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Summer school

SUSTAINABLE DEVELOPMENT OF YACHTING AND CRUISE INDUSTRY

Introduction to Cruise Industry – I part

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Summary

- The concept of Cruise Tourism
- Characteristic of Cruise Industry
- International cruise tourism market
- Conclusion

Key words: cruise industry, cruise tourist, cruise destinations, cruise market, trends in cruising



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The concept of Cruise Tourism

- Definition of Cruise Tourism;
- Characteristics of Industry;
- The History of Cruising;



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International cruise tourism market

- Receptive and emission markets (basic characteristics and statistical data):
 - Mediterranean market;
 - North American market;
 - The rest
- The main factors in the development of cruise tourism (propensity to stay on board as a result of marketing activities; the existence of a maritime passenger terminal and road connections between the maritime, passenger and air terminals; efficient connection of the terminal with road and railway infrastructure; active business policy that attracts cruise companies; existence of tourist attractions and creation of convenience for shopping; specific determination of the cost structure and price of services.



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- Cruise tourism demand:
 - demographic view of demand, demand for cruising by destination;
 - type of demand,
 - tourist profile,
 - Trends (changes in the demographic structure of demand: younger travelers, less purchasing power, from all segments of society, the increase in repeat trips affects the growth of demand for specialized offers; green cruises; high demand growth in European markets, especially the Italian, German, French and Spanish markets; generation Z, etc.....)



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- Cruise tourism offer:
- Cruise ships, world fleet, classification of cruise ships, cruising associations and organisations
- Trends (new health measures , new technologies in services on cruise ships; Increase in the size of cruise ships (more mega cruise ships); The increase in horizontal centralization in the industry due to the constant increase in the cost of shipbuilding; Increase in ports of call involved in cruise tourism as a result of market expansion, green ports, ect.....



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Thank you for your attention!

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