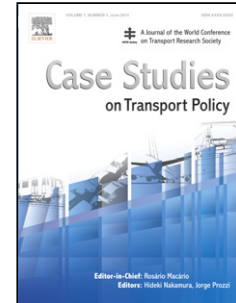


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Contested port hinterlands: an empirical survey on Adriatic seaports

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Highlights

- The analysis focus on the study of the port hinterland contestability
- The case study focus on North Adriatic Ports and their hinterland
- Ports compete not only on the seaside but also on the landside
- Both efficiency and not efficiency related factors are affecting NAPs competitiveness
- Results underline how non-efficiency related factors are strategic for the NAPs

Abstract

Ports compete not only on the sea-side (e.g. through terminal investments, increase in terminal efficiency, maritime service connectivity) but also on the land-side (e.g. through logistics chain, advanced IT services, door-to-door connectivity). On this issue, several studies (e.g. Meersman et al., 2009; Tongzon, 2009) recently pointed out the increasing importance of the connectivity – at both quality and quantity level – between the port and its own hinterland in order to be competitive in the modern maritime service structure.

The analysis concentrates on the study of the port hinterland contestability and on the definition of the catchment area focusing on a case study (i.e. the Adriatic ports aiming at attracting the Southern German freight flows) in order to better understand which elements affect the possibility to expand the current ports' hinterland.

The empirical research is based on public statistics (e.g. Eurostat, Amadeus database) and on data directly collected from the operators currently serving Southern German firms with the main

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