



CRUISE SHIPPING OPPORTUNITIES AND CHALLENGES
MARKETS, TECHNOLOGIES AND LOCAL DEVELOPMENT

UNIVERSITÀ DEGLI STUDI DI NAPOLI PARTHENOPE
4TH - 6TH OCTOBER 2007



MSC Crociere
PARTNER UFFICIALE



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GENERAL INFORMATION

It is a great pleasure to announce that the Cruise Shipping Conference "**Opportunities and Challenges: markets, technologies and local development**" will be hosted by Parthenope University and will take place from 4th to 6th October - 2007 in Naples (Italy), a city with a long maritime tradition on cruise shipping.

The Conference will provide a forum to discuss current issues, recent trends, developments and future challenges of the cruise shipping industry.

Key themes

1. Ship and shipbuilding technology
2. Ports and terminals
3. Strategies and operations
4. Economics, Financing and Marketing
5. Safety and environment
6. Tourism and cultural heritage
7. Local development
8. Passenger Intermodality
9. Policy

The official language of the conference is English.

Conference information:

Assunta Martone
IRAT/CNR - Via M. Schipa, 91
80122 Naples - Italy
Ph: +39 081247 09 39
Fax: +39 081247 09 56
E-mail: cruiseshipping@irat.cnr.it

CONFERENCE ORGANIZATION

Conference Chairman

Gennaro Ferrara
University of Naples Parthenope

Organising Committee

Alfonso Morvillo
IRAT-CNR, Naples

Ernst Frankel
International Association of Maritime Economists

Peter M. Burns
Association for Tourism and Leisure Education

Clara Petrillo
IRAT-CNR, Naples

Mauro Catalani
University of Naples Parthenope

Fabrizio Vettosi
Efibanca S.p.a.

Umberto Masucci
Federagenti

Giovanna Visco
Porto e Diporto Editorialist

PROGRAMME

Thursday 4th Afternoon

15,00 Registration

15,30 Opening Address

- **Gennaro Ferrara** Chancellor Parthenope University
- **Claudio Quintano** Dean Faculty of Economics, Parthenope University
- **Alfonso Morvillo** IRAT CNR Director
- **Clara Stefania Petrillo** ATLAS Representative
- **Francesco Nerli** President Naples Port Authority
- **Teresa Armato** Alderman for University and Scientific Research, Campania Region
- **Ennio Cascetta** Alderman for Transport and Viability, Campania Region

16.00 Plenary Session: Key issues in the future of Cruise Industry

Chair: **Heather Leggate**
Director Centre for International Transport Management

Umberto Masucci President Federagenti
The Changing role of the Ship Agent in the Cruise Industry

Mauro Catalani Parthenope University
Cruise Industry Structure

Alfons Guinier General Secretary ECSA
A key role for the Cruise Industry in a Future Maritime Policy

Domenico Pellegrino Managing Director MSC Crociere
Management Innovation in the Cruise Market

Manuel Grimaldi Managing Director Grimaldi Group
Cruise Ferries: Market Opportunities and Development

17.15 Coffee Break

Jaques Hardelay Managing Director AkerYard
Innovation and Competitvity in Cruise Shipbuilding

Peter Wild Director GP Wild International
The perspective of the Cruise Industry Economic Impact

Giuseppe D'Agostino, Sales Director Royal Caribbean Cruise Line - Italy
Cruising: unprecedented offers for a new vacation experience

Marco Bariletti CFO Moby Lines
Growth Strategies in the Cruise Ferry Sector

Hugo Modderman CEO Dolfinance, Agent for DVB Bank
The Financing of passenger vessels

Roberto Giorgi President V. Ships
Management of Cruise Vessels The Challenges for 3rd Party Ship Managers

Conclusion: **Alessandro Bianchi** Ministry of Transport

19,20 Cocktail

6

PROGRAMME | PARALLEL SESSIONS

Session 1: Friday 9,00 | 11,00

Cruise Company Strategy and Management

Chair: **Leonardo Massa**

Michael P. Vogel
Global, Local or Global? The European Brand, Capacity and Pricing Strategies of the World's Leading Cruise Companies

Gennaro Ferrara, Marco Fazzini, Alessandro Scaletti
Yield Management in Cruise Shipping Companies
The case of MSC.

Lara Penco
Strategy implementation in the Cruise Industry: Mergers, Acquisitions and Strategic Alliances.

Hugo Skaalsvik
An Examination of the Service Brand Development Process: The Norwegian Coastal Voyage Case (NCV)

Philip Gibson
Credible careers: tomorrow's cruise hotel managers

Session 2: Friday 9,00 | 11,00

Cruise Market Analysis (1)

Chair: **Claudio Quintano**

Gökçe Yüksek and **Irfan Arıkan**
Marketing Floating Islands as a Destination: A Field Study for Determination of Potential Demand and Consumer Expectations of Floating Islands.

Angelos Pantouvakis
Examining the Coastal Shipping Passenger Views and Typologies

Bernardino Quattrociochi and **Roberto de Renzi**
Way to grow in the international markets for the Nautical Italian pleasure crafts:
The results of a surveying in the Latina district

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PROGRAMME | PARALLEL SESSIONS

Session 3: Friday 09,00 | 11,00

Cruise Tourism and Local Policy (1)

Chair: **Clara Petrillo**

Giovanni Ruggieri

Cruise Tourism in the EU Island Economies

Viviana D'Aponte and **Daniela La Foresta**

Cruises in the Mediterranean Basin. Among loisir and culture.

Maja Skuric and **Branislav Dragovic**

A market attractiveness study By montenegrin nautical tourism.

Joachim Willms

It's is the location and the ship, not the cruise! Cruise shipyards, cruise ship launches, cruise ship river transfers andcruise ship harbour visits as tourist attractions.

Session 4: Friday 11,15 | 13,15

Cruise Tourism, Ports and Local Development

Chair: **Luca Ricolfi**

Marco Percoco and **Giuliano Sparacino**

The impact of the cruise sector on city-ports' local development: a methodology for the identification of unexpressed potentialities for further growth.

Angela S. Bergantino

Tourism and economic growth: an empirical investigation into Italian data.

Tullio D'Aponte

Port of Naples as Mediterranean Terminal for Logistics and Cruise.

Maria Laura Gasparini

Nautical Tourism and Marina Infrastructures: The Campania System.

PROGRAMME | PARALLEL SESSIONS

Session 5: Friday 11,15 | 13,15

Cruise Market Analysis (2)

Chair: **Claudio Quintano**

Dionisia Cazzaniga Francesetti

Chinese Cruise-Ship Tourism And Business.

Ebru Gunlu, A. Guldem Cerit, Ige Pirnar, Ersel Zafer Oral, Gurhan Aktas, Geza Dologh, Alex Baltazzi

Izmir as an Emerging Destination In Cruise Tourism: An Analysis of Cruise Passengers' Experiences and Perceptions.

Sung-Chaen Jung

A destination base analysis of Korean tourists' perception.

Session 6: Friday 11,15 | 13,15

Cruise Tourism and Local Policy (2)

Chair: **Clara Petrillo**

James Seymour

Developing the Cruise Tourism Potential of the East Coast of Africa and the Indian Ocean Islands.

Salvatore Esposito De Falco, Luca Proietti, Francesca Faggioni

Cruise Shipping Industry in the Southern Lazio: the struggle between globalisation and local settlement.

Christos Petreas and **Christos Michalakis**

Shore Activities Characteristics Of Cruise Tourism Passengers.

Monica Rosciano

The new Cruise Terminal in Salerno. A challenge for Salerno Province Tourism.

PROGRAMME | PARALLEL SESSIONS

Session 7: Friday 14,30 | 16,30

Port Strategy and Management

Chair: **Antonio Minguzzi**

Valentina Della Corte and **Iris Savastano**

Tourism Ports' Management. An analysis on some International case studies.

Patrick Le Mestre

Process Based Management, A Seaport Service Management Tool.

Elisabetta Della Corte

New technologies on the waterfront

Alessandra Petruzzo

The strategic choices of the Port of Barcelona

Session 8: Friday 14,30 | 16,30

Cruise Company Finance and Risk Management

Chair: **Hugo Modderman**

Gabriele Carbonara, Claudio Porzio and **Gabriele Sampagnaro**

A Cruise on the index. Can be cruise stocks considered as an asset class?

Arturo Capasso and **Fabrizio Vettosi**

Financial Structure and Economic Performance of Shipping Company.

Antonio Coviello and **Assunta Di Vaio**

The Risk Management System in the Passenger Shipping Companies.

PROGRAMME | PARALLEL SESSIONS

Session 9: Friday 14,30 | 16,30

Safety and Environment

Chair: **Vincenzo Saggiomo**

Paola Callegari, Daniela De Falco, Giulia Scherillo

Surveys on the Sustainability of Marinas System in Campania.

Cosimo Chiffi, Enrico Pastori, Liesbeth Schrooten, Ina De Vlieger, Luc Int Panis

Exploring maritime transport emissions in Europe: The Ex-Tremis Database.

Marco Benvenuto, Daniela D'Errico, Caterina Nicoletti, Francesco Sambati, Domenico Zaccà

Integrated System for Macro-Environment Sustainability (ISMAS).

Ersel Zafer Oral, Mustafa Kalkan, Ender Asyali, Burcu Selin Yilmaz, Soner Esmer, Halil Hatipoglu, Savas Ercan

Characteristics of Turkish Cruise Ports and Environmental Sustainability Issues.

Session 10: Friday 14,30 | 16,30

Ship, Port and Shore Issues

Chair: **Marcella De Martino**

Peter Wild

Passenger terminal inter-modality. A challenge for the future

Mauro Catalani

Cruise Passenger Intermodality: a Strategy of Optimisation Land Excursion

Branislav Dragovic and **Dong-Keun Ryoo**

Cruise ships development: A review of state-of-the-art

Steve Butts

Living and Working: Finding the Onboard Balance

PROGRAMME

Saturday 6th Morning

10,00 Round Table: Cruise Shipping and Local Development

Chair: **Gennaro Ferrara**

- **Pierluigi Foschi** President Costa Crociere
- **Sergio Senesi** President Cemar Group
- **Fabio Ciani** President Civitavecchia Port Authority
- **Raffaele Aiello** CEO Aliscafi SNAV Spa

11,15 Coffee Break

- **Peter M. Burns**, University of Brighton, Co-ordinator of ATLAS Europe
- **Tullio D'Aponte** University of Naples Federico II
- **Valeria Valente** Alderman for Tourism, Naples Municipality
- **Marco Di Lello** Alderman for Tourism and Cultural Heritage, Campania Region

13,00 Closing Remarks

Paolo Costa

President Tourism and Transport European Commission

Lunch Break

An equipped workspace (computers and Internet connection) will be available at the Conference site in the following hours:

- Thursday 4th from 14,00 to 18,00
- Friday 5th from 9,00 to 14,30
- Saturday 6th from 9,00 to 12,00

Please refer to:

Angela Gentile, Michele Balzamo, Tina Pugliese, Vincenzo De Stefano.

HOW TO GET TO THE CONFERENCE SITE

The Conference will take place at Parthenope University, via Amm. F. Acton, 38 - 80133 Napoli.

The conference site can be reached by the following ways:

From Naples Capodichino Airport

Naples Capodichino Airport is approximately 8 km from Naples city. The airport bus (ALIBUS) leaves every 20 minutes to Piazza Municipio (city centre), which is next to the Conference location and hotels, and the trip takes about 20 minutes.

From Piazza Garibaldi - the Central Station

The Bus 201 arrives in Piazza Municipio, which is next to the Conference location.

By car

From highway: tangenziale (city highway), Fuorigrotta exit, P.zza Sannazzaro, Via A. Caracciolo, Via Acton 38 (Conference site)

By taxi

If you intend to take a taxi, several companies work between the airport and the city. We suggest you to utilize authorized taxis only.

The radiotaxi service has these numbers:

Consortaxi	081 5525252
Cotana	081 5707070
Free	081 5515151
Napoli	081 5564444
Partenope	081 5560202

ABOUT NAPLES

Naples was founded by Greeks about 3000 years ago and today is the largest municipality of the South Italy and the third in order the population in Italy after Rome and Milan. Located on the Tirreno Sea, Naples is the port of call by all main cruise companies all the year.

Its modern and important Maritime Station is in the heart of the Gulf of the city, at few steps to University Parthenope. Close to the Maritime Station there is Molo Beverello from where ferries and hydrofoils leave to Gulf islands and Sorrento Coast. The port of Naples is second in the world after Hong Kong for number of departure/arrival per day.



Naples climate is mediterranean with mild winters and hot summers and a serene sky for many days in the year. In 1995 the Historic Centre of Naples was declared a World Heritage Site by UNESCO. Naples is one of the most beautiful cities in Europe, rich in history, artistic masterpieces, good wines, typical dishes and many other attractions. Some of these are the famous handicraft of Nativity Scene in the San Gregorio Street in the older centre of the city and the coral and cammei jewels.

How to get around

To get around the city using the public transport it is necessary to buy the GiraNapoli tickets.

They are two types: one valid 90 minutes and another valid for a whole day. Both allow you to travel on buses, trams, funiculars, Metropolitan FS (ferrovie dello Stato), hilly underground.

The costs of the tickets are:

Normal ticket: Euro 0.77 to use all the public transports (ANM, Circumvesuviana, CTP, SEPSA) for single trip in the commune of Naples for 90 minutes.

Daily ticket: Euro 2.32 valid for the whole day when the ticket is punched in the urban circle, for more trips

Some Sundays it is possible to travel in two people using only a ticket (ask for information to the shops).

Another type of ticket, Unico, allows to use all the lines of public transport (bus, tram, funicular, train, underground) in Naples and in 43 council areas of its province.

MAIN THINGS TO SEE IN NAPLES

MUSEUMS

Certosa di San Martino
Museum and National Gallery of Capodimonte
National Archaeological Museum

CHURCHES

Church of Santa Chiara
Church of San Lorenzo Maggiore
Duomo
San Severo Chapel

UNDERGROUND RUINS

Napoli Sotterranea
San Lorenzo excavation

OVERLOOKING STREETS

Via Caracciolo
Via Petrarca
Via Posillipo
Via Partenope

SHOPPING

Via Toledo
Via Chiaia
Via Filangieri

A monthly for tourists Qui Napoli carries all tourist information which arrive before 14th of previous month to that one of the publication. The distribution is free of charge.



● Università degli Studi di Napoli Parthenope

NAPLES MAP

For further information, please visit <http://www.inaples.it/eng/home.asp>

SPONSORSHIP

 Assessorato Ricerca e Università	 COMUNE DI NAPOLI Assessorato al Turismo Grandi Eventi	 Porto di Napoli	 CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO E AGRICOLTURA - NAPOLI
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