

# SMART CRUISE DESTINATION: a network between territory and cruise tourism

University of Trieste | Sara Carciotti

Trieste | 07 May 2019

# CRUISE TOURISM



Venice, Italy

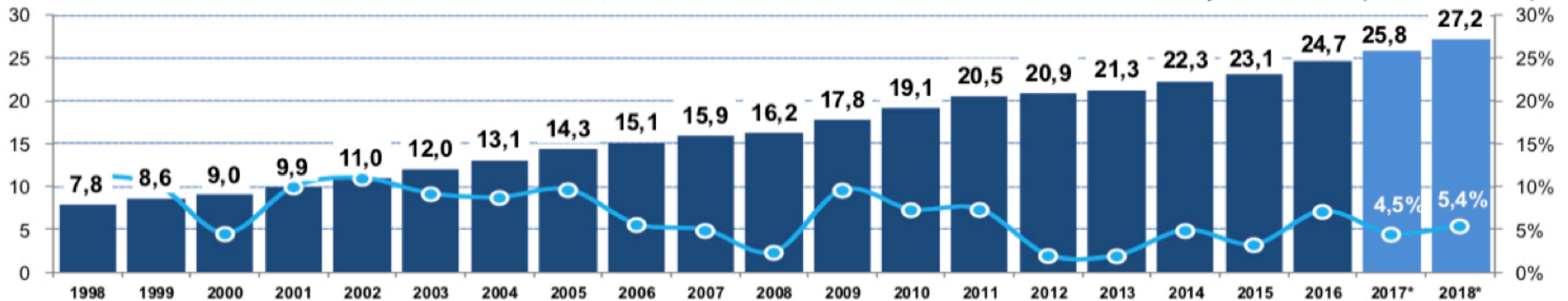
# INTRUSIVE ACTIVITY OR OPPORTUNITY ?



Venice, Italy

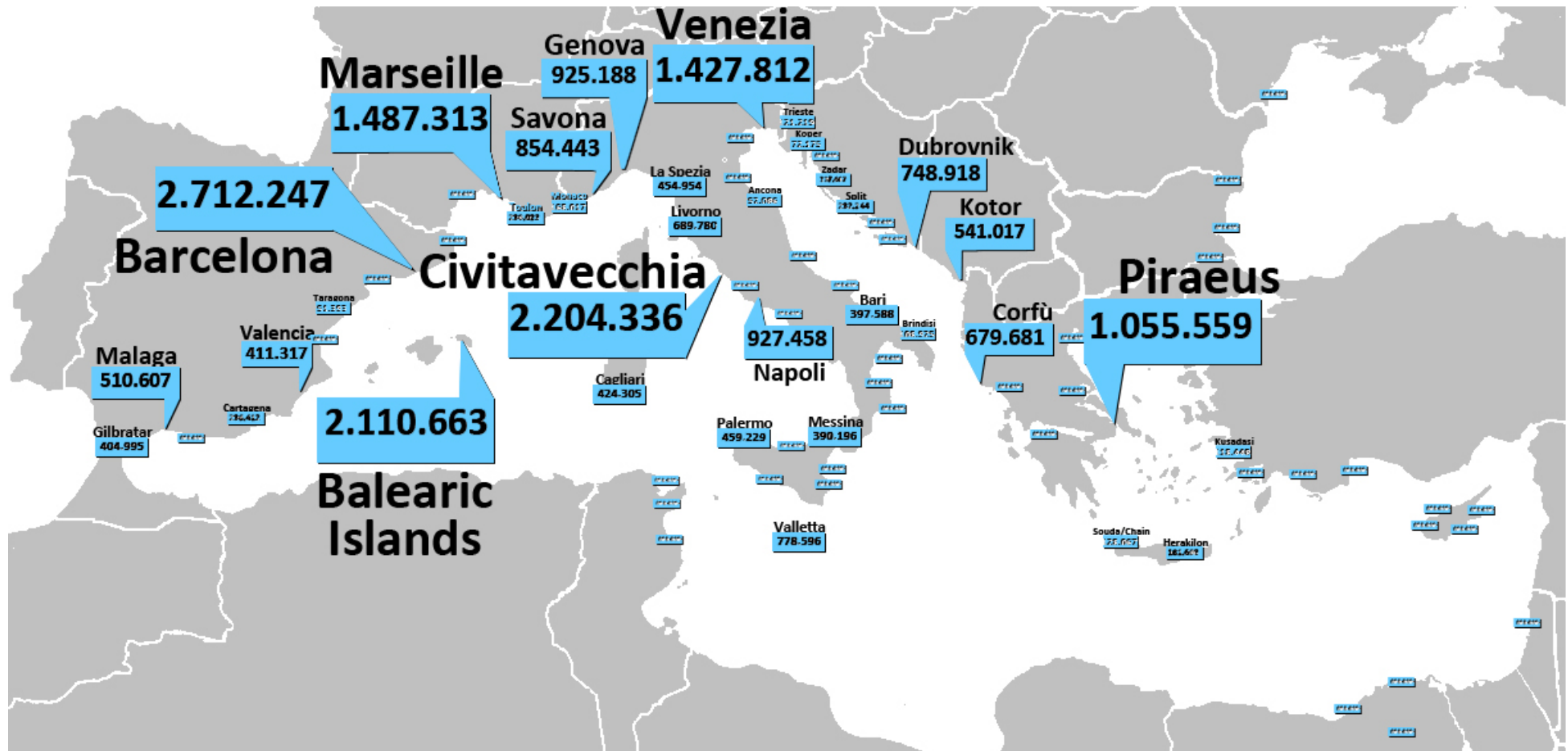
# WORLD CRUISE SUPPLY EVOLUTION

Resource: Italian Cruise Watch 2018



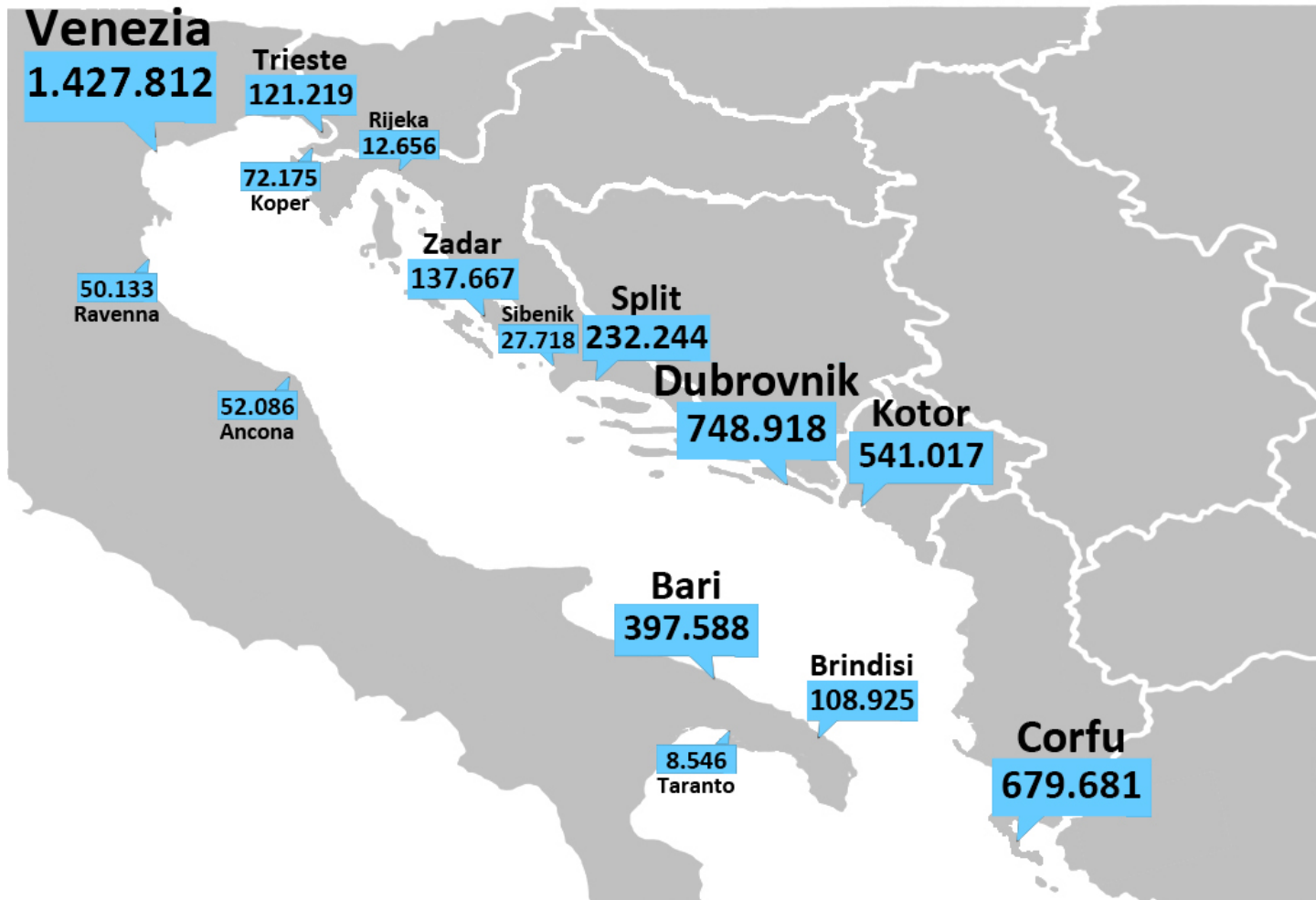
25.8 million cruise passengers worldwide in 2017,  
30 million are estimated for 2020

# MEDITERRANEAN CRUISE TRAFFIC OVERVIEW



Graphical elaboration of data - resource Cruise Activities in MedCruise Ports, 2017 statistics

# ADRIATIC CRUISE TRAFFIC OVERVIEW



Graphical elaboration of data - resource Cruise Activities in MedCruise Ports, 2017 statistics

# CRUISE TOURIST AND TERRITORY

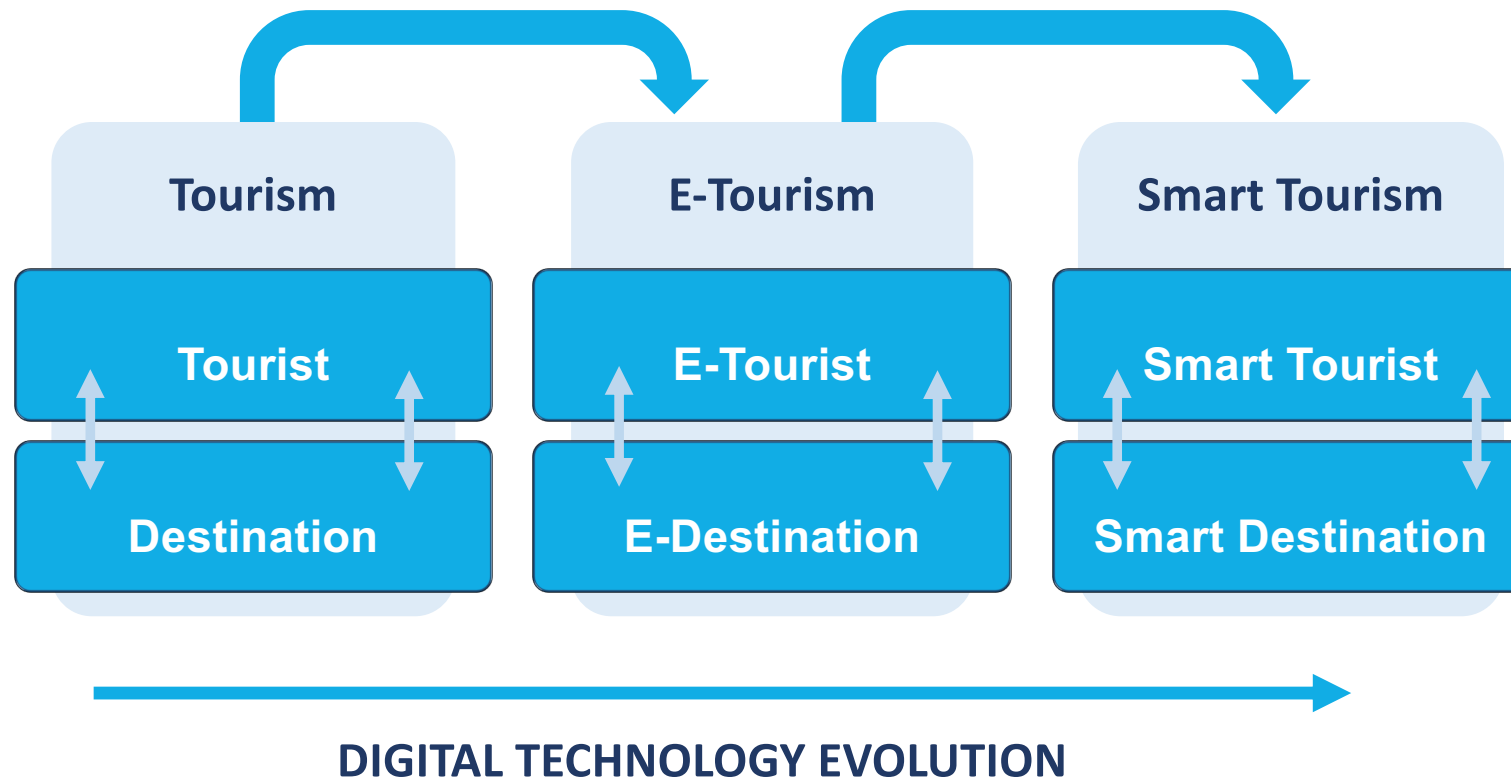


## HOW TO MANAGE

# ?

People pollution refers to the point at which the carrying capacity of a port is exceeded (Baekkelund, 1999)

# EVOLUTION IN THE TOURISM INDUSTRY





# smart CRUISE

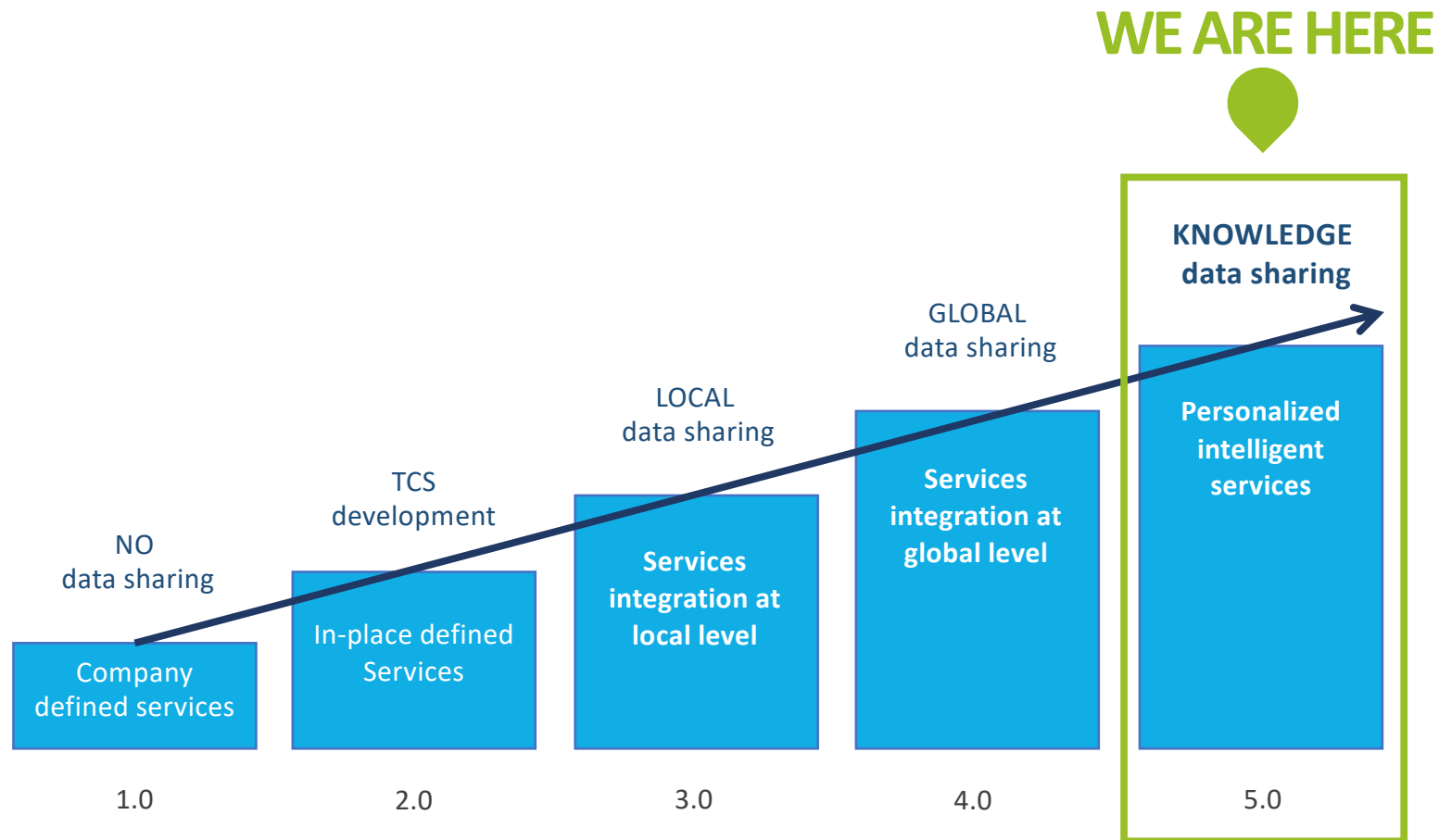
destinations

«an innovative space, accessible for all, established on a cutting edge technology infrastructure which guarantees sustainable development of the land, facilitates the interaction and integration of the visitor with the surroundings and increases the quality of their experience in the destination, as well as the quality of life of residents».

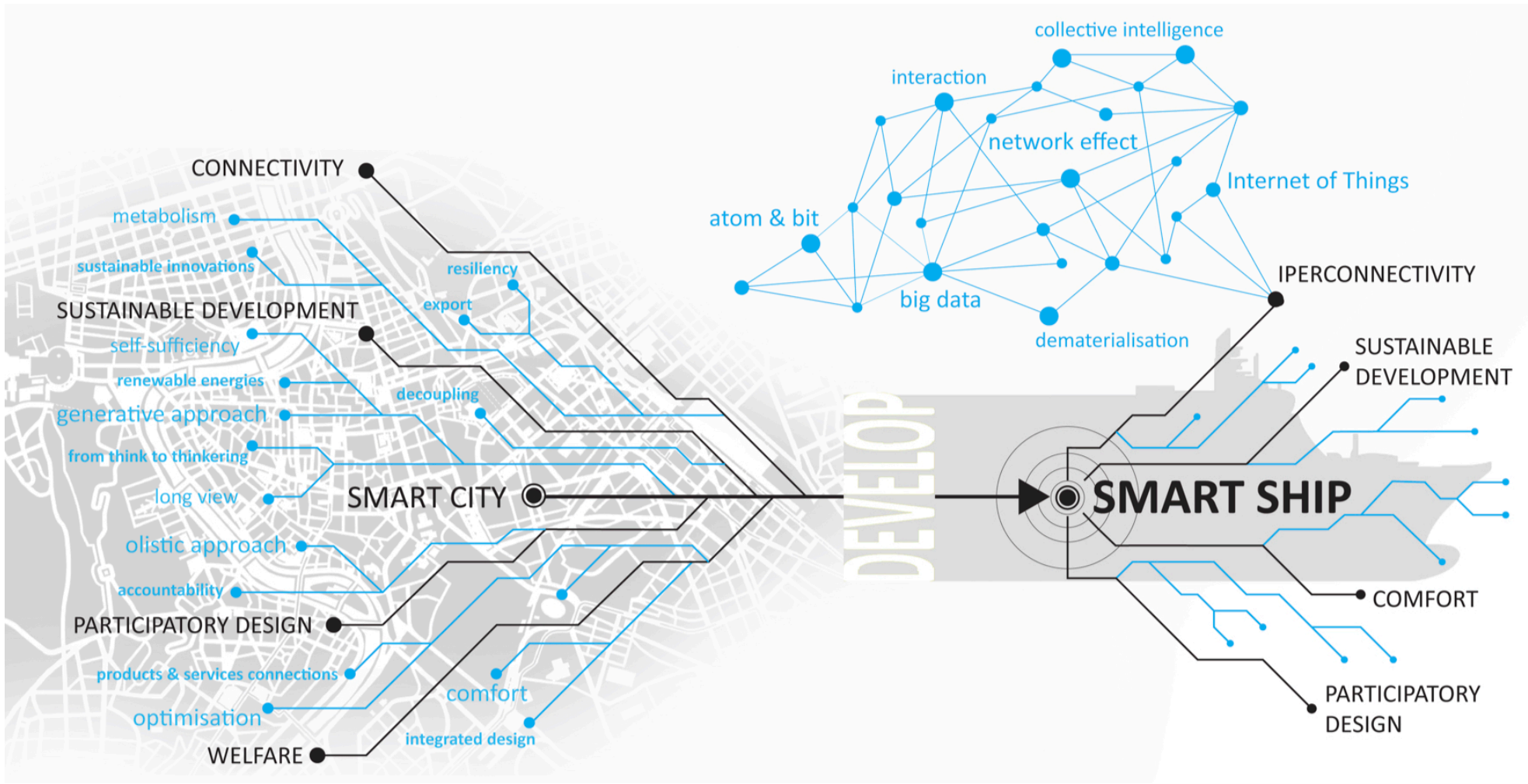
Destination is not about  
functions and even services

**Destination itself  
is a service**

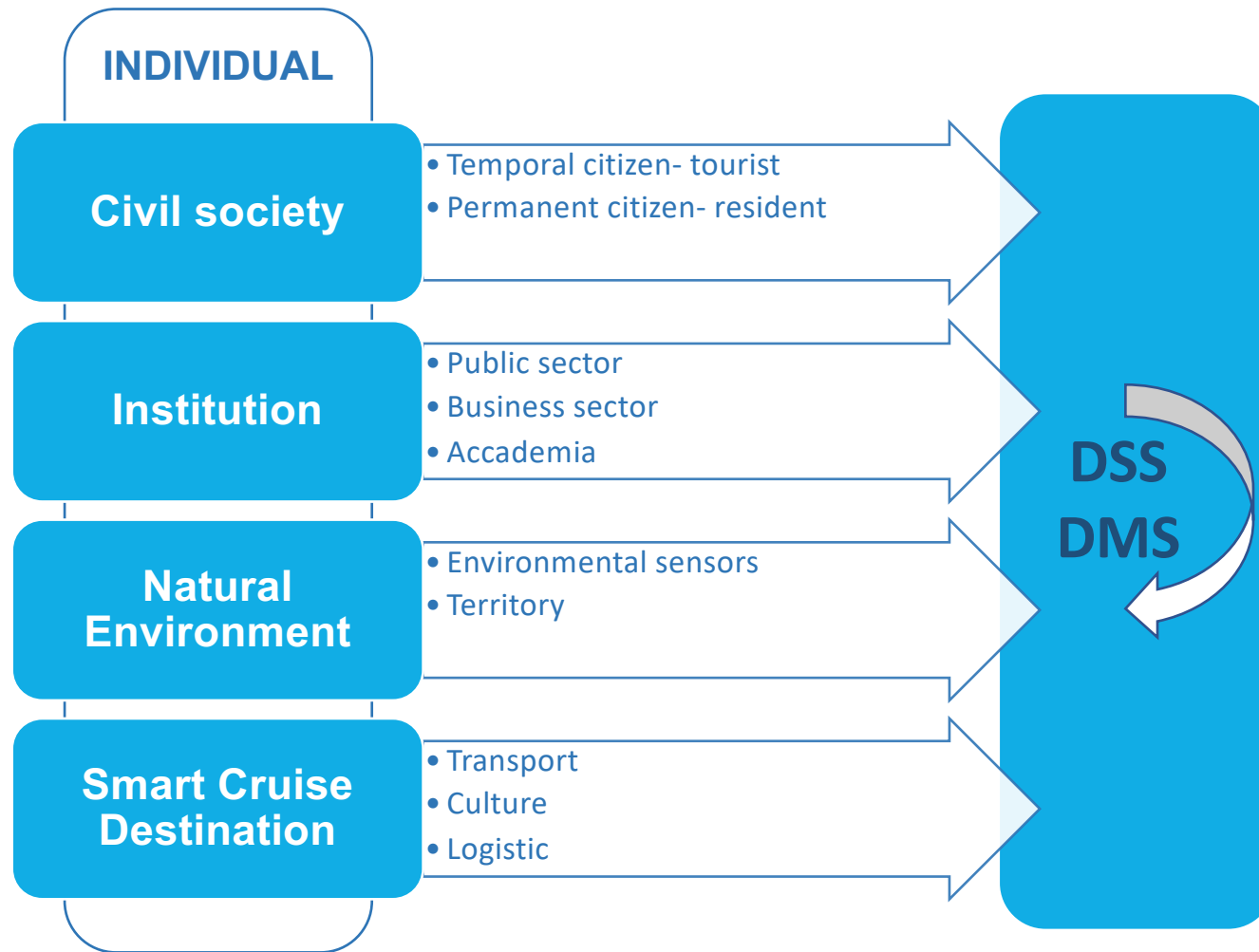
# TOURISM SERVICES EVOLUTION



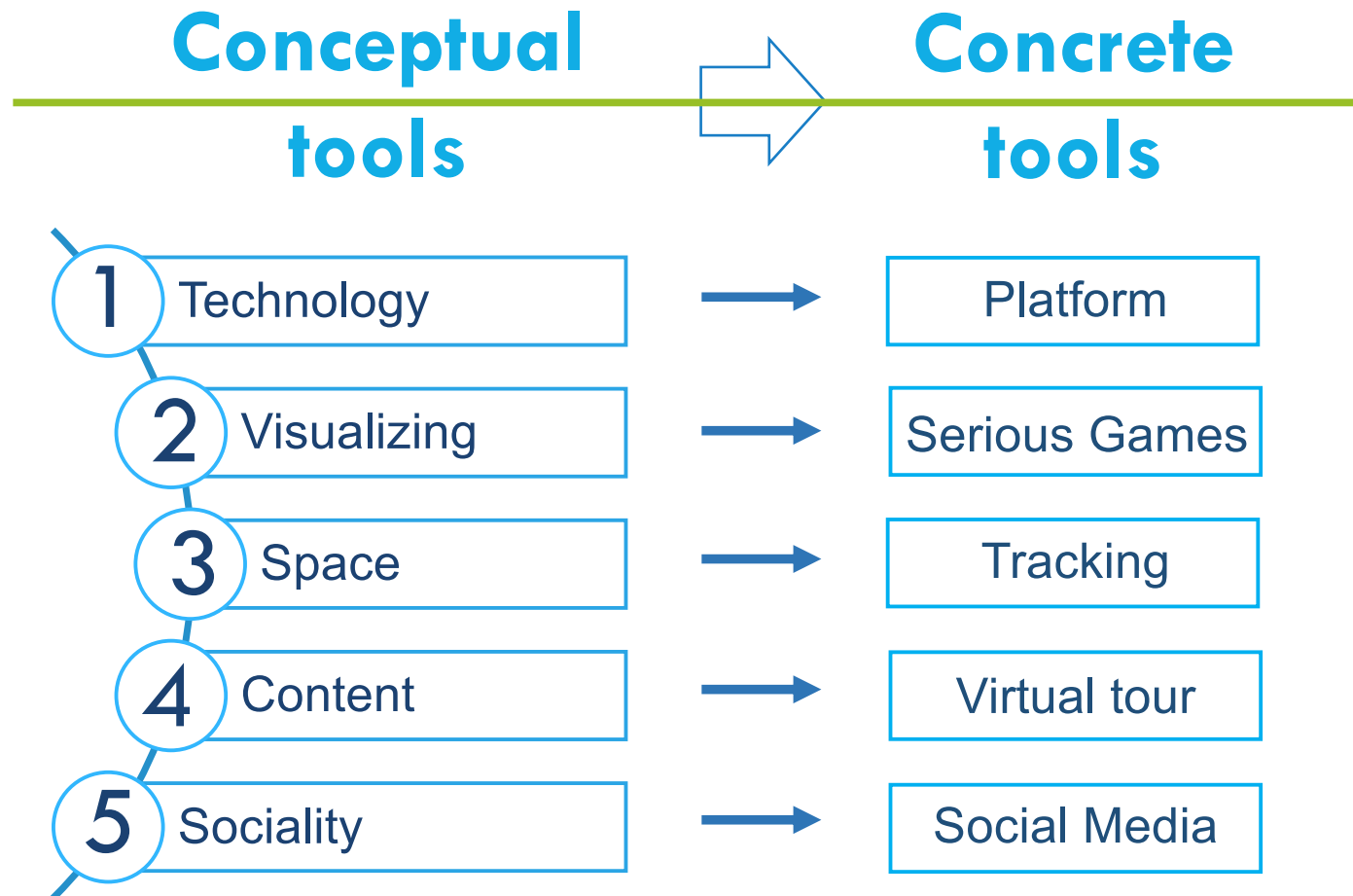
# NETWORK CONFIGURATION



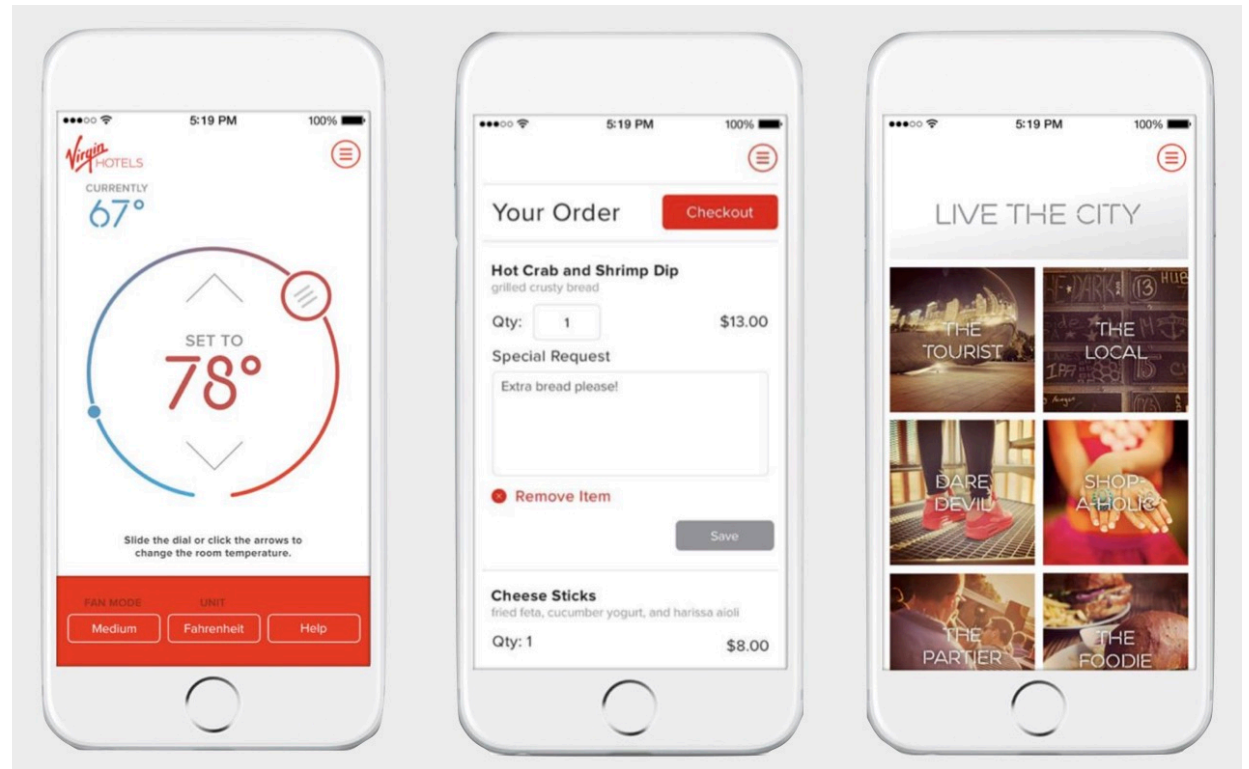
# MULTIPLE ACTORS CONNECTION



# FIVE MANAGEMENT TOOLS



One – access  
A smart device  
to control  
everything



Example: Virgin Lucy App

# Providing tourists with shortcuts to best experiences

## Zip through the best of Hong Kong in 24 hours



### Waking up to a delicious breakfast

I'm served breakfast in a special food box. Warm and bursting with flavours, it gets me started for the day.



### Taking a refreshing dip in my terrace pool

I take a plunge into this blue beauty. No bragging, but the views are quite impressive.



### Being greeted in the hotel lobby

The staff warmly wave goodbye as I step out to start my adventure.



### Admiring handmade steamers at Tak Chong Sum Kee

There's a curious li'l place round the corner that fascinates me. It's the last remaining bamboo steamer company in town.



### Street art gazing in Sheung Wan

Walking through streets where the walls are a canvas and imagination runs wild. It's colourful and full of surprises.

<https://www.hoteljen.com/hongkong/westerndistrict/cityguide/>



# Locals are the new tour guides

**Vilnius**  
Local Guru

★★★★★  
3 reviews >

34 TIPS 237 LIKES

Member since Apr 2013  
[My travel blog](#)

[Add tips for your city](#)

**NEW**

Lina & 48 other locals are ready to show you around Vilnius

[Send your request](#)

**About me:**  
Active Vilnius local, freelance event organizer, coordinating street food festival Open Kitchen and hosting CreativeMornings Vilnius, writing at Traveloffin.com

**My passions are:**  
Travelling Food

**In my city I have great tips for:**

Restaurants & Food

Alternative Spots

Local Neighbourhoods

Cafés & Coffee Shops

Shops & Markets

**I have travelled to:** Poland, Latvia, Germany, France, Spain, Ireland, Italy, USA (California), Slovakia, Czech Republic, Estonia, Portugal, Sweden, Turkey, Malaysia, Vietnam, Philippines, Singapore

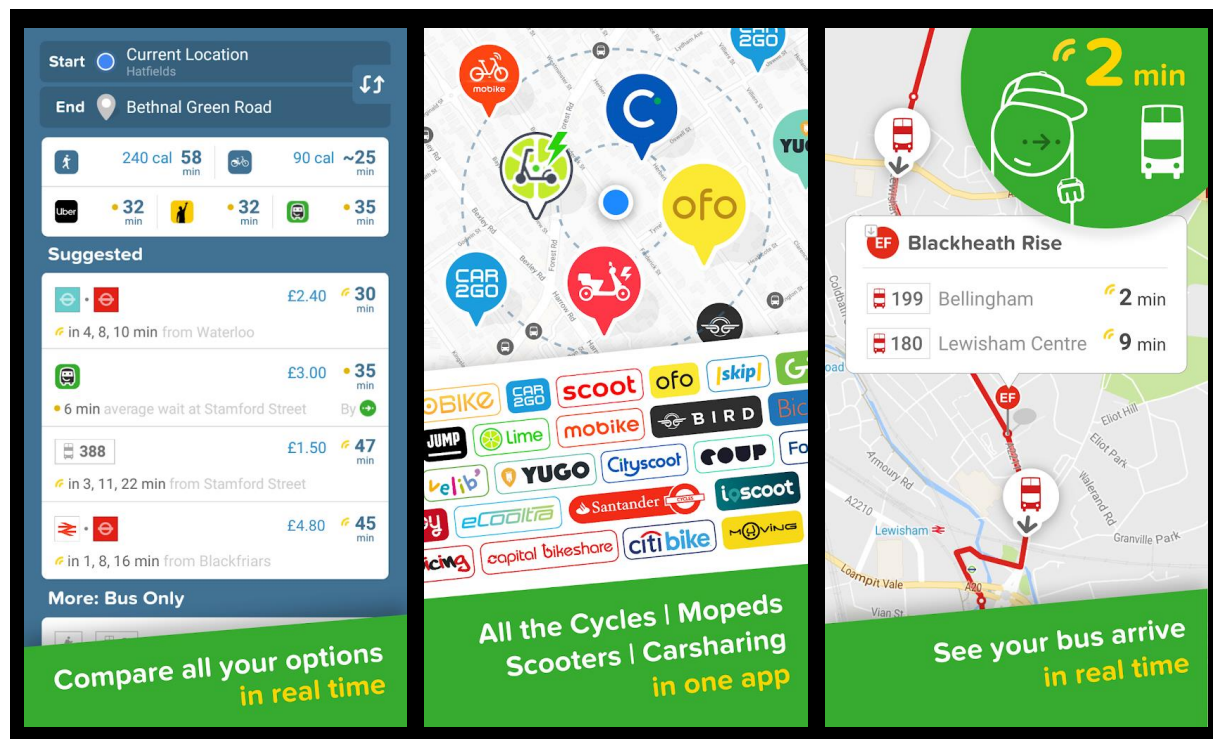
**I love my city because:** It's small and super cozy

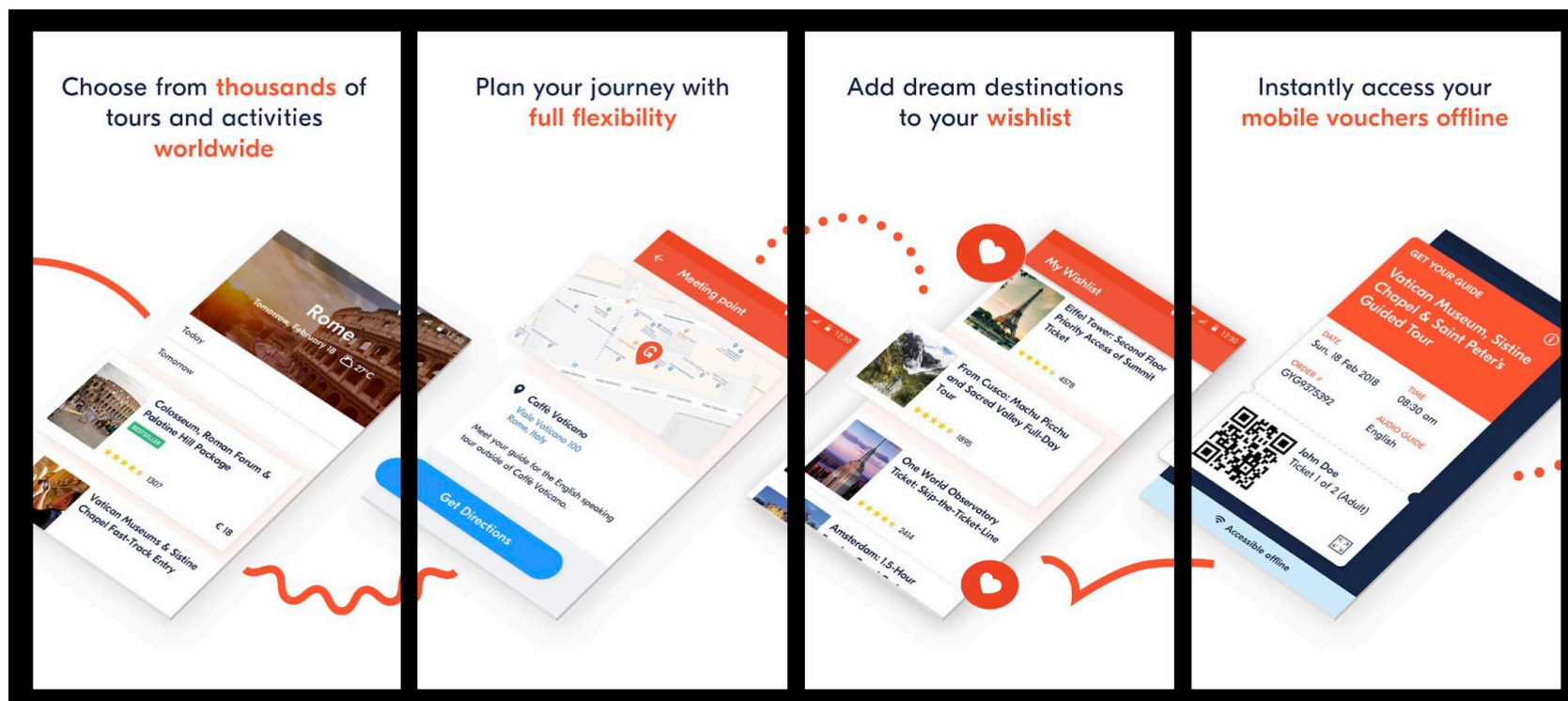
**Reviews from travellers (3)**

LATEST ACTIVITY

- 1 MONTH AGO  
Answered a question: **HOW CAN I GET TO KAUNAS AIRPORT FROM VILNIUS?MY EARLY IS ON 6.30 in Vilnius**
- 1 MONTH AGO  
Answered a question: **HOW CAN I GET TO KAUNAS AIRPORT FROM VILNIUS?MY EARLY IS ON 6.30 in Vilnius**
- 3 MONTHS, 3 WEEKS AGO  
Answered a question: **Any tips about celebrating Kupala Night in Vilnius? in Vilnius**
- 6 MONTHS AGO  
Wrote a tip: **Leyla in Vilnius**
- 6 MONTHS, 2 WEEKS AGO  
Liked a tip: **Gyvas Baras in Vilnius**
- 8 MONTHS, 1 WEEK AGO  
Answered a question: **nice vintage shop in Vilnius**
- 11 MONTHS, 1 WEEK AGO  
Answered a question: **Bus from Vilnius to Trakai and return in Vilnius**
- 11 MONTHS, 3 WEEKS AGO  
Wrote a tip: **Health in**

# Sustainable mobility for tourists and residents alike





# User generated | Personalization | Satisfaction

# CONCLUSIONS

Cruise market overview



**Everybody wants to travel, nobody wants to have the tourist in the destination**

Smart Cruise Destination

Tools for managing flows



**Everybody wants to travel, nobody wants to be a mass tourist**



Future development in the test site



# THANK YOU FOR THE ATTENTION

University of Trieste  
Sara Carciotti

 Address: Piazzale Europa 1, Trieste, Italy

 [scarciotti@units.it](mailto:scarciotti@units.it)

 0039 3400534166

 [www.italy-croatia.eu/step-up](http://www.italy-croatia.eu/step-up)