

GREEN DIRECTION BY CRUISE TOURISM

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REGINA, NAVICKIENE²**Abstract**

Despite the ever-increasing climate change and the melting of glaciers, the activities of cruise companies remain a sensitive issue, as this type of tourism is one of the most polluting. However, cruise lines are trying to stay green. Climate change is the result of many factors, reflecting changes in the atmosphere, processes in other parts of the Earth – oceans, glaciers, and recently the effects of human activity. CO₂ gas (carbon dioxide) is considered the main factor causing the greenhouse effect. Due to the increasing amount of CO₂ in the atmosphere, the temperature is rising all over the Earth. Their excessive amount poses a threat to the survival of humanity – melting glaciers, rising ocean levels, and warming the climate. The problem – it is important to analyze whether cruise tourism responds to today's current issues regarding adherence to the green course, because climate change, excessive use of plastic, and ocean pollution are directly related to the vitality of the planet. The purpose of this article is to assess the direction of the green course of the cruise ship company MSC, to establish the relevance of sustainable business in modern life. Objective – to evaluate the green course of the cruise ship company MSC. Research tasks: Present the directions of the green course in business; To analyze the activities of the cruise ship company MSC in relation to the green rate; To evaluate the cruise ship company MSC's green course activities. Strict requirements have triggered a surge in innovation that could soon result in climate-neutral cruises. Lack of awareness, attractive price, lack of information and attractiveness of amenities are the main reasons why travelers are still not concerned with sustainability. Many travelers are unaware of the impact of their travel choices, believing that ecology drives up prices and makes services more expensive, although this is not always the case. The more the green rate becomes relevant to consumers, the more the cruise lines will take into account the needs of consumers.

Keywords: cruise, cruise tourism, green deal, sustainable business.

Introduction**1. Relevance of the topic**

Cruise tourism is one of the most popular tourism activities in the world, which generated as much as 19 billion dollars in revenue in 2022 and fully recovered after the pandemic, as compared to 2019. The number of passengers grew up to 109 percent. This type of tourism, without excellent service, quality entertainment and recreation, is quite polluting.

Climate change is the result of many factors, reflecting changes in the atmosphere, processes in other parts of the Earth – oceans, glaciers, and recently the effects of human activity. CO₂ gas (carbon dioxide) is considered the main factor causing the greenhouse effect. Due to the increasing amount of CO₂ in the atmosphere, the temperature is rising all over the Earth. Their excessive amount poses a threat to the survival of humanity – melting glaciers, rising ocean levels, and warming the climate. Human activity is the main source of the increasing amount of CO₂.

The largest amount of carbon dioxide consists of all exhaust gases released during the burning of fossil fuels (NRMCA Publication Number 2PCO₂, 2008).

Cruise ships not only use fossil fuels like heavy oil that pollute our air with greenhouse gases, but they also generate a lot of waste both on board and in port. Sewage and gray water are often discharged directly into the sea, while food waste is usually incinerated or thrown overboard. Although this is perfectly legal at a certain distance from the shore, according to Soenke Diesener, transport policy advisor of the German Association for the Protection of Nature (NABU, 2022), the huge amount of kitchen waste, especially in shallower waters, can have a toxic effect on the sea and the animals that live there. Plastic waste is also a big problem, with many cruise lines making extensive use of single-use plastics. With 4,000 to 6,000 passengers per ship, the amount of trash and plastic is so high that ships burn it directly at sea or have to dump it at another port to avoid space problems on board. Exact data about this is not published even after asking various shipping companies. German tourism expert Frank Herrmann estimates that cruise ships use “the energy of a small town” when they are in port. On the high seas, energy consumption is even higher as pollutant and CO₂ emissions in international waters are largely

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unregulated. The emission of soot has a particularly harmful effect on the climate. After carbon dioxide (CO₂), soot has the greatest impact on climate change: especially in the Arctic regions and glaciers, it is responsible for 50 % of global warming. warming in the Arctic. Black particles settle on white ice and snow surfaces. This reduces the reflection of the sun from snow and ice, and accelerates the melting of ice in the Arctic. The massive use of fuel oil in cruise ships has been criticized in recent years for its harmful effects on the environment and human health. Heavy oil is highly toxic and can have devastating effects on marine life and the environment if it gets into water. Oiled animals often drown, starve, or get poisoned by heavy oil. The oil slick also spreads across the ocean, settles on the seabed, or is washed up on shores. This can cause long-term damage to sensitive ecosystems. This is why climate protection is urgently needed on the high seas. The cruise industry is slowly following global trends to increase climate protection in order to attract potential customers, but unfortunately, improving the CO₂ balance does not mean that the entire industry is environmentally friendly (goClimate.de 2023).

2. Green course in business

Green business is the idea of socially responsible business, which promoting organizations call themselves friendly to the society, aware of human impact on nature and take care of ecology and nature conservation. In particular, these organizations use renewable energy resources (see Table 1). With all their actions, such organizations try to show that their pursuit of profit and production do not conflict with the interests of society, especially nature conservation. Such behavior creates a higher value of the organization and its products/services in the eyes of consumers, investors and society as a whole.

The main goal of ecological business is to eliminate or at least reduce the impact of hazardous substances and chemicals on society, and the depletion of energy resources for production. Socially responsible companies try to find ecological and cheaper alternatives to harmful products.

The United Nations Environment Program (UNEP), which has played a key role in the development of the green economy, defines it as an economic system that “enhances human well-being and ensures social equity”. Generally speaking, the green economy can be understood as a way of doing business with low CO₂ emissions, efficient use of resources, and it is described as socially

responsible business. At the same time, it is important to understand that there is no global regulatory framework to help plan, prioritize and evaluate the green economy and its implementation, nor is there global governance. According to the United Nations, public and private investment in a green economy would primarily focus on measures to reduce carbon dioxide emissions and pollution, increase energy and resource efficiency, and prevent the loss of biodiversity and environmental services (UNEP.org).

Table 1 – Types of renewable sources

Wind energy	using air movement to rotate wind turbines built both on land and in the open sea or ocean
Hydropower	use of flowing water (rivers) for the rotation of hydroelectric plants
Solar power	use of sunlight for water heating, electricity production with the help of solar panels
Biofuel	utilization of plant biomass in the production of heat and electricity
Biofuels	ethanol, diesel or methane is extracted from biomass
Geothermal energy	utilization of the heat contained in the depths of the earth.

The activities of the cruise ship company msc in respect of the green course

Almost every major shipping company is now committed to environmental goals. Abundant criticism has led cruise lines to re-examine their goals and consider sustainable business.

One of them is the cruise ship company MSC. The history of the company began in Italy in 1970, when Captain Gianluigi Aponte founded the company with one small cargo ship – MV Patricia. Since then, the business has expanded and diversified to include cruise lines and passenger ferry businesses, as well as inland and port terminal infrastructure. The group, which has its headquarters in Geneva, remains private, and focuses on the care of customers, employees and the environment – the company publicly declares (MSC group, 2021).

In 2016 In April, the MSC Cruises company introduced its latest – global – cruise line. The company signed a protocol at the Elysée Palace to build up to four world-class ships from the Chantiers de l’Atlantique shipyard, worth around 4 billion euros. MSC World Europa and MSC Euribia are the first LNG (liquefied natural gas) powered ships to join the MSC Cruises fleet in 2022. Ships

play an important role in fulfilling the company's 2050 commitment. stop using greenhouse gases. LNG is the cleanest fuel currently used in ships. In terms of emissions with global impact, LNG plays a key role in mitigating climate change. The engines on these two vessels can reduce CO₂ emissions by up to 25 percent compared to standard fuels (McCarthy, 2020 and Kalosh, 2016).

MSC World Europa is equipped with the Blue Horizon fuel cell test system. This technology uses liquefied natural gas (LNG) to convert fuel into energy that is used on board for electricity and heat. This is the first time an LNG-powered fuel cell has been used on a cruise ship, resulting in a 30 % reduction in greenhouse gas emissions compared to ships without the technology. MSC World Europa is powered by liquefied natural gas, it can emit 99 % less sulfur dioxide, 85 % less nitrogen oxide and 20 % less carbon dioxide compared to diesel ships (quoted by Habibic, 2021).

MSC Euribia is one of the most environmentally advanced ships in the MSC Cruises fleet and is named after Eurybia, the ancient goddess who ruled the sea, winds, air and constellations. The vessel has 12V and 16V dual-fuel engines powered by liquefied natural gas (LNG) and 0.1 percent sulfur marine gas oil (MGO), eliminating the need for exhaust gas cleaning. The ship can use power from the shore, i.e. shut down the engines and connect to the local power source in ports with such infrastructure. The ship is also equipped with an advanced sewage treatment system that meets the world's strictest standards of the IMO resolution MEPC 227 (64) – the so-called "Baltic standard". An advanced ballast water treatment system prevents invasive species from entering the marine environment through discharge and complies with the IMO Ballast Water Management Convention. MSC Euribia is also equipped with underwater noise reduction systems to reduce potential impacts on marine life (msccruises, 2023).

MSC Funds

The MSC Foundation is a non-profit organization established in 2018 to implement the activities of the MSC Group. Marine conservation, humanitarian aid and sustainable business development around the world (see Bild 2). We all have the responsibility to leave a better world for future generations, – says Captain Gianluigi Aponte, Chairman of the MSC Foundation (2021).

MSC Foundations has been a UNICEF partner in nutrition, education and emergency relief since 2009. It all started when MSC Cruises, a global cruise

line and a subsidiary of the MSC Group, launched the 'Book a Ship for Children' campaign together with UNICEF. The aim of the initiative was to encourage MSC cruise ship passengers to donate to UNICEF, as well as to inform children and families about UNICEF's activities. Over 12 years of partnership, MSC has raised 11 million euros to support UNICEF programs around the world: promoting education in Brazil, fighting malaria and treating more than 115,000 malnourished children in South Sudan, Somalia, Malawi and China. In addition to financial support, UNICEF also benefits from MSC logistics. MSC has repeatedly supported UNICEF with free shipping by sea, which has facilitated the delivery of essential relief items to children in need. "We are proud that our partnership with UNICEF has reached another milestone, with 11 million euros raised so far", says Daniela Picco, Executive Director of the MSC Foundation. In 2021 The MSC Foundation has renewed its contracts with UNICEF and extended its partnership. MSC currently supports UNICEF's education program in Côte d'Ivoire, where 1.6 million children are out of school, partly because there are not enough classrooms. UNICEF's Transforming Plastic Waste into Classrooms program aims to overcome this challenge and reduce the amount of plastic waste. Under the program, women are encouraged to take plastic waste collected from their communities to a UNICEF-supported factory where it is turned into bricks. The plastic bricks produced are used to build new classrooms. So far, 71 classrooms have been built, where more than 3,500 children can get an education and create jobs for women (UNICEF, 2022).

Monaco, 2023 March 22 – The MSC Foundation and the International Union for Conservation of Nature (IUCN) have announced a new partnership to conserve and restore endangered coral reefs. Support from the MSC Foundation will enable the completion of comprehensive global conservation of coral species on the IUCN Red List of Threatened Species™. The goal of the global project is to provide concrete, feasible plans for the recovery of coral reefs, as well as the endangered species that live on them. The project will include the restoration of the most endangered coral species and reef areas. Conservation and restoration actions will be prioritized based on threats to them. "I want to sincerely thank the MSC Foundation for its support. More than a third of coral species on the IUCN Red List are facing extinction. This partnership will allow us to carry out further assessments and ensure the world has the information it needs to protect corals

and the livelihoods of the more than half a billion people who depend on them”, said IUCN President Razan Al Mubarak (2023).

“MSC Group” and “Mercy Ships” started cooperation in 2013. Mercy Ships is an international charity that uses hospital ships to provide free healthcare services to communities without easy access to medical facilities, providing life-saving and necessary surgeries to thousands. In 2019 the partnership expanded into event sponsorship and programmatic funding through the newly formed MSC Foundation, including a women’s healthcare initiative in Sierra Leone and PPE shipments to Mercy Ships partners in 11 African countries during the COVID pandemic. This comprehensive assistance, now led and coordinated by the MSC Foundation, has enabled Mercy Ships to perform 19,740 surgeries and 218,100 dental procedures and provide medical training to 15,150 participants during the partnership (Mercy Ships 2021).

Marevivo is an environmental organization that, since 1985, working to protect the sea and the environment, from pollution and illegal fishing, studying biodiversity, protecting marine areas, educating school and university communities for sustainability. “Since 2015 we support Marevivo’s marine environmental education courses, which are perfectly in line with our mission to protect the blue planet”, stated Daniela Picco, Executive Director of the MSC Foundation, the main supporter of the Nauticinblu project (a project designed to promote responsible economic growth and attention to environmental sustainability) since 2017. “Maritime activities institutes was born out of our president Gianluigi Aponte’s desire to convey his life experience to young people, says Daniela Picco” (Marevivo, 2021).

In 2017, MSC announced a new partnership specifically for MSC Seaside, which is relevant to North America. A new partnership with the Andrea Bocelli Foundation (ABF) where donations from MSC Cruises guests help support the ABF Foundation’s work in Haiti, one of the world’s poorest countries facing unique challenges. The MSC Foundation supports the ABF mobile clinic, where more than 8,000 people, including more than 2,500 children, receive help a year in 5 of the poorest and most remote areas of the island. With the help of the fund, schools and community centers are established. The support is organized into: clean water, lighting and agricultural development, which will change the lives of communities in the future.

In addition to the already listed activities of the MSC funds, it is worth noting that the fund from 2018 is collaborating with leading coral and marine experts to research, develop, test and improve methods to halt coral reef decline in the 64-square-mile Ocean Cay Marine Reserve in the Bahamas. Like many islands, the Bahamas’ culture and livelihoods are tied to the sea, and the coral reefs here support the local ecology, economy and critically endangered species. Also, aid to refugees from the war in Ukraine (2022), and victims of earthquakes in Turkey and Syria (2023) and aid to victims of a hurricane in the Bahamas (2019), (written and summarized based on publicly available information on the organization’s website).

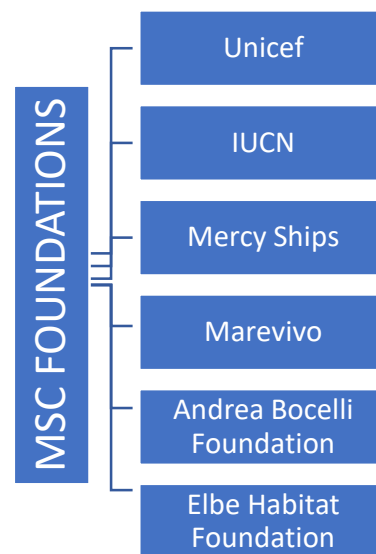


Figure 1. Organizations supported by the MSC Foundations Bild 2

MSC green course research and rating

The chosen method of data analysis is a focus group (5 persons), which was asked pre-prepared questions related to travelers’ perception of cruise companies’ sustainability in business. Considering the fact that the concept on cruise ships is equivalent to a hotel complex, the questions chosen are general, about travel, accommodation and meals.

To the question about food waste, all respondents answered that more food is wasted in a buffet than in a restaurant with service, because the awareness that you can eat as much as you want, regardless of whether you eat, does not encourage responsible consumption. For buffet restaurants, an alternative would be to use smaller plates, or introduce a charge for unconsumed and discarded food. A third of all discarded products are fruits and vegetables,

followed by bread, cakes, flour products, followed by everything made from milk.

In the question about garbage sorting, all the interviewees noted that garbage sorting is a good trend from the point of view of sustainable business, but the respondents could not discuss the further course of such an action, because they themselves said that there is a lack of knowledge on this issue. The conclusion would be that the respondents lack knowledge about sustainable business, as waste sorting is not the main factor in the impact of climate warming.

The question of daily heating of bed linen and towels sparked debate, as one group said it was much nicer to have freshly laundered towels and bed linen every day, while another group emphasized that this was an unnecessary waste of water, electricity and detergents and that towels could be changed twice times a week, and bed linen only once a week.

When discussing another question about sustainability, only one respondent from the focus group answered that sustainability is important to him, while for others price and availability remain the most important. Respondents described the concept of sustainability as sorting waste, not using plastic, using local food products and raw materials, LED lighting, saving water, investing part of the income in community or sustainability projects.

Evaluating the green rate of cruise ships by all respondents the general opinion was that cruise ships pollute nature, that intensive sailing in environmentally sensitive places such as Venice, Dubrovnik, Kiel, Norwegian fjords, etc. damages buildings, quays, cultural heritage, but it was immediately objected that the opportunity to see these unique objects during the cruise is more attractive and if they were allowed to choose whether to visit these objects during the cruise or to refuse in the name of the green course – the respondents wondered, but answered that would choose to visit these

objects. Only one respondent from the focus group answered that it is important to him that cruise lines choose a green course and strive for sustainability in the future. Other respondents answered that they themselves were not interested in what kind of policy cruise companies follow, and information on this issue is not provided during the cruise. Thus, the lack of information makes this issue of little relevance to travelers.

Conclusions

In order for the cruise industry to be sustainable, the switch to emission-free technologies by 2040 at the latest is crucial. The innovative ability of the providers can become a driving force and pacesetter for the entire ocean shipping industry. Strict requirements have triggered a surge in innovation that could soon result in climate-neutral cruises.

Lack of awareness, attractive price, lack of information and attractiveness of amenities are the main reasons why travelers are still not concerned with sustainability. Many travelers are unaware of the impact of their travel choices, believing that ecology drives up prices and makes services more expensive, although this is not always the case. The more the green rate becomes relevant to consumers, the more the cruise lines will take into account the needs of consumers. Current travelers already have established travel habits, but educating future travelers could improve the situation.

Recommendations

Keeping in mind the influence of media and social networks on people's choices, it is important to educate the public more about sustainable business. Enlighten not only adults, but also children, that is, future travelers, and thus shape their attitude that sustainable and ecological travel is as important as price or amenities. Promote sustainable and ecological business with state support and make it accessible to a larger group of travelers.

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ЗЕЛЕНИЙ НАПРЯМОК КРУЇЗНОГО ТУРИЗМУ

Анотація

Незважаючи на постійно посилювані зміни клімату і танення льодовиків, діяльність круїзних компаній залишається делікатним питанням, так як цей вид туризму є одним з найбільш забруднюючих. However, cruise lines are trying to stay green. Зміна клімату є наслідком багатьох факторів, що відображають зміни в атмосфері, процеси в інших частинах Землі – океанах, льодовиках, а останнім часом і наслідки діяльності людини. Основним фак-

тором, що викликає парниковий ефект, вважається газ CO₂ (вуглекислий газ). У зв'язку зі збільшенням кількості CO₂ в атмосфері, температура підвищується по всій Землі. Їх надмірна кількість становить загрозу для виживання людства – танення льодовиків, підвищення рівня океану, потепління клімату. Проблема полягає в тому, щоб проаналізувати, чи відповідає круїзний туризм актуальним питанням сьогодення щодо дотримання зеленого курсу, адже зміна клімату, надмірне використання пластику та забруднення океану безпосередньо пов'язані з життєдатністю планети. Метою даної статті є оцінка напрямку зеленого курсу круїзного лайнера компанії MSC, встановлення актуальності сталого бізнесу в сучасному житті. Мета роботи – оцінити зелений курс круїзного лайнера компанії MSC. Завдання дослідження: 1) презентувати напрямки зеленого курсу в бізнесі; 2) проаналізувати діяльність круїзної компанії MSC по відношенню до зеленого тарифу; 3) оцінити діяльність компанії круїзних лайнерів MSC на зеленому курсі. Суворі вимоги спричинили сплеск інновацій, які незабаром можуть призвести до створення кліматично нейтральних круїзів. Недостатня обізнаність, приваблива ціна, брак інформації та привабливість зручностей – основні причини, чому мандрівники досі не переймаються питаннями сталого розвитку. Багато мандрівників не усвідомлюють наслідків свого вибору, вважаючи, що екологія підвищує ціни і робить послуги дорожчими, хоча це не завжди так. Чим більше «зелений» тариф стане актуальним для споживачів, тим більше круїзні компанії будуть враховувати потреби споживачів.

Ключові слова: круїз, круїзний туризм, зелена угода, сталий бізнес.

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