

Tourism Risk: Crisis and Recovery Management

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Preface

The tourism industry is made up of a wide and unparalleled cluster of sectors having specific requirements related to the planning and recovery of tourism destination disasters (Bellini et al., 2017; Cheng and Zhang, 2020; Valeri and Baggio, 2020a; 2020b; 2021; Gössling et al., 2021).

Crises and adversities of tourism destinations have been examined by various authors from different angles, including recovery strategies and models for analyzing and developing tourism disaster management strategies (Gurtner, 2007; Prayag, 2018; Glyptou, 2021).

There are some other authors, instead, who have analyzed disasters in relation to human errors from the perspective of the organization response, or others who have studied the economic model related to the effect of government approach following a natural catastrophe (Chikudate, 2009; Rosselló et al., 2020).

However, none of them have shaped a model to collect, stock, disseminate and manage expertise and data either to plan and estimate crises management (as well as situation awareness) or to reduce possible future catastrophes (Albattat et al., 2020; Chemli et al., 2020; Dryhurst et al., 2020; Toanoglou et al., 2021).

Classifying crises and disasters in different categories is key in a knowledge management system because each category may require a different type of information, communication and response. We can find, for instance, a number of crises and disaster categories connected with political events (unrest, coups, ethnic turmoil, terrorist threats and attacks), natural disasters (earthquakes, volcanic eruptions, fires, floods, avalanches, tsunamis, hurricanes, tornados, oil spills, extreme weather conditions), epidemics (SARS, COVID-19, bird flu, foot and mouth), terrorism and war (Mistillis and Sheldon, 2006; Ma et al., 2020).

Tourism can also be influenced by monetary incidents such as stock market downfalls or extreme exchange rate variations. Each event has a different degree of weight or dimension that influences the size and quantity of information needed to manage it, e.g. the urgency and persistence of the disaster, the level of control, the extent of harm and loss, and finally the effects on the people and stakeholders involved (Baggio and Valeri, 2020; Santos et al., 2021a; 2021b).

Although it is fundamental to recognize that tourism is strictly connected with other sectors, it is undoubtedly crucial to admit that, from a disaster planning point of view, tourism industry is particularly exposed to danger, if compared to other industries.

Genesis of this Book

The book *Tourism risk: Crisis and recovery management* is the result of reflections involving research studies of different nationalities. This book aims to provide a comprehensive collection of papers including new insights for traditional paradigms, approaches and methods, as well as more recent developments in research methodology in the crisis management in tourism.

The book adopts a multidisciplinary approach from management to local development, from entrepreneurship to sociology, from innovation to sustainability, providing illustration examples about disaster and recovery management strategies. Its ultimate goal is to elaborate a historically informed, future-focused research agenda that accounts for the needs and concerns of policy makers and practitioners in the tourism field.

Structure of this Book

The book is structured in *two* parts. The first part focuses on *disaster management strategies*. This part collects chapters that analyze the potential and obstacles on preventing destruction from (natural) disasters through advocacy, prevention, knowledge management, better coordination, capacity building strategies and better preparedness through advanced emergency response in tourism. The second part focuses on *recovery management strategies*. This part consists of chapters focusing on one phase of the tasks which managers face after the immediate consequences of a crisis having been dealt with.

Chapters falling into this specific part of this book are as follows:

In Chapter 1 ‘Planning for Disaster and Emergency Preparedness in Hotels’ Albattat Ahmad analyzed the current level of planning, preparedness and readiness for disaster and emergency of the hotel industry in Jordan. He identified several critical factors and barriers in developing and operating effective disaster and emergency planning in this country. Results from this study showed that in the last few decades, the Jordanian hotel industry was severely affected by many devastating emergencies and disasters.

In Chapter 2 ‘Crisis Leadership: What Do We Know by Now?’, the authors Susanne Durst, Ezgi Dinler and Pia Ulvenblad review extant research on crisis leadership to establish the current body of knowledge and, on this basis, suggest some promising avenues for future research on crisis leadership in general and crisis leadership in tourism in particular. Results show that the tourism sector may take advantage of the established body of knowledge when dealing with the current COVID-19 pandemic and forthcoming crises.

In Chapter 3 ‘Tracing the Human Capital Educational Needs as a Tool to Address Crisis Management in Tourism: A Case Study of All-Inclusive Hotels in the Prefecture of Chania, Greece’, the authors Chariton G. Bompoulakis, Dimitrios A. Parpairis and Dimitrios G. Lagos enquire and trace the human capital educational and training needs, correlated to the tourism sector, as an approach to addressing crisis management in tourism. The results generated

provide valuable data related to the exploitation and development of tourism-based educational programs for employees as well as programs that contribute to the level of satisfaction of tourists in all-inclusive hotels. Thus, this research provides a realistic database for implementing human capital strategies, through educational and training tools, targeting to foster the tourist product during times of crisis and within the radical transformation that the pandemic has instigated.

In Chapter 4 'Natural and Man-Made Crisis Management in a Small Island Tourism Destination: The Case of Bali', the authors Putu Diah Sastri Pitnatri, I Gde Pitana and Marco Valeri examine Bali as an example of a successful case study for understanding tourism destination resilience in Indonesia. Therefore the authors developed the chapter into three main parts: (1) the crisis and recovery in the island of paradise session are to gain a better understanding of what happened on the island and how the Balinese are reacting to help the island's tourism sector recover, (2) the tree analogy and hexahelix in the tourism crisis management section are to show how the Balinese and related stakeholders are attempting to use local concepts to promote recovery on the island and (3) the lesson learnt is how tourism recovers and what sustainable redevelopment means to the Balinese. From the research, it can be concluded that Bali provides an excellent case study to understand the diverse roles of key actors in successful crisis recovery. Both positive and negative lessons should be reported and checked consistently as part of an iterative approach to strengthening catastrophe risk assessment and crisis management capabilities for any tourism destination, aside from the latest discourse of greater engagement and partnership.

Chapter 5 'An Overview of Crisis Management in Hospitality Enterprises: The Case of Operating at an International Level Hotel in Adiyaman' by Eda Rukiye Donbak, Gulsen Kirpik and Marco Valeri examine the administrative actions implemented or to be implemented by an international accommodation business operating in Adiyaman province regarding crisis management. In addition, the secondary aim of this study is to determine whether there is any administrative action plan developed by the manager regarding the risks arising from environmental, organizational and human resources. As a result of the research, it was determined that the hotel management has different plans and units according to the source of the crisis. It has been observed that there are ready units in terms of the standard crises that are encountered regularly. However, it has been determined that there are no predetermined units or teams for large-scale and rare crises such as the COVID-19 pandemic.

Chapter 6 'Crisis Management in Tourism: COVID-19 Pandemic in Greece', the authors Panoraia Poulaki, Ilias Stavrakakis, Dimitrios Tarazonas, Nikolaos Vasilakis and Marco Valeri present a crisis management plan in tourism and specifically of the COVID-19 pandemic in Greece, commonly accepted, which can contribute decisively to dealing with adverse effects. This strategic plan for crisis management in tourism during the COVID-19 pandemic is reflected in the present study. Specialists involved in crisis management have presented comprehensive national strategies to ensure timely, valid and clear advice and information.

In Chapter 7 'The Impact of River Tourism on the Development of the Demarcated Regions in Specific (Post-pandemic Crisis) Contexts: The Case of

Cruise Ships’, the authors Bruno Sousa, Laurentina Vareiro, Ana Rita Marques, Vasco Ribeiro Santos and Marco Valeri explore the impact of river tourism, particularly cruise ships, on the (post-pandemic crisis) development of the Alto Douro Wine Region. For this theme’s development, the authors chose to use a qualitative methodology, conducting four semi-structured interviews with participants directly or indirectly linked to the Douro River’s cruise ship industry.

In Chapter 8 ‘Data Breaches in the Hotel Sector According to General Data Protection Regulation (EU 2016/679)’ the author Anastasios Thomaidis examines the impacts of GDPR in the hotel sector. Specifically the author examines the crisis of data breach due to accidents, mistakes and deliberate actions during data collection of hotel’s customers. Furthermore the case of security breach by cyber hackers is analyzed. In this chapter Anastasios Thomaidis proposes actions to bolster data security and avoid the risk of breaches.

In Chapter 9 ‘The Influence of Tourists’ Visit Intention Attributes of Recovery Aspect on Destination Image in the Post-crisis’, the authors Albattat Ahmad, Nini Shaliza, Mohd Zuraimi and Azizul Jamaludin examined the mediated role of media influence between the aspects of relationship that affected the recovery of the economy following post-crises, supported by three aspects: restoration of confidence, performance of stakeholders and the response with media influenced as a mediator.

In Chapter 10 ‘Efficient Healthcare Policy and Engineering Management Facilities for Planning Sustainable Tourism Development in Post-COVID-19 Crisis Recovery’, the authors Tilemachos Koliopoulos and Marco Valeri present useful results that are focused on an efficient healthcare tourism policy and engineering management solutions so as to promote a sustainable tourism. These are outlined in terms of efficient sustainable construction design practices in terms of health – safety for tourists, proper qualitative facilities, protecting public health, supporting healthcare services and infrastructures within regional ecological, cultural, heritage, spiritual, gastronomic, river, sea and sports tourism. Useful results of this study highlight the importance of environmental public health-related perceived risks and impact of COVID-19 at tourism crisis.

In Chapter 11 ‘Tourism in Crisis: The Impact of Climate Change on the Tourism Industry’, the authors Dimitrios Belias, Ioannis Rossidis and Marco Valeri analyze the effects of climate change on the tourism industry and in particular the effects of climate change on tourist demand and how destinations can deal with the possible effects of climate change.

Chapter 12 ‘New Challenges in Tourism Management in the Face of the Global Climate Change Crisis’ by Małgorzata Kurleto focuses on the most serious problems facing tourism in times of global crisis caused by climate change. The analysis attempts to present the relationship between tourism management and the impact of climate change on tourism regions. The study focuses on risk management in tourism. The subject of this analysis is also the importance of an integrated plan for a crisis in a tourist destination and its recovery after a natural disaster. The conducted research showed a synergistic relationship between tourism and climate change which is based on the fact that tourism (especially mass tourism) contributes to climate change, causing an increase in natural

disasters (e.g. fires) negatively affecting the natural environment and its participants, including tourists.

Chapter 13 ‘Overtourism Effect Management in Destinations’ by Viktoriia Y. Redko, Nataliya O. Krasnikova, and Oleksandr P. Krupskyi analyzes the causes of the overtourism effect in urban, infrastructural and natural destinations, which at the same time degrades the quality of the tourist experience and the life quality of the local population. This study proposes tools to manage the economic, social and environmental risks associated with the oversaturation of tourist destinations.

Chapter 14 ‘The Missing Link between Dark Tourism and Tourism Management’ by María de-Miguel-Molina, Daniel Catalá-Pérez, Blanca de-Miguel-Molina and Virginia Santamarina-Campos focuses on whether the relationship between dark tourism and tourism management exists, especially when a disaster occurs, going beyond traditional short-term crisis-recovery approaches (repairing, reconstructing, assessing the damages and so on) and advocating for long-term and forward-looking solutions. The chapter addresses overlooked and neglected key factors that are deemed of the utmost relevance on understanding how sustainable dark tourism attractions are originated in the aftermath of a disaster.

Chapter 15 ‘Territorial Dynamics and Environmental Risks in the Costa Branca Coast, Northeastern Brazil’ by Wendson Dantas de Araújo Medeiros and Rosa Maria Rodrigues Lopes explores the recent territorial dynamics in the municipalities of Areia Branca, Grossos and Tibau, as a way to contribute to territorial planning actions at the Costa Branca Pole and to provide a model of tourism development resilient to crises arising from the performance of environmental risks.

In Chapter 16 ‘Tourism Behaviours as a Proactive Contribution to Social Balances of Destinations’, the authors António Sérgio Araújo de Almeida, João Paulo Jorge and Sarah Springwald explore some practices associated with the experience, perceptions and environmental awareness of tourists in situations of pressure and risk, at various levels, as promoters of sustainability and local identity values.

In Chapter 17 ‘Spiritual Tourism Transition: An Ethos of Hope during COVID-19 Crisis from Indian Perspectives’, the authors Suneel Kumar Shekhar, Marco Valeri and Geetanjali Sageena analyze the impact of COVID-19 in triggering the travel motives of spiritual tourists and its consequences for the transition in Indian tourism industry. As the pandemic embraced India, it generated several mental issues such as anxiety, depression and stress among the population. Surfacing through the restrictive COVID-19 regime invoked increased spirituality levels, further deepening their psychology to undertake spiritual tourism.

Chapter 18 ‘The Remote Effects of Terrorism on Tourists’ Notions of Risk and Safety’ by Christer Eldh and Malin Zillinger describes and analyzes tourists’ argumentations about risk and safety while travelling. Empirical results stem from international travelers who live in Sweden. Results show that terrorism is not understood as a major threat during travel. Another result shows that risk and safety are strongly interrelated. The travellers in this study are actually striving for some kinds of challenges. Travelling should not be boring. Actually, one can say that if people were not longing for otherness, the adventure and the search for the

unknown, tourism as such would historically not exist. The tricky question is how to balance within this equation of risk and safety, a place in the equilibrium that fits into minds of the individual travelers. Speaking of challenges, this is a challenge first and foremost for destination managers.

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Chapter 7

The Impact of River Tourism on the Development of the Demarcated Regions in Specific (Post-pandemic Crisis) Contexts: The Case of Cruise Ships

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1. Introduction

One of the fastest-growing segments of the tourism industry in recent years has been cruise tourism. By boarding a cruise ship, river or sea, it is possible to explore various tourist destinations without changing accommodation or means of transport. By encompassing virtually all the customer's facilities, this type of tourism is becoming increasingly popular around the world (Macleod & Selwyn, 2002). With the opening of the Douro River's navigability in its entire length in the 1990s, this type of tourism has grown in Portugal, with the Douro river being increasingly used by curious tourists from all over the world. Thus, the choice of the problem addressed in this chapter arose from the meager existence of studies carried out so far. However, COVID-19 triggered an unprecedented global health and economic crisis with severe, and potentially structural, consequences for the cruise world (Papachristou, Pallis, & Vaggelas, 2020). According to Farzanegan, Gholipour, Feizi, Nunkoo, and Andargoli (2021), key cruise industry players such as Carnival, Royal Caribbean and Norwegian have witnessed a rapid rise in COVID-19 cases among passengers and crew members. This study's main objective is to understand the impact of river tourism, particularly cruise ships, on the (post-pandemic crisis) development of the Alto Douro Wine Region. For this theme's development, we chose to use a qualitative methodology, conducting four semi-structured interviews with participants directly or indirectly linked to the Douro River's cruise ship industry.

2. Literature Review

2.1 *Impacts of Cruise Tourism*

Tourism is an extremely important economic activity and can play a decisive role in the development of particular regions/countries (Stepchenkova & Shichkova, 2017). Tourism entered the twenty-first century as one of the most important industries in the world (Ferreira & Sousa, 2020; Vareiro, Sousa, & Silva, 2020). Increased incomes, improved living conditions, better accessibility (transport and communication networks) and increased vacation time have stimulated tourism as an industry of enormous potential, contributing decisively to the economic and social prosperity of several countries.

Recently, Yang, Zhang, and Chen (2020) demonstrated that infectious disease outbreaks (including COVID-19) impeded on tourism growth given the industry's reliance on human mobility. At the same time, however, the threats international tourism poses to global public health during a pandemic should also be well recognized (Farzanegan et al., 2021). According to Renaud (2020), the COVID-19 pandemic can have a profound impact on power relations between cruise companies and their passengers and destination stakeholders in the sense that the companies' future operation can be largely contingent on attitudes of their passengers and destination stakeholders toward cruise tourism in the face of public health risk (Lu & Zheng, 2021). Crisis is a widely discussed topic in tourism literature (Ahmad, Jamaludin, Zuraimi, & Valeri, 2020; Chemli, Toanoglou, & Valeri, 2020; Jin, Qu, & Bao, 2019; Kumar, Valeri, & Asthana, 2021; Liu, Pennington-Gray, & Krieger, 2016; Pan, Shu, Kitterlin-Lynch, & Beckman, 2021).

The study of consumer behaviour has gained particular interest in recent years in multiple contexts, notably with digital age development (Santos, Ramos, Sousa, & Valeri, 2021a; Sousa, Ramos, & Valeri, 2021b; Xie, Qian, & Wang, 2021). Tourism is a good example, assuming itself as a multifaceted and geographically complex activity, and tourism increasingly generates new (and different) market segments with different individual interests (Sousa & Alves, 2019; Sousa, Magalhães, & Soares, 2021).

Considering the rapid growth that the cruise tourism sector has seen in recent years, often disproportionately, especially in developing countries, it is crucial to bear in mind its impacts. This issue of the impacts of cruise tourism on the destinations through which it passes has been the subject of several studies (MacNeill & Wozniak, 2018), being the issue of sustainability, an aspect considered indispensable to control the effects of what is already called mass tourism by sea (Amorim, Andrade, Tarlow, Mariotti, & Cardona, 2012).

Along with the positive effects associated with the growth and great potential of cruise tourism, there are also negative impacts on the receiving communities, related to environmental, social and economic problems (Ponton & Asero, 2018).

In economic terms, we can speak of direct, indirect, or induced effects. The expenses made in goods and services directly to the ships, by passengers and crew, constitute the direct economic effects. Indirect effects are associated with direct

suppliers' expenses, such as the purchase of goods from other companies. The induced economic effects arise from the direct and indirect beneficiaries' expenditure resulting from their increased income. However, the cruise industry's economic contribution depends on the type of port, which may be a port of call or a homeport. The passenger spends less time in the former since it is an intermediate stop along the cruise itinerary. Homeport is the destination where the cruise begins and ends its journey (Brida & Zapata, 2010).

Thus, according to the same authors (Brida & Zapata, 2010), it may cause direct impacts on various industry segments such as transport, catering or hospitality since a large part of the passengers spend at least one night in that port before embarking on the cruise.

The economic effects on businesses located in the lands through which the cruises pass are affected by the fact that cruise ships include transport, accommodation (with meals included), entertainment and tour agencies, acting as direct competitors. On the other hand, still according to Brida and Zapata (2010), the intensity of economic effects is conditioned by the possibility that passengers may choose not to disembark at the ports of call, by the size that these ports have and also by the capital investment required for the construction and maintenance of the infrastructure necessary for the existence of a ship port.

Being highly sought for contemplating most amenities in a single tourist package, cruise tourism ends up benefiting, above all, the cruise companies (Brida & Zapata, 2010), to the extent that:

- A large part of the activities in destinations are sold onboard, and the company often takes 50% or more of the amount paid by the tourist;
- Tour operators wishing to advertise on board have to pay the cruise line in question;
- Some of the most significant cruise lines have a private island, thus obtaining all revenue from the goods and services provided there;
- They dominate the operation of tours and shore excursions by controlling local operators who are subject to the prices stipulated by the cruise companies and the uncertainty of carrying out their activity until one or two days before passengers arrive at the port (as these are activities sold onboard), fearing the risk of losing their business if they do not cooperate.

In environmental terms, the most controversial impacts currently arise. According to Johnson (2002, p. 263), this type of tourism is associated with: modifications to the natural and already built environments in order to equip destinations to receive cruise ships, causing, consequently, the loss of natural habitats; the use of energy, water and others, as anti-fouling that result in accidental or deliberate damage to marine ecosystems; effects associated with the transport of passengers in homeports and ports of call; recreational activities in wildlife, which cause disturbances and litter and pressure on endangered species. Also, in the study by Caric and Mackelworth (2014) serious problems associated with this tourist activity are pointed out as: organic and inorganic waste in

gaseous, liquid and solid form resulting from cruise emissions, discharges of organic waste and toxic material, emissions of pollutant gases existing in used fuels, discharge of wastewater and ballast water, use of biocides, physical disturbance of animals and collision and noise and light pollution.

The growth of the cruise industry, therefore, appears to conflict with the sustainability paradigm against the backdrop of an increasingly fragile ecosystem.

(Ponton & Asero, 2018, p. 57)

Considering these impacts, it has been a concern of cruise ships and many companies, adopting several green measures. Although these companies consider and advertise themselves as eco-friendly, there is still a long way to go for this tourism industry's sustainability (Ponton & Asero, 2018).

Although many of the socio-cultural impacts of cruise tourism are similar to those identified for the tourism sector in general terms, some differentiating factors can be pointed out (Brida & Zapata, 2010): Concentration in the same space of cruise passengers, residents and tourists staying on holiday in that same destination; Adoption of visitors' habits and routines (e.g. competition for space, especially in small destinations where the ratio of tourists per resident is high); and Labour issues where as they sail under Flags of Convenience, cruise lines do not have to pay a legal minimum wage and therefore jobs are often seen as exploitative due to long hours and low wages.

In a study conducted by MacNeill and Wozniak (2018) on the impacts of cruise tourism in Trujillo in Honduras, the authors conclude that the numerous benefits pointed out during studies to assess the feasibility of building a cruise port in Trujillo ended up not coinciding with the reality studied after its construction and activity. The authors refer that there were benefits in social capital and security, but these were overshadowed by an increase in corruption and environmental costs and a decrease in residents' ability to provide for everyday needs. The topic of residents' attitudes towards tourism development has been analyzed by many authors (e.g. Sousa et al., 2021; Vareiro, Ribeiro, & Remoaldo, 2019). In short, ensuring sustainable development of the industry (Lubowiecki-Vikuk, Bojan, & Sousa, 2020; Renaud, 2020) in a given destination is a very demanding task, and there is still much to be done to combat the negative impacts of cruise tourism (MacNeill & Wozniak, 2018).

2.2 River Tourism on the Douro River

River cruises are, nowadays, a relevant reality in the sector. It is a tourist offer sector different from maritime cruises since, given the geographical limitations of the river channels, they comprise smaller vessels (their average capacity is between 150 and 300 passengers), with routes that can be done in only one day and with itineraries that combine navigation with activities on land.

River cruises, as a complement to a tourist itinerary, gain strength when the theme is to know the destination and where the relationship of the cruise with the place visited is evident. Rivers, in this context, are ways that, in addition to bringing products to the interior for several centuries, in a new dynamic are also a way to take the tourist inside each location. Cruises can become a way of visiting the place from a new perspective, observation, photography and landscape contemplation, as well as knowing the local cuisine, usually offered on cruises with the option of this service.

(Amorim et al., 2012, p. 58)

The conditions of the boats and the different 'routes and offers in the navigable rivers of the world become a great ally in the dissemination of the place, beyond the seacoast' (Amorim et al., 2012, p. 52). Currently, it is mainly in Europe that the largest offer of river cruises is concentrated. The activity was started by the rivers and canals of the European continent and is now being extended to other countries with navigable rivers worldwide.

In the case of the Douro, only after the river's opening to navigability for passenger boats, river tourism's evolution in the region becomes possible. In 2015, in the Tourism Marketing Strategy of Porto and North Portugal, a given region's tourism products were defined for the period between 2015 and 2020. At a regional level, namely in the Douro territory, Nautical Tourism (cruises and tours on the Douro River) were defined as Anchor Products of the destination (Bernardo, 2018). Nautical Tourism in the Douro River has been growing significantly. Data on the evolution of the number of passengers on the Douro Waterway reveal very significant growth rates since the year 2014, with the total number of passengers evolving from 615,361 to 1,282 241 in the year 2017. It should be noted that included in these figures are passengers sailing on hotel boats which grew from 53,070 in 2014 to 85,402 in 2018. This expansion becomes possible from year to year because the number of operators and boats on the Douro River is constantly growing – going from 36 operators with 92 boats in 2014 to 77 and 171, respectively, in the year 2018, and 21 of these boats are hotel ships with a total capacity of 2,851 passengers.

Along the river, between dams and locks, the landscape becomes an element of identity that makes the Douro River a testimony to the construction and development of its banks, as well as its important role in communication between people, products and territories.

(Amorim et al., 2012, pp. 58–59)

Of all the operators currently operating on the Douro River, there are four that stand out in terms of hotel ships: Viking Cruises Portugal, owner of the ships *Viking Hemming*, *Viking Helgrim*, *Viking Torgil* and *Viking Osfrid*; Scenic Tours, with its ships *Scenic Azure* and *Scenic Emerald*; Croisi Europe, owner of the ships

Vasco da Gama, Gil Eanes, Infante D. Henrique and Amália Rodrigues and Miguel Torga; Douro Azul, owner of the ships *Douro Spirit*, *Queen Isabel*, *Douro Elegance*, *Spirit of Chartwell*, *La Rosa*, *AmaDouro*, *AmaDouro Splendour* and *Miguel Torga*. Henrique and Amália Rodrigues and Miguel Torga; Douro Azul, owner of the ships *Douro Spirit*, *Queen Isabel*, *Douro Elegance*, *Spirit of Chartwell*, *Douro Splendour*, *La Rosa*, *AmaDouro*, *Amavida*, *Douro Cruiser* and *Alto Douro*. These operators provide a total of 21 hotel ship vessels on the river, with the Douro Azul company chartering most of its ships to different agencies.

That said, taking into account the number of hotel ships circulating in the Douro and the number of tourists that this type of tourism brings to the region, it becomes increasingly important to have a careful perception of the impacts that this industry brings daily to the Douro Valley.

3. Methodology

This topic presents the methodology used to develop the work. It describes the stages and procedures taken to achieve the intended objectives and to answer the starting question: What is the impact of river tourism, specifically cruise ships, on the development of the Alto Douro Wine Region? To find an answer to this question, it was decided to adopt a qualitative, less structured and predetermined methodology, which is characterized by being more exploratory comparing with the quantitative one, since it allows the interviewees to think, digress and answer freely about the subject in question.

According to Malhotra (2002, p. 155), the use of a qualitative research model ‘provides a better insight and understanding of the context of the problem, while quantitative research seeks to quantify data and apply some form of statistical analysis’. Therefore, we consider this methodology to be the most appropriate for the investigation since it sought to develop ideas and concepts from the interpretation of the answers obtained and not to quantify and generalize results (Cohen & Manion, 1994).

This research has as its general objective the answer to the starting question: What is the impact of river tourism, specifically cruise ship, on the Alto Douro Wine Region’s development? The aim is then to understand the contribution of river tourism to the development of the Region. This research aims to achieve the specific objectives related to understanding how river tourism, mainly cruise ship, has contributed to the development and economically, environmentally and socially affected the Region under study.

The methodology applied in this research is based on a qualitative method supported by semi-structured interviews. For the semi-structured interviews, the decision to choose this method was based on the fact that, from the open response, it was easier for stakeholders to share experiences and perspectives. Previously there was a thoughtful decision-making on the topics and issues to be addressed ensuring, during their realization, the necessary flexibility for the interviewees to freely ramble on the issues in question and any other that arises during the situation. The researchers chose participants for data collection with

the criterion of relevance to the study context. For the interviews, we decided to select the owner of a local Pinhão store, the captain of the Viking Hemming cruise ship, the representative of Tourism of Porto and Northern Portugal of the delegation of Lamego, and the head of Enoteca Quinta da Avessada in Favaios. After collecting the data, we proceeded to the next phase of analysis and interpretation by the researchers, which results in the creation of analysis topics/themes described in the results analysis research.

4. Results and Discussion

This research analyzes the data collected through semi-structured interviews conducted with people from different areas, positions and backgrounds, but with the common denominator to perform functions in the Alto Douro Wine Region in different jobs and locations.

We present an analysis of the results obtained in the interviews with Interv_D, captain of the Viking Hemming cruise ship, Interv_A, responsible for the Enoteca Quinta da Avessada in Favaios, Interv_B, senior technician and coordinator of the Product and Markets Management Center of Lamego delegation from Porto and Northern Portugal Tourism, and Interv_C, owner of the Guedes Drugstore in Pinhão. These interviews are a fundamental part of this research. By contacting different people and entities of the Region, it was intended to understand how river tourism on the Douro River influences the surrounding localities. This method tried to know the habits, behaviours and relationships between the local population and the tourists, being possible to analyze the potentialities and problems of the Region in this tourist aspect.

The system of choosing the visiting points was based on an attempt to cover the different areas of the Alto Douro Wine Region where cruise tourism operates, from Peso da Régua to Barca D'Alva.

All interviews were in person and aimed to understand those on the ground about the impacts of cruise tourism on the Douro River for the development of the Region. In this sense, interviews followed a script adapted to each interviewee, but with a common thread and themes that included some of the following points:

- Professional Position
- If the business/entity they represent is directly linked to tourism
- Importance of the Douro river and cruise tourism for the development of the Region
- Positive and negative impacts of this type of tourism
- Measures to be taken regarding impacts and by whom
- The increase in cruise ship fleet

4.1 Economic Aspects

Economically, all respondents find positive aspects. Interv_A states that in Favaios, the evolution is notorious. From the increase in visits to Quinta da

Avessada, Luís also increased the number of employees and also a tourist interest in Favaios as a parish, which boosted the emergence of new jobs and consequent improvement in the quality of life of the local population in Favaios.

For us locals this meant that at this moment we had 37 local employees from the Douro region, by the way, this Thursday nobody works outside the Region (...) the museum was built four years ago closed, ready, but closed, there were no tourists, (...) the winery, it was essential to promote their physical space and their products. What happens now is that the museum has seven or eight staff, is open every day; the winery has made an investment of not sure how many thousands of euros to make a modern and prepared proof room for tourists. I usually say it is not only the 37 employees of the Quinta who already have families, some of whom live above the average of most other villages, especially stable. It also has seven employees in the museum that operates daily, which is a hub of the Régua museum, and which receives as many Favaios people as Régua – you have to think – is as profitable as one of the states being in the municipality. Bakeries that had a car of 90 or 89 now have cars of 2010 or 2008, i.e., the very equipment that baker has to move to distribute bread reflects an economic improvement here to have better conditions and equipment for continuing their activity. Furthermore, the cellar did not have a tour clerk because I was the one who did everything, and now there are three clerks to visit. This is all from Quinta da Avessada. Everything beyond the 37 here. Notice, in the socio-economic aspect, it is essential.

(Illustrative phrases in the context of the semi-structured interview with Interv_A)

In the view of Interv_D and Interv_B, both passengers and crew – who ultimately play a vital role in the local economy – bring daily economic growth.

(...) these villages had the possibility of exponentially increasing trade with the access of tourists and the ship's own crew, we have several cases like Barca D'Alva, Pinhão, Régua has always been a small town but already with some tourism but which has increased exponentially with hotels (...).

(Illustrative phrase in the context of the semi-structured interview with Interv_D)

(...) they (the crew) end up creating some habits in these docking places. I know some people work onboard who sometimes end up settling in some of these locations because they have family there

or property or met someone there and end up returning to the smaller places and not having to settle in Porto and big cities (...).

(Illustrative phrase in the context of the semi-structured interview with Interv_B)

According to Interv_B, a less optimistic view is that cruise ship passengers do not significantly impact the local economy since when they travel to the Douro, they come with an acquired tourism package that includes meals, accommodation and animation. Paula says it is changing since the appearance of new operators in the river.

While Douro Azul had a monopoly on cruise ships and there were other operators who were not of the same size but who already had a long history of navigating the Douro, I believe that people actually felt that more. They felt that the tourists did not leave the riverfront; they went to visit some wine estates and came back to the boat, ate in the boat, the animation was done in the boat...

(Illustrative phrases in the context of the semi-structured interview to Interv_B)

4.2 Sociocultural Aspects

Regarding the social aspects arising from the tourism of cruise ships, the head of Enoteca Quinta da Avesada says that the parish of Favaios has been really impacting. Facts such as the travel of the president of one of the major river operators to the town with a good speech to the population, the reassurance that cruise ship tourists give as they do not uncheck last-minute visits or the tipping issue that much helps the population to live new experiences.

The Viking president came by helicopter to visit the land, and it seemed that the president of the Republic was coming and made a terrifying announcement, telling the population of Favaios to prepare because in the coming years there would be not one, but the four boats of the operator coming to the locality.

The tourists' very tip made the school kids take their first flight to Lisbon by plane, and the nursing home users spend three days in S. Miguel with everything paid. So, we are talking about the social aspect, this would not happen if there were no tourists from river tourism. Thanks to partners who promised and fulfilled.

The tourists coming from the ships are a guarantee because they have everything checked, and regardless of the weather, they always come, unlike the Portuguese who, given their proximity,

end up unchecked at the last minute and cannot plan for the future with sustainability.

(Illustrative phrases in the context of the semi-structured interview with Interv_A)

However, all this constant travel of tourists (around 400 divided by four days a week, only one operator) in a parish as small as Favaios causes changes to the local population's normal routine and, for Luís, this is the most challenging aspect to manage, viewed by himself as a negative aspect of this type of tourism (Valeri & Katsoni, 2021).

To minimize these social impacts, the owner of Avessada ends up trying to gather the population sporadically to evaluate the effects of this type of tourism in Favaios and make them realize that the positive effects outweigh the negative ones.

Interv_C opinion merges Interv_A's point of view because also in Pinhão, it is difficult for the local population to move normally daily.

(...) there is more traffic, more confusion, Pinhão is a small land, they had to order something else. In terms of careers and cars, it is more people. It is natural that with more buses it is more difficult to travel, there is only one street Pinhão.

(Illustrative phrase in the context of the semi-structured interview with Interv_C)

Porto and North's representative reports that this exponential increase in tourism in the Region has also brought the demand for specialized human resources and thus the emergence of schools and courses related to the area to meet market needs. All this reflects the population, which ends up getting involved and specializing in the industry. From a less positive perspective, Paula believes that there is still resistance from populations, especially older generations, to change and progress. The technique thinks that it would be more beneficial for everyone if there were more synergies and more networking (Baggio & Valeri, 2020; Valeri, 2016; Valeri & Baggio, 2020a, 2020b, 2021).

4.3 Environmental Aspects

This is the topic where the balance between positive and negative impacts may be more identical, sometimes tending more towards negative ones.

According to Captain Interv_D, most of the Douro River vessels are not prepared for water treatment, and the berths are not always prepared for the number of ships they receive, as far as garbage disposal sites are concerned.

We can also underline the fact that we still have older vessels that are not prepared with water treatments and everything else and that sometimes can make direct discharges to the river which can

cause pollution and look bad (...). We often have to stop where we got there, and we do not have room to put the trash. Which forces you to leave the garbage out of the bins or else to leave the garbage in the ship one more night waiting for someone to pick up (and this often happens very often).

(Illustrative phrase in the context of the semi-structured interview with Interv_D)

For Interv_B, environmental issue has always been one of the most difficult factors to control, but she believes that much has been done and that thanks to nautical tourism, some measures have already been taken to combat the negative environmental aspects.

Interv_D points out that although old vessels are still in circulation, there are already changes taking place to minimize ships' environmental effects.

Changes are already observed, but there is still a long way to go in this area, mainly involving the awareness and accountability of all involved, directly and indirectly, in this industry.

5. Conclusions, Limitations and Future Research

The present research highlights the role of cruise ships in the development of the Alto Douro Wine Region. The analysis of the collected data reveals, for the most part, satisfactory results in the context of the economic, social and environmental impacts resulting from this type of tourism. Therefore, and according to Toanoglou, Chemli, and Valeri (2021), as we are going through the COVID-19 pandemic, and while the number of incidents, infected individuals and related deaths is growing, we experience various reactions and impacts on a national, regional and global scale (e.g. cruise tourism). As COVID-19 spread started globally from China to the rest of the world, in the APAC region, North America, Africa and Europe, the virus is as contagious economically as it is medically. Social media has been continuously reporting the situation at the national or regional level. According to Renaud (2020), the COVID-19 pandemic can have a profound impact on power relations between cruise companies and their passengers and destination stakeholders in the sense that the companies' future operation can be largely contingent on attitudes of their passengers and destination stakeholders toward cruise tourism in the face of public health risk (Lu & Zheng, 2021; Valeri & Baggio, 2020c). Crisis is a widely discussed topic in tourism literature (Jin et al., 2019; Liu et al., 2016; Pan et al., 2021). COVID-19 triggered an unprecedented global health and economic crisis with severe, and potentially structural, consequences for the cruise world (Papachristou, Pallis, & Vaggelas, 2020). According to Farzanegan et al. (2021), key cruise industry players such as Carnival, Royal Caribbean and Norwegian have witnessed a rapid rise in COVID-19 cases among passengers and crew members.

The present research, which included four semi-structured interviews, aimed to understand (post-pandemic) cruise ship tourism's influence in the Douro region.

The results showed that cruise tourism on the Douro River has a direct impact on the development of the Region where, in general, the positive aspects that come from this type of tourism outweigh the negative ones.

Cruise ship tourism in the Douro River is directly related to the economic, environmental and sociocultural development of the Alto Douro Vinhateiro Demarcated Region. Furthermore, based on the results obtained, the impacts of this type of tourism are mostly positive. Although fewer in number, the negative impacts require constant concern and minimization for this industry to be sustainable now and in the future.

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