

Farming Icebergs

Cruise Destination Marketing in the Northern Atlantic

Papathanassis

Prof. Dr. Alexis



Cruise Management &

E-Tourism

Prof. Dr. Alexis Papathanassis

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The background of the slide is a grayscale photograph of ocean waves. The waves are breaking, creating white foam and spray. The sky is overcast with soft, diffused light. The overall tone is serene but dynamic.

CRUISE DESTINATION DEVELOPMENT

Tomatoes or Asparagus?

Should we farm tomatoes or asparagus?



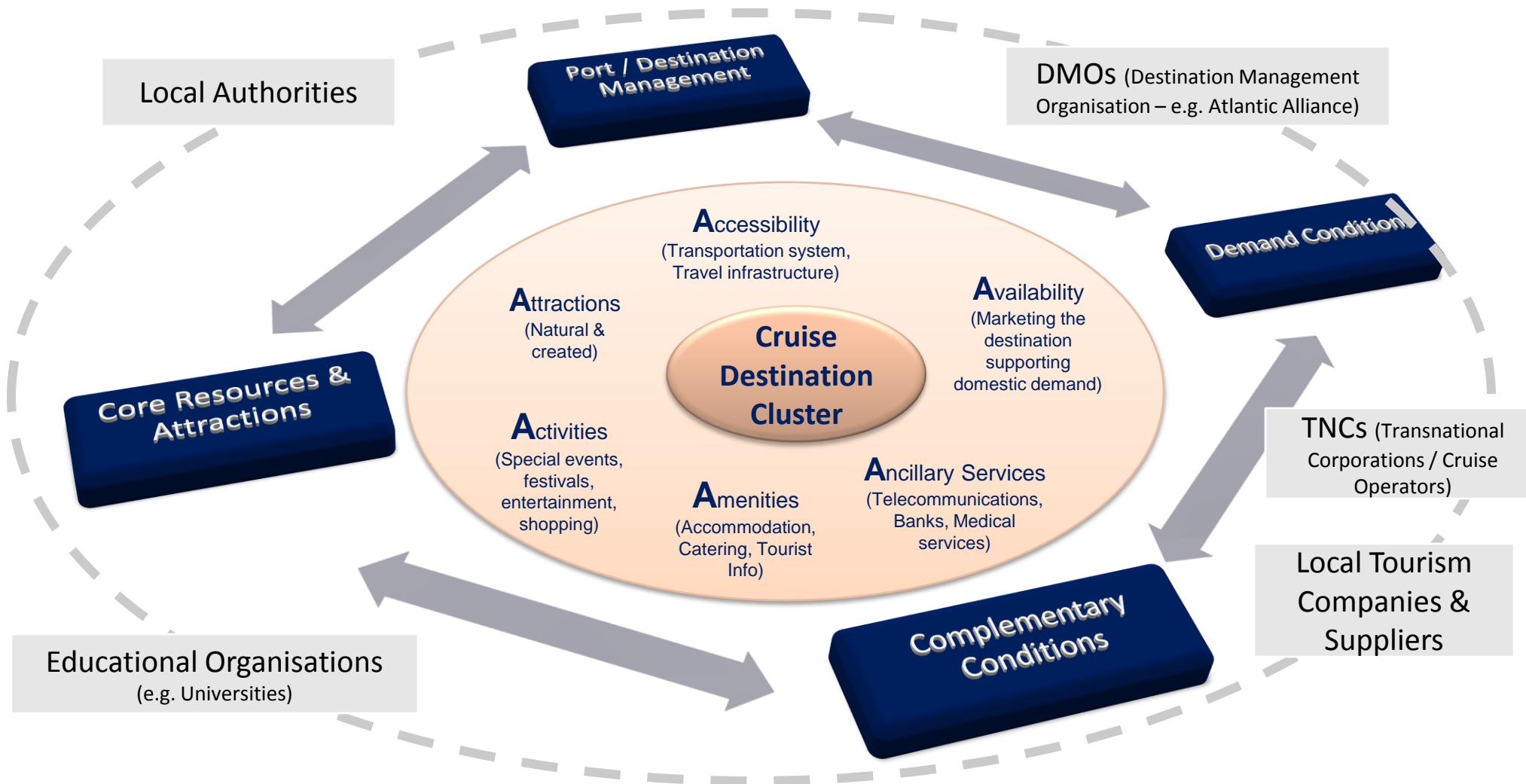
- ARE:
 - Seasonally consumed
 - An acquired taste
 - Form the main input for selected dishes
- AND:
 - Their roots exude a chemical that kills many of the nematodes that either feed of tomato roots or carry diseases to the plant



- ARE :
 - Consumed more extensively
 - Form an input for a variety of dishes
- AND
 - They repel the asparagus beetle

Developing Competitive Cruise Destinations

*Cluster Theory & the 6As**



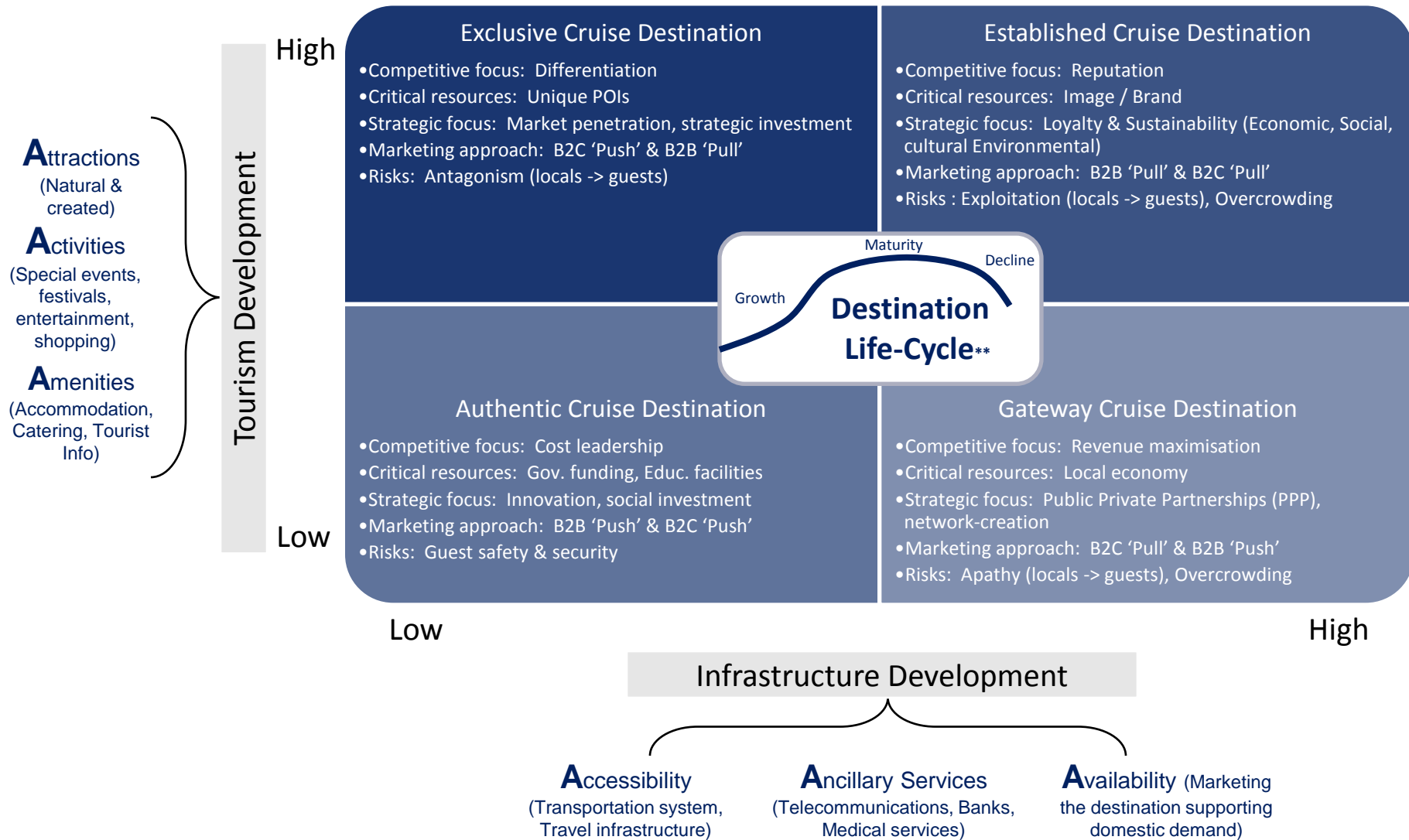
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ROLE OF REGIONAL DMOS

No mono-cultures... and in every case organic!

Cruise Destination Positioning and Development Strategy

*PORT-Folio Matrix**



Implications for Regional DMOs

Destination Awareness & Image Campaigns are the Tip of the Iceberg





IN A NUTSHELL...

Summary & Key Points

A destination is not a product... It is a complex value-chain / socio-economical system

- Interplay of environmental, social, economical and infrastructural factors
- Multiple stakeholders with various interests – coordination challenge

Cruise tourism requires 'tourism' and 'tourism' can benefit from Cruising

- Seasonality and concentration in cruise tourism (and tourism in general)

A cruise itinerary requires different types of cruise destinations

- Strategic positioning
- Balanced PORT-folio
- Co-opetition

A regional cruise DMO is more than a PR agency

- Cooperation architecture
- Network management imperative

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

APPENDIX

- *Regional Capacity Control Through De-marketing*
- *References*

Capacity Control through De-Marketing*

- ▶ De-marketing is **the discouragement of certain market segments from visiting the destination during certain periods**, through a range of prohibitive measures or by charging premium prices.
 - Examples include:
 - *“Theme-ing”*:
 - Theme Parks: Using leading story / attraction to divert people from congested attractions to less busy ones
 - *“Infrastructure constraints”*
 - Cambridge: Aims at attracting overnight stays only by controlling parking processes & facilities
 - Mauritius: Aiming at providing high-quality resort accommodation, does not allow charter flights - promoting high expenditure tourism
 - *“Pricing”*
 - Venice: Premium for all services offered + negative advertisement to reduce mass-tourism

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