

**Journal of Tourism
Challenges and Trends**

**Volume VIII, No.1
June 2015**

CRUISE TOURISM

Editor-in-chief: Prof. dr. Mihaela Sofia Dinu (Romanian-American University, Romania)
Address: office@JournalTCT.ro; www.JournalTCT.ro
ISSN: 1844-9742

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FOREWORD

The cruise industry is a relatively young form of tourism. During the last decade it continuously developed, both in terms of expenditures and number of tourists. It also has a significant impact on other economic sectors. For instance, just in Europe, the direct economic impact of the European Cruise Sector was in 2013 of more than 15,000 Million Euros. In Asia nearly 4,000 port calls have been scheduled for 2015. According with the report of Cruise Lines International Association - Southeast Asia and Chart Management Consultants, the proposed itineraries in Asia will touch 168 destinations across 19 markets, with top ports as Singapore, Jeju Island, South Korea, and Hong Kong.

Considering the evolutions in the last years, the growth potential is significant even if a slowdown of the growth rate has been registered in the last 3 years. The growing potential is related with the fact that the cruise product itself is increasingly more diversified and it could be further developed. Factors leading to its development are new destinations, new ship design concepts or new themes – to mention just a few.

The complexity of the cruise tourism sector is investigated in the present issue of the *Journal of Tourism Challenges and Trends*, from several perspectives. The first article deals with the academic research in the field in correlation with the evolutions of this specific tourism sector. Alexandra Zbucea shows in *Framing cruise tourism* that the academic literature in the field increased in the past years, but the interest in investigating this sector is lower than in well-established tourism sectors such as cultural tourism or rural tourism. As for the main topics approached by the literature in the field, in the past years the focus is mainly on consumer behavior and various business & management aspects.

Adrian Nedelcu, Gerda Popescu and Adrian Cioacă investigate in *Current diversity of cruise tourism* the broad evolutions of cruise tourism from its status of luxury product to mass tourist product, but specifying that currently the customers are mostly persons with medium-high incomes. The authors illustrate the diversity of the offer, as well as a concise mapping of the phenomenon. The final part of the article charts the cruise tourism development in Romania.

Traditionally, North America and Europe are the top regions associated with cruise tourism. In the context of strong development of some emerging economies, South-East Asia and especially China are becoming important actors on the market. Zhengfei Ren and PengJu Li develop an investigation

on consumer culture and cruise tourism awareness in China in the article: *Demonstrational analysis on consumers' consciousness of cultural tourism*.

Another emerging region in cruise tourism is analyzed by Magdalena Koralak. The article *Analysis of the cruise industry in the Arabian Gulf: the emergence of a new destination* presents the evolutions of cruise tourism in the Gulf area, and the strategies approached by various countries in the region.

The last article, *Cruise tourism: opportunity for Romania according to the Danube Strategy*, deals with a specific form of cruise tourism: river cruise tourism. The analysis of Mirela Mazilu, Wolfgang Limbert and Sabina Roxana Mitroi presents various concerns and strategies of sustainable development of cruise tourism on the main European river, the Danube. It sets the focus on the lower part of the river, respectively its potential in correlation with the Romanian tourism.

All the studies included in the present issue of the *Journal of Tourism Challenges and Trends* investigate relevant aspects of the cruise tourism today. We hope that they contribute to the deepening of the understanding of the sector and they will provide stimulating insights when considering further research.

Alexandra Zbucea

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FRAMING CRUISE TOURISM

*Alexandra ZBUCHEA**

Abstract: *Cruise tourism is a relatively new form of tourism, but researchers in the field agree that this specific form of tourism is one of the most dynamics. They also remark that, despite this, the academic literature is rather poor and many relevant topics necessary for a good understanding of this phenomenon are not yet approached by researchers. The present paper aims to reflect the place of cruise tourism both in the frame of tourism sector, and in the academic literature on tourism. The investigation of the evolutions of tourism in the last years shows that the rhythm of development of cruise tourism slowed down compared with the growth of tourism sector in general. Since the 1980s, when the cruise tourism registered a significant development, the academic interest also increased continuously. The current interest in cruise tourism is significantly smaller than in other forms of tourism. The paper investigates only the research included in high-impact academic journals on tourism. Most researchers investigating this specific form of tourism come from South East Asia (especially China and Hong Kong), followed by European researchers, despite that most of the cruise tourists come from the United States. The topics investigated in top-indexed tourism journals refer mostly to tourists' behavior.*

Keywords: *cruise tourism; forms of tourism; tourism studies.*

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CURRENT DIVERSITY OF CRUISE TOURISM

Adrian NEDELICU*, **Gerda POPESCU****, **Adrian CIOACĂ*****

Abstract: *This study on the naval tourist transports aims at not only emphasizing its features, but also its evolution from the beginning to the present. Even if there are several different denominations for the same tourism form (naval tourism, river tourism, coasting tourism, cruise tourism), we emphasize as follows the specificity of the concept's content, as well as the conditioning imposed by the geographic reality of the spaces where it is practiced. Finally, we approach their specific features in Romania.*

Key words: *cruise tourism; round trip charter; cruise harbor; Vancouver; Alaska; Romania.*

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DEMONSTRATIONAL ANALYSIS ON CONSUMERS' CONSCIOUSNESS OF CRUISE CULTURE

*ZengFei REN**, *PengJu LI ***

Abstract. Numerous books and articles deal with the Crusader Era in Israel. Although the majority of the work deals with Jerusalem and Acre-the major cities of this period-very little research to date has attempted to focus outside these cities in the area currently referred to as Judea and Samaria. According to our research, Judea and Samaria was of great importance with a significant influence on economic life during the time that the Holy Land was ruled by the Crusaders. In addition to Crusader sites in well-known places such as Jerusalem and Acre there are numerous ruins from the Crusader era in Judea and Samaria. We propose developing 'In the Footsteps of Crusaders' tourism in Judea and Samaria.

Keywords: Crusaders; Holy Land; Judea and Samaria; Heritage Tourism.

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ANALYSIS OF THE CRUISE INDUSTRY IN THE ARABIAN GULF: THE EMERGENCE OF A NEW DESTINATION

Magdalena KAROLAK*

Abstract. *This study examines the growth and development of the cruise industry in the Arabian Gulf in light of global cruise tourism trends. In the last decade, Arabian Gulf countries have actively promoted diversification of their economies and tourism was pinpointed as an important area for economic growth. Within the tourism industry, cruise tourism specifically has emerged as a new venue offering significant economic opportunities. By using various published and unpublished sources, this study traces the emergence of cruise tourism in the Arabian Gulf region. It analyzes the growth of this sector of tourism by examining strategies implemented by particular countries and joint regional cooperation efforts. Ultimately, it offers recommendations for future continued development of the sector.*

Keywords: *Tourism; cruise tourism; economic diversification; Arabian Gulf; GCC.*

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OPPORTUNITY FOR ROMANIA ACCORDING TO THE DANUBE STRATEGY: CRUISE TOURISM

Mirela MAZILU[†], Wolfgang LIMBERT^{}, Sabina Roxana MITROI^{***}**

Abstract. *In the context of the more and more diversified concerns, regionally and globally, for a sustainable development and the rational and responsible management of the natural resources, the global market of cruise tourism represents one of the most complex and dynamic sectors of the world economy. From Romania to Germany, covering over 2 800 km, the Danube has always been a tourist attraction. Today many new developments are putting it at the forefront of European river cruising. The EU Strategy for the Danube Region will bring together tourist organizations to maximize the opportunities for travel and discovery, spanning different cultures, capital cities, religions and languages. This article draws the attention on the Danube Strategy and its importance for Romania, the tourist and cultural potentials of the Romanian Danube Region with regard to their type of tourism: cruises tourism - as appropriate for sustainable development of this, but insufficiently developed in parts of Romania, and the real possibilities of tourism cruise and potential culture in the Romanian Danube Region within the framework of the Danube Strategy, into sustainability development.*

Keywords: *tourism cruise; strategy; attractiveness; opportunities; Danube; tourism potential.*

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