



Project co-financed by the European
Regional Development Fund

SUSTAINABLE CRUISE TOURISM JOINT ACTION PLAN

June 2018

Document ID

Deliverable	D3.6.2 - Sustainable Cruise Tourism Joint Action Plan
Work Package	WP3: Studying
Activity	A3.6 Sustainable Cruise Value Chain Action Plan
Date of preparation of this version:	18/6/2018
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Status (F: final; D: draft; RD: revised draft):	D
File Name:	SIROCCO_D3.6.2_v2.0
Version:	2.0

Revision History

Version No.	Date	Details
1.0	15/6/2018	1 st version
2.0	18/6/2018	2 nd version

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Abbreviations

MED	Mediterranean
VC	Value Chain

1 | Report aim

The aim of this report is to present a Joint Action Plan for ports & destinations to address the areas in which there is the most need for action in achieving a more sustainable and responsible cruise tourism in the MED.

The present Action Plan draws from the five destination-specific Action Plans that were formulated as a result of the SIROCCO project, aiming at enhancing the sustainability of cruise tourism in each destination. However, it does not constitute an aggregation of the actions proposed at each destination, but it rather combines, integrates and extends them in the light of the wider challenges and prospects of cruise tourism in the MED.

2 | Introduction

2.1 The need for a more sustainable and responsible cruise tourism in the MED

2.1 Objectives and attributes of the SIROCCO Joint Action Plan

The SIROCCO Sustainable Cruise tourism Joint Action Plan aims at the following objectives:

- to serve as guidance for the MED ports and destinations that aim at a more sustainable cruise tourism sector in economic, environmental and social terms
- to federate stakeholders in the MED around a common set of high-importance priorities
- to provide valid ideas for pilot projects to be included in future EC funding opportunities
- to further promote transnational cooperation among private and public actors cruise tourism actors in the MED.

The Action Plan is characterised by the following attributes:

- it reflects the areas which are considered by the project team to be in the most need of action in achieving a more sustainable and responsible cruise tourism in the MED, rather than trying to be a best practice guide
- it adopts a value chain perspective, placing emphasis not only to the cruise line - port interface, but rather to the cruise tourism – destination interaction
- it tries to embed a future oriented perspective, thus highlighting the next step in relation to certain action categories (e.g. from statistics to analytics, or from cruise promotional actions to their integration into other destination touristic segments)
- it embeds a more global perspective, thus incorporating input not only from the five SIROCCO destinations, but also from the wider sustainable & responsible tourism environment
- it does not include hard infrastructure actions mainly aiming at increasing port throughput capacity as these may vary considerably per destination, but includes infrastructural actions to directly address environmental sustainability issues to the destination.

The Joint Action Plan is being validated by an e-consultation (SIROCCO e-Forum) process aiming at:

1. gather input and assessing it against the following criteria:
 - relevance: do the priorities of the Action Plan reflect the areas in which there is the most need for action in achieving a more sustainable and responsible cruise tourism in the MED?
 - effectiveness: to what extent can the Action Plan contribute to its objectives?
2. seeking views on the issues that may need to be revised.

The template used for the consultation process is included as Annex 1 to the report, while the interrelations between the Joint Action Plan and the individual Actions Plans of the five SIROCCO destinations are provided in Annex 2.

3 | Action Plan

The SIROCCO Sustainable Cruise Tourism Joint Action Plan is structured in a number of core priorities, which are described in the following sections.

Priority 1: Understand cruise tourism

Specific objectives of this priority include:

- Gain insight on passenger and crew sub-segments, regarding their preferences, visit behaviour, spending characteristics and satisfaction
- Define the destination's cruise tourism capacity

Priority 2: Create & capture value

Specific objectives of this priority include:

- Structure local market offering per visitor type (cruisers vs crews), age, nationality, cruise line's vacation theme, etc.
- Structure destination's value proposition into thematic narratives
- Integrate cruise tourism's value proposition to other tourism segments

Priority 3: Safeguard & enhance environmental & social sustainability

Specific objectives of this priority include:

- Develop coordinated approaches among the respective cruise tourism stakeholders, in planning, monitoring (preferably in real-time) and addressing environmental issues
- Operate a cruise tourism local impact assessment scheme
- Educate/inform cruise lines and passengers on environmentally friendly & socially responsible behaviour at the destination and reward them for adopting them
- Address seasonality and demand peaks
- Enhance social responsibility
- Establish 'Sustainable Cruise Tourism Plans' as formal tools for ensuring and certifying destination sustainability and providing impact transparency & reporting
- Ensure a fair share of the local communities to the economic benefits

Priority 4: Build destination capabilities & synergies

Specific objectives of this priority include:

- Establish cross-functional stakeholder working groups
- Create stakeholder awareness campaigns and training on the opportunities and local challenges of cruise tourism
- Share cruise research & impact results with stakeholders

Priority 5: Foresee & innovate

Specific objectives of this priority include:

- Develop a destination strategy and a rolling business plan
- Develop early sign detection capabilities (e.g. small/big data analytics) to capture emerging trends at regional and global level on business, environmental & social issues
- Co-create, consolidate and spread best practices

Annex 1

Joint Action Plan Consultation Template

SECTION A – Text to be included in the consultation webpage

About this consultation

Topic: Sustainable Cruise Tourism Joint Action Plan

Target group:

- Private sector stakeholders and associations operating in areas related to cruise tourism
- Public authorities and agencies (at local, regional and national level) formulating and/or implementing strategies and policies in relation to cruise tourism or promoting cruise tourism
- Research & academia focusing on cruise tourism
- Inter-governmental organisations, active in the cruise tourism domain

Objective of the consultation

3. Gather input for the validation of the SIROCCO Sustainable Cruise Tourism Joint Action Plan, assessing the latter against the following criteria:
 - Relevance: do the priorities of the Action Plan reflect the areas in which there is the most need for action in achieving a more sustainable and responsible cruise tourism in the MED?
 - Effectiveness: to what extent can the Action Plan contribute to its objectives?
4. Seek views on the issues that may need to be revised.

How to submit your response

The SIROCCO team encourages stakeholders to use the online questionnaire in expressing their views for the sake of transparency and ease of access.

View the Action Plan

Download

SECTION B – Consultation document - questionnaire

Public consultation on the SIROCCO Sustainable Cruise Tourism Joint Action Plan

Fields marked with * are mandatory

Section I: Introduction and respondent information

This consultation is organised by the SIROCCO project, funded by the Interreg-Med Programme

- *1. Are you replying as:
- an individual?
 - on behalf of an organisation?

* My contribution:

Note that, whichever option is chosen, your answers may be subject to a request for public access to documents under Regulation (EC) N°1049/2001

- can be published with my personal information (I consent to the publication of all information in my contribution in whole or in part including my name or my organisation's name, and I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent publication)
- can be published provided that I remain anonymous (I consent to the publication of any information in my contribution in whole or in part [which may include quotes or opinions I express] provided that it is done anonymously. I declare that nothing within my response is unlawful or would infringe the rights of any third party in a manner that would prevent publication)

* Respondent's first name:

* Respondent's last name:

* Respondent's professional email address:

* Name of the organisation

* Postal address of the organisation

* Type of organisation

- Private enterprise
- Professional consultancy, law firm, self-employed consultant
- Trade, business or professional association
- Non-governmental organisation, platform or network
- Research and academia
- Regional or local authority

- International or national public authority
- Other

Section II: Relevance of the Action Plan

* 1. Do you believe that the priorities of the Action Plan reflect the areas in which there is the most need for action in achieving a more sustainable and responsible cruise tourism in the MED?

- Yes, very much so
- Yes, somewhat
- No, not really
- No, not at all

* 2. If you responded 'no, not really' or 'no, not at all' to the previous question, which priorities would you leave out? (1000 characters maximum)

* 3. If you responded 'no, not really' or 'no, not at all' to the previous question, which priorities would you add? (1000 characters maximum)

4. If you have added some priorities in the previous question, could you please indicate some potential actions related to those? (1000 characters maximum)

Section III: Effectiveness of the Action Plan

* 1. Has the SIROCCO Joint Action Plan the ability to contribute to any of the following objectives?

	To a large extent	Somewhat	To a small extent	Not at all	I don't know
To serve as guidance for the MED ports and destinations that aim at a more sustainable cruise tourism sector in economic, environmental and social terms					
To federate stakeholders in the MED around a common set of high-importance priorities					
To provide valid ideas for pilot projects to be included in future EC funding opportunities					
To further promote transnational cooperation among private and public actors cruise tourism actors in the MED					

2. Are there any other economic, social and environmental benefits of the action plan? Please specify below: (1000 characters maximum)

3. Are there any unintended negative results of the action plan? Please specify below: (1000 characters maximum)

Section IV: Implementation & governance

1. What are the main bottlenecks the action plan might face in its implementation?

	To a large extent	Somewhat	To a small extent	Not at all	I don't know
Limited access to funding to support projects of relevance to the action plan					
Lack of proper support and guidance for project promoters					
Limited ownership of the action plan by regional/local authorities					
Limited ownership of the action plan by operational (private) stakeholders					

2. Are there any other implementation bottlenecks not listed above? If so, please specify (1000 characters maximum)

Section V: Any further comments

1. Should you have any further comments on the implementation of the action plan, please specify below (1000 characters maximum)

2. You can also upload a document, such as a position paper, with regard to the implementation of the SIROCCO action plan

Upload doc

Annex 2

Interrelations between the Joint Action Plan and the individual destination-specific Action Plans

Joint Action Plan Priority 1: Understand cruise tourism

Joint Action Plan Priority Objectives	Valencia VC Actions	Civitavecchia VC Actions	Split VC Actions	Rhodes VC Actions	Limassol VC Actions
Gain insight on passenger and crew sub-segments, regarding their preferences, visit behaviour, spending characteristics and satisfaction	<p>1.4.4 Work with visitor industry using up to date research on customer preferences to optimise offerings to cruise passengers and develop new products to increase sales</p> <p>1.4.8 Develop information on ship demographics so that services/personnel can be customised to particular passenger/crew needs (age, language, culture)</p> <p>1.4.9 Develop information on passenger preferences and motivations for getting off ship including age, purpose, Free & Independent Cruisers (FIC) or organised traveller, to inform local industry so they can tailor product offerings to suit</p> <p>2.2.1 Structure balanced performance measurement systems that enable analysis from multiple agents.</p>		3.9 Regularly/ systematically, carry out a study/research regarding the visitors' satisfaction and expenditure		<p>6.3 Work with visitor industry using up to date research on customer preferences to optimise offerings to cruise passengers and develop new product to increase sales</p> <p>7.3 Develop information on ship demographics so that services/personnel can be customised to particular passenger/crew needs</p> <p>7.4 Develop information on passenger preferences and motivations for getting off ship to inform local industry so they can tailor product offerings to suit</p> <p>7.5 Establish specialized research on buying behaviour of cruise passengers</p>

	<p>2.3.1 Review the processes in place at key attractions to monitor visitation levels</p> <p>2.4.1 Survey regularly visitor expenditure and satisfaction</p> <p>2.6.1 Establish specialised research on buying behaviour of cruise passengers</p>				
Define the destination's cruise tourism capacity	3.4 Prepare a future strategic plan for cruises (what is our capacity for cruise ships)		2.4 Define the destination's cruise visitor capacity limit		

Joint Action Plan Priority 2: Create & capture value

Joint Action Plan Priority Objectives	Valencia VC Actions	Civitavecchia VC Actions	Split VC Actions	Rhodes VC Actions	Limassol VC Actions
Structure local market offering per visitor type (cruisers vs crews), age, nationality, cruise line's vacation theme, etc.	<p>1.4.2 Ensure the crews are aware of local bars, restaurants & supermarkets. Provide crew map/information</p> <p>1.4.3 Take advantage of Free & Independent Cruisers (FIC) – provide a booking system and services (either online or at the port) to arrange their own activities or visits to attractions</p> <p>1.4.6 Develop an offer aimed at Free & Independent Cruisers (FIC)</p>	<p>3.2 Create a specific commercial offer for cruise tourists</p> <p>3.3 Create a specific package of services and products for crew members</p>	3.5 Adjust a part of Split's tourism offer (e.g. manifestations, fairs) for/to better suit cruise visitors/tourists		<p>2.7 Investigate training mechanism and encourage provision of commentary and information during transportation to & around the city to encourage increase in participation & sales</p> <p>4.5 Liaise with residents and business to establish opportunities for retail/tourism growth and assist them with tailoring their offerings</p> <p>5.3 Encourage retailers to provide crew discounts (to encourage their promotion of the city to passengers and other crew)</p>
Structure destination's value proposition into thematic narratives		3.1 Port Authority should push local cultural bodies for the realization and organization of a cultural proposal that could fit to special cruise tourist needs	4.4 Invest in the development of additional tourist products, first and foremost in new cultural and sport manifestations, festivals and events	<p>1.3 Promote cultural and natural heritage of Rhodes island</p> <p>2.4 Promote the Aegean Cuisine network</p>	1.3 Promote special interest tourism categories such as agrotourism, conference tourism, sports tourism, weddings & honeymoons, as well as golf tourism.
Integrate cruise tourism's value proposition to other tourism segments					

Joint Action Plan Priority 3: Safeguard & enhance environmental & social sustainability

Joint Action Plan Priority Objectives	Valencia VC Actions	Civitavecchia VC Actions	Split VC Actions	Rhodes VC Actions	Limassol VC Actions
Develop coordinated approaches among the respective cruise tourism stakeholders, in planning, monitoring (preferably in real-time) and addressing environmental issues stemming from the resulting mobility, waste, air emissions, etc.	<p>3.2 Study in conjunction with the city council the best way to improve accessibility/mobility in the centre of Valencia</p> <p>3.3 Study available mechanisms to allow all cruise passengers to use an audio-guide service that reduces the acoustic impact and is thus less disruptive to citizens</p>	2.1 Disincentivise and discourage the use of bus and increase the attractiveness of railway	<p>5.4 Inspect/review the possibilities of transfer services from the Airport to the seaport by high-speed water vessels/ships and rail transport</p> <p>5.5 Inspect the possibility of building a Port waste reception facility for recyclable waste;</p> <p>5.6 Start to invest in renewable energy sources at the Port</p> <p>10.2 Provide/ensure discounts for ships that use alternative motor fuels or fuels that emit fewer environment pollutants</p>	4.3 Strengthen Green Infrastructure to upgrade Green paths and Improve Connectivity - Coherence of the NATURA 2000 Network.	4.4 Coordinate and liaise with various departments and organizations to prepare the city readiness at the least inconvenience (parking, transport, road control etc.)
Operate a cruise tourism local impact assessment scheme	2.5.1 Monitor air quality in port areas, water quality in waterways and ports and impacts to species in natural heritage sites		<p>4.5 Continuously analyse the effect that cruising tourism has on the surrounding area of the city of Split in order to avoid traffic and human pressure</p> <p>6.1 Define the data collection method for the area under environmental</p>		

			<p>and nature protection, as well as the data monitoring method</p> <p>6.2 Implement the analysis which shows the effect that cruising tourism has on the (natural) environment, improving the cruiser activity supervision at the Port and in its surroundings</p>		
Educate/inform cruise lines and passengers on environmentally friendly & socially responsible behaviour at the destination and reward them for adopting them		<p>2.2 Create a communication program for informing cruise tourists how to enjoy the cultural heritage without ruining it</p> <p>2.3 Invite tourists and operators to use the more 'environmentally friendly' transport systems for getting to tourist destinations of Lazio Region</p>			
Address seasonality & demand peaks	1.4.5 Encourage visitors to come back to Valencia out of peak season – provide deals and ongoing communication	<p>1.1 Increase the tourist visibility & attractiveness to all other (different and less famous) tourist destinations in Lazio Region</p> <p>1.4 Realise services, projects and plans necessary for getting the benefits of the increasing length of cruise season</p>	<p>2.1 Encourage the arrival of cruiser companies outside of the peak (summer) season using attractive rates and discounts</p> <p>2.5 Unburden the narrow city centre and parks by organising excursions/trips to less</p>		

		during autumn and winter.	developed locations in the County		
			6.6 Coordinate/ cooperate with national parks and nature parks regarding the possibility of organising larger tourist/visitor groups and avoiding the parks' overcrowding		
Enhance social responsibility	3.1 Study the reduction of food waste in Valencia with the aim of giving it to local non-governmental organisations 3.7 Further explore the options offered by charitable tourism				5.5 Embed accessible information for disabled passengers into the visitor information and experience.
Establish 'Sustainable Cruise Tourism Plans' as formal tools for ensuring and certifying destination sustainability and providing impact transparency & reporting					
Ensure a fair share of the local communities to the economic benefits					

Joint Action Plan Priority 4: Build destination capabilities & synergies

Joint Action Plan Priority Objectives	Valencia VC Actions	Civitavecchia VC Actions	Split VC Actions	Rhodes VC Actions	Limassol VC Actions
Establish cross-functional stakeholder working groups	<p>1.1.4 Create cross-functional working groups or committees to address cruise tourism across the value chain</p> <p>2.7.2 Foster stakeholder collaboration & joint action</p>	<p>1.3 Increase the institutional relations and collaborations between the Port Authority and the political local bodies for handling together all the problems related with cruises</p>	<p>4.2 Organise workshops with the goal of achieving a better cooperation between the value chain's stakeholders</p> <p>9.1 Launch an initiative for clustering the Port of Split cruising tourism value chain's stakeholders</p>	<p>3.1 Establish a Cruise Committee for the enhancement of the promotion of cruise tourism and cooperation between stakeholders</p>	<p>4.3 Coordinate collaboration and act as the main contact point between the various stakeholders – adopting a 'cluster' approach to managing the cruise industry members (logistics of the cruise industry)</p>
Create stakeholder awareness campaigns and training on the opportunities and local challenges of cruise tourism	<p>1.1.2 Create awareness campaigns for stakeholders to become participants in sustainable tourism</p> <p>1.1.3 Increase training mechanisms for sustainable tourism within Valencia cruise value chain</p> <p>1.4.7 Inform local businesses and tourism industry stakeholders on opportunities with the cruise industry</p> <p>2.6.2 Promote benefits of cruise visitors to stakeholders including positive media stories</p>		<p>4.3 Organise and encourage the entrepreneurs and Institutions to educate their employees in order to increase their overall knowledge and skill level</p> <p>6.5 Educate the stakeholders about the importance and need of environmental protection</p> <p>8.1 Involve education, higher education & research organisations in making cruising tourism educational programmes</p> <p>8.2 Involve the national government level (the ministry) with the aim of</p>		<p>3.1 Establish a yearly training program for the Cyprus port Authority employees and the stakeholders</p> <p>5.2 Work with retailer groups to encourage sales training and cruise readiness</p> <p>7.6 Promote benefits of cruise visitors to stakeholders including positive media stories, annual presentation to council</p>

			<p>preparing and creating educational programmes for the stakeholders in order to increase the quality of the tourist product</p> <p>8.3 Organise educations, workshops & seminars for the cruising tourism value chain's stakeholders and their employees.</p>		
Share cruise research & impact results with stakeholders	2.7.1 Share data and exchange information with local stakeholders		9.2 Regular exchange of data, information and knowledge with the goal of achieving common competitive advantages	2.3 Give guidelines to businesses involved with cruise lines and cruise passengers regarding their needs	

Joint Action Plan Priority 5: Foresee & innovate

Joint Action Plan Priority Objectives	Valencia VC Actions	Civitavecchia VC Actions	Split VC Actions	Rhodes VC Actions	Limassol VC Actions
Develop a destination strategy and a rolling business plan	3.4 Prepare a future strategic plan for cruises (where we are heading, what we want)		1.1 Establish a work group which will create the Cruising Tourism Development Strategy 7.4 Analyse and monitoring the competition		4.2 Create a Cruise Advisory Group to guide cruise industry strategy and actions for Limassol and Cyprus in general 8.1-8.4 Measure the impact of recommendations outlined in the cruise strategy
Develop early sign detection capabilities (e.g. small/big data analytics) to capture emerging trends at regional and global level on business, environmental & social issues	1.4.7 Share intelligence regarding the cruise tourism industry, including trends and statistics	1.2 Change management vision and targets, towards a view more global than local for the future port challenges		3.3 Promote guidelines regarding the Cruise Tourism industry, including trends & statistics	
Co-create, consolidate and spread best practices	1.1 Create, consolidate or spread quick best practices for businesses related to cruise tourism		9.3 Encourage stakeholder cooperation with the goal of creating innovations and applying 'green' technologies in business	3.4 Provide incentives to develop new products, services and technological updating for companies related with cruise tourism	