



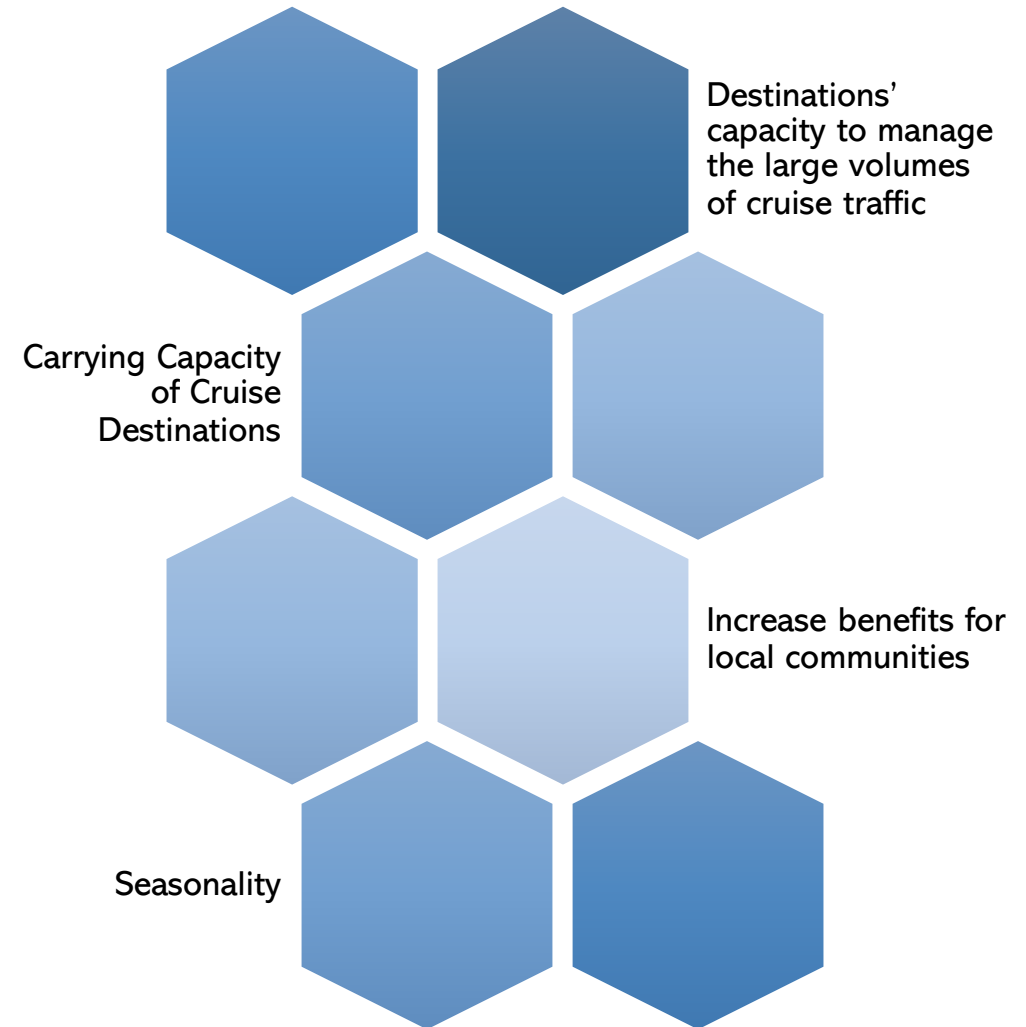
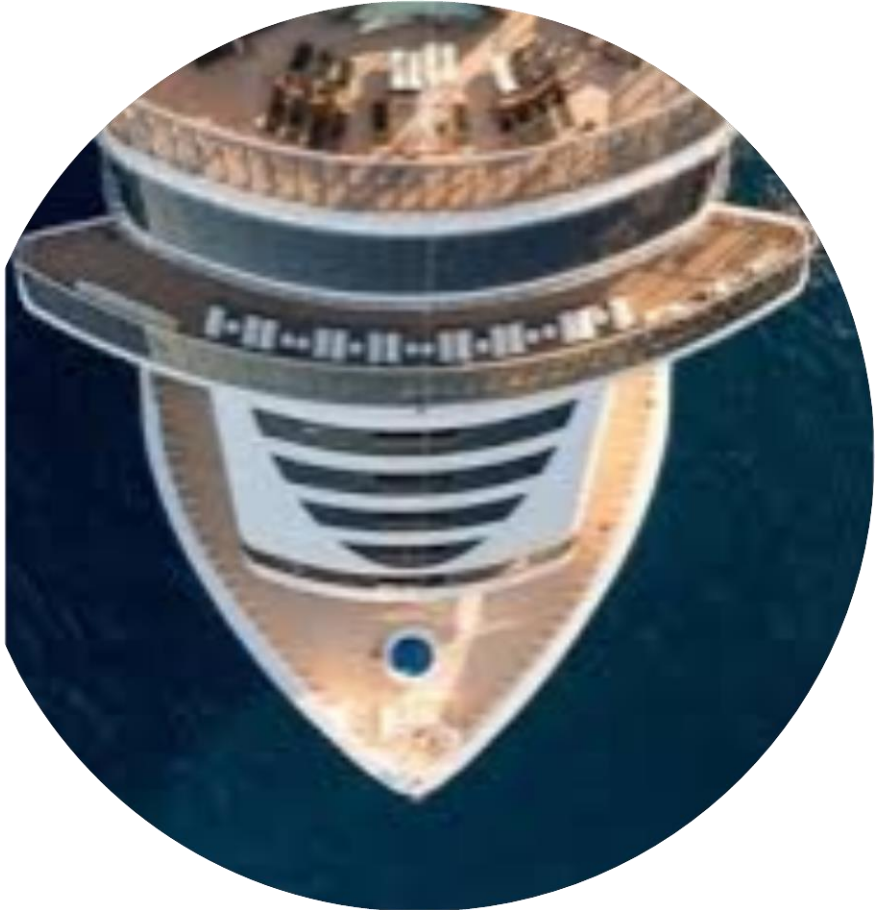
1st Joint Annual Conference, 16th-18th October 2018, Hotel Radisson Blu, Split.

Sustainable cruise development: Olympia Results

Eva Stefanidaki
University of the Aegean

Panel 2: Cruise Sector in the EUSAIR Area

EUSAIR cruise challenges



Destinations' capacity to manage the large volumes of cruise traffic

The challenges

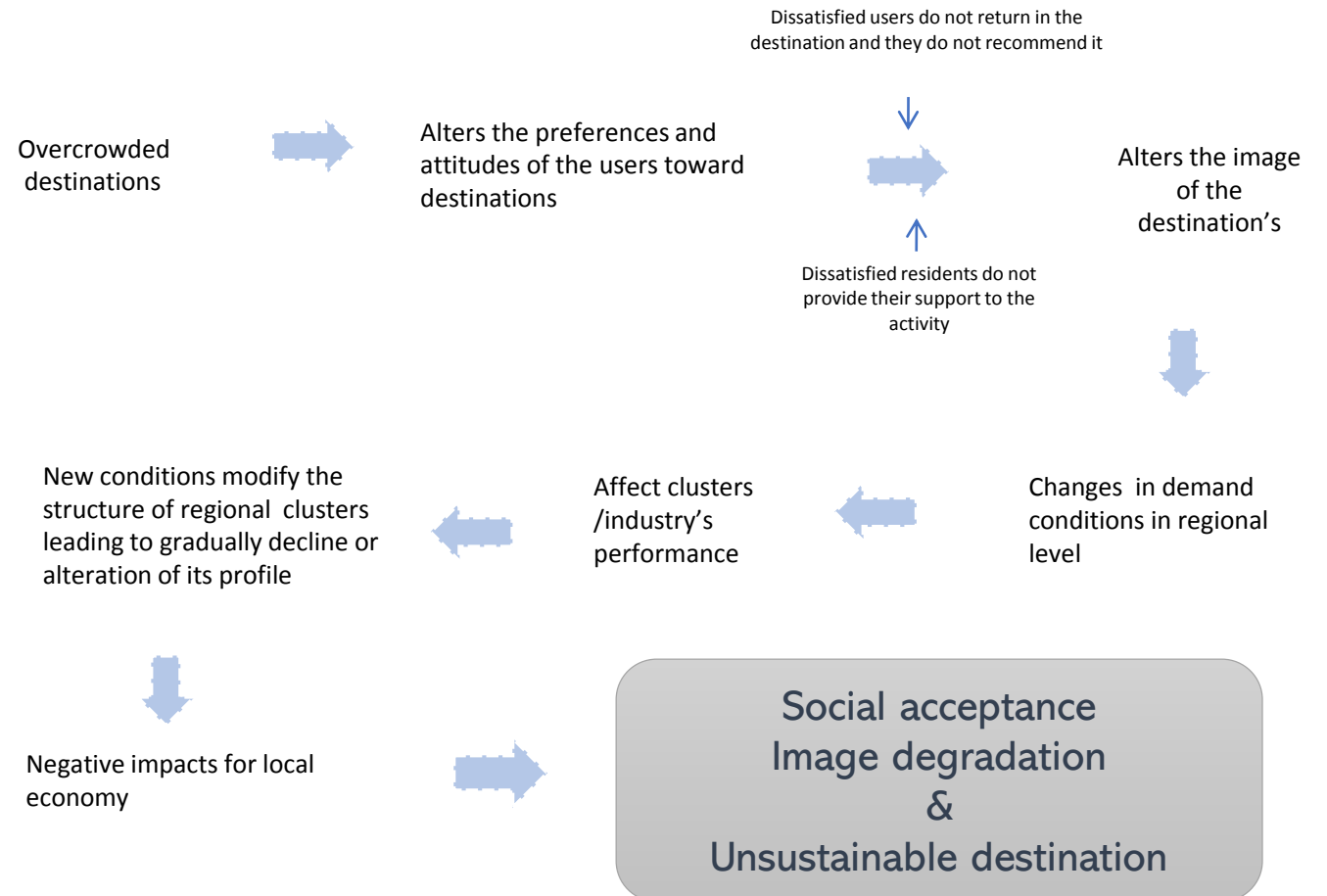
- Cruise ships gigantism trend
- Specific infrastructures – short & medium term
- Shared use with other economic activities & local communities

Stakeholders' solutions

- Infrastructural gaps' studies
- Regional planning collaboration
- Funding opportunities



Carrying Capacity of Cruise Destinations



From port development to destination management



MRT for cruise destinations (Monitor Reporting Tool)



Economic Indicators
Income from cruise tourism/ total regional income
Changes of the income from cruise activity
Employees in the cruise sector (permanent and seasonal)/ total employment
Spending per passenger
Changes of the public investments for cruise tourism

Social Indicators
Ratio of local residents to cruise passengers
Community restrictions to locals during cruise days
Criminal incidents with cruise passengers involved
Protection of archaeological places
Environmental organizations or citizens societies related to cruise matters

Environmental indicators
Constructions that alters natural or build environment
Waste per cruise passenger
Water consumption per cruise passenger
Energy consumption per cruise passenger/ total power consumption
NO _x / cruise ship or per cruise passenger
SO _x / cruise ship or per cruise passenger
Environmental violations per cruise ship
Protected area harmed by passengers' activities



Increase benefits for local communities

- Differentiation of local offer
- Small cruises
- Sustain-entrepreneurship



Seasonality



The challenges

- Cruise tourism intensifies the phenomenon of seasonality
- More severe in well established touristic destinations.

Stakeholders' solutions

- Differentiation
 - Collaboration with the market
- *Better knowledge of the market

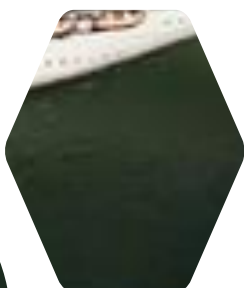
Need for a common brand

The challenges

- A common brand for the Adriatic-Ionian to better promote destinations' cultural identity.

Stakeholders' solutions

- Workshops and fora for the development of a specific brand
- Common promotional guidelines



**Thank you
for your
attention!**

