

A Study on Sustainable Cruise Tourism and Its Impacts

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Key Words: Tourism, Cruise Tourism, Sustainable Tourism, Tourism Impact.

Abstract

Tourism is one of the largest and fastest growing industries in the world, and is a major industry in many developed and developing countries. It is an increasingly important source of income, employment and wealth in many countries. However, its rapid expansion has also had detrimental environmental and socio-cultural impacts over many regions. Like tourism, the rapid growth in cruise tourism has also put greater pressures on environmental and cultural resources in cruise-ship ports of call. Through this paper, we would like to argue that more emphasis should be given to minimize national and international environmental impacts originated from cruise tourism with preparing infrastructures for sustainable tourism.

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I. Introduction

Tourism¹⁾ can be considered one of the most remarkable socio-economic phenomena of the twentieth century, and has been being a major industry in many developed and developing countries, due to the income generated by consumption of goods and services by tourists during their leisure activities, and taxes levied on related business in the tourism industry, and the opportunity for employment in the service industries associated with tourism. However, its rapid expansion has also had detrimental environmental and socio-cultural impacts in many regions.

For the last several decades, we have witnessed a growing interest in the relationship between tourism development and environment conservation problems, such as an interest driven by a number of factors including the rapid growth in worldwide tourism activities and an enhanced concerns of the critical impacts of mass tourism in land or sea on environmental resources.

With these trends in tourism, it is necessary for tourism providers and consumers to integrate the needs of tourism with the protection of environmental resources by maintaining sustainable development as a management concept. In other word, to diminish the dangers of mass tourism for our future generations.

In this study, the researchers try to attempt to provide overview and analysis of the relationship between tourism development and environmental quality, especially focused on marine cruise²⁾ tourism industry, by taking sustainable tourism development as the central research concept.

More specifically, tries to examine the impacts of tourists and the tourism industry on environmental resources, and some key concepts and techniques for the better environmental management of tourism.

Up to the present, many researchers(Gibson, P. & Papathanassis, A. (2009), Cruise Sector Futures; Park, S.Y. & Petrick, J.F (2009), Examining current non-customers; Pratt,S. & Blake,A. (2009), The Economic Impact of Hawaii's Cruise Industry; S., &

1) Tourism is travel for leisure or business purposes. The World Tourism Organization(WTO) defines tourists are people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

2) The act or an instance of cruising, especially a sea voyage for pleasure.

Roy, J. (2009), Global Service Supply Chains; Hritz, N. & Cecil, A.K. (2008), Investigating the Sustainability of Cruise Tourism; Mak, J.(2008), Taxing cruise tourism, etc.) have focused on the aspects of high value added created by tourism and its related industries. But in recent, with the importance of environmental issues, all environment related matters driven from tourism results; in or on sea pollution by sewage, refuse, bilge, nature and so forth were examined as a prelude to a detailed treatment of the principles and implications of sustainable tourism development.

More than anything else, it also necessary to grasp the correct definitions needed to this study, and so tried to explore conceptual framework and definitions widely used in Part II and cruise tourism sustainability and its impacts for sustainability in Part III, in part IV, as a part of closing, researchers will suggest summary of this study and conclusive remarks for sustainable cruise tourism development.

The main argument of this study is to provide overview of sustainability related to tourism and the environment as well as the social factors must be taken into consideration when developing and guidelines that will facilitate the growth of the cruise tourism sector. The ultimate goal of the research is to maximize the benefits from the cruise tourism industry and at the same time sustaining the natural resources.

II. Theoretical Backgrounds for Cruise Tourism

1. Tourism and Its Conceptual Definitions

1) Definitions of Tourism

There is no universally accepted definition of tourism. And the definition of WTO(World Tourism Organization) is widely adapted; tourists are people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Dean MacCannell(1992:1) introduced tourism as follows; "Tourism is a primary ground for the production of new cultural forms on a global base. In the name of tourism, capital and modernized peoples have been deployed to the most remote regions of the world, farther than any army was ever sent. Institutions have been

established to support this deployment, not just hotels, restaurants, and transportation systems, but restorations of ancient shrines, development of local handicrafts for sale to tourists, and rituals performed for tourists. In short, tourism is not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature, and tradition; a framing that has the power to reshape cultural and nature to its own needs.(Peter Burns and Andrew Holden, 1995:1)

MacCannell describes those that have any sort of responsibility for planning, managing or teaching about tourism, at any level, need to have a holistic understanding of tourism, its implications, processes and complicated problems. This, together with an awareness of the emergent planning and coping philosophies that are gaining ground within the tourism process.

Tourism may be defined in many ways with definitions varying according to the underlying purpose for the definition. There are generally accepted to be three aspects to defining tourism. The first concerns the purpose or motivation of the visit, such as drawing a distinction between, for instance, business and pleasure, pilgrimage and rite of passage. The second element will be concerned with time, making the important differentiation between day trips and voyages the involve overnight stays. Thirdly, a definition should take account of particular situations enabling categories that may or may not be counted as tourism, such as migration, transit, sea cruises.(Burkart and Medilk, 1989:42)

2) Tourism in the Context of Globalization

Given the increasing significance of globalization, it is worth of briefly examining the concept a little further. The term 'globalization', first used in its contemporary sense in the mid-1980s, is rooted in the study of international relations and 'modernization'. Its main themes explore the ways in which at level economic and political relations between nations and regions are increasingly framed by a sort of 'cultural convergence', where a set of values emerges across a range of countries with a tendency toward 'cultural homogeneity'.(Peter Burns and Andrew Holden :75-76.)

The paradox that globalization theory tries to address is that in the face of this apparent cultural convergence there is increasing nationalism, fragmentation and polarization. The extent to which the technological revolution in global communications has increased understanding between nations remains questionable. The underlying concern here, and one that is difficult to express because of its

vagueness, relates to the 'pervasive spread of the value of consumerism, possessive individualism and status achievement'(Gill and Law, 1988:155).

Tourism, by its nature, is thought of as an international business, even though much of it takes the form of domestic tourism, but being international is not the same as being global. Bradley(1991) describes global industries as being characterized by the firm's competitive position in one country, being: "significantly influenced by its position in other countries. In these industries firms do not operate with a collection of individual markets but a series of linked markets in which rivals compete against each other across the markets.

3) Cruise Tourism Industry in Globalization Age

The new big ships are changing the industry in many ways. More like floating resorts than ships, they cater to broader markets of consumers, with their many onboard activities, different cabin categories and factors.

But everything is not about size. The fleet includes a variety of ships from mid-sized to small, including modern sailing ships.

While most of the cruises are offered in popular regions such as the Caribbean, the Mediterranean, the Mexican Riviera, Alaska and Canada and New England, others ships sail up the Amazon River, in the Galapagos or to Antarctica.

Cruise lines are also sailing from more homeports, as of <Table 1> than ever and offering different departure days and cruise lengths, making cruises more accessible and affordable to more people.

<Table 1> Requirements of Cruise Homeport

Port Functions	Main Contents
Metropolitan cities	Tourism resources, Cultural and event , leisure, Accommodation facilities, Safety management system, Tourist convenience facilities
Port	Pier alongside facilities, Customs & Immigration service, Terminal & Subsidiary facilities
Airport	Capacity for mass tourists, Customs & Immigration service, Diverse foreign flight service
Others	Railroad, Highway, Logistic network

Source: Reproduction from KMI data

These are some of the pillars that will continue to propel the cruise industry on its global course.

So far, only 19 percent of the North American population has ever taken a cruise; meaning 81 percent has not taken a cruise. And in Europe, the penetration is much less, and negligible elsewhere, which all bodes very well for the industry's future growth potential(Cruise Industry News).

2. Cruise Tourism and its Growth

1) History of Cruise Tourism

Before the dominance of air travel, which began to enjoy commercial success in the late 1960s, passenger liners were the preferred mode of overseas travel. Ships changed very little during the first half of this century. Although engine efficiency improved, passenger staterooms, public lounges, and deck space on a cruise ship built in the 1950s were not much different than those on the S.S. Titanic. Most of the so-called modern ships plying the waters during this time copied the amenities and the grand styling of past steamships. Their purpose remained the same as well. Oceangoing vessels were primarily used to get from Point A to Point B, especially for second- and third-class staterooms. The most common voyages were transatlantic crossings from New York to London.

The real blow to the cruise ship industry came in the 1960s when Boeing began selling 747s and other aircraft worldwide. Meanwhile, a global transportation network of airports with regulated common language and airtraffic controllers, in coordination with the United States Federal Aviation Administration, was being established. As the decade came to a close, it was no longer fashionable, practical, or economical to travel by boat.

It is speculated that shows such in the 1970's classic *The Love Boat* contributed to the idea of luxury cruise ship travel and that ideas found in this show contributed to a growing trend of cruise ship travel as a luxury vacation rather than a means to travel as a necessity.

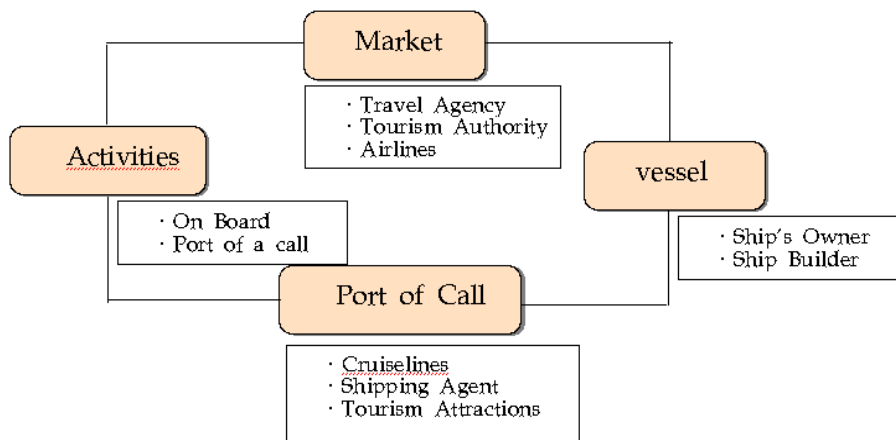
With Princess Cruises focused on Caribbean itineraries, the popularity of cruise ship vacations grew by leaps and bounds. This also marked a time when cruise ship amenities began to change. Cruise ship travelers of all social classes would enjoy first-rate rooms and service. Ocean views, pools, casinos and onboard

entertainment are all staples when it comes to cruise ship travel, as was the case in the late 70's when more and more cruise ships were being built.

The same is true today. Larger and larger vessels are being constructed - a trend that has continued in the cruise ship industry as passengers see bigger and better ships.

Today, there are two big companies that dominate the cruise industry, Carnival Corporation that dominate the industry. Carnival Corporation with 11 brands and 95 ships and nearly 50 percent of the worldwide cruise capacity; and Royal Caribbean Cruises with five brands and 38 ships, and nearly 25 percent of the market. Next is Norwegian Cruise Line with 10 ships and 7 percent of the market and MSC Cruises, with 11 ships, and nearly 7 percent of the market capacity. In addition are some 40 smaller companies competing in different market segments. They are also driving a level of innovation that has never been seen before as demonstrated by the Royal Caribbean's Oasis of the Seas³⁾.

<Fig. 1> The Structure of Cruise Industries



As the industry grows it needs more products from suppliers, and innovations are also opening the doors for a broader range of vendors as of <Fig. 1>.

At the same time, cost efficiencies, volume, health and safety requirements dictate more stringent quality, price and delivery criteria. Once a ship leaves the dock "you have missed the boat."

3) At more than 220,000 tons, Royal Caribbean's Oasis of the Seas is, by far, the largest cruise ship ever built. The Oasis of the Seas carries about 5,400 passengers and 3,000 crews and spans 16 decks high.

2) Growth of Cruise Tourism Industry

The service industry as one component of tourism include transportation service such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts. Among the above service industries, cruise industry is the fastest developing sector of the leisure travel industry as shown at <Table 2> Major Cruise Ship's Corporations and M/S. More people are taking cruises than ever before and there is huge potential for growth in this dynamic industry.

It says that in recent Cruise Industry News(2010), the cruise industry evolved over the past 40 years as a popular form of vacation for more than 10 million North Americans annually, 5 million Europeans and the balance made up with passengers from mainly Brazil, Australia and New Zealand, and the Far East, for an estimated grand total of some million passengers in 2010.

By 2014 that number will have grown to more than 20 million based on existing new ship orders. There 25 new ships on order to be delivered between now and 2014. The value of the orders is estimated at nearby US\$ 20 billion and will bring nearly 64,000 new berths into the market for and estimated 3 million more passengers over the five years period.(Cruise Industry News, 2010)

<Table 2> Major Cruise Ship's Corporations and M/S

Companies	Cruise Lines	Nos. of ship	M/S(%)
Carnival Corporation	11	95	50
Royal Caribbean Cruises	5	38	25
Norwegian Cruise Line	-	10	7
MSC Cruises	-	11	7
40 smaller companies	-	-	11

Source: author constructed based on Cruise Industry News, 2010

The rapid growth in cruise tourism has put greater pressure on environmental resources.

3) Worldwide trend of Cruise Tourism Market

The global cruise industry has grown by an average of 10 percent a year over the last 30 years. This is more than in other areas of tourism. More than 13 million passengers worldwide went on cruises in 2005. And also, the industry generates some US\$ 170 billion a year in passenger expenditure. The bulk of activities is

concentrated in a few regions as shown the following <Table 3>.

<Table 3> : Principal Cruise Regions

Regions	% of Market Share
Caribbean	45 %
Mediterranean	13%
Northern Europe	10%
Mexico/Panama	10%
Alaska	8%

Source: The NSW Cruise Market, a discussion paper

There are 116 cruise lines, 17 of which are owned by just three companies; Carnival Corporation(130,000 berths), Royal Caribbean Cruises(60,000) and Star Cruises(22,000). These three companies control over 80 percent of the total world cruising capacity.

The worldwide trend in size is for larger cruise ships. And 80 percent of cruise passengers worldwide come from North America(the United States and Canada). With less than 10 percent of this population ever having taken a cruise, the potential for growth in this market is enormous. The market source is growing by more than 8 percent annually. The United Kingdom is the second largest market in the world, with other fast growing market sources including Europe and South America. The Japanese market is also increasing and major cruise companies are now beginning to go after the Chinese and Indian markets. More than anything else, many cruise passengers worldwide are repeat customers, prompting cruise lines to vary destinations and programs.

III. Cruise Tourism Sustainability and Its Impacts

1. Conceptual Definitions for Sustainability

1) Principles of Sustainable Development

Prior to understand sustainable tourism, it is necessary to see the principles of sustainability and sustainable development. In Sustainable Seattle⁴⁾, they defines

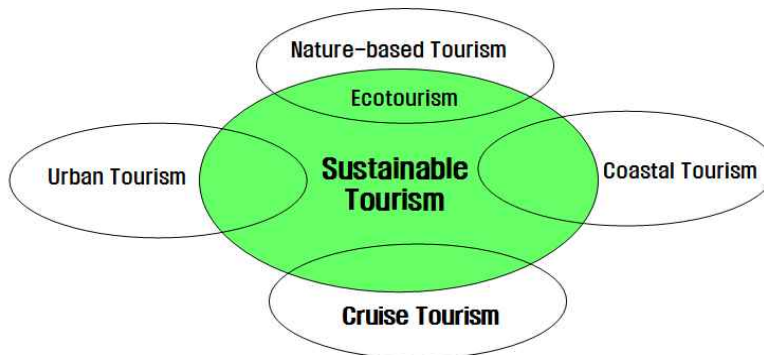
4) <http://www.sustainablemeasures.com/node/36>

"sustainability" as follows; the "long-term, cultural, economic and environmental health and vitality" with emphasis on long-term, "together with the importance of linking our social, financial, and environmental well-being." And according to a definition put forward by the World Bank, sustainable development can be characterized by following three principles⁵⁾: (1) the rate at which renewable resources are used must not exceed the rate at which they are regenerated; (2) the rate at which non-renewable resources are used must not exceed the rate at which renewable substitutes are developed; (3) the rate of emissions of polluting agent must be in accordance with the environmental capacity to assimilate them.

2) Principles of Sustainable Tourism

As shown the following <Fig. 2>, principles supporting sustainable tourism are not unique to the tourism case but apply to sustainable development in general. Inherent in the concept of sustainability is some form of environmental constraint. The ultimate aim of all economic activity should be to maximize social welfare or real net benefits to society. If tourism development or activity is to be truly sustainable, the following principles need to be considered(M.J. Stabler, 1977:282).

<Fig. 2> Diagram of Different Types of Tourism



Source: Amos Bein, CEDS, San Jose, Costa Rica, 2005

(1) The environment has an intrinsic value which outweighs its value as a tourism asset. Its enjoyment by future generations and its long terms survival must

5) <http://www.lighthouse-foundation.org/index>

not be prejudiced by short term considerations. (2) Tourism should be recognized as a positive activity with the potential to benefit the community and the place as well as the visitor. (3) The relationship between tourism and the environment must be managed so that the environment is sustainable in the long term. Tourism must not be allowed to damage the resource, prejudice its future enjoyment or bring unacceptable impacts. (4) Tourism activities and development should respect the scale, nature and character of the place in which they are sited. 5) In any location, harmony must be sought between the needs of the visitor, the place and the host community. (6) In a dynamic world some change is inevitable and change can often be beneficial. Adaptation to change, however, should not be at the expense of any of these principles. (7) The tourism industry, local authorities and environmental agencies all have a duty to respect the above principles and to work together to achieve their practical realization(M.J. Stabler:85-86).

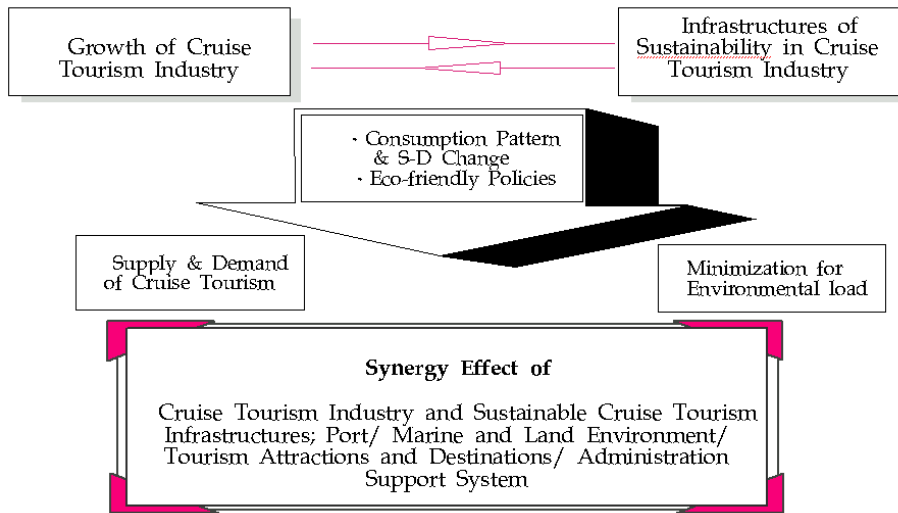
3) Sustainable Cruise Tourism

Cruise tourism covers various segments of different markets. In most parts of the cruise business, sustainability aspects - in terms of ecological sustainability - are already emphasized. It can be expected the cruise industry will continuously work on diminishing all negative ecological effects of cruise tourism - in there own interest.

Therefore, the supposition that activities related to the most important Caribbean cruise market do not sufficiently fulfill sustainability criteria, can be shown in the social cultural as well as economical dimensions of sustainability. But it is not easy to find clear evidence. There is no doubt; cruise tourism stimulates local economies. But very often, the real impact to the economical development in the long run lag well behind the promises and expectations. The relation between input and output, between costs and benefits seem unbalanced - to the disadvantage of the cruise destination areas.

<Fig. 3> illustrates sustainable growth system of cruise tourism industry, more than anything else, it is very important to provide various infrastructures of sustainability in cruise tourism industry considered consumption patterns, supply-demand of passengers, and policies on minimization for environmental load.

<Fig. 3> Sustainable Growth System of Cruise Tourism Industry



2. Key Issues on Sustainable Development for Cruise Tourism

All tourists of almost all the types of tourism demands a range of one or more activities in the destination area which other travellers do not require specifically from that area. Gilbert(1990) provides a classification of the main types of activities which the tourists may demand of a destination area, summarized in <Table 4>.

Tourism has both positive and adverse impacts, so effective monitoring and management systems are important to maximize the benefits and prevent adverse effects. And so, tourism industries including cruise lines as well as all authorities concerned worldwide seek to promote a sustainable tourism by managing the so-called triple bottom line that embraces the environment, economy and society.

All social, economical and ecological development approaches of the people living today should not restrict the development perspectives of future generations. Transferred to tourism issues, this principle of sustainable development implies three components like <Fig. 4>:

<Fig. 4> Three implications for Sustainable Development



<Table 4> A classification of the main types of activity representing aspects of tourist demand

Demand	Main Types of Activities
Commuting with nature	demand for open areas, parks, commons, rambling, walking, etc.
Attractions	visiting zoos, safari parks, waxworks, theme parks, etc.
Heritage	visiting castles, stately homes, museums, ancient monuments, religious sites, galleries and battlefields.
Sport activity	taking part in or watching various forms of indoor or outdoor sport including those of a specifically rural or urban nature. These would include; ten-pin bowling, fishing, sailing, golf, shooting, swimming, surfboarding, motor racing, football, cricket, etc.
Entertainment	other than sport, this would include visits to the cinema, theatre, bars, concerts, discos, restaurants, etc.
Relaxation	sunbathing, resting, reading, etc.
Health	taking healthcare treatment, saunas, massage, therapy, Includes moral health such as religion and pilgrimages, etc.
Shopping	browsing, souvenir or antique hunting, special-purchase trips for new outfits, gifts, new high-cost equipment, etc.
Business activities	meetings, conferences, exhibitions, etc.

Source: Modified from Gilbert(1990)
Colin Hunter and Howard Green(1995), p.3.

1) Environmental Sustainability

This is about the contribution of tourism to more preservation and protection of ecosystems worldwide. Intact nature habitats are and will be an important precondition and the basis for tourism activities. Aware of this, strategies need to be developed on how to conserve resources and to reduce emissions. It also needs an environmental planning concept, which guides the way to a more environmental sustainable tourism and related activities on all levels.

2) Social and cultural Sustainability

This is about the contribution of tourism to more intercultural exchange and mutual understanding among people, despite different nationalities, language and religions. In the destinations, tourism should enable self-determined cultural dynamics and contribute to social contentment. Tourist are guests in dedicated regions and the regions are not museums. First of all, regions are the habitats for the local inhabitants, and not service providers for the tourism industry. Social responsibility implies that tourism should support the conservation of social and cultural values locally.

3) Economical Sustainability

Sustainable tourism is guided by the principle of a qualitative economical growth. In the short and long run, this principle contributes to diversified incomes - taking into account the ecological and social costs and benefits of growth. Tourism can contribute to the welfare of destination regions as protecting local sources of incomes and improvements of local living conditions. Additionally, tourism can contribute to facilitating disadvantages or even to equaling structural disparities of remote areas. Tourism needs to be integrated in the local economical structures in order to maximize its contribution to the regional value added. The implementation of the most comprehensive social and legal standards of most developed states has to be accepted in the tourism destination. Social and environmental dumping should not be allowed to pay off.

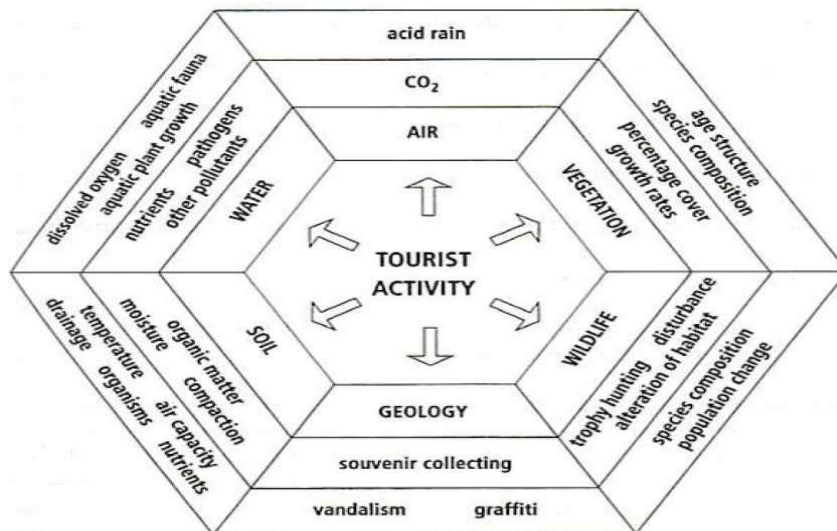
3. Key Impacts on Cruise Tourism

1) The Nature of Tourism Impacts

Tourism impacts can arise through the construction and operation of tourist

facilities or services and from the activities of tourists themselves. They may be short-term or long-term, positive or negative, local, regional, national and even local, and direct, indirect or induced. This diversity in the range and type of impact partly reflects the characteristics of the tourism industry, and makes the comprehensive appraisal of the environmental consequences of tourism development problematical. <Fig. 5> illustrates multiple impacts of tourism activities and in <Table 5> some major potential impacts of tourism on the natural environment.

<Fig. 5> Multiple Impacts of Tourism Activities



Source: K. Godfrey and J. Clarke, *The Tourism Development Handbook*(London: Thompson Learning, 2000), p.31

And Briassoulis(1991) provides following summary of the major difficulties involved in the assessment of tourism impacts:

- (1) tourism is an amalgam of inter-linked activities and it is often difficult to distinguish impacts arising from individual activities;
- (2) tourism activities may be pursued both by tourists and by the host population and occur together with other economic activities, again presenting problems for those attempting to separate impacts arising from tourism alone;
- (3) environmental change occurs naturally, making tourism-induced change more difficult to quantify;

<Table 5> Some major potential impacts of tourism on the natural environmen

Impact aspect	Potential consequences
Floral and faunal species composition	<ul style="list-style-type: none"> · disruption of breeding habits · killing of animals through hunting · killing of animals in order to supply goods for the souvenir trade · inward or outward migration of animals · trampling and damage of vegetation by feet and vehicles · destruction of vegetation through the gathering of wood or plants · change in extent and/or nature of vegetation cover through clearance or planting to accommodate tourist facilities · creation of a wildlife reserve/sanctuary or habitat restoration
Pollution	<ul style="list-style-type: none"> · water pollution through discharges of sewage, spillages of oil/petrol · air pollution from vehicle emissions, combustion of fuels for heating and lighting · noise pollution from tourist transportation and activities
Erosion	<ul style="list-style-type: none"> · compaction of soils causing increased surface run-off and erosion · change in risk of occurrence of land slips/slides · change in risk of avalanche occurrence · damage to geological feature (e.g. tors, caves) · damage to river banks
Natural resources	<ul style="list-style-type: none"> · depletion of ground and surface water supplies · depletion of fossil fuels to generate energy for tourist activity · change in risk of occurrence of fire · depletion of mineral resources for building materials · over-exploitation of biological resources (e.g. overfishing) · change in hydrological patterns · change in land used for primary production
Visual impact	<ul style="list-style-type: none"> · facilities (e.g. buildings, chairlift, car park) · litter · sewage, algal blooms

Source: Modified from Gilbert(1990) Colin Hunter and Howard Green(1995), p.14.

<Table 6> Some major potential impacts of tourism on the cultural environment

Impact aspect	Potential consequences
History	<ul style="list-style-type: none"> • loss of artifacts by unscrupulous sales people • enhancement of museums with greater interest in cultural resources (e.g. the development of industrial or other specialized museums) • changes in the cultural landscape (e.g. loss of traditional agriculture or a move away from traditional hut dwellings to houses built using more Western methods.
Traditional arts	<ul style="list-style-type: none"> • the development of a market for traditional paintings, sculpture and crafts increasing the demand for local crafts people • increased demand for traditional drama, music and dance • renaissance of traditional festivals and other cultural and artistic events • increased awareness of, and demand for traditional literary forms
Language	<ul style="list-style-type: none"> • changes in the vocabulary of languages (e.g. the inclusion of Western words and phrases in language) • the growth of minority languages (e.g. the growth of Welsh as an element of cultural tourism)
Religion	<ul style="list-style-type: none"> • increased importance of religious festivals and pilgrimages • pressures on religious places and shrines as a result of increased visitor numbers • decline in religious practices
Traditions	<ul style="list-style-type: none"> • changes to the traditional economic order (e.g. a move away from self-sufficiency to dependancy) • pressures to adopt Western rather than traditional clothing • dominance of leisure time by Western television • increased variety of food (e.g. introduction of foods for tourists) • changes in eating habits • growth in the availability of international drink products and alcohol
Values and norms	<ul style="list-style-type: none"> • changes in family structures and values • adoption of servile attitudes toward tourists • increase in prostitution • increase in criminality

Source: Modified from Gilbert(1990)
Colin Hunter and Howard Green(1995), p.35.

(4) a lack of detailed knowledge of environmental conditions prior to the advent of tourism in an area frequently limits the viability of post-development investigations;

(5) in addition to direct environmental impacts, tourism may have indirect impacts and induce further development and associated impacts, which may be difficult to identify and not amenable to straightforward assessment;

(6) some tourism impacts will only manifest themselves over the long term, making the establishment of causality links more difficult; and

(7) components of the environment are inter-linked, and so a tourism activity which impacts on one aspect of the environment may produce an indirect impact on another.

In addition, the impacts of tourism development are not restricted to destination areas, but will spread over a wider area depending on the strength of the linkages, such as economic, social, transport, environmental, etc., between the host area and its surroundings, making the task of comprehensive impacts assessment even more difficult as the scale of analysis widens Briassoulis(1991). <Table 6> illustrates some major potential impacts of tourism on the cultural environment.

2) Multiple Impact of Cruise Tourism Activity and Its Case

Cruise ship vacations are the fastest growing sector of the leisure travel industry, including ship size and numbers, passengers, ports, and profits all on the rise. Since 1970, the number of people taking cruises has jumped over 24-fold. An estimated 500,000 people took a cruise in 1970, whereas more than 12 million people went on a cruise vacation in 2006, and industry estimates are that another half million more will cruise in 2007. The number of cruise passengers has more than doubled since 1990.

Cruise tourism is anathema to the concepts and practices of sustainable tourism, probably more than any other sector of the mass tourism industry. These high-volume, prepaid, packaged holidays are the polar opposite of the small-scale, locally owned, culturally sensitive, environmentally low-impact, and educational precepts of ecotourism. While ecotourism seeks to deepen the traveler's understanding of the world, cruise tourism builds on fantasy, on board and off.

For instance, take Royal Caribbean's port-of-call in Haiti, the Caribbean ships drop off thousands of passengers at " a stunning stretch of white sand between blue water and green rolling hills" where they frolic on the beach, ride on Jet

Skies, shops at a tourist craft market, and eat food prepared on board the ship. The cruise's itinerary used to list the location as "Hispaniola", until Haitian officials complained. But passengers still don't see the reality of Haiti: "rail-thin children, the mounds of garbage and open sewage dumps or the heavily armed peacekeeping troops struggling to keep a lid on the sprawling urban slums." And at least some passengers don't want a reality tour: "I don't want to see poverty," one told the New York Times. "I'm on vacation. I don't want to think that these people don't have enough to eat."

IV. Summary and Conclusive Remarks

It has been common saying that cruise tourism is one of the most popular, fastest-growing and most profitable segments of the tourism industry. It has also evolved since 1960's from a leisure activity for a few wealthy individuals to a mass market option for vacationers from a wide range of incomes. Cruise lines today offer expanded itineraries to ever more diverse ports of call. They have also introduced innovative on board amenities and facilities, all of which easily rival or surpass land-based options. It can be expected that the cruise industry will continue to develop new itineraries, and will seek to bring large numbers of passengers to increasingly exotic destinations.

For these reasons, it is necessary for the researcher to examine the overview and analysis of the relationship between tourism development and environmental quality, especially focused on marine cruise tourism industry, by taking sustainable tourism development as the central research concept. More specifically, tries to examine the impacts of tourists and the tourism industry on environmental resources, and some key concepts and techniques for the better environmental management of tourism.

As reviewed in this study in part III, deep consideration on various kinds of cruise ship tourism impacts; such as environmental impact, social impact and economic impact is absolutely necessary to maintain the cruise industry as one of the sustainable tourism industries for the future generations.

Through this paper, I'd like to argue that more emphasis should be given to

minimize national and international environmental impacts originated from cruise tourism with preparing infrastructures for sustainable tourism. Therefore, the goal of this study is to maximize local benefits and minimize negative impacts, from the cruise tourism and at the same time sustaining the natural resources of the world cruise destinations.

Finally, as the conclusive remarks, the researchers would like to review the critical results on the study on sustainable cruise tourism and its Impacts at three aspects;

Firstly, the most serious environmental impacts come not from the shipboard operations, but rather from the behavior of passengers, and suppliers. Tour operators that sell services to cruise lines and their passengers are also degrading coastal and marine environments. Additional environmental impacts occur in the larger cruise supply chain. These include unsustainable food sourcing practices, and travel to-and-from departure ports, as well as purchases made by large volumes of visitors in a destination.

Secondly, it is difficult to measure the social or cultural impacts of cruise tourism on destination communities, but it is fair to say that the large visitor volumes associated with cruise tourism can be overwhelming to small and medium-sized coastal towns. It appears that the arrival of the cruise industry can further entrench existing social class divisions in port communities, as already prosperous local business owners tend to win lucrative contracts with the cruise lines, and smaller service providers typically find it difficult to break into the market.

Thirdly, the cruise industry generates a significant amount of tourism receipts in embarkation countries like the U.S., but limited economic benefits to destination countries when total costs including opportunity cost are considered.

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< 요약 >

지속가능한 크루즈여행의 영향에 관한 연구

이재달 · 유정섭

관광은 세계적으로 급속도로 성장하는 가장 큰 산업 중의 하나이며, 수많은 개도국과 선진국들에서도 중추 산업으로 자리 잡고 있으며, 많은 국가에 있어서 자국의 소득수입, 일자리창출, 국가재정 수입의 중요한 원천으로 역할을 하고 있다. 그러나 이처럼 관광산업의 급격한 확대에 인하여, 여러 관광지역에서 환경파괴적인 측면과 사회문화적인 측면의 영향을 야기해 왔다. 관광과 마찬가지로, 크루즈관광의 급속한 성장 또한 크루즈선 기항지지역의 환경적·문화적 자원에 큰 영향을 주었다. 본 연구를 통해서 연구자는 지속가능한 관광인프라를 구축하는데 있어서 크루즈관광으로 인해 발생하는 국내의적인 환경적인 영향을 최소화시킬 수 있는 방안을 고찰하는데 논의의 초점을 두고자 하였다.

Key word: 관광, 크루즈관광, 지속가능 관광, 관광영향