

The 'Odessa Chandelier': Black Sea Cruise Destination Management:

Papathanassis

Prof. Dr. Alexis



Cruise Management &

E-Tourism

Prof. Dr. Alexis Papathanassis

CruiseT Workshop - Bremerhaven – 17th of June 2014

Table of Contents

- ▶ Some Cruise Basics
 - Cruise Tourism Economy
 - Average Pax Spending Breakdown
 - Average Pax Expenditure in Ports
 - Destination Content Management vs. Promotional Advertising
- ▶ Cruise Destination Development
 - Tourism Cluster Theory
 - Cruise Destination Positioning (PORT-Folio Management)
- ▶ Role of Port Alliances
- ▶ Conclusion & Discussion

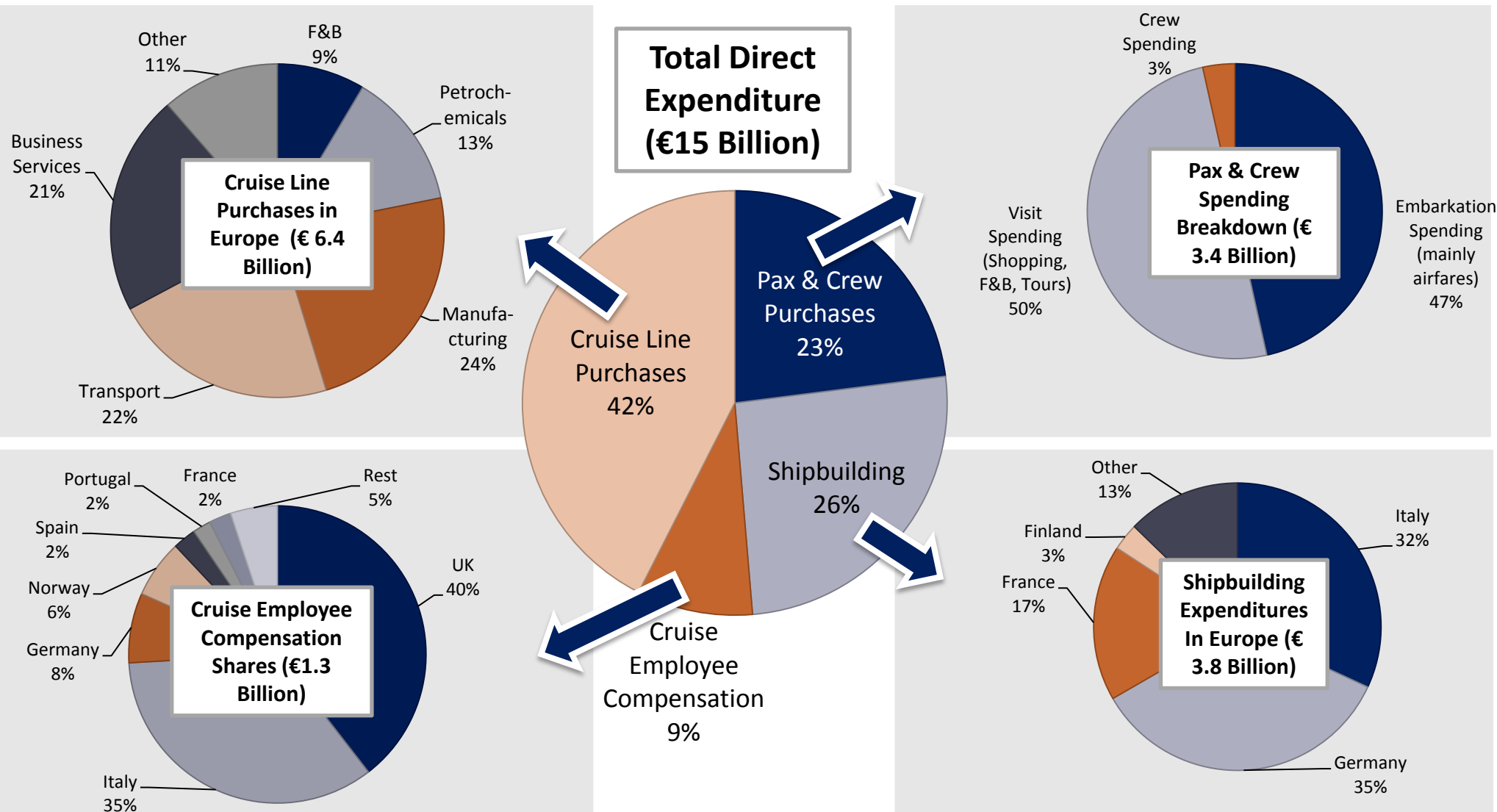
The background of the slide is a grayscale photograph of ocean waves. A dark blue horizontal band is positioned across the upper third of the image, serving as a backdrop for the title text.

SOME BASICS...

Cruise Tourism Economy & Market

The Cruise Economy 2012:

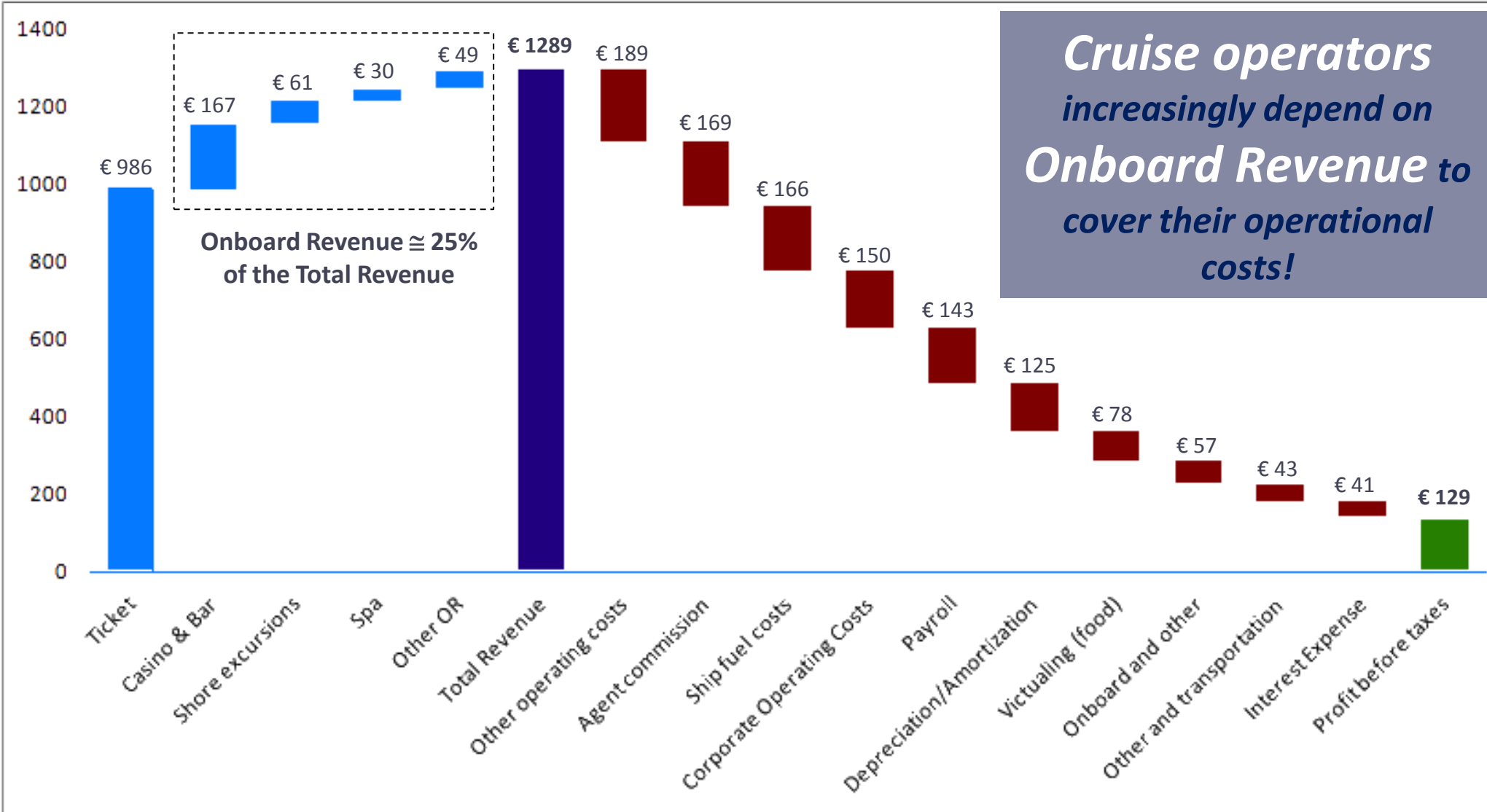
Direct Economic Impact of Cruise Tourism in Europe



Cruise **Income** is primarily
created by **production** at
the **source markets**; not
by consumption at the ports!

Average Cruiser 2013

Financial Breakdown*

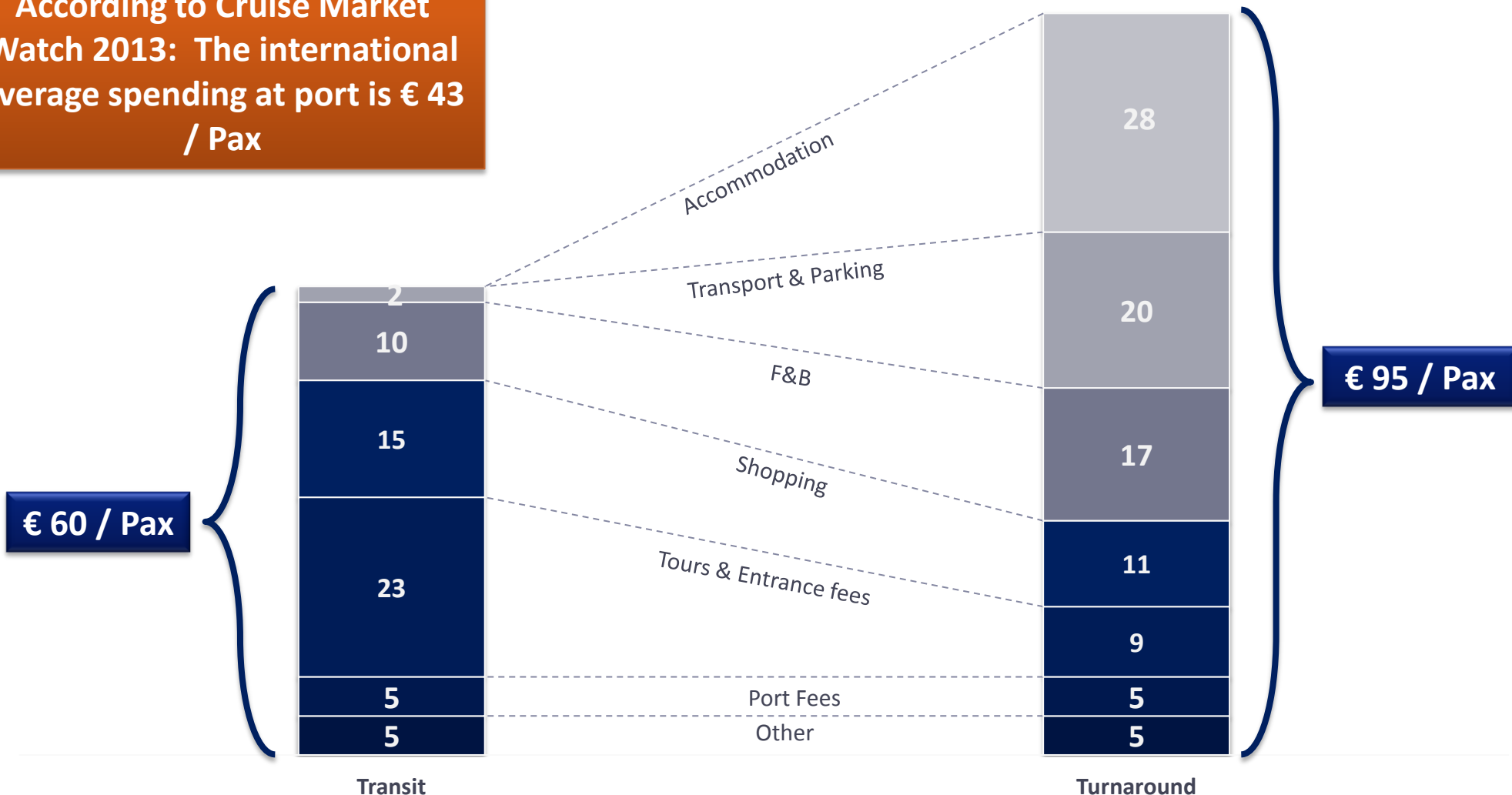


Competition on land monopoly at sea

Pax Spending on Ports*

Transit (Port of Call) vs. Turnaround (Arrival / Departure Port)

According to Cruise Market Watch 2013: The international average spending at port is € 43 / Pax

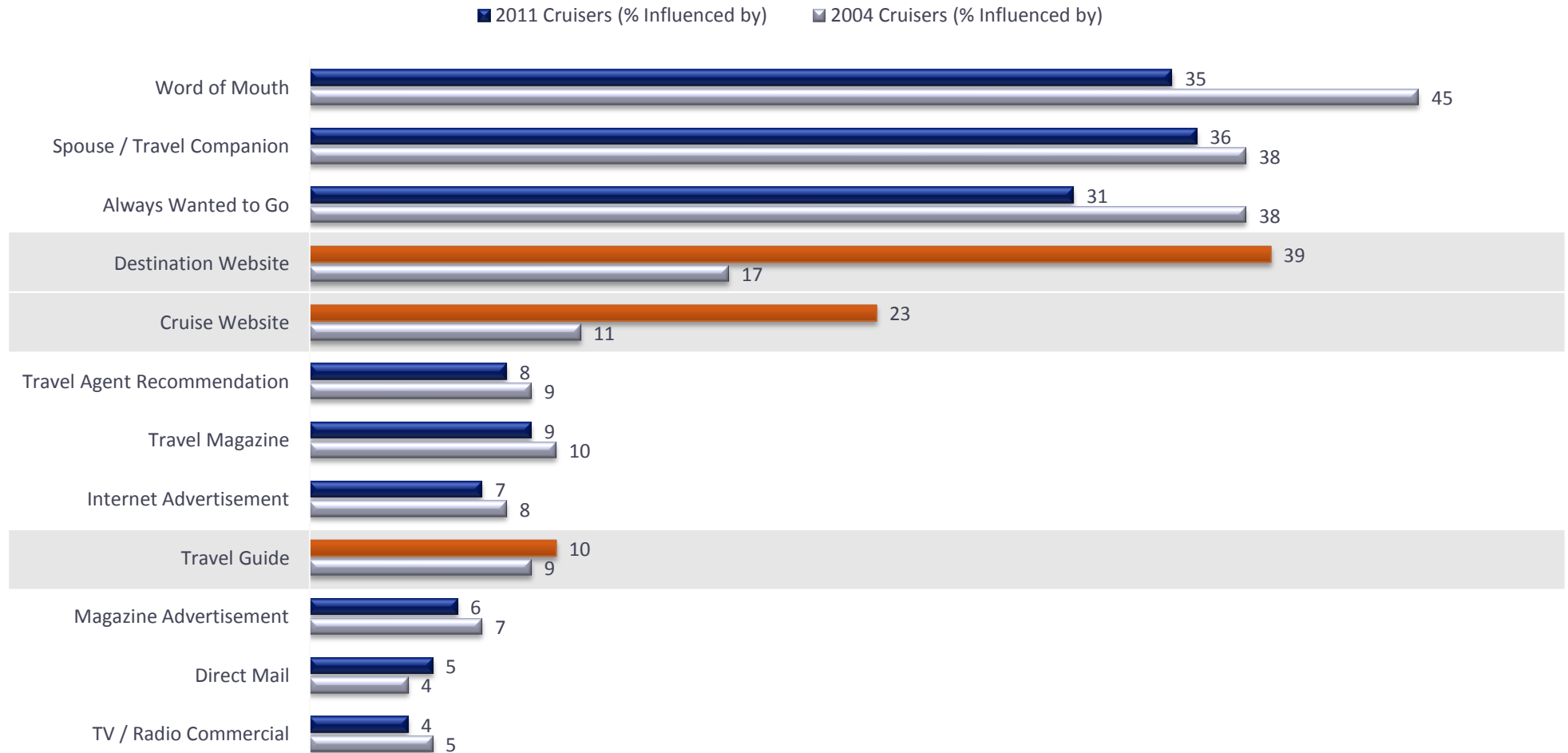


Can cruise-generated
income cover the
corresponding operation costs
of the host? How much
economic benefit leaks
outside the local community?

Online Cruise Content is Gaining Importance

From 'Cruise Promotion' to 'Guest Consulting'

Cruiser Decision Influences*



**Cruise-destination
marketing** is not a brochure
or a TV commercial... It is
effective **Content
Management and
Reputation**

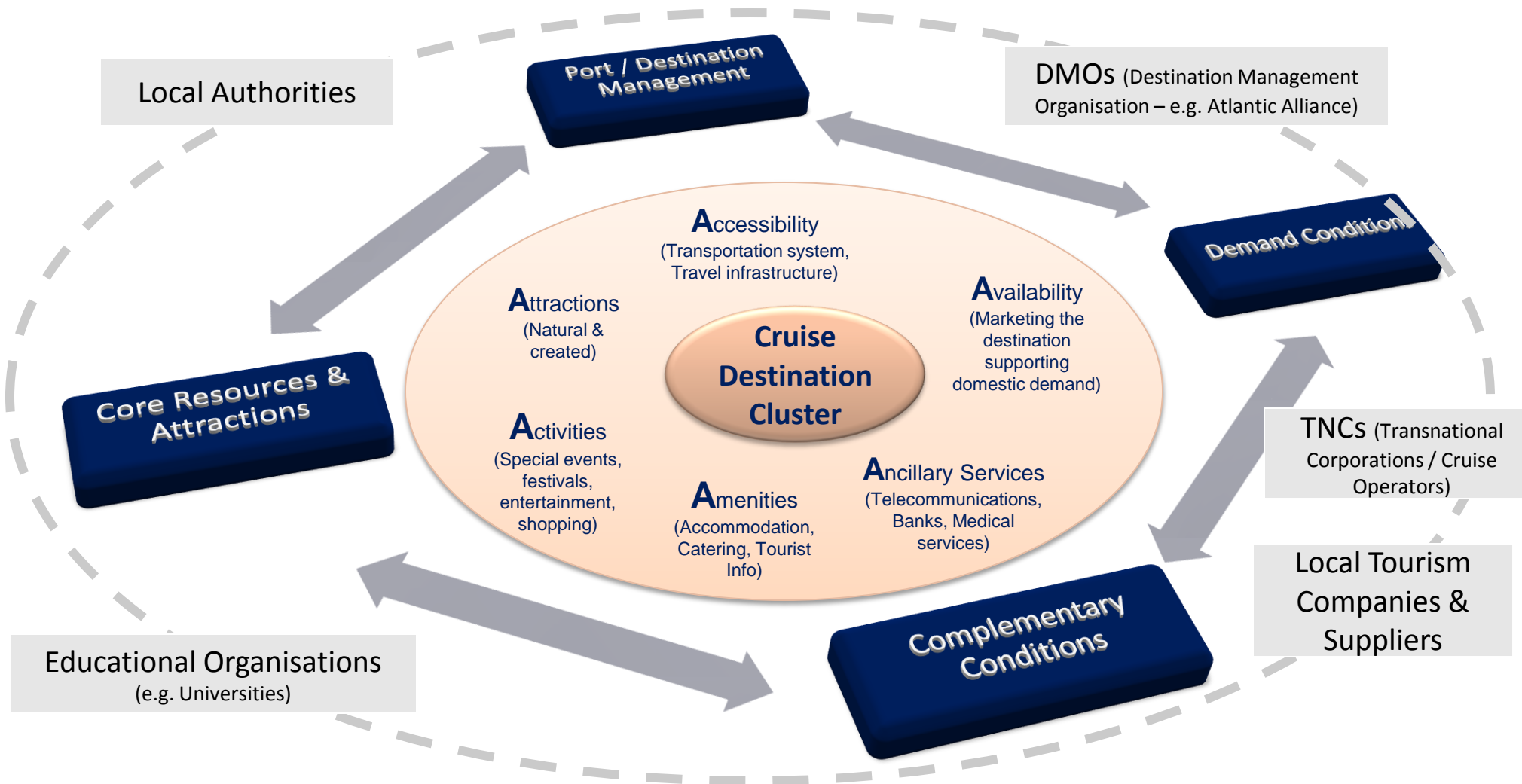
The background of the slide is a grayscale photograph of ocean waves. The waves are breaking, creating white foam and spray. The image is slightly blurred, giving it a sense of motion. A dark blue horizontal band is overlaid across the middle of the image, containing the main title and subtitle in white and dark blue text respectively.

UNDERSTANDING CRUISE DESTINATION DEVELOPMENT

Cluster Theory & PORTfolio Matrix

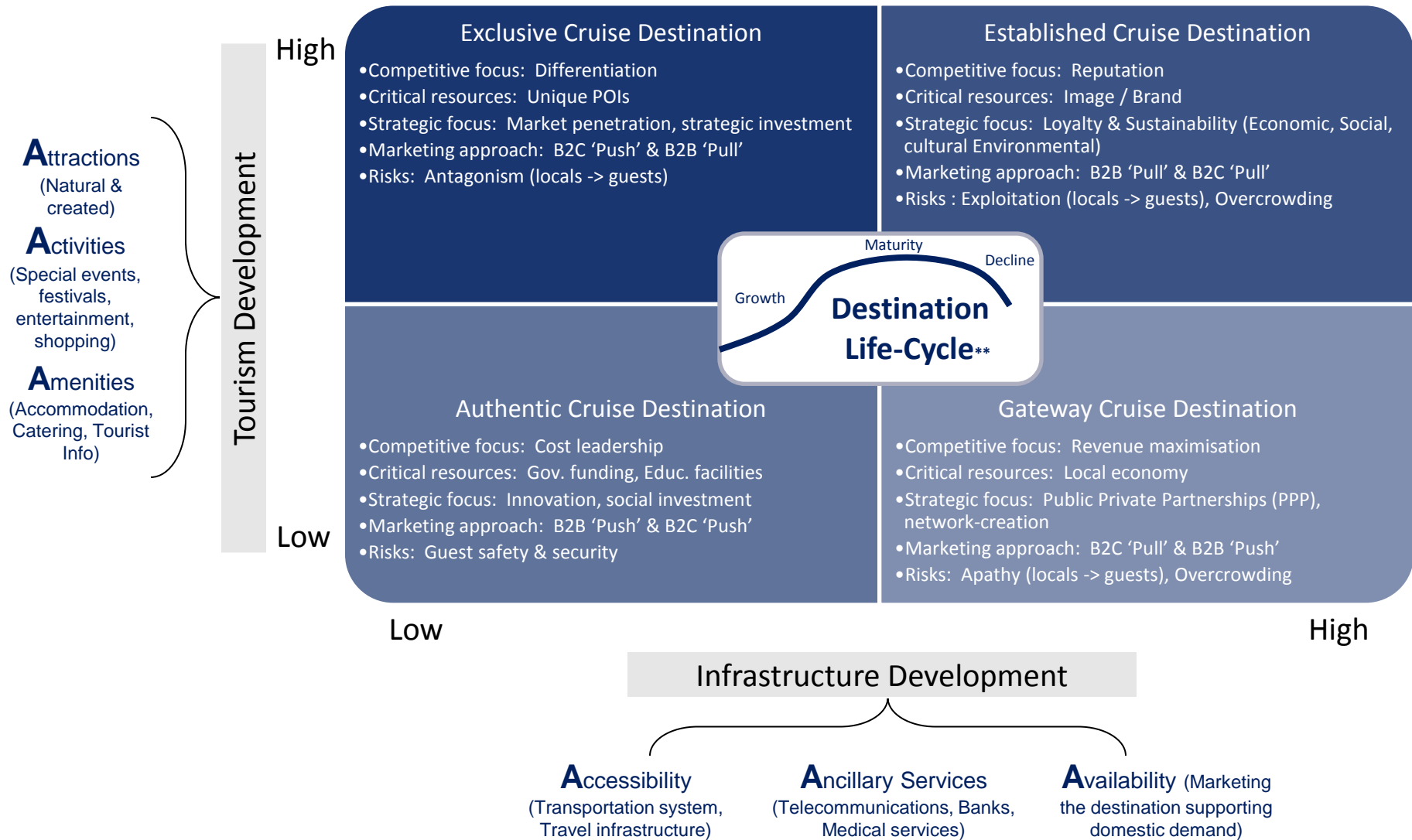
Developing Competitive Cruise Destinations

Cluster Theory & the 6As*



Cruise Destination Positioning and Development Strategy

*PORT-Folio Matrix**



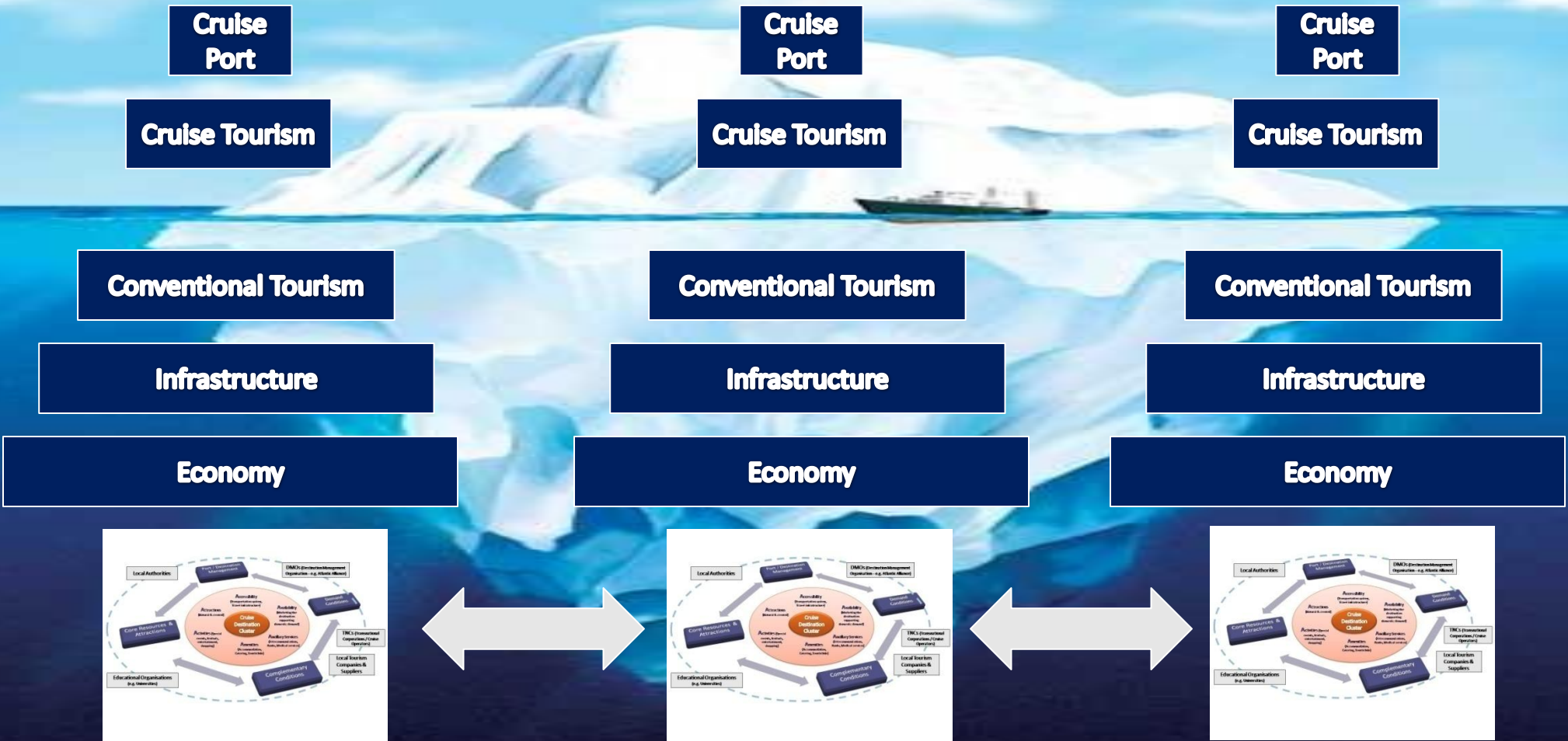


ROLE OF PORT ALLIANCES

Below the Tip of the Iceberg

Developing Regional Cruise Destinations

X-Clustering Challenge



Implications for Regional DMOs

Destination Awareness & Image Campaigns are the Tip of the Iceberg

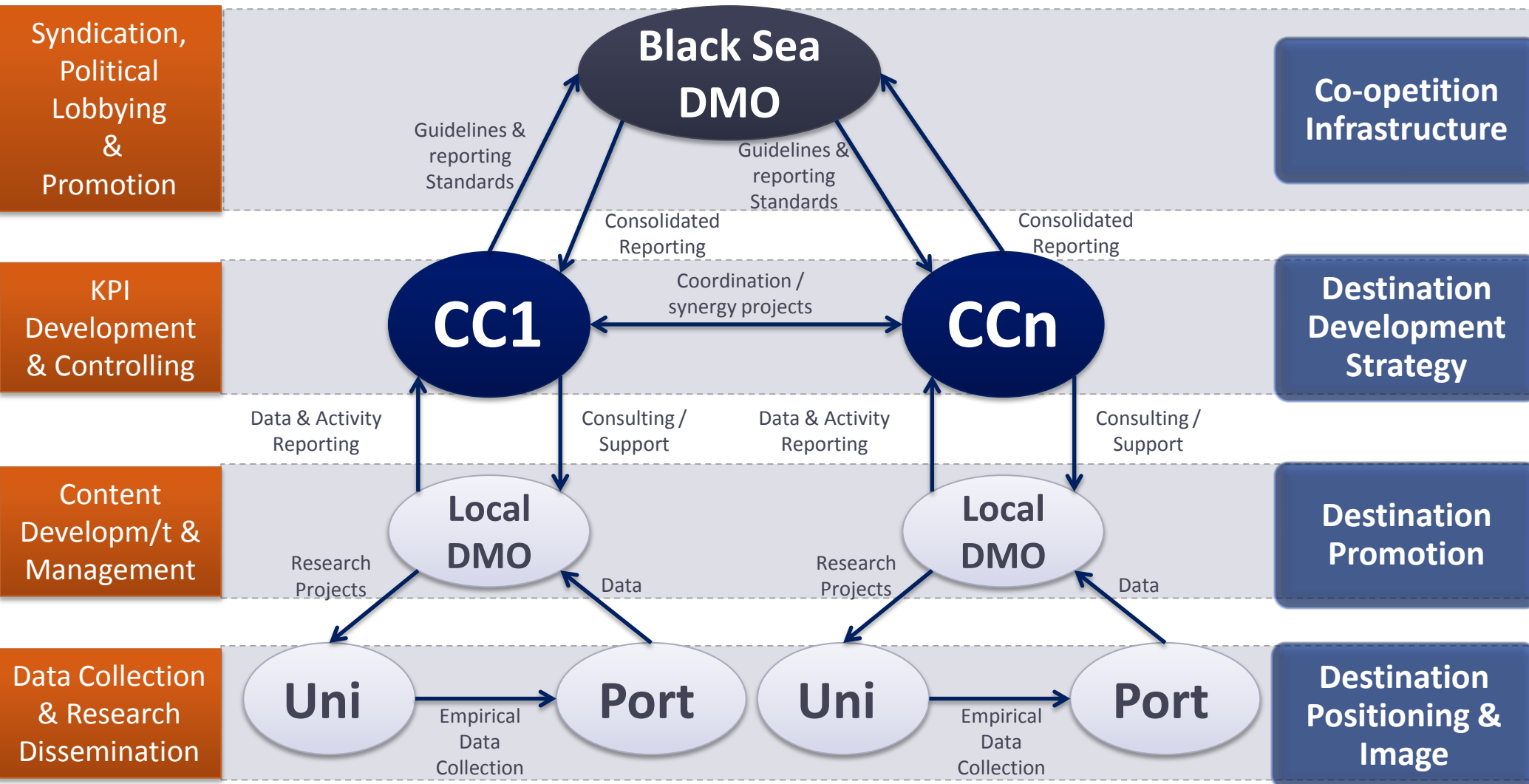


Cruise-port Alliances
traditionally focus on
promotion and forum
facilitation... But this is just
the tip of the Iceberg!

Towards an Regional Development Architecture... An Inspiration!!!



"The Odessa Chandelier": Proposed Architecture...



Thank You for your Attention



► Research Functions:

- Founder & Chairman of the **Cruise Research Society**
(<http://www.cruiseresearchsociety.com>)
- Co-Director of the **Institute for Maritime Tourism (IMT)**
(<http://www.imt.hs-bremerhaven.de/>)
- Editorial Board Member of the Journal of the European Journal of Tourism, Hospitality and Recreation (EJTHR) –
(<http://www.ejthr.com/>)
- Reviewer of the Tourism Management Journal
(<http://journals.elsevier.com/02615177/tourism-management/>)

► Administrative Functions:

- Dean of Studies – Faculty of Business & Economics
- Chairman of the CIM Examinations Committee
- Member of the CIM Study Affairs Committee