
Session 2: The tourist harbours and their capacity of development

Mr. Alberto Cappato – International Institute of Communication

Some projections of 2008 show how the tourist sector will increase by 33% in the past six years and the business will be about 415 thousand million dollars. The cruise tourism represents only 1.5 / 2% of the whole market; so, the business should be about seven thousand million dollars. The cruise's market has strongly developed during the last years and it interests the Caribbean Sea, the Mediterranean basin, Alaska, North of Europe and the rest of the world (South America, Baltico, the south-east part of Asia). The Caribbean area is close to the natural saturation while the Mediterranean area has important development's opportunities and strong capacities still inexpressed, as the possibility to create different thematic itineraries. Moreover, the large range of possible destinations contributes to have a big offer for each season.

A lot of Italian ports incorporates an increase of the passengers' numbers, with a particular attention to South Italy ports (Messina, Bari, Napoli), today used, more and more, by cruise companies.

In the more recent years, territorial structures and ports have noticed the effects that cruises have on the economy of cities and areas.

The cruise division arises important financial and trading repercussions, through a leading economic impact (direct, indirect, driven) and secondary.

The economic impact, with reference to the presence of cruise ships' passengers, is determined by touristic attractions, by the efficiency of the call services to passengers and ships, and by the typology of the passenger.

Tourists have an important on the commercial and service activities in the areas near the seaside and in the area of the touristic visits of the city.

Another fact very important is the necessity that ships have of services that helps the development of Genoa.

A research, conducted on Ligurian ports in 1998-2000, has underscored some differences between the allotment of expenses made by the loading/disembark passengers and passengers in transit.

As regards the Ligurian ports, thanks to their placement in the "all area round area", it's necessary to say that they have been able to impose themselves in the cruise division, giving ships glamorous landings.

These results come from good enterprises, besides the increase of market, that improves the "facilities", offered by Ligurian landings.