

THE EFFECTS OF CRUISING TOURISM ON TOURIST DESTINATION

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Abstract. *Tourism, a distinct field of activity, has experienced a special development over the last period of time by diversifying tourism flows. Tourist destinations, coastal areas, separately identified and promoted as places to visit, where the tourist product is coordinated by several authorities attract a growing number of tourists, couples, families, elderly people, visitors with special interests or special needs, are chosen according to the availability of transport means. The spectacular growth of cruise tourism is due to the convenient price of tourist packages offered by specialized tour operators from tourism and to the possibility of spending the leisure stay in the best conditions both of active and elderly tourists, because on the boat they have all the facilities of a resort. Cruise tourism has three types of effects on tourist destination: socio-cultural, economic and environmental.*

Keywords: *cruise tourism, effects, destinations*

INTRODUCTION

According to the new regulations at international level, tourism refers to the activities carried out by persons, on journeys with different transport means and of leisure stays outside the usual residence, for a consecutive period not exceeding 12 months, with the purpose of loisir, business, recreation or other reasons. According to this concept, the main forms of tourism can be identified:

- domestic tourism;
- inbound tourism;
- outbound tourism.

These forms of tourism can be combined in different ways, being distinguished the following categories of tourism: interior, national, international [1,4,10]. The new type of tourist has the following features:

- great flexibility in choosing the destinations and type of tourism;
- the desire for independence;
- experiencing the richest experiences at the destination;
- the accumulation of knowledge;
- care for health;
- high sensitivity to the tourist services offered at the destination.

Researches made on the role of tourism of any kind has highlighted that it has a considerable impact on the savings of societies and cultures in the reference countries. Its action is manifested by a multitude of plans, from stimulating the economic development to improving the social structure, from the superior capitalization of natural and anthropic resources to the improvement living conditions [6, 7].

Even if the vast majority of experts appreciate that tourism has positive effects and that it should be encouraged, even if it has also adverse consequences, there are also specialists who believe that it produces more harmful social and cultural effects when it is practiced at an international level, without an suitable management [2,8].

MATERIAL AND METHOD

Cruise tourism generates a lot of revenue, being the tourism sector with the highest growth in the tourism industry, cruise ships are on water and land, what are the airplanes in the air, the main carriers of tourists in the most interesting destinations on the world. With all these advantages cruise tourism has effects on destinations, effects that have been analyzed within this scientific approach in accordance with the opinions of other specialists in the field.

RESULTS AND DISCUSSIONS

The cruise of a day or several weeks does not mean only the actual tourist transport of tourists at destination with a cruise ship (Figure 1), with several bridges, but also a whole range of cultural activities in the cities of mooring, amusing and recreational on the ship, on land, that involve, most of them, one or more types of transport, at least up to the place where that activity is carried out, for the passengers from the board of a cruise ship (Figure 1) [2,3,5,9]:



Figure 1. Types of cruise ships

- horse riding or hiking tourism;
- cyclotourism;
- cultural activities: high culture, folk culture and customs, multiculturalism;
- hikes in protected areas for contemplating animals in their natural environment;
- voyage in the wild areas for knowledge of endemic species;
- event tourism: shows, community events, festivals;
- beach and diving in the areas classified as Blue-flag areas;
- diving with minimum equipment;
- diving with oxygen tube;
- surfing;
- tour of European cultural capitals;
- tour of historic cities;
- tour of the sites;
- tour of karst and coral reefs;
- water tourism.
- pursuing and swimming with dolphins in their natural environment;

Because any cruise ship represents all four aspects of the tourism industry - transport, accommodation-food, tourist attractions and tour-operators, this makes from cruise ships truly competitors for tourist resorts known from the world. Along cruise tourism, to diversify the recreational and leisure activities, it is possible to be practiced at the charter ports and the nautical tourism, on world-recognized tourist routes:

- Central and South America;
- Europe, the Adriatic Sea, the Mediterranean Sea;
- Asia;
- North America.

The nautical activities during cruises can be:

- participation in season and off-season water events;
- recreation and learning of water sports;
- knowledge of local gastronomy, participation to the fishing evenings;

- opportunities to fish using traditional tools

Due to the spectacular growth of this form of cruise tourism, the minimum duration of a cruise is 2-3 nights and can reach to 1-3 weeks. Cruise tourism has four types of effects on any tourist destination near the moorings. These effects are (Figure 2): economic, social, cultural and environmental

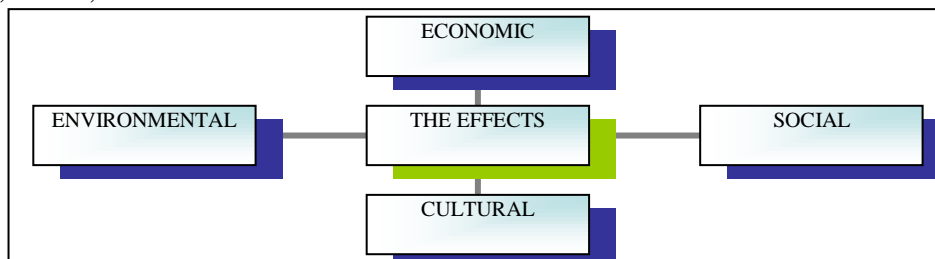


Figure 2. The effects of cruise tourism

Direct effects are manifested on cruise ships that feed with food, drink and other goods, on passengers and on crew. Indirect effects are seen on other companies delivering supplies to the supplying companies and the effects induced are the effects produced by the direct and indirect suppliers' expenses. It is appreciated by the majority of researchers that the economic contribution of cruise tourism depends on the nature of the ports where the ships are moored: the port of transit or origin, the size of the port and the perceived taxes by these ports.

Social effects of cruise tourism are manifested through the behavioral changes of the host population borrowed from tourists, neologisms borrowed in the language, family relationships.

The cultural effects of cruise tourism are: changing value systems, renouncing at the traditions, renouncing at the organization of life by ancestral traditions, internationalization of some holidays, renouncing at local gastronomy and consumption of pizza, pasta and beverages, renouncing at community holidays, abandoning the use of local dialects in favor of some international languages.

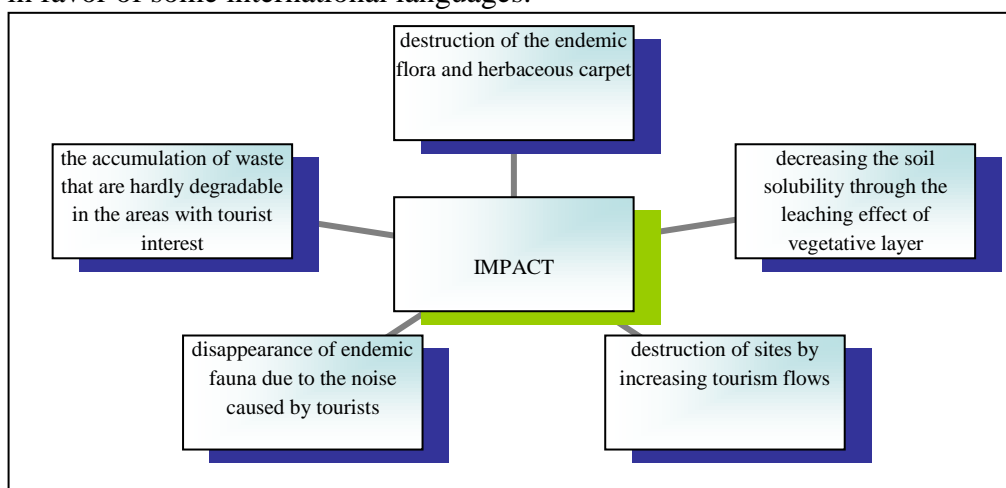


Figure 3. Types of environmental impact

The effects of cruise tourism on the environment are manifested by a large increase in tourist flows, which deteriorate areas, have negative effects on endemic flora or fauna. There may appear changes in composition of water, soil, vegetation degradation in mooring areas. Some researchers [2,9], presents the types of environmental impact caused by this type of tourism: Figure 3.

- destruction of the endemic flora and herbaceous carpet near the mooring area of the ships;
- decreasing the soil solubility through the leaching effect of vegetative layer;
- destruction of sites by increasing tourism flows;
- disappearance of endemic fauna due to the noise caused by tourists during the breeding season;
- the accumulation of waste that are hardly degradable in the areas with tourist interest.

CONCLUSIONS

Cruise tourism has seen an upward trend, over the last period of time, due to the increase number of cruise ships and complete services offered, to the increase of the leisure stay duration to 1-3 weeks, to the reorientation of tourist flows towards exotic destinations, especially during cold periods and to increase of life expectancy of the population, which has the opportunity to spend the entire leisure stay on the ship without the need for long distance travels.

Cruise tourism produces direct, indirect and induced positive effects on the economies of countries' tourist destinations, which have ports for mooring, as well as negative social, cultural and environmental effects on these areas, especially when the number of tourists exceeds the capacity of receiving of a tourist destination.

The effects of cruise tourism on the quality of the environment are manifested by the destruction of animal species habitats, degradation of soil and vegetation, the destruction of some natural or anthropic sites, due to inadequate behavior of tourists.

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