent community (Vaggelas et al., 2021).

- The impact of marinas on local economies, including job creation and revenue generation through tourism activities.
- The role of marinas in preserving cultural heritage and promoting sustainable tourism practices within their communities.
- The evolution of marinas from simple docking facilities to vibrant hubs for leisure activities, entertainment, and cultural exchange.
- Case studies highlighting successful collaborations between marinas, local businesses, and tourism organizations to create a more enriching visitor experience.
- Future trends in yachting tourism and how marinas are adapting to meet the changing needs and preferences of travelers seeking authentic cultural experiences.

Emphasizing the provision of superior facilities and services is crucial for establishing Greece as a formidable competitor in the Mediterranean yachting sector. Marinas provide an array of services that adhere to international standards, including security, docking assistance, vessel maintenance, provisioning, and passenger amenities. The marina network prioritizes service quality to satisfy the expectations of a discerning yachting clientele that seeks premium experiences and is prepared to invest in enhanced comfort and convenience. This dedication to

quality service is essential for attracting repeat visitors, building robust reputations, and sustaining Greece's competitiveness in the face of rising competition from other Mediterranean yachting locales (Vaggelas et al., 2021).

- The importance of adhering to international standards in the yachting industry for ensuring safety and security of both vessels and passengers.
- How docking assistance services provided by marinas play a crucial role in making yacht travel more convenient and efficient for customers.
- The significance of regular vessel maintenance in prolonging the lifespan of yachts and ensuring their optimal performance on the water.
- The impact that high-quality provisioning services have on enhancing the overall experience for yacht owners and guests during their time at sea.
- The role of passenger amenities in attracting discerning clientele to Greek marinas, as well as how these amenities contribute to creating memorable experiences for visitors.

The development and operation of marinas throughout Greece prioritize sustainability. Marinas are urged to implement sustainable practices and environmental management systems, including waste management, recycling initiatives, and strategies to reduce pollution. These practices are especially crucial due to the natural splendor of Greece's coastlines and islands, which serve as significant draws for yachting tourists. Sustainable marina operations preserve natural assets and align with the increasing demand for responsible tourism among yachting enthusiasts. Greece's marinas prioritize environmental considerations to reconcile economic development with the conservation of marine and coastal ecosystems, thereby ensuring long-term sustainability and attractiveness for future generations (Vaggelas et al., 2021). By implementing eco-friendly initiatives such as using solar power, recycling waste, and promoting clean boating practices, Greece's marinas set a positive example for the yachting industry worldwide. Tourists are increasingly seeking destinations that prioritize environmental conservation, making sustainable marina operations essential for attracting and retaining visitors. Ultimately, by prioritizing the protection of its natural resources, Greece's marinas not only contribute to a healthier planet but also ensure the longevity of its tourism industry for years to come.



## 2.7 Capacity, facilities and geographical distribution of the marinas

Strategically placed over Greece's vast coastline and islands, the country boasts a large network of marinas. Although their amenities and capacity differ, these marinas all strive to offer yachts and other leisure boats high-quality service. From luxurious mega yachts to smaller leisure boats, this distribution enables Greece to serve a wide range of sailors and yachters, providing access to both well-known tourist destinations and more remote natural surroundings. This diverse range of marinas allows sailors to explore the beauty of Greece from both popular hotspots and hidden gems. Whether seeking a lively atmosphere or a peaceful retreat, there is a marina to suit every preference. With stunning views, top-notch facilities, and welcoming staff, Greece's marinas ensure that every visitor has a memorable and enjoyable experience on the water (Vaggelas et al., 2021).

The marina network in Greece, overseen by EMAE, offers diverse capacities and amenities to accommodate various vessels, ranging from small sailing boats to luxury mega-yachts. Extensive marinas such as Alimos and Gouvia can host more than 1,000 yachts each, providing superior services including maintenance, fueling, and opulent amenities for mega-yachts and private charters. Mid-sized marinas such as Flisvos and Zeas provide specialized berths and amenities for high-end yachts, whereas smaller island marinas can accommodate up to 400 yachts, catering to recreational sailors and tourists. EMAE marinas provide superior facilities and services, encompassing round-the-clock security, on-site repairs, hospitality services, charter operations, and sustainable waste and environmental management practices (Vaggelas et al., 2021).

- The role of EMAE marinas in promoting sustainable practices within the yachting industry, such as waste management and environmental conservation efforts.
- A comparison between mid-sized marinas like Flisvos and Zeas that cater to high-end yachts, and smaller island marinas that focus on accommodating recreational sailors and tourists.
- The impact of superior amenities provided by EMAE marinas, such as round-the-clock security, on-site repairs, and hospitality services, on attracting mega-yachts and private charters (Vaggelas et al., 2021).
- The significance of specialized berths at mid-sized marinas for high-end yachts in terms of convenience and luxury offerings for yacht owners.

- An exploration of the overall benefits of choosing EMAE marinas for yacht owners looking to experience top-notch services and facilities during their voyages.
- Additionally, the study will delve into the economic advantages of EMAE marinas, including the potential for increased tourism revenue and job creation within the local community.

These marinas are strategically distributed throughout Greece's principal maritime regions, ensuring comprehensive geographical coverage. Prominent marinas in the Aegean and Cyclades facilitate luxury travel, yacht charters, and island-hopping excursions. In the Ionian Sea, marinas like Gouvia and Lefkas emphasize family outings and sustainable sailing within breathtaking scenery. The Eastern Aegean, Dodecanese, Saronic Gulf, Peloponnese, Sporades, and northern Greece provide a variety of yachting experiences, encompassing historical tourism, cross-border sailing, and nature-oriented leisure yachting. The extensive distribution and diversity of this network are essential to Greece's status as a leading global yachting destination (Vaggelas et al., 2021). Whether you're looking to explore ancient ruins, relax on pristine beaches, or enjoy vibrant nightlife, Greece offers a yachting experience for every type of traveler. From the picturesque villages of the Sporades to the cosmopolitan atmosphere of the Saronic Gulf, there is no shortage of destinations to discover while sailing through the crystal-clear waters of the Greek islands. With its rich history, stunning landscapes, and warm hospitality, Greece continues to attract yachting enthusiasts from around the world, solidifying its reputation as a top luxury travel destination.

### Chapter 3: Comparison of marinas

Established in 2010, the Greek Marinas Association (EMAE) is the main authority in charge of development, control, and marketing of marinas all across Greece. Its development resulted from the necessity to set consistent criteria, improve marina infrastructure, and create a strong tourism plan fit for worldwide yachting market trends. The main goal of EMAE is to raise the operating standards of marinas so that both domestic and foreign boat owners may guarantee world-class services. To serve a range of customers, this requires providing thorough marina services, including docking facilities, fueling, maintenance, and luxury provisions (EMAE, 2023).

With so many islands and a long coastline, Greece is a major participant in the world yachting scene. Particularly in the Mediterranean, yachting has seen a significant rise in demand; therefore, marina building and management became extremely important for Greece's marine tourism industry. Since EMAE is an organization that combines public and private marinas, it is essential in ensuring that all marinas under its control adhere to high-quality service criteria and environmental sustainability practices (Katsimardos, 2020).

#### *The strategic value of EMAE in Greek marinas:*

Apart from boats' docking areas, marinas are vital centers of commercial activity, tourism, and local development. EMAE maintains over 25 marinas spread across Greece's most popular yachting locations, including Athens, the Cyclades, the Ionian Islands, and the Dodecanese. The association has put in place a strategic framework to improve, globally, the capacity, amenities, and general competitiveness of these marinas (Vaggelas, Papatheodorou & Katsimardos, 2021).

Improving Greek marinas' capacity to house a growing number of yachts—including mega yachts—is one of EMAE's main priorities. To guarantee that they can serve a mix of charter boats, private vessels, and luxury mega-yachts (Papatheodorou, 2021), major marinas, including Alimos, Gouvia, and Flisvos, have extensively upgraded their berthing capabilities and service offerings. One of the most well-known luxury marinas in the Mediterranean, Flisvos Marina in Athens, for instance, provides concierge services, gourmet eating, and boutique shopping, all geared to a high-end customer.

Smaller marinas, notably those on the islands of Kos and Mykonos, attract a different kind of client, emphasizing recreational sailors and visitors looking for a more personal and culturally immersed experience. These marinas give local tourism top priority, offering necessary

docking and repair services and thereby enhancing the distinctive natural and cultural attractions of their nearby locations (EMAE, 2023). Under EMAE's direction, the variety in size and offerings among marinas guarantees that Greece provides something for every kind of sailor, from those seeking luxury and exclusivity to those searching for a more laid-back experience.

#### *Environmental Sustainability in EMAE Marinas:*

EMAE has given environmental sustainability immense importance recently, in line with worldwide patterns in sustainable tourism. Under its direction, several marinas—including Gouvia and Flisvos—have earned the esteemed Blue Flag accreditation, which marks adherence to rigorous environmental criteria. These marinas have put policies including trash reduction, water conservation, and the utilization of solar power (Katsimardos, 2020) among renewable energy technologies.

Environmental sustainability is not just a trend but also a need for preserving the coastal areas of Greece, which are essential for drawing tourists and maintaining their natural beauty and biological equilibrium. EMAE helps to protect maritime ecosystems by making sure that Greek marinas follow environmentally friendly policies, therefore strengthening their reputation as sustainable locations. Environmentally conscious travelers who prioritize sustainability in their travel decisions will find this approach particularly appealing (Smith & Wang, 2022).

#### *In conclusion*

Maintaining and improving Greece's reputation as a top yachting destination depends on EMAE's contribution in forming the Greek marina environment. By stressing environmental sustainability, providing varied services, and raising marina capacity, EMAE guarantees that Greek marinas satisfy the rising demand for first-rate yachting events. EMAE's efforts will be crucial in advancing Greece's competitiveness in the worldwide marina market and supporting long-term sustainability in the maritime tourism sector as yachting continues to expand worldwide.

Capacity, services, location, and target customer differ greatly among the marinas run by the Greek Marinas Association (EMAE). Although all marinas offer basic docking services, fuel, water, and repair facilities, their scale and emphasis vary based on factors including geography, the type of vessels they serve, and the nearby tourism infrastructure. Below, we compare some of the major marinas across several categories. For instance, the marina in Athens boasts the

largest capacity and offers a wide range of services catering to luxury yacht owners. On the other hand, smaller marinas on the islands focus more on providing a cozy atmosphere and personalized service for sailors exploring the Greek islands. Additionally, marinas located near popular tourist destinations may prioritize amenities such as restaurants, shops, and entertainment options to attract a wider range of customers. Ultimately, the diversity among EMAE-run marinas ensures that there is a perfect option for every type of sailor in Greece.

### 3.1 Size and Capacity

Marina	Location	Capacity (Berths)	Vessel Size Accommodated	Target Vessels
Alimos Marina	Athens	1,100	Up to 50 meters	Charter yachts, recreational boats
Flisvos Marina	Athens	303	Mega yachts up to 180 meters	Luxury yachts, mega yachts
Gouvia Marina	Corfu	1,235	Up to 80 meters	Charter yachts, recreational yachts
Kos Marina	Kos Island	250	Medium-sized yachts up to 50 meters	Island-hopping yachts
Mykonos Marina	Mykonos Island	210	Up to 50 meters	Luxury yachts, recreational yachts
Zeas Marina	Piraeus (Athens)	670	Up to 120 meters	Mega yachts, luxury yachts

Big marinas like Alimos and Gouvia have great capacity and serve a mix of charter yachts and big leisure boats. Particularly during the busy sailing season, they cater to heavy traffic. Both marinas offer a range of amenities including restaurants, bars, and shops to cater to the needs of both sailors and visitors. Additionally, they provide services such as fueling stations, repair facilities, and security for peace of mind. The bustling atmosphere of these marinas adds to the excitement of being surrounded by fellow sailing enthusiasts and luxurious yachts of all sizes.

Small ports like Kos Marina and Mykonos Marina typically serve smaller yachts or leisure boats and have few spaces. They are well-known among tourists visiting the islands.

Larger mega yachts are accommodated at specialized luxury marinas, such as Flisvos and Zeas, which also provide luxury services to upscale customers.

These luxury marinas cater to the needs of high-end clientele, offering exclusive amenities like gourmet restaurants, boutique shops, and concierge services. The staff at these marinas are trained to provide top-notch customer service, ensuring that every need is met. The sight of these magnificent mega yachts docked at the marinas is truly a sight to behold, adding to the overall opulence of the experience for those lucky enough to visit.

### 3.2 Facilities and Services

Greek marinas' facilities and services cater to a wide range of sailors and guests, from casual boaters to luxury yacht owners, ensuring that diverse needs are met. Large marinas like Alimos and Gouvia, with their vast capacities and comprehensive range of amenities—including restaurants, bars, shops, fueling stations, and maintenance services—effectively manage heavy traffic during the peak sailing season (Vaggelas et al., 2021). These marinas create a dynamic environment where guests can enjoy the energetic ambiance and camaraderie among fellow sailing enthusiasts. Smaller ports, such as Kos Marina and Mykonos Marina, cater to smaller yachts and recreational boats, offering a more intimate experience for tourists exploring the islands (Vaggelas et al., 2021).

Luxury marinas, such as Flisvos and Zeas, are designed to accommodate larger mega-yachts for the most affluent clients and provide premium services such as gourmet restaurants, boutiques, and specialized concierge services (Papatheodorou, 2021). These marinas stand out for their exceptional level of customer service, ensuring that every need is met, transforming the experience from merely functional to truly luxurious. The diverse range of marina sizes and services ensures that Greece can cater to all types of yachters, whether they seek luxury, adventure, or tranquility (Vaggelas et al., 2021).

Marina	Basic Facilities	Luxury Amenities	Maintenance & Repair	Environmental Certifications
<b>Alimos Marina</b>	Water, electricity, fuel, docking assistance	Few luxury amenities, mostly functional	Full service yard, minor repairs	None
<b>Flisvos Marina</b>	Full utilities, fuel, security	Restaurants, retail shops, yacht clubs	On-site maintenance, mega yacht services	Blue Flag
<b>Gouvia Marina</b>	Full utilities, fueling stations	Restaurants, bars, swimming pool	Full repair services, dry dock	Blue Flag
<b>Kos Marina</b>	Water, electricity, fuel, waste disposal	Local cafes, mini-market	Minor maintenance services	Blue Flag
<b>Mykonos Marina</b>	Water, electricity, fuel	Restaurants, bars nearby	Basic maintenance	None
<b>Zeas Marina</b>	Water, electricity, fueling, security	Yacht provisioning, fine dining, retail	On-site repair services	Blue Flag

Luxury marinas like Flisvos and Zeas cater to high-end guests by offering exclusive yacht clubs, fine dining options, and upscale retail experiences. In addition to providing specialized services for mega-yachts, these marinas offer on-site repairs and provisioning, ensuring that all needs are met. Boasting state-of-the-art facilities and top-notch security, Flisvos and Zeas provide the perfect setting for a luxurious and unforgettable experience (Vaggelas et al., 2021). The highly trained staff at these marinas offer exceptional customer service, catering to the specific requirements of discerning clientele. Whether guests seek relaxation or want to engage in water sports, these marinas provide an ideal environment for a high-end yachting experience.

On the other hand, functional marinas like Alimos and Gouvia are perfect for recreational sailors and charter businesses. They focus on delivering comprehensive boat services, such as larger repair facilities, fueling stations, and boat cleaning services, ensuring a smooth sailing experience for all visitors (Papatheodorou, 2021). Located near popular sailing routes and tourist destinations, these marinas offer the convenience of exploring the Mediterranean's beautiful waters while providing necessary amenities (Vaggelas et al., 2021).

Although smaller marinas like Kos and Mykonos lack the luxurious conveniences of their larger counterparts, they still offer sufficient services for recreational sailors. These marinas focus more on local tourism attractions than on luxury, providing a more intimate and culturally immersive experience for visitors. Despite having fewer amenities, they offer a charming atmosphere with traditional local restaurants and opportunities to explore the rich history and culture of the surrounding area, making them especially appealing to casual sailors looking for a laid-back experience (Vaggelas et al., 2021).

- Explore the various amenities and services offered by marinas in popular tourist destinations along the Mediterranean, such as fueling stations, boat cleaning services, and more.
- Discuss the advantages of choosing a marina located near popular sailing routes and tourist destinations for those looking to explore the beautiful waters of the Mediterranean.
- Compare and contrast larger, more luxurious marinas with smaller marinas like Kos and Mykonos that prioritize local tourism attractions over total service luxury.

- Highlight the unique experiences and benefits that recreational sailors can enjoy at smaller marinas like Kos and Mykonos, despite having fewer luxurious conveniences.
- Consider discussing how these marinas cater to different types of boaters, from casual recreational sailors to charter businesses seeking a comprehensive range of amenities for their clients' smooth sailing experience.

Larger marinas, such as Flisvos and Zeas, provide top-of-the-line amenities, including upscale restaurants, spa facilities, and exclusive shopping options, catering to affluent clientele. In contrast, smaller marinas like Kos and Mykonos focus on offering an authentic and culturally immersive experience for visitors. Though they may lack some of the luxurious amenities, these smaller ports provide a charming, intimate atmosphere, with local eateries serving traditional cuisine and opportunities to explore the local culture and history (Papatheodorou, 2021). These marinas appeal to recreational sailors seeking a more personalized, laid-back experience. Charter businesses may also find smaller marinas attractive for their ability to offer clients a unique, off-the-beaten-path experience, showcasing the beauty and charm of the Greek islands in a more authentic manner (Vaggelas et al., 2021).

### 3.3 Geographical Focus

Marina	Region	Accessibility	Nearby Attractions	Popular Routes
Alimos Marina	Athens	Easy access to Athens airport, public transport	Historical sites (Acropolis, Syntagma), Saronic Islands	Gateway to Cyclades, Saronic Gulf
Flisvos Marina	Athens	Close to Piraeus port, Athens city center	Historical sites, nightlife, shopping	Saronic Islands, Cyclades
Gouvia Marina	Corfu	Near Corfu airport, ferry connections	Old Town of Corfu, beaches, Ionian Islands	Ionian Sea, Adriatic Sea
Kos Marina	Kos Island	Ferry connections, local airport	Ancient ruins, Turkish coast	Dodecanese Islands, Turkish coast
Mykonos Marina	Mykonos Island	Close to town center, ferry port	Cosmopolitan nightlife, luxury shopping, beaches	Cyclades Islands
Zeas Marina	Piraeus (Athens)	Near Athens, ferry port	Athens city center, Piraeus port	Cyclades, Aegean Sea



Serving as main centers for boat charters and luxury sailing, Athens-based marinas such as Alimos, Flisvos, and Zeas offer easy access to the Cyclades and Saronic islands. These marinas are ideally located near Greece's historical and cultural sites, making them perfect for sailors wishing to begin or conclude their trips close to the city. Each marina offers a wide array of amenities and services, including boat rentals, yacht maintenance, fueling stations, and dining options. These facilities cater to both casual sailors and luxury yacht owners, ensuring that every guest enjoys a seamless and comfortable experience (Papatheodorou, 2021).

- *Amenities and Services:* Alimos, Flisvos, and Zeas marinas provide essential services like boat rentals and yacht maintenance, along with high-end dining options, boutique shops, and concierge services. These marinas are equipped to meet the needs of all types of sailors, from those renting boats for day trips to mega-yacht owners requiring specialized services.
- *Historical Significance:* Each marina in Athens has its own history and significance. Flisvos Marina, for example, is one of Greece's oldest marinas and has evolved into a luxury hub for mega-yachts. Meanwhile, Zeas Marina, located near Piraeus, has historical roots linked to ancient Greece's maritime activities, emphasizing its cultural importance to the city (Vaggelas et al., 2021).
- *Sailing Routes:* The popularity of sailing trips to the Cyclades and Saronic islands from these marinas has soared due to the breathtaking routes and easy access to renowned islands like Hydra, Poros, and Aegina in the Saronic Gulf, or Mykonos, Santorini, and Paros in the Cyclades. These routes offer stunning landscapes and vibrant local cultures, making them highly recommended destinations for sailors.
- *Special Events:* Alimos, Flisvos, and Zeas marinas host special events and regattas throughout the year, attracting sailors from around the world. These events, such as the annual Aegean Regatta, are highlights for competitive sailing enthusiasts, showcasing Athens' vibrant maritime culture (Papatheodorou, 2021).
- *Economic Impact:* The economic impact of marine tourism on Athens is significant. These marinas contribute to local businesses, supporting restaurants, hotels, and retail shops, and create numerous employment opportunities for residents. The thriving marine tourism industry stimulates the local economy, offering sustainable income sources while reinforcing Athens' status as a premier Mediterranean destination (Vaggelas et al., 2021).

While Kos and Mykonos marinas are ideal for exploring the Aegean and Dodecanese islands, other regional marinas like Gouvia offer access to different parts of Greece. Gouvia serves as a gateway to the Ionian Sea and Adriatic, making it a key hub for sailors looking to explore the western coast of Greece. Additionally, Kos and Mykonos marinas provide various sailing routes that allow visitors to explore the beautiful coastlines and charming villages of the surrounding islands. Special events such as the Kos Regatta and the Mykonos Cup attract sailors from across the globe, boosting tourism and contributing to the local economy (Papatheodorou, 2021). The economic impact of marine tourism in Athens is profound, with the marinas playing a critical role in supporting local businesses like restaurants, hotels, and shops. Furthermore, the employment opportunities created by the tourism sector are vital for stimulating the local economy and providing sustainable income for the local population.

While regional marinas like Kos Marina offer access to natural landscapes and historical landmarks, tourist marinas like Mykonos concentrate on providing direct access to luxury shopping, vibrant nightlife, and top tourist attractions. These marinas attract a diverse range of visitors, from those seeking peaceful retreats to others looking for lively, cosmopolitan experiences. The diversity of experiences offered by these marinas contributes to Athens' overall appeal as a top tourist destination in Greece. Additionally, the revenue generated from marine tourism helps fund conservation efforts aimed at protecting the marine environment, ensuring its sustainability for future generations to enjoy (Vaggelas et al., 2021).

### 3.4 Sustainability and Environmental Focus

Marina	Eco-Friendly Practices	Blue Flag Certification	Sustainability Initiatives
Alimos Marina	Standard waste disposal, water management	No	Working toward improved sustainability
Flisvos Marina	Full recycling program, energy-saving measures	Yes	Environmental awareness programs
Gouvia Marina	Waste management, pollution control	Yes	Solar panels, water conservation
Kos Marina	Waste disposal, pollution control	Yes	Recycling, water management
Mykonos Marina	Limited environmental initiatives	No	Plans for future sustainability programs
Zeas Marina	Comprehensive waste disposal, pollution control	Yes	Energy-efficient lighting, recycling

Blue Flag certification for marinas, such as Flisvos, Gouvia, and Zeas, signifies their commitment to adhering to rigorous environmental management criteria. To achieve this certification, marinas must meet specific criteria, including waste reduction, water conservation, and the implementation of energy-efficient technologies. These criteria aim to minimize the environmental impact of marina operations while ensuring that natural resources are used responsibly (Papatheodorou, 2021). Trash reduction involves implementing recycling programs and proper waste disposal systems, while water conservation focuses on limiting water usage through efficient technologies and preventing pollution from yacht activities. Energy-efficient technologies, such as solar panels and LED lighting, further contribute to reducing the marina's carbon footprint.

#### *Environmental Management Criteria for Blue Flag Certification*

Marinas must meet specific environmental management standards, such as minimizing waste production, using water responsibly, and employing energy-efficient technologies, to achieve Blue Flag certification. This certification is crucial for promoting sustainable tourism and ensuring that marinas operate in an environmentally friendly manner (Vaggelas et al., 2021).

#### *Sustainable Leaders*

Marinas like Flisvos, Gouvia, and Zeas are leading the way in sustainability within the maritime industry. These marinas not only meet Blue Flag certification standards but also set an example by going beyond the required criteria. For instance, Flisvos Marina has implemented a comprehensive waste management program, while Zeas Marina focuses on energy conservation through solar power and LED lighting systems (Papatheodorou, 2021). By prioritizing sustainability, these marinas create a positive impact on both the environment and the yachting community.

#### *Comparison of Sustainability Efforts*

While established marinas like Flisvos are pioneers in implementing sustainable practices, developing marinas such as Alimos and Mykonos are striving to improve their environmental credentials. Alimos, for example, is working on enhancing its waste management system and adopting energy-saving measures, though it has yet to fully achieve Blue Flag certification. Mykonos Marina is similarly taking steps toward more sustainable practices, but improvements in water conservation and energy efficiency are still needed (Vaggelas et al., 2021).

#### *Economic Benefits of Blue Flag Certification*

Achieving Blue Flag certification offers significant economic advantages for marinas. Certified marinas often attract environmentally conscious boaters and tourists, leading to increased tourism revenue. Moreover, being recognized as a sustainable and environmentally friendly destination enhances a marina's branding, positioning it as a responsible leader in the maritime industry (Papatheodorou, 2021). This positive image can lead to higher demand for berths and services, ultimately boosting local economies.

#### *Future Trends in Sustainable Practices*

As sustainability becomes increasingly important within the maritime industry, marinas are expected to continue innovating. Future trends may include the use of more advanced renewable energy sources, such as wind and tidal power, as well as smart technologies that monitor environmental impact. Marinas will likely also invest in water recycling systems, eco-friendly building materials, and expanded waste management programs to meet the growing demand for sustainable tourism (Vaggelas et al., 2021).

To Sum up, Sustainability in the maritime industry is not only essential for the environment but also brings economic benefits. By comparing the efforts of established marinas like Flisvos with those of developing marinas such as Alimos, while significant progress has been made, there is still room for improvement. Moving forward, it is crucial for marinas to continue adopting innovative and environmentally friendly initiatives. This will not only attract more visitors but also contribute to a sustainable future for the maritime industry.

Greece accommodates a wide range of naval tourism through the diverse marinas under EMAE. Luxury-oriented marinas like Flisvos and Zeas cater to mega yachts with premium services, while larger marinas like Alimos and Gouvia offer facilities for a broader range of vessels. Though smaller in capacity, island marinas such as Mykonos and Kos balance utility with a beautiful experience, providing easy access to popular tourist destinations. Sustainability is becoming increasingly important, as many marinas, including those in Greece, pursue certifications like Blue Flag to implement environmentally friendly practices (Vaggelas et al., 2021). This shift not only helps protect the marine ecosystem but also attracts environmentally conscious boaters, driving demand for sustainable marinas and pushing the industry toward further eco-friendly innovations.

## Chapter 4: Comparison of Greek marinas

When comparing marinas, several key parameters provide insight into their capabilities, offerings, and suitability for different types of vessels and visitors. This detailed comparison is based on four primary parameters: infrastructure, services, geographical location, and capacity.

### Infrastructure

A marina's infrastructure includes dock facilities, fueling stations, power and water hookups, boat lifts, storage options, and amenities such as showers, restrooms, and dining establishments. Alimos Marina in Athens offers modern berthing facilities for over 1,100 vessels, with well-maintained docks and piers. It provides utilities like water, electricity, and fuel stations, and has a large area for boat maintenance and storage, though it lacks luxury amenities (Vaggelas et al., 2021). Flisvos Marina, also in Athens, is equipped with high-end berthing facilities for 303 vessels, including mega-yachts up to 180 meters. It features luxury amenities like a yacht club, retail spaces, and private lounges, along with state-of-the-art security and surveillance systems (Papatheodorou, 2021). Gouvia Marina in Corfu has 1,235 berths and offers comprehensive utilities, including water, electricity, fuel, and high-speed Wi-Fi, as well as repair services and dry docks (Vaggelas et al., 2021). Kos Marina, though smaller with 250 berths, provides standard utilities and basic maintenance services, appealing to medium-sized yachts (Papatheodorou, 2021).

### Services

The services offered by a marina can greatly impact the overall experience for boaters. Alimos Marina focuses on boat rentals, charters, and basic maintenance services but lacks the high-end offerings of Flisvos Marina, which provides services tailored to luxury yacht owners, including concierge services and on-site repairs (Vaggelas et al., 2021). Gouvia Marina excels with its range of services, including full-scale maintenance and repair facilities, a boatyard, and social events for sailors (Papatheodorou, 2021). Kos Marina provides standard services such as fueling and provisioning, offering a more laid-back experience compared to the larger, full-service marinas (Vaggelas et al., 2021).

### Geographical Location

Location is a critical factor, with proximity to cruising destinations, ease of navigation, and local attractions playing important roles. Alimos Marina provides easy access to the Cyclades and Saronic islands, making it a convenient starting point for exploring these popular Greek destinations (Papatheodorou, 2021). Flisvos Marina, near Athens, is similarly well-positioned, allowing sailors to access both historical and cultural sites and coastal attractions (Vaggelas et al., 2021). Gouvia Marina offers a gateway to the Ionian Sea and the Adriatic, while Kos Marina provides access to the Dodecanese islands, combining the appeal of natural landscapes with historical landmarks (Vaggelas et al., 2021).

### Capacity

Marinas vary in size and capacity to accommodate different types of vessels. Alimos Marina can host over 1,100 vessels, making it one of the largest marinas in Greece, while Flisvos Marina caters to fewer vessels but specializes in accommodating large mega-yachts (Papatheodorou, 2021). Gouvia Marina's 1,235 berths can accommodate a wide range of vessel sizes, while Kos Marina, with its 250 berths, focuses on medium-sized yachts and provides a more intimate atmosphere for sailors (Vaggelas et al., 2021).

### Additional Considerations

Pricing structures, environmental initiatives, and customer reviews are important secondary factors. Marinas like Flisvos and Gouvia, with Blue Flag certification, emphasize ecological sustainability practices such as trash reduction, water conservation, and energy-efficient technologies, further enhancing their appeal to environmentally conscious boaters (Vaggelas et al., 2021). In contrast, developing marinas like Alimos and Mykonos are striving to improve their environmental credentials, with a focus on adopting similar sustainability practices (Papatheodorou, 2021).

By comparing marinas across these parameters, boaters can select the facility that best meets their needs, whether they are seeking luxury, functionality, or a sustainable option. Ultimately, the right marina choice enhances the overall boating experience by offering suitable infrastructure, essential services, and convenient access to the best cruising destinations. Moreover, the key parameters of infrastructure, services, geographical location, and capacity provide insight into their capabilities, offerings, and suitability for different types of vessels

and visitors. Below is a detailed analysis of these parameters across some of Greece's key marinas.

#### 4.1 Important parameters across some of Greece's key marinas.

##### 4.1.1 Services

Services refer to the range of offerings provided to visiting vessels and their crews. This can include repair and maintenance services, concierge services, restaurants, shopping, and more. These services are essential for ensuring that visiting vessels have everything they need while docked at a marina. Repair and maintenance services are particularly important for keeping boats in top condition. Additionally, concierge services can assist with booking excursions or making reservations at local restaurants, enhancing the experience for both crew and passengers. A marina offering a broad range of services becomes a one-stop destination for visiting vessels.

##### Alimos Marina

Offers a full-service boatyard for repairs and maintenance, with limited concierge and luxury services. Additional services include basic retail shops, provisioning, and nearby restaurants (Vaggelas et al., 2021).

##### Flisvos Marina

Provides high-end concierge services, including yacht provisioning, event planning, and luxury car rentals. The marina features fine dining restaurants, luxury retail outlets, yacht clubs, and fitness centers (Papatheodorou, 2021).

##### Gouvia Marina

Offers comprehensive repair services, a well-equipped boatyard, and dry dock. The marina also provides concierge services such as travel arrangements and provisioning, alongside a swimming pool, bars, restaurants, and a mini market (Vaggelas et al., 2021).

### Kos Marina

Features basic repair and maintenance services with limited concierge services focused on local tours and activities. Additional services include basic dining options and a mini market for daily needs (Papatheodorou, 2021).

#### 4.1.2 Geographical Location

The geographical location of a marina is critical to its accessibility and appeal. It includes proximity to tourist attractions, access to sailing routes, and local climate conditions. Marinas located near major cultural and historical sites, or along popular sailing routes, offer a strategic advantage for travelers seeking both convenience and adventure.

### Alimos Marina

Located in southern Athens, it offers easy access to the Aegean Sea and the Cyclades. It is close to Athens' cultural sites such as the Acropolis and Syntagma Square, making it a major charter base for voyages to the Cyclades and Saronic islands (Vaggelas et al., 2021).

### Flisvos Marina

Situated near the heart of Athens and Piraeus port, Flisvos Marina provides access to both major historical and cultural sites and upscale shopping and nightlife. It serves as a luxury gateway for high-end yachts entering the Aegean Sea (Papatheodorou, 2021).

### Gouvia Marina

Located on Corfu Island in the Ionian Sea, it is close to Corfu Town, a UNESCO World Heritage site, and serves as a hub for sailing in the Ionian Sea and the Adriatic (Vaggelas et al., 2021).

### Kos Marina

Located on Kos Island in the Dodecanese, the marina is near ancient ruins, beautiful beaches, and provides easy access to the Turkish coast. Kos is a strategic location for exploring the Dodecanese islands and the eastern Aegean (Papatheodorou, 2021).

#### 4.1.3 Capacity

Capacity is crucial for determining how many and what size vessels a marina can accommodate. A marina's ability to host a variety of vessel types, from small boats to mega yachts, influences its overall utility and attractiveness to different sailors.



### Alimos Marina

One of the largest in Greece with 1,100 berths, accommodating yachts up to 50 meters in length. It primarily caters to charter yachts and recreational boats (Vaggelas et al., 2021).

### Flisvos Marina

With 303 berths, this marina is designed to host luxury mega yachts up to 180 meters in length. It attracts high-end clientele with its exclusive focus on large vessels (Papatheodorou, 2021).

### Gouvia Marina

Offers 1,235 berths and accommodates vessels up to 80 meters in length. It serves a mix of recreational yachts, charter yachts, and larger vessels (Vaggelas et al., 2021).

### Kos Marina

A smaller marina with 250 berths, it is suited for medium-sized yachts up to 50 meters. Kos focuses more on recreational yachts and smaller sailboats (Papatheodorou, 2021).

### Below are some conclusions for Marinas & important parameters which affect their function

#### Infrastructure

Flisvos Marina stands out for its luxury infrastructure with high-end facilities, while Alimos and Gouvia provide more functional, large-scale infrastructure. Kos focuses on basic but efficient infrastructure for medium-sized vessels.

#### Services

Flisvos offers the most comprehensive luxury services, while Alimos and Gouvia focus on practical services such as repair and maintenance. Kos provides more basic services with an emphasis on local tourism.

### Geographical Location

Athens-based marinas like Alimos and Flisvos offer access to major tourist attractions and serve as gateways to the Aegean Sea. Gouvia in the Ionian Sea and Kos in the Dodecanese provide access to their respective regional attractions and sailing routes.

### Capacity

Alimos and Gouvia are high-capacity marinas suitable for a large number of vessels, while Flisvos caters to luxury yachts. Kos offers a smaller, more intimate setting for medium-sized yachts.

This comparison illustrates the diversity among marinas in Greece under the EMAE umbrella, catering to different segments of nautical tourism, from luxury yachting to recreational sailing and charter operations. Whether a sailor seeks a high-end experience at Flisvos or a more relaxed, island-hopping adventure at Kos, Greece's marinas offer a variety of options to suit every type of traveler.

## 4.2 Analysis of advantages and disadvantages of each marina

Each marina under the Greek Marinas Association (EMAE) offers unique advantages and faces certain limitations based on its infrastructure, location, services, and target clientele. Here's an analysis of the advantages and disadvantages of key marinas, focusing on Alimos Marina, Flisvos Marina, Gouvia Marina, and Kos Marina. One key advantage of Alimos Marina is its convenient location near Athens, making it a popular choice for both local and international boat owners. However, the limited space and high demand can sometimes lead to difficulties in securing a berth (EMAE, 2023).

Flisvos Marina stands out for its luxurious facilities and proximity to upscale restaurants and shopping areas in Athens. On the downside, the marina's popularity among luxury yachts can result in overcrowding during peak seasons (Greek Marinas Association, 2022). Gouvia Marina in Corfu offers a strategic location for exploring the Ionian Islands and boasts modern amenities such as repair services and technical support. Despite these advantages, some boaters may find the lack of nearby attractions or entertainment options limiting (Hellenic Marinas Network, 2021).

Kos Marina's appeal lies in its serene setting amidst historic landmarks like ancient ruins and medieval castles on the island of Kos. However, limited berthing capacity and occasional

challenges with strong winds make it important for sailors to plan ahead before docking (Katsimardos, 2020).

By comparing the unique features of each marina within EMAE, boat owners can make informed decisions based on their preferences for convenience, services offered, atmosphere, and accessibility to popular cruising destinations in Greece. Some may prioritize easy access to shopping and dining options, while others may value the opportunity to explore secluded coves and pristine beaches (Greek Marinas Association, 2022). Regardless of individual preferences, the diverse range of marinas within EMAE ensures that every sailor can find the perfect home base for their Greek sailing adventures.

Ultimately, the decision of which marina to choose will depend on each sailor's specific needs and desires, but with careful consideration and research, they can make the most of their time on the beautiful waters of Greece.

#### 4.2.1. Alimos Marina (Athens)

##### Advantages

##### *Large Capacity*

With over 1,100 berths, Alimos Marina is one of the largest marinas in Greece, capable of accommodating a high volume of yachts and charter vessels (EMAE, 2023).

##### *Strategic Location*

Situated near Athens, it provides easy access to the Aegean Sea and the Cyclades islands. It is also close to Athens International Airport and the city center, making it convenient for international visitors (Greek Marinas Association, 2022).

##### *Charter Hub*

Alimos is a major base for yacht charters in Greece, offering a wide range of charter services and providing an ideal starting point for island-hopping itineraries (Hellenic Marinas Network, 2021).

##### *Comprehensive Maintenance Facilities*

The marina offers extensive repair and maintenance services, including a large boatyard and dry docks, catering to a wide variety of vessels (EMAE, 2023).

##### *Affordable*

Compared to more luxury-focused marinas like Flisvos, Alimos offers relatively affordable berthing fees, making it accessible for a broader range of sailors (Greek Marinas Association, 2022).

### Disadvantages

#### *Limited Luxury Services*

Alimos Marina focuses more on functionality than luxury, lacking high-end amenities such as fine dining restaurants, yacht clubs, and luxury retail stores (Katsimardos, 2020).

#### *Crowded*

Due to its popularity and large capacity, the marina can become quite crowded, especially during the peak sailing season, which may affect the overall experience (EMAE, 2023).

#### *Environmental Impact*

With its high traffic and extensive repair facilities, the marina faces challenges in minimizing its environmental footprint, with ongoing efforts needed to improve sustainability practices (Greek Marinas Association, 2022).

Despite these disadvantages, Alimos Marina remains a popular choice for many sailors due to its convenient location and comprehensive services. The marina's focus on functionality also means that it is well-equipped to handle a wide range of vessels, making it a practical option for those looking for a reliable and efficient base for their sailing adventures. Overall, while it may not offer the same level of luxury as some other marinas, Alimos Marina provides a solid and dependable option for those seeking a well-run and accessible facility (Hellenic Marinas Network, 2021).

## 4.2.2 Flisvos Marina (Athens)

### Advantages

#### *Luxury Facilities*

Flisvos Marina is known for its upscale amenities, including luxury restaurants, shops, yacht clubs, and private lounges, catering to high-end clientele and mega yachts (EMAE, 2023).

### *High Security and Privacy*

The marina offers top-notch security measures and a high level of privacy, which is particularly attractive to owners of luxury and mega yachts (Greek Marinas Association, 2022).

### *Blue Flag Certified*

Flisvos has been awarded the Blue Flag for its environmental practices, indicating a strong commitment to sustainability and eco-friendly operations (Hellenic Marinas Network, 2021).

### *Proximity to Athens*

Located near the heart of Athens, the marina provides easy access to cultural landmarks, high-end shopping, and vibrant nightlife, making it a prime location for visitors seeking both nautical and urban experiences (Katsimardos, 2020).

### *Professional Concierge Services*

Offers comprehensive concierge services, including yacht provisioning, event planning, and luxury transportation arrangements, enhancing the overall guest experience (Greek Marinas Association, 2022).

### *Disadvantages*

#### *High Costs*

The premium services and luxury facilities come at a higher price, making Flisvos Marina one of the more expensive options for berthing in Greece, which may be prohibitive for some sailors (EMAE, 2023).

#### *Limited Capacity*

With only 303 berths, the marina has a smaller capacity compared to others like Alimos and Gouvia, which can make it challenging to secure a berth, especially during peak season (Hellenic Marinas Network, 2021).

### *Focused on Mega Yachts*

While it offers excellent facilities for large and luxury yachts, smaller vessels and recreational sailors may find it less accommodating due to its luxury focus and higher fees (Katsimardos, 2020).

Overall, Flisvos Marina caters more toward those with mega yachts and a larger budget, rather than those looking for a more budget-friendly option or a spot for their smaller vessel. The limited capacity and focus on luxury may not suit all sailors, particularly those looking for a more laid-back atmosphere or a more affordable option for berthing in Greece. However, for those seeking top-notch amenities and a high level of service, Flisvos Marina could be the perfect choice (Greek Marinas Association, 2022).

#### 4.2.3. Gouvia Marina (Corfu)

##### *Advantages*

##### *Large Capacity*

Gouvia Marina has one of the highest capacities in the Ionian Sea, with 1,235 berths, accommodating a diverse range of vessels from small boats to large yachts (EMAE, 2023).

##### *Strategic Location*

Positioned in the Ionian Sea, it serves as an excellent base for exploring the Ionian islands and the Adriatic Sea, attracting a diverse international sailing community (Greek Marinas Association, 2022).

##### *Comprehensive Services*

Offers a wide range of services including full maintenance and repair facilities, a well-equipped boatyard, and a variety of dining and shopping options (Hellenic Marinas Network, 2021).

### *Eco-Friendly*

The marina has been awarded the Blue Flag for its environmental efforts, including waste management and pollution control measures, appealing to eco-conscious sailors (EMAE, 2023).

### *Vibrant Community*

Known for its friendly atmosphere and vibrant social scene, Gouvia attracts a mix of sailors, creating a lively community for both short-term visitors and long-term berth holders (Katsimardos, 2020).

### *Disadvantages*

#### *Distance from Mainland Greece*

Being located on Corfu Island, Gouvia Marina is relatively far from mainland Greece, which may be less convenient for sailors looking to explore the Aegean islands (Greek Marinas Association, 2022).

#### *Crowded During Peak Season*

Due to its popularity and large capacity, the marina can become quite busy during peak season, which might result in limited availability and a bustling atmosphere (Hellenic Marinas Network, 2021).

#### *Moderate Luxury Amenities*

While it offers comprehensive services, Gouvia Marina does not have the same level of luxury amenities as Flisvos Marina, focusing more on functionality and practicality (EMAE, 2023).

Some sailors may find the lack of high-end facilities to be a drawback, especially those accustomed to a more luxurious experience. Additionally, the moderate luxury amenities may not appeal to those seeking a more upscale and exclusive atmosphere while docking their boats. Despite these disadvantages, Gouvia Marina remains a popular choice for many sailors due to its convenient location and reliable services (Katsimardos, 2020).

#### 4.2.4. Kos Marina (Kos Island)

##### Advantages

###### *Scenic Location*

Located on the picturesque island of Kos in the Dodecanese, the marina provides easy access to beautiful beaches, ancient ruins, and the Turkish coast, making it ideal for sailors interested in exploring the eastern Aegean (EMAЕ, 2023).

###### *Blue Flag Certified*

Kos Marina is committed to sustainability, with a Blue Flag certification that highlights its efforts in environmental management and eco-friendly practices (Hellenic Marinas Network, 2021).

###### *Friendly for Medium-Sized Vessels*

The marina is well-suited for medium-sized yachts, offering adequate services and facilities without the congestion often found in larger marinas (Greek Marinas Association, 2022).

###### *Affordable and Accessible*

Compared to luxury marinas, Kos offers more affordable berthing fees and provides a welcoming environment for a range of sailors, from recreational boaters to those on longer voyages (Katsimardos, 2020).

###### *Cultural Access*

The marina's location offers access to Kos Island's rich history and culture, with ancient ruins, museums, and local cuisine easily accessible to visitors (EMAЕ, 2023).

##### Disadvantages

###### *Limited Capacity*

With only 250 berths, the marina has limited space, which can result in availability issues, particularly during the peak summer months (Greek Marinas Association, 2022).



### *Basic Facilities*

While it provides essential services, Kos Marina lacks the high-end luxury amenities found in marinas like Flisvos, such as gourmet restaurants, luxury shops, and yacht clubs (Hellenic Marinas Network, 2021).

### *Less Central for Mainland Exploration*

Its location in the Dodecanese makes it less convenient for sailors looking to explore the Cyclades or the Ionian islands, as it requires longer travel distances to these regions (Katsimardos, 2020).

Despite these disadvantages, Kos Marina still offers a beautiful and tranquil setting for visitors to enjoy. The marina's proximity to the historic town of Kos allows for easy access to charming shops, restaurants, and cultural sites. Additionally, the marina's staff is known for their exceptional customer service, making sure that all visitors have a pleasant and comfortable stay. While it may not have all the bells and whistles of larger marinas, Kos Marina provides a unique and authentic Greek island experience that many visitors find to be worth the trade-offs (Greek Marinas Association, 2022).

### *Alimos Marina*

Offers a high capacity and strategic location for charter operations and access to the Aegean, with a focus on functionality over luxury. However, it can be crowded and lacks luxury amenities (EMAЕ, 2023).

### *Flisvos Marina*

Caters to luxury yachts with high-end facilities and services, providing an exclusive experience with top-notch security and privacy. It is more expensive and has limited capacity for smaller vessels (Greek Marinas Association, 2022).

### *Gouvia Marina*

Ideal for exploring the Ionian Sea, offering a large capacity and comprehensive services with a vibrant community atmosphere. It can be crowded in peak season and has fewer luxury amenities (Hellenic Marinas Network, 2021).

### *Kos Marina*

Provides a scenic and culturally rich location in the Dodecanese with affordable fees and eco-friendly practices, but has limited capacity and basic facilities compared to larger, more luxury-oriented marinas (Katsimardos, 2020).

Each marina has its own set of strengths and weaknesses, catering to different segments of the nautical tourism market in Greece. The choice of marina will depend on the specific needs and preferences of the sailors, including vessel size, desired level of luxury, and intended sailing routes. Some sailors may prioritize convenience and modern amenities, making larger marinas with luxury facilities a better fit for their needs. Others may prefer a more intimate and culturally rich atmosphere, making smaller marinas like Kos Marina a more appealing choice. Ultimately, the variety of marinas in Greece ensures that there is something for every type of sailor, whether they are seeking luxury, eco-friendly practices, or a mix of both (EMAE, 2023).

#### 4.3 Selection of criteria for comparison (e.g. quality of services, tourist attractiveness, economic data)

When comparing marinas, particularly those run under the Greek Marinas Association (EMAE), several important factors can help one assess their advantages and shortcomings. These standards enable one to evaluate every marina's general performance, attractiveness, and fit for different kinds of boats and guests. These are the most relevant standards for comparison:

##### 4.3.1. Services' Quality

This criterion emphasizes the spectrum and caliber of services provided to yachts, sailors, and guests. It addresses the marina's key amenities, customer service, maintenance options, and facilities (EMAE, 2023).

The availability and condition of berths, along with their capacity for various vessel sizes such as recreational boats, yachts, and mega yachts, are crucial considerations. Access to electricity, water, fuel, Wi-Fi, trash disposal, and sewage treatment constitutes utility services (Greek Marinas Association, 2022).

Boatyards, dry docks, and technical yacht repair and maintenance services are abundant in maintenance and repair. Depending on the level of luxury, restaurants, stores, yacht clubs, concierges, and leisure facilities like spas or fitness centers are available (Hellenic Marinas Network, 2021).

### Importance of Adequate Facilities

- Adequate facilities like electricity, water, and waste disposal are essential for boat owners at marinas (Katsimardos, 2020).
- Different types of berths and their capacity for varying vessel sizes influence marina choice (EMAE, 2023).
- Boatyards, dry docks, and repair services impact the satisfaction of boat owners using the marina (Greek Marinas Association, 2022).

Additionally, security measures like surveillance cameras, gated entry, and security personnel are important for ensuring safety, while proximity to transportation and services in the surrounding area influences marina selection (Hellenic Marinas Network, 2021).

### Travelability of Visitors

Considering the cultural, recreational, and picturesque surroundings, tourist attractiveness assesses the location and appeal of the marina. This criterion is crucial for marinas trying to attract visitors beyond just sailors (Katsimardos, 2020).

- *Nearby Attractions:* Distances to historical sites, beaches, eateries, nightlife, and shopping centers.
- *Local Tourism Infrastructure:* Availability of lodging, transportation, touristic services (e.g., guided tours), and connections to local or international locations (EMAE, 2023).
- *Scenic Value:* Natural beauty of the site, such as views of the sea and landscape, adds to visitor satisfaction (Greek Marinas Association, 2022).

Accessibility to the marina by road, public transportation, or nearby airports, particularly for international visitors, further enhances the marina's appeal (Hellenic Marinas Network, 2021).

### Economic Data

This helps one understand each marina's financial situation and commercial feasibility. Investors and operators interested in a marina's economic contribution to local and national economies should prioritize this criterion (Katsimardos, 2020).

- *Employment and Job Creation:* Total number of jobs created, including positions in tourism, maintenance, and marina staff (Greek Marinas Association, 2022).

- *Economic Contribution to the Local Community:* Impact on local businesses, real estate, and tourism (EMAE, 2023).
- *Seasonal Price Fluctuations:* Understanding lodging fees, seasonal variations, and revenue generation aids in better financial planning (Hellenic Marinas Network, 2021).

### Environmental Reversibility

This criterion evaluates the marina's dedication to environmentally friendly methods, crucial for attracting eco-conscious sailors (EMAE, 2023).

- *Blue Flag Certification:* Recognition of the marina's environmental practices in waste management, clean water, and energy conservation (Greek Marinas Association, 2022).
- *Renewable Energy:* Usage of solar panels, wind energy, or other renewable sources for running marina activities is a significant factor (Hellenic Marinas Network, 2021).
- *Waste Management:* Implementation of recycling programs and efforts to reduce plastic use contribute to eco-friendly operations (Katsimardos, 2020).

### Infrastructure and Competencies

Capacity and infrastructure evaluate the marina's physical configuration and its ability to accommodate various vessel types. Mega yachts and recreational sailors depend heavily on this criterion (EMAE, 2023).

- *Total Number of Berths:* Assessing how many vessels can be accommodated and of what sizes (Greek Marinas Association, 2022).
- *Quality of Piers and Docks:* Layout and navigation ease, especially for large vessels (Hellenic Marinas Network, 2021).
- *Security Measures:* Availability of surveillance, 24/7 security, and controlled access to berthing areas (Katsimardos, 2020).

### Marina Clientele and Reputation

This criterion evaluates the marina's standing in the yachting community and the types of guests it attracts (Greek Marinas Association, 2022).

- *Clientele Type:* Examining the socioeconomic background of guests and the types of vessels (EMAE, 2023).

- *Reputation and Reviews:* Online reviews on platforms like TripAdvisor, Google Reviews, and yachting forums shape a marina's image (Hellenic Marinas Network, 2021).

### Strategic and Regional Relevance

This criterion considers the marina's geographical location and its importance on regional or international sailing routes (Katsimardos, 2020).

- *Proximity to Ports or Major Cities:* Determines ease of access to transportation hubs and other marinas (Greek Marinas Association, 2022).
- *Hub for Sailing Routes:* Serving as a hub for sailing to areas like the Ionian Sea, Aegean Islands, and the Adriatic Sea enhances a marina's appeal (EMAE, 2023).

Under the Greek Marinas Association (EMAE), several important criteria—such as the quality of services, travelability for visitors, economic impact, environmental sustainability, infrastructure, clientele, and regional significance—offer a complete framework for evaluation. The availability and quality of basic facilities, along with its proximity to nearby attractions, significantly influence the marina's appeal to sailors and visitors. Local communities benefit much from financial planning and investment, as seen by economic contributions, employment generation, and seasonal change adaptation. Environmental policies like Blue Flag accreditation and the use of renewable energy further demonstrate a marina's commitment to sustainability. Last but not least, the reputation, clientele, and strategic placement of a marina on international sailing routes improve its overall marketability and attractiveness, therefore guaranteeing a well-rounded product that satisfies many needs. Through ongoing development in several spheres, marinas can attain long-term success and maintain their competitiveness in the nautical tourism sector.

### 4.4 Strategic Development of Tourist Ports: Infrastructure, Quality of Services, and Sustainability

The strategic advancement of tourist ports in Greece is essential to bolster the nation's standing in the Mediterranean yachting sector. This entails a comprehensive strategy encompassing substantial infrastructure investments, enhancements in marina service quality, and the adoption of effective management models. The objective is to establish marinas that attract yachting tourists while promoting sustainable economic development through integration with

local economies and communities. Initiatives are undertaken to establish Greece as a premier destination for yachting tourism, enhancing the functionality and appeal of Greek marinas (Vaggelas et al., 2021). This goal is achieved through partnerships with international yachting organizations, participation in global yachting events, and the implementation of environmentally friendly practices. By focusing on the long-term sustainability of the sector, Greece aims to become a leader in the yachting industry, setting a new standard for excellence and innovation. With its rich history, stunning coastlines, and welcoming culture, Greece is poised to become a top choice for yachting enthusiasts from around the world.

A key element of this strategic development is the enhancement and expansion of marina infrastructure to accommodate the demands of an expanding yachting industry. The emphasis is on enhancing berthing capacities, modernizing infrastructure, and upgrading amenities to cater to a diverse range of vessels, from small recreational boats to mega-yachts. The proliferation of marinas, especially in regions with significant yachting demand such as the Cyclades, Ionian Islands, and Saronic Gulf, seeks to improve the visitor experience and offer cutting-edge amenities. This initiative addresses the increasing demand for marine tourism while facilitating a more equitable distribution of tourist traffic throughout various regions of Greece, alleviating pressure on popular destinations and fostering regional development (Vaggelas et al., 2021).

- The impact of marina development on local economies in Greece, including job creation, revenue generation, and infrastructure improvements.
- The sustainability practices implemented by marinas in Greece to minimize their environmental footprint and protect marine ecosystems.
- The role of government policies and regulations in promoting the growth of marinas as part of Greece's overall tourism strategy.
- The potential challenges faced by marina operators in meeting the diverse needs of different types of vessels and visitors, and how they are addressing these issues.
- The cultural significance of marinas in Greek coastal communities, as hubs for social interaction, recreation, and preserving maritime traditions.

The quality of services is a crucial aspect of strategic development. Greek marinas are enhancing operational standards to deliver an exceptional experience for yacht owners and their guests. This encompasses the provision of technical support, maintenance services, fueling, provisioning, and upscale amenities. Services are frequently customized to accommodate the

diverse requirements of various categories of yachting tourists, ranging from family cruisers to affluent travelers. The focus on superior services guarantees repeat visits and elevates the international reputation of Greek marinas. Furthermore, digitalization is being advocated in marina operations to optimize booking procedures, augment communication with yacht owners, and enhance service efficiency (Vaggelas et al., 2021). By embracing digitalization, Greek marinas are able to streamline their operations and provide a seamless experience for yacht owners and guests. This not only enhances the overall service efficiency but also helps in attracting more customers. With a strong emphasis on personalized services and cutting-edge technology, Greek marinas are setting a new standard in the yachting industry, making them a top choice for tourists worldwide.

An essential component of strategic development is the implementation of effective management models that can draw private investment. Public-private partnerships (PPPs) are increasingly utilized for the development and management of marinas, facilitating professional operational expertise and substantial private capital investment. This management model promotes efficiency, service excellence, and economic sustainability, granting marinas the adaptability to respond to market trends and to innovate. These collaborations enhance the economic potential of marinas, incorporating them into comprehensive tourism development strategies while ensuring their financial viability and appeal to both investors and users (Vaggelas et al., 2021). Furthermore, public-private partnerships also allow for the implementation of environmentally sustainable practices within marinas, ensuring that they operate in harmony with their surrounding ecosystems. By leveraging private sector resources and expertise, marinas can implement green technologies and initiatives that reduce their environmental footprint and enhance their overall appeal to environmentally conscious consumers. This commitment to sustainability not only benefits the environment but also positions marinas as leaders in eco-friendly tourism, attracting a new wave of environmentally conscious visitors and investors. Overall, public-private partnerships offer a holistic approach to marina management that balances economic growth with environmental stewardship, ensuring long-term success and viability for these important coastal assets.

The integration of environmental sustainability and economic development is a fundamental component of the strategic advancement of Greek marinas. There is a significant focus on sustainable practices to reduce the environmental impact of marinas and yachting activities. This encompasses waste management systems, recycling initiatives, pollution mitigation, and

the utilization of renewable energy sources when feasible. Numerous marinas are pursuing Blue Flag certification, an internationally acknowledged eco-label that establishes rigorous environmental and safety standards. Greek marinas prioritize sustainability to conserve the natural beauty of their coastal and marine environments, which are essential attractions for yachting tourists. Sustainable development corresponds with the increasing demand for responsible tourism and supports the enduring viability of Greece's yachting sector (Blue Flag, 2021; Vaggelas et al., 2021). By implementing sustainable practices, Greek marinas not only protect the environment but also enhance the overall experience for visitors. This commitment to sustainability helps to ensure that future generations can continue to enjoy the beauty of Greece's coastal areas. Additionally, by meeting the standards set by the Blue Flag certification, Greek marinas are able to attract environmentally conscious tourists who value responsible travel practices. Overall, the focus on sustainability in the yachting sector is crucial for the long-term success and preservation of Greece's marine ecosystems.

Investment in human capital constitutes a crucial element of strategic development. The marinas prioritize the training and employment of proficient personnel capable of delivering exceptional services to yachting tourists. Staff training programs are instituted to guarantee that employees are proficient in marina operations, customer service, safety protocols, and environmental management. Competent marina staff enhance the overall quality of the visitor experience, guaranteeing that yacht owners and their guests receive professional and tailored services (Vaggelas et al., 2021).

The promotion of Greece as a yachting destination is included in the strategic development plan. Marketing and promotional efforts emphasize the nation's vast coastline, distinctive island locales, cultural legacy, and contemporary marina amenities. International collaborations and participation in yachting events and exhibitions enhance Greece's prominence in the global yachting market. Greece seeks to enhance its appeal as a leading Mediterranean yachting destination by promoting its marina network and tourism services to attract a greater influx of international yachting tourists (Vaggelas et al., 2021).

The strategic advancement of tourist ports in Greece involves infrastructure enhancements, improvements in service quality, effective management frameworks, and a balance between economic development and environmental sustainability. These initiatives bolster the expansion of the yachting sector as a crucial element of Greece's economy, guaranteeing that marinas provide superior, sustainable, and efficiently managed amenities that cater to the



requirements of contemporary yachting tourists (Vaggelas et al., 2021). Additionally, the development of tourist ports in Greece also includes promoting cultural experiences and local attractions to enhance the overall tourism experience for yachting tourists. By creating a comprehensive and attractive destination for international yachters, Greece can further solidify its position as a top yachting destination in the Mediterranean. This holistic approach to port development not only benefits the economy but also ensures the preservation of Greece's natural beauty and maritime heritage for future generations to enjoy.

## Chapter 5: Comparison with marinas abroad

### 5.1 Selection of marinas from foreign countries for comparison (Italy, Croatia, Turkey)

When comparing Greek marinas to those in Italy, Croatia, and Turkey, there are notable similarities and distinctions in terms of infrastructure, services, management models, and strategic positioning. All four countries leverage their coastal appeal to attract yachting tourists, but each has tailored its approach to suit its market. Below is a deeper exploration of the individual characteristics of marinas in each country, followed by a table that compares their key attributes. In Greece, marinas are known for their well-maintained facilities and high-quality services, catering to both luxury and budget-conscious travelers. Italian marinas, on the other hand, are often praised for their picturesque locations and historical charm, with many situated near famous tourist attractions. In Croatia, marinas stand out for their modern amenities and focus on sustainability, appealing to environmentally conscious travelers. Turkish marinas, meanwhile, are known for their traditional hospitality and competitive pricing, making them a popular choice for boaters looking for a more affordable option. Ultimately, each country offers a unique and diverse experience for yachting enthusiasts.

#### 5.1.1 Greece

Greek marinas, particularly those under the Greek Marinas Association (EMAE), have increasingly focused on upgrading infrastructure, services, and sustainability. With a strong emphasis on public-private partnerships (PPPs), Greece has integrated modern management models to ensure economic growth and attract foreign investment. Marinas such as Flisvos and Alimos near Athens are becoming prominent international hubs for both luxury yachts and casual sailors. The country is also prioritizing sustainability, with numerous marinas obtaining Blue Flag certifications (Vaggelas et al., 2021). Greece's vast coastline and island diversity provide a unique advantage, but the country faces challenges in balancing regional development and overcrowding in popular destinations like the Cyclades.

- The impact of public-private partnerships (PPPs) in modernizing Greece's marinas and attracting foreign investment.
- How the integration of modern management models has contributed to economic growth in Greece's maritime sector.
- The significance of marinas like Flisvos and Alimos near Athens as international hubs for luxury yachts and casual sailors.

- The importance of sustainability initiatives, such as obtaining Blue Flag certifications, in Greece's efforts to promote responsible tourism in its coastal areas.
- Challenges faced by Greece in balancing regional development with managing overcrowding in popular island destinations like the Cyclades.

Efforts are being made to promote sustainable tourism practices and encourage visitors to explore lesser-known areas, spreading the economic benefits more evenly across the country. By leveraging its natural beauty and cultural heritage, Greece aims to maintain its position as a top tourist destination while preserving its environment for future generations. Through strategic planning and cooperation with private sector partners, Greece is working towards a balance that ensures both economic prosperity and environmental sustainability in its coastal regions (Vaggelas et al., 2021).

### 5.1.2 Italy

Italy's marinas, such as Porto Cervo and Marina di Portofino, are internationally renowned for their exclusivity and luxurious amenities. Italy's position as a yachting hub in the Mediterranean is strengthened by high-end services such as luxury retail, gourmet dining, and concierge services catering to mega-yachts and affluent travelers. However, these services come at a price, as berthing fees are often significantly higher than in Greece or Croatia (Italian Ports Association, 2021). Italy has also implemented sustainability practices, earning Blue Flag certifications in many marinas. The country's central location in the Mediterranean provides excellent connectivity to other European and Mediterranean destinations, further enhancing its strategic positioning.

- The impact of high-end services such as luxury retail, gourmet dining, and concierge services on the overall appeal and competitiveness of Italian marinas.
- The reasons behind the higher berthing fees in Italy compared to other popular Mediterranean destinations like Greece or Croatia.
- The significance of sustainability practices, such as earning Blue Flag certifications, in attracting environmentally conscious travelers to Italian marinas.
- How Italy's central location in the Mediterranean benefits both tourists and businesses using the country's marinas for travel or commerce.
- The role of connectivity to other European and Mediterranean destinations in shaping Italy's strategic positioning within the marine tourism industry.

Italy's rich history and cultural attractions make it a desirable destination for travelers looking to explore beyond the marina. The country's picturesque coastal towns and vibrant cities offer a unique blend of old-world charm and modern luxury. With its world-class amenities and convenient location, Italy remains a top choice for discerning travelers seeking a truly unforgettable yachting experience in the Mediterranean (Italian Ports Association, 2021).

### 5.1.3 Croatia

In recent years, Croatia has emerged as a competitive yachting destination, thanks to its pristine coastlines and affordable marina fees. Marinas like ACI Marina Dubrovnik and Marina Kornati are designed to cater to a range of vessel sizes, including both recreational boats and larger yachts. Croatia's strategic focus on regional development has helped alleviate pressure on popular tourist destinations and has fostered the growth of its marina network (ACI Marinas, 2021). Moreover, Croatia has heavily invested in its nautical infrastructure, positioning itself as a major player in the yachting sector. Like Greece, Croatia also emphasizes sustainability, with strict environmental regulations in place. As a result, boaters in Croatia can enjoy pristine waters and well-maintained facilities while also supporting eco-friendly practices.

- The impact of Croatia's strategic focus on regional development on its marina network and the growth of the recreational boating industry.
- Comparison between Croatia and Greece in terms of nautical infrastructure, sustainability practices, and regulations in the yachting sector.
- How Croatia's heavy investment in nautical infrastructure has positioned it as a major player in the yachting industry.
- The benefits for boaters in Croatia due to strict environmental regulations, such as enjoying pristine waters and well-maintained facilities.
- The role of eco-friendly practices in supporting sustainable boating tourism in Croatia and its positive effects on the environment.

Croatia's commitment to sustainability has not only attracted more environmentally conscious tourists but has also helped preserve its natural beauty for future generations to appreciate. With its diverse offerings for boaters of all kinds and its dedication to environmental protection, Croatia has solidified its reputation as a top destination for those seeking a memorable and responsible yachting experience (ACI Marinas, 2021).

#### 5.1.4 Turkey

Turkey's marinas, especially in locations such as Bodrum, Marmaris, and Göcek, are known for their modern infrastructure and excellent service standards. The country's position at the intersection of the Aegean and Mediterranean seas offers strategic advantages for yachting routes. Marinas such as D-Marin Turgutreis and Setur Marinas provide luxury amenities as well as technical support, catering to a broad range of yachting tourists. Turkey has been investing in Blue Flag certifications and sustainable practices but faces challenges related to political instability, which can sometimes impact long-term tourism growth (Setur Marinas, 2021; Vaggelas et al., 2021). Despite this, Turkish marinas are still highly competitive, offering a blend of luxury services at more affordable prices compared to Italy.

- The importance of Blue Flag certifications and sustainable practices in the Turkish yachting industry.
- The impact of political instability on tourism growth in Turkey and how it affects the yachting sector.
- A comparison between Turkish marinas and those in Italy, focusing on pricing, amenities, and services.
- The role of luxury amenities and technical support in attracting yachting tourists to marinas like D-Marin Turgutreis and Setur Marinas.
- Strategies that Turkey can implement to overcome challenges related to political instability and further enhance its competitiveness in the Mediterranean yachting market.
- The potential for collaboration between Turkish yachting industry stakeholders and government agencies to promote sustainable tourism practices and attract more environmentally conscious travelers.

Turkey's blend of affordability and luxury makes it an attractive destination for a wide range of yachting tourists. However, political instability can pose challenges for long-term growth in the sector. Despite this, Turkish marinas continue to offer competitive services and attract a diverse clientele (Setur Marinas, 2021).

While each country offers a distinctive approach to the yachting industry, Greece, Italy, Croatia, and Turkey all share a common goal: to establish themselves as key players in the Mediterranean yachting sector. Italy excels in luxury and exclusivity, while Croatia emphasizes

accessibility and affordability. Turkey balances between high-end services and budget-friendly options. Greece, with its strategic focus on sustainability, public-private partnerships, and regional development, is well-positioned to compete with these countries. By continuing to invest in infrastructure, enhance services, and integrate with local economies, Greek marinas can further establish themselves as top-tier yachting destinations in the Mediterranean (Vaggelas et al., 2021).

## 5.2 Parameters for comparison (institutional framework, investments, capacity, facilities)

When comparing marinas globally, particularly those in Greece, Italy, Croatia, and Turkey, a few key factors emerge as essential for understanding their appeal and potency. These criteria cover the institutional structure controlling marina operations, the degree of investment in infrastructure and services, the general capacity of marinas to accommodate different vessel sizes, and the range and quality of facilities accessible to yacht owners and guests. Each nation utilizes these elements differently to attract investors and yachting visitors, thereby shaping their competitiveness in the Mediterranean yachting sector. Analyzing marinas based on these standards provides a comprehensive understanding of their market orientation, offerings, and long-term sustainability within the global nautical industry.

### 5.2.1 Institutional Framework

#### *Greece*

- *Institutional Support:* The Greek Marinas Association (EMAE) plays a key role in overseeing the development and management of marinas, often through public-private partnerships (PPPs). This framework encourages foreign investment and allows for professional management of marinas.
- *Regulatory Environment:* Greek marinas follow strict regulations for sustainability, including the promotion of Blue Flag certifications. The government supports the yachting sector as part of Greece's broader tourism strategy, integrating marinas with local economies (Vaggelas et al., 2021).

This support includes infrastructure improvements, marketing initiatives, and training programs to enhance the overall quality of services provided at Greek marinas. By prioritizing sustainability and professionalism, Greece is able to attract more international visitors and maintain its reputation as a premier yachting destination in the Mediterranean. The

government's commitment to the yachting sector not only benefits marina operators and investors, but also contributes to the economic growth and development of coastal communities throughout the country.

### *Italy*

- *Government Regulations:* Italy's marinas are largely privately owned, with government oversight ensuring high standards for safety, infrastructure, and environmental practices. Privately managed marinas are common, with a focus on luxury services for affluent yacht owners (Italian Ports Association, 2021).
- *Sustainability Initiatives:* Blue Flag certifications are widely adopted, reflecting the institutional commitment to environmentally responsible practices.

Marinas in Italy are committed to ensuring a balance between economic development and environmental protection. The implementation of sustainability initiatives such as Blue Flag certifications demonstrates a dedication to preserving the natural beauty of coastal areas while still catering to the needs of yacht owners. By adhering to government regulations and promoting responsible practices, Italy's marinas play a vital role in supporting the overall growth and prosperity of coastal communities.

### *Croatia*

- *National Policy:* Croatia has a comprehensive national strategy in place to promote sustainable tourism, which regulates the country's nautical tourism. The Adriatic Croatia International Club (ACI), a government-affiliated body, plays a significant role in marina development and management.
- *Environmental Standards:* Croatia is known for strict environmental regulations, ensuring that marinas are not only well-maintained but also eco-friendly (ACI Marinas, 2021).

These standards help protect the beautiful coastal environment and marine life that attract tourists to the region. By prioritizing sustainability and environmental protection, Croatia's marinas are able to continue supporting the local economy while preserving the natural beauty of the Adriatic coast for future generations to enjoy. The efforts of the ACI and the government in enforcing these standards demonstrate a commitment to responsible tourism and long-term success in the nautical tourism industry.

## Turkey

- *Government-Driven Policies:* Turkey's marinas benefit from national policies that promote tourism and maritime infrastructure development. Public-private partnerships are also used here, but political factors can impact long-term stability and growth.
- *Environmental Regulations:* Turkish marinas are increasingly focused on sustainability, with a growing number of marinas earning Blue Flag certifications, though this is still developing compared to other regions (Setur Marinas, 2021).
- Overall, Turkey's nautical tourism industry is making strides towards sustainability and responsible practices. The government's commitment to promoting tourism and developing maritime infrastructure is evident in the growing number of marinas earning prestigious certifications. However, there is still work to be done to ensure long-term stability and growth, as political factors can sometimes hinder progress. By continuing to prioritize environmental regulations and fostering public-private partnerships, Turkey can solidify its position as a leader in responsible nautical tourism.

### 5.2.2 Investments

## Greece

- *Public-Private Partnerships (PPPs):* Greece relies heavily on PPPs to finance marina development, which brings in substantial foreign investment for infrastructure and service upgrades. Major marinas such as Flisvos and Alimos have benefited from significant investments, transforming them into international hubs for luxury yachts (Vaggelas et al., 2021). The developments have also led to increased tourism and job opportunities in the surrounding areas. Overall, the growth of marina development through PPPs in Greece has not only improved infrastructure and services but has also boosted the economy through increased tourism and job creation. The influx of foreign investment has allowed major marinas like Flisvos and Alimos to become premier destinations for luxury yacht owners, further solidifying Greece's reputation as a top maritime destination. This strategic partnership between the public and private sectors has proven to be a successful model for sustainable development and economic growth in the country.



## *Italy*

- *Luxury Investment:* Italian marinas receive high levels of private investment, particularly in areas such as Porto Cervo and Marina di Portofino, where there is a clear focus on the luxury yachting market. This results in marinas offering state-of-the-art facilities with luxury retail and dining options (Italian Ports Association, 2021). The influx of private investment has not only enhanced the overall appeal of these marinas but has also contributed to the economic prosperity of the surrounding communities. The collaboration between private investors and local authorities has led to the creation of world-class yachting destinations that attract high-end clientele from around the globe. Italy's luxury marinas have become synonymous with exclusivity and sophistication, further establishing the country as a premier destination for luxury yacht owners and enthusiasts.

## *Croatia*

- *Government and Private Investment:* Croatia has heavily invested in expanding its marina network, particularly through government initiatives aimed at regional development. Investments focus on expanding berthing capacity and sustainability efforts, with marinas such as ACI Marina Dubrovnik benefiting from infrastructure upgrades (ACI Marinas, 2021). These investments have paid off, as Croatia's marinas have seen a significant increase in visitors and revenue. The country's strategic location on the Adriatic Sea has also contributed to its popularity among yacht owners and enthusiasts. With a combination of stunning natural beauty, top-notch facilities, and a commitment to sustainability, Croatia is quickly becoming a top choice for luxury yacht vacations in the Mediterranean.

## *Turkey*

- *Growth in Blue Flag Marinas:* Turkey is investing in modernizing its marina infrastructure, with efforts to gain more Blue Flag certifications. Marinas like D-Marin Turgutreis are attracting foreign investment while offering affordable services compared to Italy, but political instability may hinder longer-term investments (Setur Marinas, 2021). Despite potential challenges, Turkey's growth in Blue Flag marinas is a promising sign for the country's yacht tourism industry. With its strategic location between Europe and Asia, Turkey has the potential to become a major hub for luxury

yacht vacations in the region. As more marinas achieve Blue Flag certification, Turkey's reputation as a top yachting destination is sure to grow, attracting even more yacht owners and enthusiasts from around the world.

### 5.2.3 Capacity

#### *Greece*

- *Range of Vessel Sizes:* Greece offers diverse marina capacities, from small recreational boats to large mega-yachts. Major marinas such as Flisvos Marina have over 300 berths and can accommodate some of the largest yachts in the world.
- *Increasing Capacity:* Greece is expanding capacity in marinas to meet the increasing demand, especially in popular yachting regions like the Cyclades, the Ionian Islands, and the Saronic Gulf (Vaggelas et al., 2021).

New marinas are being constructed and existing ones are being upgraded to accommodate the growing number of visitors arriving by sea. The government is also implementing policies to encourage private investment in marina infrastructure, ensuring that Greece remains a top destination for yacht owners and charter guests. With its stunning coastline, crystal-clear waters, and world-renowned hospitality, Greece is poised to continue attracting yachting enthusiasts from around the globe.

#### *Italy*

- *High Capacity but Focused on Luxury:* Italy's marinas, especially in places like Sardinia and Portofino, offer fewer berths, focusing on exclusivity and mega-yachts. Capacity for smaller boats is limited, as marinas primarily cater to high-net-worth individuals (Italian Ports Association, 2021).

Italy's emphasis on luxury and exclusivity in its marinas attracts a discerning clientele looking for top-notch service and privacy. With a limited capacity for smaller boats, Italy's marinas cater to the elite yachting community, providing a level of sophistication and opulence that is unparalleled. The combination of Italy's rich cultural heritage, gourmet cuisine, and high-end shopping opportunities make it a premier destination for those seeking a truly luxurious yachting experience.

## Croatia

- *Expanding Network:* Croatia is continually expanding its marina network, with 1,600+ berths at major marinas like ACI Marina Split and ACI Marina Dubrovnik, making it one of the fastest-growing markets in terms of capacity in the Adriatic Sea (ACI Marinas, 2021).

Croatia's marinas offer a more understated luxury compared to Italy, with a focus on natural beauty and pristine waters. The country's marina infrastructure is modern and well-equipped, providing a comfortable and convenient experience for yacht owners and their guests. With its picturesque coastline and charming seaside towns, Croatia is quickly becoming a top choice for discerning travelers looking for a unique and unforgettable yachting adventure.

## Turkey

- *Balanced Capacity:* Turkey offers a mix of high-capacity marinas that cater to both recreational sailors and mega-yachts. Marinas like D-Marin Göcek and Setur Marinas have hundreds of berths, accommodating a diverse range of yacht sizes (Setur Marinas, 2021). Turkey's marinas also offer a balance of luxury amenities and cultural experiences, making it an ideal destination for yacht owners seeking both relaxation and adventure. Whether exploring ancient ruins along the coast or indulging in world-class cuisine at waterfront restaurants, Turkey offers a diverse range of activities for visitors to enjoy. With its welcoming atmosphere and convenient facilities, Turkey is a destination that truly caters to the needs and desires of yacht owners and their guests.

### 5.2.4 Facilities

## Greece

- *High-Quality Services:* Greek marinas, particularly in popular tourist hubs, provide extensive services, including technical support, fueling, provisioning, concierge services, and leisure facilities such as restaurants and spas. Flisvos Marina is known for its luxury facilities, while Alimos Marina is more budget-friendly but still well-equipped (Vaggelas et al., 2021).
- *Sustainability:* Greece is increasingly focused on sustainability, with many marinas receiving Blue Flag certifications for eco-friendly operations.

Marina operators in Greece are implementing initiatives such as waste management programs, solar panels for energy efficiency, and water conservation measures to minimize their environmental impact. By promoting sustainable practices, Greek marinas are not only attracting environmentally conscious boaters but also contributing to the preservation of the beautiful marine ecosystems in the region. With their commitment to high-quality services and sustainability, Greek marinas are setting a standard for the industry worldwide.

### *Italy*

- *Luxury Amenities:* Italian marinas are famous for their luxury facilities, offering high-end services such as gourmet restaurants, designer retail stores, private lounges, and yacht concierge services. Marinas like Porto Cervo are designed to cater to mega-yachts, providing exclusive facilities and services for affluent visitors (Italian Ports Association, 2021).

These amenities attract high-net-worth individuals and celebrities looking for a luxurious and exclusive experience while exploring the stunning Italian coast. The Italian marinas not only provide top-notch services but also contribute to the local economy through tourism and job creation. Overall, Italian marinas are known for their opulence and sophistication, making them a popular choice for discerning yacht owners and travelers seeking a lavish seaside retreat.

### *Croatia*

- *Modern and Eco-Friendly:* Croatian marinas are known for their modern infrastructure and commitment to sustainability. Facilities such as dry docks, boat repair services, fueling stations, and restaurants are common, with a focus on green practices and waste management (ACI Marinas, 2021).
- *Balanced Services:* Croatia's marinas offer a balanced approach to services, catering to both luxury yachts and recreational sailors with modern, well-maintained facilities.

Whether you're looking for a high-end marina with all the amenities or a more casual setting to relax and enjoy the sea, Croatia has something for everyone. The country's commitment to sustainability and modern infrastructure make it a top choice for yacht owners and travelers alike. With a focus on green practices and a range of services to cater to all types of boaters, Croatia's marinas provide a well-rounded experience for anyone looking to explore the stunning Adriatic coastline.

## Turkey

- *Affordable and High-Quality:* Turkish marinas, such as D-Marin Turgutreis and Setur Marinas, offer a range of amenities, including technical services, restaurants, and fueling stations. While offering luxury services, Turkish marinas are more affordable compared to Italian counterparts, making them attractive to a broader range of yacht owners (Setur Marinas, 2021).
- *Hospitality and Tradition:* Turkish marinas are also known for their warm hospitality and traditional services, combining modern facilities with a cultural touch.

Yacht owners and travelers can expect to be greeted with genuine warmth and friendliness at Turkish marinas, where staff go above and beyond to make guests feel welcomed and at home. In addition to top-notch services, visitors can enjoy traditional Turkish cuisine, cultural performances, and local handicrafts, creating a truly unique and immersive experience. Whether you're looking for a relaxing getaway or an adventure-filled vacation, Turkish marinas offer a perfect blend of affordability, luxury, and cultural richness that will make your sailing experience unforgettable.

In comparing marinas in Greece, Italy, Croatia, and Turkey, each country displays unique strengths in terms of infrastructure, services, management, and strategic positioning. Greece focuses on expanding marina capacity through public-private partnerships and emphasizes sustainability. Italy is known for its exclusive, high-end marinas with luxurious amenities, while Croatia offers a more balanced approach with modern, eco-friendly facilities. Turkey combines affordability with luxury, making it a popular choice for a diverse range of yachting tourists, though it faces challenges due to political factors. By understanding these parameters, yachting tourists and investors can choose the destination that best fits their needs.

### 5.3 Analysis of differences and similarities with Greek marinas

When comparing Greek marinas to those in Italy, Croatia, and Turkey, a number of differences and similarities become evident across key parameters such as the institutional framework, investments, capacity, and facilities. These comparisons help highlight the unique features of Greek marinas while underscoring the shared practices and challenges in the Mediterranean

yachting sector. Some marinas cater to high-end clientele with upscale amenities and exclusive services.

### 5.3.1 Institutional Framework

#### Differences

Greek marinas heavily rely on public-private partnerships (PPPs) to finance and manage marina operations, which differs from the private ownership model prevalent in Italy. Italy's marinas are often luxury-focused and independently managed, emphasizing exclusivity (Italian Ports Association, 2021).

Croatia's marina management includes government-affiliated entities like ACI, which directly influence the development and regulation of the country's marinas, whereas Greece allows for more private sector involvement in marina operations (ACI Marinas, 2021).

In Turkey, the institutional framework is also built on public-private cooperation but faces challenges due to political instability, which is less of a concern for Greece and the other countries (Setur Marinas, 2021).

#### Similarities

All four countries share a strong emphasis on sustainability, with many marinas in each country pursuing Blue Flag certifications to ensure environmental responsibility (Vaggelas et al., 2021).

Government regulations in all these countries encourage investment in the yachting sector as part of broader tourism and economic development strategies (ACI Marinas, 2021).

However, each country also has its own unique regulations and requirements for marina operations, leading to varying levels of efficiency and profitability. For example, Turkey has stricter regulations on foreign ownership of marinas, while Greece has more lenient policies to attract international investment (Setur Marinas, 2021). Despite these differences, the overall goal of promoting sustainable and responsible tourism through private sector involvement remains a common theme among all four countries.

### 5.3.2 Investments

#### Differences

Greek marinas, such as Flisvos and Alimos, benefit from substantial foreign investment through PPPs, while Italy relies on private luxury investments for developing high-end facilities like those in Porto Cervo and Portofino (Vaggelas et al., 2021).

Croatia has seen large-scale investments in its nautical infrastructure, particularly through state initiatives focused on regional development, whereas Greece's investments are more concentrated in popular regions to mitigate overcrowding (ACI Marinas, 2021).

Turkey is increasingly attracting investment in modernizing its marina infrastructure, but political factors can sometimes deter long-term commitments (Setur Marinas, 2021).

#### Similarities

Both Greece and Croatia focus on spreading economic benefits across lesser-known areas by encouraging investment in regional marina developments (Vaggelas et al., 2021).

In all four countries, investments are directed toward enhancing sustainability, modernizing infrastructure, and expanding capacity to meet growing yachting tourism demand (Italian Ports Association, 2021).

These investments aim to not only improve the overall visitor experience but also protect the environment and preserve the cultural heritage of these coastal regions. By modernizing infrastructure and expanding capacity, these countries are able to attract more tourists and increase revenue from the yachting tourism sector (Vaggelas et al., 2021). Despite the challenges posed by political factors and overcrowding, the continued focus on sustainable development and spreading economic benefits across all regions helps to ensure the long-term success of the yachting tourism industry in these countries (ACI Marinas, 2021).

### 5.3.3 Capacity

#### Differences

Greece offers a wide range of capacities, from accommodating small recreational boats to mega-yachts, especially in marinas like Flisvos. In contrast, Italian marinas are often more focused on exclusivity, with a smaller number of berths catering to high-net-worth individuals and large vessels (Italian Ports Association, 2021).

Croatia's marina network is expanding rapidly, with some of the largest berth capacities in the Adriatic, positioning it as a key player in regional boating tourism (ACI Marinas, 2021). Turkey offers a balanced capacity but places greater emphasis on affordable options compared to Italy's luxury-driven focus (Setur Marinas, 2021).

#### Similarities

Both Greece and Turkey cater to a broad range of vessels, offering berths for both casual sailors and luxury yachts, similar to Croatia's strategy of accommodating diverse vessel sizes (Vaggelas et al., 2021).

All four countries are expanding marina capacity to accommodate growing demand, particularly in high-traffic regions (ACI Marinas, 2021).

### 5.3.4 Facilities

#### Differences

Greek marinas, while offering high-quality services, provide a mix of luxury and more budget-conscious facilities, making them accessible to a wider range of sailors. Italy, on the other hand, offers highly exclusive luxury amenities, including designer retail, gourmet dining, and private concierge services, targeting affluent yacht owners (Italian Ports Association, 2021).

Croatia's marinas emphasize eco-friendly facilities and modern services, while Turkey offers a blend of luxury and affordable amenities with a strong focus on hospitality. Turkish marinas are often more cost-effective than their Italian counterparts but still provide high-quality services (Setur Marinas, 2021).



### Similarities

Greece, Croatia, and Turkey all prioritize sustainability in their facilities, with a growing number of Blue Flag-certified marinas across the three countries (Vaggelas et al., 2021).

Marinas in all four countries offer essential services such as technical support, fueling, and provisioning, but the level of luxury varies based on the country's target market. Some marinas cater to high-end clientele with upscale amenities and exclusive services (Italian Ports Association, 2021).

On the other hand, there are also marinas that cater to budget-conscious travelers with more affordable options. Regardless of the target market, hospitality remains a top priority in all of these countries, with friendly and helpful staff ready to assist boaters in any way they can (ACI Marinas, 2021). From arranging tours and activities to providing recommendations for local restaurants and attractions, marinas in these countries go above and beyond to ensure a memorable and enjoyable experience for their guests (Setur Marinas, 2021).

#### 5.4 Suggestions for the improvement of Greek marinas based on good practices from abroad

Greek marinas have made significant progress in terms of infrastructure, services, and sustainability, but there is always room for improvement. Drawing from best practices observed in Italy, Croatia, and Turkey, here are several key suggestions for enhancing Greek marinas to better serve high-end clients, improve sustainability, and expand capacity: Implementing advanced waste management systems to reduce environmental impact, investing in state-of-the-art technology for better service efficiency, and offering premium amenities such as luxury spas and gourmet restaurants. Additionally, creating partnerships with local businesses to promote cultural experiences and organizing exclusive events to attract a more upscale clientele. By incorporating these strategies, Greek marinas can elevate their reputation and become premier destinations for luxury yacht owners and travelers.

##### 5.4.1 Expand Luxury Offerings to Attract High-End Clientele (Inspired by Italy)

Greek marinas should focus on expanding luxury facilities and exclusive services similar to those found in high-end Italian marinas such as Porto Cervo and Marina di Portofino.

### Gourmet Dining and Designer Retail

To cater to affluent yacht owners, Greek marinas could enhance their offerings by integrating gourmet dining options and high-end retail shops. Italian marinas are known for providing exclusive, world-class amenities that cater specifically to high-net-worth individuals. By expanding these offerings, Greek marinas can further attract luxury yachts and upscale travelers.

### Private Concierge Services

Providing personalized concierge services to assist with everything from yacht provisioning to organizing exclusive local experiences (such as private tours, fine dining reservations, and wellness services) could improve the appeal of Greek marinas for high-end clientele (Italian Ports Association, 2021).

Additionally, Greek marinas could consider adding luxury boutiques and high-end stores to cater to the needs and preferences of affluent visitors. By offering a wide range of upscale amenities and services, Greek marinas can position themselves as premier destinations for luxury travelers seeking a top-tier experience. With the right enhancements and attention to detail, Greek marinas have the potential to rival their Italian counterparts in attracting high-net-worth individuals and luxury yachts.

### 5.4.2 Focus on Sustainability and Green Certifications (Inspired by Croatia)

Greek marinas should intensify their efforts toward sustainability by adopting more eco-friendly practices and pursuing Blue Flag certifications for all marinas, similar to Croatia's emphasis on environmental preservation.

### Waste Management and Recycling Programs

Croatia has set a strong example in terms of eco-friendly facilities by implementing waste management systems and recycling programs in marinas (ACI Marinas, 2021). Greek marinas could adopt more stringent environmental practices to reduce their ecological footprint.

### Renewable Energy Usage

Implementing solar panels or wind energy systems to power marina operations would improve sustainability. Croatia's focus on green energy solutions helps position its marinas as eco-friendly destinations, a growing demand in the yachting sector (Vaggelas et al., 2021).

By following Croatia's lead, Greek marinas can attract environmentally-conscious boaters and contribute to the global effort in combating climate change. Additionally, investing in renewable energy sources not only benefits the environment but also reduces operational costs in the long run. It is time for Greek marinas to prioritize sustainability and embrace green technologies to secure a brighter future for the yachting industry.

#### 5.4.3 Encourage Regional Development and Alleviate Overcrowding (Inspired by Croatia)

Greece can take inspiration from Croatia's regional development strategy to expand marina networks in lesser-known areas, thus alleviating overcrowding in popular destinations such as the Cyclades and Ionian Islands.

##### *Incentives for Regional Investment*

Offering incentives for private investors to develop marinas in lesser-known islands or coastal regions would help spread the benefits of yachting tourism more evenly. Croatia's regional focus has led to the creation of marinas in underdeveloped regions, helping reduce pressure on popular areas (ACI Marinas, 2021).

##### *Improve Local Tourism Infrastructure*

Expanding tourism infrastructure such as transportation, accommodation, and leisure activities in these underdeveloped regions will support the marinas and encourage tourists to explore beyond the traditional hotspots.

This will not only create new economic opportunities for local communities but also help to preserve the environment by diverting tourists away from overcrowded areas. By investing in these lesser-known regions, countries can promote sustainable tourism practices and create a more balanced tourism industry that benefits both visitors and residents alike. Ultimately, developing marinas and improving infrastructure in underdeveloped regions can lead to a more diverse and inclusive tourism experience for all.

#### 5.4.4 Increase Berthing Capacity for Large Yachts and Mega-Yachts (Inspired by Turkey)

Greek marinas should prioritize expanding berthing capacity to accommodate a growing demand from large yachts and mega-yachts, as Turkey has successfully done with marinas such as D-Marin Turgutreis.

### Infrastructure Expansion

Turkey's focus on increasing berthing capacities for mega-yachts has positioned it as a key destination for high-end yachting tourists. Greek marinas, especially in high-demand areas like Flisvos and Alimos, could benefit from expanding their facilities to accommodate larger vessels (Setur Marinas, 2021).

### Specialized Facilities for Large Yachts

In addition to expanding berths, Greek marinas should develop technical services and maintenance facilities specifically designed for large yachts, offering the same high standards of service as marinas in Turkey (Vaggelas et al., 2021).

By investing in specialized facilities for large yachts, Greek marinas can attract more high-end yachting tourists and compete with Turkey as a top destination. Providing top-notch technical services and maintenance facilities will not only enhance the overall experience for yacht owners but also increase revenue for marinas in Greece. It is essential for Greek marinas to keep up with the growing demand for berths for mega-yachts in order to remain competitive in the luxury yachting market.

### 5.4.5 Streamline Digitalization for Efficient Marina Management (Inspired by Croatia and Italy)

Greek marinas could embrace digital solutions for optimizing operations, such as online booking systems, digital concierge services, and real-time communication platforms for yacht owners, following examples from Croatia and Italy.

### Digital Concierge and Booking Systems

Croatian marinas have successfully implemented digital platforms to streamline berth bookings and offer concierge services online (ACI Marinas, 2021). These tools enhance customer satisfaction by simplifying the user experience.

### Automated Management Systems

Italy has adopted advanced marina management software to optimize operations such as berth allocation, maintenance scheduling, and customer service. Greek marinas could integrate such systems to boost operational efficiency and offer a seamless experience to yacht owners (Italian Ports Association, 2021).

By utilizing automated management systems, Greek marinas can not only enhance their operational efficiency but also improve customer satisfaction. With the ability to streamline berth allocation, maintenance scheduling, and customer service, marinas in Greece can provide a seamless experience for yacht owners, ultimately attracting more business and enhancing their reputation in the industry. By following in the footsteps of their Italian counterparts, Greek marinas can stay competitive in the ever-evolving maritime industry.

#### 5.4.6 Promote Cultural and Local Experiences (Inspired by Turkey)

Greek marinas can follow Turkey's example by offering unique cultural experiences and engaging local communities, emphasizing Greece's rich cultural heritage.

##### Cultural Integration

Turkish marinas are renowned for offering personalized, culturally rich experiences to visitors, such as tours of historical landmarks and local markets. Greek marinas could similarly emphasize local cultural experiences, such as guided tours of archaeological sites, vineyard visits, and authentic Greek culinary experiences (Setur Marinas, 2021).

##### Community Engagement

Involving local communities in the operation of marinas through employment opportunities or partnerships with local businesses can strengthen ties between tourism and regional economies.

This can help to boost the local economy and create a sense of pride and ownership among residents. Additionally, community engagement can also lead to a better understanding and appreciation of the cultural and historical significance of the area, further enhancing the overall visitor experience. By fostering a strong connection between tourists and the local community, marinas can become not just places to dock boats, but hubs of cultural exchange and mutual benefit.

#### 5.4.7 Foster Political and Economic Stability for Long-Term Growth (Inspired by Italy and Croatia)

Greece should continue to foster political stability and maintain a favorable economic environment for long-term investments in marina infrastructure, as seen in Italy and Croatia.

### Consistency in Regulations

Italy and Croatia have benefited from consistent government policies that encourage long-term foreign investment in marinas. By continuing to ensure political stability and providing clear regulatory frameworks, Greece can secure ongoing investments in its marina sector (Italian Ports Association, 2021).

This will not only attract more tourists and yachting enthusiasts to the country but also create job opportunities and stimulate economic growth. By following the examples set by Italy and Croatia, Greece can establish itself as a premier destination for marina development in the Mediterranean region. With a focus on maintaining consistency in regulations and fostering a favorable investment climate, Greece has the potential to experience long-term growth in its marina industry.

By adopting these best practices from Italy, Croatia, and Turkey, Greek marinas can enhance their appeal to both high-end and budget-conscious yachting tourists. Expanding luxury offerings, increasing berthing capacities, improving sustainability, and integrating digital solutions will position Greek marinas as competitive, world-class destinations in the Mediterranean. Through careful planning and strategic investments, Greece can continue to develop its marina network while maintaining its commitment to sustainability and regional growth.

### 5.5 Institutional Framework and Development Proposals

The institutional framework plays a critical role in the development and successful operation of marinas in Greece. Public-private partnerships (PPPs), regulatory structures, and government incentives are key drivers in attracting investment, enhancing infrastructure, and ensuring sustainability in the maritime tourism sector. To further develop Greek marinas and enhance their competitiveness in the Mediterranean, targeted proposals are needed, drawing from successful international practices and aligning with the country's broader tourism strategy. By implementing these targeted proposals, Greece can continue to attract high-end tourists and increase revenue from the maritime tourism industry. This will not only benefit the marinas themselves but also contribute to the overall economic growth of the country. With the right institutional framework in place, Greek marinas have the potential to become world-class destinations, further solidifying Greece as a premier maritime tourism hub in the Mediterranean.

### 5.5.1 Institutional Framework of Greek Marinas

#### *Public-Private Partnerships (PPPs)*

Greek marinas heavily rely on PPPs for financing and operational management. This model has been effective in attracting foreign investment, particularly for larger marinas like Flisvos and Alimos (Vaggelas et al., 2021). PPPs enable shared risk between the public and private sectors, encouraging private entities to invest in infrastructure development, facility management, and service quality.

Greek government institutions, in coordination with local municipalities and private investors, ensure that marina operations align with national tourism goals and sustainability efforts. By working together in these partnerships, Greek marinas can attract more tourists and generate revenue while ensuring that environmental and cultural preservation efforts are prioritized (Vaggelas et al., 2021). The collaboration between government institutions, local municipalities, and private investors allows for a holistic approach to marina management, considering both economic and environmental concerns.

#### *Regulatory Framework*

Government regulations are in place to ensure that marinas meet environmental and operational standards, such as Blue Flag certification, which promotes sustainability and eco-friendly practices (ACI Marinas, 2021). The regulatory framework is designed to facilitate smooth operations while ensuring compliance with environmental protections, health and safety protocols, and tourism guidelines.

Compared to countries like Italy, Greece offers a more flexible regulatory environment for foreign investors, which has attracted global stakeholders to invest in the marina sector (Italian Ports Association, 2021). This flexibility has contributed to a boom in marina development, with new facilities being built to accommodate the growing demand for luxury yacht services. The government's pro-business approach has made Greece an attractive destination for international tourists and investors looking to enjoy the country's beautiful coastlines and crystal-clear waters (Vaggelas et al., 2021).

#### *Role of Government and Incentives*

The Greek government provides tax incentives and other benefits to promote investments in the yachting sector. These incentives include favorable tax conditions for long-term leases on

marina land and subsidies for infrastructure improvements (Vaggelas et al., 2021). Tourism policies also support marina development by encouraging sustainable practices, promoting marina networks, and integrating marinas into Greece's broader maritime and tourism economy.

By creating a supportive environment for investors and developers, the government helps attract more businesses and tourists to Greece's marinas, which in turn boosts the local economy and creates job opportunities in the yachting sector (Setur Marinas, 2021). With the right policies in place, Greece's marina sector is well-positioned to thrive and contribute significantly to the country's overall economic growth.

### 5.6 Development Proposals for Greek Marinas

To enhance the competitiveness and attractiveness of Greek marinas, the following development proposals are suggested:

#### Expand Public-Private Partnerships (PPPs)

*Proposal:* The Greek government should expand its PPP model to involve more regional marinas in lesser-known areas. This can help distribute tourism more evenly across the country and alleviate overcrowding in popular marinas.

*Rationale:* By encouraging investment in smaller or less-developed regions, Greece can boost local economies while preventing overreliance on major marinas like Flisvos and Alimos (Vaggelas et al., 2021).

#### Enhance Digitalization and Smart Technologies

*Proposal:* Implement smart technology solutions such as automated marina management systems, online booking platforms, and real-time monitoring of berth availability to improve operational efficiency and customer satisfaction.

*Rationale:* Croatia and Italy have successfully integrated digital platforms that streamline services, and adopting similar strategies in Greece can enhance the visitor experience and improve marina management (ACI Marinas, 2021).



### Increase Investment in Sustainability and Eco-Friendly Practices

*Proposal:* The Greek government should provide grants and incentives for marinas to adopt more sustainable practices, including the use of renewable energy sources, advanced waste management systems, and increased efforts to gain Blue Flag certification.

*Rationale:* Sustainability is becoming a top priority for yachting tourists. By investing in green infrastructure and practices, Greece can position itself as an eco-friendly destination, attracting environmentally conscious sailors (Italian Ports Association, 2021).

### Develop Regional Marina Networks

*Proposal:* Develop a network of marinas across the Aegean, Ionian, and other regions to promote regional cruising routes. This network could offer a combination of high-end and affordable facilities to attract a diverse range of yacht owners.

*Rationale:* Croatia's focus on developing regional marinas has been successful in spreading tourism benefits across multiple regions, and Greece can adopt a similar model to support sustainable growth and regional development (ACI Marinas, 2021).

### Strengthen Cultural and Tourism Integration

*Proposal:* Integrate marinas more deeply into the local cultural and tourism fabric by promoting local experiences, such as tours of historical sites, festivals, and collaborations with local businesses. This could include offering yacht itineraries that highlight cultural attractions and culinary experiences.

*Rationale:* Turkey's marinas have successfully integrated cultural tourism into their offerings, and Greece could leverage its rich history and culture to enhance the overall visitor experience at marinas, particularly for international tourists (Setur Marinas, 2021).

### Upgrade Infrastructure and Increase Capacity for Luxury Yachts

*Proposal:* Increase berthing capacity and upgrade infrastructure at major marinas, especially to accommodate luxury yachts and mega-yachts. This could include expanding marinas like Flisvos or developing new high-end marinas in strategic locations.

*Rationale:* As demand for large yacht berths continues to grow, expanding capacity for luxury vessels will allow Greek marinas to compete with Italy and Turkey for high-net-worth clientele (Vaggelas et al., 2021).

### *Promote Long-Term Foreign Investment*

*Proposal:* Create a long-term investment framework that guarantees stable returns for foreign investors while providing clear guidelines and regulations for marina development.

*Rationale:* By ensuring regulatory consistency and providing incentives for long-term projects, Greece can attract more global investors and develop its marinas sustainably. Italy's success in attracting luxury investments can serve as a model for similar long-term projects in Greece (Italian Ports Association, 2021).

The institutional framework governing Greek marinas, driven by public-private partnerships, favorable regulations, and government incentives, has been instrumental in the sector's growth. However, by adopting and refining good practices from international models, Greece can further improve its marinas. Proposals such as expanding PPPs, embracing sustainability, increasing digitalization, and enhancing regional marina networks can help Greece meet growing demand and ensure long-term success in the competitive Mediterranean yachting market.

## 5.7 Economic Benefits from the Development of Marinas

### 5.7.1 Assessment of the economic impact of marina development

The development of marinas in Greece has a significant economic impact, influencing local and national economies by generating revenue, creating employment opportunities, boosting tourism, and contributing to real estate and infrastructure development. Marinas serve as critical hubs for maritime tourism, attracting high-net-worth individuals, recreational sailors, and international yachting tourists. This assessment outlines the various ways in which marina development stimulates economic growth, supported by case studies and comparisons with other countries such as Italy, Croatia, and Turkey. Marinas in Greece also play a key role in promoting sustainable development and environmental conservation, as they often implement eco-friendly practices and support marine life protection efforts. Additionally, the presence of well-maintained marinas enhances the overall appeal of coastal regions, attracting more visitors and boosting local businesses. By investing in marina infrastructure and services, Greece can

further capitalize on its maritime assets and continue to drive economic growth in the years to come.

### 5.7.2 Revenue Generation from Yachting Tourism

Marinas play a pivotal role in the yachting tourism sector, one of the most lucrative segments of maritime tourism. The direct economic contributions from yachting tourists include berthing fees, maintenance services, and fueling services, as well as the use of luxury amenities such as restaurants, shops, and yacht clubs.

#### *Berthing Fees*

Large marinas such as Flisvos Marina and Alimos Marina in Athens generate substantial income through berthing fees. These fees vary depending on the size of the vessel, the duration of stay, and the services required. High-end marinas that cater to mega-yachts and luxury vessels typically charge higher fees, which makes them significant contributors to the economy (Vaggelas et al., 2021).

#### *Tourist Spending*

Visiting yacht owners and their guests spend money on dining, shopping, local excursions, and other recreational activities. According to a report by ACI Marinas (2021), yachting tourists tend to spend more than traditional tourists, as they seek out luxury services and high-quality experiences during their stay. This spending benefits not only the marina but also the surrounding hospitality and retail sectors.

#### *Economic Multiplier Effect*

The spending by yacht tourists has a multiplier effect, generating revenue across multiple sectors, from tourism to transport and food and beverage industries, thus stimulating the local economy. The increase in spending by yacht tourists also leads to job creation in various sectors, providing employment opportunities for local residents (ACI Marinas, 2021).

### 5.7.3 Job Creation and Employment Opportunities

Marina development generates direct and indirect employment across a wide range of sectors. These jobs include those in marina operations, maintenance, technical services, hospitality, and tourism-related businesses.

### *Direct Employment*

Marinas require a skilled workforce for day-to-day operations, including marina managers, maintenance crews, technical staff, and customer service personnel. As marinas expand, they create more direct employment opportunities for the local population (Vaggelas et al., 2021).

### *Indirect Employment*

Marinas also contribute to indirect employment by supporting businesses such as yacht repair services, fueling stations, and hospitality services (restaurants, hotels, and tour operators). The broader tourism industry benefits as yacht tourists often seek accommodation, dining, and cultural experiences (ACI Marinas, 2021).

### *Impact on Local Communities*

In regional areas where marinas are developed, the local economy benefits from increased employment opportunities. For example, the development of regional marina networks in Croatia has had a positive impact on local communities by creating jobs and encouraging the growth of small businesses (ACI Marinas, 2021).

## 5.7.4 Boosting Local and National Tourism

The presence of marinas enhances the attractiveness of a destination for international yachting tourists, making it a hub for luxury tourism. Greece, with its strategic location in the Mediterranean and its rich maritime heritage, is ideally positioned to capitalize on the growth of maritime tourism.

### *Attracting High-End Tourists*

Marinas cater to high-net-worth individuals who travel on luxury yachts and mega-yachts. These tourists typically have higher disposable incomes and spend significantly more on luxury goods, services, and experiences than average tourists. By investing in marinas that offer luxury services, Greece can attract more high-end tourists, further boosting the tourism economy (Vaggelas et al., 2021).

### *Regional Tourism Development*

The expansion of marina networks into lesser-known regions can help spread tourism beyond traditional hotspots like Athens, Mykonos, and Santorini. For example, the development of marinas in the Ionian Islands or the Peloponnese encourages tourists to explore new destinations, contributing to the growth of regional tourism (Vaggelas et al., 2021).

### *Marina-Centric Events*

Marinas are often venues for yachting events, regattas, and international boat shows. These events attract large numbers of tourists, media attention, and investment, benefiting the local tourism sector. For example, Porto Cervo in Italy and Flisvos Marina in Greece host prestigious yachting events that draw affluent visitors and generate significant economic activity (Italian Ports Association, 2021).

### 5.7.5 Infrastructure and Real Estate Development

Marina development leads to significant investments in infrastructure and real estate, which further boosts economic activity in surrounding areas.

#### *Real Estate Development*

The presence of a marina often increases the value of surrounding real estate. Luxury housing developments, hotels, and resorts are frequently built near marinas to capitalize on the influx of high-end visitors. This is evident in marinas such as Porto Cervo in Italy, where the marina has driven demand for high-value real estate and luxury accommodations (Italian Ports Association, 2021).

#### *Transport and Accessibility Improvements*

As marinas expand, governments and private investors often invest in improving transport infrastructure, such as roads, airports, and public transportation, to ensure easy access for international tourists. These infrastructure improvements benefit both local residents and tourists (Vaggelas et al., 2021).

#### *Sustainability and Environmental Projects*

Marina development also often includes investments in sustainability and environmental infrastructure, such as waste management systems, water treatment facilities, and renewable energy sources. These projects not only enhance the marina's eco-friendly credentials but also improve the overall quality of life for residents in the area (Setur Marinas, 2021).

### 5.7.6 Challenges and Considerations for Sustainability

While marina development brings significant economic benefits, it is essential to balance growth with environmental sustainability and community relations.

### *Environmental Concerns*

The expansion of marinas can place pressure on local ecosystems, particularly in sensitive coastal areas. Issues such as water pollution, habitat destruction, and increased carbon emissions must be addressed through sustainable development practices. Greek marinas are increasingly pursuing Blue Flag certifications and investing in green technologies, but continued focus on eco-friendly infrastructure is necessary (Vaggelas et al., 2021).

### *Community Relations*

The growth of luxury marinas can lead to tensions with local communities, especially if economic benefits are not evenly distributed. Ensuring that local businesses and residents benefit from marina development, and maintaining transparency in decision-making processes, are crucial for fostering positive community relations (Vaggelas et al., 2021).

The development of marinas in Greece has a profound economic impact on both local and national levels. From generating revenue through yachting tourism and creating jobs to boosting real estate and infrastructure development, marinas contribute to overall economic growth. By strategically developing marinas with a focus on sustainability and regional development, Greece can continue to attract high-end tourists, create employment opportunities, and drive long-term growth in its maritime tourism sector. However, a careful balance between economic expansion and environmental preservation is essential to ensure the sustainability of this valuable industry.

## 5.8 Comparative analysis of economic impact studies

Economic impact studies on marina development provide a framework to assess how marinas contribute to local and national economies through job creation, revenue generation, and infrastructure development. Different countries, such as Greece, Italy, Croatia, and Turkey, have conducted extensive studies to evaluate the benefits and challenges of marina development within their unique maritime tourism contexts. This comparative analysis examines these economic impact studies to highlight key similarities and differences, focusing on revenue generation, employment, tourism benefits, and sustainability.

### 5.8.1 Revenue Generation from Yachting Tourism

#### *Greece*

Economic impact studies on Greece's marina development highlight the substantial revenue generated by berthing fees and high-spending tourists who use marinas. The luxury yacht sector, in particular, is a significant contributor to local economies, especially in high-demand marinas such as Flisvos and Alimos (Vaggelas et al., 2021). Studies emphasize the importance of attracting high-net-worth individuals to increase overall revenue.

#### *Italy*

Italy's marina development focuses on the luxury tourism sector, with studies indicating that marinas like Porto Cervo and Marina di Portofino generate significant revenue through high-end services and luxury retail offerings. Economic studies show that Italy's marinas benefit from much higher berthing fees than those in other Mediterranean countries, due to their ability to cater to affluent tourists seeking exclusivity (Italian Ports Association, 2021).

#### *Croatia*

In Croatia, marina development is more balanced between luxury tourism and affordable maritime tourism, contributing to a steady and consistent revenue flow. Economic studies show that marinas, such as ACI Marina Dubrovnik, attract a diverse range of tourists. Although the berthing fees are lower compared to Italy, the overall number of visitors compensates for the difference in pricing (ACI Marinas, 2021).

#### *Turkey*

Turkey's marina studies reveal that competitive pricing and a growing number of mid-range tourists generate revenue at a lower rate compared to Italy but similar to Greece. Marinas such as D-Marin Turgutreis attract a variety of vessels, offering both luxury and affordable services, ensuring a wide revenue base (Setur Marinas, 2021). While Turkey faces political challenges that sometimes impact tourist numbers, studies show steady revenue from marina operations in popular regions like Bodrum.

To sum up, Italy leads in revenue per visitor due to the luxury focus of its marinas, while Greece and Croatia generate revenue from a mixed market that includes both high-net-worth and recreational sailors. Turkey, similar to Croatia, focuses on affordability but also sees growth in

luxury segments. Greece's strategic development of marinas that cater to both luxury and recreational markets gives it an advantage in creating a broad revenue base, but there is potential to increase revenue by expanding luxury services.

### 5.8.2 Job Creation and Employment Opportunities

#### *Greece*

Economic studies in Greece have identified job creation as one of the main benefits of marina development, particularly in tourism-related sectors. Jobs in maintenance, hospitality, and yacht servicing contribute significantly to local economies, with a ripple effect on the broader tourism industry. Studies show that marinas have created both direct employment in marina operations and indirect jobs in the tourism sector (Vaggelas et al., 2021).

#### *Italy*

In Italy, marinas are major employers in luxury tourism regions. Employment in marinas is concentrated in high-end services, including luxury retail, hospitality, and yacht management. Economic studies reveal that Italian marinas are key to sustaining luxury service jobs, with high wages and specialized positions. There is a strong correlation between high-end tourism and job quality in Italy's coastal regions (Italian Ports Association, 2021).

#### *Croatia*

Croatian studies highlight the role of marina development in regional job creation. Marinas like ACI Marina Split create a significant number of direct jobs, with a strong focus on integrating local businesses and suppliers into marina operations. Economic studies indicate that Croatian marinas are pivotal in supporting small and medium enterprises (SMEs) through service contracts and tourism spending (ACI Marinas, 2021).

#### *Turkey*

Marinas in Turkey, particularly in regions like Marmaris and Göcek, are credited with generating employment in tourism and maritime industries. Studies show that marinas create both skilled and unskilled jobs in yacht services, marina management, and hospitality. However, Turkey faces some challenges in maintaining stable employment due to political instability, which can impact tourism numbers (Setur Marinas, 2021).



Italy and Greece focus heavily on job creation in luxury services for high-net-worth visitors, whereas Croatia and Turkey place greater emphasis on supporting local employment in tourism and hospitality. Croatia's success in integrating SMEs into marina operations provides a model for inclusive growth, particularly in regions with limited economic opportunities. Greece's employment creation through marina development is well-documented, but there is potential to expand high-wage job opportunities by further developing luxury services.

### 5.8.3 Boosting Local and National Tourism

#### *Greece*

Studies emphasize Greece's ability to boost national and regional tourism through marina development. By expanding marina infrastructure in less-visited regions, Greece has been able to diversify its tourism offering, attracting both luxury yachts and recreational sailors (Vaggelas et al., 2021). The result has been increased spending in regional economies, benefiting from more evenly distributed tourism traffic.

#### *Italy*

Italy's marinas are crucial to the country's luxury tourism strategy. Economic studies highlight the role of marinas in drawing high-net-worth tourists to exclusive regions like Sardinia and the Amalfi Coast. Italy also benefits from marina-centric events such as regattas, which attract large numbers of wealthy visitors, further boosting the tourism industry (Italian Ports Association, 2021).

#### *Croatia*

Croatia's economic studies highlight how marina development supports regional tourism growth. The development of marinas in the Adriatic Sea has diversified the tourism industry and attracted both high-end tourists and recreational sailors. Croatian marinas are seen as key to promoting off-season tourism, which provides steady revenue throughout the year (ACI Marinas, 2021).

#### *Turkey*

In Turkey, marinas play a key role in supporting tourism in coastal regions like Bodrum and Marmaris. Economic studies show that marinas attract international tourists, particularly from Europe and the Middle East, who contribute to the growth of luxury tourism in these regions.

However, political instability can sometimes deter tourists, reducing the overall impact of marinas on national tourism (Setur Marinas, 2021).

Greece and Croatia have successfully used marinas to diversify regional tourism, ensuring that less-developed areas benefit from increased tourist traffic. Italy remains focused on luxury tourism, while Turkey, despite political challenges, has potential for growth by attracting tourists from emerging markets. Greece's emphasis on developing marinas in lesser-known regions offers a long-term model for spreading tourism more evenly and reducing the strain on overpopulated destinations like Mykonos and Santorini.

#### 5.8.4 Infrastructure and Real Estate Development

##### *Greece*

Marina development in Greece has led to significant investments in infrastructure and real estate, particularly in regions like Athens and the Peloponnese. Economic studies show that marinas contribute to the development of luxury real estate, hotels, and supporting infrastructure, which boosts the value of coastal regions (Vaggelas et al., 2021).

##### *Italy*

Italy's marinas are linked to high-end real estate development, with coastal areas near marinas experiencing a boom in luxury housing and hotel construction. Studies show that marina development often acts as a catalyst for broader urban redevelopment in coastal towns, driving up property values and stimulating further investment (Italian Ports Association, 2021).

##### *Croatia*

In Croatia, the development of marinas has led to significant improvements in transport infrastructure and public amenities. Economic studies show that marinas have helped revitalize regional towns, creating demand for hotels and restaurants that cater to both tourists and residents (ACI Marinas, 2021).

##### *Turkey*

Turkey's marina development has spurred growth in the real estate and hospitality industries, particularly in regions like Bodrum. Marinas act as focal points for luxury real estate and tourist

infrastructure, with studies showing a rise in property values and foreign investment in coastal areas (Setur Marinas, 2021).

Greece and Italy both focus on marina-driven luxury real estate development, while Croatia and Turkey emphasize broader infrastructure improvements that benefit regional towns. In Greece, marina development plays a pivotal role in transforming coastal areas, but there is room for further real estate growth, particularly in emerging regions.

The comparative analysis of economic impact studies on marina development in Greece, Italy, Croatia, and Turkey reveals shared benefits and challenges across these nations. Revenue generation, job creation, tourism growth, and infrastructure development are consistent themes, with each country employing different strategies to maximize the economic benefits of marina development. Italy leads in luxury tourism, while Croatia excels in promoting regional tourism and inclusive employment growth. Greece is uniquely positioned to balance luxury and regional development through marina expansion, offering opportunities for broader economic growth across the country.

#### 5.8.5 Alternative development scenarios and revenue estimation

The future of marina development in Greece offers various pathways, each with its own potential for economic growth, sustainability, and impact on local communities. By exploring alternative development scenarios, Greece can strategically position its marinas to optimize revenue generation, attract high-end tourism, and balance regional growth. The following scenarios are proposed, along with estimated revenue impacts based on comparative studies from similar markets. It is crucial for Greek marinas to adapt and innovate to stay relevant and meet the changing needs of their customers.

##### *Scenario 1: Expansion of Luxury Marinas for High-End Yachting Tourism*

###### *Overview*

This scenario focuses on expanding luxury marinas to cater to high-net-worth individuals and the mega-yacht market. The development of marinas such as Flisvos, Alimos, and Lavrio could be expanded, with significant investments in high-end facilities, concierge services, and luxury amenities like upscale retail, dining, and wellness centers.

### *Revenue Estimation*

According to studies from Italy, where luxury marinas generate high per capita spending, expanding Greece's luxury marina offerings could increase annual revenue by up to 30-40%, with each high-end visitor spending an estimated €1,000-€2,500 per day (Italian Ports Association, 2021). Assuming the expansion attracts an additional 10,000 high-end yacht visitors annually, this could lead to an estimated €50-€100 million increase in yearly revenue from marina operations, exclusive of indirect tourism benefits.

### *Challenges*

- High upfront capital investment required for infrastructure upgrades and expansion (Vaggelas et al., 2021).
- Potential overcrowding in luxury destinations if demand is not managed effectively.

### *Opportunities*

- Attracting global yachting events and regattas, which bring in additional high-end tourists and media attention.
- Strengthening Greece's position as a premier Mediterranean luxury yachting destination, competing with Italy and France.

The potential for growth in Greece's luxury yachting industry is vast, with the opportunity to significantly boost revenue and solidify the country's reputation as a top destination for high-end travelers. However, careful management of demand and investment in infrastructure will be crucial to ensure sustainable growth and prevent overcrowding in popular marina locations (Italian Ports Association, 2021).

### *Scenario 2: Development of Regional Marina Networks*

#### *Overview*

This scenario focuses on developing regional marina networks in lesser-known coastal areas such as the Ionian Islands, Dodecanese, and Peloponnese. The goal would be to distribute tourism traffic more evenly across the country, alleviate pressure on overburdened marinas like Mykonos and Santorini, and encourage tourism in underdeveloped regions.

### *Revenue Estimation*

Based on Croatia's success in spreading tourism benefits through regional marina networks, this approach could increase tourism revenues by 20-30% in underdeveloped regions (ACI Marinas, 2021). With the addition of 10-12 new marinas in strategic coastal areas, each attracting an estimated 5,000-8,000 recreational and mid-tier yacht tourists annually, the projected increase in revenue could range from €40-€60 million annually, with additional benefits from increased employment and local business growth.

### *Challenges*

- Infrastructure development in remote areas may require significant government subsidies and investment.
- Balancing expansion with environmental protection to preserve the natural appeal of these regions.

### *Opportunities*

- Promoting eco-tourism and sustainable yachting practices, potentially attracting a new market of environmentally conscious sailors.
- Boosting regional economies by integrating marinas with local cultural attractions, enhancing the overall visitor experience.

By embracing opportunities like green building practices and renewable energy sources, marinas can become leaders in sustainable tourism. This approach not only benefits the environment but also attracts tourists seeking eco-friendly travel options, ensuring long-term prosperity for coastal communities (ACI Marinas, 2021).

### *Scenario 3: Focus on Sustainability and Eco-Friendly Marinas*

#### *Overview*

In this scenario, Greece prioritizes sustainable marina development by incorporating renewable energy, advanced waste management systems, and eco-certifications like the Blue Flag. The objective would be to attract eco-conscious yachting tourists while reducing the environmental footprint of marina operations.

### *Revenue Estimation*

Sustainability-focused marinas are expected to attract a growing segment of eco-tourists and sailors willing to pay premium prices for environmentally friendly services. Case studies from Turkey show that sustainable marina operations can increase berth occupancy by 15-20% due to their appeal to this niche market (Setur Marinas, 2021). Implementing this scenario across Greece's existing and new marinas could generate an additional €20-€30 million in annual revenue, primarily from higher berth fees and eco-tourism-related services.

### *Challenges*

- Initial investment in green technology and sustainable infrastructure can be high.
- It may take time to see significant returns, as eco-tourism is still a niche but growing market.

### *Opportunities*

- Securing international green tourism certifications, which can elevate Greece's reputation as a leader in sustainable maritime tourism.
- Leveraging EU funding for green infrastructure projects and positioning Greek marinas as models for sustainability.

Investing in green technology and sustainable practices not only benefits the environment but also drives long-term profitability. By demonstrating a commitment to sustainability, Greek marinas can attract environmentally conscious travelers and position themselves as pioneers in responsible tourism (Setur Marinas, 2021).

## **5.9 Conclusions and Proposals**

The development of Greek marinas presents significant opportunities for economic growth, regional development, and sustainability. However, careful planning and targeted investments are necessary to maximize the potential benefits while minimizing environmental impacts. Based on the alternative development scenarios presented, Greece can adopt a multifaceted approach to marina development that incorporates elements of luxury, regional growth, and sustainability.

### 5.9.1 Proposals

#### Luxury Marina Expansion

- Focus on expanding high-end marinas in regions like Athens, Mykonos, and Santorini to capture a greater share of the global luxury yacht market.
- Develop partnerships with international luxury brands and yachting events to attract affluent tourists (Italian Ports Association, 2021).

#### Regional Development:

- Invest in the creation of regional marina networks in lesser-known areas to promote regional economic growth and alleviate pressure on popular tourist hotspots.
- Integrate marinas with local cultural experiences to diversify the economic benefits (ACI Marinas, 2021).

#### Sustainability Focus:

- Implement eco-friendly marina development practices with a strong focus on obtaining Blue Flag certifications and utilizing renewable energy sources.
- Offer incentives to marinas that prioritize sustainability, such as tax breaks or subsidies for green infrastructure investments (Setur Marinas, 2021).

#### Public-Private Partnerships (PPPs):

- Leverage public-private partnerships to fund marina expansions and improvements, reducing the financial burden on the government while encouraging private sector innovation (Vaggelas et al., 2021).

#### Digitalization and Smart Technology:

- Embrace digital platforms for marina management, booking, and customer service to streamline operations and improve visitor experiences.
- Incorporate smart technology such as real-time berth monitoring, online booking systems, and digital concierge services (Vaggelas et al., 2021).

The strategic development of Greece's marina sector has the potential to significantly increase revenues, create employment, boost regional economies, and enhance the country's position as

a leader in maritime tourism. By adopting a balanced approach that incorporates luxury, regional growth, and sustainability, Greece can ensure long-term success in its marina development efforts. The integration of public-private partnerships and smart technology will further streamline operations and enhance the attractiveness of Greek marinas to both high-net-worth individuals and recreational sailors.

The success of these development strategies will depend on careful planning, targeted investments, and the ability to remain competitive in a rapidly evolving global yachting market.



## Chapter 6: Conclusions

### 6.1 Summary of key findings

The development of marinas in Greece presents vast opportunities for economic growth and sustainability by leveraging the luxury yachting sector and promoting regional tourism. By expanding marina offerings, Greece can attract high-end tourists and recreational sailors, generate more income, and create job opportunities across various regions. Marinas play a pivotal role in maritime tourism, one of Greece's most lucrative industries, and continued investment in marina infrastructure could significantly enhance Greece's position as a top global yachting destination. Additionally, the development of regional marina networks can diversify the economic gains, reduce congestion in popular tourist spots, and promote more equitable growth across the country.

#### 6.1.1 Potential Income: Luxury Marinas

Expanding luxury marina facilities in prominent locations like Athens, Mykonos, and Santorini will attract high-net-worth individuals who seek premium services and amenities for their mega-yachts. Luxury facilities such as concierge services, exclusive shops, gourmet dining, and yacht clubs will appeal to the wealthiest boat owners globally.

- *Forecasted Increase:* Expanding Greece's luxury marina infrastructure could lead to a 30–40% increase in revenue, with each high-end visitor spending between €1,000–€2,500 daily on services, dining, and leisure activities. The expected revenue growth could result in an extra €50–€100 million annually (Italian Ports Association, 2021). This expansion not only enhances the luxury marina sector but also stimulates local businesses and job creation across related sectors like hospitality and tourism.

#### *Local Marina Systems: Regional Marina Networks*

Developing regional marina networks in underdeveloped coastal regions such as the Ionian Islands, Dodecanese, and Peloponnese will ensure a more equitable distribution of tourism around Greece, helping alleviate pressure on overburdened destinations like Mykonos and Santorini.

- *Projected Increase:* Establishing 10–12 new marinas in lesser-known regions could result in a 20–30% increase in tourism revenues. These new marinas are expected to

generate an additional €40–€60 million annually, while also creating job opportunities and stimulating local economies (ACI Marinas, 2021). This would help reduce economic disparities between more popular and lesser-visited regions, while also promoting regional economic growth and diversifying Greece’s tourism offerings.

### 6.1.2 Sustainability-Focused Marinas

Focusing on sustainable marina development will attract eco-conscious tourists who value environmentally friendly travel. Sustainable marinas offering Blue Flag certifications, renewable energy sources, and advanced waste management systems meet the growing demand for eco-friendly tourism options.

- *Forecasted Increase:* Sustainable marinas can expect an increase in berth occupancy by 15–20%, driven by their appeal to environmentally conscious sailors (Setur Marinas, 2021). This could generate an additional €20–€30 million annually through higher berth fees, eco-tourism programs, and associated events. Prioritizing sustainable practices not only helps protect the environment but also allows Greece to become a global leader in eco-friendly maritime tourism.

### 6.1.3 Job Creation

The development and expansion of marinas stimulate both direct and indirect employment across various sectors, including marina operations, hospitality, maintenance, and technical services.

- *Direct Employment:* Technical professionals responsible for yacht repairs, cleaning, refueling, and marina management will create jobs in the local workforce.
- *Indirect Employment:* Marinas create demand for hotels, restaurants, tour operators, and local businesses, indirectly supporting employment in the broader tourism industry. In underdeveloped areas, marina development fosters economic inclusivity by supporting small businesses, local suppliers, and tourism, helping to transform local economies (Vaggelas et al., 2021).

### 6.1.4 Sustainability as a Key Driver

Sustainability is becoming a crucial driver in the tourism industry. Greek marinas can stand out in the global yachting market by incorporating environmentally friendly practices, such as renewable energy, waste management, and water conservation.

- *Blue Flag Certification:* Marinas with Blue Flag certification meet stringent environmental standards, enhancing their appeal to eco-conscious tourists. This certification boosts both income and berth occupancy by increasing the attractiveness of marinas to environmentally conscious guests (Vaggelas et al., 2021).
- *Renewable Energy:* The use of renewable energy sources like solar panels and wind turbines will not only reduce operational costs but also position Greek marinas as pioneers of sustainable tourism.

#### 6.1.5 Public-Private Partnerships (PPPs)

Public-private partnerships (PPPs) play a critical role in funding marina developments and operational improvements. By leveraging private capital, the government can share the financial burden with the private sector, speeding up development while ensuring financial sustainability.

- *Lower Government Burden:* PPPs reduce the government's financial load, enabling it to focus resources on strategic planning, regulation, and long-term sustainability goals.
- *Private Sector Innovation:* Involving the private sector introduces new technologies, business models, and best practices that improve operational efficiency and profitability. Greece's success with the PPP model for marinas like Flisvos has demonstrated the potential to compete with top luxury marinas in Italy and France, attracting substantial foreign investment (Vaggelas et al., 2021).

#### 6.1.6 Regional Tourism Development

The development of marina networks in lesser-known regions can boost regional tourism and distribute economic benefits across the country.

- *Reducing Overcrowding:* By expanding marinas in the Ionian Islands, Peloponnese, and Dodecanese, Greece can reduce pressure on overburdened marinas in Mykonos and Santorini, protecting the visitor experience and infrastructure.
- *Promoting Local Culture:* New marinas in underdeveloped areas can promote local cultural heritage, gastronomy, and eco-tourism, thereby stimulating the local economy and creating job opportunities for residents (ACI Marinas, 2021).

### 6.1.7 Digitalization and Smart Technology

Embracing digital platforms and smart technologies is essential for improving operational efficiency and enhancing the visitor experience in a competitive global market.

- *Smart Management:* Digital platforms for real-time berth monitoring, online booking, and automated services reduce administrative costs and streamline marina operations.
- *Enhanced Visitor Experience:* Smart technologies like digital concierge services and mobile apps offer visitors convenient access to marina facilities, local attractions, and services, making their experience seamless.
- *Data-Driven Decisions:* Digital platforms provide valuable data on visitor preferences, occupancy rates, and service demand, enabling marinas to make data-driven decisions that optimize performance and increase revenue (Vaggelas et al., 2021).

## 6.2 Conclusion

The development of marinas in Greece offers significant opportunities for economic growth, job creation, and sustainable tourism. By focusing on luxury marina expansions, regional development, and sustainable practices, Greece can establish itself as a global leader in maritime tourism. The use of public-private partnerships and digital technologies will further enhance Greece's competitive edge, ensuring that Greek marinas attract both high-end and eco-conscious tourists in the coming years.

### 6.2.1 Main conclusions

#### *Economic Growth through Marina Development*

The expansion of marinas in Greece presents a significant opportunity for economic growth. By focusing on both luxury marina expansions and the development of regional marina networks, Greece can boost revenue, attract high-end tourism, and distribute economic benefits across the country. This approach will not only increase tourism revenues but also support local economies through job creation, enhanced business activity, and infrastructure development. The ripple effect will stimulate growth in related sectors such as hospitality, retail, and transportation, reducing Greece's reliance on traditional industries like agriculture and manufacturing.

#### *Revenue Potential*

- *Luxury Marinas:* Expanding luxury marinas in prime locations such as Athens, Mykonos, and Santorini has the potential to generate an additional €50–€100 million annually, driven by high-net-worth individuals and mega-yachts.
- *Regional Marinas:* The development of regional marinas in lesser-known areas can lead to a 20–30% increase in tourism income, contributing an additional €40–€60 million annually. This strategy helps diversify tourism, alleviate strain on popular hotspots, and promote a more sustainable and balanced tourism industry.

### *Sustainability as a Key Driver*

Sustainability plays a crucial role in attracting eco-conscious tourists and preserving Greece's natural beauty. Investing in sustainable marina development with renewable energy, waste management systems, and Blue Flag certifications can generate an additional €20–€30 million annually while enhancing Greece's reputation as an eco-friendly destination. Prioritizing sustainability also ensures the long-term well-being of local ecosystems and communities, positioning Greece as a leader in responsible tourism.

### *Job Creation and Regional Development*

Marina development supports both direct and indirect employment in areas such as marina operations, hospitality, maintenance, and tourism services. This is particularly important for regional development, where marinas can reduce economic disparities by supporting local businesses, improving transportation networks, and increasing the overall quality of life for residents. The creation of jobs and improved infrastructure in these regions will further stimulate local economies.

### *Public-Private Partnerships (PPPs)*

PPPs are essential for funding marina developments, reducing the financial burden on the government, and encouraging private sector innovation. Successful PPP models, as seen in marinas like Flisvos, have attracted foreign investment and enhanced Greece's global competitiveness in the luxury yachting market. By leveraging private sector expertise and resources, Greece can develop world-class marinas while protecting the environment and benefiting local communities.

### *Digitalization and Smart Technology*

Embracing digital platforms and smart technology will streamline marina operations, improve resource management, and reduce environmental impact. Technologies such as real-time berth monitoring, online booking, and digital concierge services will enhance visitor experience and ensure that Greek marinas remain competitive in the global yachting industry. This approach will also attract more high-end travelers and yacht owners, further boosting the economy.

### *Global Competitiveness*

By strategically expanding marina infrastructure, prioritizing sustainability, and integrating cutting-edge technologies, Greece can compete with top yachting destinations like Italy, France, and Croatia. This multifaceted approach will strengthen Greece's position as a premier destination for both luxury and eco-conscious tourists, driving further growth in the tourism sector and overall economy.

The development of Greek marinas is a critical driver of economic growth, sustainability, and job creation. By expanding high-end and regional marinas, prioritizing sustainable practices, leveraging public-private partnerships, and embracing digital technology, Greece can position itself as a global leader in maritime tourism. This strategic focus will not only boost the economy but also promote environmental conservation and responsible tourism, ensuring Greece's long-term success as a premier destination for high-end and eco-conscious travelers.

## Bibliography

- ACI Marinas (2021). Case study on Croatian marina development and digitalization.
- Croatian Marinas Association (2021). Best practices in marina sustainability in the Adriatic.
- EMAE (2023). Greek Marinas Association, relevant standards for comparison, services, and economic impact.
- European Boating Industry (2020). European Union regulations and their effect on the yachting sector.
- Ferretti, G. (2021). Luxury yachting: Market growth and trends in the Mediterranean.
- Greek Marinas Association (2022). Comprehensive guidelines for infrastructure development in marinas.
- Hellenic Marinas Network (2021). Analysis of marina services and visitor satisfaction.
- Italian Ports Association (2021). Marina management in Italy and lessons for Greece.
- Johnson, L. (2020). Technological innovations and environmental impacts in modern yacht design.
- Katsimardos, G. (2020). Environmental sustainability in marinas: The importance of Blue Flag certification.
- Kostas, M. (2018). International maritime cooperation and its effects on the Greek yachting industry.
- Kostopoulos, E. (2017). The role of public-private partnerships in marina development in Greece.
- Moudouris, D. (2010). The impact of regulatory frameworks on Greece's maritime sector.
- Papadimitriou, A. (2005). Greece's maritime tourism legacy: Past, present, and future.
- Papadopoulos, S. (2019). Greek maritime regulations and compliance with international standards.
- Papatheodorou, A. (2021). Luxury versus functional marinas: Case studies from Greece.
- Rousmaniere, J. (2002). *The history of yachting: From pirates to leisure*.
- Roussos, K. (2019). Digitalization in marina operations: Enhancing service delivery in Greece.
- Setur Marinas (2021). Eco-friendly initiatives and sustainable practices in Turkish marinas.

- Smith, R., & Wang, P. (2022). Sustainability trends in the global mega-yacht market.
- Spurr, J. (2019). Chartering vs. owning: Economic benefits of luxury yacht charters.
- Vaggelas, G., Papatheodorou, A., & Katsimardos, G. (2021). Strategic development of tourist ports in Greece.
- Vlachos, T. (2015). The legislative history of yachting regulation in Greece.
- Walker, J. (2019). Yacht charters: A booming alternative to ownership in the Mediterranean.
- Ward, G. (2020). The evolution of yacht design: From wooden hulls to carbon fiber.