

Hochschule
Bremerhaven

Prof.Dr.Dr.hc Alexis Papathanassis

Coastal Tourism' and the 'Vivarium Effect': Governance and Policy Implications

(Guest Lecture – World Maritime University, Malmö, Sweden, 5 June 2026)

EU Blue Economy and the Role of Tourism

5.2% of the Global GDP and approx. 50% of Global Tourism



Blue Tourism

Largest value-adding blue economy sector

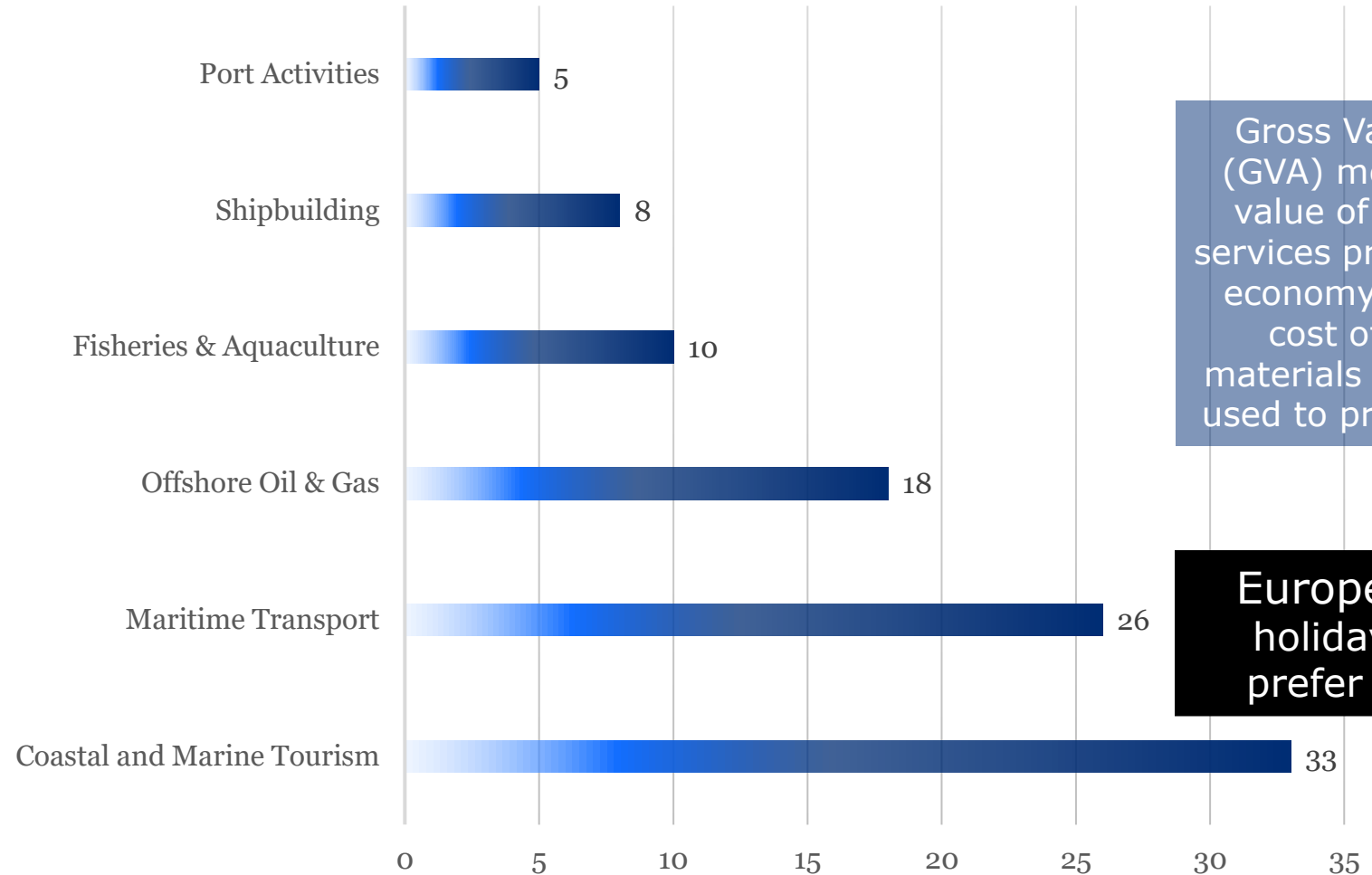
53%

of EU blue economy employment in coastal tourism

33%

of EU blue economy GVA from coastal tourism (2022)

EU BLUE ECONOMY SECTORS – SHARE OF GVA (2022)



Gross Value Added (GVA) measures the value of goods and services produced in an economy, minus the cost of the raw materials and supplies used to produce them.

Europe: 63% of holiday makers prefer the coast



Blue Tourism Defined...

Coastal Tourism (Land-based & Nearshore)

- ✓ Swimming, surfing, snorkelling
- ✓ Sunbathing, beach recreation
- ✓ Coastal hiking, birdwatching
- ✓ Maritime museums, heritage visits
- ✓ Mangrove walks, kayaking

Marine Tourism (Sea-based)

- ✓ Cruising, yachting, boating
- ✓ Recreational fishing, sailing
- ✓ Marine mammal watching
- ✓ Live-aboard dive trips
- ✓ Nautical sports, regattas

Supporting Infrastructure

Coastal accommodation
(hotels, resorts,
camping)

F&B services,
equipment rental,
guided excursions

Maritime
transport (ferries,
cruise terminals)



Beach Hotels & Resorts Constitute 20% of global hotel capacity

(UNWTO & Blue Tourism Initiative, 2024)



Cruise Tourism >30 million passengers globally reflecting 35.9% of all coastal/maritime tourism revenue

(Deely et al., 2022)

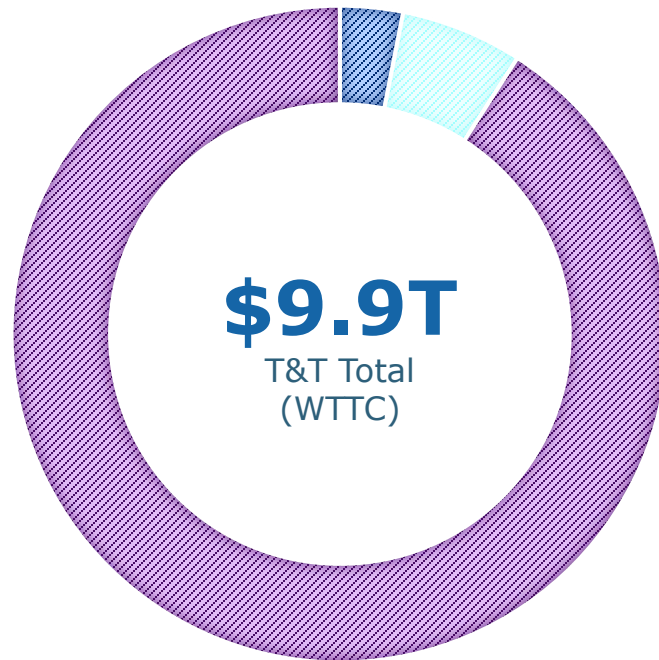
- Deely, J., Hynes, S., & Cawley, M. (2022). Overseas visitor demand for marine and coastal tourism in Ireland. *Marine Policy*, 142, 105102. <https://doi.org/10.1016/j.marpol.2022.105176>
- European Commission. (2025). EU blue economy report 2025. <https://op.europa.eu/webpub/mare/eu-blue-economy-report-2025/index.html>
- UNWTO & Blue Tourism Initiative. (2024). Mapping the impact of blue tourism in the Mediterranean. https://bluetourisminitiative.org/wp-content/uploads/2024/09/Mapping-the-Impact-of-Blue-Tourism-in-the-Mediterranean_HD.pdf
- OECD. (2025). The ocean economy to 2050. https://www.oecd.org/en/publications/the-ocean-economy-to-2050_a9096fb1-en.html



Travel and Tourism within the Global Economy

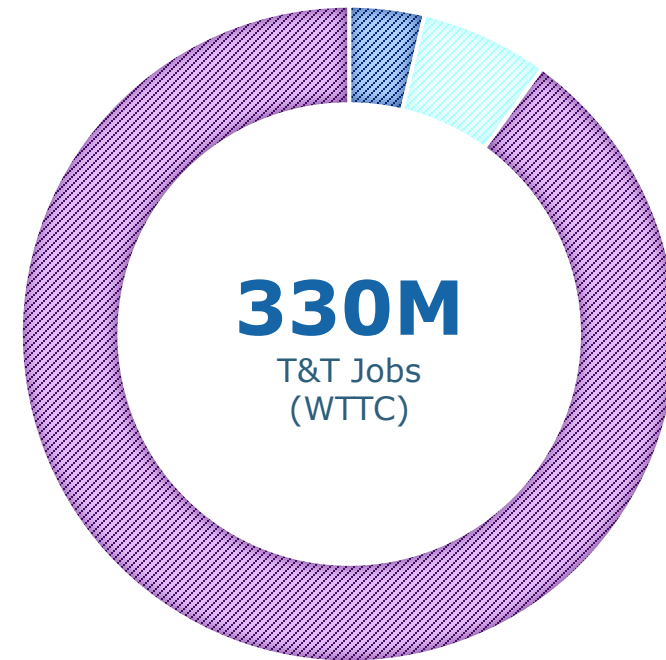
GDP Contribution

- T&T Direct (~3.1%)
- T&T Indirect & Induced (~6.0%)
- Rest of Global Economy (90.9%)



Employment Contribution

- T&T Direct Jobs (~3.7%)
- T&T Indirect & Induced (~6.3%)
- Rest of Global Workforce (~90%)



\$9.9T T&T total GDP
(WTTC, 2023)

9.1% of global GDP
(total, WTTC)

\$3.3T T&T direct GDP
(UNWTO, 2023)

3.1% direct GDP share
(UNWTO)

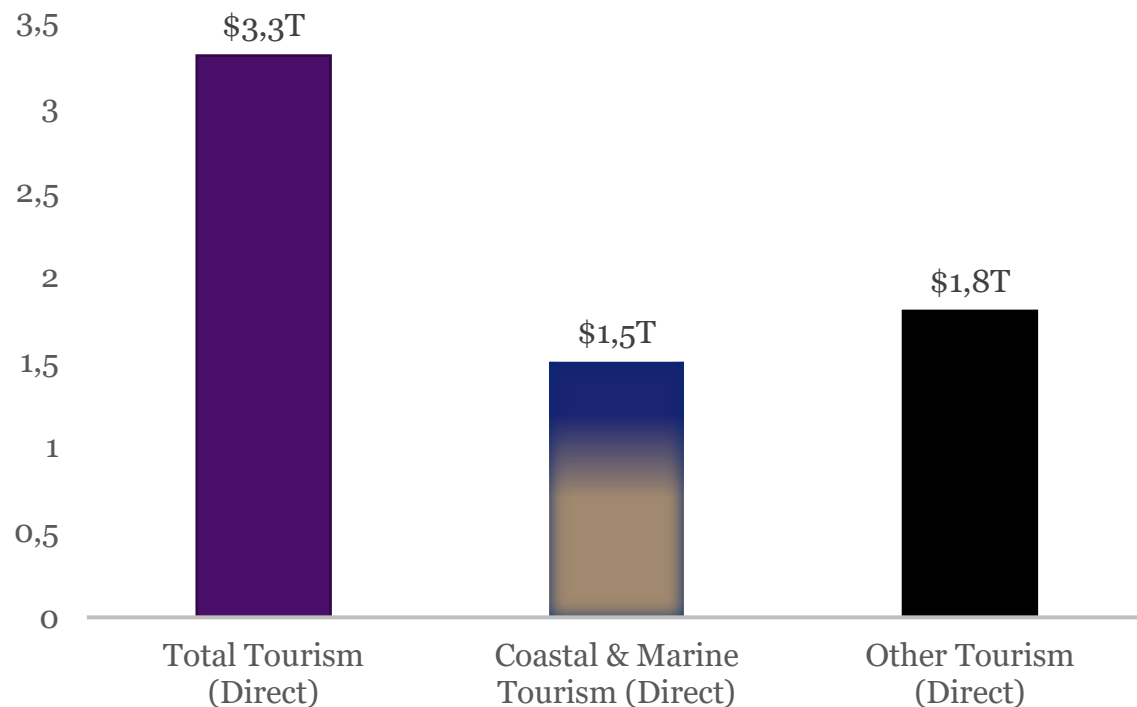
330M total T&T jobs
(WTTC, 2023)

127M direct tourism
jobs (UNWTO, 2023)

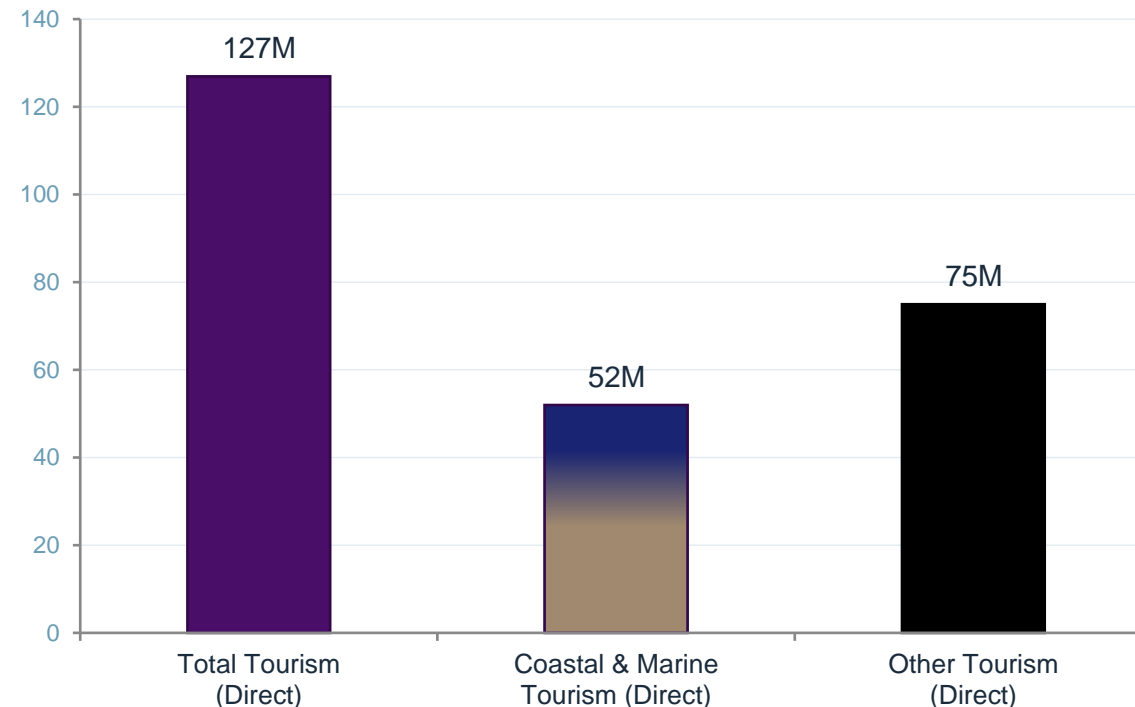


Blue Tourism within Global Tourism...

Direct GDP Contribution (USD Trillion)



Direct Employment (Millions of Jobs)



45%

of direct tourism GDP is coastal & marine

41%

of direct tourism jobs are in coastal & marine

~50%

of all tourist spending globally is coastal

\$820B

direct tax revenue from coastal & marine (2023)



Cruises within Blue Tourism

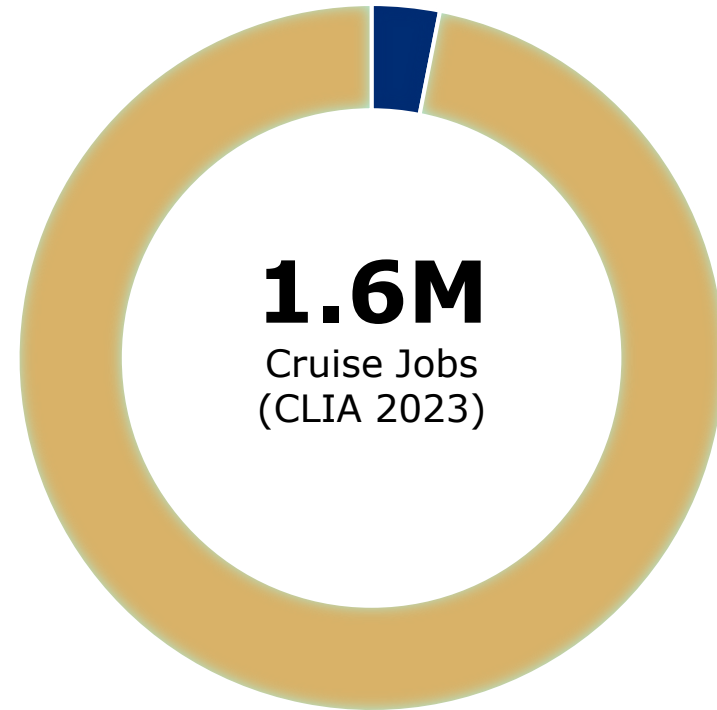
Direct GDP Contribution

- Cruise Tourism (5.7%) – \$85.6B
- Other Coastal & Marine (94.3%) – \$1,414B



Direct Employment

- Cruise Tourism (3.1%) – 1.6M jobs
- Other Coastal & Marine (96.9%) – 50.4M jobs



\$168.6B

Cruise total economic impact (2023)

31.7M

Cruise passengers sailed (2023)

\$85.6B

Cruise direct GDP contribution

1.6M

Cruise-supported jobs globally

\$56.9B

Wages paid by cruise industry

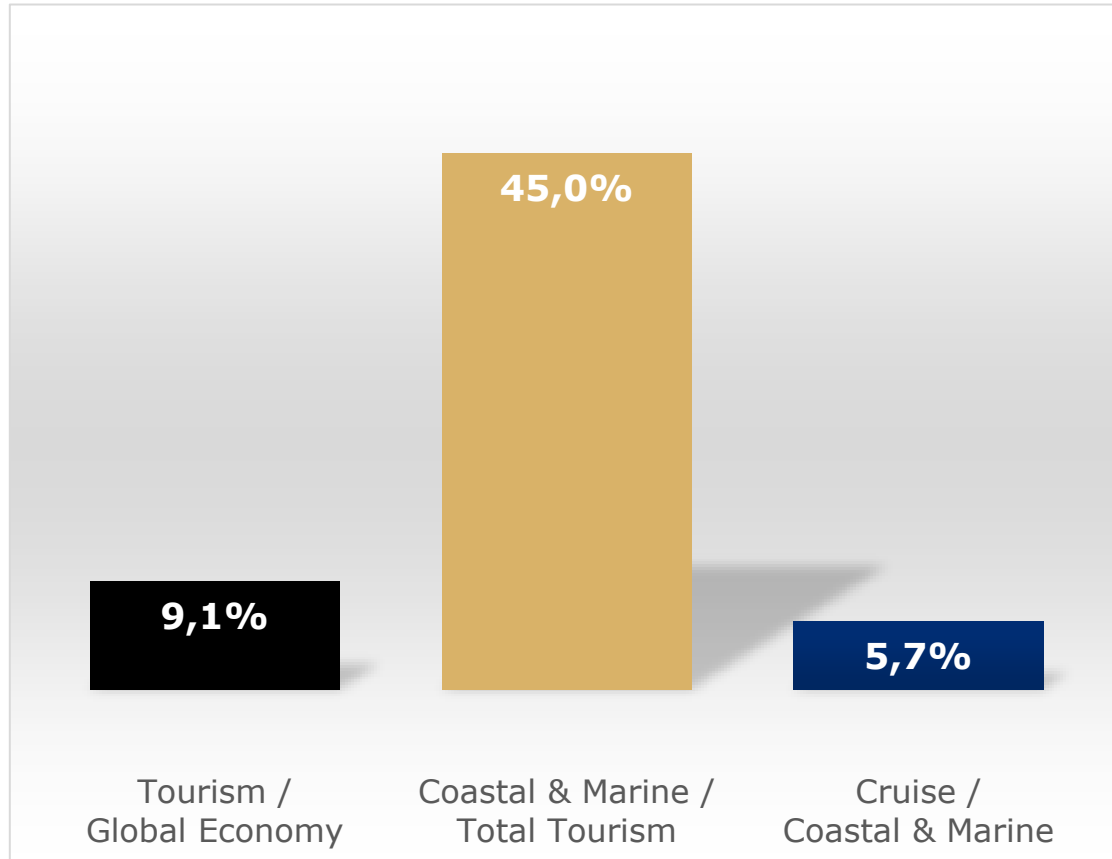
77%

Cruise jobs that are land-based

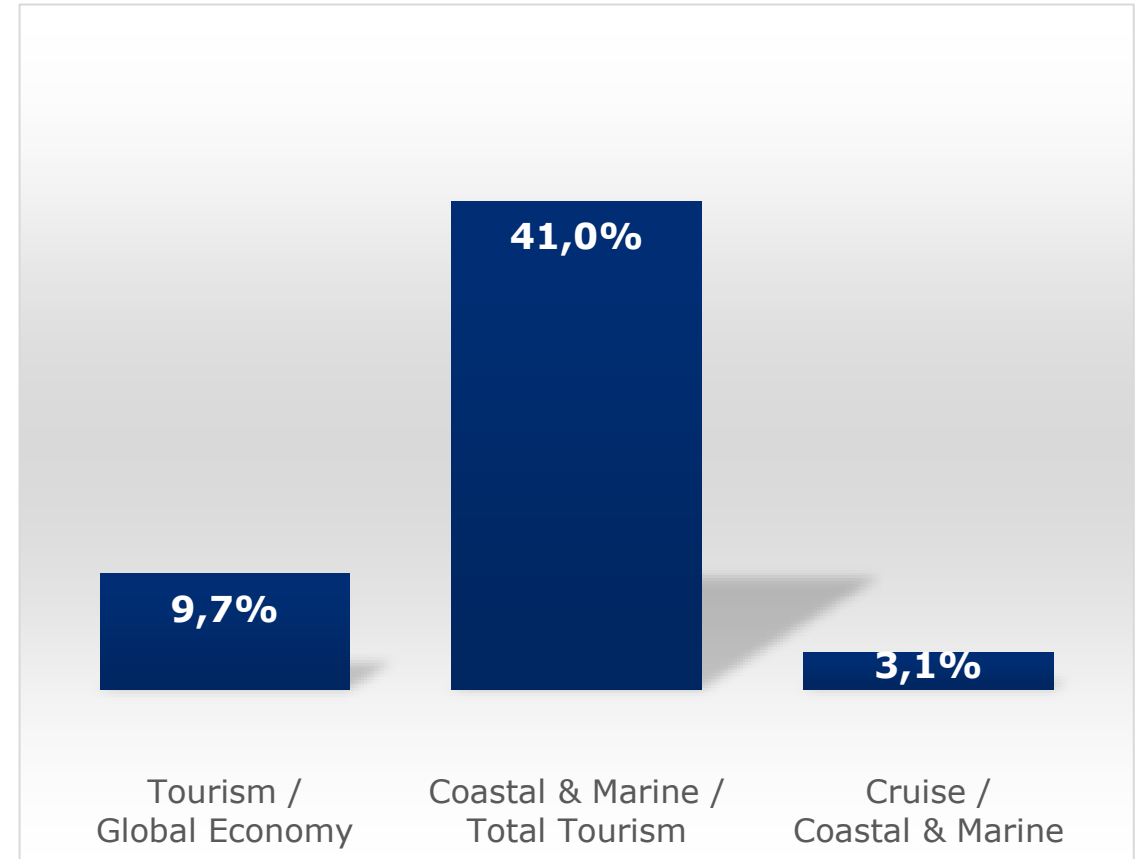


Cruise Sector in Perspective

GDP Share (%)

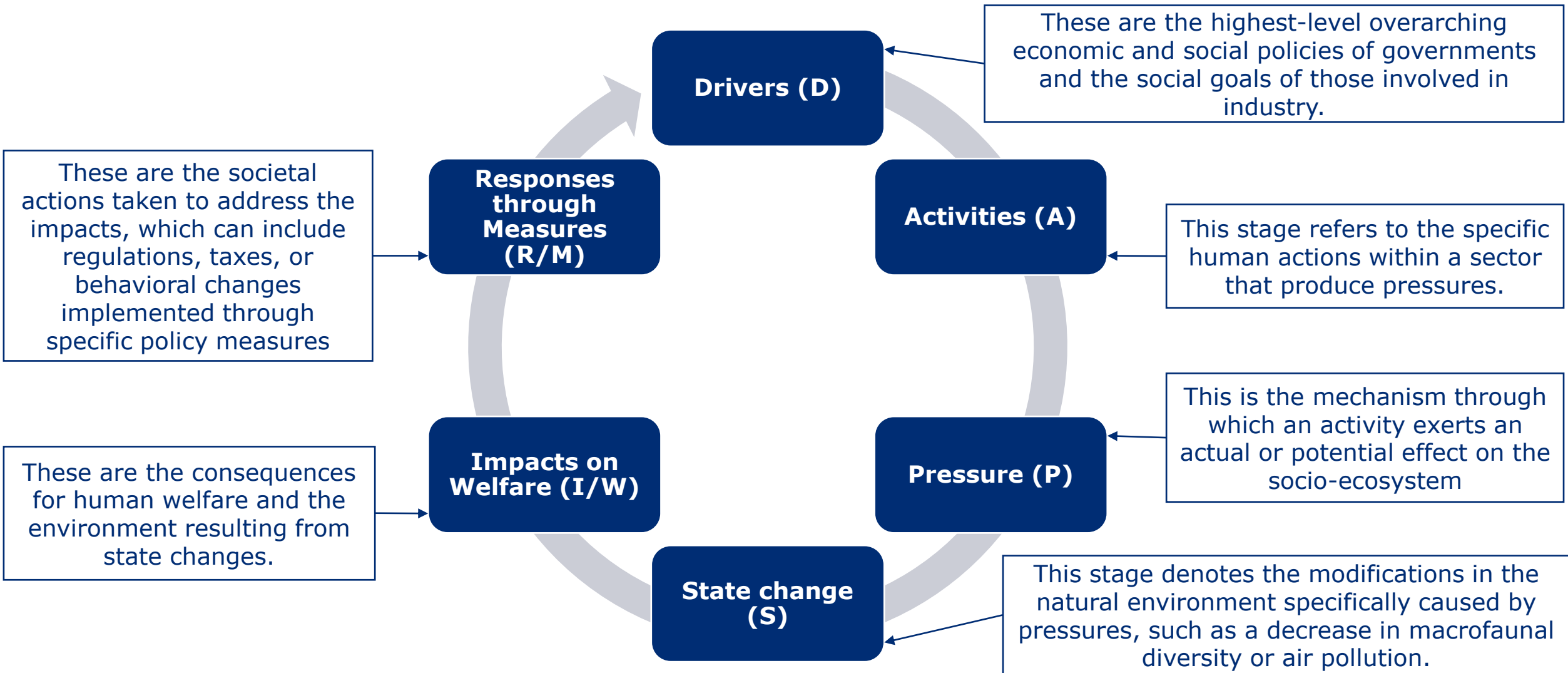


Employment Share (%)



DPSI(W)R(M) Framework

Conceptualising Policy Development and Assessment



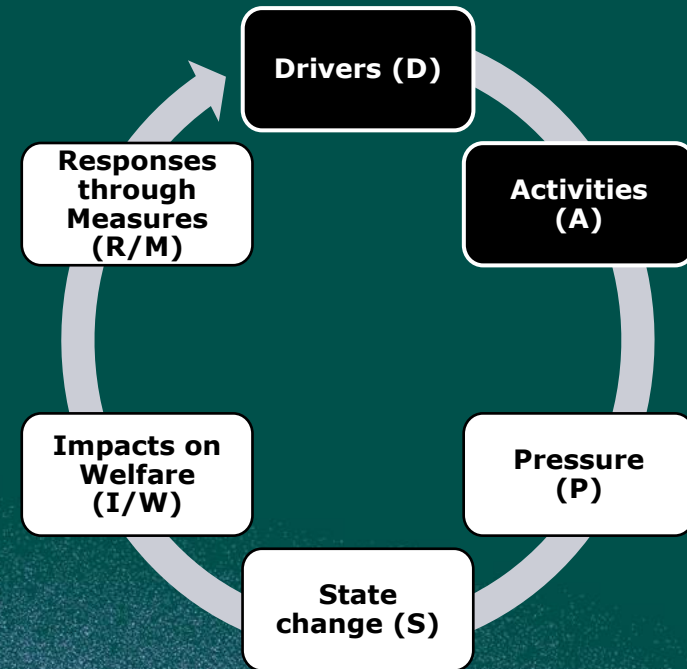
Prof.Dr.Dr.hc Alexis Papathanassis

Cruise Tourism Management
Bremerhaven University of Applied Sciences

E: apapathanassis@hs-bremerhaven.de

T: +49 471 4823 100

M: +49 173 613 2565



Drivers & Activities
It is about the money!

The Main Driver for Tourism is Economics!

... And this where many of the issues originate...

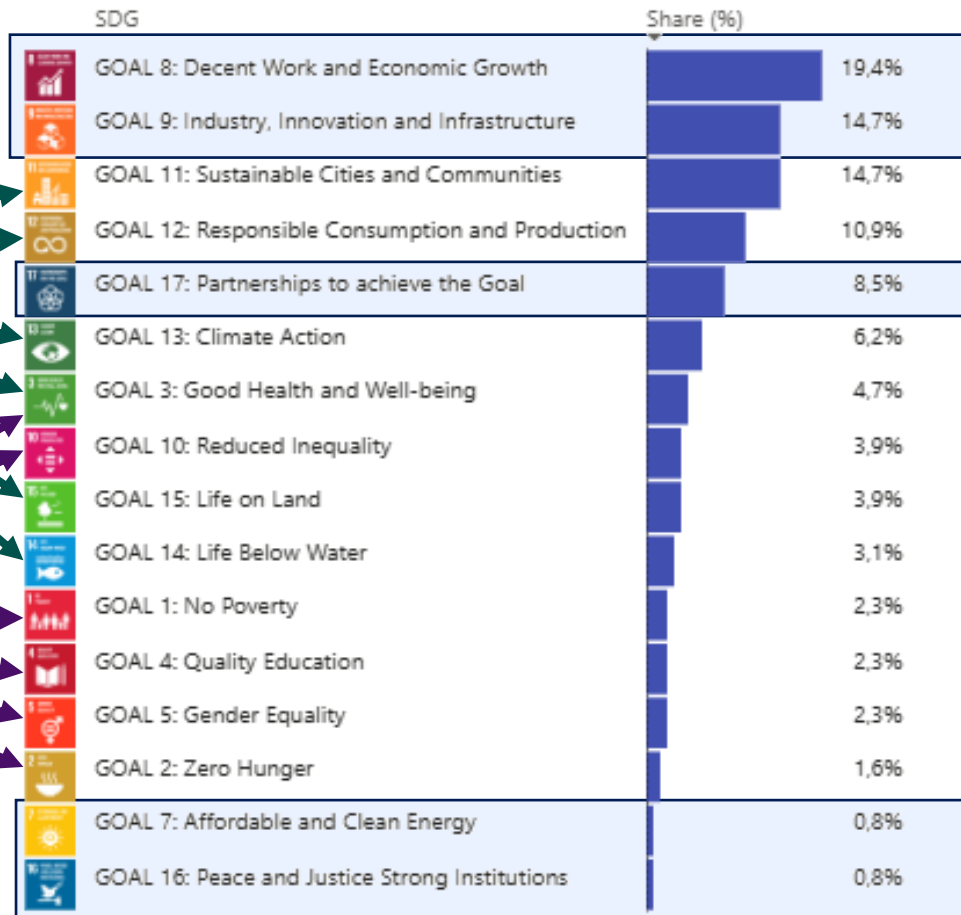
Key Policy Questions:

Who carries the costs and suffers the impacts?

How are benefits distributed at a local level?

Top Sustainable Development Goals that tourism contributes to

G20 Tourism Working Group survey results (2023)



Key Policy Levers:

Tourism-generated Income and Economic Impact

Cluster Management and Power Dynamics

Institutional Effectiveness and Governance

G20 and Guest countries were asked to:

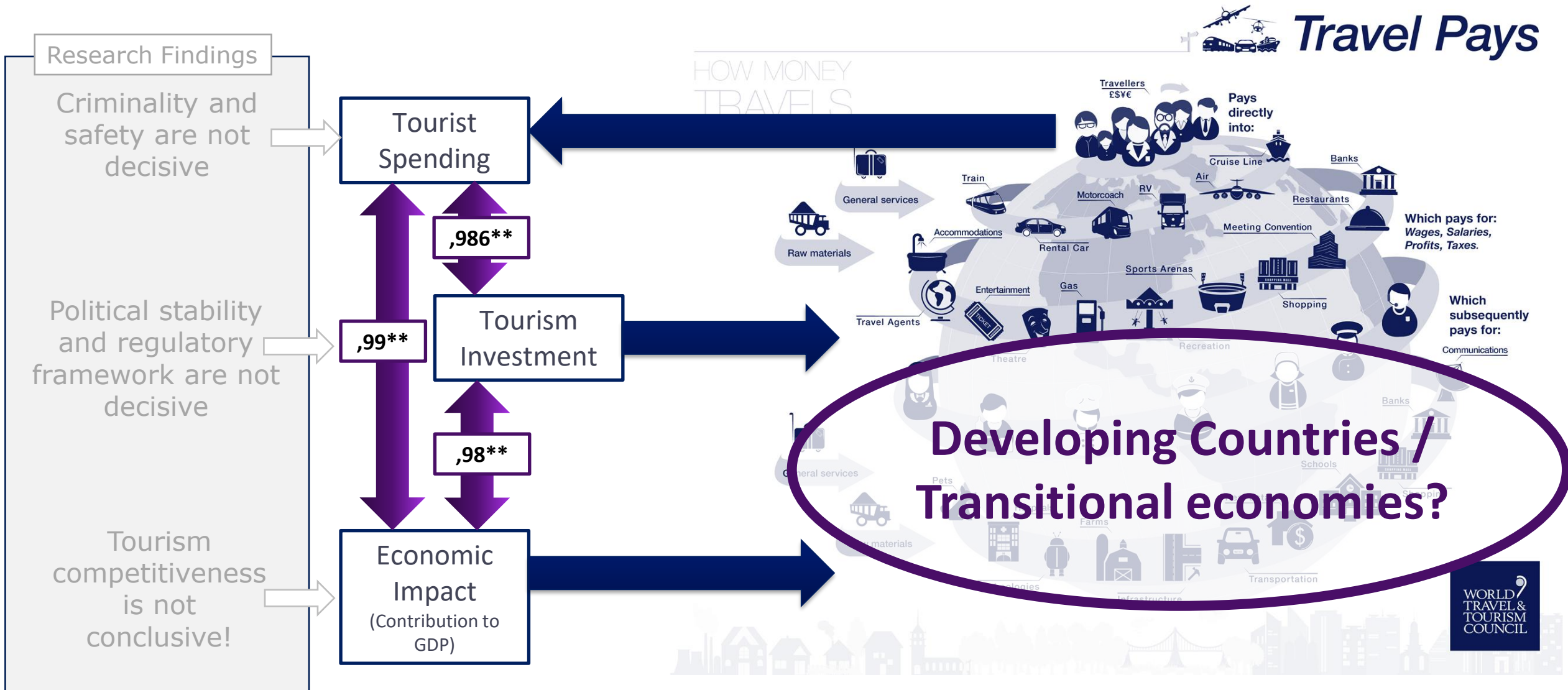
"Rank the five priority areas from highest to lowest priority for your country – 1 to 5." n = 26

Source: UNWTO - <https://tourism4sdgs.org/g20india/>



A Simple Model of Tourism-Led Economic Growth:

... But not always!



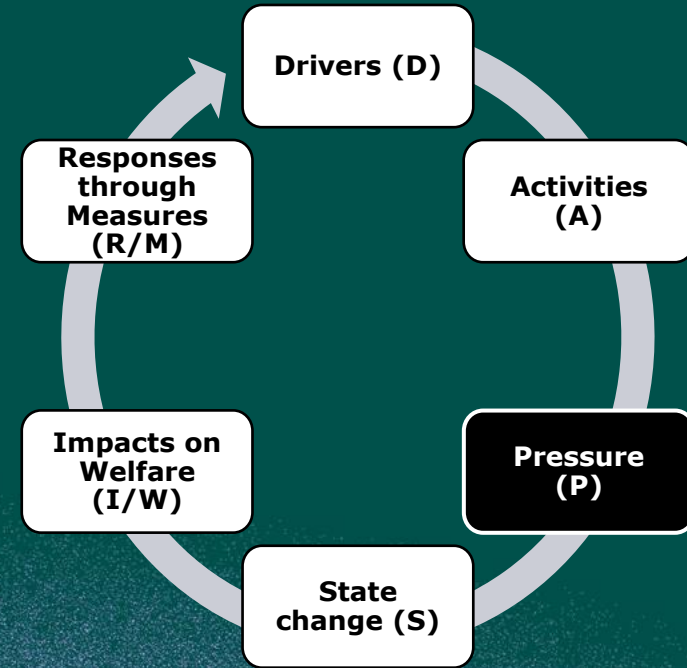
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E: apapathanassis@hs-bremerhaven.de

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M: +49 173 613 2565



Pressures

*The Buzzword of the Decade:
Overtourism!*

Holiday Sustainability Headlines

Public scrutiny in the headlines... In all dimensions!



JAMAICA INFORMATION SERVICE

Minister Highlights Vital Link Between Health Systems and Tourism Sector

By: GARFIELD L. ANGUS, April 29, 2026

TRT WORLD

POLITICS • TÜRKIYE • WAR ON GAZA

Why is Türkiye reinforcing health tourism regulations?

SPIEGEL International

Montenegro's Scenic Coast Spoiled by Greed

Montenegro is the only country in the world to describe itself as "ecological" in its constitution. But the exploitation of its Adriatic coastline, where developers are given free rein, tells a different story.

The Guardian

The path of least emissions: how to take a sustainable holiday this summer

The Jakarta Post

Tourism worsens Bali waste crisis

Tourism worsens Bali waste crisis

Longer-term solutions, such as Bali's planned waste-to-energy (WTE) facility, are not expected to be completed until November 2027, and undergo a finalization phase before becoming operational in 1

CatalanNews

Shorter stays and lower tourist spending mark summer season

Business Post

'We're not a low-cost destination': Fáilte Ireland chief on tourism pressures

TAIPEI TIMES

Overwhelmed Louvre workers strike to protest overtourism, shutting down world's most-visited museum

TAIPEI TIMES

Staff shortages hit Greek hotels as locals quit their jobs

ON travel

Overtourism is leading to more car crashes in Scotland. T-plates might be the answer

The Guardian

Thailand tightens visa rules for tourists, citing crime by foreigners

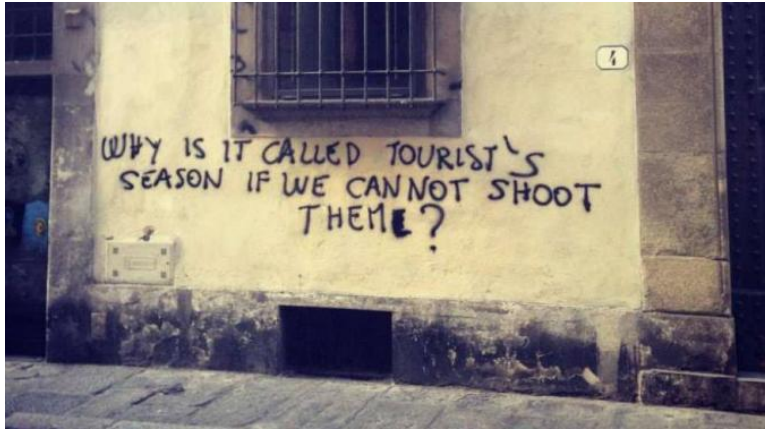
Move brings an end to a 60 day visa-free stay that was agreed with 93 countries, including the UK, US and much of Europe

FRANCE 24

Overwhelmed Louvre workers strike to protest overtourism, shutting down world's most-visited museum

A Simple Question...

When does 'Tourism' become 'Overtourism'?



Happy Tourists, Unhappy Locals

Okulicz-Kozaryn, Adam & Strzelecka, Marianna. (2017). Happy Tourists, Unhappy Locals. Social Indicators Research 234(2), 789-804. Retrieved from doi:10.7282/T3DN476G.

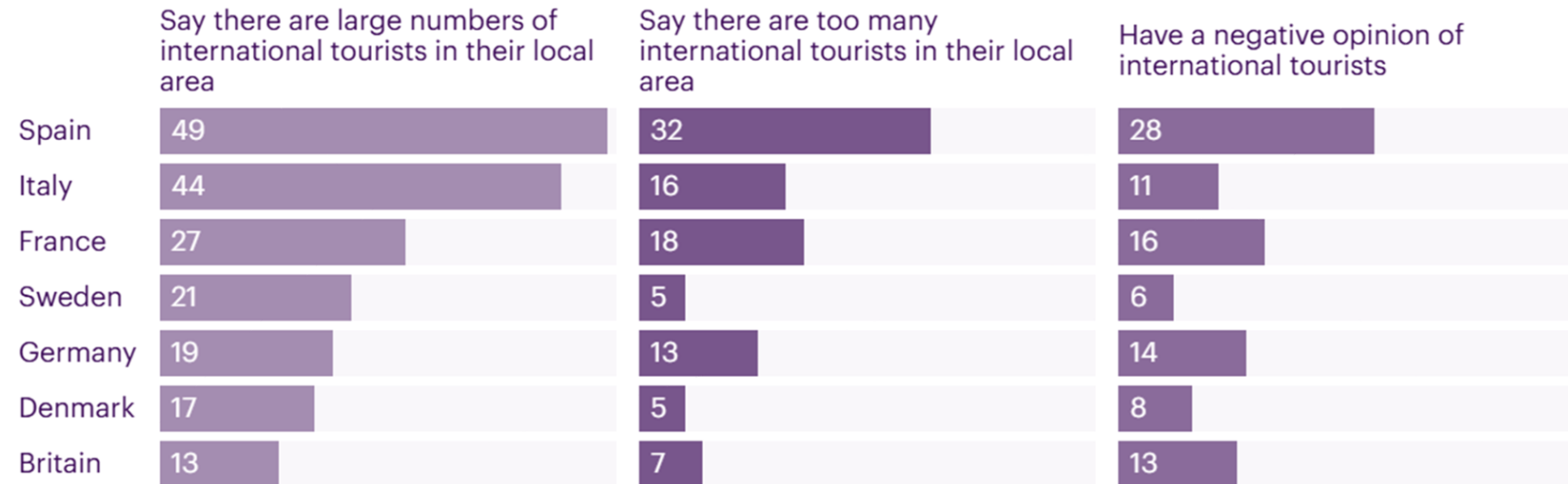
Abstract

The most recent of literature focuses more often on the happiness of tourists, rather than the happiness of residents affected by tourism. However, this study aims at filling this gap with a new and refreshing perspective. This is carried out by using the European Social Survey (2010-2012) merged with Eurostat tourism data at the province (NUTS2) level. Staying consistent with homophily or ingroup preference theories, we find that domestic tourists contribute more to the happiness of locals than foreign tourists. Also by staying consistent with Irridex theory, we find that tourism at low levels of development contributes more to happiness than tourism at a high level of development.



Too many international tourists...

One in three people in Spain say there are too many international tourists in their local area, and a quarter now have a negative view of foreign travellers



YouGov

<https://yougov.com/en-gb/articles/50526-european-attitudes-to-overtourism>

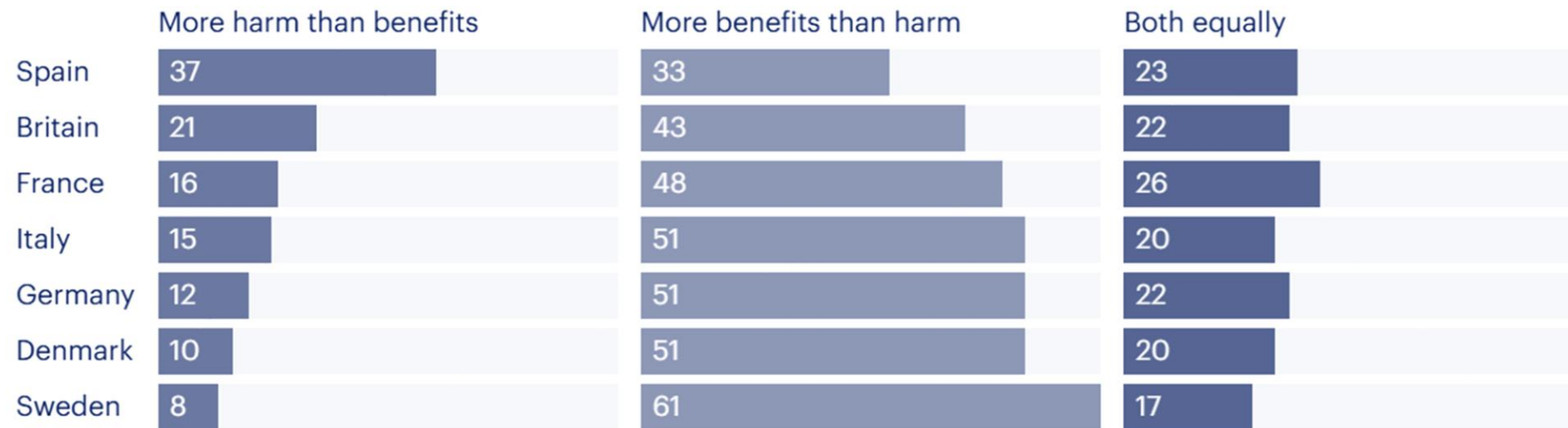
6-20 August 2024



... Too much harm and not enough benefits!

Eurotrack overtourism study: Spaniards are divided on whether the holiday lets industry does more harm than good, a stance that is much more negative than in other countries

Thinking about each of the following components of the tourism and travel industry in your country, do you think they bring more benefits than harm, or more harm than benefits? [Holiday rental properties industry] %



YouGov

<https://yougov.com/en-gb/articles/50526-european-attitudes-to-overtourism>

6-20 August 2024



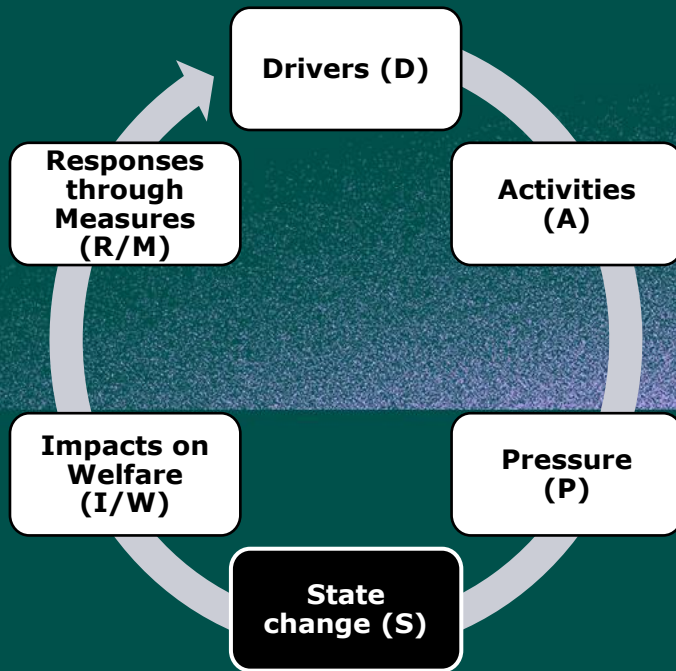
Prof.Dr.Dr.hc Alexis Papathanassis

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Bremerhaven University of Applied Sciences

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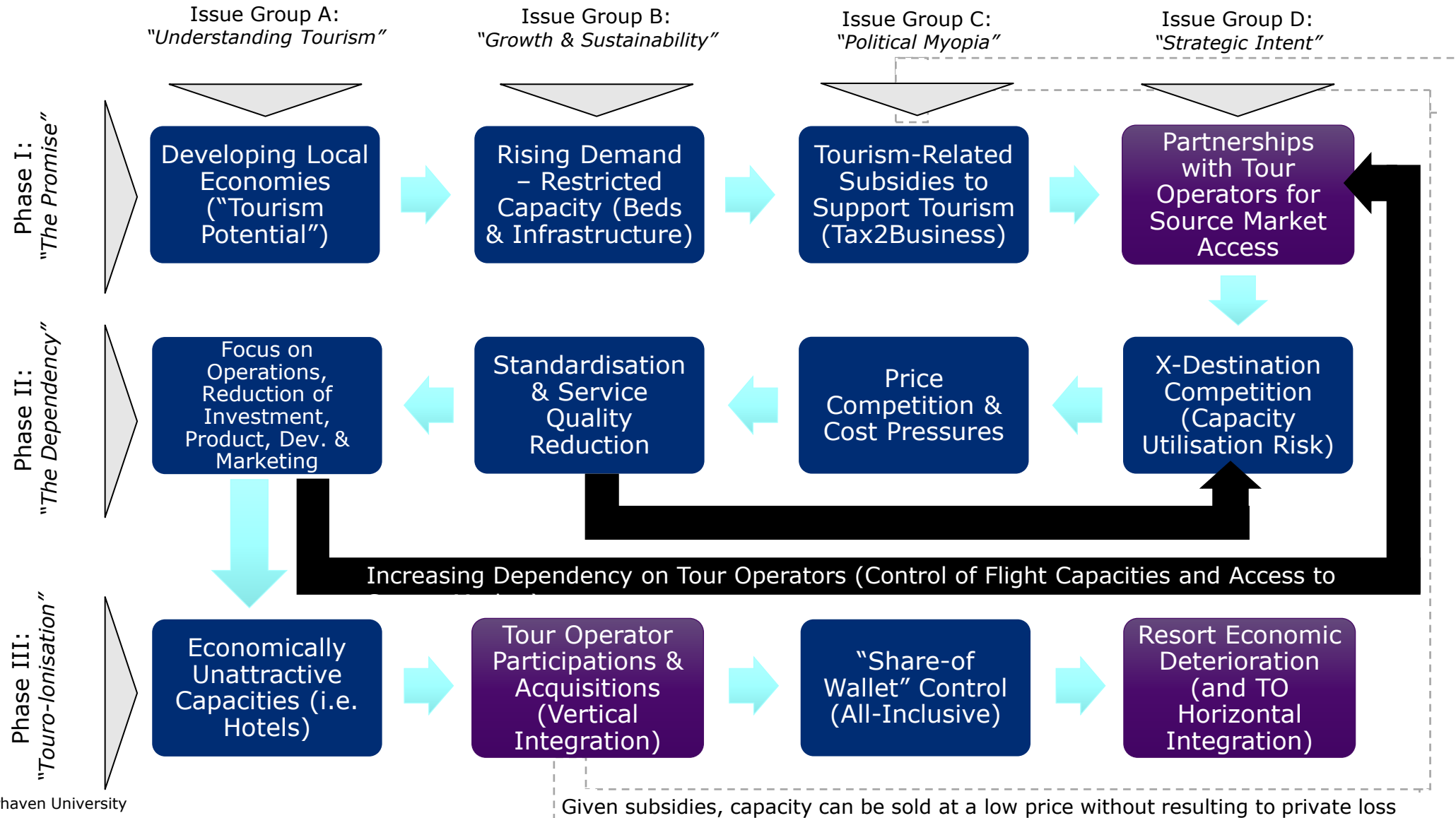
T: +49 471 4823 100

M: +49 173 613 2565



State Change
The 'Vivarium Effect'

The "Tourism Vivarium Effect": The 'Tour-olonisation' Phenomenon Explained



The Implications of the "Tourism Vivarium Effect": An Unsustainable Tourism Architecture!



Carnival
Cruise Lines



Mass Tourism & Growth Imperative

- Mass Tourism = Price Competition
- Economies of scale = Cost Reductions

Growth & Vertical Integration

- Currency = Capacity Risk Transfer
- Opportunity = Share of Wallet

Risk & Horizontal Integration

- Intent = Capacity Risk Reduction
- Result = Management Complexity

Standardisation & Mass-Tourism

- Requirement = Control through Vertical Integration
- Outcome = Investment in Corporate Governance & Systems

Economic Development Potential

- Paradigm Shift: From Industrial – Agricultural Economy to a Service Economy

Infrastructure Investments & Risk

- Economic Mono-cultures
- Politically-driven decision-making (Short-term, lack of long-term strategy)

Sustainability & Externalities

- Socio-Cultural Issues (Antagonism between Locals & Tourists)

Mass-Tourism & Exploitation

- Economic Colonialism (Privatisation of public resources, property transfer to foreign investors, etc.)



It is a matter of Strategy and Policy... not merely a issue of Regulation and Restrictions

Power is not an institution, and not a structure; neither is it a certain strength we are endowed with; it is the name that one attributes to a **complex strategic situation** in a particular society.

Michel Foucault



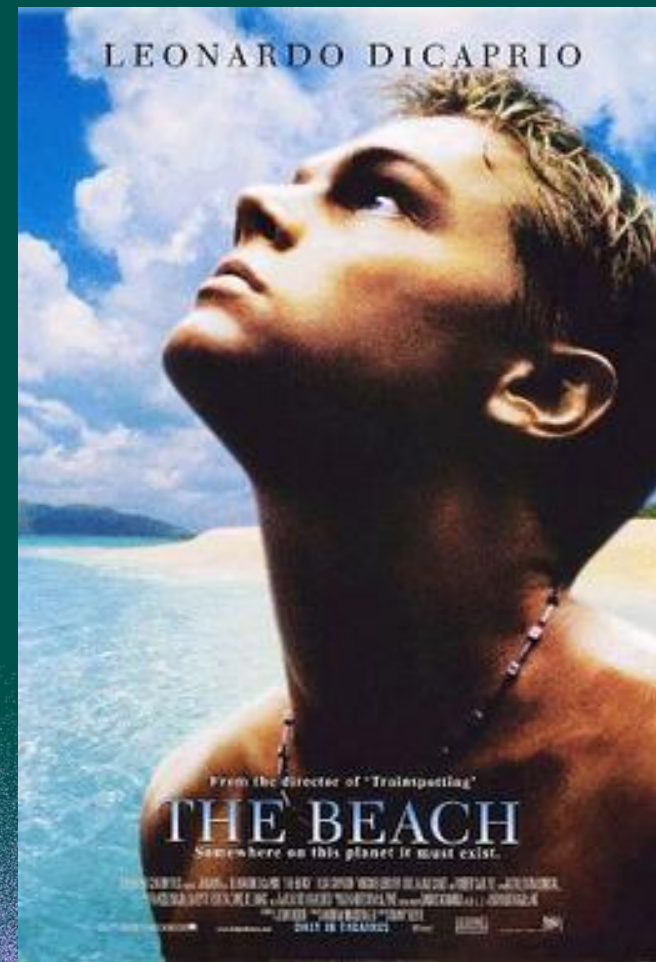
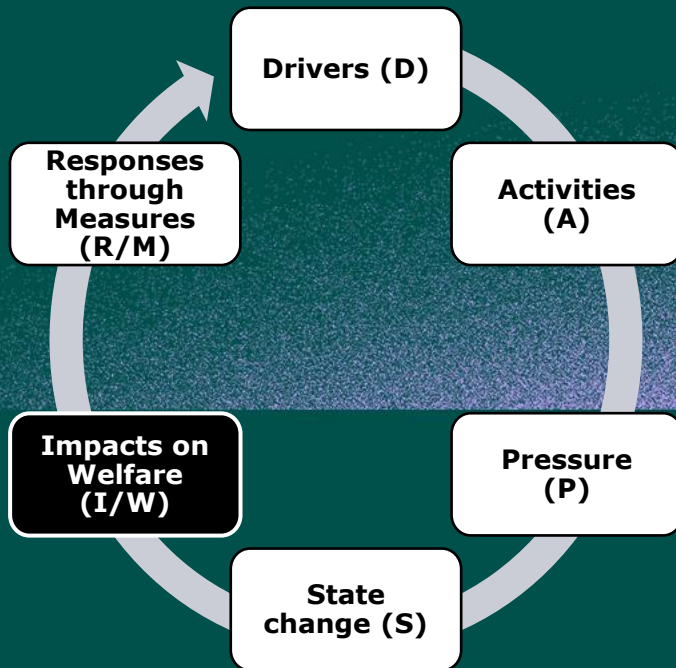
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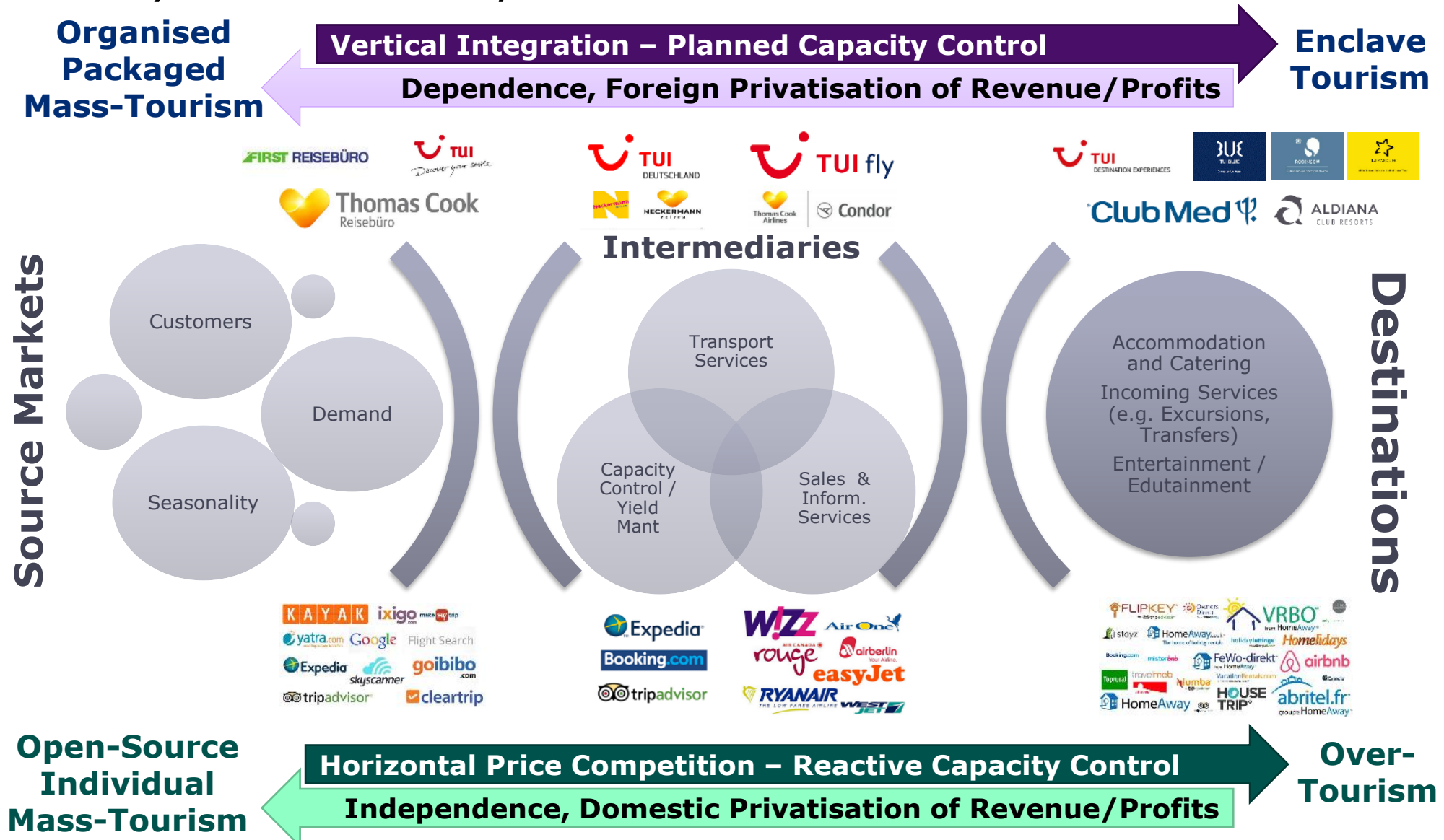


State Change

The 'Beach Disease'

The Emergence of Open-Source-Tourism!

From 'Holiday Cartels' to 'Open Source Tourism'

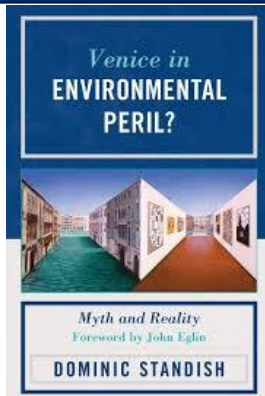


The Buzzword of the Last Decade!!!

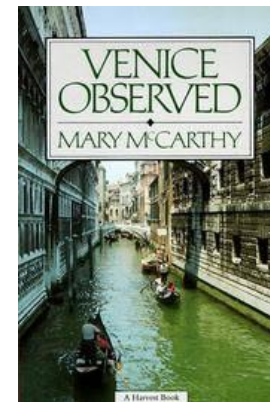
Overtourism

The terms “overtourism” and “tourismphobia” became the **buzzwords** of 2017 and have since evolved from what could be viewed as a **sensationalist** and oversimplified media narrative criticising the impacts of tourism not always objectively addressing the **real drivers** of the phenomenon

(Milano et al, 2019)



“The ancient Venetians courageously intervened to curb environmental hazards. By contrast, today’s discussion of Venice... and claims about the sinking, rising sea levels, and the destructive impact of tourism, present Venice as a city in peril...”
(Standish, D. 2012 – Venice in Environmental Peril? Myth and Reality - p.1)



“There is no use pretending that the tourist Venice is not the real Venice,”
(McCarthy, M. 1956 - Venice Observed)



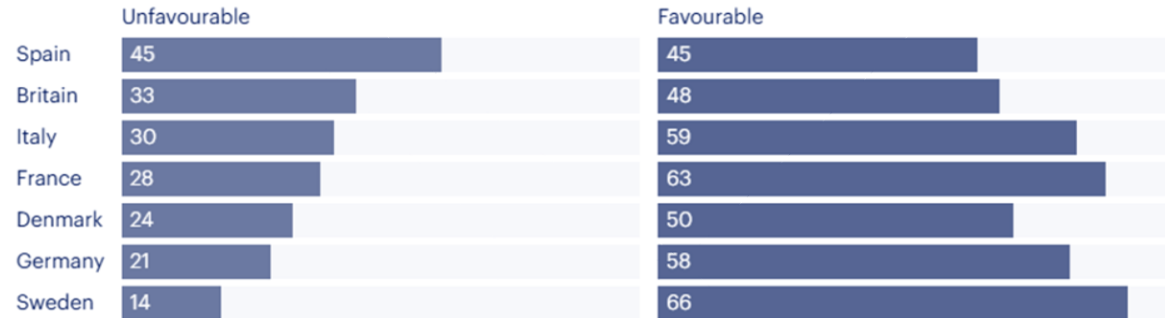
For the Spaniards it is Holiday Rentals...

And for the French and Germans it is Cruise Ships!

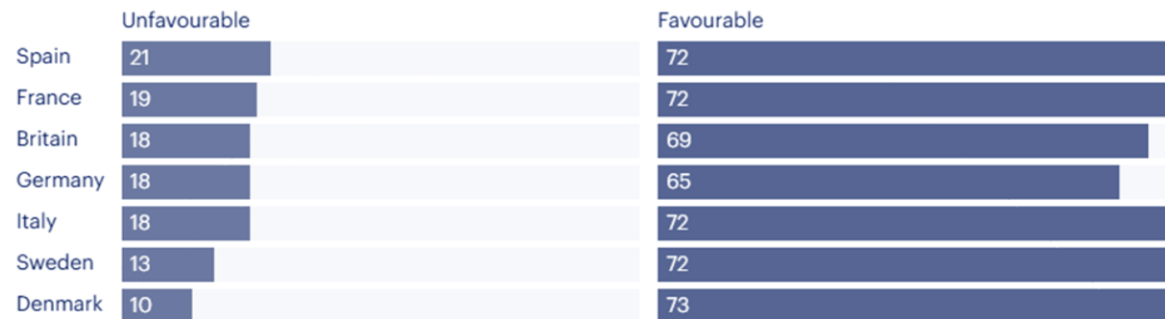
Eurotrack: attitudes to the holiday rentals sector are much more negative in Spain, but this doesn't extend to the hotels sector

Generally speaking, do you have a favourable or unfavourable view of each of the following components of the tourism and travel industry? %

Holiday rental properties industry



Hotel industry

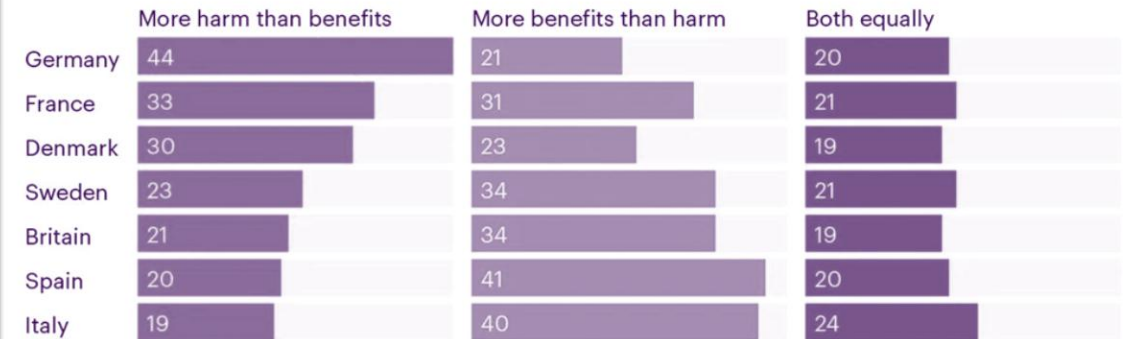


YouGov

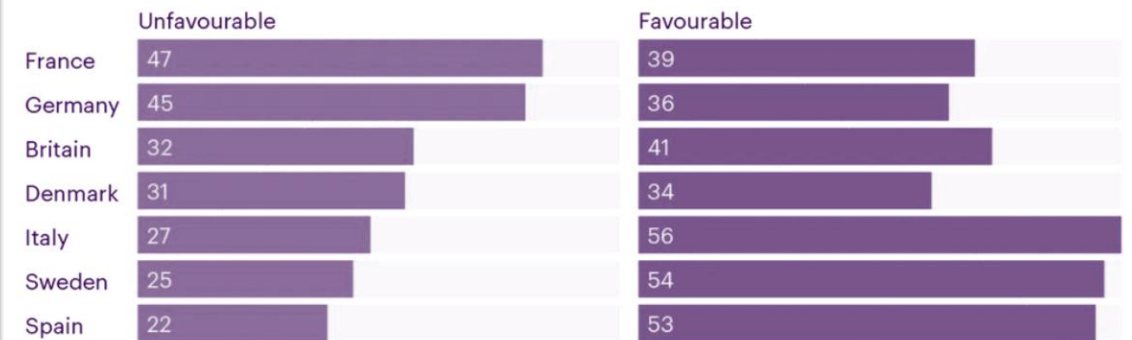
6-20 August 2024

Eurotrack overtourism study: Germans have a particularly negative view of the impact of the cruise ship holiday industry than compared to other Europeans

Thinking about each of the following components of the tourism and travel industry in your country, do you think they bring more benefits than harm, or more harm than benefits? [Cruise ship holiday industry] %



Generally speaking, do you have a favourable or unfavourable view of each of the following components of the tourism and travel industry? [Cruise ship holiday industry] %



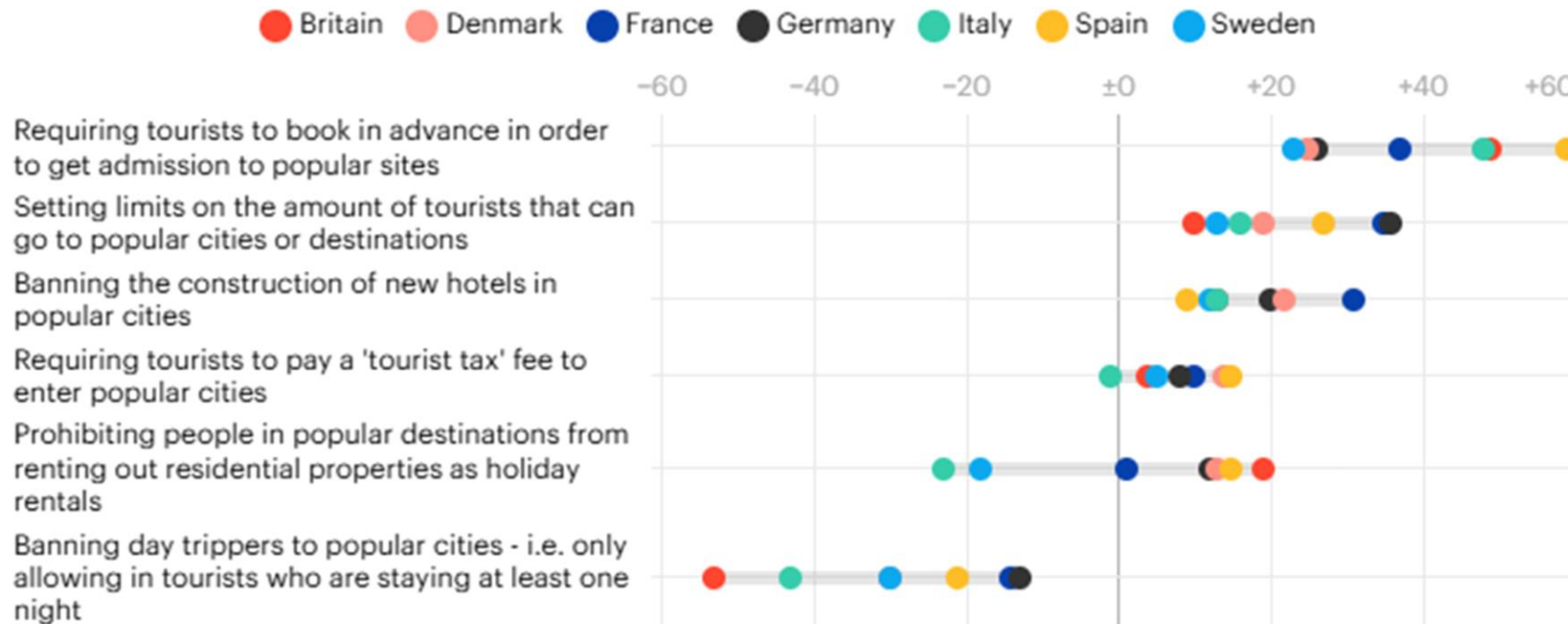
YouGov

6-20 August 2024

Anti-Overtourism Measures: *Capacity Restrictions and Disincentives to Visit?*

What measures would Europeans support in order to reduce overtourism?

The following are all actions that popular tourist cities/destinations have taken or proposed as a way to reduce overtourism. For each of the following, please say whether you would support or oppose each suggestion. Net support figures shown.



Are we
treating the
symptoms
... or
managing
the **causes?**



Open Source Tourism: The Big Questions...

To What Extent is the Public Sector capable of Managing Tourism?

‘Overtourism’ is not a tourist numbers issue; it is a tourism value issue...

And this has always been a challenge!

- Are we misinterpreting localised (geographically and seasonally) overcrowding as a widespread ‘overtourism’ crisis?
- Are tour operators, cruise operators and travel portals the ones responsible for managing tourism at the destinations?
- To What extent is the public sector capable of managing tourism?

Tourism has increased and has gone ‘open source’. Just like with software, the solution to bugs and hackers does not lie on owning or limiting the source code; it lies on better programming.



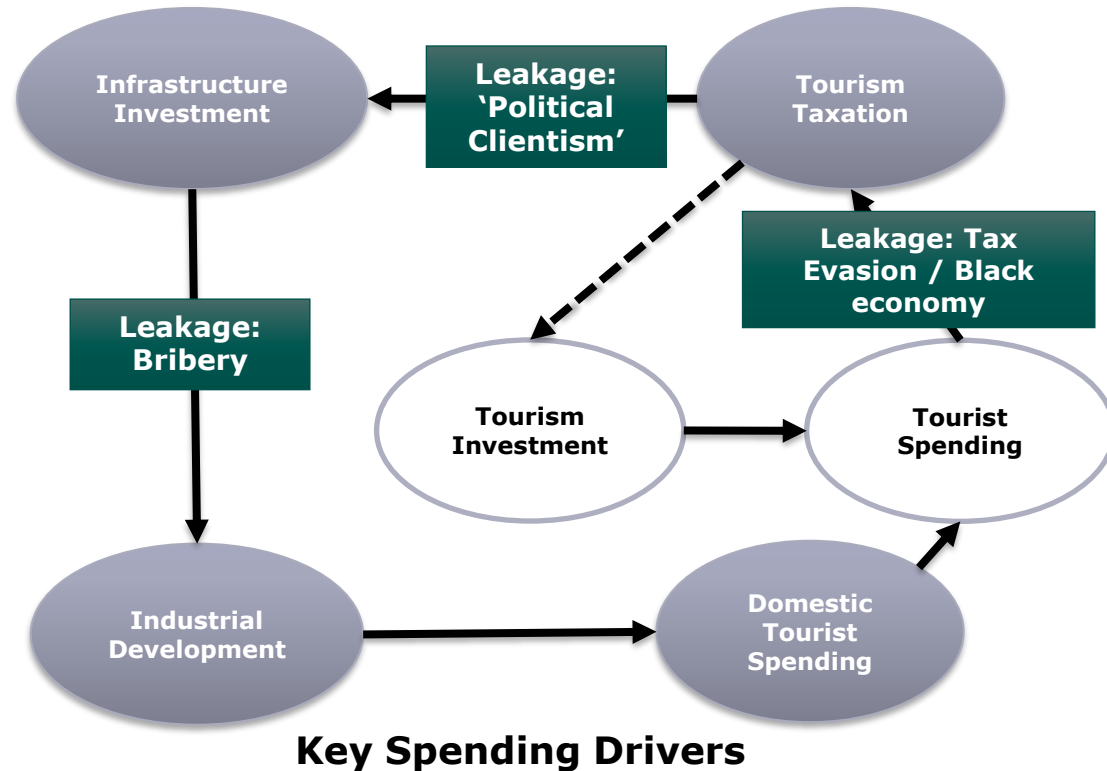
'Beach Disease' and Systemic Corruption

Tourism Income 'Leakages'

'Beach Disease':

Despite the potential and resilience of tourism-led economic development, expected benefits often fail to materialise and there is variability in the tourism competitiveness

Key Governance Instruments



Tourist wealth expectations?



'Tourism Performance and Corruption' Hypothesis Testing

| | | Tourism Contribution to GDP | Domestic Tourism Spending | International Tourism Spending |
|-----------------------------------|---------------------|-----------------------------|---------------------------|--------------------------------|
| Corruption Perception Index Score | Pearson Correlation | ,207* | ,225* | ,217* |
| | Sig. (2-tailed) | ,031 | ,019 | ,023 |
| | N | 109 | 109 | 109 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Tourist wealth distribution?



Social Inequality → Anti-Tourism Sentiment → Press and Political Opportunism (Populism)



Some Examples of Anti-Corruption Measures...

Do they help tourism development?!



ECOCLUB
@ecoclub



Barcelona's new mayor threatens to fine Airbnb for sheltering unlicensed tax-evading tourist apartments via [@Reuters](#) reut.rs/1K21O5f

12:08 PM - 28 Aug 2015



Barcelona mayor's tourism crackdown puts Airbnb in
Barcelona's new mayor is picking a fight with home rental w as she tries to crack down on uncontrolled tourism that she reuters.com

BUSINESS NEWS | Tue May 24, 2016 | 12:29pm BST

Greece's VAT tax hike is counterproductive - trade association



By George Georgiopoulos | ATHENS

Increasing value-added tax will reduce state revenues rather than generate the extra income Greece is seeking as it tries to meet fiscal targets agreed with its lenders, a body representing small and medium sized businesses said on Tuesday.

Parliament on Sunday approved raising VAT to 24 from 23 percent from June 1 as one of a package of measures Athens hopes will help unlock bailout funds needed to meet loan payments.

But the Confederation of Commerce (ESEE) said the sixth VAT hike in as many years would depress sales by 3 percent, increase tax evasion and reduce the state's take, as it says happened after the previous VAT raises.

"The VAT nightmare is unfortunately continuing," said ESEE head Vassilis Korkidis.

The tax hike will affect supermarkets, fuel, apparel, transportation, tourism and rest the ESEE estimates VAT revenues from wholesale, retail and car sales this year would

International Business Times

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China's Anti-Corruption Measures Drag Down Catering Sector Growth to 21-Year Low

By Jerin Mathew
February 10, 2014 08:50 GMT



China's Anti-Corruption Measures Drag Down Catering Sector Growth to 21-Year Low (Reuters)

China's catering sector recorded the slowest growth in 21 years, as the government's frugality campaign and its anti-corruption measures cut down spending by officials in luxury restaurants.



London airport expansion war explained

Reimage Repair®
Windows Update
Gepriesen von PCWorld.
24/7 Support. Versuchen Sie es heute!

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Demonetisation: Tourism industry knocks at govt doors with bag of woes

Anubhuti Vishnoi ET Bureau | Nov 17, 2016, 10:07 AM IST

Buy UK Property - £54,995

2 Bed House £55K. 3 Bed House £69K Rent Guaranteed. Full Management. : www.findukproperty.com

Ads by Google

Greece wants tourists to spy on tax cheats

by Ivana Kottasova @ivanakottasova

March 9, 2015: 1:22 PM ET



Tourists? Or undercover tax inspectors?

Heading to Greece this summer? You might have a secret mission to complete.

The Greek government is planning to recruit tourists to spy on tax cheats as it casts around desperately for ways to [stave off bankruptcy](#).

The idea to employ large numbers of students, housekeepers and tourists as undercover tax inspectors is one of seven reforms the Greek government has proposed before another round of [IMF-led-austerity](#) by [summer](#) [prozone](#) [finance](#) [ministers](#) [later](#) [Monday](#).

NEW DELHI: Tourism Minister Mahesh Sharma may say there's no crisis, but his ministry is flooded with representations and complaints on the chaos triggered by demonetisation in peak tourist season.

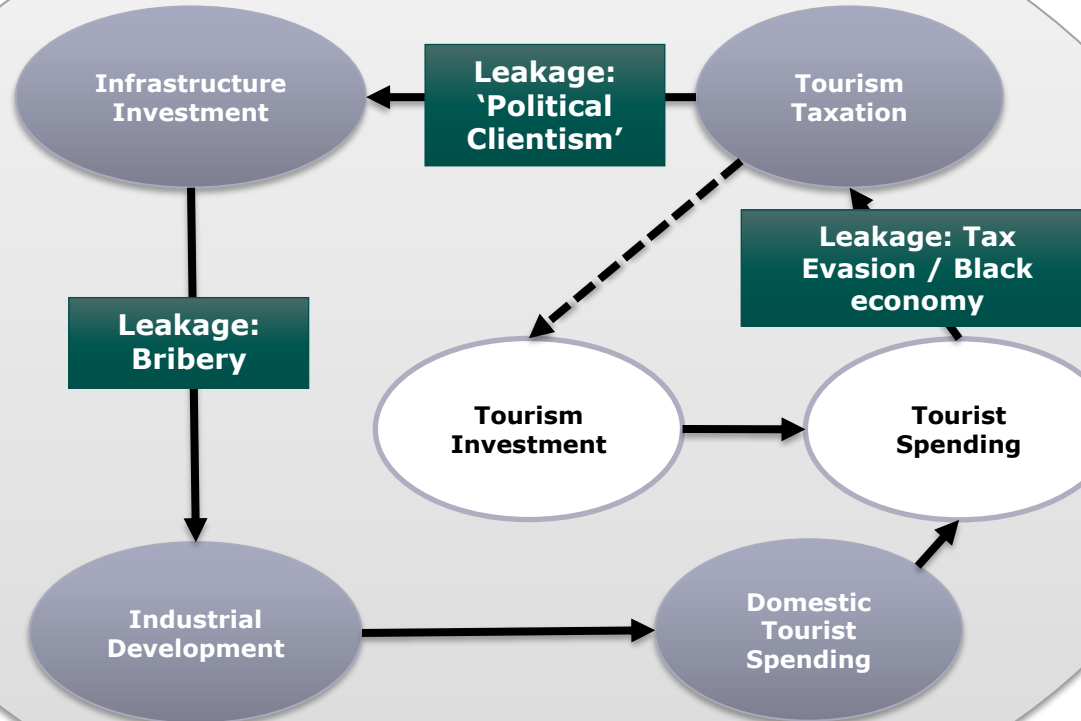
"The Incredible India slogan is being talked of so very mockingly. The foreign tourist is unable to spend his money, shop or buy a drink, or hire a [tour](#) of Tour Operators, told ET.



From 'Waterproof' Tourism Investment... to Sustainable Tourism Growth

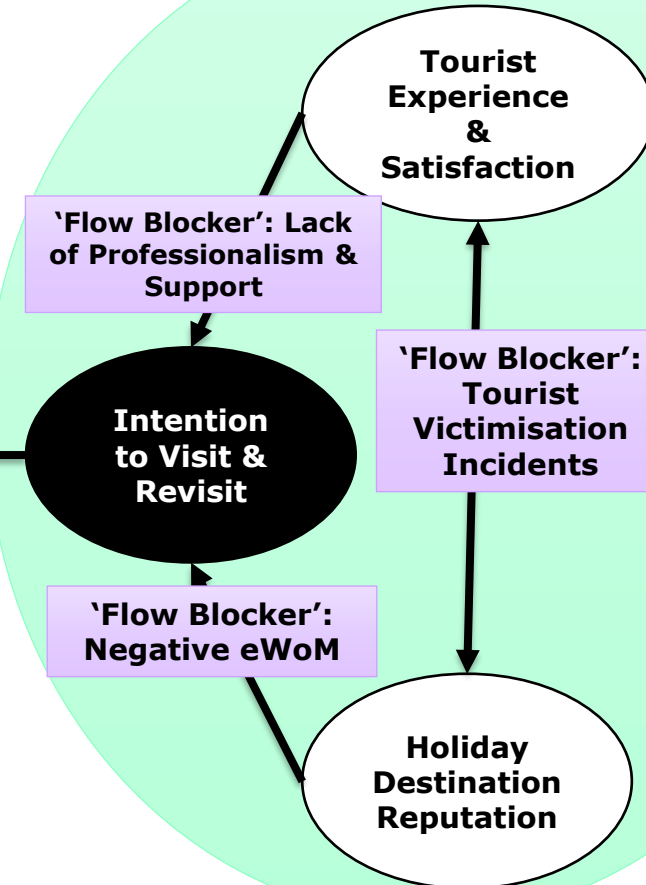
Ensuring that the 'Money is used correctly and wisely'

Key Governance Instruments

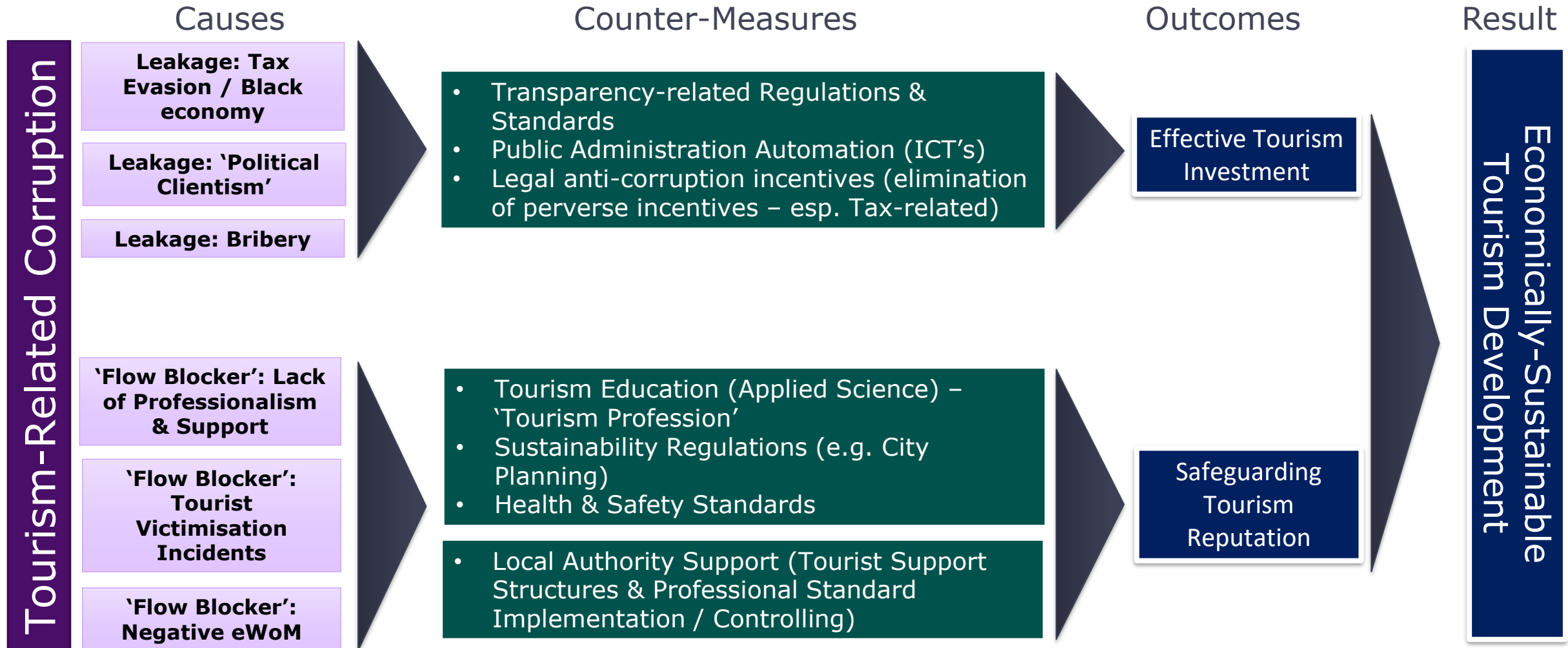


Key Spending Drivers

Ensuring that the 'Money keeps coming'



Recommended Political Measures for Effective Tourism Development



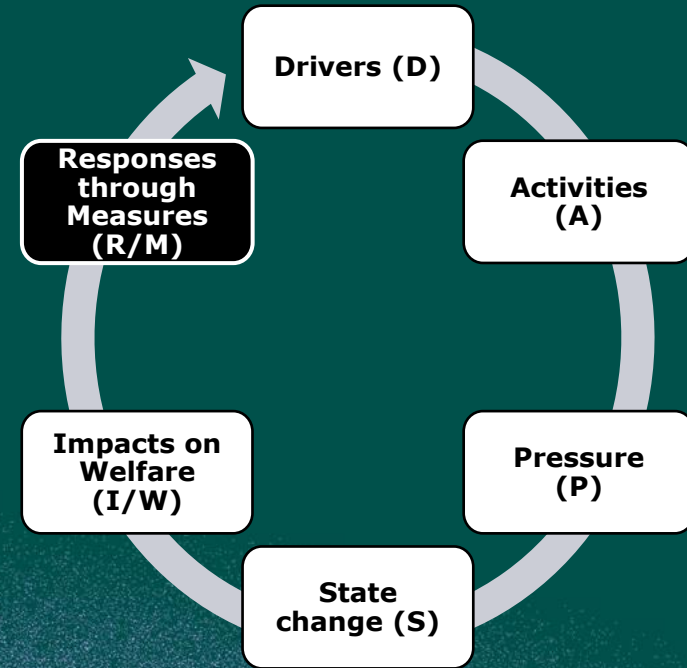
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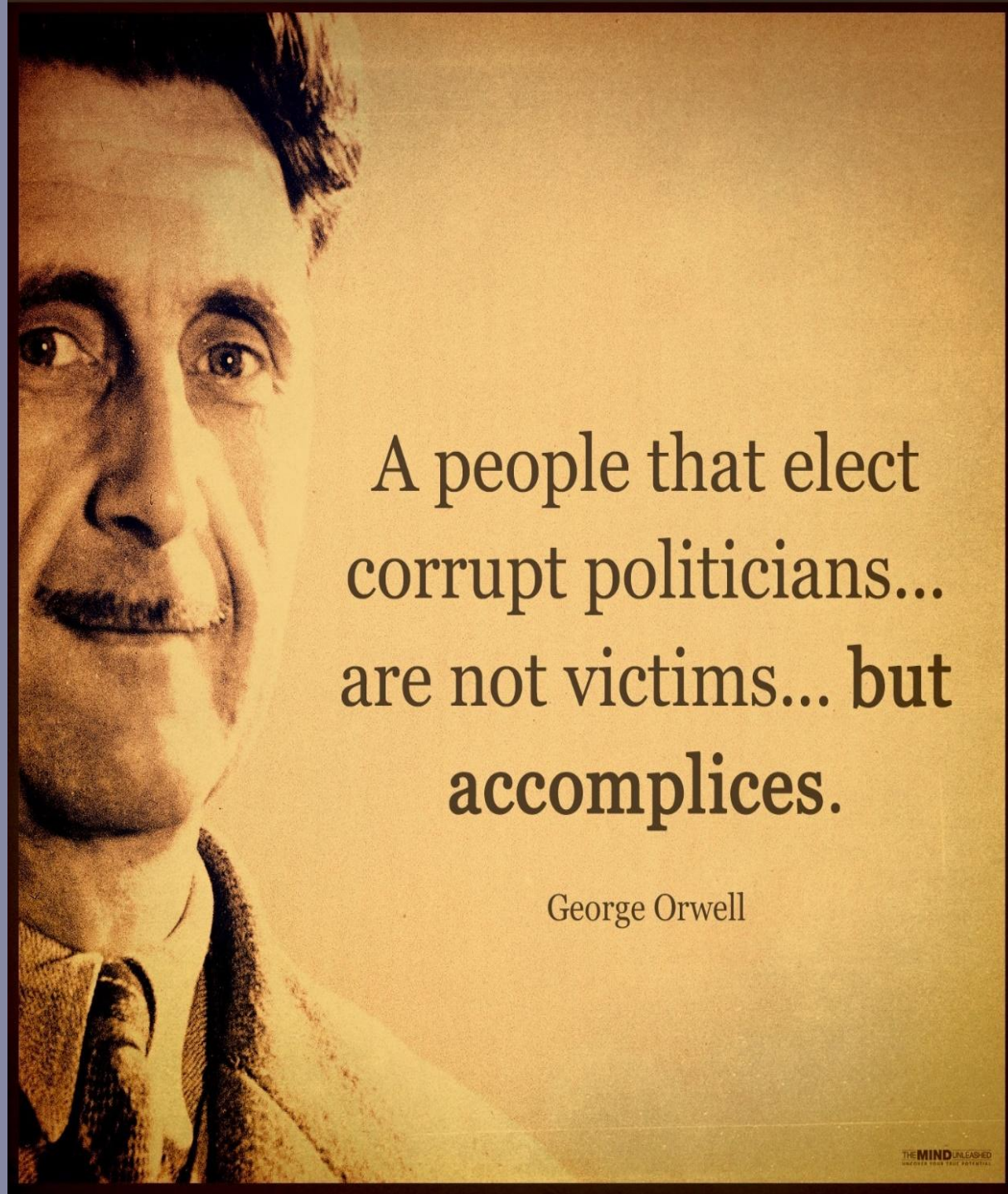


Responses & Measures

There is **no part of the world** where **corruption** is absolutely **eliminated**.

Olusegun Obasanjo *

... But once understood, it can be **effectively managed!**

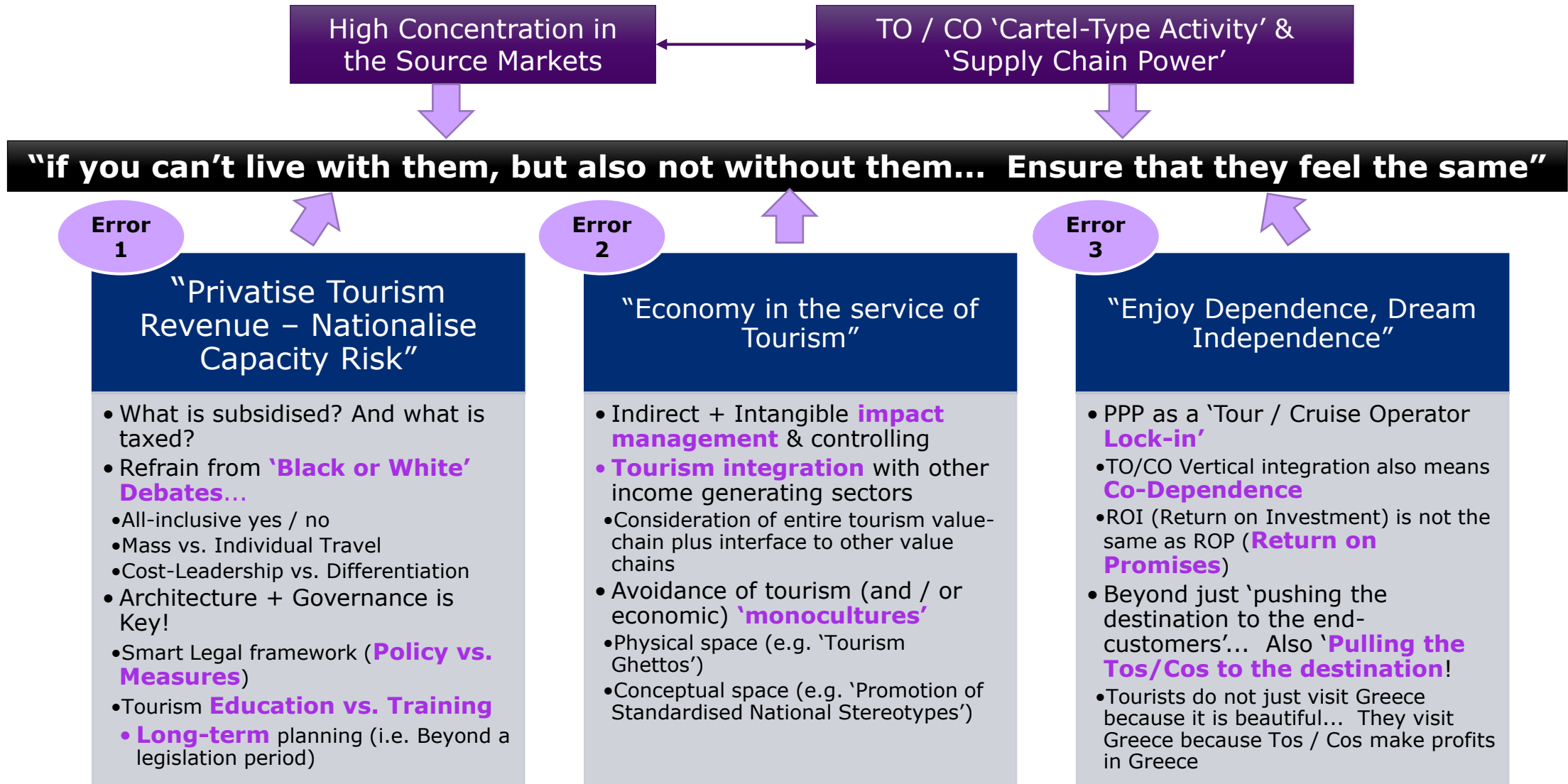


A people that elect corrupt politicians... are not victims... **but accomplices.**

George Orwell

3 Cardinal Mistakes in Tourism / Cruise Development

'Holistic Pragmatism as a Development Principle'



3 Cardinal Mistakes in Tourism / Cruise Development

'Holistic Pragmatism as a Development Principle'

High Concentration in the Source Markets

TO / CO 'Cartel-Type Activity' & 'Supply Chain Power'

"if you can't live with them, but also not without them... Ensure that they feel the same"

Error 1

"Privatise Tourism Revenue – Nationalise Capacity Risk"

- Wh...
- Add 'Strategy' to 'Hospitality' and 'Business Sense' to 'Service Mentality'
- S...
- Tourism Education vs. Training
- Long-term planning (i.e. Beyond a legislation period)

Error 2

"Economy in the service of Tourism"

- Indi...
- Develop Tourism Economy (not just generate guests and income)
- Ph...
- Ghetto...
- Conceptual...
- Standardised National Stereotypes'

Error 3

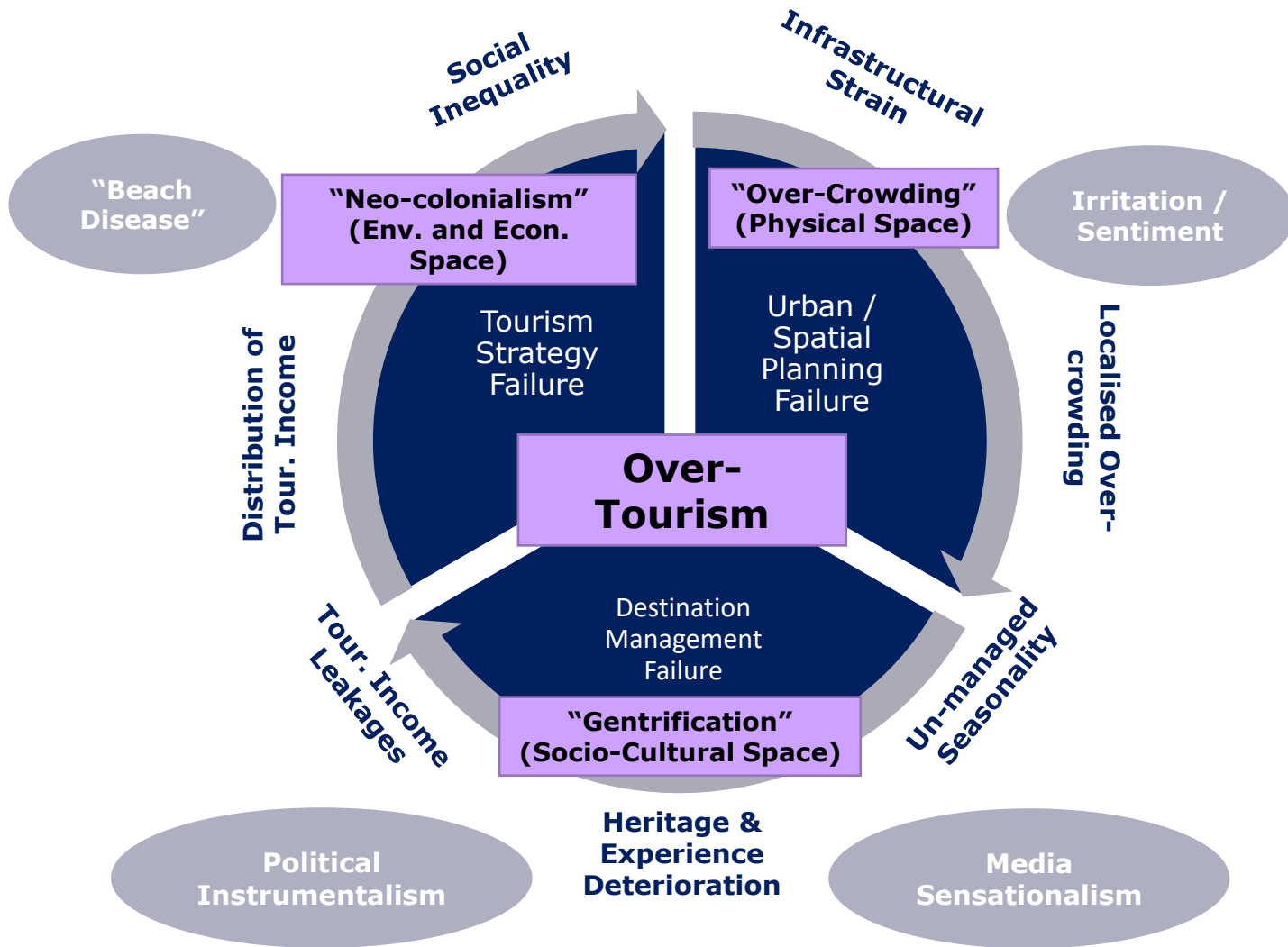
"Enjoy Dependence, Dream Independence"

- PPP...
- Foster Co-Dependence, be a 'Co-Investor' (not just a supplier)
- Tourists do...
- because it is beautiful... They visit Greece because Tos / Cos make profits in Greece



Beyond Simplistic Narratives and Naïve Policies...

Dealing with a Multi-Level Failure Aggregation!

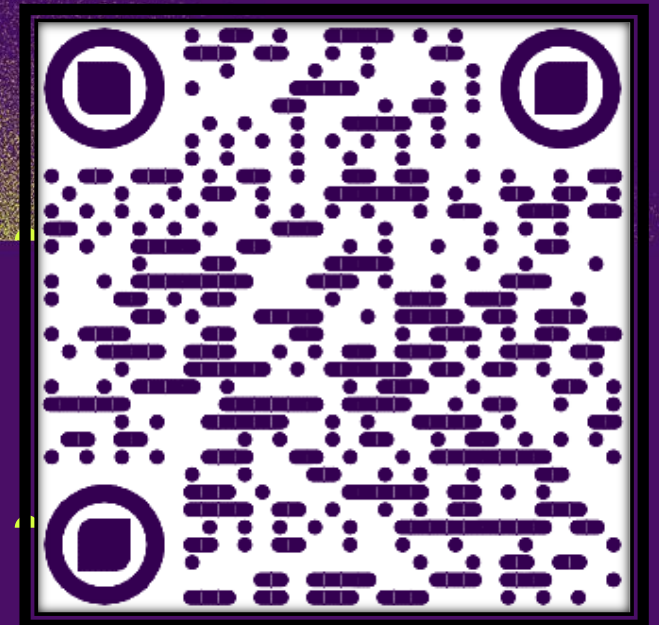


“Instead of promoting the destination, the time has come to **manage** the destination. The first step is to **make choices**... Tourism has always been a **goal** in itself and the most important driver was the **economic added value** it offered.”
(NBTC / NL Tourist Board (2019))



Thank you for your attention

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Hochschule Bremerhaven

Prof. Dr. Dr. hc Alexis Papathanassis
Hochschule Bremerhaven

T +49 471 4823-100

M +49 173 6132-565

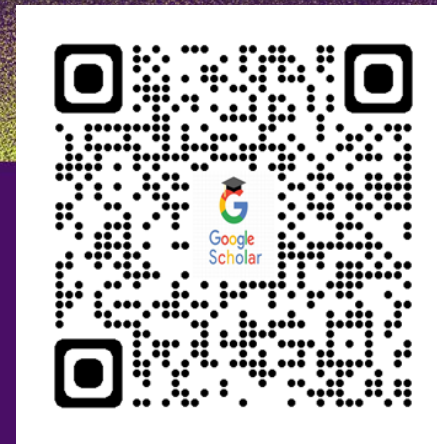
W www.hs-bremerhaven.de

E apapathanassis@hs-bremerhaven.de

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