



SAVE THE DATE

Ancient Olympia, Greece
Saturday, May 23rd, 2015

Economic Impacts of the Cruise Industry on Coastal and Insular and River Destinations

A Forum organized by the Chamber of Commerce of Ilia
in cooperation with
the Network of Insular Chambers of the EU (INSULEUR)

WITH

the special collaboration of

-The Association of the Mediterranean Chambers of Commerce and Industry
(ASCAME)

AND

the support of

- The Forum of Ionian –Adriatic Chambers of commerce (AIC Forum)
- The Danube Chambers of Commerce Association (DCCA)
- The Research in Shipping and Ports Laboratory of the University of the Aegean (RE.SHI.P)
- The Association of Greek Insular Chambers (EOAEN)
- The European Small Islands Federation (ESIF)



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MÉDITERRANÉE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



FORUM
of the Adriatic and Ionian
Chambers of Commerce



CHAMBERS GROUP FOR THE
DEVELOPMENT OF GREEK ISLANDS

Following a Public Hearing, organized by the Network of Insular Chambers of the EU (INSULEUR) within the European Economic and Social Committee (EESC) in Brussels, on May 2014, on the Commission Communication "A European Strategy for maritime and coastal tourism", INSULEUR proposes the organization of an international conference, on the "Impacts of the cruise economy in coastal and island (and river) destinations". The Workshop will be hosted by the Chamber of Ilia at Olympia, Greece, on the 23rd of May 2015 with the support of the Association of Greek Insular Chambers (EOAEN), the Forum AIC (Chambers of Ionian-Adriatic), the Danube Chamber of commerce and ASCAME.

INSULEUR has already submitted a proposal at the European Commission in order to consider this event as a parallel event of the European Maritime Day 2015.

Experts from different insular or coastal regions (Chambers, destination management organizations, local authorities, universities and research centres, etc.) will be invited to participate.

The Forum will seek to explore possibilities and conditions presented on coastal, insular and river destinations for business and examine the methods, means and procedures for the effective participation of insular and coastal businesses to promote this thematic tourism industry by offering new products and services. It will also examine international best practices, current tools, training, etc. The findings will help the Chambers and other local agencies and existing or potential businesses to meet the modern needs of the industry and benefit by it.

The cruise has implications in several companies of tourist destinations, such as transportation (taxi, bus, car rental), travel agents, hotels, museums, attractions, arts, events, shops, restaurants, cooperatives that produce regional specialities products etc. This activity can be a source of income for tourist destinations.

In its recent Communication on coastal and marine tourism, the European Commission made explicit reference to islands and remote areas, and recognized opportunities despite their inherent geographical handicaps.

The European Commission recognized high transport costs problems, seasonality and accessibility to continental Europe affecting the attractiveness for visitors and employees. The Commission considered that these areas should be developed, since they offer job opportunities, since some other activities are deficient.

The cruise industry has grown worldwide by 10% per year over the last thirty years. The activity is mainly located in some parts of the world such as the Caribbean, the Mediterranean, Northern Europe, Mexico and Panama and in Alaska. Apart from the Caribbean, in all other areas of cruise tourism is seasonal.

Cruise may help to boost the economies of the islands and coastal areas, since new actions should be undertaken to this direction, facilitating business by creating infrastructures to attract shore excursions.

The workshop aims to contribute to the dialogue among all stakeholders to this industry. It will attempt to explore possibilities and benefits offered to businesses of coastal and island destinations of the cruise, given the growing demand, and will examine methods, ways and procedures for the effective participation of insular and coastal businesses to promote this thematic tourism industry.

It will also explore possibilities of providing new services and creating new products from the insular, riparian and coastal businesses to participate in the economic benefits derived from this industry.

Best practices at international level, current tools, trainings etc will be examined, to assist Chambers and other local economic operators and hence the existing or potential businesses to meet the modern needs of the industry.

The challenge is to achieve an equitable distribution of economic benefits from the cruise to the interested stakeholders.

Studies have shown that the benefits are concentrated mainly in countries that sell beds for cruise ships but also host the offices of companies offering a range of services to them.

Some people suggest that this type of tourism has negative impacts on local tourism economies, environment and generally healthy and sustainable tourism development, particularly in terms of carrying capacity of many small and medium-sized islands.

A research conducted by the University of the Aegean on this issue will be presented. INSULEUR is in direct contact and dialogue with researchers.

The cruise industry is a potential generator of wealth for the destination port. However, the reception of large cruise ships at the ports requires very high investments and maintenance costs. This may have a negative impact on local economies.

It is also important to consider, particularly for the islands, the problem of tourism expenditure in relation to imports and food products and to examine the social impact of cruise tourists occupying the same geographical area as the local population during the same hours in the day (especially late morning until late afternoon). Environmental and cultural impacts can be significant, particularly noticeable on the islands.

Finally, the symposium will also consider whether it is necessary to create Tourism Destination Management Organizations on the islands or in coastal areas. The tourist destinations are able to cooperate with the cruise companies in the development path of the cruise. The most important prerequisites for the development of this course and the choice of destination are:

- The capacity to accommodate cruise ships safely,
- The attractiveness of the destination and its uniqueness,
- The support of the local population,
- The provision of accessibility and high quality services to meet passengers and to bring them to local attractions

Preliminary Programme

Friday, 22nd of May 2015

Arrival of Participants

8.30 p.m. Reception cocktail

Saturday 23rd of May 2015

08.30 - 09.00 Registration of participants

09.00 - 09.30 Opening Session

- **Konstantinos Nikoloutsos**, President, **Chamber of Ilia**
- **George Benetos**, **INSULEUR** President and Chairman of the Professional Chamber of Piraeus
- **Mr. Seraffetin Asut**, President of the ASCAME Logistics and Transport Committee
- **Mr Rodolfo Giampieri** , President, **Forum AIC (tbc)**
- **Mr. Ervin Kiss**, Secretary General of the Danube Chambers of Commerce Association,
- **Mr. Thrasos Kalogridis**, President, **Association of Greek Insular Chambers (EOAEN)**
- **Elena Kountoura**, **Greek Deputy Minister for Tourism**

09.30 - 11.00 The European Framework: Cruise Industry and the European Strategy for coastal and Maritime Tourism

Moderator:

- Representative European Commission (DG REGIO/ DG MARE/DG GROW) **(tbc)**
- Representative European Parliament **(tbc)**
- Representative European Economic and Social Committee (Anna-Maria Darmanin - **tbc**)

11.00 - 11.30 Coffee break

11.30 – 13.00 What does Cruise Industry expect from local SMEs

Moderator: **Mr. Seraffetin Asut**

- **Mr. Markos Digioia**, Representative CLIA Europe

- **Mr. Stavros Hatzakos**, MED CRUISE
 - **Mr. Leonidas Varouxis**, President, Port Authority of Katakolon
 - **Representative HATTA or SETE** (Tour Operators view)
- Discussion

13.00 -14.30 Networking lunch

14.30 - 17.00 What do local businesses expect from the cruise industry

Moderator:

- **Mr. Gerónimo Perez Casero**, President ASCAME Tourism Committee
 - **Ms. Ágnes Dobrotka**, Project coordinator of Danube Chambers of Commerce
 - **Mr Michele De Vita** Secretary General of the Chamber of Ancona, President, Forum AIC Workgroup on Tourism
 - **Mr. Nikos Zarokostas**, President, Traders Association of Ancient Olympia
 - **Ms Evi Stefanidaki**, Reasearcher, University of the Aegean
 - **Mr. Eleftherios Kechagioglou**, President of Hellenic Small Islands Network and Board, Member of the European Small Islands Federation
- Discussion

17.00 Conclusions: Kostas Nikoloutsos, President Chamber of Ilia

20.30 Gala dinner