

Mediterranean Cruising Ports in 2016

VINKO VIDUČIĆ, MAJA RAČIĆ, MAJA ANĐIĆ

Faculty of Maritime Science

University of Split

Ruđera Boškovića 37, 21000 Split

CROATIA

vviducic@pfst.hr, mracic@pfst.hr, majaandic123@gmail.com

<http://www.pfst.unist.hr/hr/>

Abstract: - In this research paper it is analyzed the cruise tourism in the Mediterranean region, with particular emphasis on ports for cruise ships. This paper analyzes data on berthing of ships and passengers in the busiest ports for the reception of cruise ships in the Mediterranean. The most important base ports and the most important ports of call on cruise ships in the Mediterranean are also analyzed. You are given the prediction of the future in the field of cruising in the Mediterranean.

Key-Words: - yachting, cruising, Mediterranean, ports, cruise, embarkation, disembarkation

1 Introduction

The Mediterranean is one of the oldest historical focuses and it has had an important role since the beginning of civilization. Because of its historical, natural, cultural and civilizational aspects, the Mediterranean is one of the most interesting tourist destinations in the world.

The research framework of this scientific work is cruise tourism in the Mediterranean Sea, with particular emphasis on ports for cruise ships. The purpose of the research is to give a broader view of cruise tourism in the Mediterranean region.

Based on an analysis of existing literature and statistical data, objective study was to investigate the overall trend in the number of passengers in the leading Mediterranean cruise ports. On the basis of this research, there will be displayed detailed statistical data for the period from 2010 to 2015. In the future, cruising will be of particular importance in view of the importance of tourism for the economy of the Mediterranean.

2 Cruise Ports on Mediterranean

Cruise ports are part of the cruise, and their purpose is to bond the ship to the mainland, the location for boarding passengers on a boat-cruise and enriching the features of the ship. Cruise port can be divided into two basic types: homeport (eng. "Home port") and the port of call (eng. "Port of call"). The base port and port of call select cruise companies, and, in order to select them, they must meet a number of conditions.

Table 1 Main Mediterranean cruising homeports in 2015

Base ports are defined as the place of embarkation and / or disembarkation of passengers and the starting and finishing point of the trip. Terminals of base ports must be equipped with all the necessary for the acceptance and supply of cruise ships and passable for the free movement of passengers and luggage. With all of these requirements, security requirements are crucial for a port to receive the status of the base port.

One of the main conditions which a base port needs to have is a good connection to the source markets, good road and railway connections, the proximity of airports and tourist attraction of a destination.

Top five base ports in the Mediterranean (Table 1) are: Venice (Italy), Barcelona (Spain), Civitavecchia (Italy), Savona (Italy) and Genoa (Italy) [4].

Total turnover in the major base ports in the Mediterranean in 2015 was 6.4% lower than in 2014 (Table 1). Comparing 2010 and 2015, it is seen a growing trend of base ports in the Mediterranean. In the period of 5 years it was recorded total turnover growth of base ports for 7.4%. Thereby the port of Istanbul is most notable with the growth of traffic. Namely, in 2010 it recorded a turnover of 92,179 passengers, and in 2015 203,135 passengers, which is an increase of 120.37%. Other airports with a significant increase in traffic are Marseille (87.49%), Kusudasi / Bodrum / Antalya (74.61%) and Civitavecchia (34.85%)

Rank 2015.	Rank 2014.	Ports	Passengers				
			Embarke d/Disemb arked in 2015.	Embarke d/Disem barked in 2014.	Differen ce 15./14.	Embarked/ Disembark ed in 2010.	Differen ce 15./10.
1	1	Venecija	1 364 044	1 509 097	-9,61%	1 312 895	3,90%
2	2	Barcelona	1 363 754	1 222 487	11,56%	1 265 613	7,75%
3	3	Civitavecchia	868 143	730 938	18,77%	643 772	34,85%
4	4	Savona	647 364	668 473	-3,16%	603 448	7,28%
5	6	Genova	565 687	571 463	-1,01%	571 582	-1,03%
6	5	Baleari	553 928	606 549	-8,68%	571 209	-3,03%
7	7	Marseille	503 325	506 412	-0,61%	268 451	87,49%
8	8	Pirej	284 241	256 196	10,95%	426 147	-33,30%
9	11	Istanbul	203 135	148 297	36,98%	92 179	120,37%
10	9	Kusudasi/Bodrum/Antalya	200 200	201 142	-0,47%	114 657	74,61%
UKUPNO			6 424 813	6 863 965	-6,4%	5 980 919	7,4%

Source: *Cruise Activities in Medcruise Ports: Statistics 2015.g., A Medcruise report, Pirej 2016., pp.21*

A remarkable drop in the number of embarkation / disembarkation of passengers in the period from 2010 to 2015 is recorded in Piraeus (-33.30%). The reason for this is the poor economic and social situation in Greece, which has affected the cruise tourism [4].

Ports of call are also called the ports for stopping ships on cruises. They are determined by the offer of tourist destinations and connections with attractive towns in the vicinity. In order to receive the status of the port of call, a port must meet requirements such as developed infrastructure, a large parking lot, adequate equipment and attraction that is unique, and that makes that particular port different from the others [3].

Top 5 (Table 2) ports of call in the Mediterranean, according to the data from 2015 are: Civitavecchia (Italy), Costa-Baelari (Spain), Barcelona (Spain), Kusudasi / Bodrum / Antalya (Turkey) and Piraeus (Greece) [4].

The differences in the number of calls in a particular port changes from year to year. The total number of landing ships in 10 major port of call in the Mediterranean in 2015 is 2.23% lower than in 2014 (Table 2). Also, comparing the situation in 2010 with the situation in 2015, only 2 of the 10 ports of call which recorded positive trend of the berthing of ships are Tenerife (30.75%) and Baelarski Islands (8.99%). According to the number of call ships in 2010, Croatian cruise port of Dubrovnik was ranked 3rd, whereas in 2015 was ranked 8th. Thus, it was recorded a decline in the

Table 2 Mediterranean main ports of call in 2015

number of berthing of ships of 32.62%. The reason for such a large decline in the number of berthing of ships is that since 2013 there has been a prevailing number of calls of megaships and medium-sized ships and ports of call for small boats have decreased [1].

In general, the representation of calls of megaship and medium-sized ships, and the decrease of the representation of calls for small boats, is the reason for the overall decline in the number of calls in all the ports of call in the Mediterranean. The ships are getting bigger, better equipped and with more content than small boats and, as such, are more attractive to travelers and frequent on cruise market.

The height of port fees is also essential when a cruise company is choosing the base port or port of call.

The demand for the Mediterranean as a cruise destination is increasing, mainly by Europeans [3].

All the advantages offered by a particular city are attractive to travelers and they are one of the guidelines when booking a travel. The area of the Mediterranean as a cruising destination, according Medcruising, has 74 cruise ports.

Cruising tourism in the Mediterranean and the Black Sea includes 20 countries. Because of the spatial unevenness, transport of passengers and of call is concentrated in a few countries.

Rank 2015.	Rank 2014.	Ports	Passenger				
			Off call 2015.	Off call 2014.	Difference 15./14.	Off call 2010.	Difference 15./10.
1	1	Civitavecchia	794	833	-4,68%	900	-11,78%
2	4	Baelari	788	678	16,22%	723	8,99%
3	2	Barcelona	749	767	-2,35%	841	-10,94%
4	6	Kusudasi/Bodrum/ Antalya	660	605	9,09%	695	-5,04%
5	5	Pirej	621	606	2,48%	799	-22,28%
6	9	Venecija	521	488	6,76%	629	-17,17%
7	7	Tenerifi	506	513	-1,36%	387	30,75%
8	3	Dubrovnik	475	752	-36,84%	705	-32,62%
9	10	Napulj	445	399	11,53%	537	-17,13%
10	8	Marseille	442	497	-11,07%	335	31,94%
UKUPNO			6 001	6 138	-2,23%	6 551	-8,40%

Source: http://www.medcruise.com/sites/default/files/cruise_activities_in_medcruise_ports_statistics_2015_fin_al_0.pdf (10.11.2016.)

According to data from 2013, the six countries, of which Croatia is in fifth place, each has more than a million passengers, that is, it comes almost 9/10 of the total passenger traffic (88.07%). Five countries, which individually have more than a thousand of calls, have more than 3/4 (75.85%) of calls. A third of the countries has a symbolic representation (less than 1%) [1].

In 2015, the western Mediterranean was visited by 19,640,962 passengers and 8,284 ships. After the western Mediterranean, it follows the Adriatic that recorded 4,493,707 passengers and 2,555 ships. The eastern Mediterranean is on the 3rd place with 3,001,964 passengers and 2,167 ships. Black Sea Region recorded the lowest attendance, 69,390 passengers and 76 ships. As for the total number of passenger movements, the busiest airport in the western Mediterranean are Barcelona (Spain), Civitavecchia (Italy) and Baelarski-Baelari Islands (Spain).

The busiest ports in the Adriatic region are Venice (Italy), Dubrovnik (Croatia) and Corfu (Greece), and in the Eastern Mediterranean region are Piraeus (Greece), Kusudasi / Bodrum / Antalya (Turkey) and Istanbul (Turkey). In the Black Sea port of Constanza, (Romania), Sochi (Russia) and Odessa (Ukraine) stand out [5].

3 The future of Mediterranean cruise

The offer of the cruise in the Mediterranean is an important part of the total supply of nautical tourism. From the first appearance of modern cruising tourism forty years ago, shipping companies continuously carry out investments in the expansion of the cruise ships. The trend of spreading cruise offers has been growing steadily, thus increasing the number of cruise ships [2]. Constant expansion and investment in port infrastructure talks about how destinations adapt their light areas according to market demands. Shipping companies continuously invest in attracting market segments. Thus, in the future, significant investments in attracting new segments such as young people and families with children are predicted. Cruises will increasingly continue grouping and will introduce new features and services on ships. Likewise, there is an increasing impact on the ecology of cruise. That is why ecological awareness will become an important topic for cruise industry [7].

One of the problems of countries in the Mediterranean area is spacious unevenness. The traffic of passengers and calls are concentrated in a few countries. Other countries must dedicate more effort to the development of strategy of its ports for cruisers so that they could be competitive in the market of destinations for cruises.

As for the new ships, it is projected that the size of ships will continue to increase, and at the same time the capacity of passengers and crew. According to the order book, it is projected the construction of

52 ships for cruise travels by 2022 [8]. The demands of passengers have been bigger and bigger day by day and the task of shipping companies is to fulfill them. Due to the everyday needs of people for web and mobile services, ships will have to satisfy the demands of customers, monitor the technological trend and accordingly equip facilities for passengers, but also the crew. Also, being up-to-date with innovations in technology attracts younger travelers, which is the goal of shipping companies. In this way, it would be combatted the prejudice that cruise as a type of holiday is only for the older age groups.

One of the predictions in the field of cruise industry is replacement of everyday white outside of the boat with colorful, bright colors. In other words, the outside of the ships should become the so-called "Floating advertisement". What is envisaged in the future, is further growth in demand for cruises and innovation in the field of construction and equipment of ships and port areas, as well.

4 Conclusion

In the research paper there were analyzed the data for the most popular port for berthing of cruise ships in the Mediterranean during the period from 2010 to 2015. All ports are used for the purpose of the base and port of call. Barcelona is the most prominent and the most popular destination of cruise ships. Every year it is visited by more than 2.4 million passengers on a cruise. It is an example to other ports of the Mediterranean because of port facilities and constructed infrastructure and connections of the port with other types of traffic.

Although the cruise industry has been carried on cruisers, travelers spend a large part of their stay in ports - destinations, where they usually stay during the day and at night they use boats to travel from destination to destination. Cruising brings different benefits to every destination and country and that is why it is accepted in all countries of the Mediterranean. Shipping companies and destinations, regardless of the negative effects, view the cruise as a long-term economic activity.

According to the data that were available and which are shown in the paper, it can be concluded that the Mediterranean ports are in the phase of growth in the traffic of passengers and cruise ships.

Black Sea, as the Mediterranean region, is on the rise, and itineraries in this area are increasingly attracting shipping companies, that consider the

Black Sea region as an opportunity to offer new destinations. This trend is positive because it leads to greater competitiveness of ports while they improve their areas and complement the content in order to become or remain a popular cruise destination.

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