**Project Title:**

Towards a sustainable cruise industry by building resilience to climate change

**Project Description/Summary/Objectives:**

The cruise shipping industry, the fastest growing sector of the tourism industry, is growing globally at approximately 5% per year, with more than 22 million passengers travelling in 2014. The Caribbean and Europe are currently the major cruise destinations; however, the greatest potential for growth is Australasia, which grew by over 20% in the past year (Cruise Down Under Report 2014-2015). In Australia, the industry directly contributed $1.953 billion to the economy in 2014-15, with increasing cruise ship visits and more days in ports.

The major benefactors from the cruise industry include the port cities, the regions proximal to the port, the tourism operators and associated regional businesses, all of which have a vested interest in the continuation of their port city as a cruise destination. However, macro-environmental changes associated with climate change may significantly impact on the cruise destination choice. Recent research undertaken by Ng, Chen, Cahoon and Brooks (2013) found that senior port managers believe that climate change may result in some Australian cruise destinations becoming unattractive to passengers and thus cruise lines. This research thus aims to determine the extent that climate change may impact on the selection of Australian cruise destinations for both domestic and international cruises and the ensuing economic impact on regional economies; and to investigate how integration between those benefactors improves customer satisfaction and will also act to build greater levels of resilience to climate change effects on cruise destination choice than could be achieved by individual organisations or operators.

**More information:**

Please contact [Dr Peggy Chen](mailto:Dr Peggy Chen), [Dr Stephen Cahoon](mailto:Dr Stephen Cahoon), [Dr Hilary Pateman](mailto:Dr Hilary Pateman) for more information on the Project

Please contact [Research.North@utas.edu.au](mailto:Research.North@utas.edu.au) for information on application procedures