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Michael Vogel *Editors*

Cruise Tourism and Society

A Socio-economic Perspective

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Editors' Foreword: The 'Icarian Wings' of Cruise Growth

The Myth of Daedalos and Icaros: A Metaphor for Sustainable Growth in the Cruise Sector

According to ancient Greek mythology, Daidalos was a famous inventor who frequently suffered due to his successes (designer of the Labyrinth). As he was refused the option to leave Crete, he built wings out of feathers glued together with bee-wax for himself and his son Icarus. Before beginning their journey over the open seas, Daidalos warned his son on the dangers of flying with these wings. Flying too high, the heat of the sun would cause the wax to melt and flying too low near the sea level would risk the feathers becoming wet. In both cases the wings would be rendered ineffective, bringing the journey to a fatal end. As the story goes, Icarus decided to ignore his father's advice at his own peril. Apart from the obvious moral on the risks of inexperience and hubris, this legend serves as a metaphor for sustainable growth. Growth, like Icarian flying, is subject to sensitive balances. At the end of the day, the 'wings' of the cruise sector's growth is the cruise product itself, powered by the 'winds' of a positive image. Destinations can be seen as the 'feathers', populating an empty cruise 'wing-frame' and the stakeholders as the 'adhesive wax' keeping it all together. Moreover, safely utilising such a Daidalian invention requires education and knowledge, the lack of which Icarus dearly paid with his life. A sustainable flight with 'Icarian wings' is neither to be taken for granted nor to be underestimated in terms of the complexity it actually entails. Ironically, Daidalos was blessed by the success of his inventions whilst cursed by the corresponding complexity they entailed. His ingenious plan to build wings in order to escape was subject to a variety of systemic risks, ultimately resulting in the tragic loss of his son Icarus.

Cruise Sector Sustainability: Destinations, Sector Image, Research and Education

Growth of any kind is subject to systemic complexity and does not come without costs and challenges. The cruise sector's growth over the last years has highlighted a number of challenges and externalities creating an imperative for a closer examination. This was the main aim of the 3rd International Cruise Conference, which took place in Dubrovnik (Croatia) between the 16 and 18 May 2011. From the 26 papers submitted, presented and reviewed, 14 were selected for publication in this volume. Our aim with this collection of papers is to provide a 'red thread' to support cruise stakeholders find their way in the complex 'Labyrinth' of cruise growth.

The topics covered can be summarised under the headings:

- Cruise destination management and sustainability ('Feathers'): The focus of this section is on the economic, social and environmental impacts of cruise tourism on the ports of call. As an increasing number of ports are seeking to increase their attractiveness for cruisers, questions of related externalities and economic feasibility arise.
- Cruise-sector image and marketing challenges ('Wax' and 'Wind'): In this section, a number of cruise operator practices (actual and prospective) are discussed in terms of their potential and implications for the stakeholders involved. Amongst others, the role of the media and the challenges of dealing with safety, on board crime and negative customer feedback are addressed.
- Cruise research and education ('Flight training'): Cruise management does not yet constitute a mature academic discipline and faces a paradigmatic dilemma in terms of research as well as education. The final section of this book takes a closer look at actual cruise research practices and discusses the challenge of educating cruise hotel managers.

Introducing a Novel Review Process: Anonymised Peer-Crowd Reviewing

Finally, it may be worth mentioning that this proceedings book has been the testing bed for an alternative way of academic paper reviewing. Instead of the typical double-blind reviewing process, the Internet platform of the Cruise Research Society (abbr. CRS) has enabled us to introduce a 'crowd-blind review' process, which does not only take into account scientific rigour (i.e. ratings and comments) but also relevance (i.e. number of reviews).

The conference review committee members were instructed to conduct at least three reviews of papers they could freely choose from the internal download section of the CRS website. Once, they had selected the papers (anonymised) they found

interesting, the system prompted them to provide a review consisting of a star-rating (1–5*, with 5* being the highest rating), including a free text explanation of their evaluation. Under such a schema, the number of total reviews a paper received serves as an indicator of the selected topic's relevance, whilst the average rating provides a measure of each submitted paper's quality. Our first experiences with this reviewing approach have been positive and we aim to fine-tune it in the future. Research rigour may enable 'functional wings', but a stronger emphasis on research and educational relevance may well serve as a 'compass' for the sector's journey along the growth curve.

Acknowledgements

This book is dedicated to the fellows and associates of the Cruise Research Society. It is their openness, enthusiasm and commitment that are enabling us to gradually develop an emerging knowledge base in the area of cruise tourism. Particular thanks to the co-authors for their contributions. Moreover, our gratitude goes to the Bremerhaven University of Applied Sciences and rectorate for providing the resources necessary to finance and produce this piece of work. Our appreciation also goes to Dr. Martina Bihn and Christian Rauscher from Springer (our publishers) for their patience, professional support and flexibility. Finally, we would like to explicitly mention and thank the sponsors of the 3rd international Cruise Conference in Dubrovnik: Croatian Ministry of Maritime Affairs, Transport and Infrastructure, Dubrovnik Port Authority, County Port Authority Dubrovnik and Marina Frapa (Rogoznica, Croatia).

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Contents

Part I Cruise Destination Management and Sustainability

1 Mediterranean Cruise Itineraries and the Position of Dubrovnik	3
Zrinka Marušić, Ivan Sever, and Neven Ivandić	
2 Megaships and Developing Cultural Tourism in Dubrovnik	17
Jasenko Ljubica and Zelimir Dulcic	
3 Port Development Partnerships: Dubrovnik Port Case Study	29
Tihomir Lukovic and Kristijan Pavic	
4 Branding Strategy for Specialist Tourism Products	39
Neven Seric and Mate Perisic	
5 Cruise Tourism Environmental Risks	47
Hrvoje Caric	
6 Generated Economic Impact on Cruise Destinations: The Piraeus Case	69
Stefanidaki Evangelia and Lekakou Maria	

Part II Cruise Sector Image and Marketing Challenges

7 Nautical Tourism and the Media	87
Zeljana Dulcic and Tihomir Lukovic	
8 Customer Feedback Systems Onboard Cruise Ships	101
Philip Gibson and Francesca Di Dino	
9 Cruising Routes and Differentiation	115
Katja Rakusic and Neven Seric	

10 A Specific Technology Acceptance Model for Mobile Services in the Cruise Sector 127
Rouven Wiegard, Nadine Guhr, and Michael H. Breitner

11 Sexual Crimes on Cruise Ships: A Historical Perspective on Security Issues for Passengers and Crew 141
Ross Klein

12 User-Driven Innovation Concepts and the Cruise Industry 153
Brita Schemmann

Part III Cruise Research and Education

13 The ‘Cruise Ship Railing Dance’: Conducting Academic Research in the Cruise Domain 173
Alexis Papathanassis, Imke Matuszewski, and Paul Brejla

14 Cruise Hotel Managers: Evolution of the Species 193
Philip Gibson

Part I
Cruise Destination Management
and Sustainability

Chapter 1

Mediterranean Cruise Itineraries and the Position of Dubrovnik

Zrinka Marušić, Ivan Sever, and Neven Ivandić

Abstract Within an analysis of the competitiveness of ports/destinations on an international cruise market, this paper is attempting to answer one of the core and permanent questions: how to obtain relevant, unbiased and objective data/information for such an analysis? The focus of this paper is to analyze the capability and features of data gathered from cruise itineraries, offered through Internet websites, to provide objective and unbiased information on the current market position of a competitive cruise port/destination. This paper is specifically focused on evaluating the scope and relevance of such easily-accessible data sources, with regards to revealing key information for the analysis of competitiveness of Mediterranean cruise ports/destinations but also on assessing the size and structure of the Mediterranean cruise market, and the competitive position of Dubrovnik as one of the leading Mediterranean ports of call. Based on cruise itineraries' data, offered by 25 cruise companies in 2010, the Mediterranean cruise market was analyzed with regards to the total number of different itineraries and cruises. Moreover, other relevant factors include: the total number of ports/destinations participating in cruise tourism within the Mediterranean; the interdependence of the respective ports, itineraries and cruise companies; the number of cruise ships involved, according to ship size; and the seasonality of cruises. Dubrovnik's competitive position was assessed through the comparison of cruises that have Dubrovnik as a port of call versus those that do not. Such an approach enables ports/destinations to directly assess their market position whilst also gathering information on the characteristics of ports/destinations that they rely on and/or compete with on different itineraries.

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