

# Abstract Template ESCC 2021

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**Presentation Title:** “Supporting economic sustainability of cruise destinations in Greece and Cyprus”

**Keywords:** “Cruise destinations, ports of call, local economy, cruise supply chain, traditional products”

**Abstract (min 300 words – max 500 words):**

“Cruise is the most important and economically intense form of nautical tourism, heavily contributing to the European Blue Economy (i.e. by \$65.5 billion in 2019). Despite being heavily disrupted by the recent outburst of Covid-19, the introduction of new health protocols, both onboard and at the ports of call, is expected to contribute towards the restart cruise activities paving the way towards the gradual transition back to ‘normal’ conditions / operations.

The Mediterranean region continues to account for the 2<sup>nd</sup> most attractive cruise destination in the world, after the Caribbean, with almost 16% of the world cruise fleet being deployed there (pre-Covid). Within the respective cruise itineraries, Greek destinations hold a prominent position, while Cyprus is presenting, over the last year, remarkable growth after a period of low cruise traffic. Despite the attractiveness of those destinations, the contribution of cruise activities in local economies at the ports of call is very low, not balancing out in that way resulting externalities.

Considering also key recent trends affecting the cruise industry such as (a) the search of passengers for memorable and diverse experiences and (b) the greater use of technological solutions / applications both onboard the vessel but also at cruise destinations, providing personalized services to passengers tailor-made to their preferences, there is room for introducing innovative ideas that can provide new experiences to passengers whilst supporting economic sustainability at cruise ports of call.

To this end, a novel digital platform has been developed within the context of the NAYS project with the aim to promote local traditional products to cruise passengers thus integrating them into cruise supply chains for cruise companies adding for example a ‘tasting’ experience of Greek and Cypriot cruise destinations. Through this platform, local producers and suppliers can post their products that can be made available at different ports of call, and cruise passengers and companies (i.e. B2C and B2B) can

place their orders to be delivered at the cruise vessel. A series of consultation activities with all relevant groups of stakeholders were undertaken for specifying the structure of the platform and services to be offered, which are currently (summer 2021) being pilot-tested. The latter activities are expected to evaluate the usability and user-friendliness of the platform and its features, and provide as a next step a series of recommendations to be up-taken during the preparation of its final version, so that the product to be commercialized at the end of the project is tailored-made to users' needs. Interoperability with National Maritime Single Windows, that are still not operational in both countries, has been also foreseen so that nautical information can be retrieved and utilized within the platform for determining service windows and cut-off times for order placement."

**Select one of the following Topics:**      "Maritime and Air Transportation"

1. Bioenergy
2. Competition in Electricity Markets
3. Decision Making
4. Decision Support Systems
5. Electricity Risk Management
6. Emissions
7. Energy & Environment
8. Energy Efficiency
9. Energy Systems
10. Fuels
11. Greenhouse Gas Emissions
12. Hydroelectricity, Geothermal & Solar Energy
13. Maritime and Air Transportation
14. Mathematical Programming and Energy, Sustainability & Climate Change
15. Multi-criteria Analysis
16. Natural Resources
17. Non-Greenhouse Gas Emissions
18. Operational Research and Energy, Sustainability & Climate Change
19. Power Generation and Trading
20. Power Systems
21. Process Optimization, Synthesis, Design and Operation
22. Renewable Energy

23. Sustainability in Supply Chain
24. Sustainable Energy
25. Transportation and Energy Efficiency
26. Vulnerability, Sustainability & Stochasticity
27. Write an other option

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