

Joanna Kizielewicz, Ph.D.

Faculty of Entrepreneurship & Quality Science, Gdynia Maritime University, Gdynia, Poland
E-mail: poczta@edustar.pl

Tihomir Luković, Ph.D.

University of Dubrovnik, Dubrovnik, Croatia
E-mail: tlukovic@unidu.hr

CONSUMPTION OF CRUISE SHIP PASSENGERS IN TOURIST DESTINATIONS

JEL classification:

Abstract:

A general opinion is that a highly valuable destination implies a higher degree of consumption of cruise ship passengers. Elite destinations are key places, according to which, lots of shipping cruise companies offer and plan their cruises. The elite destination means a city or a region, that stand out from the rest, thanks to the unique natural or cultural values and it is the target of numerous travels and also a magnet attracting crowds of tourists from all over the world.

The purpose of the research is to demystify and explore a phenomenon of consumption of cruise ship tourists at the elite destinations in order to point out the necessary activities of entities that are responsible for management of cruise companies and tourist destination areas. The goal of the research is to determine the amount of tourists' spending in the cruise destinations, as well as, to define the factors influencing upon consumption. It was also set up the basic hypothesis that "An elite destination also means high amount of spending of cruise ship tourists." This basic hypothesis will be examined by using the methods of analysis and synthesis of the results and verification of the results of studies published previously. But first of all, there will be applied the methods of comparative analysis of two famous port cities, it means the City of Gdańsk in Poland, and the City of Dubrovnik in Croatia.

Keywords: *cruising, tourist consumption*

1. INTRODUCTION

The world cruise ship tourism has got an average growth rate of 11% in recent 40 years (Dowling, 2006, p. 5.). The growth of this market is based on a well-organized cruise industry, but a constant research of demand of the major world markets is particularly important for the attractive cruise destinations. Tourist cruise destinations are the bases for construction, maintenance and development of cruise routes and tourist packages, that are prepared by large cruise corporations. They use the attractiveness of the cruise tourist destinations very skilfully.

The cruise market can be divided into five sub-European markets: (1) Mediterranean (2) the European Atlantic, (3) the Baltic and the Arctic, (4) Black Sea (5) continental Europe. (Luković, 2012 p. 399) Each of these five markets is a specific entity with its market characteristics. However, all five markets in Europe can be viewed through the basic characteristics of tourists visiting various cruise destinations, and it will also be a subject of this

study. Since, cruise routes are based on attractive tourist destinations, possibly on the quality, a purpose of a research is to determine the relationship between a tourist' consumption and an attractiveness of a cruise destination. The purpose of the research is to define the parameters of a tourist' consumption and to determine, how the fact of attractiveness of a destination influences upon the level and a structure of the consumption of tourists from the cruise ships. It seems to be rather logical that the hypothesis that an elite destination has an impact on consumption of cruise ship tourists, irrefutable. Thus, the assumption would be that, an elite destination, in itself, leads to a higher level of spending, but the question remains whether this is not like that. To reach the necessary conclusion, there were made comparative researches in two elite cruise destinations, the first is located in the Mediterranean Sea Region and the second - in the Baltic Sea Region. These tourist destinations are famous all over Europe, and even the world, for their unique cultural heritage and history. Thanks to that, they are on the top list of tourist destinations in their sea regions, which are visited by thousands of tourists annually. There are the most important reasons, why these cities can be called as "elite tourist destinations".

2. CRUISE SHIP TOURISM AND ELITE TOURIST DESTINATIONS

The Caribbean Sea basin has been considered to be the world's most attractive cruise market thanks to the total share in the market at the level of 46% and 11% in the Mediterranean. (Dowling, 2006, p. 11). In Europe, "the dominance of the Mediterranean Sea basin, which was apparent for all maritime passenger transport, (...) accounting for approximately two thirds (66.5 %) of all cruise passengers in the EU. The North-East Atlantic Ocean also had a larger share of cruise passengers (13.8 % compared with 11.8 % for all maritime passengers), as did the outermost regions (2.3 % compared with 1.6 % for all maritime passengers). The share of the Baltic Sea was just 10.2 % for cruise passengers, less than half its share of all maritime passengers." [EUROSTAT, 2013] (Figure 1)

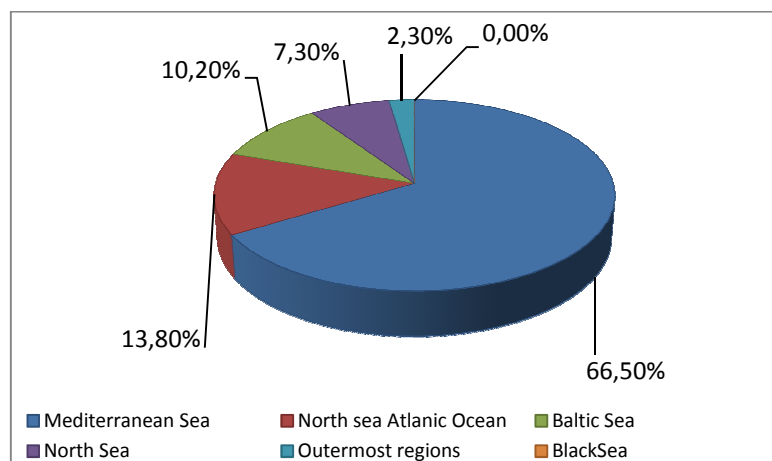


Figure 1. The percentage of the Sea regions in Europe in nautical tourism market

Source: EUROSTAT (2012). *Cruise passengers, Coastal region statistics*, http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Coastal_region_statistics [accessed 14.05.2013].

The Mediterranean Sea basin is considered to be one of the most famous cruise destinations in Europe thanks to numerous historical monuments, a long sailing traditions, and first of all, excellent weather conditions, that cause that a tourist season for cruise travels lasts up to eight months (Luković, 2008.) In the Baltic Sea basin, a cruise season lasts only up to four months and the main purpose of cruise travels, there are sightseeing tours to cultural centres connected with numerous entertainments and events.

In elite tourist destinations, there are numerous entities related to the cruise industry, and in particular, they offer support for cruise vessels and cruise ship tourists. In addition, there also arose a lot of organizations and associations that are engaged in the study of phenomena relating to the cruise ship market and they also help to diagnose market trends in order to plan the development of the cruise industry. Moreover, thanks to that, the quality of services and the standard of amenities and facilities of ports' infrastructure in the elite cruise destinations have been developing in order to be able to handle the biggest cruise ships all over the world. One of the most famous cruise research associations, there is Cruise Line Industry Association (CLIA) established in the United States of America. In Europe, there are also a few similar entities, as for example MedCruise. This is an important organization, established in 1996 in Rome and now based in Athens, which brings together high-quality port destinations in the Mediterranean. "MedCruise's mission is to promote the cruise industry in the Mediterranean and its adjoining seas. The Association assists its members in benefiting from the growth of the cruise industry by providing networking, promotional and professional development opportunities. Today, the association has grown to 70 members (Picture 1) representing more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 30 associate members, representing other associations, tourist boards and ship/port agents." (MedCruise, 2013) The main objectives of this association are as follows:

- promotion of the Mediterranean as a cruise destination
- increasing the efficiency of the members, sharing technology and experience related to passenger traffic, to encourage the development of tourism in the areas of ports for cruise ship
- increasing the efficiency of the members informing them of the development of the industry, statistics, practical experience of developing and managing ports for cruise ships
- formulation of common positions, policies or plans related to the common interests of the cruise
- development and strengthening of good relations and cooperation among all the world's ports for cruise ships and "cruise" industry
- creation of high-quality services in the ports of different sizes, various regions, countries and cultures
- creation of marketing, networking and professional development tools and forums for members.



Picture 1. The cruise ports as the members of the MedCruise

Source MedCruise, 2013, *Welcome to MedCruise, Athens, Greece*. <http://www.medcruise.com/> [accessed 15.05.2013].

“The Baltic Sea Region is famous for its activity in terms of international cooperation, resulting in a number of projects of development of tourism, including cruise ship tourism. Among the projects of the Baltic, currently treated as a priority by the Polish side, one should mention: *Cruise Baltic Northern Europe* and *Enjoy the South Baltic*, and also *BaltMet Promo*.” (Kizielewicz, 2012. p. 36-39) The project, which is called *Cruise Baltic Northern Europe* (Picture 2) was a project of innovative trans-border cooperation among Poland, Lithuania and Germany. In the first stage of the implementation of the project, from 2007 to 2009, it was co-financed by the EU.



Picture 2. The cruise ports as the members of the Cruise Baltic Northern Europe

Source: *Cruise Baltic Northern Europe, 2013, Partners of Cruise Baltic Northern Europe, Athens, Greece. <http://www.cruisebaltic.com/composite-102.htm> [accessed 15.05.2013].*

However, the success of this project encouraged partners to establish associations in order to develop cooperation regarding cruise travels around the Baltic. The Association has an ambitious plan for action in the field of development and promotion of nautical tourism. “The countries of the Baltic Sea Region have joined forces in order to create a cruise option with fully integrated operations between ports and cities. The Baltic Sea offers an unseen variety of destinations, sights and adventures for everyone. And with the region’s exciting history, rich traditions and spectacular nature, Cruise Baltic invites to a cruise experience out of the ordinary where one can visit 10 countries on a string and experience oceans of adventures.” (Cruise Baltic Northern Europe, 2013)

The quality of services offered in the cruise destinations and the standard of ports’ infrastructure are important factors for the development of cruise ship tourism. Moreover, the readiness of cruise tourist destinations, to satisfy tourist demand for various types of nautical tourism, is also a key determinant for development. The research showed a great need for working out a better cooperation between local authorities of the cruise destinations, cruise ship owners, as well as making informational campaigns for residents, but also managing of the development of the local economy.

3.A CONFLICT OR A PARTNERSHIP BETWEEN CRUISE SHIP OWNERS AND CRUISE DESTINATIONS

Analyzing the development of cruise tourist destinations in Croatia in recent years, one comes to the conclusion that this development has taken place in a manner more or less uncontrolled. The cruise industry is profitable for all involved parties, but especially for owners of cruise ships, tour operators and public budgets in cruise destinations. The tourist industry has been being developed spontaneously to the point until the capacity of a tourist destination will be exceeded. This process is carried out satisfactorily as long as the destination is not overcrowded by thousands of tourists and they are still happy with staying. This case is especially seen in the destinations that are, due to the spatial distribution of destinations, saturated with cruise ship

tourists. The sustainable tourism development can be a suitable solution of this problem. It should be managed by local authorities and the groups involved in tourism development in a cruise destination.

Dubrovnik is an excellent example and has around 2.6 million tourists, of which 1.1 million tourists are from cruise ships. "In recent years Dubrovnik has become one of the top five Mediterranean destinations, which makes it one of the most attractive and frequented cities, i.e. cruise ports, in this part of Europe. Every year, the ships owned by international shipping companies bring a huge number of passengers, which will reach one million of visitors in 2010, including those from the largest ships, as well as smaller ones and the most luxurious floating hotels." [Dubrovnik Tourist Board, 2013.]. It sometimes happens that a couple of cruise ships arrives to Dubrovnik in parallel and then thousands of tourists want to visit the city at the same time. Then a logistical problem occurs and the problem with ensuring the quality of tourist service and the standard of tourists' holiday.. The question is how to solve this problem?

Fundamentally, a solution of this problem lies in the question of adapting of tourist packages to the tourists' needs and increasing of the indicators "a value for money". It is necessary to work out good rules for cooperation between cruise companies, ship owners and local authorities and also a tourist lobby in cruise destinations because it is now in its infancy. The lack of a partnership between cruise companies and local authorities of a cruise destination is a reason for tourists' dissatisfaction. A lot of tourist destinations, with a short period of staying on land, are included into tourist packages of cruise voyages, what also cause tourists' fatigue, and in the consequence, this is a reason of tourists' discontent, but also, what is important, It is very nuisance for residents in the tourists destination areas.

The lack of an adequate cooperation between cruise companies, hoteliers and tour operators in tourist destination areas, can lead to create an unsympathetic atmosphere, which may have negative consequences for the development of the tourist market in the future. To avoid the conflict of interests, It is necessary to develop a model of cooperation. The fact, that this problem can be solved, and that hotel guests and visitors from cruise ships do not have to be in a conflict of interest, there are a few examples in the Atlantic coast of Europe, especially on the coast of England. Southampton is an excellent example where local tour operators and hoteliers agreed with cruise companies for preparation of tourist packages, so that, mostly cruise ship tourists are checked in hotels for at least one night. (Morgan, 2013.) In this way, tourists from the cruise ships usually stay much longer in the destination, what influenced significantly upon the increase of satisfaction among tourists and caused the reconciliation of interests of cruise ship tourists, on the one hand and hotels guests, on the other hand. The question remains, how this problem is reflected in the consumption of tourists at an elite destination?

4. A CASE STUDY, THE CITY OF DUBROVNIK

The port of Dubrovnik in 2013rd achieved a record number of cruise arrivals and arrivals from cruisers (Figure 2). This shows that the Dubrovnik, as highly attractive tourist destination, has been still developed. Given the number of cruise ship tourists in the port of Dubrovnik, (Figure 3) in a period of 16 years, their arrivals were developing at an average annual rate of 18%, while the world of cruising is developing at a rate of 11%.

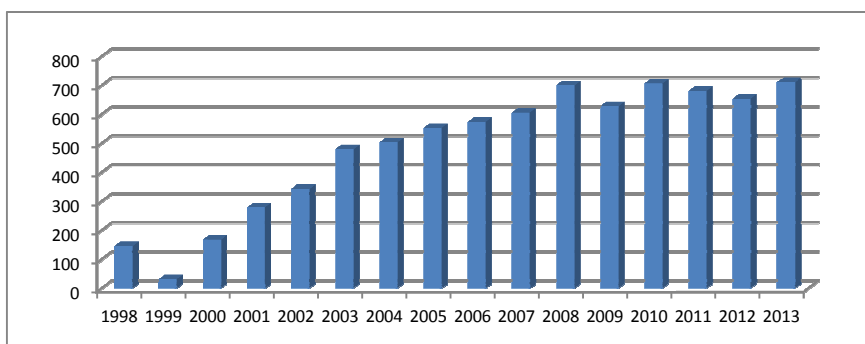


Figure.2. The number of cruise vessels visiting the port of Dubrovnik

Source: Statistics, Dubrovnik Port Authority 2013.

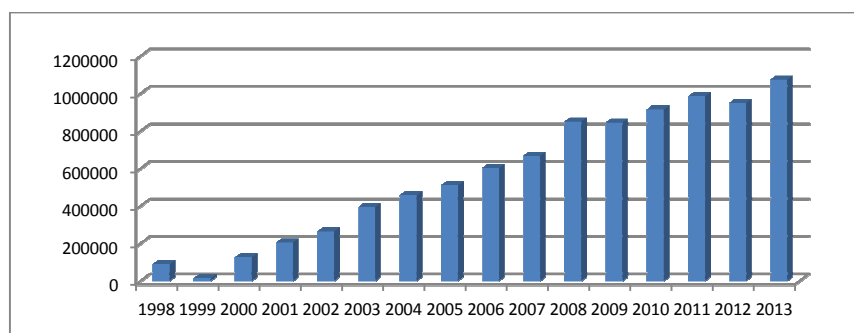


Figure.3. The number of passengers of cruise vessels visiting the port of Dubrovnik

Source: Statistics, Dubrovnik Port Authority 2013

Taking into the consideration the factors influencing upon consumption, observed with statistical and analytical aspects, there are a few important parameters such as:

- a duration of a tourist's stay
- a size of a cruise ship
- a tourist's age and nationality
- a goal of a visit: work or tourist.
- a number of a crew and tourists on aboard.

According to the research made by TOMAS Cruising in 2006, duration of tourists' stay ranges from 4.4 hours to 13.3 hours. (TOMAS PP, Slajd 11) The length of a stay depends on the size of a cruise ship. A small luxury cruiser, called Boutique Ship (Berlitz, 2006, p.154.), which has fewer than 200 tourists, stays on average of 13.3 hours in the port. Tourists on luxury ships are very demanding and vessel owners must respect the requirements of the customer and meet their expectations. Therefore, tourists from the luxury cruise ships tend to remain longer in the ports. On the other hand, the duration of tourists' stay, who arrive by large cruisers (over 2,000 tourists), amounts only to 4.4 hours. The crew of cruise ships usually stay for one hour shorter at the destination. The average duration of stay of tourists and crews amounts to 5 hours at the destination.

Subsequent studies have shown that in the domain of length of a stay almost nothing has changed. (Luković & Božić, 2012, p. 9 – 28.) Studies conducted in 2011 showed that younger guests spend significantly less than the olders, and the differences are very significant. (Isto, p 9-28.)

Regardless of nationality, most Americans consume (51€) and English (49€) and at least the Italians (31€). (TOMAS 2006. Slajd 20) The crew spent about 20% less, and the consumption structure of the crew is more focused on shopping. In 2006, an average tourists' consumption in Dubrovnik was 37€ (Isto, slajd 17), and the recent research has shown that around 40€ (Luković

& Božić, 2012., p. 9 – 28). The question is whether these are the expected spending of cruise ship tourists in the elite destination?

The Research TOMAS Cruising in 2006 showed the depth of the problem of consumption in Dubrovnik and groundless belief that an elite destination also means high spending of cruise ship tourists. Taking the average length of a stay of tourists and crew from the cruise ships in Dubrovnik, which is similar in other Croatian destinations, and is about 5 hours, and if there are abolished the differences in terms of nationality of tourists, taking only the average consumption which annuls the differences in terms of tourists' age, one can get to the methodology for analysing of consumption.

Table 1.

Expenditures of day-visitors (USD). Full years 2008-2010

What buy	souvenir	postcard	clothing	Autochthonous drinks	artwork	books	Others
How buy (u%)	62	36	19	16	16	12	Less than 9%

Sources: TOMAS Cruising (2006). Institute for tourism, Zagreb

Tourists' spendings are focused mostly on souvenirs (62%), but also on cards (36%), while the demand on other products and services is much less frequent.

It is worth noting, the value and volume of consumption is lower in elite destinations. The research has shown that consumption in less attractive tourist destinations is significantly higher. For example, in Zadar cruise ship tourists spend 82€ and in Split - 71€. If it is converted into consumption per an hour, we have the following results:

- Dubrovnik 7.4 €/ h
- Split 14.2€/ h - 91.19% more than in Dubrovnik
- Zadar 16.4 €/ h - 121.6% more than in Dubrovnik

Thus, an elite destination does not require high consumption. The research conducted in 2011th showed the following:

- An average consumption in Dubrovnik, Zadar and Split still lingers on the results of the 2006th
- Tourists, travelling by sea, plan to spend on average of 153€ in a visited tourist destination, and 434€ on aboard of a cruise ship,
- In Dubrovnik, lots of visitors say, "I do not have to spend money" and "I was there, too and I'm sorry that I came by a cruise ship to Dubrovnik"
- Cruise ship tourists still spend much more money in Zadar and Split, because they believe that prices are too high in Dubrovnik
- "Value for money" - about 20% of tourists judged unsatisfactory and regret that they came to Dubrovnik by a cruise ship. Even with 10% of those, who were quite disappointed, as they went on a cruise
- As many as 20% of guests at the resort do not buy anything.

Buying behaviors of tourists travelling by sea, both on the ship and places visited, have not been recognized enough, yet. The research in this area should be carried out on a regular basis and on a larger scale, what would make possible to prepare a segmentation of a tourist demand and to diagnose the needs of potential future customers.

5.A CASE STUDY, THE CITY OF GDAŃSK

The Region of Gdańsk is considered to be one of the most attractive tourist regions in Poland. The thousand-year-old Gdańsk is the most monument-packed city of the "Baltic Europe". Most of the monuments in Gdańsk are located near the heart of its Old Town District. It "is a great tourism and cultural centre which today offers a range of attractions like sea sandy beaches, clean

lakes and forests, historical monuments (the Old Town Hall in Gdańsk), lots of museums, exhibitions and galleries opened for all the year and a great number of entertainments. Thanks to location on the sea coast, there are excellent conditions to practice water sports like: windsurfing, sailing, rowing and also for walking at the sandy beaches. The city of Gdańsk also offers interesting occasional and seasonal events such as: Organ Music Festival in Oliwa, Celebration of Sea Days, Gdańsk Summer, the St. Dominic's Fair which has a long tradition and takes part in July and August annually,"(Kizielewicz, 1997, p. 18) and Feta - International Festival of Open Air and Street Theatre "Baltic Sail" International Sailing Rally - Sail Gdańsk and many others.

The City of Gdańsk is also the purpose of tourists' travels arriving by the Baltic Sea. The tourist season, in this region of Europe, is quite short and it lasts about 4 months from mid-May to mid-September. At that time, Gdańsk is visited by cruise ships bringing tourists from different parts of Europe, and sometimes the world. Among the most impressive units, which visited the ports of the Region of Gdańsk, there are: Queen Victoria, Navigator of the seas, Vision of the Seas, Emerald Princess, Star Princess, Millennium, Constellation, Costa Magica, AIDA Luna, Opera, Voyager and others. The large cruise vessels coming to the ports of the Region of Gdańsk are great tourist attractions both for local societies and tourists. The greatest of them, Navigator of the Seas, can take on aboard 3840 passengers and 1557 staff, and its length exceeds 300 metres.

The port of Gdańsk is visited by several dozens of cruise ships annually. (Figure 4) The Board of the Port of Gdańsk makes treatments to increase the number of vessels, but competition on the market of the Baltic Sea is very strong and it is not an easy task. In recent years, the number of passengers visiting Gdansk amounts to 8 thousand on average. (Figure 5).

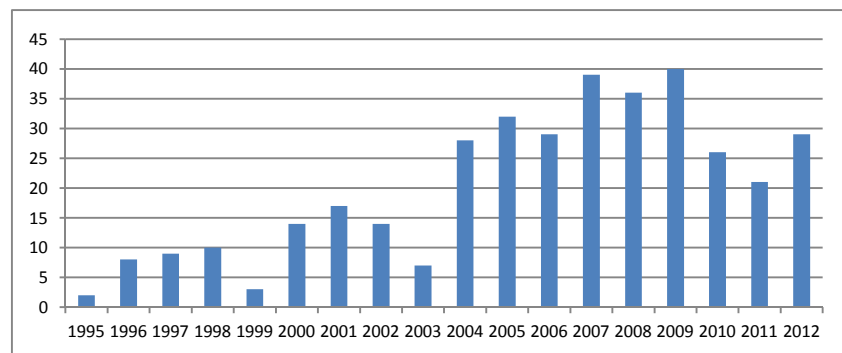


Figure.4. The number of cruise vessels visiting the Port of Gdańsk

Source: Zarząd Morskiego Portu Gdańsk S.A., 2012.

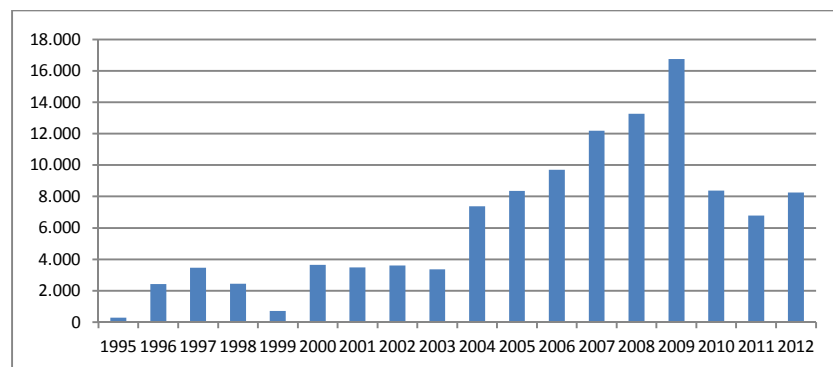


Figure. 5. The number of passengers of cruise vessels visiting the Port of Gdańsk

Source: Zarząd Morskiego Portu Gdańsk S.A., 2012.

Cruise ships in the port of Gdańsk usually stay from 6 to 15 hours, and at this time excursions for tourists with a variety of interests are organized. Sightseeing of the City of Gdansk

is in an every tourist programme, but also while longer stays, tourists are taken to the City of Malbork 60 km away from Gdansk, where they visit a medieval castle, which is considered to be the largest brick building in Europe and is on the UNESCO list. Tourists also visit the Kashubian Lake District, which is famous for its natural beauty and folk tradition. In addition, travels to the Hel Peninsula are an alternative tourism program proposed for tourists. In addition, for active tourists, there are prepared tourist packages with golf, tennis or biking, and even boat voyages on the Bay of Gdańsk.

“Originally, tourists travelled by the purposes of leisure or religion, but now tourist became more demanding and expect diversity from the organizers of marine tourism in order to satisfy their needs. In some regions of the world, special forms of marine tourism have developed, due to the cultural, geographical, economic or social separation of these areas.”(Kizielewicz, 2012, p. 111). “Adopting the purposes of tourists’ travels, as a criterion for classification of forms of marine tourism, we can make a division as follows:

- *Cultural tourism cruises*, i.e.. sightseeing of the coastal towns, national parks, fishing villages, the underwater reserves, places of religious
- *Adventure cruises*, i.e.. fishing cruises, diving cruises (scuba diving, cave diving, floors diving or in cabins diving)
- *Themed cruises*, i.e.. Valentine cruises, Christmas cruises, golf-related cruises, amateurs gambling cruises and cruises for seniors, photographic, women, singles and others
- *Educational cruises*, i.e.. culinary cruises, dance cruises, learning foreign languages cruise etc.
- *Business cruises*, i.e.. inclusive cruises, incentive cruises and business meetings, seminars, conferences, symposiums, congresses
- *Entertainment cruises*, i.e.. dancing party at sea
- *Health cruising*, i.e.. cruises with a package of SPA & Wellness, cruises surgery, fitness cruises
- *Ecotourism cruises*, i.e.. cruises to pristine areas.

The division of forms of marine tourism, proposed above, has not been completed. The diversity of tourists’ needs show directions for tour-operators how to create new tourist products to gain a competitive advantage in the market.”(Kizielewicz, 2012, p. 111-112). Cruise ships, coming to the port of Gdańsk, are serviced by four major travel offices: Baltic Gateway, Sanus Travel, Mazurkas Travel and Sport Tourist. They are able to arrange all tourist packages that can satisfy all tourists’ preferences and needs, due to their expectations and variety of interests.

Tourists, arriving by sea to Gdańsk, (Fig. 2) as a rule, have bought travel packages including meals and accommodation on a cruise vessel and transport and sightseeing tours in the tourist destinations. Therefore, additional expenses that tourists have in the visited cities only concern the purchase of souvenirs, desserts and drinks. 49,1 % of expenditures of day-visitors are committed for private shopping. (table 3.).

The Institute of Tourism in Warsaw shows, that on average in Poland, a day-visitor' expenditures amount to approximately 113 USD (table 2.). One-third of tourists, travelling by sea on cruise vessels, buy tourist packages including all services on aboard and also sightseeing of tourist destinations. However, one-fourth of tourists of cruise vessels, buy only services guaranteed on aboard. These are tourists, who are potential clients for local tour operators, which offer them a variety of individual travels and activities on land.

Table 2.

Expenditures of day-visitors (USD). Full years 2008-2010

A kind of spendings	2010	2009	2008
Total Average*	113	103	135
Ukraine	255	236	395
Germany	86	94	139
Lithuania	104	83	88
Russia	217	104	140

Belarus	199	198	245
Slovakia	111	85	95
Czech Republic	83	86	59

*) Weighted average;

Source: surveys by Institute of Tourism, 2008-2010

While a cruise ship stays in the port of Gdańsk, at the reception desk on board, local tour operators encourage tourists remaining on board to purchase a variety of individual excursions. Most of tourists decide to take part in extra tours, and thanks to that, local entrepreneurs have also financial benefits.

Table 3.

Structure of day-visitors' expenditures (%). Full years 2008-2010

A kind of spendings	2010	2009	2008
Food	6,4	6,8	9,3
Transport	12,1	12,7	11,3
Services	3,3	0,9	2,8
Private shopping	49,1	51,9	43,4
Shopping for resale	16,3	15,8	19,1
Other, not specified	12,8	11,9	14,1

*) Weighted average;

Source: surveys by Institute of Tourism, 2008-2010

„An every cruise ship shall pay various port charges, depending on the size and number of passengers on board. The largest units even pay about 11 thousands euro. In addition to this, tourists from cruise vessels leave money in the coastal cities.”(Kopiecki, 2013,p.1). Among the tourists, coming on cruise ship to polish ports, there are especially: Germans, Scandinavians, the French and Italians and also Americans. In Poland so far, a study analysing the behaviour of tourists buying travelling by sea, have not been carried out. Available analysis, from a survey conducted by the Institute of Tourism, only report about the behaviour of foreigners visiting Poland.

6. CONCLUSIONS

Analysis of the expenditure of tourists travelling on cruise ships, made in two elite tourist destinations: Gdańsk and Dubrovnik, located in two different regions of Europe, it is: the Mediterranean and the Baltic, and comparison analysis with other destinations, have broken the basic hypothesis, which were set up at the beginning. It means that an elite destination does not necessarily produce an elite consumption. Tourists from cruise ships, when they find themselves in the role of consumers, then they behave very carefully. At the elite resort consumption takes place in accordance with the motivation, capabilities and decisions of tourists as consumers, but this consumption occurs in response to the quality and organization of supply at the destination. A wide selection and well organized supply in Zadar realized consumption from 16.4€/h, while a supply in the elite destination – the City ofDubrovnik - realized consumption only 7.4€/ h. The similar phenomenon has been observed in the City of Gdańsk, where tourists on average spent only 8,37€/h. It is obvious that some consumers do not buy anything during a travel, when they paid for the whole tourist packages at tour operators or owners of cruise ships. The fact that this is an elite destination, it is not enough for tourists to spend more money. Finally, it gives a foundation to make a conclusion that consumption of cruise ship tourists takes place under the strictly rules of consumption, no matter what a cruise destination is.

REFERENCES

- Biznes Prasa, Wiadomości Turystyczne <http://m.onet.pl/biznes/prasa,gkk1> [accessed 05.05.2013].
- Cruise Baltic Northern Europe, 2013, *Partners of Cruise Baltic Northern Europe*, Athenes, Greece. <http://www.cruisebaltic.com/composite-102.htm> [accessed 15.05.2013].
- Dowling, R. (2006) *Cruise ship tourism*, CABI Oxford, p. 5.
- Dubrovnik enthralns cruising passengers*, Cruising tourism, Dubrovnik Tourist Board, Dubrovnik 2013. http://www.tzdubrovnik.hr/eng/kruzing_turizam.php [accessed 02.07.2013].
- EUROSTAT (2012). Cruise passengers, Coastal region statistics, http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Coastal_region_statistics [accessed 14.05.2013].
- Kizielewicz J.(2012) *Współpraca międzynarodowa w basenie Morza Bałtyckiego na rzecz rozwoju turystyki morskiej*, Zeszyty Naukowe nr 77/2012, Akademia Morska w Gdyni, Gdynia.. p. 36-39.
- Kizielewicz, J. (1997) *Hotel and Tourist Industry in Poland*, Wyd. Naukowe WSM, Gdynia 1997. p.18.
- Kizielewicz, J. (2012) *Theoretical considerations on understanding of the phenomena of maritime tourism in Poland and the world*, *Scientific Journals 2012* 31(103), Maritime University of Szczecin, Szczecin. Pp. 111-112.
- Kopiecki A.(2013) *Mniej wycieczkowców w polskich portach*, Luković, T. & Božić, K.: „Cruise supply and destination supply: competitors or partners?” Selected papers, 3rd International Cruise Conference „Cruise & Society: The other side of growth“, Dubrovnik, 2011., Redak, Split, 2012., str. 9 – 28.
- Luković, T. (2012) *Nautical tourism and Its Function in the Economic Development of Europe*, chapter 19, [in :] Murat Kasimoglu „Vision for global Tourism Industry” INTECH, Rijeka. p. 399.
- Luković, T.(2008) *Analysis of the development of the World and Croatian cruising*, *Naše more*, No. 5-6 2008. University of Dubrovniku, Dubrovnik.
- MedCruise, 2013, *Welcome to MedCruise*, Athenes, Greece. <http://www.medcruise.com/> [accessed 15.05.2013].
- Surveys by Institute of Tourism, 2008-2010*, (2011), Institute of tourism, Warsaw. <http://www.intur.com.pl/statystyka.htm> [accessed 02.05.2013].
- TOMAS Cruising (2006), Institute for tourism, Zagreb 2006. PP, Slajd 11
- Ward D. (2006) *Complete Guide to Cruising & Cruise Ships 2006*, Berlitz, London, 2006, p. 154
- Zarząd Morskiego Portu Gdańsk S.A., (2012) *The number of cruise vessels visiting the Port of Gdańsk*, Gdańsk.
- Zarząd Morskiego Portu Gdańsk S.A., (2012) *The number of passengers of cruise vessels visiting the Port of Gdańsk*, Gdańsk.