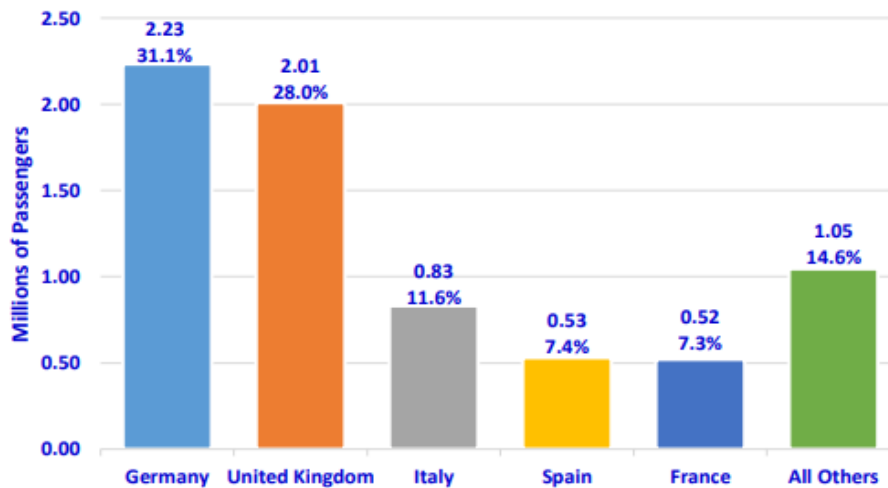


economic impacts on the economy. 28.5 million people took a cruise in 2018. In the Mediterranean region, the cruise is increasing in popularity with an 8% increase from 2017 to 2018, accounting for more than 4 million cruisers.

The amount of \$68 billion was generated in the cruise sector from almost 146.4 million onshore visits by passengers and crew globally (CLIA, 2019). North America experienced another year of steady growth in sourced passengers (9.3%), while Europe (3.3%) and the Rest of the World (5.2%) grew at slightly lower rates. The next figure shows the distribution of cruise passengers sourced from Europe. According to this data, the five largest European countries accounted for 85.4% in 2018. Specifically, Germany accounted for 31.1%, the United Kingdom for 28%, Italy for 11.6%, Spain for 7.4%, France 7.3%, and the rest European countries for 14.6%.

Figure 1: Distribution of cruise passengers sourced from Europe - 2018¹



Source: CLIA, 2019

2. Research Background on Cruise Tourism

The cruise can bring significant benefits to the destinations through the increase of foreign exchange earnings, the profits from the cruisers' expenditures, taxes, employment growth, and economies of scale (Brida and Seijas, 2012). As Marksel, Tominc, and Božičnik (2016), cruisers' expenses have a significant effect on cruise tourism profitability and related industry sectors. Dwyer and Forsyth (1998) support that cruise activities lead to cruise passengers' expenditures in the ports and the mainland, which generates positive economic effects for the destinations. The dominant feature of cruise ships is the hotel operation of the ship. Papatheodorou (2001) reports that the cruise ship offers hotel-type services, and its staff has specialties analogous to modern hotel units. The difference between a cruise ship and a conventional hotel lies in the fact that it can be geographically moved due to the ability to navigate to meet the demand.

As Rodrigue and Notteboom (2012) mention, the cruise industry has become one of the rapidly growing tourism industries and uses large cruise ships as opposed to the cruise

¹ Note: United Kingdom includes Ireland

