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**INDUSTRIJA KRUŽNIH  
PUTOVANJA – NAGLI USPON,  
GOSPODARSKI ZNAČAJ I  
PROFIT**

**THE CRUISE INDUSTRY  
– ITS SURGE, ECONOMIC  
SIGNIFICANCE AND PROFIT**

**SAŽETAK:** Industrija kružnih putovanja posebna je industrija koja je posljednjih desetljeća i godina postala popularna u cijelome svijetu. Riječ je o industriji koja spaja pomorski prijevoz putnika i turizam u jednu cjelinu. Upravo zato se još naziva kruzning turizmom. Od samih početaka pomorskog prijevoza prevozili su se putnici kako bi zadovoljili svoje potrebe za prijevozom između dviju ili više luka. Međutim, s vremenom, a posebice od 1960-ih godina, dolazi do pojave specijaliziranih putničkih brodova, kruzera, kojima je glavna svrha ponuditi bogat sadržaj putnicima na brodu. Putovanje postaje samo po sebi svrhom, što je otvorilo nove perspektive u mnogim poljima. Autorica u radu analizira fenomen, nastanak i razvoj pomorskih krstarenja. U fokusu je gospodarski značaj industrije kružnih putovanja i profit koji se ostvaruje. Analizira se širi utjecaj kruzning turizma na gospodarstvo, koji je izravan ili neizravan, ali je dominantno pozitivan i mjeri se u milijunima i milijardama dolara.

**KLJUČNE RIJEČI:** industrija kružnih putovanja, kruzeri, kruzning turizam, profit

**ABSTRACT:** The cruise industry is a special type of industry that has become popular worldwide in the last several decades and years. It is an industry that connects sea transport of passengers and tourism in a single entity. This is why it is also called cruising tourism. Since the beginning of sea transport, passengers have journeyed in order to meet their transport needs between two or several harbours. However, in time, and especially since the 1960-s and the emergence of specialised passenger ships, cruisers, the purpose has been to offer rich amenities to ship passengers. The journey has become a purpose in itself, opening new perspectives in numerous fields. The author of the paper analyses the phenomenon, emergence and development of sea cruising, placing the focus on the economic significance of the cruise industry and profits generated by it. She also analyses the wider impact of the cruising tourism on economy that may be direct or indirect, but that is predominantly positive and measured in millions and billions of dollars.

**KEY WORDS:** cruise industry, cruise ships, cruising tourism, profit

## UVOD

*Cruise* industrija, industrija kružnih putovanja, kruzning turizam najčešći su nazivi za prijevoz putnika morem u turističke svrhe. Prijevoz se ne obavlja prvenstveno zbog prijevoza od luke A do luke B već je prijevoz putnika morem na specifičan način sam po sebi svrha. Radi se o tome da putnici plove kruzerima kako bi uživali u širokoj ponudi koja se nudi na brodu. Ponuda je toliko velika i bogata da se s pravom kruzeri nazivaju “plutajućim hotelima na moru”. Međutim, prije razmatranja razvoja industrije kružnih putovanja treba pogledati kako se u literaturi definiraju ključni pojmovi koji se najviše upotrebljavaju u ovom radu.

Pomorski leksikon definira pojam krstarenja kao “plovidbu morem ili unutrašnjim plovničkim putevima prema unaprijed utvrđenom itineraru”. Rječnik turizma definira krstarenje kao “jedrenje za zabavu, razonodu, tj. jedriti od-do ili od mjesta do mjesta, na jedrilici, brodu ili motornoj jahti za zadovoljstvo, obično morem ali i jezerima i rijekama.” Mencer definira pomorska krstarenja “organiziranim prijevozom ljudi posebnom vrstom broda prema unaprijed određenom redu plovidbe koji je vremenski i prostorno prilagođen raznovrsnim aktivnostima: odmoru, razonodi, zdravstvenim uslugama, obrazovanju, istraživanjima, stručnim skupovima.”<sup>1</sup> Proizlazi kako su kružna putovanja vrlo specifičan pojam i fenomen, što se može iščitati i iz stavova autora kao što su Middleton i Clarke, koji smatraju kako kruzeri nisu sredstvo za prijevoz putnika već ploveći hoteli i odmarališta. Coulson ističe kako krstarenje ispunjava sva očekivanja i želje gostiju jer se na kruzerima pruža egzotični odmor, luksuzni smještaj, visokokvalitetna usluga, bogata gastronomija, raznovrsni oblici zabave, susreti s ljudima iz cijelog svijeta, a sve za jednu cijenu putovanja. Cartwright drži da su kružna putovanja “multidestinacijski odmor za vrijeme kojeg putnik ne mijenja hotel nego putuje od turističke destinacije do turističke destinacije”.<sup>2</sup> I većina drugih autora smatra kako je kružno putovanje

## INTRODUCTION

The cruise industry, cruise travel industry, cruising tourism are the most frequent names denoting sea passenger transport for tourism purposes. The transport is not carried out for the sole purpose of transfer from port A to port B, but the transport itself is its own purpose in a specific way. Passengers travel by cruise ships in order to enjoy the vast range of amenities offered on the ship. The supply is so big and exuberant that cruise ships are rightly called “floating sea hotels”. However, before observing the development of the cruise industry, we should consider the definitions of key concepts found in literature that are discussed in this paper.

The lexicon of sea transport defines cruising as sailing by sea or continental water paths as per previously determined itinerary. The dictionary of tourism defines cruising as sailing for fun, leisure, i.e. sailing from-to or from place to place, by a sail boat, ship or motor yacht for pleasure, usually by sea, but also lakes and rivers. Mencer defines sea cruising as organised passenger transport by a special type of ship as per previously determined sailing route that is adapted in time and place to various activities: rest, leisure, health services, education, exploration, professional conferences.<sup>1</sup> This leads to a conclusion that cruise travel is a very specific concept and phenomenon that can also be derived from the works of Middleton and Clarke who consider cruise ships not as passenger transport but floating hotels and resorts. Coulson points out that cruising meets all guest expectations and wishes, because cruise ships offer exotic relaxation, luxurious accommodation, high quality service, rich gastronomy, various entertainment, encounters with people from all over the world, and all that for a single price for the journey. Cartwright maintains that cruise travel represents a multi-destination holiday during which the passenger does not change hotels but travels from one tourist destination to another.<sup>2</sup> Most other authors also consider that cruise travel is a type of holiday with the purpose

vrsta odmora na brodu sa svrhom razonode, zabave i užitka u raznovrsnoj ponudi, premda putnici uživaju i u lukama odredištima u koje kruzer uplovi.

Kako proizlazi iz prethodnih redaka, predmet ovog istraživanja je industrija kružnih putovanja. U radu će se prikazati razvoj i uspon kruzinge industrije, s posebnim naglaskom na njezin gospodarski značaj koji je s prolaskom vremena sve veći. Analiziraju se direktni i posredni utjecaji kruzinge industrije na gospodarstvo i ogromni profiti koji se konstantno generiraju.

## **POJAVA, USPON I NAGLI RAZVOJ INDUSTRIJE KRUŽNIH PUTOVANJA**

Počeci kruzinge industrije sežu u 19. stoljeće. Godine 1818. brodarsko udruženje Black Ball Line je s flotom jedrenjaka krenulo organizirati redovitu preookeansku putničku plovidbu između Velike Britanije i Sjedinjenih Američkih Država. Tada su se uz prijevoz putnika prevozile i poštanske pošiljke i određeni tereti. Međutim, tek će otkriće parobroda dovesti do početka efikasne preookeanske plovidbe koja više nije ovisila o vremenskim prilikama. Godine 1838. britanski parobrod Sirius krenuo je na putovanje iz irske luke Cork za New York. Stigao je za 18 dana s 40 putnika. Premda se ne može točno reći kada je krenula plovidba s motivom razonode, može se konstatirati kako se to krenulo događati sredinom 19. stoljeća. Na takve zaključke upućuju npr. iskustva slavnih pisaca Charlesa Dickensa i Williama Makepeacea Thackeraya, koji su kretali na putovanja radi želje da osjete i dožive putovanje, a ne samo da se prevezu do konačnog odredišta. Thackeray je 1844. godine putovao koristeći brodove kompanije P&O u Carigrad, Maltu, Cipar, Egipat i Svetu zemlju, a iskustva je opisao u knjizi *Dnevnik putovanja od Cornhilla do Kaira*. Godine 1867. započela su kružna putovanja u Sjevernoj Americi. Tada je organizirano putovanje za 150 putnika iz New Yorka u Egipat, Grčku

of leisure, entertainment and enjoyment in the varied range of amenities on the ship, although passengers also enjoy the time spent in ports of call and destinations that the cruise ships dock in.

As can be derived from the previously mentioned, the subject of this research is the cruise industry. The paper shows the development and rise of the cruise industry with special emphasis on its economic significance, whose impact increased with time. The paper analyses the direct and indirect impacts of the cruise industry on economy and the large profits that are constantly generated.

## **THE EMERGENCE, RISE AND SURGE OF THE CRUISE INDUSTRY**

The beginnings of the cruise industry reach back into the 19th century. In 1818 the shipping company Black Ball Line commenced the organisation of a transoceanic passenger journey between Great Britain and the United States of America with a fleet of sailing boats. Back then, besides passengers, ships carried mail and other cargo. However, it was not until the discovery of a steam ship that efficient transoceanic journeys started taking place, which no longer depended on the weather conditions. In 1838 the British steam ship Sirius commenced a journey from the Irish harbour Cork toward New York. It arrived in 18 days with 40 passengers. Although it is impossible to accurately determine when sailing motivated by leisure commenced, we can state that it was around the middle of the 19th century. This conclusion is based on the experiences, for example, of famous authors Charles Dickens and William Makepeace Thackeray who travelled wishing to feel and experience journeys and not just to reach their final destination. In 1844, Thackeray travelled to Constantinople, Malta, Cypress, Egypt and Holy Land with the P&O company ships and he described his journeys in the book *Notes on a Journey from Cornhill to Grand Cairo*. Cruise journeys in the Northern America started

i Svetu zemlju. Putovanje je trajalo šest mjeseci, a na njemu je bio i slavni pisac Mark Twain, koji je svoje doživljaje opisao u knjizi *The Innocent Abroad*. Zanimljivo je kako je Twain već tada uočio određene karakteristike krstarenja koja su aktualna i danas, poput: visoke sigurnosti putovanja, stjecanja poznanstava s ljudima iz drugih država, jednostavnog pakiranja i razbibrige na brodu. 1881. godine kompanija Oceanic Yachting Company otkupila je od kompanije P&O brod Ceylon te ga nakon obnove koristila za krstarenja europskih putnika. Godine 1886. kompanija North of Scotland and Orkney and Shetland Steamship Company organizirala je na brodu St. Rognvald putovanja zapadnom obalom Norveške.<sup>3</sup>

Razdoblje u zadnjim desetljećima 19. i početak 20. stoljeća obilježila su preoceanska putovanja putnika ne sa svrhom razonode već sa svrhom migracija iz Europe u Ameriku. Tada dolazi do masovnog priljeva stanovnika Italije, Njemačke, Španjolske, Irske i drugih europskih država u SAD, Argentinu, Brazil i druge države Južne Amerike. Između 1861. i 1920. godine iz Španjolske je došlo 1,5 milijuna, a iz Italije 3,8 milijuna migranata u Argentinu.<sup>4</sup> Samo u New York je između 1892. i 1924. pristiglo 12 milijuna migranata.<sup>5</sup> Tada se putovanja preko oceana organiziraju uglavnom samo na relaciji određene linije. Brodovi su se dijelili na tri klase pa su u prvoj klasi bili oni najbogatiji, u trećoj klasi oni najsiromašniji, koji su teško podnosili putovanja te su oboljevali od morske bolesti. Putnicima je bilo važno da što prije stignu do svoje obećane destinacije i nisu pretjerano marili za udobnost. To je bilo razumljivo s obzirom na želju da što prije započnu život u sasvim drugom dijelu svijeta. Zanimljivo je kako su putnici u to doba gledali broj dimnjaka na brodu, prema čemu su smatrali da brod s više dimnjaka brže plovi. Iz toga su razloga neki brodari čak postavljali lažne dimnjake kako bi zavarali putnike. Ipak, početkom 20. stoljeća situacija se počinje mijenjati i dolazi do pojave prvih brodova kojima je na prvom mjestu udobnost putnika. Godine 1911. u more

in 1867. That year, a journey for 150 passengers was organised from New York to Egypt, Greece and Holy Land. The journey took six months and one of the passengers was the famous writer Mark Twain who described his experiences in the book *The Innocent Abroad*. It is interesting that even then Twain noticed specific characteristics of cruising that are present today such as: high travel safety, making acquaintances with people from other countries, simple packing and entertainment on the ship. In 1881 the Oceanic Yachting Company bought the ship Ceylon from the P&O company and used it for European passenger cruise journeys after renovation. In 1886 the North of Scotland and Orkney and Shetland Steamship Company organised a cruise of the western coast of Norway<sup>3</sup> with the ship St. Rognvald.

The period of the last decades of the 19<sup>th</sup> century and the beginning of the 20<sup>th</sup> century was marked by transoceanic journeys of passengers not motivated by entertainment but by migration from Europe to America. At that time, there was a massive influx of people from Italy, Germany, Spain, Ireland and other European countries to USA, Argentina, Brazil and other countries of South America. Between 1861 and 1920, 1.5 million people from Spain and 3.8 million people from Italy migrated to Argentina.<sup>4</sup> Between 1892 and 1924, 12 million migrants arrived to New York alone.<sup>5</sup> At that time, transoceanic journeys were organised only for specific line routes. Ships were classified into three classes, with the wealthiest ones in the first class, and the poorest, who endured journeys with difficulties and suffered from sea sickness, in the third class. It was important for passengers to arrive at their promised destination as soon as possible and they did not care much for comfort. This is understandable considering that they wished to start a new life in a completely different part of the world. It is interesting that at that time passengers thought that a ship with a larger number of stacks would be faster. This is why some shipowners even placed false stacks in order to fool the passengers. Nevertheless, in the beginning of

je porinut brod Olympic a sljedeće godine je u službu ušao i slavni Titanic. Ovi brodovi su bili luksuzno opremljeni i uređeni, nisu se tresli i imali su stabilnost u svim vremenskim uvjetima. No, tragedija Titanica pokazala je kako planeri broda, ali i pomorska struka, nisu marili za sigurnost putnika. Tada je postojalo pravilo da na brodu bude brodicica dovoljno za spašavanje tek 50% od ukupnog broja putnika. Zbog toga je od 2.228 putnika i članova posade na Titanicu preživjelo samo njih 705 prilikom udara u ledenjak. Tada je srećom došlo do osnaživanja sigurnosti na velikim preookeanskim brodovima.<sup>6</sup>

Sve grandiozniji i luksuzniji postajali su brodovi za krstarenja, i izvana i iznutra. Kompanija Hamburg Amerika Line čak je angažirala arhitekta koji je uređivao interijer hotela Ritz u Londonu i Parizu. Početkom 20. stoljeća sve značajne brodarske kompanije su osim redovnog prijevoza putnika organizirale i kružna putovanja. Počelo se s organizacijom krstarenja oko svijeta. Kompanija Canadian Pacific organizirala je plovidbu na relaciji od Velike Britanije do Velike Britanije. Putnici bi se ukrcali u Britaniji te plovili kroz Sueski kanal do Kine ili Indije te bi nastavili putovanje i iskrkali se u Vancouveru. Tada bi se vlakom prevezli do Montreala, gdje bi se ukrcali u drugi brod i vratili doma u Britaniju. Nakon Prvoga svjetskog rata i uvođenja prohibicije alkohola u SAD-u, dolazi do novog vala razvoja kružnih putovanja. Imućni Amerikanci koji su bili željni alkohola odlazili bi na krstarenja gdje su mogli uživati u alkoholnim pićima. Riječ je o tzv. “booze” krstarenjima ili krstarenjima “pijančevanja”. Osim toga, brodari su odlučili registrirati brodove pod zastavama stranih zemalja poput Bahama i Paname kako bi uživali u pogodnostima koje su te države pružale, npr. dopuštenoj konzumaciji alkohola. Ta se praksa ustalila do danas jer su brodari gledali kako da plaćaju manje poreze i općenito imaju manje troškove. U međuratnom razdoblju i u Europi i Americi dolazi do razvoja sve modernijih i većih brodova za kružna putovanja. Drugi svjetski rat

the 20th century the situation started to change and the emergence of real ships took place, whereby the comfort of passengers was considered first. In 1911 the ship Olympic was launched into the sea, followed by the famous Titanic the following year. These ships were luxuriously equipped and decorated, they did not shake and they exhibited stability in all weather conditions. However, the Titanic tragedy showed that ship building planners and the sailing profession did not care for passenger safety. The rule then was to have enough lifeboats to save only 50% of passengers. This is why only 705 from 2,228 passengers and crew on Titanic survived when it hit the iceberg. Luckily, this led to safety enhancements on large transoceanic ships.<sup>6</sup>

The interiors and exteriors of cruise ships started becoming more grandiose and luxurious. The Hamburg America Line company even hired the architect who had designed the interior of the Ritz hotels in London and Paris. In the beginning of the 20<sup>th</sup> century all significant ship owning companies started organising cruise journeys, besides regular passenger transport. Cruises around the world started taking place. The Canadian Pacific company organised a journey from Great Britain to Great Britain. The passengers would embark in Britain, then sail through the Suez Canal to China or India and then continue the journey or disembark in Vancouver. Then they would take the train to Montreal where they would embark on another ship and return home to Britain. After WW1 and the introduction of prohibition in the USA, there was a new wave of cruise development. Wealthy Americans who wanted alcohol would go to cruises where they could enjoy in alcoholic beverages. These were the so-called “booze” cruises or drunkenness cruises. Besides, ship owners decided to register ships under flags from other countries such as the Bahamas or Panama in order to enjoy the privileges these countries offered, like allowing alcohol consumption. The practice has continued to today because ship owners have been looking into ways to avoid paying high taxes and decrease liabilities in general. In the period

nakratko je zaustavio razvoj kružnih putovanja, ali zato u poratnom dobu kreće postojani razvoj. SAD polako preuzima primat, što je krenulo kada je američka vlada subvencionirala izgradnju broda The United States 1952. godine.<sup>7</sup>

Moderna industrija kružnih putovanja počela se razvijati 1960-ih, kada razvoj zračnog prometa smanjuje potrebu za linijskim putovanjima brodovima. Brodari su se morali prilagoditi novim uvjetima i napraviti brodove kojima će temeljna svrha biti putovanje radi zabave i razonode. Klasične putničke linije na velike udaljenosti više nisu mogle konkurirati zračnim linijama. Može se konstatirati kako se 1960-ih godina zbog utjecaja zračnog prometa krenula razvijati posebna grana putničkog brodarstva – krstarenja, odnosno kruzeri i kruzning turizam. Posljednji putnički brod koji je izgrađen i za linijske i za kruzning svrhe bio je Queen Elizabeth II 1968. Prvi specijalizirani kruzer bio je Oceanic, izgrađen 1965. godine za kompaniju Home Lines. Imao je svrhu obavljanja kružnih putovanja u Sjevernoj Americi. Zato mnogi autori uzimaju 1965. godinu kao godinu početka moderne *cruising* industrije. S druge strane, drugi uzimaju 1966. godinu jer je tada kompanija Norwegian Caribbean Line (moderni Norwegian Cruise Line) prva ponudila cjelogodišnja krstarenja. Tih godina dolazi i do razvoja kompanija Royal Caribbean Cruise Line 1969. i Carnival Cruise Line 1972. godine. Valja izdvojiti i kompaniju Costa, koja je nudila *air-sea* aranžmane od New Yorka do Portorika i na drugim relacijama.<sup>8</sup> Tijekom šezdesetih godina bila su popularna krstarenja Amerikanaca na Karipskom otočju. Putovanje je obično trajalo tjedan-dva, putnici su bili starije životne dobi i nije bilo pretjeranog sadržaja na brodu. Tijekom sedamdesetih godina dolazi do promjene i do značajnog poboljšanja sadržaja na kruzerima. Promjene su prvo uslijedile na američkom, a nešto kasnije i na europskom tržištu. Kompanija Carnival bila je prva koja je ponudila jeftinije cijene, organiziranu zabavu, različite sadržaje poput gastronomske i sportske ponude. Bilo je

between the wars in Europe and America there was the development of more modern and larger cruise ships. The Second World War shortly halted the development of cruise travel, but immediately after, there was a consistent growth. The USA slowly started becoming the market leader with the government subvention to build The United States ship in 1952.<sup>7</sup>

The modern cruise industry started developing in the 1960-s when the development of air travel decreased the need for sea travel. Ship owners needed to adjust to the new conditions and build ships, whose fundamental purpose would be entertainment and leisure travel. Traditional passenger lines crossing large distances could no longer compete with air lines. Thus, we can state that in the 1960-s a special branch of passenger sea travel developed – cruising, i.e. cruise ships and cruise tourism. The last passenger ship build for line and cruise purposes was the Queen Elizabeth II in 1968. The first specialised cruise ship was the Oceanic, built in 1965 for the Home Lines company. It had the purpose of cruise journeys in North America. This is why many authors consider the year 1965 as the year of the beginning of the modern cruise industry. On the other hand, some others consider this to be the year 1966, because this is when the Norwegian Caribbean Line company offered the first year-long cruises. During the same time the Royal Caribbean Cruise Line and the Carnival Cruise Line companies started operating, in 1969 and 1972 respectively. It is also noteworthy to mention the Costa company that offered air-sea packages from New York to Puerto Rico and other destinations.<sup>8</sup> During the 1960-s Americans popularised the Caribbean cruises. These usually lasted one or two weeks, the passengers were older and there weren't exaggerated amenities on the cruise ships. In the 1970-s there was a change in and significant improvement of cruise ship amenities. The changes first took place on the American and afterwards on the European market. The Carnival company was the first to offer lower prices, organised entertainment and

puno mlade populacije. Odmor i razonoda za obitelji i mlade sve su više konkurirali odmoru na odmaralištima na obali poput Floride i Kariba. Kruzeri su postali dostupni potrošačima srednje i niže kupovne moći, što je postala prekretnica za daljnji razvoj. Kruzeri su počeli nositi nazive “fun ship” jer je na njima bilo moguće raditi sve što i u klasičnom turističkom odmaralištu na obali i više. Od uživanja u hrani, piću, plesu, glazbi, sportu... 1970-ih i 1980-ih godina kružna putovanja se s pravom nazivaju industrijom u pomorstvu i turizmu jer postaju masovna, široko rasprostranjena. Kruzeri postaju sve veći, a sadržaji sve detaljniji. Osamdesetih godina se ponuda kružnih putovanja sve više diferencira pa postoje ona nisko- i visokobudžetna, putovanja za stariju populaciju, obitelji i mlade. Ostvaren je izuzetan rast potražnje u Americi (Tablica 1).<sup>9</sup>

Na europskom tržištu kruzning turizam je sporije napredovao. Glavni razlozi su unaprjeđivanje odmarališta na Mediteranu, jeftini *charter* letovi i dostupni aranžmani na obalama Španjolske, Francuske, Italije, Egipta... Svojom cijenom kruzeri nisu još mogli biti konkurentni klasičnim odmaralištima na moru. U Europi su tijekom 1970-ih i 1980-ih kružna putovanja i dalje dostupna samo bogatoj starijoj populaciji. Krstarenja koja su nudile europske kompanije imala su na prvom mjestu cilj da klijentima daju priliku da upoznaju nove destinacije, a boravak na kruzaru sam po sebi nije bio glavna svrha. Međutim, 1990-ih dolazi do naglog razvoja kruzning turizma u Europi, dok kruzning u Americi lagano stagnira i gubi na zamahu. Američki turisti postaju zasićeni Karibima i okreću se novim destinacijama poput Mediterana, a europski zahtijevaju nove oblike turističke ponude. Može se zaključiti kako je sredinom devedesetih europsko tržište naglo živnulo, ponajprije radi ulaska američkih i kanadskih kruzning kompanija, ulaska turoperatora u kruzning sektor i istodobnog razvoja europskih kruzning kompanija. Tada se osnivaju i europske kruzning kompanije poput Festival Cruises (1993.) i Mediterranean Shipping

various amenities such as gastronomy and sports. There was a lot of younger population. Family and youth holidays and fun started competing with coastal holiday resorts, such as Florida and the Caribbean. Cruise ships became affordable to middle classes with lower purchase power, which marks a milestone for further development. Cruise ships were being called “fun ships”, because they offered the same possibilities as traditional resorts on the coast and even more. From indulging in food, beverage, dancing, music, spots... in the 1970-s and 1980-s cruise travel rightly achieved the status of industry in seafaring and tourism, because it became massive and widespread. Cruise ships became larger and the amenities they offered more comprehensive. In the 1980-s the cruise travel supply became more differentiated, offering low-budget and high-end travel, as well as journeys for older population, families and youth. There was a high increase in demand in America (Table 1).<sup>9</sup>

On the European market, cruise tourism progressed more slowly. The main reasons for that are the enhancements of Mediterranean resorts, cheap charter flights and affordable packages on the coasts of Spain, France, Italy, Egypt... Cruise ships could not compete in prices with the traditional sea resorts. In the 1970-s and 1980-s cruises in Europe were still only available to the wealthy older population. Cruises offered by European companies primarily aimed at offering clients the opportunity to see new destinations and spending time on a cruise ship was not the main purpose. However, in the 1990-s there was an upsurge of cruise tourism in Europe, while cruising in America was stagnating and losing its momentum. American tourists were becoming bored of the Caribbean and started turning toward new destinations such as the Mediterranean, whereas the Europeans started demanding new forms of tourism supply. We can conclude that in the middle of the 1990-s the European market suddenly came alive, primarily due to American and Canadian companies entering the market, introduction of tour operators in the cruise sector and the development of the European

**TABLICA 1. PRIKAZ KRETANJA BROJA PUTNIKA NA KRUŽNIM PUTOVANJIMA NA TRŽIŠTU SJEVERNE AMERIKE**  
**TABLE 1. OVERVIEW OF THE NUMBER OF PASSENGERS ON CRUISES IN THE NORTH AMERICAN MARKET**

<b>GODINA</b> YEAR	<b>BROJ PUTNIKA (000)</b> NUMBER OF PASSENGERS (000)	<b>GODIŠNJE PROMJENE (%)</b> ANNUAL CHANGES (%)
1983.	1755	19.11
1984.	1859	5.93
1985.	2159	16.14
1986.	2624	21.54
1987.	2898	10.44
1988.	3175	9.56
1989.	3286	3.50
1990.	3496	6.39
1991.	3834	9.67
1992.	4023	4.93
1993.	4318	7.33
1994.	4314	-0.10
1995.	4223	-2.11
1996.	4477	6.01
1997.	4864	8.64
1998.	5243	7.79
1999.	5690	8.53
2000.	6546	15.04
2001.	6637	1.39
2002.	7472	12.58
2003.	7990	6.93
2004.	8870	11.01
2005.	9671	9.03
2006.	10078	4.21
2007.	10247	1.69
2008.	10093	-1.50
2009.	10198	1.04
2010.	10781	5.78
2011.	11292	4.74

Izvor: Izradila autorica prema Peručić, D.: *Cruising-turizam: Razvoj, strategije i ključni nositelji*, Udžbenici Sveučilišta u Dubrovniku, Dubrovnik, 2013., str. 20. / Source: Author in accordance with Peručić, D.: *Cruising-turizam: Razvoj, strategije i ključni nositelji*, Udžbenici Sveučilišta u Dubrovniku (Textbooks of the University of Dubrovnik), Dubrovnik, 2013, p. 20.



Company (1995.). U drugoj polovini devedesetih godina zabilježena je snažna potražnja za kruzing putovanjima u zapadnoeuropskim državama. Otada do danas bilježi se kontinuiran rast.<sup>10</sup>

Podaci govore kako je broj putnika na kružnim putovanjima porastao s pola milijuna 1970. na 12 milijuna 2006. godine. Kruzing industrija bilježila je godišnji rast oko 8% između 1980. i 2007. godine.<sup>11</sup> Potražnja za putovanjima na krucerima skočila je između 1989. i 1996. godine na 50% da bi porasla također za 50% između 1996. i 2000. godine. *Cruise* industrija je svakako najveće rastuće tržište u segmentu turizma sa svrhom razonode. Kontinuiran broj povećanja putnika dovodi do povećanja broja kruczera i izgradnje novih i sve glomaznijih visokosofisticiranih brodova. U svjetskoj knjizi narudžbi 2015. godine bilo je 26 kruczera, od čega čak 17 većih preoceanskih.<sup>12</sup> Godine 2016. ostvaren je rekordan rezultat u kruzing industriji, jer je prevezeno čak 24,2 milijuna putnika na globalnoj razini, što je godišnje povećanje za 4%. Od te brojke polovina putnika boravila je u odredištima Sjeverne Amerike. Stabilan rast broja putnika govori kako potražnja za putovanjima premašuje ponudu.<sup>13</sup> Godine 2017. ostvaren je stabilan rast da bi 2018. godine broj putnika na krstarenjima porastao na 28,5 milijuna, što je rast od skoro 7% u odnosu na prethodnu godinu. Premda sektor kružnih putovanja čini samo 2% ukupne turističke industrije, on je njezin vrlo važan dio, što uostalom jasno poručuju iz udruženja Cruise Lines International Association (CLIA). Na sjevernoameričkom tržištu 2018. je boravilo 14,2 milijuna putnika, što je godišnji rast od 9%. Karibi su i dalje najznačajnija destinacija u Sjevernoj Americi. Na azijskom tržištu je zabilježen rast od 5% te je ondje boravilo 4,2 milijuna putnika. Statistički podaci pokazuju kako putnici preferiraju kraća krstarenja i egzotičnije, tj. atraktivnije lokacije poput Aljaske. Sve su popularnija i krstarenja na Mediteranu, gdje je prošle godine boravilo više od 4 milijuna posjetitelja, što predstavlja godišnji rast od 8%. Što se tiče podjele broja putnika po regijama, 2018. godine je 49,9% putnika boravilo

cruise companies at the same time. At that time, the European cruise companies such as Festival Cruises (1993) and Mediterranean Shipping Company (1995) started developing. In the second half of the 1990-s there was a strong demand for cruise travel in Western European countries, and since then it is marked by a continued growth.<sup>10</sup>

The data show that the number of passengers on cruise ships grew from half a million in 1970 to 12 million in 2006. The cruise industry marked an annual growth of 8% between 1980 and 2007.<sup>11</sup> The demand for cruise travel jumped by 50% between 1989 and 1996 and then by another 50% between 1996 and 2000. The cruise industry is certainly the largest growing market in the leisure tourism segment. A continuously growing number of passengers leads to an increase in the number of cruise ships and construction of new ones as well as the more massive and highly sophisticated ships. In the Global Order Book 2015 there were 25 cruise ships, 17 of which were transoceanic.<sup>12</sup> In 2016, there was a record high in the cruise industry, because 24.2 million passengers were transported on the global level, which meant an annual increase of 4%. Half of these passengers stayed at destinations in North America. A steady growth in the number of passengers shows that the cruise travel demand exceeds the supply.<sup>13</sup> 2017 recorded a steady growth, but in 2018 the number of cruise passengers grew to 28.5 million, which meant a rise of almost 7% in relation to the previous year. Although the cruise travel sector makes up only 2% of the tourism industry, it is its highly significant part, which is also emphasised by the Cruise Lines International Association (CLIA). In 2018, there were 14.2 million passengers in the North American market, which is an increase of 9%. The Caribbean are still the most important destination in North America. The Asian market recorded a growth of 5%, with 4.2 million passengers. The statistical data indicate that passengers prefer shorter cruises and more exotic, i.e. attractive locations such as Alaska. Mediterranean cruises are becoming more and more popular, with over 4

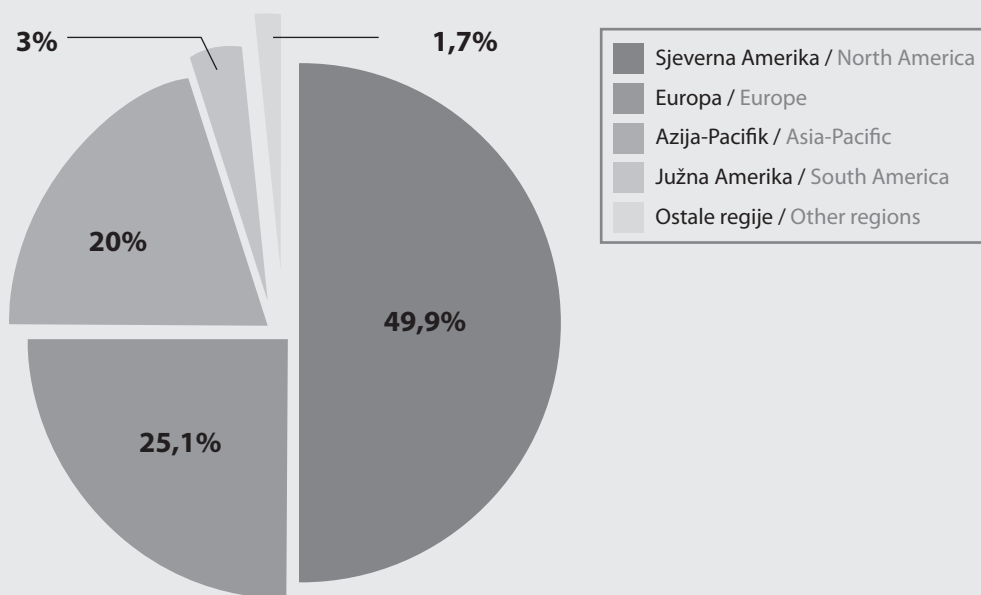
na tržištu Sjeverne Amerike, 25,1% na europskom tržištu (7,1 milijuna putnika), 20% na tržištu Azije (5,7 milijuna putnika), 3% na tržištu Južne Amerike (930 000 putnika) i 1,7% putnika boravilo je na ostalim tržištima. Prosječni gost na kruzeru bio je star 47 godina i u prosjeku bi na krstarenju proveo 7 dana.<sup>14</sup>

Ljudi koji odlaze na krstarenja su vrlo odani turisti ove branše turizma. 92% putnika na kruzerima izjavilo je kako žele ponovno putovati. U novije vrijeme se pokazalo kako su kružna putovanja vrlo prikladna za obitelji s maloljetnom djecom. Obitelji svoja putovanja uvelike biraju prema interesima, željama i potrebama djece, što je velika razlika u odnosu na putovanja na kopnu. Putnici

million visitors last year, marking an annual growth of 8%. As regards the division of passengers in accordance to regions, in 2018 49.9% of passengers stayed in the North American market, 25.1% in the European market (7.1 million passengers), 20% on the Asian market (5.7 million passengers), 3% on the South American market (930,000 passengers) and 1.7% on other markets. The average cruise ship passenger was 47 years old, with an average stay of 7 days.<sup>14</sup>

People who take up cruise travel are very loyal to this branch of tourism. 92% of passengers on a cruise ship said that they would travel with it again. In recent times, cruise holidays have become very suitable for families with underage children.

**GRAFIKON 1. PODJELA PUTNIKA NA KRSTARENJIMA PREMA REGIJAMA 2018. GODINE**  
**GRAPH 1. DIVISION OF PASSENGERS ON CRUISE SHIPS ACCORDING TO REGIONS IN 2018**



Izvor: Izradila autorica prema “Number of Global Cruise Passengers Hits 28.5 Million in 2018”, dostupno na: <https://gcaptain.com/global-cruise-passengers-2018/>, pristupljeno 16. 7. 2019. godine

Source: Author in accordance with “Number of Global Cruise Passengers Hits 28.5 Million in 2018”, available at: <https://gcaptain.com/global-cruise-passengers-2018/>, retrieved 16/7/2019

na kruzerima sve su mladi. Novije generacije, Generacija X i milenijalci, daju prednost kruzingu turizmu u odnosu na sav bogat aranžman turizma na obali. Glavna prednost kruzingu turizma jest što se putnici mogu u potpunosti relaksirati, odmaknuti od ostatka svijeta, vidjeti i činiti nove stvari. 68% putnika istaknulo je kako im je pri izboru putovanja najvažnija destinacija luke pristajanja.<sup>15</sup> Velika većina koristi krstarenja kako bi imala priliku steći dojam o destinacijama na obali koje će kasnije posjećivati ovisno o tome koliko im se sviđe. Drugim riječima, kruzingu turizam dobar je način da se stvore spoznaje koje putnici-turisti mogu koristiti za buduća putovanja.

## **PROFIT I POZITIVNI GOSPODARSKI UČINCI KRUZING INDUSTRIJE**

Na kruzingu tržištu vodi se žestoka tržišna utakmica za putnike i profit. Slična situacija je i na drugim tržištima, međutim, zbog visoke vrijednosti usluga koje se nude, natjecanje u kruzingu industriji je posebna priča. Kruzingu kompanije imaju primanja koja se mjere u milijardima dolara. Usto, na direktan ili posredan način od nje zarađuje i luka koja primi kruzer, tamošnji gospodarski subjekti i država koja prima kruzere... Na tržištu najbolje prolaze, tj. imaju najveći udio putnika, a samim time i najveću dobit, američke kompanije. S obzirom na to da je najbrži rast kruzingu turizam imao u Americi, to je očekivano. Vodeće kompanije najviše mogu utjecati na sve ostale jer one postavljaju standarde. Top kruzingu kompanije nameću svoje cijene i razinu usluge koju druge kompanije moraju slijediti i pokušati nadmašiti. Tržište kruzingu kompanija karakteristično je po izuzetnoj dinamičnosti, nepredvidljivosti i velikoj konkurenciji. Kako bi kompanije mogle opstati na tržištu i poslovati profitabilno, često se moraju udruživati s drugim kompanijama u veće grupacije. Specifičnost kruzingu kompanija je činjenica da često mijenjaju vlasništvo i upravljačku strukturu. Kako se mijenjaju vlasnici, tako se mijenja i menadžment. Velikim korporacijama

Families choose their journeys in accordance with interests, wishes and needs of the children, which is a great difference in relation to land holidays. Cruise passengers are becoming younger. New generations, the Generation X and Millennials, prefer cruising tourism to all the exuberant tourist packages on the coast. The main advantage of cruising tourism is that the passengers can relax completely, get away from the rest of the world and see and do new things. 68% of passengers pointed out that the destination of the port of call had the most impact on selecting a cruise holiday.<sup>15</sup> The great majority use cruise travel in order to get an impression of the coastal destinations they would later visit depending on the extent to which they liked them. In other words, cruising tourism is a good way to create knowledge that travellers-tourists can use in their future travels.

## **PROFIT AND POSITIVE ECONOMIC EFFECTS OF THE CRUISE INDUSTRY**

There is fierce competition for passengers and profit on the cruise travel market. Similar situation is present on other markets; however, due to high value services offered, the competition in the cruise industry is another story. Cruise companies have revenues measured in billions of dollars. Moreover, there are either direct or indirect earnings for ports accepting cruise ships, their economic subjects and the country... The market leaders, i.e. those holding the biggest share of passengers and with it, generating the biggest profits are American companies. Considering that the fastest growth of cruising tourism took place in the US, this is expected. The leading companies influence others the most because they set the standards. Top cruise companies impose their prices and levels of service that other companies need to follow and try to exceed. The cruising market is characterised by extreme dynamics, unpredictability and strong competition. In order to survive on the market and make profits, companies often need to form associations with other companies into

jednostavnije je ući na nova tržišta i privući nove klijente. Mogu objediniti više brendova i šaroliku ponudu unutar jedne velike grupacije. Godine 2018. najveće svjetske kruzing kompanije bile su Carnival Corporation & plc, Royal Caribbean Cruises Ltd., Norwegian Cruise Line Holdings i Genting Hong Kong. Te su četiri kompanije sve zajedno imale gotovo 80% tržišnog udjela. To je pokazatelj velike dominacije na tržištu, koji pokazuje kako na kruzing tržištu najbolje prolaze velike korporacije.<sup>16</sup>

Najveća svjetska kompanija Carnival Corporation & plc je u britansko-američkom vlasništvu, a sjedište joj je u Miamiju. Posjeduje više od 100 brodova i deset brendova, tj. (pod)kompanija koje zajedno čine cijelu korporaciju. Godine 2018. prevezla je više od 12 milijuna putnika i imala prihod od čak 18,3 milijardi dolara. Posjeduje udio na svjetskom tržištu od čak 47,4%, što je fascinantna brojka. U suštini, sastoji se od dvije glavne tvrtke, Carnival Corporation i Carnival plc, koje združeno funkcioniraju kao jedan entitet. Carnival Corporation & plc nazočna je na svim svjetskim tržištima. Trenutno ima 120 000 zaposlenika i stalno se širi te bilježi pozitivno

larger corporations. The specific aspect of cruise companies is that they frequently change ownership and management structures. As owners change, so does the management. Large corporations have less difficulties entering new markets and attracting new clients. They can place several brands under one roof and offer a diverse range of supply as one association. In 2018 the largest cruise companies in the world were Carnival Corporation & plc, Royal Caribbean Cruises Ltd., Norwegian Cruise Line Holdings and Genting Hong Kong. Put together, these four companies held 80% share of the market. This is an indicator of great dominance on the market showing that large corporations do best on the cruise travel market.<sup>16</sup>

The largest global company Carnival Corporation & plc has British-American ownership, with headquarters in Miami. It owns over 100 ships and ten brands, i.e. (sub) companies that make up the entire corporation. In 2018 it transported over 12 million passengers and had a revenue of 18.3 billion dollars. It holds a market share of 47.4%, which is a fascinating number. In essence it consists of two main companies Carnival Corporation and Carnival plc that jointly function as a sole entity.

**TABLICA 2. NAJVEĆE SVJETSKE KRUZING KOMPANIJE 2018.**

**TABLE 2. LARGEST CRUISE COMPANIES IN THE WORLD 2018**

KOMPANIJA COMPANY	PUTNICI (MILIJUNI) PASSENGERS (MILLION)	PRIHOD (MILIJARDE USD) REVENUE (BILLION USD)	UDIO TRŽIŠTA PUTNIKA (%) MARKET SHARE OF PASSENGERS (%)	UDIO TRŽIŠNIH PRIHODA (%) MARKET SHARE OF REVENUE (%)
Carnival Corporation & plc	12,2	18,3	47,4%	39,4%
Royal Caribbean Cruises Ltd	5,9	9,3	23%	20,2%
Norwegian Cruise Line Holdings	2,4	5,8	9,5%	12,6%
Genting Hong Kong	0,5	2,3	2,1%	5%

Izvor: Izradila autorica prema “2018 Worldwide Cruise Line Market Share”, dostupno na: <https://cruisemarketwatch.com/market-share/>, pristupljeno 17. 7. 2019. godine

Source: Author in accordance with “2018 Worldwide Cruise Line Market Share”, available at: <https://cruisemarketwatch.com/market-share/>, retrieved 17/7/2019

poslovanje i neto profit iz godine u godinu.<sup>17</sup> Royal Caribbean Cruises Ltd zauzima drugo mjesto. I njezino je sjedište u Miamiju. Posjeduje svoja tri kruzinge brenda i njezin je udio na svjetskom tržištu 23%. Ima 26 kruzera, od čega četiri najveća na svijetu, i šest dodatno naručenih. 2018. je ostvarila prihod od nešto više od 9 milijardi USD i prevezla je 5,9 milijuna putnika. Najviše se fokusira na američke putnike visoke i srednje klase. Prilagođava putovanja i dobrostojećim obiteljima i samcima te se trudi pronaći kvalitetu ponudu za svaki tip klijenta.<sup>18</sup> Treće mjesto zauzima Norwegian Cruise Line Holdings, koja je 2018. godine ugostila 2,4 milijuna putnika i uprihodovala 5,8 milijardi američkih dolara. Ostvarila je tržišni udio od 9,5% na svjetskoj razini. Ima sjedište na Bermudima, iako se većina upravljačke strukture nalazi u SAD-u. Prepoznatljiva je po kockanju i kasinima na svojim kruzerima. Posjeduje 26 brodova i dotiče 450 luka godišnje. Uvest će dodatnih 11 brodova do 2027. godine.<sup>19</sup> Na četvrtom mjestu je kompanija Genting Hong Kong, koja je 2018. zabilježila prijevoz pola milijuna putnika i prihod od 2,3 milijarde \$. Sjedište kompanije je u Hong Kongu.<sup>20</sup>

Učink kruzinge industrije na gospodarstvo (na svjetskoj, nacionalnoj i lokalnoj razini) je velik, što statistike nedvosmisleno pokazuju. Npr. 2015. godine učinak na svjetsko gospodarstvo iznosio je 117 milijardi USD. Ukupno 956 597 zaposlenika radilo je u sektoru kruzinge industrije na poslovima koji su njihovim kompanijama donijeli zaradu od nevjerojatnih 38 milijardi USD.<sup>21</sup> Godine 2018. zarada kruzinge industrije iznosila je rekordnih 45,6 milijardi \$. To je povećanje od 4,6% u odnosu na 2017. godinu.<sup>22</sup> Kad se uzmu u obzir sve navedene brojke, proizlazi kako su kruzineri najpoželjniji brodovi koje neka lučka uprava može poželjeti. Kako bi u svojoj luci mogle primiti kruzere, lučke uprave ulažu velika financijska sredstva na obnovu i izgradnju adekvatne lučke infrastrukture i opreme. Luke koje postanu odredišta kruzera dobivaju snažan gospodarski uzlet. Dolazi do otvaranja novih radnih mjesta, raste broj popratnih gospodarskih subjekata poput hotela,

Carnival Corporation & plc is present on all global markets. It currently has 120,000 employees and is constantly expanding and recording positive operations and net profit on an annual basis.<sup>17</sup> Royal Caribbean Cruises Ltd holds the second place. Its headquarters are also in Miami. It owns three cruising brands and its market share is 23%. It features 26 cruise ships, four of which are the largest in the world and it has ordered six new ones. In 2018 it generated a revenue of over USD 9 billion and transported 5.9 million passengers. It mostly focuses on American passengers of upper and middle class. It also adapts travels to wealthy families and singles, trying to achieve high quality offer for all types of clients.<sup>18</sup> The third place is held by Norwegian Cruise Line Holdings, that in 2018 had 2.4 million passengers and generated a revenue of 5.8 billion American dollars. It achieved a market share of 9.5% on the global level. It is based in Bermuda, although the majority of its management structure is located in the USA. It is renowned for gambling and casinos on its cruise ships. It owns 26 ships and docks in 450 ports annually. It will introduce 11 additional ships by 2027.<sup>19</sup> The Genting Hong Kong company is in the fourth place. In 2018 it recorded transport of half a million passengers and a revenue of \$2.3 billion. Its headquarters are in Hong Kong.<sup>20</sup>

There is a great impact of the cruising industry on economy (on a global, national and local level), which statistical data undoubtedly show. For example, in 2015 the effect on the global economy was USD 117 billion. A total of 956,597 employees worked in the cruise industry sector performing jobs that generated as much as USD 38 billion in earnings.<sup>21</sup> In 2018 the profits from the cruise industry amounted to a record of \$45.6 billion, which is an increase of 4.6% in relation to 2017.<sup>22</sup> When we take all numbers into consideration, we can conclude that cruise ships are the most favourite types of ships for port authorities. In order to be able to receive cruise ships, port authorities are investing large funds in the renovation and construction of adequate port

apartmana, restorana, kafića, šoping centara, taksi prijevoznika, suvenirnica, disko klubova...

Ovisno o tome radi li se o luci polaska (bazna luka) ili o luci ticanja, utjecaj kruzning industrije na luku će varirati. Bazna luka je ona luka koja je početna-završna točka ukrcaja-iskrcaja putnika. Bazne luke mogu se nalaziti i na prostoru koji je turistički neugledan i neprivačlan, ali kroz dolazak kruzera najčešće se razvijaju određene turističke aktivnosti. Može se uzeti za primjer britanska luka Southampton, koje se uspjela razviti kao vodeća luka za ukrcaj britanskih putnika. To je najveća europska luka po broju ukrcaja na kruzere. Godišnje se ukrca oko 3 milijuna putnika.<sup>23</sup> Kako bi svaka luka za prihvata kruzera mogla funkcionalno egzistirati, mora biti odlično povezana na kopnenu prometnu mrežu te se mora nalaziti blizu zračnih luka. Sve luke profitiraju, ali najviše koristi imaju luke ticanja. One moraju imati izuzetno razvijenu lučku mehanizaciju i moraju biti izvrsno opremljene za brodove i putnike. Luka mora omogućiti da više kruzera može istodobno uploviti i boraviti u luci. Moraju postojati veliki garažno-parkirališni prostori koji putnicima omogućuju pristup unajmljenim automobilom ili taksijem. Kako bi se određena luka profilirala kao destinacija za krstarenja, na određeni način mora biti drukčija od drugih i ponuditi nešto unikatno. Peručić navodi kako su glavne atrakcije destinacija: priroda, stil života, mogućnost šopingiranja, kulturna i povijesna baština, turističke aktivnosti poput *snorkelinga* i *paraglidinga*.<sup>24</sup> O brendu i poslovnoj politici kruzning kompanije ovisi koje će destinacije nuditi na svome itineraru. Neki manji brodari birat će luke koje imaju manje takse i lučke pristojbe, dok veliki brodari koji nude luksuzna putovanja neće mariti za operativne lučke troškove. Brodari pri određivanju itinerara trebaju računati na to da putnici ne odvajaju luku od destinacije odnosno grada u kojem se luka nalazi već ta dva pojma doživljavaju kao jedan. Treba obratiti pozornost na najveće svjetske luke za kružna putovanja (Tablica 3).

infrastructure and equipment. Ports that become cruise ships' destinations gain a strong economic upsurge. New jobs are created and the number of ancillary economic subjects increases, such as hotels, apartments, restaurants, cafés, shopping centres, taxi companies, souvenir shops, disco clubs, etc.

Depending on whether it is a port of departure (base port) or port of call, the impact of the cruise industry on the port will vary. The base port presents the starting and final point of the embarkation, disembarkation of passengers. Base ports can be located in a space that is unsightly and unattractive tourism-wise, but, with the arrival of cruise ships, there are most frequently specific tourist attractions developed. An example of this is the British port Southampton that managed to develop into a leading port for the embarkation of British passengers. It is the largest European port in terms of the number of cruise ships embarkations. About 3 million passengers embark there annually.<sup>23</sup> In order to function properly as a port accepting cruise ships, each port needs to be connected with land traffic and located near airports. All ports profit, but most of all ports of call. They need to have a highly developed port mechanisation and be exceptionally equipped for ships and passengers. The port needs to enable the arrival and docking of several cruise ships at the same time. There need to be large garage-parking spaces that enable passengers to access the port by car hire or a taxi. In order to profit as a cruise destination, a specific port needs to be different from others and offer something unique. Peručić states that the main destination attractions are: nature, lifestyle, shopping opportunities, cultural and historic heritage, tourist activities such as snorkelling and paragliding.<sup>24</sup> What destinations are offered in the itinerary depends on the brand and corporate policy of the cruise companies. Small-scale ship owners will choose ports that offer less taxes and port tariffs, whereas large-scale ship owners offering luxurious travel will not care for operational port expenses. When determining an itinerary, cruise lines need to take into account that passengers do not separate a

**TABLICA 3. DESET SVJETSKIH LUKA S NAJVEĆIM BROJEM PUTNIKA NA KRUZERIMA U SEZONI 2016.-2017.**  
**TABLE 3. TEN WORLD PORTS WITH THE LARGEST NUMBER OF CRUISE PASSENGERS IN THE 2016/2017 SEASON**

POZICIJA RANK	LUKA PORT	DRŽAVA COUNTRY	BROJ PUTNIKA (MILIJUNI) NUMBER OF PASSENGERS (MILLION)
1.	Miami	SAD / USA	4,98
2.	Canaveral	SAD / USA	4,24
3.	Everglades	SAD / USA	3,82
4.	Cozumel	Meksiko / Mexico	3,63
5.	Nassau	Bahami / The Bahamas	3,52
6.	Šangaj / Shanghai	Kina / China	2,84
7.	Barcelona	Španjolska / Spain	2,71
8.	Out Islands	Bahami / The Bahamas	2,54
9.	Civitavecchia	Italija / Italy	2,20
10.	Baleari / Balearic Islands	Španjolska / Spain	2,11

Izvor: Izradila autorica prema “The 10 Busiest Cruise Ports In The World”, dostupno na: <https://www.worldatlas.com/articles/the-10-busiest-cruise-ports-in-the-world.html>, pristupljeno 11. 7. 2019. godine

Source: Author in accordance with “The 10 Busiest Cruise Ports In The World”, available at: <https://www.worldatlas.com/articles/the-10-busiest-cruise-ports-in-the-world.html>, retrieved 11/7/2019

Iz Tablice 3 može se vidjeti kako među deset najprometnijih luka za prihvata putnika dominiraju luke na američkom kontinentu. Čak je šest od deset najprometnijih luka u državama Sjeverne i Srednje Amerike: Miami, Canaveral, Everglades, Cozumel, Nassau i Out Islands. Dominacija američkih luka je očekivana zbog tamošnjeg razvoja kruzing industrije i renomea koji uživaju karipsko područje, Meksički zaljev i Florida, koja se naziva “najosunčanijom” državom SAD-a. Turisti ondje rado dolaze na krstarenjima zbog visokorazvijene turističke ponude na destinacijama te sigurne političko-ekonomske situacije. Mogućnost plaćanja u američkim dolarima i mogućnost kupnje doslovce svega privlači turiste koji žele uživati bez zamaranja tehničkim problemima. Ne treba posebno naglašavati kako su najveće svjetske kruzing kompanije stacionirane upravo na prostoru Miamija te imaju svoja sjedišta

port from a destination, i.e. the town in which the port is located, but they perceive the two concepts as one. Attention should be paid to largest cruise ship ports in the world (Table 3).

Table 3 shows that American ports prevail among the ten busiest passenger ports. Six of the ten busiest ports are located in the countries of North and Central America: Miami, Canaveral, Everglades, Cozumel, Nassau and Out Islands. The dominance of American ports is expected due to the development of the cruise industry and the reputation enjoyed by the Caribbean area, The Gulf of Mexico and Florida that holds the name of the “sunniest” US state. Tourists flock there for cruise travel due to the highly developed tourism supply at the destinations and the safe political and economic situation. The ability to pay in

na Floridi. Šangaj je jedina azijska luka među top deset. Ona se profilirala zbog brojnih sadržaja koje stranci mogu naći u Šangaju te kozmopolitnog karaktera grada. Samo su tri europske luke među deset i sve se nalaze na Mediteranu: Barcelona, Civitavecchia i Baleari. To je dokaz kako je Mediteran postao druga najjača zona kruzing turizma. Turisti dolaze na Mediteran i preferiraju španjolske i talijanske destinacije za odmor.

Statistički podaci nedvosmisleno pokazuju pozitivne gospodarske učinke kruzing industrije na destinacije. U razdoblju, tj. sezoni 2014.-2015. kruzing turizam utjecao je na izravnu potrošnju od 3,1 milijarde USD u 35 lučkih destinacija. Direktna potrošnja kruzing turista generirala je 75 050 poslova koji su svojim zaposlenicima isplatili 976,5 milijuna dolara plaća i drugih primanja. U istoj sezoni, 2014.-2015., 23,6 milijuna putnika i 4,5 milijuna članova posade kruzera potrošilo je 2,45 milijarde USD i 302 milijuna USD, respektivno na destinacijama na kojima su boravili. Ukupna prosječna potrošnja po putniku iznosila je 103 dolara, a po članu posade 67 USD. Putnici su najviše potrošili u St. Maartenu, 191 USD, dok su članovi posade najviše novca potrošili u Portoriku, 149 USD. Potrošnja same industrije kružnih putovanja također je vrlo značajna. U sezoni 2014.-2015., uključujući lučke pristojbe i poreze, plaćanja turoperatorima i lokalnim poduzećima za usluge i opskrbu, kruzing industrija je platila ogromnih 400,8 milijuna američkih dolara. Kad su uzmu u obzir sve navedene brojeke, dolazi se do zaključka kako jedno ticanje neke luke jednog prosječnog kruzera (srednje veličine od 130 000 BRT, s 3000 putnika i 1250 članova posade) generira potrošnju od 311 490 USD od strane putnika, 83 875 USD od strane članova posade. Naposljetku, brod mora platiti oko 110 000 USD poreza i drugih davanja, ne uključujući plaće posade i neizravne doprinose na destinaciji. U prosjeku, tijekom dolaska na neku destinaciju putnici provedu oko četiri i pol sata na obali, što im daje priliku za odmor, uživanje i trošenje.<sup>25</sup> Naravno da postoje i negativni gospodarski

American dollars and the possibility to purchase literally anything attract tourists who want to enjoy themselves without worrying about technical issues. This is why it is unnecessary to emphasise that the largest cruise companies are based in Miami and have offices in Florida. Shanghai is the only Asian port among the top ten. This is because it offers numerous amenities that foreigners can find in Shanghai and because of its cosmopolitan character. There are only three European ports listed among the top ten and they are all in the Mediterranean: Barcelona, Civitavecchia and the Balearic Islands. This proves that the Mediterranean has become the second strongest base for cruising tourism. Tourists arrive at the Mediterranean and prefer Spanish and Italian destinations for holidays.

Statistical data undoubtedly show the positive economic effects of the cruise industry on destinations. In the period, i.e. season of 2014/2015 the cruising tourism affected direct spending of \$3.1 billion in 35 port destinations. Direct expenditure of cruise tourists created 75,000 jobs for which employees got 976.5 million dollars in salaries and other income. In 2014/2015 season, 23.6 million passengers and 4.5 million crew members on cruise ships spent USD 2.45 billion and USD 302 million respectively in destinations they stayed at. Total average expenditure per passenger was 103 dollars, and per crew member 67 dollars. Passengers spent most in St. Maarten (\$191), while crew members spent the most in Puerto Rico (\$149). The expenditure of the cruise industry is also significant. In 2014/2015 season, the cruise industry paid as much as 400.8 million American dollars to tour operators and local businesses for supplies and services, including harbour taxes and tariffs. The consideration of all the stated numbers leads to a conclusion that one docking at a port of call for an average cruise ship (medium size of 130,000 GRT, with 3,000 passengers and 1,250 crew members) generates an expenditure of \$311,490 by passengers and \$83,875 by crew members. Finally, the ship needs to pay about \$110,000 in taxes and other tariffs, excluding



učinci industrije kružnih putovanja u destinacije. Maričić navodi sljedeće negativne učinke: inflaciju cijena i rast cijena nekretnina, uvoz proizvoda iz inozemstva kako bi putnici bili kvalitetno opskrbljeni hranom, pićem, odjevnim predmetima i drugim rekvizitima, ponekad djelomičan povrat uložene investicije zbog promjenjivog karaktera kružnih putovanja, dodatne troškove gradskih vlasti, jačanje određenih oblika i metoda sive ekonomije i crnog tržišta, stvaranje potencijalne ovisnosti o kružnim putovanjima i zapostavljanje ostalih gospodarskih djelatnosti (tzv. nizozemska bolest).<sup>26</sup> Svi ti negativni učinci krstarenja su važni i nikako ih ne treba zapostaviti, međutim prednosti i dobiti uvjerljivo nadmašuju negativnosti. Na određenoj destinaciji, odnosno lučkoj upravi i gradskim vlastima, zadatak je iskoristiti prednosti i umanjiti negativne učinke.

## ZAKLJUČAK

Na temelju provedenog istraživanja i analize mogu se izvući najvažniji zaključci o industriji kružnih putovanja. Riječ je o jedinstvenom brzorastućem sektoru koji napreduje i razvija se te predstavlja poseban oblik turizma. Kruzing turizam se počeo razvijati spontano tijekom razvoja prekoceanskog prijevoza u 19. st. da bi tek 1960-ih krenula njegova specijalizacija kao posebnog vida pomorskog prometa. Izvršni rezultati industrije pokazali su kako je specijalizacija potrebna i dobrodošla. Kruzeri su posljednjih desetljeća postali toliko dobro opremljeni sadržajima da ih se s pravom naziva plutajućim hotelima i elitnim odmaralištima. Ponekad na kruzerima postoje sadržaji kojih čak nema na destinaciji u koju brod uplovi. Putovanje je samo po sebi svrha jer se putnicima nastoji omogućiti uživanje u plovidbi, odmor te odmak od ostatka svijeta i svakodnevnih problema. Okruženje izoliranosti u kojem plovi brod to doista i omogućuje. Kruzing industrija uspjela se nametnuti na tržištu pomorstva i turizma jer donosi ogroman profit. Profitabilnost industrije učinila ju je nezamjenjivom. Danas se putničko brodarstvo, ali

crew member salaries and indirect expenditures at a destination. Upon arrival at a destination, passengers averagely spend four and a half hours on land, which gives the opportunity of relaxation, enjoyment and spending.<sup>25</sup> There are certainly negative economic effects of the cruise industry on destinations. Maričić points out the following negative effects: price inflation and real estate price hike, import of foreign products in order to provide passengers with quality supply of food, beverage, clothing and other amenities, sometimes a partial return of investment due to the changeable cruise travel character, municipal authorities having additional expenses, strengthening of certain forms and methods of the grey economy and the black market, creation of potential dependence on cruise travel and neglecting other economic activities (the so-called Dutch disease).<sup>26</sup> All these negative effects of the cruise industry are significant and should not be overseen; however, the advantages and profits convincingly exceed the disadvantages. It is the task of harbour administration and local municipality of the destination to benefit from the advantages and diminish the negative effects.

## CONCLUSION

Based on the conducted research and analysis, the most important conclusions can be drawn about the cruise industry. This is a unique fast-growing sector in advancement and development representing a special type of tourism. Cruising tourism started developing spontaneously during the development of transoceanic transport in the 19<sup>th</sup> century, which led to its specialisation in the 1960-s as a special mode of sea travel. Exceptional results of the industry showed that this specialisation was necessary and welcome. In the last decades, cruise ships have become so well equipped that they are rightly called floating hotels and elite resorts. Some cruise ships offer amenities that are lacking at a destination at which the ship docks. The journey is its own purpose because it tends to provide passengers with enjoyment of sailing, rest

i turistička ponuda ne mogu zamisliti bez kruzera i krstarenja na morima i oceanima. Od kruzing industrije imaju koristi mnogi faktori, poput brodarskih kompanija, lučkih destinacija, regija i država te naravno samih turista. Jednostavno, riječ je o visokoprofitabilnoj industriji koja stvara multiplikativni učinak te sve zainteresirane strane zarađuju milijune i milijarde dolara dok turisti dobivaju vrhunsku uslugu. U budućnosti možemo očekivati daljnje širenje tržišta kružnih putovanja, napredniju ponudu i još sofisticiranije brodove.

and refuge from the rest of the world and their everyday worries. Indeed, the isolated surroundings in which the ship sails enable this. The cruise industry managed to gain a competitive edge on the market of sea travel and tourism, because it generates huge profits. The industry's profitability has made it indispensable. Today, passenger ships, as well as tourism supply are unimaginable without cruise ships and sailing across seas and oceans. Many factors draw benefits from the cruise industry, such as ship owning companies, harbour destinations, regions and countries, and, of course, the tourists. Simply put, it is a highly profitable industry that creates the multiplier effect, with all stakeholders earning millions and billions of dollars, while tourists receive exceptional service. In future, we can expect further expansion of the cruise travel market, more advanced supply and more sophisticated ships.

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