

„The \$2 Million Shark“ Effect: Re-telling the Cruise Story and Restoring the Sector's Image

(Cuxhavener Kreuzfahrtforum, 16. Jun 2022)

Tourism is a 'Value-Multiplier':

It adds Value to Marine Resources by Story-telling!



For the island nation of Palau, **sharks are worth much more alive than dead**. A study by the Australian Institute of Marine Science (AIMS) has found that **one reef shark during its full life is worth \$1.9 million to Palau in tourism revenue**. Sold for consumption the shark is worth around \$108. In this case a shark is worth a stunning **17,000 times** more alive than dead.



“**Storytelling** in the **tourism** industry is, however, **more than marketing** a company or a brand. As an **experience-based industry**, tourists are **not simply purchasing a product or service** as they are seeking novel experiences and hedonic benefits”*

* Mei, X. Y., Hågensen, A.-M. S., & Kristiansen, H. S. (2020). Storytelling through experiencescape: Creating unique stories and extraordinary experiences in farm tourism. *Tourism and Hospitality Research*, 20(1), 93–104.
<https://doi.org/10.1177/1467358418813410>

The 'Cruise Storyboard': From 'Hero to Zero'...



Cruise Ships Dump 1 Billion Litres Of Sewage Into BC Waters Every Year Causing Dead Zones

Experts include softboiling sea creatures, aquatic life dead zones, and more

Crime wave: Gang rape among hidden cruise horrors

12 Aug, 2018 7:03am 1 minute to read

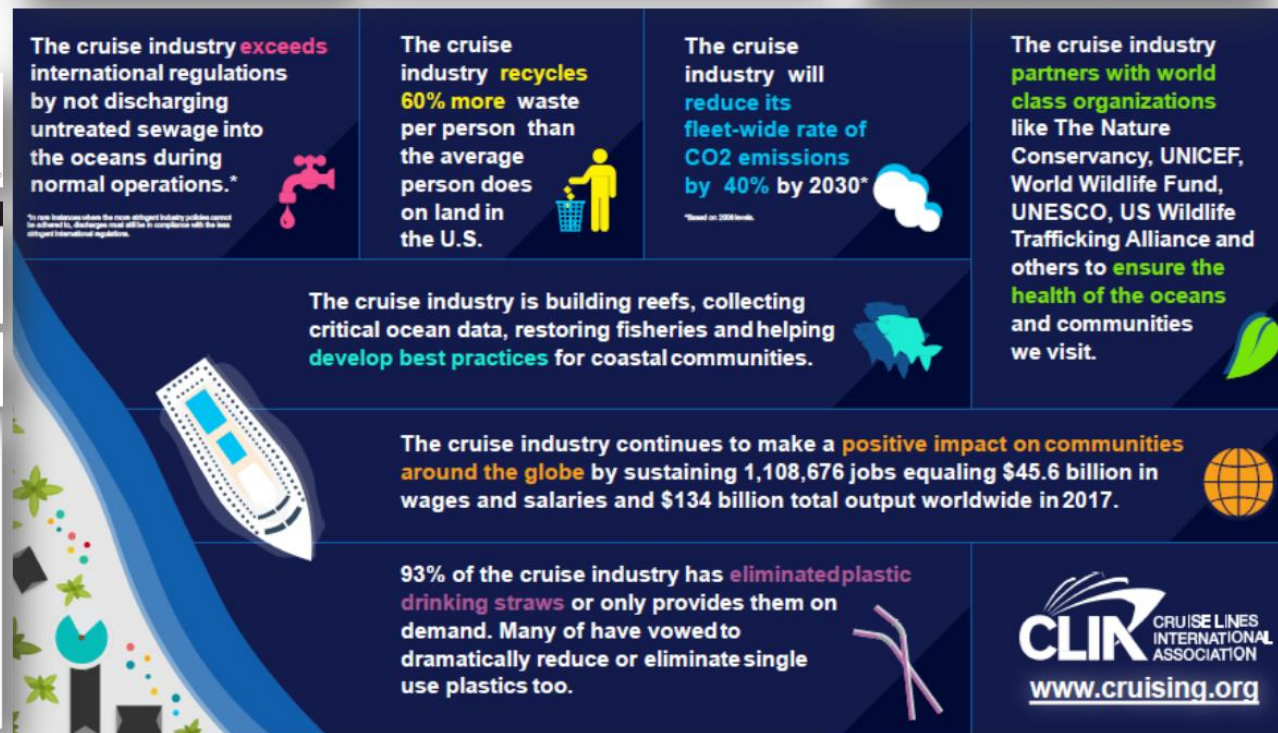
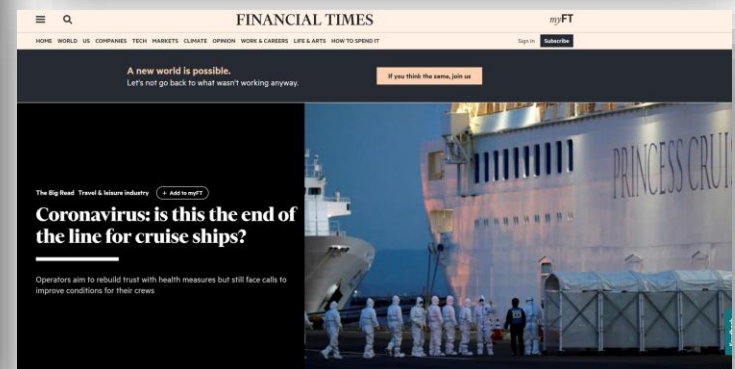
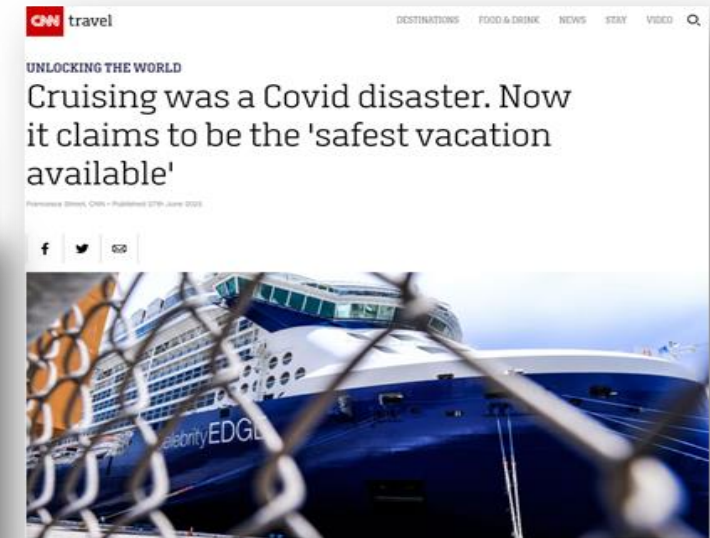
Call For Caribbean Destinations To Unite Against 'Predatory' Cruise Lines

Cruise ship passengers spending less than first reported

A new study finds each spends under \$62 in Maine, down from a previous estimate of \$110.



WWW.LAHS.DE



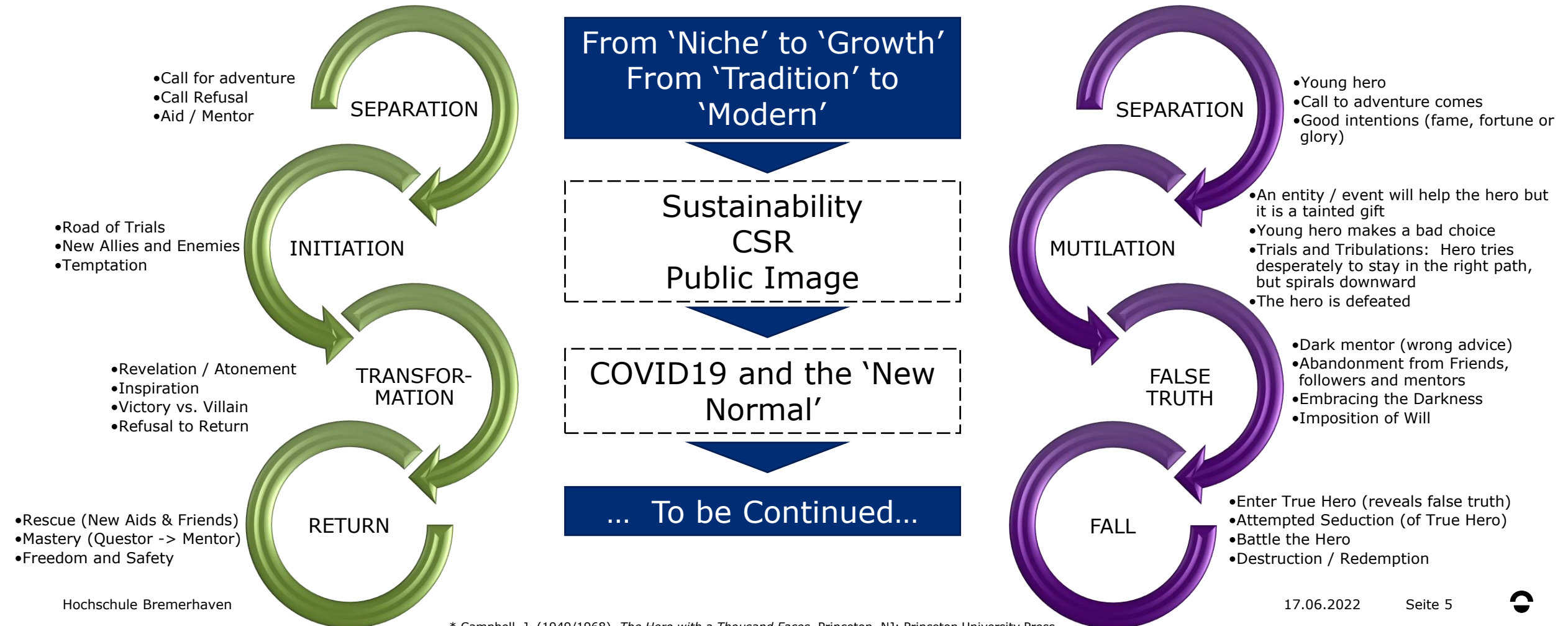
Joseph Campbell's 'Monomyth' (1968) – The Story of Storytelling

Is the Cruise Industry the Hero or the Villain?

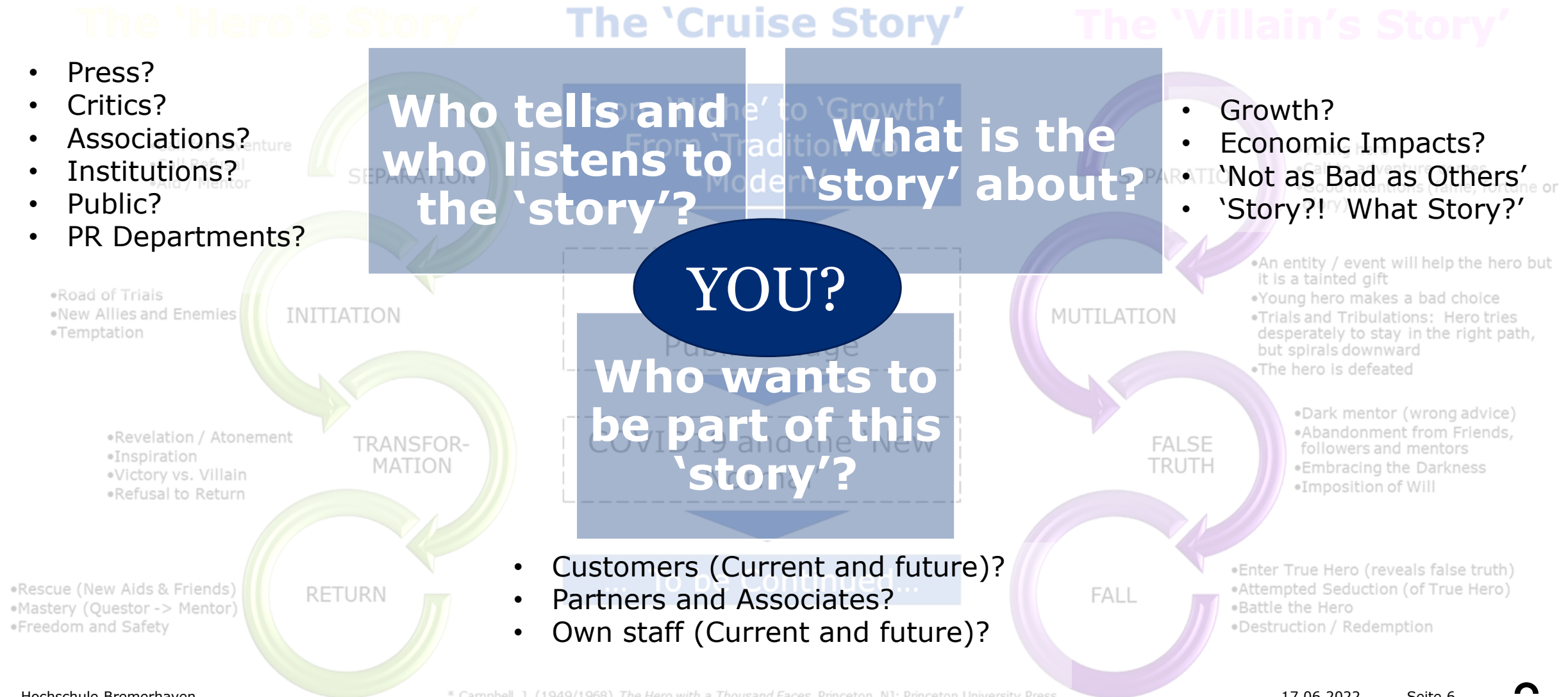
The 'Hero's Story'

The 'Cruise Story'

The 'Villain's Story'



What was the 'Story' Cruise Tourism told before... and during the Pandemic?





VILLAINS
LIKE ~~THE TIDES~~,
WE WILL ~~RETURN~~
FALL...

... EVEN THOUGH WE
ARE NOT THAT BAD AND
OTHERS ARE WORSE!



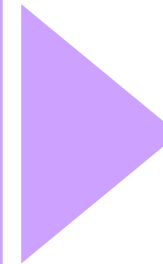
#WeAreCruiseAndOK

A 'Tale of Hedonism': "Tell me how you travel and I will tell you who you are"

Modern (Cruise) Tourists distance themselves from Consumerism!

Bujarski, L. (n.d.). *The Supertraveler Manifesto*. Retrieved 10 June 2022, from <http://www.skift.com/supertraveler-manifesto>

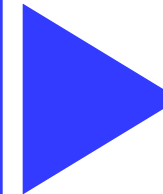
- Maxims of the Supertraveller Mindset:
 - "We want genuine brands that actually care about us and the communities that they impact."
 - "We want to come back to our ordinary worlds feeling transformed and inspired."
 - "We want the human element back in an otherwise commoditized and impersonal experience."



"The Hero's Journey":
Story-Telling of a
Transformational
Experience

Robledo, M. A., & Batle, J. (2017). Transformational tourism as a hero's journey. *Current Issues in Tourism*, 20(16), 1736–1748. <https://doi.org/10.1080/13683500.2015.1054270>

- "The full potential of tourism lies in providing experiences that transform and give meaning to the lives of the people." (p.146)
- "Reviews of marketing material would help analyse how the industry markets its products in terms of their transformative power." (p.146)



Transformational
experiences give
meaning to the lives of
people

Cave, J., & Dredge, D. (2020). Regenerative tourism needs diverse economic practices. *Tourism Geographies*, 22(3), 503–513. <https://doi.org/10.1080/14616688.2020.1768434>

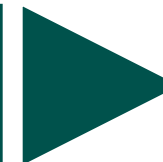
- "Rising concerns about climate change, overtourism, declining employment and labour conditions and resource degradation have all highlighted the inadequacy of the current capitalist system in addressing the failures of mass tourism. Now, under COVID-19, there are calls for tourism to move beyond 'business as usual' and to find a pathway to regenerative tourism." (p. 504)



"New Sustainability" is
more than
Conservation... It is
also Regeneration!

Bellato, L., Frantzeskaki, N., & Nygaard, C. A. (2022). Regenerative tourism: A conceptual framework leveraging theory and practice. *Tourism Geographies*, 1–21. <https://doi.org/10.1080/14616688.2022.2044376>

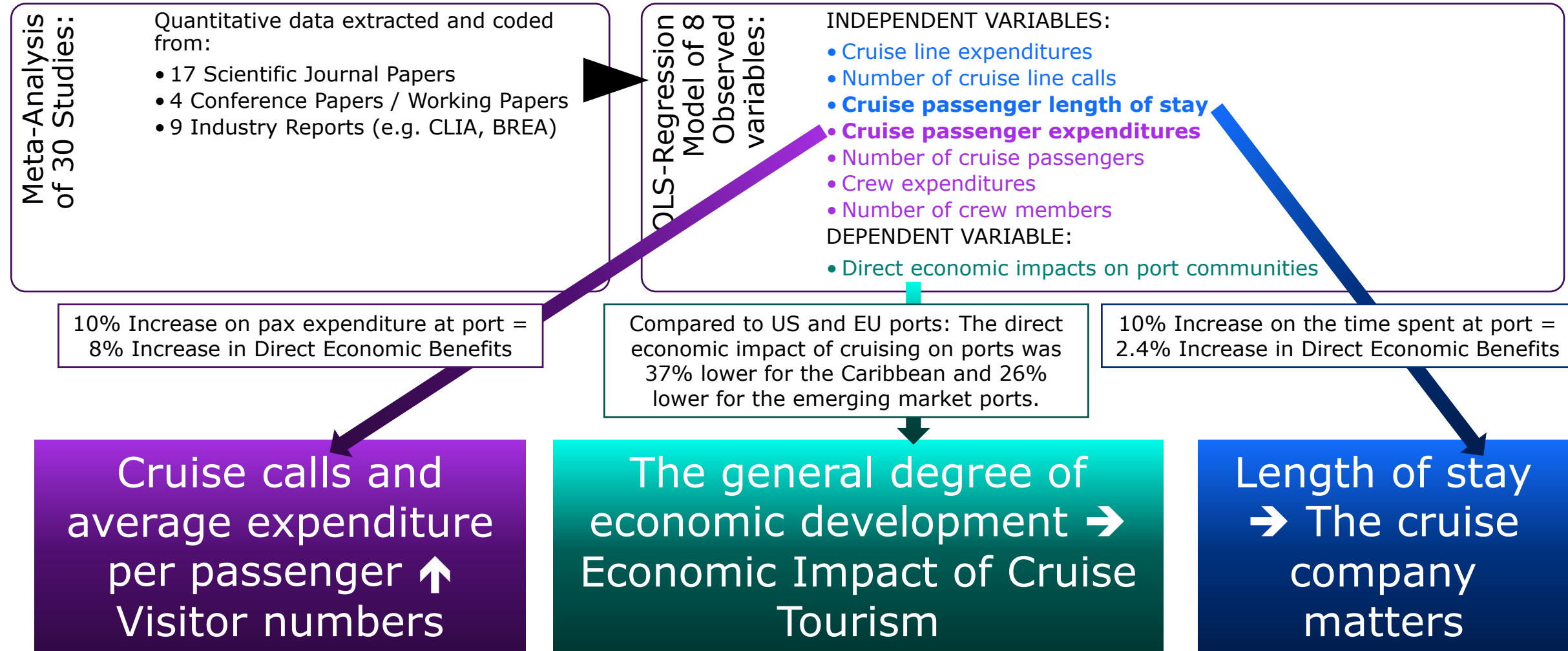
- "Regenerative tourism focuses its interventions on building the capacity of whole systems for regeneration, rather than managing social-ecological impacts whilst ultimately pursuing infinite economic growth." (p.10)



Adding socio-ecological
value locally!



A 'Tale of Overtourism and the plight of the Global South': A Meta Analysis of the Economic Impact of Cruises on Destinations



A 'Tale of Work Un-Ethic': "Working for a making living vs. Work as life in the making!"

Attracting Young Talents and 'Falling out of Love with Tourism'

CURRENT ISSUES IN TOURISM
2021, VOL. 24, NO. 14, 2028–2043
<https://doi.org/10.1080/13683500.2020.1816930>

 **Routledge**
Taylor & Francis Group



Cruise tourism 'brain drain': exploring the role of personality traits, educational experience and career choice attributes

Alexis Papathanassis 

Tourism and Cruise Management, Bremerhaven University of Applied Sciences, Bremerhaven, Germany

ABSTRACT

While tourism in general, and cruise tourism in particular, have been steadily growing over the last years, industry bodies and associations have reported and warned against the first signs of labour shortages. Indeed, a relatively high proportion of tourism and hospitality students opt out of the tourism sector within the first years after graduation. The research presented in this paper aims at exploring the factors affecting the career choices of cruise-tourism students ($N = 167$) and comparing the findings with those of the wider research in the tourism and hospitality domain. Our findings underline the role of the cruise sector's reputation, as well as its perceived growth as central for attracting 'young talents'. Entry-level employment conditions play a secondary role and personality profiles do not appear to influence the students' intention to pursue a career in the cruise sector. Research implications and practical recommendations (also considering the post-COVID19 implications) are drawn.

ARTICLE HISTORY

Received 24 June 2020
Accepted 26 August 2020

KEYWORDS

Career choice; corporate social responsibility; cruise tourism; HEXACO personality dimensions; hospitality education; study satisfaction

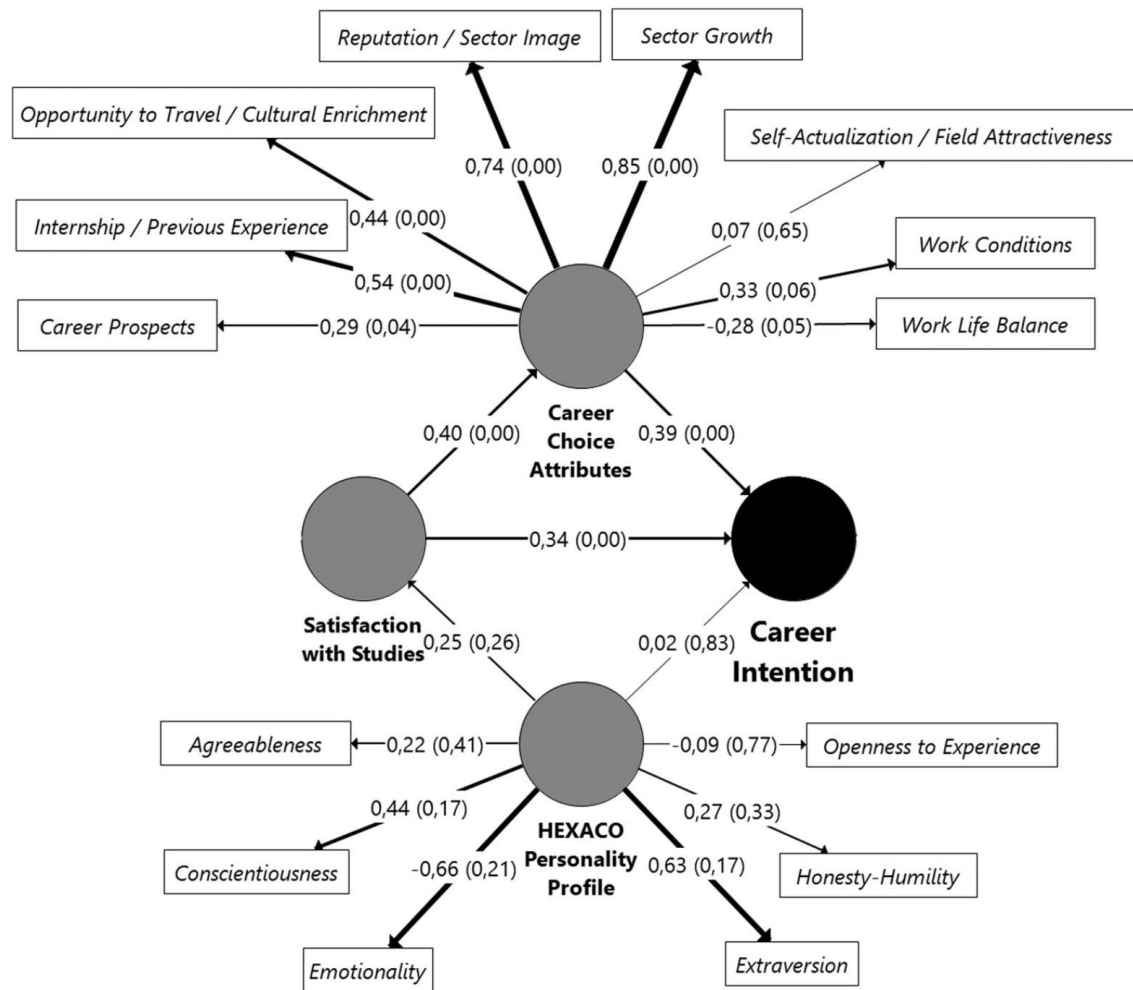
The Problem:

“In fact, there are already signs that the industry is facing (skilled und semi-skilled) labour shortages... A study of 160 cruise tourism degree alumni (graduating between 2003 and 2010) conducted in 2015 (Milde & Gebhardt, 2015), revealed that **while 71.3% were satisfied with their degree choice, only 19.1% were working in the cruise-sector and only 15.9% in other tourism-areas** “



Career Choice Attributes and Career Intention:

"Being paid to travel the world and getting stripes along the way" Story is insufficient!



"Coming to the rest, non-personality-related factors, our findings do not support the career expectation stereotypes of the younger hospitality-student generation. **Rather than focusing their decision on short term employment-focused aspects** such as: 'work conditions', 'work-life balance' and 'career-prospects', **they place particular emphasis on longer-term and somewhat idealistic considerations.** 'reputation / sector image', 'sector growth' and 'opportunity to travel / cultural enrichment' emerged as the most important aspects predicting an intention to pursue a career in cruise tourism. This has considerable implications for the cruise sector, as the sector's current recruitment narrative may prove insufficient to compensate for the negative publicity regarding sustainability and corporate social responsibility: **'Being paid to travel the world and getting stripes along the way' may not be enough to attract – not mentioning retain – young talents in the near future.**" (p.2038-2039)



The 'Hero C.A.L.L.':

From 'COVID Ground Zero' to 'Cruise Hero'

“So, let's assume that you are great at what you do. The next step to being perceived as a hero is to have the desire to help people with your success.”*

“We **C**are!”

- 'New Sustainability' Value (Beyond Conservation)
- 'Sharing (Success) is Caring': Guests, staff, partners and wider community
- 'Shed past guilt' (3R): Regret, React, Re-assure

“We **A**ct!”

- Locally (Community-Level)
- Proactively (Pre-condition to 'Care')
- Socio-ecological value (beyond Emission-reduction)

“We **L**everage”

- Concrete actions in the – near – present
- Volunteering (vs. Entertaining)
- Sponsoring (vs. Donating)
- Personnel Development (vs. Recruiting)

“We **L**earn!”

- “Gratis Consultants”: Embrace and learn from critics
- “Public Relations”: Let the 'public' define your 'relations' (Transparency / Openness / Genuine Communication)





HEROES
LIKE ~~THE TIDES~~,
WE WILL RETURN
TO OUR CUSTOMERS,
PARTNERS AND CREWS,
MAKING THE WORLD A
BETTER PLACE!



#WeAreCruiseAndMore



Prof. Dr. Dr. Alexis Papathanassis
Hochschule Bremerhaven
T +49 471 4823-100
M +49 173 6132-565
W www.hs-bremerhaven.de
E apapathanassis@hs-bremerhaven.de

Hochschule
Bremerhaven

Thank you for your attention

