

FORMS OF CRUISE TOURISM

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Abstract. *Cruise tourism is a modern tourist phenomenon, which has its roots in the early years of the nineteenth century when water travel by boat was the only way to travel to distant destinations. The cruise is a pleasure trip, leisure at sea on a passenger ship, on a yacht or plane, on an established itinerary, with stops at various destinations of tourist interest. Cruise tourism is an increasingly important part of the employment structure of advanced industrial nations, as well as the economies of developing countries. Cruise tour packages must be designed in conjunction with air travel and land destinations and will include several ingredients that may vary from company to company and by destinations. The most popular cruise packages are developed by companies and tour operators for tourists with special interests, group, business, in this it may be made the distinction between the types of luxury, mass, premium and special cruises.*

Keywords: *tourism, cruise, forms of cruises*

INTRODUCTION

The Cruise tourism, practiced for pleasure, or leisure is practiced on:

- seas and oceans;
- rivers such as the Amazon (Brazil), the Danube (from Germany to Romania), the Blue River and the Yellow River (China), Mississippi (USA), the Nile (Egypt), the Rhine (Germany), the Volga (Russia);
- in fjords "deep, narrow, winding gulfs with steep shores, formed by the penetration of seawater into glacial valleys after the melting of glaciers, numerous in Norway, New Zealand, Chile and Greenland" - (3,4,9,13)
- on inland waterways, lakes and canals, the English Channel, other canals in Venice, Amsterdam, St. Petersburg or the Bega canal from Timisoara to Zrenianin in Serbia (6,7,8,10).

In 1815, ships were built and used to transport passengers and cargo, the launch of the first cruise ship belonged to King Charles XIV of Sweden and Norway (1763-1844), in 1821. In 1824, the first merchant cruise ship was launched under the Irish flag. Gradually, boat trips became more and

more attractive and led to the introduction of modern cruise lines. In 1938, transport was launched between England, Spain and Portugal, then between India and the Far East. The Cunard shipping company continued its cruise business and began regular services to the Americas in 1840. In the second half of the 19th century, Britain dominated cruise tourism. However, its dominance declined a century later, as the number of emigrants from Europe and American visitors to Europe increased. Thomas Cook (the "father" of the travel agency) encouraged British tourists to visit North America, in 1866, he managed to make the first boat trip in the U.S. In the modern era, Britain began transport on the first transatlantic line "Titanic" in 1902. The second major cruise line, the "Queen Mary", began in 1934: it had a capacity of 2,000 passengers and 1,100 crew members and offered to its passengers all the facilities (comfort, entertainment, safety). (11)

The ship was considered one of the largest cruise ships. In 1938, another older sister ship, the "Queen Elisabeth", was launched by the same company. During World War II, these ships were used to transport British troops, but after the war, their main business was the transport of passengers across the Atlantic. The year 1958 was the turning point in the ship's voyage, as commercial jets ended the dominance of ships. Until 1970, traveling by boat was just a curiosity. Due to lower demand, high fuel prices and travel time, many water transport companies have closed or gone bankrupt. In 1980, several large ships were transformed into luxury ships, offering vacations for money and leisure travel. Many cruise lines have taken the place of water transport services. (8, 12)

Cruise tourism is an increasingly important part of the employment structure of advanced industrial nations, as well as the economies of developing countries. Many of the key players in cruise tourism have made a significant contribution to the growth and development of their nations. Cruise tourism offers recreation, food, lodging, casino, shopping, and other tourist services. It is an informal industry that offers a mix of various services in the form of cruise packages and combines them with air transport to attract potential customers. (1, 2, 5)

MATERIAL AND METHOD

Cruise tourism is currently the fastest growing segment of the global tourism market and all major tour operators now include cruises among their tourism offerings. Cruise tour packages include a lot of facilities designed to meet the specific requirements of passengers, but many cruises also include topics of special interest. For these reasons, in this scientific

approach to planned cruises, we recommend a series of entertainment and leisure facilities on board and one or more land trips, which contribute to the emergence and diversification of forms of cruise tourism.

RESULTS AND DISCUSSIONS

The cruise tour package is an all-inclusive trip, with a boat, which takes place several days in specific destinations, and at a set price. These cruise tour packages can be designed and planned for enthusiasts of sating in the sun, families, individual groups, company presidents, tourists with special interests, honeymoon tourists regardless of age. These cruise tour packages are designed for cruise tourists, are inseparable from air travel and land trips, and include several "ingredients" such as taxes:

- handling in port;
- the airport;
- visa processing.

The elements of a cruise package offered by tour operators or travel agencies can vary from one travel company to another, from one destination to another and from one region to another. The most popular types of cruise tour packages are:

- a. cruise packages for those with special interests;
- b. group packages;
- c. business cruise tourism packages;
- d. family packages;
- e. packages for beach lovers;
- f. packages for those flying by plane to the port of embarkation;
- g. packages for those on their honeymoon;
- h. incentive cruise tour packages.

The development of air transport and the improvement of technology in the field in terms of comfort, flight economy and safety have affected cruise tourism. However, boat travel remains a comfortable and relaxing pleasure transport with services comparable to those of the best hotels and resorts.

Well-managed cruise tourism now means specific activities of a hotel or resort, which must be promoted as a floating hotel or floating resort not only for beach holidays, but also as a romantic interlude, wedding party, pleasure to meet new people or life of extraordinary night. Cruise packages must be designed for all consumers of such services and, therefore, any cruise company must take into account a wide range of market requirements: therefore, the components of a cruise package vary from

customer to customer and from company to company. However, a cruise tour package must contain the following standard elements:

- a. air or ground travel arrangements, shopping, education;
- b. cruise segments (accommodation, casino, health clubs, dance, entertainment and recreation, children's entertainment facilities, movies, deck games, music, swimming pool, food and beverages, sheltered decks, quiet lounges);
- c. topics of special interest (astronomy, bridge, cricket)

In developing a cruise tour package we consider that the cruise tourism company must take into account:

- identification of destinations in vogue;
- competitiveness;
- cruise itinerary;
- commitments with players in the field;
- cruise costs
- the price of the trip;
- promotional strategies;
- the expected results.

The types of cruises are determined by the following elements:

- work conditions on ships;
- marketing;
- sales.

In this way it can be done the distinction between cruises, these being:

- a. luxury tourist cruises;
- b. mass tourist cruises;
- c. premium tourist cruises;
- d. special tourist cruises.



Figure 1. Types of cruises

Luxury tourist cruises represent a low share in the cruise tourism market due to the price of high quality products and services and the fact that they focus on long-distance itineraries with exotic destinations.

Mass tourist cruises focus on the volume of turnover this being the reason why they are called mass cruises. These cruises are very popular in the Caribbean, Asia-Pacific and Southeast Asia. These cruises - focus on two aspects: turnover and short-term passenger itinerary being divided into three subcategories:

- a. large cruises with a duration of 7-14 days;
- b. short-term cruises with a duration of 2-5 days;
- c. standard cruises lasting 7 days.

Premium cruises are the second largest segment of the cruise tourism industry accounting for almost 40% of all cruise tourism revenues. The duration of this type of cruise varies from 7 days to 3 months. For this reason, they are also known as luxury cruises. Their products and services are equivalent to those offered by hotels of the same category and offer premium cruise tourism services.

Special tourist cruises are designed to meet the demands of passengers with specific interests, such as those interested in whale watching, oceanography or diving, or newlyweds. The quality of products and services is relatively low compared to other types of cruises. The duration of these cruises is shorter, but it depends on the type of package.

The tourism industry from many countries of the world has been consistently helped by the cruise tourism sector in shaping the most sophisticated tourism products and services. The relationship between cruise tourism and the tourism industry involves a mixture of expectations from tourists, management attitudes, socio-economic and technological factors, government policies and tourism market pressures. Cruise tourism contributes to the development of tourism in general by: image awareness, creating alliances and networks, increasing the size of the cruise tourism market, developing destinations such as "meetings, incentives, conferences, exhibitions", balancing the business cycle with tourism, flexibility of employment and employment, materialization of competitiveness, restructuring of property, change of tourist demands and transformation of cruises into holiday options.

CONCLUSIONS

Cruise tour packages are designed and planned for sun loving tourists, families, individual groups, tourists with special interests, honeymooners regardless of age. The classification of cruises by types is determined by the working conditions on ships, marketing and sales, in this way we can distinguish between them, luxury, mass, premium and special tourist cruises. The tourism industry from many countries of the world has been consistently helped by the cruise tourism sector in shaping tourism products and services, the relationship between cruise tourism and the tourism industry involves a mixture of expectations from tourists, management attitudes, socio-economic factors and technological, government policies and tourism market pressures. By practicing cruise tourism, contributes to the development of classic tourism, by raising awareness of the image, developing and diversifying the tourist market and destinations, making the workforce more flexible and transforming cruises into holiday options.

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