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Anti-Money Laundering and Terrorist Financing Compliance as a Sustainability Factor in the Tourism Industry - Economic Crime in the Perspective of Reputation Management and Social Responsibility in the Cruise Industry

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Abstract

The cruise industry nowadays is an industry that attracts thousands of tourists. Tourists however today have become independent and are seeking for details on their trips with the help of the Web 2.0. In this research, management reputation and anti-money laundering and terrorist financing compliance as a sustainability factor in the tourism industry are examined in detail, which is highly based on the comments of reviewers on the Internet that an interested in cruising person, takes under consideration. For the needs of this dissertation, tourism is examined in detail together with the reputation parameters including economic crime and the researcher presents a detailed analysis on the tourism changes and reputation needs of the specific industry. The researcher concludes that the cruise industry is highly dependent on the reputation of Web 2.0 and the social media, however one should not leave aside the traditional channels.

1.1 Introduction

The cruise industry is a dynamically growing sector of tourism, which, although steadily developing over the last fifty years, only a decade ago began to truly engage tourism and maritime policy players, both internationally and domestically. In today's cruise market, while considered globalized, there are few who make the decision, define the developments and make the most of their development. However, there is a tendency of other factors to be added, which aim to make benefit from the development of cruise tourism.

Those who take advantage of the cruise are undoubtedly the big companies, which are divided into two world-class poles that define the conditions of demand and supply, set the stage and set the terms of the game. Cruise companies, having already established their strong presence in the major cruise destinations, are expanding their activity to new mostly unknown destinations, which they either seek for or create. At the same time, they are developing strategies for finding new activities and services in the so-called traditional cruise destinations, while maintaining a central and consistent customer base.

The shift of the cruise companies to the east market, like Asia and Australia, at the same time, leads to more opportunities for growth and new benefits, and poses more challenges and greater risks. The difficulty of this venture lies in the fact that companies and all the cruise operators must convince their traditional customers to try alternative tourism experiences in markets they know almost nothing about. Similarly, they are urged to persuade potential travelers from the east, who until a few years ago traveled scarce, to adopt an unprecedented trend of seeking a holiday destination, even choosing to do so by sea.

In this new-fashioned cruise scene, old and traditional destinations run the risk of mislaying customers, weakening and losing a significant portion of their revenue. Greece and the its cruise ship ports are on the verge of this change, as they may not be among the major cruise destinations while there may be options for alternative cruise ships launched in the recent years. In order for Greece and the local cruise ports to seize the opportunity in the country, they have to develop actions, initiatives, partnerships and innovation while they must pay attention to their social

responsibility. This way they will only be able to overcome the problems and difficulties when all public and private actors responsible for designing strategic development for the tourism and maritime industries act insightfully, promptly and fully geared to new developments.

Amidst this general climate change in international cruise ship, many ports which are located in very important geostrategic points have the opportunity to build on their undeniable strengths to make them a prominent destination. In addition to the medium and long-term strategic planning, direct and seemingly 'simple' intervention policies at the level of cooperation, understanding and communication with key players in the cruise, tourist and cruise industry can work on the same way. Technology and new information processes and communication, upgrading and modernization of infrastructures and services, cooperation can boost collaboration with all local public and private actors active in every sector of the economy, production and trade.

1.2 Research questions

In the context described above, the aim of this research work is to highlight the social responsibility of the cruise industry, which depends on and is determined by how operators manage and exploit the strengths and weaknesses of an existing harbor and of all popular tourist areas. To this end, the present thesis addresses the following research questions:

1. Can social responsibility be based on new technologies and reshape its image even if ruined in tourism areas?

The first question focuses on the social media importance in the case of tourism damage. On the other hand, the following second question focuses on the reshaping of the image of a place with the help of the contemporary media and is given below:

2. Can the image of a place change despite the news that circulate all over the internet affecting tourism and cruise?

The first research question has been chosen due to the fact that as drug and violence mafias have become a dominant part of tourism today, criminal logics have taken

place in several tourist areas all over the world in the whole tourism sector. This means that black money and drug mafias also affect the cruise industry and thus, the image of places and cruise businesses is altered by the violence and corruption practices. Even though many cruise businesses try to reshape their image by making social responsibility actions, it is not always possible for the bad image to be changed, as the news travel fast through the social media and thus the business image may be ruined. More to that, economic crime and money laundering in most cases is a chain process and thus, cannot be easily located, affecting the image of the cruise and the tourism destinations deeply and in the long run.

Secondly, even if tourism creates chances of employment, in some cases criminals find opportunities in introducing their malware practices on the benefit of committing major crimes in those areas where people have chosen to spend some time away from home and work and at the same time, money on resting.

As far as the second research question is concerned, due to the fact that reputation is affected by good social responsibility practices, it must be investigated with regards to the protection of the image of a tourist destination or business such as the cruising industry. Capital assets generate coastal corruption as money circulates and thus even though transformation takes place quickly, corruption lowers the prices of big cities that accept cruise ships and several other forms of money spending tourism, leading in the lowering of the prices of real estate. Even though media practices try to alter this image, the bad news circulate on the social media and tourists in some cases choose to change their choice of visiting places by cruise or spend some time in some coastal areas that in the end, appear corrupted.

In order to investigate the research questions described above, the method of case study is applied in this thesis. More specifically secondary research throughout the internet and the more well-known journals and articles regarding tourism, money laundering and the social media are researched in order for the researcher to find out what is their interrelation. The researcher has gathered data and has assembled all the necessary information in a unique doctoral thesis which has not been investigated before as there has never been an interconnection between money laundering, black market practices and social media reputation induction. For this reason, this doctoral thesis constitutes a research gap in the literature.

A secondary data case study research may be based on secondary information which may be copyrighted or accessed freely. The researcher used on this research secondary data which has been supported by the right citation. The research was both based on quantity and quality of the data and while the doctorate thesis was written, the researcher used the citation needed properly. The data was read and properly classified in order to make sense for the findings to be written afterwards, and the text was divided into chapters in order for the information to lead to the right conclusions (Reddy & Agrawal, 2012).

In this context, the thesis consists of a theoretical part (chapters 1-12) and a practical part (chapters 13-14). In the first part, the main key terms of the thesis are analyzed. The second part presents the methodology and the results of the case study.

1.3 Structure of the doctoral thesis

More specifically, the first chapter is the chapter that introduces the reader to the thesis and the research questions.

The second chapter is dedicated to tourism and examines concepts such as maritime tourism and the way in which tourism has developed in Greece as well as the problems it faces and some categories of tourism that are adequately analyzed. Specific issues related to maritime tourism and its culture are also mentioned, as well as water sports and sailing, which is one of the most characteristic recreational activities of the sea in Greece.

The third chapter describes all those details of cruise tourism and the cruise industry which has been developing since 1990 and examines in particular the cost of cruising and the socio-economic factors that affect it.

The fourth chapter deals with the quality of tourism and specifically with the characteristics of the tourist product and alternative tourism as well as the marketing which characterizes the tourist product and the importance of the quality of the tourist product for the customer. In fact, references are made to the tourism policy in Greece

and those elements that characterize the corporate social responsibility of the cruise industry.

The fifth chapter presents tourism in combination with the consumption and satisfaction of the visitor who chooses a tourist destination as well as the importance of technological progress for choosing a tourist destination. There are even details of how the community in an area affects tourism and how tourism is negatively affected by either event such as overcrowding and environmental problems.

The sixth chapter examines one of the key elements of this dissertation, namely corporate social responsibility and the importance of ethics for a business as well as the relationship between corporate social responsibility and sustainability and those elements that raise concerns about how corporate social responsibility applies to tourism.

The seventh chapter is an important chapter for this doctoral thesis as it connects tourism with web 2.0 and highlights elements that are related to how the visitor chooses a tourist destination and the influence that the internet has on the choice of a destination or one of most recreational tourist activities.

The eighth chapter examines the importance of reputation which is one of the key elements of a tourist destination or a recreational tourism activity in general as one of the most distinctive features of tourism activity is the honesty that must exist. For this reason, reputation is viewed at the level of entrepreneurship as well as the fact that some data must be erased when they cause the destruction of the corporate social image.

The ninth chapter examines crime in tourism starting with environmental crimes, drug trafficking, crimes against tourists as well as money laundering through tourism such as sex tourism.

Similarly, Chapter 10 examines the characteristics of crime in tourism and corruption in tourism activities with special reference to yellow tourism.

Chapter 11 examines terrorism and how terrorism can and does affect money laundering. In fact, the corruption of globalized societies is being examined as this action can damage the reputation of a tourist entertainment activity.

Chapter 12, respectively, examines terrorism in relation to corporate social responsibility and how tourism can be protected from negative publicity as its image should be protected.

Chapter 13 examines the methodology of this doctoral dissertation and the selection of the case study as well as the differences between qualitative and quantitative approaches. In fact, the choice of the case study as a methodological tool is justified and its validity and reliability are explained, while the connection of the case study with the data of the specific doctoral thesis and the data obtained is presented.

Chapter 14 analyzes the data obtained regarding the individual characteristics of future cruising and tourism, market trends and marketing strategy that can be applied to cruising in the future of the Global cruise market as well as those areas that are most attracted by cruise tourism. The researcher goes further on the impact of social media on tourism and how social media influences the reputation of cruise line companies who focus on their promotion. The researcher also presents features of cruise competition and how online cruise reputation is influenced by details such as word-of-mouth discussions and customer reviews online. The importance of the digital environment and the way in which modern media affect cruising more than traditional media is highlighted as a company's reputation can be affected by factors such as financial instability, lack of security and environmental violations and terrorism. Finally, some forecasts are provided for the future of cruising and consumer choices today.

In the last chapter, the researcher presents his findings regarding the use of the internet and at the same time highlights findings related to reputation management and events that may affect it, such as terrorism issues, reaching conclusions such as the fact that facebook is the most ideal medium for the user who looks for opinions on the internet. Consequently, cruise companies should give special basis to those data that leak and become known through social media impacting the online reputation of cruise companies and places.

CHAPTER 2 - The characteristics of tourism

2. Literature review

2.1 Maritime tourism

Maritime tourism could be broadly characterized as any tourism activity related to the sea and the coast. By saying "maritime tourism", we usually refer to the special and alternative form of tourism in which the sea is the criterion for its distinction and at the same time the noticeable difference with respect to the dominant form of organized holiday or mass tourism, as well as other special and alternative forms of tourism (Klein, 2006).

Maritime tourism is the special form of tourism in which the consumer - tourist, decides to spend most or all of his or her "onboard" holiday, choosing a boat as a place of residence and entertainment, offering a predetermined maritime program, or a boat in which it can co-decide on the maritime itinerary to be performed. In both cases, a ship is the means of transport (Wu, 2005).

Maritime tourism is the set of tourist activities that take place in the maritime area of a host country while maritime tourism is the tourism whose destination is a boat that will satisfy the customer needs at sea (Klein, 2006).

Marine tourism refers to "a particular form of tourism that is the search for a more direct and more constant contact of the tourist with the ocean. The conceptual approach to maritime tourism includes those human activities that take place in the marine space and are aimed at recreation while according to some researchers in the maritime tourism, they are the only activities where the customer nights are spent (Dowling, 2006).

These definitions are important because they emphasize that marine tourism includes all those activities that take place in coastal areas, such as marine monitoring, cruise tourism, beach walks and so on. That is, the sea is the criterion and the element that differentiates this particular form of tourism from the usual mass forms of tourism. Marine tourism excludes leisure activities such as maritime transport but also leisure activities in lakes and rivers (Klein, 2006).

2.2 Conditions for the development of maritime tourism in Greece

Maritime tourism requires specialized infrastructure, targeted to a niche market and requires special organization in the way it is designed, promoted and offered. Greece has many advantages for the development of marine tourism such as

- Close distances between the islands
- The alternating natural landscape
- The archaeological and historical sites
- The rich cultural tradition
- The varied architectural character
- The excellent climate
- Favorable conditions for sea voyages as the Greek seas that are considered safe enough
- The country's naval tradition
- The hospitality that characterizes all Greeks
- The modern fleet of professional vessels, with capable units of all categories and for clients of all requirements.

Undoubtedly, natural beauty, geographical location, short distances, diversity, history and culture are the competitive advantages of Greece as a cruise destination. Unfortunately, however, they are not the only criteria for selecting cruise companies. The issues of security, infrastructure, easy transportation and accessibility of visitors, but also the market the operators are targeting and attracting, are some key factors in evaluating a destination.

To further develop maritime tourism, therefore, there must be

- Adequate waterfront space
- Large, safe and well-equipped infrastructures
- Good accessibility at the sea
- Good approach to accessing large cruise ships

- Good communications (Gulliksen, 2008).

There must also be

- Infrastructure transport and connection to the main transport networks
- Airport within walking distance
- Modern port facilities, including a passenger terminal
- The development of a wide range of port services
- The promotion of exceptional interests in terms of culture and leisure
- Attractive excursions in the vicinity of the approach port
- Good operation of restaurants, hotels, shopping malls in the surrounding area
- Creation of a new cheaper products to attract new and low-income groups
- Ongoing business growth to boost demand from traditional cruise (US-Canada) low-yield markets (Europe) and to increase demand from emerging markets (Russia-Asia)
- Cooperation between municipalities, port authorities, travel agencies and tour operators to promote the maritime tourism product internationally
- Implementation of training programs for employees in the field of providing better services (Gulliksen, 2008).

However, in addition to the proposals outlined above for the development of maritime tourism in Greece, it is crucial to develop a complete legislative framework that will solve many problems. Among these, it would simplify or modify the provisions relating to professional and private vessels, with the implementation and operation of diving centers or parks, etc.

At this point also lies the serious difficulty Greece faces in exploiting its geophysical maritime and coastal wealth. In addition, the development of maritime tourism implies the application of strategic investment plans in infrastructure projects involving port facilities to provide quality services to ships and passengers.

In particular, it is essential for ports to have the latest specifications, technology and equipment to facilitate safe, fast and efficient supply and porting of passengers, as well as the passage of the customers. The more well-designed and constructed a port is, regardless of the size of the location, the greater are the chances for marine tourism to grow (Gulliksen, 2008).

2.3 Maritime tourism in Greece and its problems

The pathogens that govern the state and public life of the country, the bureaucratic way of administering and operating the services, and the mismanagement and allocation of state funds, affect the tourism industry as well. Due to the fact that tourism is Greece's "heavy" industry, the resulting malfunctions become apparent and necessitate immediate measures to combat them. Today, due to the deep financial crisis that the country has been gone through, there are serious problems that exist and create suffocating situations for the development of maritime tourism. The most important problems of maritime tourism in Greece are:

1. The lack of infrastructure and services. In particular, the lack of marinas and berths in the country is obvious, while in existing marinas the provision of services and support is poor.
2. The high operating costs of Greek professional ships, stemming from various factors, such as the imposition of VAT, the increase in docking fees, the composition of crews, etc.
3. The ever-increasing competition, especially from the Turkish side, because of its advantages (discounts, incentives, advertising, crew composition). It is a fact that Turkish businessmen are approaching Greek shipowners in order to persuade them to make a flag change in order to benefit from the beneficial provisions of Turkish law.
4. Problems with maritime tourism should also be added to those presented by air transport in Greece, such as delays and / or cancellations of flights etc., which annoy or discourage customers of cruise ships and pleasure boats.

5. Finally, the inadequate institutional framework governing the operation of professional vessels.

However, the main problem that the Greek maritime tourism is facing are the serious complexity and inadequacy of the existing legislative framework, which leave Greece far behind in terms of competition and tourist attractiveness.

2.4 Types of maritime tourism

Maritime tourism, depending on the criterion of the particular marine area where the tourist activity takes place and the floating medium used for its development, are dividing the tourism as follows:

- Coastal
- Submarine-Diving
- Water sports
- Sea fishing
- Marine nature tourism
- Marine cultural tourism
- Yachting

2.4.1 Coastal tourism

Coastal Tourism is the tourism whose activities are developed both on the coast and at sea, but also very close to the coast. These can be:

- Beach tourism, including sunbathing, walking on the beach and playing in the sand
- Fishing off the coast
- The observation of marine mammals and birds from the coast
- Monitoring the tide phenomenon

- Enjoying the marine environment
- Swimming
- Surfing
- The windsurfing
- Water skiing
- The parachute
- Recreation by motor (sea bike, sled, scooter)

2.4.2 Canoeing

Canoeing and Kayaking Coastal tourism has developed because of the variety of leisure activities it offers to tourists and research has shown the existence of holiday centers as early as the 19th century. Initially, it was a privilege of the social elites, then it became massive and today during summer it receives the greatest demand. In Europe, 63% of tourists prefer this type of tourism Coastal tourism is based on the exploitation of marine natural resources, which results in a set of services and activities that attract visitors. Coastal tourism is subdivided into bay tourism and beach tourism. The main activities of bay tourism are swimming, water skiing, windsurfing, parasailing, while beach tourism is fishing, walking, beach games and more.

2.4.3 Marine fishing tourism

In fishing tourism, tourists embark on fishing vessels, mainly professional, usually housed in them, with the ultimate goal of not only recreation but also the process of learning or more commonly demonstrating their fishing abilities. It is, in fact, an alternative outlet for fishermen, helping to generate demand from tourists and, most important, compete with other tourism activities that may be developed in one area (Weeden et al., 2011).

It is a widespread form of maritime tourism in the US, mainly due to its low economic cost and the minimal physical effort required to practice it.

In Europe, actions have been taken by the European Fisheries Fund (EDF) aimed at keeping people engaged in fishing at their place of residence while protecting the natural, marine and land environment. Actions so far have been positively valued at both economic and social levels (Weeden et al., 2011).

Regarding the European space, the Italian model of fishing tourism is considered to be the most complete (Weeden et al., 2011). Until today, there has been no systematic development of fisheries tourism in Greece.

Recently, there has been a tendency for tourists to get in touch with the natural environment and therefore travel to remote areas considered unknown when it comes to human intervention. In these places, the visitor enjoys the natural resources whether it is a land or the sea. It is a modern form of tourism that has its origins in the creation of 19th century zoos, where visitors could observe the exotic animals brought by distant seafarers.

In countries that promote this alternative form of tourism, special accommodations are built that integrate with the natural environment, where dolphins, whales, polar bears, birds and other animals can be observed. Today, marine nature tourism accounts for 10% of world tourism. The main activities of marine nature tourism are:

1. Observation, photography and in some cases feeding mammals, such as dolphins, whales and seals. It is stated that wild sea tourism is all those activities aimed at the study, observation and even enjoyment of wild marine life.
2. Creation of protected areas such as national and marine parks, nature reserves, wildlife landscapes, habitats etc. In these areas every effort is made to preserve the uniqueness of the landscape and the existing flora and fauna and to achieve contact and observation of marine animals in their natural habitat.
3. Aquariums. Huge aquariums have been built in coral reefs or even bays where the visitor-tourist is able to observe in the natural environment (Weeden et al., 2011).

2.4.4 Maritime tourism and culture

In the context of maritime cultural tourism, the visitor explores the cultural heritage of a place while at the same time he or she is providing significant economic and social benefits in less developed areas, respecting the principles of sustainability and protecting the natural environment. At the heart of this non-mass tourism model is the

maritime heritage and the emergence of a human's strong bond with the sea. The main activities of marine nature tourism are:

1. Cultural Sea routes. By creating guided tours based on a thematic basis, combined with events such as cultural conferences, festivals, etc., tourists are able to discover and live again the cultural history of an area.
2. Representation of nautical events. The organization of maritime events is a major attraction for tourists. The representation may relate to a particular nautical event.
3. Ship museums, such as the Averoff battleship in our country, which either participated in historic times or may be examples of shipbuilding art that tends to disappear. Museum ships can be docked at a port as part of a naval museum or be a self-contained destination.
4. Shipbuilding museums. These are shipbuilders' laboratories, carnivals and other facilities where the visiting tourist can learn about traditional shipbuilding techniques.

2.4.5 Water sports tourism

In the framework of maritime tourism sport activities (amateur or professional) carried out at sea can also be included. Such activities are individual or group-based such as windsurfing, water skiing, jet skiing and activities such as diving, snorkeling, etc. Water sports activities can only be integrated into water tourism if they are an essential element of the tourist holiday and the purpose of the trip. The need for people to take advantage of leisure time through sport has created new products and services that address the need for a combination of entertainment and sport (Raub & Streit, 2006).

Despite the long-standing relationship between tourism and sport, sport tourism is considered a phenomenon of the modern era, as it has only acquired its own entity in the sports and tourism industry in the recent years.

Sport tourism as a combination of these two very popular activities attracts great interest, has great potential for growth and development and has great economic and social importance (Sun et al., 2014).

It has been supported over the years that maritime events have become a major attraction for the regions that host them. They are usually organized annually and

attended by thousands of people, many of whom are tourists. The main forms of organizing such events are swimming competitions, rowing competitions, fishing competitions, motorboat competitions and more (Braun et al., 2002).

By combining two of the most popular activities, maritime sports tourism has managed to attract a significant number of stakeholders by acquiring the corresponding economic, social and cultural importance. As a consequence, maritime sports tourism is characterized by a fast growth rate, great potential for development and the special interest it generates in all those involved in the tourism industry, that is, operators and consumers.

2.4.6 Underwater tourism

Underwater tourism boasts destinations that host historic wrecks, which today are a refuge for important marine flora and fauna. The visitor of these areas is attracted by the mystery that covers these wrecks and wishes to discover them himself. The development of this tourism model has been highly favored by the use of new technological means, which has reduced the risks and potential of accidents and made it safe. Underwater tourism was promoted worldwide by Cousteau's missions, which contributed to the dissemination of underwater wealth to the general public and prompted many people to engage with it. Underwater diving is free, that is, without the use of an oxygen bottle (free diving), with snorkeling, using scuba diving and surface supplied diving (Braun et al., 2002).

Diving is a distinct and thriving leisure sector, with a significant economic impact on the destination. It is estimated that in Europe, about 3.5 million people are involved in scuba diving, who spend an average of ten nights staying in a special place. At the same time, multiple infrastructures and services are being created to serve them, such as training schools, diving equipment stores, boats for the divers to dive in etc. Popular diving destinations are Italy, Cyprus, Turkey, Egypt and Malta. In Greece, although there are some 3,000 islands and 13,600 kilometers of coastline, diving tourism is not developed, mainly due to the restrictions on archaeological services in the areas of interest (Dowling, 2006).

2.4.7 Yachting

Yachting offers the traveler the opportunity to reach the desired port, stay there without restrictions, develop various activities (such as swimming, diving, sunbathing, etc.) and being inspired by a feeling of autonomy. The yacht tour combines direct contact with the sea, the enjoyment of navigation, the choice of alternative and inaccessible areas. Although yachting is preferred by higher income tourists, its demand is steadily increasing, which has made it the most exchange-rate and productive form of maritime tourism. Yachting is by ownership or rent include crewed boats. A prerequisite for renting is having a recognized sailing diploma, which does not include fueling (Dowling, 2006).

In Greece, yachting is governed by Law 438/1976, which requires that commercial yachts (sailboats or motor boats) for hire must have a minimum length of six meters and cover a fare of 150 days in three years. Yachting is divided into categories depending on the boat and the services offered. There are small helicopter flotillas, with four to six seats each, which are offered for group tours in inaccessible areas, people who need to be accompanied by a captain, an engineer and a tour guide. This category accounts for 15% of worldwide chartering and is aimed at people who have no such experience. There are also the bareboats, which do not have a permanent crew and are their landlord. This category is the most popular category in yachts since it covers about 80% of worldwide chartering. Finally, there are the crewed yachts, which have an average length of over 15m and can accommodate 10-12 people. This category covers 5% of worldwide chartering.

An alternative classification of yachts relates to the mode of movement. There are motor yachts, which have a crew of six to thirty people on board, usually overseas tourists, sailing yachts and motor sailers. The latter are the most popular category of yachts. The decisive factor for the development of yachting is the existence or creation of marinas and ports of refuge, which offer essential services such as fueling, refueling, repair or maintenance, etc (Braun et al., 2002).

2.5 The Mediterranean and maritime tourism

Since the second half of the 20th century, the Mediterranean region has been at the center of tourist interest. The main attractions were the areas of the northern basin from the Aegean to Gibraltar, with most of the tourists coming from North America,

Italy, France and Spain that are now the undisputed forces of maritime tourism while Greece, Turkey, Cyprus, Malta and Croatia, although well developed in terms of maritime tourism, lag far behind traditional westerns (Dowling, 2006).

The limited berths in the Mediterranean's top tourist destinations and increased demand have led to over-pricing, which has led companies and travel agents to look for other outlets. As a result, there has been an increase in demand for berths on the southeast and northeast coasts of the basin, and consequently an increase in port infrastructure construction. Turkey, took advantage of its natural coastal potential, built modern marinas and expanded shipbuilding units. At the same time, Turkey, since 2010, has managed to win the operation of vessels destined for Greece, offering very competitive prices and a greater number of seats, and Dogus has acquired significant Greek marinas, which it holds (Brida & Aguirre, 2008).

Particularly dynamic in the Eastern Mediterranean region is the tourism development of Cyprus, which can either be a major tourist destination or be combined, as a secondary destination, with trips to the Middle East, such as Israel. It has significant mooring facilities in Larnaca and Limassol areas, and plans strategies to lengthen the tourist season and attract large financial tourists. To achieve the above objectives, the construction of new marina ports in Pafos, Ayia Napa and Paralimni area is planned, both in berths and in the ships, estimated at 30 meters in length (Brida & Aguirre, 2008).

Italy, though it is one of the foremost tourist destinations, not only in the Mediterranean but also worldwide, continues to invest in the modernization, expansion and remodeling policy of marinas, with the ultimate aim of overcoming the 50,000 berths (Dowling, 2006).

Together with Spain and France, they cover about 75% of the docking needs of the entire Mediterranean while also hosting large cruise facilities. According to recent data, Malta has four marinas with a total capacity of 4,000 berths, while in the Balkans, Croatia has emerged as a land-based force, which is the center of yachting, not only in the Adriatic and the Mediterranean, but also internationally. Along the Dalmatian coast, more than 100 marinas have been built over the last decade, anchoring a large number of Italian flag vessels. Croatia is trying to follow

Montenegro, where the construction of four modern marinas is already under way (Brida & Aguirre, 2008).

CHAPTER 3 - The details of the cruise industry

3.1 The cruise industry

A cruise is a leisure trip with a dedicated passenger ship, called a cruise ship, in fact it is a floating hotel that has the ability to offer all the products and services a regular hotel offers. Cruises are organized tours with specially designed ships. A cruise is a round-trip on a passenger boat, departing from a port and ending at it, after completing a visit to one or more ports of destination. The ultimate goal is the recreation of the tourists it carries (Han et al., 2018).

A key advantage of cruise ships over land-based tourist resorts is their mobility, or the demilitarization of the tourism product they offer, thereby allowing their growth to be based on a much more flexible business model that can take full advantage of their geographic location, capacity of the ship and seasonality. It is important to bear in mind that cruise ships themselves are now among the tourist resorts worldwide, as this is the crucial factor that helps one understand their activities (Brida & Aguirre, 2008).

The cruise ship offers the opportunity for a large number of travelers to visit major ports after long journeys, as opposed to a sailboat or motor yacht that gives porters the opportunity to access small ports after short journeys.

The four pillars of cruise attraction are history, culture, religion and entertainment.

The specificity of the cruise is described through five specific features:

1. Passengers have the opportunity to visit a number of ports in a short period of time without encountering problems with other modes of transport.
2. Ships are autonomous.
3. Cruise ships have a manager and trained staff to ensure passengers a pleasant journey (Li & Petrick, 2008).
4. High quality food is served in an elegant way.
5. Each passenger usually starts and ends his holiday on the same day.

Cruise tourism, despite its well-known development, is considered a sector of tourism that has not been extensively studied, as closely as it should have been. It is nowadays considered one of the most preferred forms of tourism, which constantly receives positive reviews (Dowling, 2006).

In Greece, although the cruise ship's tangible contribution to the development of the shipping and state economy is acknowledged, no arrangements are yet made for it to be subject to development laws or subsidy schemes. For this reason, there is a stagnation in the organization of strategic policies for the modernization and renewal of its fleet, with a direct consequence of the decrease in the competitiveness of the Greek cruise compared to that of the neighboring countries (Papadopoulou, 2020).

3.2 Historical elements of cruise

The cruise is purely a leisure activity that connects the onboard recreation of the passenger on the cruise ship with visiting one or more ports, which satisfies his need to get to know new places and other cultures. The idea of cruising, that is, traveling by boat for leisure and not for transportation, is attributed to Arthur Anderson, one of the founders of the Peninsular and Oriental Steam Navigation Company (P&O).

In 1835 Anderson proposed a cruise from England to the Faroe Islands and the Spanish coast for the enjoyment of the sun during the winter months, and in 1844 P&O expanded cruises to the Mediterranean basin. Since 1860 there has been an increase in the chartering and management of cruise ships, and in 1868 the first cruise took place (Li & Petrick, 2008).

In the 1980s, the popularity of television programs led to the production of specially designed "second generation" cruise ships. Large advertising campaigns and television series and films have been created an attractive image and a positive climate for cruises and increased demand and shipbuilding. In the "second generation" of cruise ships, the number of outdoor cabins has been increased, for the passenger to enjoy the natural environment throughout the cruise (Han et al., 2018).

In the 1990s, cruise ships "megatrices" were built that provide luxury and high-quality hotel services such as accommodation, dining, entertainment, day and night activities and guided tours in the visiting areas.

The cruise ship at this time is transformed from a simple leisure trip to a "full vacation experience" and emerges as one of the fastest growing sectors of the economy. This generation of cruise ships is dominated by the luxury element and the high standard of hotel services, ie accommodation, dining, entertainment, day and night activities and port guided tours. Compared to tourism activity as a whole, cruising has doubled in growth, with cruise ship passengers reaching 10.7 million worldwide in the early 2000s.

Nowadays, cruise ships are constantly increasing their capacity to offer a wider range of services, including the classic hotels, and in particular luxury such as spa, department stores, outdoor and indoor pools, basketball courts, tennis courts, gymnasiums, theaters and even conference venues (Li & Petrick, 2008).

3.3 The services provided in cruises

Cruises can generally be grouped into the following forms, depending on the combination of products offered, their duration and their specific purpose

1. Traditional Cruise

It features an entertaining cruise or excursion to the sea, starting and returning to the same port. The cruise duration is 14-21 days and it includes 4-6 intermediate approaches to different ports during the voyage. Depending on their duration, cruises are divided into short cruises and long cruises where the journey is longer than 21 days (Li & Petrick, 2008).

2. Air Travel & Cruise (Fly & Cruise)

The combination of air travel and cruise is a combination. Passengers travel by air from their place of residence or the nearest airport to the port from which the ship departs. Cruise organizers get special rates from airlines for flights from major cities to port cities, from which cruise ships depart (Hwang & Han, 2014).

3. Mini Cruise

The short cruise lasts 3-5 days. Aegean cruises fall into this category.

4. Cruise and Stay

It features a combination of cruise and tourist accommodation in a designated coastal area. Local sightseeing is by bus or train.

5. Educational Cruise

The cruise is mainly characterized by students traveling with their teachers. During the trip there are lessons and follow-up visits to education-related areas. Education and entertainment are offered for a fee. The level of services provided to travelers is particularly high. Some of them are: restaurant, bar - nightclub, leisure programs, library, organized gym, hairdresser, telecommunications, outlet port trips, babysitting, playground, duty free shops, casino, lounge, gym, lounge photo shop, valuable lockers, room service. All the above services provided within the cruise ship are reminiscent of the services provided by a well-organized hotel (Han et al., 2018).

3.4 The socio-economic criteria of cruising

Cruises are distinguished according to the duration of the one-day or multi-day cruises and depending on the destination in domestic, international, transatlantic etc. Some cruises are local, one-day cruises, which are sea trips. Multi-day cruises can be grouped into four groups:

1. Domestic, which includes stops in the Greek islands, mainly in Mykonos, Santorini and Rhodes as well as in Kusadasi, Turkey. Their duration is up to ten days.
2. These ones that are destined for the SE Mediterranean (Greece, Cyprus, Israel, Middle East) lasting about eleven days. These trips include guided tours.
3. Cruises in the western Mediterranean (Italy, Spain, Canary Islands) lasting up to ten days.
4. Transatlantic cruises, mainly to the Caribbean, Mexico and the USA (Papadopoulou, 2020).

3.5 The cost of cruising

The cost of travel is a key factor affecting cruise demand. There are two main elements of transportation costs:

- (a) the cost of transporting tourists from their place of origin to the port of embarkation;
- (b) the fare including travel, boarding, departure ports and tours.

Therefore, it is concluded that maritime tourism is mainly supported by high-income tourists. In addition to the above, there are other factors that determine the cost of a cruise. These are the following.

1. Characteristics of the ship. When a ship is new, state-of-the-art, large, with multiple options and interesting activities that can be occupied by any passenger, the cost is much higher than that of an older ship and with limited capabilities (Hwang & Han, 2014).
2. The location of the cabin that the tourist has closed. The suites equipped with all amenities and a private balcony overlooking the sea have a different cost compared to an outdoor cab, even more than an indoor. The difference between the exterior cabin and the interior is that the first one has a window to the sea and has more lighting.
3. The period during which the cruise takes place. In May, for example, prices are lower than in August where the demand is up.
4. The destination of the cruise. The cost of a Caribbean cruise is different in Alaska and the Mediterranean.
5. Type / duration of the cruise, such as 3 days, 4 days, 5 days, 7 days, 12 days.

In addition to the specified cost determined by the price of the cruise, additional costs are incurred, depending on the added services and goods the passenger wishes to consume.

The price of the cruise includes accommodation on the cruise ship in the selected cabin category, full board daily on board and the entertainment and activities program offered by each company on board, assistance with luggage on board / disembarkation on the cruise ship, in-room cleaning / housekeeping, full board (breakfast / lunch / dinner on board, pool use, jacuzzi and gym use, onboard entertainment with special music, dance and song nights, as well as music and dance performances, educational activities for all and formal events.

Cruise companies often attract low-cost travelers that are only cost effective while generating revenue from in-house services such as bars, casinos, shops, restaurants, and more (Hwang & Han, 2014).

3.6 Cruise and sustainability

The cruise industry is an industry that on the one hand creates economic impacts that contribute to tourism and on the other hand in the medium and long term can have negative effects due to the fact that some expectations remain in terms of boosting tourism which are not met. This means that there is no balance between investment and results but also in terms of the benefit that the cruise has on the economy and society as well as on culture. On the one hand cruise ship lines have a significant competition with each other due to the fact that all companies are trying to gain customers (Klein, 2011) and on the other hand, in addition to tourist attractions, the cost of cruise tourism in some cases can be kept low.

However, there are two groups that benefit from the existence of the cruise and these are none other than the local merchants who sell clothes and accessories as well as the travel agencies and restaurants which benefit from the markets in the target areas. In addition to that, travel agents who organize daily excursions for cruise passengers also benefit and this means that as a point, cruise excursions enhance tourism in areas such as the Greek islands such as Mykonos and Corfu. On the other hand, restaurants benefit less as the excursions are organized in such a way that the passengers have to return to the ship during the meal and consequently there are only certain forms of tourism that are enhanced (Polat, 2015).

In addition to that, the sustainability of cruise tourism lies in the fact that it takes place through cultural exchanges between locals and tourists and this is very important as visitors get to know the local lifestyles and understand elements of cultural diversity. At the same time, stereotypes that exist either on the part of visitors or on the part of locals are overcome and, consequently, the cultural exchange that takes place strengthens both sides (Klein, 2011).

On the other hand, one of the downsides of cruising is the fact that people who are concentrated by cruise ships can have a negative impact on the places where cruise ships moor due to the fact that pollution is created as their carrying capacity is exceeded. More to that, efforts are being made so that the crews of the cruise ship are properly paid and have all their employment rights according to international standards so that there is satisfaction of the staff and at the same time satisfaction of

the passengers who behave in a sustainable and civilized way to the places where cruise ships moor due to the fact that cruise companies want to create a positive image around their name (Polat, 2015).

For this reason, in modern cruising, ways are sought to harness alternative energy such as the use of photovoltaic cells and the use of wind energy due to the fact that a cruise ship has very high energy needs. The main feature that needs to be addressed is the lighting energy of cruise ships and for this reason, in recent years, photovoltaic components have been proposed, making the cruise shipping more sustainable (Eikeland & Chiesa, 2021).

A second element that needs attention to in recent years on cruise ships is the cleaning of ships as one of the main problems of environmental pollution is the dumping of waste during the cruise and for this reason, in recent years entrepreneurs invest a large percentage of attention to the development of systems that can recycle waste in such a way that the waste does not end up in the sea (Sanches et al., 2021).

CHAPTER 4 - Tourism and quality

4.1 The tourism industry

The tourism industry contributes dynamically to the development of the Greek economy. Indeed, for 2017 tourism contributed directly to 10% of GDP and indirectly to 25% of GDP, while 25% of new jobs are created in the tourism industry. The current economic crisis and the impossibility of growth in Greece add even more value to the tourism industry which seems to have been largely unaffected by it. However, there are many reactions to the development patterns followed and the impact -positive or negative- they have had on local communities. Indeed, in the last 2 decades there has been a great talk on the negative impact that tourism development has had on destinations based on the model of mass tourism. This was a key reason for promoting alternative forms of tourism. This issue, of course, concerns the whole of the tourism industry.

Greek tourism has been upgraded qualitatively in recent years. This has resulted in the subsequent upgrading of the overall image of tourist destinations and has brought about significant changes in the way international destinations are located (Tsartas, 2010).

The tourism industry is one of the largest and most important industries in the world. Especially developed countries, which have a competitive advantage, rely heavily on the dynamic tourism industry as a key source of revenue generation and employment as well as growth in the private sector. Tourism is a well-known and important industry consisting of many elements such as tourist agents and travel agencies as well as hotels, involving both the private and the public sector where quality plays a major role (Varsanis et al., 2019). Consequently, the needs of a demanding customer must be satisfied as stated above, with the appropriate use of often limited resources while maintaining national traditions and culture with a sense of social responsibility for the negative effects that tourism can have on the economy and society (Gartner, 2001). The tourist product is complex and sensitive and its demand is affected by a

number of unforeseen and uncontrollable factors such as social unrest and incidents. According to the World Tourism Organization, tourists today are those visitors to a destination who are staying for at least one night in a collective or private accommodation on a particular trip (Page, 2006).

Travel agencies provide services related to cruise trips and transfers that are likely to be included in a trip. Tour operators provide services to the public with the responsibility of planning and implementing all phases of a journey. These components that make up a tour package can be offered individually or in whole. Since the 1960s tourism has developed rapidly and has changed significantly depending on the destination. Western Europe and North America are characterized as areas of high concentration of tourism and there is no doubt that tourism is now one of the most dynamically growing sectors in the world economy (Andriotis, 2005).

Most tourists want to take part in leisure activities and events as well as adventure tours to get to know the history and culture of a place while taking advantage of the current alternative tourism that has developed. At the same time, due to the development of new forms of tourism many tourists make short trips which allows for the development of more tourist areas that offer convenience and amenities to the visitor as well as activities that appeal to him at different times of the year. Consequently, new destinations are often sought after as more and more visitors are socially and environmentally sensitive demanding well-planned vacations rejecting non-qualifying destinations. This gives the opportunity to develop new tourist areas and improve existing ones. Tourists are up-to-date and look at the services offered by demanding better quality and better value for money while also giving technology a special basis (Andriotis, 2004).

4.2 Characteristics of the tourism product

The tourist product is a heterogeneous product that until recently was part of the tertiary sector of the economy but is now considered as a complex product consisting of a mix of elements such as the sea, infrastructure and tourist accommodation as well as the climate. Therefore, tourism is classified in the mixed sectors of the economy. This peculiarity of tourism is based on specific elements, which are listed below.

Thus, it should first be said that the tourist product cannot be stored although some tourist products can be stored allowing a better division of labor over a given period

of time. However, the inability to store tourism products as a whole is a determining factor contributing to the prolongation of the tourist season so that tourism resources are better exploited in a host area. At the same time, the tourism product is changing its demand as it is affected by changes in price and consumer income. Consumers have the choice of whether to go on holiday or not for economic, political or other reasons. Increasing tourist demand or changing the pricing policy of tourism services does not imply an increase in tourism. That is to say, the demand for quality services may be subject to an inelastic supply as tourism products are not produced at the time they are requested. Investment in the medium and long term is therefore required to meet the demands of tourism demand. In addition, it should be said for the tourist product that it consists of tangible and intangible elements such as the sun and the sea but also the culture of a place and therefore cannot be transported to the country of origin of the tourist so that it can be consumed (Gartner, 2001).

At the same time the production and consumption of the tourist product takes place in the same place as an overnight stay or a meal can be consumed at the same time for a specific time and in a specific time. This presupposes that the tourist will be present and there will be a state of readiness on the part of the tourist services. At the same time, registering a tourist with a travel agency that has listings can help to conserve future travel planning so that the travel agency can plan ahead. In addition, tourist by-products can be substituted, while disposable income is a decisive factor in choosing a second-class business or plane replacement to be replaced by boat. The tourist is also unaware of the quality of the services offered as it depends on the whole range of services received (Igoumenakis, 2000). Thus, an element of the spectrum may be of poor quality, thus affecting the overall rating. At the same time, the tourist creates expectations based on his / her information.

4.3 Alternative tourism

Modern tourism is characterized by mass tourism and in many cases can have negative consequences for both the environment and the economy in which it is developing. Thus, there is a need to look for new models of tourism development that will ensure that resources are used rationally and that these resources are not wasted. As a result, there is a growing interest in alternative forms of tourism that are opposed to the traditional forms of tourism that focus on the sun and the sea. A key criterion for alternative tourism is that it is small-scale tourism and does not follow the massive

form of development but is environmentally friendly and cultural in values enabling interaction between distinctive social groups and allowing the involvement of the local social community (Stanley, 2001).

Alternative forms of tourism are often confused with tourism of special interests and therefore the two terms need to be clarified. Special forms of tourism are characterized by the development of specific infrastructures as the dominant motive is the search for specific activities to serve these activities. On the contrary, alternative tourism is part of the special forms of tourism and its conditions relate to the destination, which receives a small number of tourists, and the activity of the tourist is an active type while being based on environmental protection (Andriotis, 2008).

Alternative tourism has been around since the 1980s and many authors argue that it is controlled tourism that is participatory and green. It is small-scale and unconventional in nature respectful of the environment as opposed to conventional tourism. Alternative tourism should make optimum use of environmental resources as a key element in the development of tourism, namely the preservation of essential ecological processes that contribute to the protection and preservation of natural heritage and biodiversity. The welcoming area with the protection of vibrant cultural heritage and traditional values is ensuring a sustainable long-term sustainable entrepreneurship where there is a fair distribution of socio-economic debt benefits to all stakeholders while combating poverty (Andriotis, 2008).

Alternative or sustainable tourism requires information from relevant stakeholders and strong political leadership so that there is widespread involvement (Chondrogiannis et al., 2019). Achieving this is a process that requires continuous monitoring of the impacts and adoption of the necessary preventive and structural measures that are necessary. Alternative tourism aims to ensure a high level of tourist satisfaction in order to provide a meaningful experience and to raise awareness of sustainability and the promotion of sustainable practices (Stanley, 2001).

4.4 Tourism Marketing

Marketing is defined as the process of designing and implementing as well as pricing and promotion of goods and services that aim at an exchange that meets the objectives of individuals and organizations. The most recent definition of marketing defines

marketing as an organizational function and set of processes in order to generate value for the customer and to manage customer relationships in a way that satisfies both the business and the related stakeholders. In the recent decades, the development of services has been particularly rapid and this is due to the increasing prosperity and increased leisure time as well as the complexity of the products provided to the customer.

Service marketing, however, is difficult to standardize in the service production process so that all business customers receive exactly the same level of service. Thus, it expands the role of marketing in a service business and the tools to implement a marketing strategy. In the tourism industry the competition at national and international level is particularly intense as the tourist season changes. For this reason, it is imperative to provide the right services based on the needs of the client. Thus, the tourism industry recognizes the importance of marketing and the fact that marketing is not only a privilege of the big chains but also of everyday businesses that want to be competitive (Levesque & McDougall, 1996).

It seems that tourism marketing and appropriate strategic decisions play a key role in the whole spectrum of the global economy. Thus, managers focus both on the quality of service provided and on customer satisfaction and financial information. They use different systems and indicators so that they can evaluate the profitability of a business and determine whether the practices and policies that are followed are correct. The strategy of a tourism business, however, should be primarily focused on customer satisfaction and quality service. In order for a tourism business to retain its customers, it must find the right customers whose needs can be met by the business and the services it offers.

In the literature on service marketing management, 'satisfaction' is usually regarded as an emotional appraisal after the purchase of a service package, where the consumer compares his or her initial expectations with the experience of his or her destination and his or her feelings in general (Pizam et al, 2016). In other words, satisfaction is the result of a comparison between perceptions of service quality and past consumer expectations (Sengupta et al, 2015).

However, since customer satisfaction is a complex human process of psychological and other factors, it is not only an emotional phenomenon but also a cognitive

process. Satisfaction or dissatisfaction is not embedded in the product or service, but is idiosyncratic and results from the interaction of perceptual interpretations of expectations. Thus, different consumers will express different levels of satisfaction with the same experience because each person has different perceptions of service quality and different expectations. In the relevant literature, 'Customer Satisfaction' (Kotler & Keller, 2009) is defined as the sense of satisfaction or frustration a person derives from comparing the perceived performance of the product (or the result of the good) in relation to his expectations. In other words, customer satisfaction is considered as the difference between the expected quality of service and the experience or perceptions of the customer after receiving the service.

Measuring customer satisfaction is not an easy task, as satisfaction requirements are unique to each individual and depend on many aspects, such as customer sentiment, perceptions and expectations. But measuring customer satisfaction is necessary, especially for the tourism industry, as tourism is a customer-oriented industry. On the one hand, measuring customer satisfaction provides information and makes it possible to communicate with customers and, on the other hand, demonstrates the provider's interest in customer needs, preferences, etc. (Hultman et al, 2015) .

Customer satisfaction is the most important factor in determining the quality that is truly delivered to customers through the product or service and related service. Achieving customer satisfaction is a prime goal for most service providers. Increasing customer satisfaction and customer retention leads to high profitability, positive word of mouth and low marketing costs. According to Naumann (1995) it costs approximately five times more time, money and resources to attract new customers to the business. This creates the challenge of maintaining high levels of service, understanding customer expectations and improving services and products. In addition, there has been considerable debate as to whether customer satisfaction is an attitude or a temporary creation for that particular consumption, or whether it is a result or an evaluation.

Tourism is characterized by increasing competition between destinations where the competitive advantage comes from tourism services that will result in high quality of service and customer satisfaction (Parayani et al., 2010). It should be noted that in tourism, the customer purchases a service, which is also referred to as the total tourist product, which is characterized by elements such as attractions, infrastructure, access,

price and reputation of destination. Destinations should therefore “discover” what their customers could offer and develop it in such a way as to produce a comparable competitive advantage based on unique targeting elements that differentiate (Pandza, 2015).

In order to remain satisfied and committed, therefore, customers must receive the appropriate quality. So businesses with the right marketing strategy can capitalize on their resources by taking advantage of the best opportunities to increase their gross earnings and extend their competitive advantage. It therefore appears that the marketing strategy of tourism businesses should focus on a key concept other than customer satisfaction previously analyzed (Paraskevas, 2001).

4.5 The quality of tourism services

It is a fact that the supply of accommodation services has been increasing in recent years and hundreds of thousands of businesses worldwide are competing. Thus customers realize that they can satisfy their basic needs during their journey in a relatively affordable way. The era when customers were satisfied with the tourism market and simple services has changed as today's customer wants and essentially demands beyond meeting their basic needs, taking extra measures and providing additional services that will enhance their journey and will make it even more enjoyable. There is a greater quantity and quality of recreational services as well as the comfort and friendliness of the environment when it comes to travelling. It is difficult to determine customer satisfaction given the variety of quality attributes given that this quality is now a differentiation point for all businesses in the market. The tourism market is growing rapidly and all businesses offering diversified services are competitively showing the promotion of their low prices. For this reason, management should aim to satisfy and exceed customer expectations, which means that there is a particular need for attention to the quality of services provided. Excessive satisfaction of customer requirements and expectations, however, requires increased costs, which may not always be profitable. During service delivery between the customer and the business, five gaps are provided and identified that affect the

business customers in evaluating the business for the services provided (Paraskevas, 2001). These five gaps are

1. The differentiation between customer expectations and services provided and management perceptions of what customers expect;
2. The difference between the perceptions of customer expectations and the quality standards established;
3. The difference between the quality standards established by the business and the services provided;
4. The difference between the services a company promises to offer and the quality it ultimately offers; and
5. The difference between customer expectations and perceptions of the services provided (Shonk & Chelladurai, 2008).

Thus, the appropriate climate that leads to the provision of the appropriate services is as follows.

1. With regard to customer strategy, it should be customer oriented as techniques for identifying and analyzing needs and measuring its satisfaction are not guaranteed, which can lead to ineffective and inappropriate conditions for providing appropriate quality.
2. In terms of human resources strategy, this should pay particular attention to empowering staff by implementing training programs and incentive methods so that staff can participate in quality service delivery processes that are considered a strong competitive advantage.
3. In terms of production strategy and processes, the business's physical resources and activities such as customer service facilities in relation to comfort and cleanliness should determine the capacity and policy of the business for the customer to be treated with understanding and kindness.
4. With regard to staff, it seems that the customer who travels should formulate his perception of the services provided and therefore all businesses should be based on the staff members. The level of quality is determined by all those cases in which the service operates in such a way that there is a commitment to the customer. So when the staff work produces services that make the customer feel satisfied then the

customer decides to travel again by choosing a destination according to which he knows there is interest.

The quality of services in the tourism sector is a series of actions that businesses need to take to meet customer needs. The key elements that distinguish tourism services are

1. The physical elements, which are essential and prerequisite for the production of services such as hotel rooms, sea and public areas.
2. Its immediate services, which are seemingly small but essential in terms of facilitation and adequate information as well as proper customer information from staff as well as customer behavior.
3. With regard to indirect services, such as the effect that the business exerts on the customer and the disposition created to be separate is also an important element (Shonk & Chelladurai, 2008).

It therefore appears that the concept of quality of service provided is based on a multidimensional experience of these elements.

It has to be said that the tourism industry is a key pillar of support and aid for tourism, which shows that the wide variety of tourist accommodation highlights the usefulness of tourism and the need to support the tourism product in international competitiveness and the dignified participation of Greek tourism in tourism.

The participation of Greek tourism in unemployment and employment is important as tourism has a multiplier effect on the economy of the host countries. Thus the resulting jobs and tackling unemployment as well as the creation of new incomes are essential for the development of tourist areas and regions but also to create links with other sectors of the local economy (Baker et al., 2000).

4.6 Tourism policy in Greece

The crisis, both in Greece and internationally, is a topical and hot issue that has been dealt with by representatives of all productive classes. It therefore highlights the importance and contribution that the tourism industry has to Greece's future exit from the crisis and economic downturn it has experienced. Tourism is a key pillar of

growth for the Greek economy that generates both direct and indirect revenue. Tourism's contribution to GDP Greece is estimated at between 15% and 18% over the last 10 years, which translates to € 45 billion annually. Although according to many initial estimates there was initially an upward trend for Greek tourism in the past year, one thing to note is that the Greek tourism industry has suffered a major blow due to the crisis, which has led to a slow and steady decline (Sigala, 2013).

Also, in recent years various competing countries such as Egypt and Turkey have not faced any emergencies and problems, which have had an opportune moment in relation to Greece, which has experienced the decline of the Greek tourism industry. However, the crisis of the tourism industry is over and the contribution of the Greek tourism industry is significant. The outside world and the overall picture that Greece has been promoting abroad in recent years also significantly influence the tourism industry. The way in which tourism is treated in Greece is not coincidental, but it is directly related to the way Greece as a country with the help of businesses and as society treats tourism. Thus, the promotion of Greece abroad is a crucial factor in order to improve the existing situation in the country by utilizing the promotion techniques in order to make tourism organized and undergo changes and improvements in the tourist product, not only fragmented and occasionally but as a whole. In this context, it should be noted that tourism has been the engine of economic growth for the last 30 years and has grown significantly with coordination and attention. Long and careful planning as appropriate to an industry of national importance has in many cases been problematic but overall has been sufficient.

Problems have been identified due to the change of representatives, such as the Ministers, which has often led to the overturning of the plans that the previous ones have drawn up with the result that there are disorganized strategies in relation to the operational cohesion of tourism that are necessary to date. At the same time, a lack of tourism education and awareness has been identified which results in tourism being treated as an opportunity industry rather than the attention it deserves as a truly heavy industry for Greece. Particularly by 2002 it should be said that Greek tourism was growing at a steady pace due to the low cost of production and sales of tourist products, which resulted in a satisfactory quality-price relationship for the tourist (Sigala, 2013).

Significant signs of improvement have emerged since the crisis, and in recent years the cost has stabilized despite the fact that the final price of the tourist product is highly accurate in proportion to its quality but still maintained at a reasonable level. At the same time, in recent years, naive stereotypes and attitudes have been overcome such as being the most beautiful country in the world as Greece presents significant competition from Egypt and Turkey and the surrounding countries that have intensified competition. Regarding the image of Greece as a tourist destination and therefore the general image of the Greek tourist product, it should be said that the current situation is unclear and inhomogeneous. Thus, first we need to look at the image of individual items and tourism products and identify the key products that make up the portfolio of all types of tourism, and in particular mass tourism and alternative forms of tourism. Among these tourism products there are differences and differences in their image and management as well as the quality of services offered, which results in different customer service (Christou & Nella, 2010),

Thus, in terms of mass tourism for Greece, which differs from other countries, this type of tourism is understood as marine holiday tourism, which is defined as 3S tourism and with few exceptions the image provided abroad regarding the Greek product, which is the backbone of the tourism industry, is in many cases problematic. However, it is a product with good natural resources such as climate and landscape but moderate tourism infrastructure such as sidewalks and cleanliness and average quality of service and customer service. The latter, in combination with the objectively high prices, show that there is a problematic value relation to the price of the Greek mass tourism product compared to its competitors. This image has not been created suddenly but is the result of many years of processes that have led tourists to new alternative forms of tourism using the internet and the customer review websites they visit in order to choose alternative forms of tourism (Christou & Nella, 2010).

For the development of special or alternative forms of tourism that are a growing part of the tourism industry, the situation is quite different from mass tourism. The quality of service provided is in some cases good and in many cases very good. However, the main problem of this particular tourism industry relates to the disparity in the quality of service provided by region but also between tourism businesses, which contributes to the formation of a moderate image of the offered tourism product. In order to develop an optimal framework for implementing a new tourism strategy, the image

must first be clear and some critical elements that are relevant to the tourism product itself must be taken into account as the nature of the tourism product should be clearly understood (Tepelus, 2005).

Most people mistakenly believe that the tourist product is integrated into the service should have a different reality as the tourist product is a hybrid form that includes interdependent components such as material products and services as well as the natural environment, ideas and information but also activities. At the same time the tourist product also presents some peculiarities such as the fact that it is often depreciated as services cannot be stored for future sale and consumption resulting in lost sales forever while its nature is intangible as the consumer is unaware and unable judge exactly what to buy before consuming the product. In addition, there is a dependency between quality and service but also the human factor, as production and consumption require preparedness and competence from the provider who offers quality and responds to the needs of the visitor in real time. These parameters should therefore be taken into account in order to formulate a new tourism policy strategy for more effective management of tourism product marketing (Sigala, 2013).

It has to be said that the consumer of tourist products "buys" interest and dreams for a place while having expectations of its place. Consequently, people buy not only tourist products but also the expectation of an experience which means that from the point of view of tourism production at the macro or micro level the most important issue is to provide a good experience with high quality features and good service. The goal is to provide an unforgettable positive tourism experience that will offer the visitor benefits such as relaxation as well as meeting and interacting with other people, learning and developing skills as well as personal expression. Thus the tourism policy of the future should incorporate the anticipated experience on which a clear branding strategy for Greece will be developed (Sigala, 2014).

It therefore appears that Greece as a tourist destination benefiting from various agencies and organizations should better coordinate and acquire specialized tourism staff with a common targeting and contractual overall practices. The Greek tourism organization used to be an effective management body for Greek tourism, but today there are problems. At the same time, the Ministry of Tourism has responsibilities that change every two years and as a result, its executive role is not effectively exercised.

In addition, there are other bodies at the local government level as well as organizations of various Ministries cooperating (Andriotis, 2005).

International experience has shown that it is a best practice to require a single specialized destination management organization, as is the case with the World Tourism Organization. We must therefore reflect on the complexity of the tourism phenomenon and the need for synergy between the resulting heterogeneous factors in the final tourism product and take into account the impact that tourism has on all its cultural, environmental, economic and social aspects and social aspects, see that there is a need for cooperation between the individual operators of the production of the tourist product. Thus, in this case, the tourism product in order to function in terms of meeting the expectations of the visitor and the business objectives of the producers should establish a marketing such as to function as the most important aspect of tourism (Andriotis, 2008).

Tourists consider that the sustainability of the tourism product is a key factor in the quality of the tourist experience. In addition, they are aware and demanding of the sustainable characteristics of the tourist product and they choose journeys for which they are willing to pay a higher price in order to ensure the right product (Chondrogiannis et al., 2019). It thus appears that the competitiveness of the tourism product is determined by Greece's ability to support the sustainable exploitation and protection of its final destinations and resources. It is therefore necessary to implement sustainable development programs and policies in terms of cleanliness and green energy adoption but to promote environmental behavior that will be a top priority for all tourism businesses and destinations (Andriotis, 2005).

4.7 The cruise and tourism destinations

In previous decades, the cruise was intertwined with the tourist destination with the most appeal to the elderly, who traditionally had more leisure time and more financial freedom.

Today, this stereotypical perception tends to disappear with the attraction of younger, more popular and middle- and lower-income people, and with the increase in the average number of visitors at sea, the cost of cruising has been significantly reduced.

In a 2016 survey of the profile of cruise tourists in North America, it was found that unlike what was previously claimed, cruise tourists do not come from a specific age group and have a wide age profile, which can range from 30-39 y.o., 50-59 and 60-74 (Ryschka et al., 2016).

At the same time, they are in the upper reaches of their annual income, which amounts to \$ 114,000, have 70% university education and are married at a high rate (85%). In terms of their preference for a holiday type, 34% of their total population is open to other types of tourism, while only 18% are not interested in any other type of tourism other than cruise. The majority of cruise tourists believe that the great advantage of cruising is the ability to easily travel to many ports of destination on one trip and get to know many cultures. Nearly half of them say they have returned or intend to return to one of the destinations they visited during a cruise (Ryschka et al., 2016).

Their final decision on choosing a cruise package is primarily based on the overall and potential cost, destination and quality of amenities, services, activities, as well as entertainment options. Overall, cruise tourists' rate around 70% as having this type of holiday, providing them with a higher value for money than conventional, with 89% and 85% respectively saying they are satisfied with the choice and suggesting others to follow them and 63% of them have done many cruises and wish to continue at the same pace in the future. In fact, 86% are planning a cruise within the next three years (Gibson & Parkman, 2018).

In terms of cruise spending, the majority says they spend an average of \$ 2,200, of which about \$ 1,650 relates to fees, \$ 565 relates to onboard services and activities, and \$ 520 relates to airfare tickets to and from the cruise point of departure.

From the above financial data, it becomes clear that the cruise is a relatively economical type of tourism. In fact, 33% of cruise tourists who traveled within the last three years said that they had income well below the above average, ie around \$ 80,000, many of whom opted for family-friendly cruise packages (Gibson & Parkman, 2018).

The growing demand for new and alternative experiences in cruise destinations results from the fact that the demographic composition of passengers is in a transition phase. Cruise passengers are divided into 4 different generations according to their birth date:

- 1982-1998 Gen Y / Millennial
- 1967-1981 Gen X
- 1948-1966 Boomers
- 1917-1947 Traditionalists (Gibson & Parkman, 2018).

The boomers, the first post-war generations to support the cruise explosion of the last 25 years and to date determine the evolution of its cruise, are now over 60. The age mix changes with the entry of the radically heterogeneous generation of Gen Y / Millennials. This generation will affect the cruise far more than the mid-generation Gen X, which was a smoother continuation of the boomers. Boomers prefer to opt for modern cruises, while the percentage of those choosing premium cruises is lower (23% versus 35% of the overall average) and even smaller ones in the value-conscious whole market (Han et al., 2018).

Today Millennials are only 100 million and many of them opt for luxury cruises (4% vs. 24% of the total average). Similar percentages are held by Gen X with the only difference being an increase in luxury holiday preferences (10% versus 24% of the average). Although boomers have grown in age, they still make up the majority of travelers with 39%, followed by Millennials with 25%, Gen X with 24% and finally older adults with 12% (Gibson & Parkman, 2018).

The Millennials generation is fully integrated with modern technological reality and grew up in the US financial crisis, which strongly influenced its lifestyle and consumer behavior. Millennials are very sensitive to the environment and work much harder than the previous generations, increasing their interest in experiences that include action and physical activity (Gibson & Parkman, 2018).

They are 50% more likely to travel abroad than previous generations and 87% of their children have traveled with them, and their choice of destination is also changing. They seek authentic experiences, are drawn to fashionable innovations, and their great

influence on the Internet dissipates the ever-changing trends of their generation very effectively.

Today Millennials are 100 million in the US alone - which is the dominant cruise market - and by 2020 this generation will be 1/3 of the North American market. Millennials love to travel luxuriously, and 24% of them have traveled in a luxury ship over the last 3 years, instead of the average 10% of this class. They also account for the largest share of the premium market with 35% versus 27% on average.

Cruise companies have already begun to adapt to this demographic evolution, with revolutionary innovations in the design of their new ships, which changes according to what they are looking for in the experiences offered at destinations. All brands, even the most conservative ones, which has even undergone a rebranding process, has been mobilized to meet the challenges of a more diverse multi-generational era (Ryschka et al., 2016).

North American countries remain the largest market for cruise tourists, with more than half of the total annual number of passengers coming from there. From 1995 to 2016, there was a significant increase in the demand, which is currently estimated at 12.5 million cruise tourists. In the recent decades, the demand for cruise tourism has been highly increasing in European countries, and not just in the 27 Eurozone countries (Chang et al., 2016).

Germany and Great Britain have great momentum, supplying the global cruise with more than 50% of the tourists coming from Europe. Russia, which is not a member state of both the European Union and the Eurozone, also has a significant market share. According to 2016 figures, the total number of cruise tourists is estimated at 24.7 million, coming from countries such as the US, China, Germany, Great Britain, Australia, Canada, Italy, France, Brazil, Spain etc (Chang et al., 2016).

A significant proportion of cruise passengers belong to the category of those who undertake more than one cruise, such as In Italy, repeating it at a rate of 32.4%. Empirical research confirms that greater satisfaction is associated with higher costs in that destination, greater chance of return, and greater likelihood of prompting others to take a cruise to a destination. This is a very important element regarding the role that cruising can play in increasing the tourist demand of an area. Cruise passengers

remain loyal to this type of vacation and 58% of them believe that cruising is the best way to vacation, a belief that remains firm.

The modernization of cruise ships, the renewal of their fleet, the increase of their capacity, the development of shipbuilding and port planning, as well as the growing interest in new and alternative destinations, drive the activation of attractive and efficient routes being an ever-improving product (Han et al., 2018).

In addition to improving services, they should aim to meet the need to accommodate families, different generations of passengers, people with different demographics, with the ultimate goal of multiplying potential passengers. People who wish to opt for the cruise now have a variety of options, as they can choose the company, the ship and the route that meets their needs. According to data from cruise companies, almost 90% of passengers say they are very satisfied with their choice, as they would encourage their families to prefer a cruise ship.

In terms of cruise trends in 2018, passenger traffic to colder countries such as the Baltic States, Canada, Alaska and Antarctica is expected to increase. It is also estimated that there will be a strong trend towards sustainable tourism, with a view to protecting the environment, but also towards river cruises and short sea trips (Han et al., 2018).

The fleet renewal is also important. From 2000 to 2016, a total of 172 ships were ordered, while in the last 15 years the average age of the global fleet has reached 19 years. From 2001 to 2015, 134 new cruise ships have entered the market reducing the average age of the fleet. The majority of 56.7% of new cruise ships (76 ships) offer contemporary cruises, 32.09% (43 ships) target premium cruises and the remaining 11.19% (15 ships) are focusing on the luxury cruise (Chen et al., 2017).

4.8 Details of cruise ships

The average dimensions of a cruise ship today are 200m long, 26m wide and the ship overall has a capacity of 3,220 passengers. These specifications are far from the size of the previous decade, when few cruise ships had a capacity of more than 2,000 passengers, while those approaching a passenger capacity of close to 3,000

were considered "gigantic". Today's orders indicate a stabilizing trend, with their average capacity exceeding 2,700 passengers.

Carnival, the world's largest cruise company, has increased its capacity by almost 10% from 2014 to 2016, while renewing its largest fleet in the world, with more than 30 ships added since 2007. Royal Caribbean has become the leading company in the growing capacity of cruise ships, with Oasis class vessels accommodating over 6,000 passengers and a crew of 2,000 (Han et al., 2018).

The increase in international cruise demand is largely due to the moderation in cruise prices that was largely achieved due to economies of scale. The increased demand for cruise services was met not only by the increase in the number of ships but mainly by their size (Wolf & Mozuni, 2017).

Cruise tourism, like tourism as a product in general, is constantly changing due to the changing demands of travelers. The purpose of cruise companies is to identify and satisfy their customers' needs. For this reason, they segment travelers and create new products for each segment to increase their penetration (Wolf & Mozuni, 2017).

The best services, new itineraries, themed cruises, multiple choices offered to the passenger and especially the overall experience they offer are the means to increase the interest of travelers. These practices, on the one hand, respond to changing cruise passenger holiday patterns and, on the other hand, demographically expand the entire population to which the cruise is targeted.

In the recent years there has been a strong tendency to enhance the exploration cruise, with an increase in the number of passengers and new ships entering the market. In the previous years, there were 12 total orders for new cruise ships. In fact, most of them fall under the category of luxury cruise ships that operate in previously inaccessible seas (Klein, 2017).

The growth of the cruise ship fleet in different geographical areas is determined by the combination of existing demand and the choice of cruise companies to create new markets (Wolf & Mozuni, 2017).

According to the announced cruise ship orders and their expected service to the markets, it is predicted that the North American market will continue to dominate in

the next 10 years from today, with a market share of 50.7% of total capacity, followed by Europe with 29.2% (Klein, 2017).

Both markets are expected to lose their market share today in favor of Asia, which in 20 years will have a 20.1% market share. It should be noted, however, that these market shares refer to an overall cruise market that will be significantly larger than today's. Cruise ships are deployed on different types of itineraries to their maximum capacity utilization, in combination with maximizing passenger profits and reducing their costs mainly through lower fuel consumption (Klein, 2017).

Factors that influence the decisions to develop in these different markets include the geographical distribution of the sources of passenger origin, the need to match companies and ships with the demographic image of the market, the seasonality of each region, the links to aviation, land transportation, the ability to combine popularity ("marquee") with less popular destinations, or developing new destinations and routes there, with potential revenue from offshore activities compared to onboard costs, commissioning, availability and fuel costs. All of these are examined in parallel with the type of time - speed - distance in order to decide where and how cruise ships will develop (Wolf & Mozuni, 2017).

4.8 The competition of ships

In the modern cruise, Asia has been at the heart of corporate offerings, both as a source of passenger origin and as a destination. Its very large population and untapped potential make it a competitive business, with strong companies already having strong operations focusing on Singapore, Hong Kong, China and Taiwan. In 2016, nearly 2,000,000 Chinese chose a cruise package, representing 9% of all cruise passengers worldwide, a figure expected to reach 6,000,000 by 2024. Lately the Chinese cruise market seems to be experiencing a period of crisis, as large cruise companies have decided to "withdraw", at least temporarily, their ships and activities from Beijing (Clancy, 2017).

A special case in today's global cruise market is Cuba, which is a potentially growing market with the prospect of lifting the US embargo. The changes that are going to take place in the country and the transformation of society, politics and economy are sure to bring changes in the cruise market in the near future and in the wider region. Today, there are many carriers, including Cuba.

In the Mediterranean region, competition between cruise companies is maintained by diversification of activities from region to region, a phenomenon that first appeared intensively between 2005-2016. More specifically, ships operating the last year in the western Mediterranean, such as Spain or France, may turn to the ports of the central Mediterranean, such as the Adriatic, and the eastern Mediterranean, such as Cyprus (Clancy, 2017).

In any case, competition in the Mediterranean basin leads to fluctuations in the tourist cruise traffic. Thus, it is possible that one destination area shows one year increase while the next year it may decrease and so on.

4.9 Corporate social responsibility

Cruise companies' emphasis on corporate social responsibility has to do with modern travelers' awareness of environmental issues and their concern for the socio-economic impact it has on the host. The modern traveler is traveling nonstop but they know that the service is burdening the environment. The cruise companies are aware of the new tourist trends and apply similar practices in order to harmonize with the wishes of their customers and to protect the overall tourist product.

Recent research has shown that companies, and especially large ones, are increasingly focusing on corporate social responsibility actions, with reference to:

- Environmental issues such as limiting water consumption, managing liquid and solid waste, pollutants, etc. Several cruise companies are already building new gas-powered (LNG) cruise ships to reduce air pollution. Carnival Corporation has announced that it will build a second cruise terminal in Barcelona at a cost of over € 30million, which will serve new generation ships using LNG.
- In addition, the Community Regulation providing for the development of infrastructure for alternative fuels in shipping is in the process of being implemented. The Regulation prioritizes the development of the necessary infrastructure for the supply of electricity to ships and the presence of LNG

fueling stations by 2025. European ports have requested VAT exemptions for the supply of electricity to ships, as an incentive to facilitate this practice.

- Socio-economic issues - e.g., labor relations, human rights, hygiene and safety, products used and consumed, avoiding the negative effects of excessive traffic to specific destinations and ports, etc.
- Economic impact of the development of cruise activities - e.g., creating a sustainable supply chain, balanced agreements with ports, travel agents and those involved in servicing passengers in cruise ships (Ahn & Back, 2019).

Cruise shipping relies heavily on the operation of a system of professionals who make up a multidimensional group working to further the development and progress of the cruise industry. An integral part of this set, most importantly, are tour operators, as the vast majority of cruise tourists (around 70%) choose their trip, destination, cruise company, upon call, advice, suggestion or providing travel agency services. Indeed, travel agents play a key role in passenger satisfaction, as 9.3 out of 10 passengers are completely satisfied with the travel agent's travel planning (Papadopoulou, 2020).

Their contribution to the cruise shipping is indicative of the fact that while all other tourism industries are served by online web applications, which make agents rather unobtrusive, travel agencies continue to specialize in travel agency, of this type of tourism and in promoting this tourism product without cost restriction (Ahn & Back, 2019).

The activation of tourism agents to increase tourists' interest in cruising takes place internationally with advertising campaigns and the organization of strategic global marketing plans. Indeed, in addition to the collaboration networks they develop between the travel agents, including cruise companies, cruise companies are resorting to a classic type of advertising and promotion of their product, leading in financial deals with well-known personalities from the sporting and art world (Ahn & Back, 2019).

Cruise tourism undoubtedly provides host ports with benefits that can translate into increased foreign exchange, job creation, increased local business clientele, local advertising, increased public revenue, attracting investors and improving of overall infrastructure.

The cruise port revenue from a cruise port comes from:

1. Money spent by cruise passengers in the port of destination and the wider area.
2. The expenses of the cruise company for the maintenance of its ship and for the fulfillment of its obligations towards the port in which it is approaching.
3. Money spent by the crewmembers of the ship.
4. Day boats, sailboats and yachts, as well as employees in the offices of shipping companies -shipowners or managers of ships-, in the charter offices of the yachts and in the tourist, offices exclusively dedicated to the organization and sale of seagoing and excursions.
5. Indirect employment, which corresponds to activities that some of them designate as tourist. It results from tourism supply activities, but is not directly caused by the costs that tourists incur to purchase marine tourism products. Indirect employment relates to restaurants, bars, leisure and sports centers, spas, etc.
6. Resulting or Inductive Employment which relates to non-tourist activities which produce goods and services consumed by tourists, such as primary employment, crafts, industry etc. It is the extra employment that results from the effects of the tourist income multiplier as the locals recoup the extra money they have earned. What needs to be clarified is that in all of the research studies concerning the course, evolution or type of tourism, the analyzes are overwhelming direct employment, as it is a direct consequence of tourism and is closely linked to it (Klein, 2017).

Regarding the economic impact of cruise worldwide, in 2015 the total economic impact of the global cruise industry (direct, indirect, and generated costs) amounted to \$ 117.09 billion. In particular, the direct costs of the cruise industry (cruise companies, passengers, and crew members) totaled \$ 54.11 billion worldwide. In addition, the estimated indirect and derivative costs of re-circulating money were estimated at \$ 62.98 billion. According to the same study, jobs maintained worldwide as a result of cruise activity in 2015 amounted to 956,597 (Klein, 2018).

The economic impact of cruise tourism for 2016 on world production was \$ 126 million.

Especially in Europe, cruising has a significant economic impact mainly for 3 reasons:

1. The majority of new cruise ship orders are placed in European shipyards (Italy and France), which are highly specialized in shipbuilding.
2. A significant number of cruise passengers come from European Union countries - in particular Germany, England, Spain and Italy.
3. In the multitude of cruise destinations, mainly in the Mediterranean and secondarily in northern Europe - the result of cruise dynamics and related activities being accompanied by an increase in costs incurred by passengers, cruise companies, and cruise crew members (Klein, 2018).

CHAPTER 5 - Tourism and the consumer

5.1 Consumer behavior of tourists

Tourism is a multi-dimensional social phenomenon. Understanding the consumer behavior of tourists, that is, understanding their motivations and decisions, as well as the factors that influence the above, has been the subject of study by academics and scholars, and has attracted the interest of tourism professionals and the formulation of tourism policy (Han & Hyun, 2018).

The various motives of tourists are "the 'driving force' that operates the tourist activity. Most theories of motivation in the tourism sector are based on theories that have been developed in other research areas and argue that consumer behavior in the tourism field is oriented on human needs (physiological and psychological), desires and goals.

Various models have been documented in the literature that seeks to identify common features of tourist consumer behavior. Identifying the common characteristics of tourists' consumer behavior contributes to the definition of tourist typologies, which express the common component of their different social characteristics and economic consumption patterns. One approach to analyzing their consumer behavior is to identify different types of behavior. Much research has been done by the social sciences, whose approaches to tourism analysis have been typified (Pandža Bajs, 2015).

There are four categories for the description of tourists, including the "organized mass tourist", the "individual mass tourist", the "explorer" and the "drifter". Other researchers have examined the importance of psychological determinants in the tourism industry, such as escape, relaxation, playing, education, social interaction, shopping, and more.

There are the following socio-psychological motivations and cultural factors: escaping from an unpleasant environment, exploration, relaxation, pride, return to roots, tightening relationships, facilitating a social process, innovation and innovation education.

There has been proposed a simple descriptive decision-making model that illustrates the process by which tourists make their decisions whether or not to buy a holiday program while presenting, the various determinants that influence the outcome of this process.

In this context, there are four categories of factors involved in the decision-making process:

- The first category concerns the socio-economic factors - social and occupational class, resulting influences, characteristics, perceptions and personality values - that determine the motivations, needs and desires of the potential tourist.
- The second category includes the characteristics of the destination - cost and quality of equipment, facilities and attractions, type and variety of travel possibilities, quantity and quality of destination information available - which determine the image of the tourist site.
- The third category includes all the factors that cause a stimulus and, consequently, an impact such as advertising, sales promotion, brochures and leaflets, friend recommendations and travel agency tips.
- Fourth, the other factors: these include the potential tourist's confidence in travel agents (travel agencies) and his own prior experiences. Equally important are vacation time and budget constraints (Han & Hyun, 2018).

Consumers of tourism products purchase the expectation of an experience they imagine will experience when visiting a tourist destination or staying in a tourist accommodation (Pandža Bajs, 2015).

5.2 Satisfaction of the tourism

The satisfaction a tourist receives at a holiday destination is the result of the interaction between the tourist's experience at that destination and his or her

expectations.

This satisfaction, which is inevitably subjective, concerns both the satisfaction of the tourist during the consumption phase and the satisfaction resulting from the ex-post evaluation of the consumption experience throughout the consumption period. The satisfaction or dissatisfaction of each consumer depends on their expectations and standards of reference. The satisfaction of each tourist consumer therefore derives from the evaluation of the various components of the holiday package, such as cost, access to the destination, the characteristics of the accommodation, the attractions of the destination, the quality of services, etc (Han & Hyun, 2018).

In this context, both at the macro-economic level (operators and management of a tourist destination) and at the micro-economic level (tourism enterprises), the formulation of tourism is crucial as product that will provide each consumer with positive experiences and a variety of benefits such as: functional (resting), social (getting to know, interacting and developing relationships with others) as people, groups and cultures), cognitive (learning, capacity building) and psychological (self-actualization, personal expression and development) (Pandža Bajš, 2015).

5.3 Tourism and technology

Information is an important factor in deciding whether or not to buy a holiday plan. In the recent years, new Information and Communication Technologies (ICTs), such as the internet, web applications and social media, have radically changed the way tourists look for information and evaluate tourism information (eg purchasing behavior, requirements and expectations) as well as their role in the process of producing and distributing tourism value (Xu, 2018).

In particular, new ICTs have a significant influence on tourists' preferences, choices and experiences throughout their journey (pre-travel, during and after travel). Most tourists (at the end of the trip or even during the trip) share their experiences in a tourist destination (including their reviews of accommodation, restaurants, services, etc.) on social media in order to advise other future travelers, making unintentional

and deliberate co-designers, co-advertisers, co-distributors and co-producers of tourism experiences. In addition, new ICTs have emerged as a factor that promotes tourism product innovation and the competitiveness of tourism businesses and destinations.

In this context, considering the importance of ICT in the competitiveness of tourism enterprises and tourism destinations, they are important for the development, operation and continuous updating of Destination Management & Destination Marketing Systems (DMS) concerning tourist destinations (eg national, regional and local level destinations) or specific tourism experiences (eg gastronomy etc.) (Pritchard & Howard, 2015).

5.4 Cruise and the other forms of tourism

The consumer behavior of cruise liners is similar to that of other tourists and in their decision to purchase a cruise ship program they are influenced by the cost of the cruise ship as well as the extent to which their expectations and desires are met. In this regard, the participation of tourists in a cruise is a decision based on behavioral and emotional factors.

In particular, the factors that influence tourists to choose cruise activity over other forms of tourism in a particular geographical area are

- The cost of the cruise program.
- The duration of the cruise and the (convenient) dates it takes
- The attractiveness of cruise destinations [e.g., activities to choose from (sightseeing such as archaeological, cultural and religious sites, local market visit, lunch at local restaurant / tavern), aesthetic / natural beauty of destination, sense of hospitality, cleanliness, service and quality (e.g. public transport network, accommodation)],
- The adequacy of leisure time at each destination approaching the cruise ship in order to "explore" it sufficiently,
- The factor of safety, both during embarkation, disembarkation and use of other

port services, and during tourist excursions, city tours, markets, etc.

- The status of the ship and the amenities, amenities and services on offer (entertainment, casino, spa, swimming pool) (Prayag et al., 2017).

These individual preferences of potential cruise tourists are particularly taken into account by the cruise companies in their efforts to offer attractive options and to compete with other companies operating in the sector.

The features of the cruise differentiate it from a simple vacation package. The cruise is a leisure voyage, against a predetermined financial fare (fare) carried out by special type of passenger ships (cruise ships) approaching, based on a scheduled route, ports of high tourist interest, while offering a high standard of travel. The feature of the cruise is that it can satisfy many interests and tastes, as it combines conventional tourism that prefers sun, sea and exotic beaches with alternative tourism such as touristic, cultural (eg. wine tourism, gastronomic tourism, religious tourism etc.) and therapeutic tourism (health tourism - wellness tourism), as well as event tourism (eg conference, sports, educational tourism). Depending on the purpose, duration, place and services / amenities offered to the passengers, the cruise vacation package can take various forms.

Cruise passengers, in their decision to purchase a cruise ship program instead of a package of other forms of tourism, are affected not only by its cost, but also by the extent to which it meets their high expectations and desires. Among the factors that influence the choice of one particular cruise over another include the status of the ship and the amenities, facilities and services on board, as well as the attractiveness of the destinations the cruise ship will approach (Prayag et al., 2017).

The cruise tourist's satisfaction is measured by both experiences, impressions and images, which he formed in each port approached by the cruise ship, but also experiences and impressions he formed from the time he went to the country / city and embarked on the cruise ship, until he returned home, including in this case, the experiences and impressions that he generally gained while staying on board the ship and the individual destinations he visited. Consequently, tourism policy of the future should incorporate the logic of 'expected experience' and leverage ICTs (eg smart phones, internet, electronic kiosks) to provide information and serve tourists throughout the world according to the duration of their journey (before, during and

after the trip) (Sangpikul, 2018).

5.5 Tourism and the local community

Tourism, like cruise, which is a form of it, is an important part of human productive activity, either as the energy of individuals who visit a place and develop an interest in its history, culture, culture and tradition, either as a collective investment, corporate or business activity to provide hospitality to tourists / visitors. The effects of tourism activities can be negative and positive, and indirectly or directly affect the environment, society and society.

The main positive benefits of cruising in the local community are:

- Improving the quality of life for residents by implementing strategic development policies and upgrading basic infrastructure and services.
- Providing young people with professional incentives to stay at home.
- Preserving and empowering local identity
- Activating and directly involving all local actors and policies in tourism and economic activities.
- Learning foreign languages.
- Creating jobs and a climate of professional vigilance for all residents of the local community.
- Fostering a climate of reciprocity, understanding, acceptance and respect for the diversity of cultures
- The revival of local arts and the production process of local products, as well as the old professions of the region.
- Organizing cultural events and events
- Promoting, preserving, restoring and protecting the local cultural heritage and

traditional architecture as part of the wider tourist activities

- The cultural, spiritual and ecological uplift of the local population through interaction with other cultures.

As for the very important sector of employment and unemployment reduction, cruise ship is estimated to have provided employment to 1,021.681 people who worked at any post in the cruise industry during the previous years (Sangpikul, 2018).

5.6 Negative effects of tourism

The character and physiognomy of a cruise start / stop or transit port, as well as the wider area around it, are catalysts for the size that will be perceived and will be affected by the adverse impact of mass cruise arrivals on the local community. In an area where there are no proper reception facilities for a large number of visitors, which the inhabitants are not accustomed to with the heavy presence of tourists, lacking the natural or artificial resources to absorb them, the cruise can have quite severe negative consequences. Some of these may be the commercialization of local activities, products of culture and tradition, and the alteration of the mentality of the local population.

With the arrival of a cruise ship in a port, whether it is a start or a crossing, tourists are massively disembarked and with their large volume likely to disrupt the daily live of the inhabitants, in every way. In this light, cruise tourists are perceived as a problem.

The more numerous they are, the greater the pressures on service systems and utilities, the greater the burden on transport and the greater the waste and consumption of available natural resources. In such cases, the overcrowded monuments, museums or other places of great tourist and cultural value are observed, making it impossible to obtain a satisfactory experiential experience of visitors to the site. An additional feature of cruise tourists, and in particular those who land at ports of transit, is that they move in large groups, disrupt the movement of residents, cause noise and disturbance, and pollute the area due to lack of space (Huang et al., 2015).

From the above, it is found that the massive presence of cruise tourists in a port or a city or island is detrimental to the quality of life of the permanent residents of the area, which is likely to cause dissatisfaction and a negative perception of this type of tourism.

The serious problem of overcrowding can be even more acute in small areas, but it is also a problem for large cities, which have adequate infrastructure, as they are not particularly spread out and are concentrated in the tourist centers of the "center" for which because of the program they have limited time to watch (Han et al., 2019).

5.7 Environmental impacts

Positive impact

In some cases, tourism development has positive environmental impacts such as the protection and enhancement of natural-cultural resources, habitats, flora and fauna, but also the upgrading of degraded areas using new forms of environmentally friendly energy (Hyun & Han, 2015).

5.8 Adverse effects

The development of maritime tourism has serious environmental consequences. The most serious risk, in terms of maritime tourism, is to convert natural resources into tourist and recreational tourists, which causes them to deteriorate and eventually exhaust them. With the increase in tourist traffic, which is directly multiplied by the cruise, the very serious issue of waste and waste management arises, regardless of whether the host region has sufficient infrastructure. In this theoretical context, it seems that sustainable tourism development cannot be applied where cruising activity

is intensifying and where hundreds or thousands of tourists are landing in bulk (Hyun & Han, 2015).

At the same time, with the development of the cruise, the coastal environment is burdened by the uncontrolled and indefinite development of infrastructure projects such as marinas, coastal highways, port infrastructure and more. All human interventions, and even those aimed at meeting the increasing needs of cruise liners and their passengers, are destroying coastal ecosystems and causing deterioration in the natural marine heritage.

In addition, the construction of marinas and ports is deteriorating the seabed due to dredging projects for the service of large ships, while the concentration of large cruise ships pollutes the water and the atmosphere. At the same time, the operation of coastal hotel and tourist facilities creates bothersome and noise. The fact that cruise ships are not combined with compliance with the principles of sustainability is illustrated by the fact that cruise companies are not subject to any severe restrictions on the environmental burden. On the contrary, when a destination is degraded environmentally due to their vigorous action, it loses its attractiveness and ceases to be attractive to tourists (Han & Hwang, 2016).

5.9 Impact on the Human Environment

Cruise tourism has a positive impact on the human environment as its development upgrades the built environment, preserves the local architecture, preserves the cultural heritage and attempts to promote and utilize the local cultural resources

5.10 Impact on the tourism sector

Cruise tourism has a direct positive impact on the tourism product of the host country as it diversifies and enriches it, which is particularly important to increase the

competitiveness of the place. Another very important consequence is the prolongation of the tourist season (Han et al., 2018).

5.11 Alternative forms of tourism and cruise

As the name suggests, alternative tourism differentiates the holiday by offering the tourist a bit of local cultural heritage while promoting and highlighting the unique natural beauty that each destination has to offer and something unique, with a key link between them. Alternative forms, avoid organized tourism services. The alternative forms of tourism in order to grow but also to become attractive to the consumer require special infrastructure and projects, since they are the most demanding forms of tourism and at the same time the most profitable. In order to be able to make the most of an alternative form of tourism, it requires a parallel development of activities involving the cooperation of all actors with the common vision of upgrading the area, thereby supporting local agricultural derivatives, tourism services and expanding trade in traditional products and finally the promotion of cultural and natural wealth (Han et al., 2019).

As with the term tourism, there have been many attempts to accurately capture the characterization, so here, in alternative tourism, attempts to create a term that could include all the features were numerous. Thus, the use of the term by public and private entities without any clarifying term, created deficiencies, and as a consequence the alternative tourism policy was practiced to a small extent. Thus, unaware of the possibilities and how much they might even affect the productive process of the financial results at the destinations, a formal definition of alternative tourism had to be given. The beginning was with the World Tourism Organization, which stated that alternative tourism consists of the following main features such as cultural heritage, environmental heritage, structures with regard to the institutional, political, social and legal aspects of the alternative tourism (Han et al., 2018).

The main alternative forms of tourism in Greece are the following:

1. Farm tourism

2. Sport tourism
3. Religious tourism
4. Conference tourism
5. Maritime tourism
6. Cruise tourism
7. Social tourism
8. Health tourism
9. Elderly tourism
10. Educational tourism
11. Winter tourism
12. Thermal tourism

Tourism for Greece in the recent years is one of the main pillars of its economy. In a country such as Greece, where its economy was mainly based on the agricultural and tourism sector, it is vital that all sectors of the economy coexist and interact with each other as this inter-agency collaboration is the connecting link for the development of alternative forms. As alternative tourism comes to fill the seasonality gap of mass tourism, we see new jobs being created, the local community staying in place, resulting in the growth of the local economy. Most important of all is the cooperation and development between the primary, secondary and tertiary sectors of Greece.

In short, with the development of tourism and its alternative forms, we see local products being processed and integrated into the tourism services provided thereby enhancing the economic growth of the region.

Among the alternate forms as mentioned above is the cruise. As with any sea-related tourism activity, maritime tourism is one of the alternative forms of cruise as the cruise ship is a major player in maritime tourism.

The common and main characteristic of alternative forms is that they require special infrastructure and projects, as they are one of the most demanding forms of tourism. In the case of cruising, ships should have access to infrastructure such as passenger

reception buildings, modern identification facilities, ports suitable to accommodate both ship and passenger volume. The key to the proper operation of the port is the availability of local suppliers where they can provide any service requested by the ship to serve its passengers (Han et al., 2019).

The importance of keeping a timetable for shipbuilding companies is one of the key ingredients for a successful cruise ship, and that is why they have to rely on stable environments knowing all the parameters of the host ports, thus making their final decision vital to local communities. Once again, we see that the growth of a tourism product, and in particular an alternative form of tourism, affects the economic, environmental and social environment of the ports and thus the destination communities.

The purpose of cruise tourism is merely to provide pleasure to its passengers and not as a part-time shuttle service. Companies listen to their customers' requirements and experiences and try to incorporate destinations that are appealing to the visitor, as companies are willing to change destinations if customer feedback is not satisfactory for a port. By touring and arriving in one or more ports there is a combination with the entertainment of the passengers which meets the needs of visitors to know new cultures and cultures.

CHAPTER 6 - The meaning of social corporate responsibility

6.1 Corporate social responsibility

Studying the definitions that have been given at times to interpret the concept of Corporate Social Responsibility in English, one finds that they are quite different depending on the time period in which they are written, according to the scientists, entrepreneurs or body that have expressed them and their approach to the subject. The fact that the definition has not been consolidated and is constantly changing to this day shows precisely the tendency of CSR to evolve over the years and according to the needs of businesses and all concerned. Definitions are therefore gradually enriched and refined according to new data. The following are the most important definitions of Corporate Social Responsibility that mark its scientific evolution.

1. Archie Carroll stated in 1979 that "corporate social responsibility includes the financial, legal, moral and voluntary expectations that society has of organizations at a given time" (Carroll, 1979: 500). This view was developed and presented in the form of a pyramid in 1991, which does a composition of all the areas for which a business should be responsible. Specifically, Carroll's four types of liability are:

- **Financial Responsibilities:** The primary role of businesses is to produce the goods and services that consumers need, which will bring them a reasonable profit. Over the years the goal of companies has been to maximize profit. Satisfying financial responsibilities is the most important thing for all businesses to have a reason to be able to meet other responsibilities as well, and is the basis of the CSR pyramid.
- **Legal Responsibilities:** Businesses should aim to maximize their profits, but within the legal frameworks established at international, national and local levels. Responsibility for compliance with applicable law must go hand in hand with the financial responsibility of each business and is second to the pyramid.

- **Ethical Responsibilities:** Ethical responsibilities include those business activities or practices that are expected or prohibited by society, although not codified by law. They include standards, rules, or expectations that reflect an interest in what consumers, employees, shareholders, and the community at large consider to be fair or in accordance with their moral rights. They are in the third hierarchical position of the pyramid, though they are almost equal to legal responsibilities, as they are constantly pushed to expand while at the same time creating higher expectations than businessmen to operate at levels above what is required by law.
- **Charity Responsibilities:** Charity encompasses all those actions that meet the expectations of society from a business being described as a "good corporate citizen". It involves actively participating in actions or programs that promote human well-being or are examples of goodwill, such as contributing money and working time to art, education or the community. The noticeable difference from moral responsibilities is that charities are not ethically or legally expected. Communities want businesses to contribute their employees' money, facilities and time to humanitarian programs or purposes, but if they do not, they do not consider them immoral. For this reason, Carroll believes that charitable responsibilities are the icing on the CSR cake, or else the top of the pyramid (Carroll, 1991).

2. In 1998, the World Business Forum on Sustainable Development (WBSCD) stated that CSR is "a firm's continuing commitment to behave ethically and contribute to economic growth while improving the quality of life of employees and their families, as well as the local community and society at large, "although the definition was subsequently redefined, as" the commitment of businesses to contribute to sustainable economic growth and to work together with employees, their families, the local community and society at large to improve their quality of life ".

3. The European Commission in July 2001, through its Green Paper, initiated a public debate to form a single framework of reference at European level (Commission of the European Communities, 2001). According to the Green Paper, but also the strategy adopted by the EU in favor of CSR in July 2002, in an act entitled "Corporate Social Responsibility: A Business Contribution to Sustainable Development", CSR is defined as the concept of by which "companies voluntarily integrate social and

environmental objectives into their business activities and their contacts with stakeholders".

The EU then stated that the incorporation of CSR objectives by businesses has a positive impact on their management and competitiveness, taking into account:

1. The globalization of commerce, which means that businesses stay active and have responsibilities abroad, even in developing countries
2. Consumer awareness of the image and reputation of businesses taking into account CSR activities by financial institutions and investors, to assess the risk factors and business success and the possibility of using CSR activities to develop employee skills.

4. However, in October 2011, the European Commission published a new CSR strategy entitled "A Renewed EU Strategy 2011-14 on Corporate Social Responsibility", which simplified the definition by removing the feature that has been identified for years, meaning, its voluntary nature. In particular, the EU now defines CSR as "the responsibility of businesses for their impact on society".

The fulfillment of this responsibility, according to the EU, is to respect existing legislation and collective agreements between the social partners. To fully meet their corporate social responsibility, businesses must establish processes to integrate the social, environmental and ethical aspects and aspects of human and consumer rights into their business as well as their core strategy, in close cooperation with interested parties, with the aim of:

- Creating, to the maximum extent, shared values for the owners / shareholders and for other stakeholders and society as a whole
- Identifying, preventing and limiting their potential adverse effects.

5. Nationally, according to the National Corporate Social Responsibility and Responsible Entrepreneurship Plan, in July 2017 CSR was defined as "Business actions, beyond their compliance with regulatory requirements, which aim at economic and social longevity, sustainable development, innovation and extroversion and which, at the same time, create a healthy area of business responsible for its own environment, but also for society and the external environment. (www.opengov.gr).

It is worth noting that an important term encountered in CSR analyzes are the "stakeholders" of a business, that is, the stakeholders. The most popular definition of stakeholder is expressed by Edward Freeman and states: "A stakeholder in an organization is defined as any individual or group of people who can influence or be influenced by the goals of the organization". Thus, stakeholders include employees, suppliers, consumers, competitors, government, NGOs, SMEs and so on.

Businesses today need to make continuous evaluations on a semi-annual basis and to implement social action programs in order to be profitable, even though their degree of success is not easy to predict. Although there are inherent contradictions in how businesses operate and how social programs operate, many businesses through corporate social responsibility manage to combine all the principles of sustainability as it happens in the cruise industry too. At the same time, the main goal of businesses is to make a profit. Many businesses, even if they know that wasting resources on social action programs can lead to a reduction in their profits, opt for corporate social responsibility by investing in the social interest. This is because corporate social responsibility can prevent many problems and solve others before they are maximized. For this reason, ship owners of the cruise ships let the travellers know on their environmental friendly and social friendly actions. At the same time, it is in the interest of these businesses to improve the lives of the area where they operate as in the long run, ultimately, these businesses operate more competitively and generate more profits.

Businesses are not as physical as people are; however, they are autonomous entities and have their own physiognomy and a distinct social presence. Business activity and behavior are expressed through the decisions that their executives make. The will of executives is expressed through the performance of their duties, which constitute the will of the business itself as a socially and legally recognized entity. The activities and behaviors of the executives of each business contribute to the development of a series of activities and the creation of relationships under its influence. Businesses in recent decades have placed particular emphasis on corporate social responsibility (Mueller, 2006). Corporate Social Responsibility presents a difficulty in shaping a commonly accepted rule as each business develops it in its own way. Some cruise industries for this reason focus on charities while others focus on the good relationships of their staff. More generally, corporate social responsibility is a concept that is very broad

and directly related to sustainable development introduced in the daily lives of peoples in 1992 at the Rio De Janeiro Conference (Branston et al., 2006). There are therefore different definitions of corporate social responsibility and these definitions provide specific perspectives (Augier and Teece, 2008).

1. The skeptical view. This includes businesses that have adopted a cautious attitude and are critical of corporate social responsibility. Businesses in this category aim to provide wealth to their shareholders and, through that goal, serve parts of society.
2. The utopian perspective. In this category, businesses claim to have a moral obligation to those involved with the business and should benefit them in every way possible.
3. The realistic perspective. In this category, corporate social responsibility is the management that has the impact of operating the business on all involved, both indirectly and directly and consequently on society (Augier and Teece, 2008).

In recent years several academic studies have been published on the conceptual content and characteristics of corporate social responsibility. Corporate social responsibility has been found to be a combination of factors in various areas of activity. Initially financial expectations are created, as it is natural as the business objective is profit. For this reason, shipping companies have shareholders who want to profit from the investments they make, while employees want to have fair treatment and secure paid work (Boulouta and Pitelis, 2013). At the same time, customers and especially the travellers, want the best quality products and services at a reasonable price. Thus, it is the primary responsibility of businesses to organize their proper functioning as financial units so that they can stay healthy in the industry. The resulting secondary responsibilities are classified as corporate social responsibility. Therefore, profit and corporate social responsibility in a company coexist in a competitive environment (Augier and Teece, 2008).

6.2 CSR and sustainability

Human has made everything in the evolution of industry and technology, but sacrificed ecological and social equilibrium at the altar of progress and profitability. Excessive use of natural resources and reckless pollution of the environment have resulted in irreparable damage to the ecosystem. At the same time, the exploitation of workers due to industrialization and the general lack of respect for society and culture, the habits, customs and habits of local communities, have adversely affected human relations and values resulting from the alienation, especially of their inhabitants. These consequences, even if somewhat belatedly realized that they act as a boomerang for the survival of all mankind, and even more for generations to come (Ritchie & Crouch, 2003).

Thus, policies to protect the environment, both natural and structured, as well as to protect citizens' rights and improve working conditions were adopted at global, national and local levels by taking the necessary measures to reverse the hitherto negative impact. Particular emphasis has been placed on improving the quality of the environment in relation to economic growth and maintaining balance between them, as most human activities directly interact with environmental quality, such as industry, agriculture and tourism (Edgell, 2016).

That is to say the need for a unified development policy for all the above sectors, i.e., a sustainable development policy, whose aim will be the demands of economic growth from the environment can be met, without diminishing its ability to provide the same satisfaction to future generations. Long-term sustainable development presupposes a balance of sustainability at the economic, environmental, social and cultural levels.

Thus, development that aims to meet the various economic, ecological and social parameters at the same time is called "sustainable development". The United Nations (UN) Member States in September 2015 with Agenda 2030 committed to achieve sustainable development in three dimensions - economic, social and environmental - in a balanced and integrated way. Their main objective by 2030 is to end poverty and hunger everywhere, to fight inequality within and between countries, to build peaceful and inclusive societies, to protect human rights, to promote gender equality and to empower of women and girls, as well as protect the planet and its natural resources. They also seek to create conditions for sustainable and coherent economic growth,

shared prosperity and decent work for all, taking into account the different levels of national development and competence (sustainabledevelopment.un.org).

As far as businesses are concerned, those who choose to grow with the logic of sustainable development aim to maintain equal distances between economic efficiency, social justice and environmental protection in order to achieve a lasting balance between them. It is understood that a long-term approach is needed to eliminate the disruptive trends of the triptych "economic exploitation - society - environment". Balanced interaction between these three dimensions is required and sustainable development is not considered when any of the three dimensions overlaps with another (Carr et al., 2016).

Therefore, there can be no sustainable development for a business when it prioritizes the environment or society. Economic growth must be pursued to the same degree. We see clearly that the philosophy of sustainable development is very much in line with CSR. In addition, the European Commission in July 2002, in line with the above-mentioned strategy in favor of CSR, inextricably linked the two concepts, emphasizing that CSR programs contribute to the sustainable development of the European Union and proposing as a basic principle for businesses the balance between the activities carried out in the economic, social and environmental sectors, as well as in the areas of consumer interest (eur-lex.europa.eu).

At the international level, the Johannesburg Implementation Plan, which was adopted the same year (September 2002) at the World Summit on Sustainable Development (WSSD), recognized the concept of "sustainable consumption and production", identified as one of the three main objectives and essential requirements for sustainable development along with poverty eradication and natural resource management, in order to promote economic and social development. In addition, it has been recognized that fundamental changes in the way societies produce and consume are necessary for achieving sustainable global development (sustainabledevelopment.un.org).

The three specific areas, on which the success of both sustainable development and CSR are based, having been recognized internationally and at the European level to coexist and evolve at the same time to deliver the desired results for all involved, constitute the three-pronged dimension. CSR designated a "Triple Bottom Line"

(TBL) by award-winning author and business consultant John Elkington. Elkington was described by Business Week in 2004 as "the dean of the corporate responsibility movement for three decades" and by the Evening Standard in 2008 as "an evangelist for corporate social and environmental responsibility long before fashion".

According to his theory, a business is viable when it is above the "triple bottom line" of its economic prosperity, environmental quality and social justice. The three bottom lines are interrelated, interdependent and partly in conflict. Also, the three dimensions (3p's: people-planet-profit) are constituted by the common goal of ensuring the development of social capital, environmental quality and the economic well-being of the enterprise. They must also develop at the same time as CSR with a common vision, common mission and shared values (Carr et al., 2016).

The analysis so far shows that in order for CSR to be effective, it must govern all business operations and transactions. Consequently, business management is required to set the right strategic objectives that will ensure its business viability by defining appropriate CSR actions. It is therefore clear that CSR actions are applicable to both the internal and external environment of the company, depending on its size, annual turnover and industry and their content is directly related to its strategic objectives.

The "National Strategy for Corporate Social Responsibility and Responsible Entrepreneurship" (July 2017) indicates, however, that smaller sized businesses with low annual turnover, while not leaving a strong environmental footprint, are more focused on improving their working conditions and improving the microenvironment. On the contrary, larger companies that use more resources etc take actions not only to improve their internal environment but also to benefit society and the environment in general (www.opengov.gr).

The internal environment of a business therefore includes both its human resources and the environmental impacts of its operation, while referring to its external environment we mean its direct or indirect impact on the wider environment, physical as well as social, such as local society, customers, suppliers, partner companies etc.

Regarding the main dimensions of sustainability, those are presented below:

Social dimension

Starting from the internal environment of the business, the most important asset for a successful operation is its human resources. Corporate human resources management must attract, select and adapt human resources in the workplace, but also aim at further developing and using them in order to increase the job satisfaction and work efficiency, for the benefit of the business itself. The operation of HRM should focus on the fact that employees play an essential role in achieving continuous competitive advantage and therefore staff management practices must be aligned with the business strategy and help senior management achieve effective and effective goals regarding the social justice.

CSR plays a key role a, as it is related to actions aimed at job satisfaction and human resource development, such as:

1. Improving working conditions, e.g., continuous vocational training by ensuring safety, hygiene and quality in the workplace, by organizing specialized seminars and encouraging retraining employees in their field, often by offering all of the funding for their studies
2. Providing incentives, e.g., through additional healthcare, rewards, childcare during working hours, the ability to communicate with senior hierarchies, and to strengthen relationships between employees themselves through voluntary actions or other activities outside the workplace, even involving employees of the business
3. Recognizing diversity and providing equal opportunities (Kolk, 2016).

As far as the external environment of business is concerned, the social dimension of CSR is mostly expressed through actions in the form of grants or donations to associations, institutions, sports teams, local bodies, as well as individuals such as athletes or students. It is also common providing assistance to vulnerable social groups, with financial support, concentration and distribution of food and clothing, recruitment into the business. Such groups are mainly unemployed, homeless, disabled, suffering from serious illnesses or dependents living on the margins and wanting to be reintegrated into society (Cohen, 2017).

Respect for human rights, fostering social solidarity and stimulating employment are the objectives of businesses in this case. These include co-operation with suppliers that meet commonly accepted social criteria and are usually active locally.

Businesses, as expected, choose social responsibility actions that are in line with their strategic goals and are aimed at achieving them. The CSR initiatives that each company selects based on its content are categorized into the following six types.

1. Cause Promotion: Refers to a wide range of ethical and social activities. Most notably, a for-profit company promotes awareness for a specific purpose or supports fundraising by allocating corporate resources, either in cash or in kind. It may also encourage its employees or clients to participate. In addition, it is important to emphasize that it is not necessary to partner with a non-profit organization Cause-related Marketing as it aims to tackle a social or environmental problem and at the same time create business value for the company. Usually, in marketing campaigns are related to a purpose, the brand is associated with that purpose and part of the sales revenue is donated to support that purpose (Cohen, 2017).

2. Corporate Social Marketing: Generally, refers to a campaign aimed at improving public health, safety and the environment. The overall goal of a company is to create the behavior of the target audience. To achieve its goal, it uses corporate resources.

3. Corporate Philanthropy: It includes charitable donations of profits and resources that companies give to non-profit organizations. Corporate philanthropy consists mainly of cash donations, but it can also take the form of facilities or volunteer time offered by company employees. Donations are handled directly by the company or an institution that it creates for this purpose.

Corporate Employee Volunteerism: Volunteering is the way in which a group of individuals participates in social, charitable and environmental activities on a voluntary basis. Volunteering clearly does not entail any fees. Its nature and essence are related to the human need to help others and support social goals. The benefit, therefore, to a person is that he is contributing to a good cause (Kolk, 2016).

The business in this case promotes the spirit of volunteering in favor of social activities both inside and outside its environment, mainly by encouraging voluntary supply of its employees. Volunteering for CSR employees helps the businesses,

enhance employee satisfaction and relationships within their employees, corporate reputation and relationships with external stakeholders.

4. Socially Responsible Business Practices: It is a discreet business practice that adopts a business to support social goals, improve community well-being or protect the environment. The community in a broad sense includes company employees, suppliers, distributors, nonprofits and public sector stakeholders, as well as members of the general public. Well-being refers to health and safety, the environment, as well as psychological and emotional needs.

5. Sponsorships: A common corporate sponsorship model involves the collaboration between a non-profit organization and a sponsoring company, in which the latter finances a project or program managed by the former in exchange for recognition eg. cultural or sporting events. Companies may display their logos and trademarks along with the organization undertaking the project or program, with a specific indication that the company has provided funding. It is not the same as charity, which includes donations for purposes that serve the public good without any return, such as enhancing the brand name, to the donor (Spence, 2016).

Environmental dimension

The environmental dimension of CSR applies to both the internal and external environment of a business. In recent years there has been a growing awareness of environmental protection and restoration issues, both in the market and in the general public. Environmental requirements are an important factor driving demand in the market for products and services. Businesses are required to integrate environmental management as a key element of the policy that characterizes their development and operation to produce high quality products and services, enhancing the competitiveness and market position, hence the viability, as well as their products and activities being environmentally friendly (Spence, 2016).

Caring to keep the environment in a good condition and reducing or even eliminating the damage caused by the operation of the business has become more precise as it is not just a choice but a one-way for every socially responsible company that wishes to have a successful course over time and at the same time respect its partners and the local community (Kolk, 2016).

The CSR actions in this case are mainly the following:

- Use of environmentally friendly technology
- Reduction of emissions of pollutants and waste
- Reduction of consumption of natural resources
- Saving of energy and using alternative forms of energy
- Protection of biodiversity
- Recycling
- Reforestation etc.

The main goals of businesses, depending on their size and specificity, are to minimize environmental impacts, to design eco-friendly (buildings, equipment, etc.), to implement environmental policies according to the product life cycle, to work with other stakeholders actors in this direction and the setting of incentives for the development of "green markets" and "green procurement", ie environmentally friendly (Cohen, 2017).

In the recent years, businesses have adopted and implemented Environmental Management Systems (EMSs) in order to ensure the success of their environmental goals. The implementation of the EMS follows specific instructions at all stages of the logistics and production process, certifying and proving that they have an environmental awareness at all stages of the product and service life cycle. Environmental standards consist of management standards and product standards. Management standards provide a system for environmental management and product standards enable consumers to identify products that are environmentally friendly (Spence, 2016).

The most common EMSs today are:

1. ISO 14001 - International Standard
2. EMAS (Eco-Management and Audit Scheme) - European Standard

More precisely, ISO 14001 is an international standard for the implementation of an Environmental Management System. It defines the requirements of an EMS so that each business can reduce its environmental impact and continuously improve its environmental performance. The rest of the ISO 14000 series are environmental management guidance standards.

ISO 14001 is designed in such a way that it can be applied by any company, regardless of its size and which industry it belongs to. This standard has been revised in 2004 to make it user-friendlier and more compatible with ISO 9001 and OHSAS 18001, thereby enabling businesses to save resources needed to set up and implement of the above templates separately.

EMAS is based on Regulation (EC) No 1221/2009 of the European Parliament and of the Council of 25 November 2009 regarding the voluntary participation of organizations in the Community eco-management and audit scheme. EMAS addresses all organizations with environmental impacts (eg industry, tourism, public administration) by participating in it voluntarily and being confirmed using the relevant logo.

The aim of the EMAS Regulation is to evaluate and upgrade the environmental performance of organizations and to reduce the environmental impact of the operation of their premises. The initiative and responsibility for implementing the system are solely the responsibility of the organization concerned, which is to set quality and quantitative objectives on its own and continually strives to improve its environmental performance by informing the public.

Both EMAS and ISO 14001 share the same objective of ensuring sound environmental management, but are often considered competitive. However, the European Commission has recognized that ISO 14001 is a step towards EMAS, i.e., that successful certification under ISO 14001 means that the most important steps towards EMAS registration have been taken.

Financial dimension

The financial dimension lies in the financial results generated by the CSR's actions on environmental and social issues. Much theoretical and empirical research has been done on the financial benefits a company derives from the implementation of CSR actions and these are in addition to being directly and often indirectly yielding financial results over time. These benefits can be categorized into five areas as follows:

1. Positive Impact on Company Image and Reputation: Although the corporate image may change rapidly, reputation evolves over time and is influenced by consistent performance and stakeholder communication. Both image and reputation can affect the competitiveness of the business.

2. Positive Impacts on Motivation, Retention and Recruitment of Employees: On the one hand this results in this area result from improved reputation, on the other hand, CSR directly affects workers, as they are more motivated when they work in a better work environment or are motivated by their involvement in CSR activities, such as voluntary programs. Similarly, CSR actions can directly or indirectly affect the attractiveness of a business to potential employees.

3. Cost savings: CSR gains could come from replacing existing materials with more environmentally friendly materials by implementing a sustainability strategy, improving Stakeholder engagement such as investors, saving time or improving access to capital due to their sustainability sensitivity.

4. Increased revenue from higher sales and market share: CSR can lead to increased revenue indirectly eg. by improving the corporate image or directly e.g. through the development of new products or the expansion / change of the target market through the implementation of CSR actions (Spence, 2016).

5. Risk reduction or management: CSR is used in this case as a means of reducing or managing risk, such as avoiding negative publicity or boycotts of NGOs (Kolk, 2016).

Benefits for CSR business can also be classified into monetary and non-monetary. Monetary terms include direct economic impacts or favorable benefits that do not lead directly to cash flows but can be measured in monetary terms. One example is the increase in the value of the brand due to CSR. If analyzed economically, the value of the brand reflects the financial value of the company itself. An immediate financial result is made when the trademark is sold. That is, if the value of the CSR trademark has increased, its purchasing value, measured in monetary terms at the time of its sale, has also improved. The value of the brand can also be analyzed in terms of behavior, which focuses on understanding customer behavior by evaluating their preferences, attitude or loyalty. In this respect, customer attraction and retention are often measured as non-monetary, representing non-monetary benefits (Cohen, 2017).

In addition, the financial dimension of CSR also lies in the transparency of financial results and the implementation of corporate governance rules aimed at combating corruption. Moving in this direction, the European Commission in its 2001 Green Paper states that large companies should issue annual reports on their effects in economic, social and environmental terms. To ensure the accuracy and comparability of data, specific and internationally recognized standards for measuring and recording data are followed, in monetary terms so that their publication can be controlled and benchmarked between companies (Grayson & Hodges, 2017).

For the transparency and credibility of the above data, companies work with specialized auditing and consulting companies. By investing in publicly available data, investors gain insight into business success and the competitive advantage of socially responsible companies in choosing which to invest in.

We are referring though to Socially Responsible Investments (SRIs) whose main feature is to avoid investing in companies that produce or sell addictive substances and to search for companies dealing with social justice, environmental sustainability and energy / energy efforts for clean technology (Cohen, 2017).

In Greece, the increasing implementation of corporate responsibility actions by businesses is confirmed by recent research by the Greek Center for Sustainability & Excellence (CSE), which belongs to the relevant international organization specializing in advice, guidance and education for sustainability and corporate responsibility. Its survey shows a significant improvement in CSR, despite the widespread financial crisis, with a 36.7% increase in Greek Corporate Responsibility Reports issued in 2017 compared to 2012.

According to the results of the survey, the majority of the largest companies operating in Greece continue to implement increasingly systematic CSR programs, as well as publish their performance using international standards. There are 79 companies with a total employment of over 150,000 employees, with a turnover exceeding 56 billion euros.

One of the most important findings of the survey is that 48% of companies that have issued a CSR report and have a CSR strategy reported an increase in their turnover in 2016 compared to the previous year, which shows an indirect correlation with CSR. The research also shows that the right strategy with quantitative objectives, which

takes into account stakeholder requirements, transparency culture and corporate accountability, contributes to the development of business financial results and therefore is now considered an investment rather than a cost. Similar conclusions were drawn in a recent survey conducted by the North American Sustainability Center in a sample of 600 top companies.

6.3 CSR concerns

In addition to the benefits for businesses, stakeholders as well as the environment, there are many researchers who argue that many problems arise from the use of CSR. CSR critics question the selflessness of companies adopting socially responsible practices, arguing that the main purpose and virtually the reason for their existence is to increase profits, which contradicts their social sensitivity to outsiders and which does not is yet another way of marketing and promoting their sales (Weijo et al., 2014). Nobel laureate economist Milton Friedman, for example, in a 1970 article argues that "There is only one social the responsibility of the enterprise - the use of its resources and the pursuit of activities aimed at increasing its profits, as long as it remains within the rules of the game, that is, it participates in open and free competition without fraud or fraud. "(Friedman, 1970: 178).

Friedman's particular view has since been variously commented upon and ultimately rejected in practice by CSR's acceptance of the business world now, but the problem nowadays deals with the end of that phrase, namely "without fraud or deception". Thus, there are not many examples of successful companies taking advantage of the positive impact of CSR, as they have used it in the wrong way to gain a competitive advantage over their competitors (Cohen, 2017).

The method used by many companies is that they try to mislead the consumer that their products, services or operating practices are socially and / or environmentally responsible is defined as "greenwashing". If such an unethical tactic is revealed, the implications for the business are devastating. State sanctions, damages to investors and consumers, damage to the company's reputation, as well as disputes with its own employees can be pointed out (Rasche et al., 2017).

In a recent survey of more than 1,000 employees to find out how they perceive the CSR actions of the business they are working on, classifying them as essential, they are mainly aimed at improving it. At these companies, the employees who believed the actions were meaningful had a positive attitude to the business and supported the actions themselves, while those who viewed the actions as symbolic and concealing green deceit, had negative reactions that affected and their performance.

This means that employees are not fooled, even if the external recipients are misled, and this is a serious factor that businesses need to consider before implementing such practices (Rasche et al., 2017).

Thus, if a company chooses to incorporate CSR actions into its activities, it must respect competition and not use unfair means because it may be short-term, but in the long run it will damage its viability. In order for CSR to be effective and to have a positive impact on all stakeholders, it is necessary for businesses to maintain complete transparency, document all procedures and make public the relevant data. It is also clear that the actions that each company chooses to be effective must be in line with its strategic objectives and be carefully selected in order to contribute to its financial performance while minimizing the footprint that leaves in its natural and social environment (Rasche et al., 2017).

6.4 Social responsibility on tourism

Mass tourism refers to the industrial production of tourist activities, is allowing as many people as possible to participate. This form of tourism is the one of the poorest, even the least educated towards destinations that the better-off and the more informed do not attend or more. Most people are explorers and do not take part in the mass tourism, because they are looking for innovative destinations and are willing to take risks. This definition opposes two types of tourists on the basis of their socio-professional category. It also implies that destinations that do mass tourism receive the poorest while destinations that opt for a form of tourism called niche or specialty welcome tourists who have a higher purchasing power. It is this last type of tourism

that Botti and Séraphin call specialized tourism. They define it as follows: "Specialized tourism is a concept linked to that of alternative tourism (...) These are non-standardized leisure services to meet the demand of tourists and to destinations to achieve their economic, social and environmental goals "(Botti and Séraphin, 2011, 48).

The tourism product, whether developed by a destination-oriented mass tourism or alternative tourism, connects a producer and a consumer in an environment, that of the local destination. This is why the tourism economy cannot be disconnected from a sustainable management of the environment.

Due to the interactions present in the tourism sector, the mobilization of institutional theory seems useful to apprehend the development of new practices. Indeed, the institutionalization of the CSR movement is becoming more and more popular in the sector. It also empowers companies on the impact of their activity on the environment. In the CSR approach, customer satisfaction still occupies an important place. CSR is therefore closely linked to the notion of ethics to which all stakeholders in the tourism industry must subscribe (Carr et al., 2016).

Good CSR practice should therefore allow mass or alternative tourism destinations to improve their economic impact as well as the educational level of the market. At this level of thinking, it is clear that mass tourism and alternative tourism, despite the fact that there are many elements of divergence, still have common elements. We can therefore say that the ideology underlying CSR in both environments is another element of convergence between the two forms of tourism that seemingly all seem to oppose.

CSR can be compared to moderating the negative effects of mass or alternative tourism while maximizing the factors that can contribute to positive impacts for local populations, the environment, etc. This tendency for CSR to "want to do good" brings this notion closer to that of "pro-poor tourism" which relies on the tourism sector to fight poverty by putting the poor at risk in the center of the development of the tourist activity. This "pro-poor tourism" movement, because of its philosophy, is very close to the Sustainable Tourism program launched by the World Tourism Organization (UNWTO), which also focuses on well being of local people as a priority.

The development of social enterprises, that is to say, enterprises that target the interests of the society in which they are located in the field of tourism and / or the development of entrepreneurship at local, seems to be the most likely options for a sustainable development of the activity. Indeed, we do not do tourism against, but with the populations. The creation of small or even micro-enterprises is the best way to involve poor people in the economic development of the country. Indeed, a sector approach in tourism can lead to such involvement (Edgell, 2016).

The application of CSR has another visible interest in the number of visitors. In the case of many small islands, two types of entrepreneurial activities can benefit the local population: the creation of bed and breakfast and the development and professionalisation of the tourist guide activity. B & Bs are one of the options that the islands should take not only in its goal of managing tourism.

They have a double advantage. First, they meet the needs of tourists looking for authenticity and eager to live the daily lives of locals. Then, as businesses, they require a small initial financial investment. The creation of guesthouses also represents a driver for territorial development or even decentralization. Indeed, for the governments, the development of rural tourism is an option to unclogging the ports by encouraging neo-urban to reconquer the countryside or provincial cities.

The other entrepreneurial option one should underline is the tourist guide activity. This activity, like guesthouses, puts the visitor and the tourist in contact with one another for the greatest pleasure of the latter who is looking for authenticity. Through its role as mediator the guide can help to demystify some of the preconceptions that visitors have about the island. Indeed, the wealth of most islands, much of which is not written, could be made more accessible to tourists through guides. The development of the profession of tour guide also appears as a creation of several hundred jobs. The labeling of the guides will also contribute to the professionalization of the tourist chain (Ritchie and Crouch, 2003).

The application of CSR in the tourism sector is even more important in the islands of Greece when we consider that the development will be by the mass popular, because the elite has never really played its role as a socio-economic developer. Alternative or mass tourism has common features such as a moderate level of economic impact on the production area as well as the educational level of the market.

As it has just been seen, the institutionalization of CSR makes it possible to moderate some of the excesses or imperfections of tourism for the benefit of the host country and its population. Thus, tourism appears as a vector of peace in most of the destinations. By linking the goal of peace to tourism, one can go beyond the simple definition of absence of war and violence. Regarding peace, one means a social climate of tranquility generated by transparency, material and physical well being (Carr et al., 2016).

For destinations embarking on tourist activity, determining the form of tourism to which to turn can be a real challenge. Most islands, sharing the same republic, are therefore very influenced by the choice of tourism adopted by the local government. However, alternative tourism, because of the characteristics the researcher has just mentioned, seems to be the most viable option for them. It corresponds better to ethical and pro-development approaches. It is more suited to consumers who are turning more and more to ethical tourism.

It must be said that nowadays tourism is an important sector of the economy for both the countries of origin and for the countries of the tourists, due to its rapid development and spreading worldwide and the enormous economic profits deriving from it. Particularly for the host countries, it is for the most part the main source of revenue, as most are growing and have not achieved corresponding progress in the rest of their economies.

These countries include Greece, which has made steep progress in its tourism sector in recent decades, with a steady increase in the number of arrivals of tourists flowing from every corner of the world, according to data from the Greek Statistical Authority.

Of course, not every tourist country was left untouched by the various events of international appeal that influenced tourism worldwide, for example, the international financial crisis, which began in 2008 by the US and hit our country, terrorist attacks such as September 11, 2001, natural disasters such as the tsunami in the Indian Ocean in 2004, as well as internal political and economic issues, such as the recent abolition of reduced rates of VAT on the islands and the overnight charge on hotels. However, despite any ups and downs, it has managed to cope with international competition and has shown increasing trends in its tourism over time (Chi et al., 2019).

It is a fact that when a sector of the economy presents growth, it will also attract investors who expect the same economic benefits from their investment. Thus, in the context of a new market that evolves freely and profitably, irregularities are all but rare. Especially for countries that did not have the necessary legislation and state control from the outset, such as unnecessary construction to protect the natural and structured environment of the surrounding area, reckless consumption of energy and natural resources, exploitation of tourist businesses, the profiteering of tourists, the lack of respect for local customs and customs, etc are usual.

The consequence of such phenomena leads in the need to protect tourists and all those involved in the tourism process, and the environment itself too, with the help of explicit and unambiguous rules. The state itself can be responsible for establishing rules that are respected by everyone. As a result, all States that are based on tourism have now adopted the appropriate legislative framework to ensure a balanced and sustainable development of their tourism sector with as little social and environmental impact as possible, setting out their rights and obligations immediately and indirectly involved with it (Hughes & Scheyvens, 2016).

The awareness of the businessmen themselves, regarding the deterioration that their businesses bring to the social and environmental environment, led them to use measures to protect the natural environment and the local society, beyond the pre-defined legal frameworks.

For example, a hotel not only sells its facilities and services within it, as it also sells the beautiful image of the landscapes, the intact social nature of the area, its cultural heritage, etc. To preserve these elements, vital resources are important for tourism, thus, there is an urgent need to manage sustainably and encourage a preference for products and services that support sustainability.

CSR can make a significant and effective contribution to this direction, which is why tourism businesses are integrating it. CSR measures of tourism businesses include responsible use of natural and cultural resources, minimization of pollution and waste, landscape preservation, biodiversity and cultural heritage, fair and responsible treatment of employees, suppliers and guests, fair use of local products and services, and cooperation with local communities to improve the quality of life of local people.

The need for action beyond the relevant public bodies and the private sector for sustainable tourism were also acknowledged by the World Tourism Organization (UNWTO), which adopted its General Assembly in Santiago, Chile on 1 October 1999 as the "Global Code of Ethics for Tourism". Article 6 of the Code gives a detailed reference to the obligations of tourism professionals on tourism development (ethics.unwto.org).

Then in 2011, the UNWTO formulated a "Private Sector Commitment" to the Code and urged private companies around the world to sign it. In signing the commitment, companies commit to uphold, promote and implement the values of responsible and sustainable tourism development under the Code. They also undertake to report to the World Tourism Ethics Commission (WCTE) on by applying the principles of the Code to their corporate governance. One of the main goals of the commitment is to focus on social, cultural and economic issues, with particular emphasis on issues such as human rights, social inclusion, gender equality, accessibility and protection of vulnerable groups and host communities. Signing the commitment is voluntary and up to date 547 companies and associations around the world have signed it (ethics.unwto.org).

The difference with other businesses is that those focusing on tourism do not all have the same purpose, eg. Hotels, cruising companies, airlines, tourist agencies, restaurants etc, although their operation is directly or indirectly dependent on the rest of the industry. Thus, the CSR actions they adopt should be tailored to the specific needs of the business, depending on the size and scope of their business and on the other hand, they take into account their impact on the other businesses with which they interact. The tourism industry, in addition to being fragmented into various sectors consisting of large and small businesses, also markets a complex, intangible, humancentric and experience-based product for which environmental and socio-cultural resources, most of which are unique and they cannot be reproduced, they are key success factors.

Sustainable tourism therefore, in addition to the more general criteria of sustainable development, requires a more holistic perspective, which takes into account all types of tourism enterprises and the resources on which tourism is based. The set of criteria or principles that determine the success of sustainable tourism include:

- Protection and conservation of natural resources
- Approach from all stakeholders
- Environmental responsibility
- Maintaining prosperity and active involvement of the local population
- Providing meaningful and sufficiently paid employment to the population
- Acquiring economic benefits
- Long-term perspective
- A triple bottom line approach (environmental, social and economic)
- Maintaining justice
- Leadership of government
- Targeting optimum visitor satisfaction and training on environmental and social issues (Chi et al., 2019).

The role of sustainable tourism development is therefore to make all tourism more compatible with the needs and resources of the destination region. One problem with CSR is that because the supply chain of a product to the end user (e.g., a tourist package) is not usually controlled only by one party and often affects different parties data from each of the stakeholders in the final form of the product also creates difficulties in controlling the individual CSR components and recording their performance. In general, the characteristics of the tourism industry do not fully meet the requirements of a self-contained industry, thus, tourism is a broader concept of the economy, which includes visitor-oriented markets (Hughes & Scheyvens, 2016).

More specifically, the tourism industry comprises of a huge variety of public and private actors whose primary objective is to create a competitive advantage in the market. Therefore, a tourist destination can be considered as a combination or even as a trademark of all products, services and experiences provided locally. The constituents of most destinations are defined as: attractions (natural and artificial attractions, as well as special events such as sporting events), accessibility (the entire transport system including routes, terminals, stations and vehicles), amenities (retail and catering, retail, other tourism services), available packages (predefined intermediary packages), activities available at the destination and those that will make consumers during their visit), ancillary services (non-tourist services used by tourists as banks, telecommunications, post office, hospitals).

There are also similar strategic components of a destination, which are included in the own model of the "6 As" and are: access, attractions, accommodation, amenities such as restaurants, tourist shops etc), assemblage (assembling the concept of a tour package with various services, united by a tour operator), ancillary services (ancillary services such as guided tours, excursions, social events etc). A similar approach was followed by Morrison (2013), who identified "10 As" as essential features of a successful tourist destination, to which he then added another five.

As can be seen from the above, a tourist destination is itself a complex product, resulting from the combination of its natural and socio-cultural characteristics with the products and services created by market players. These actors and businesses need to exploit the relationships they build with each other constructively to manage overall supply and demand in a way that leads them to achieve common business objectives and at the same time ensure the success of the destination, in other words ensuring the success of the overall tourism product (Volgger & Huang, 2019).

Therefore, the total tourism product includes the combination of all the elements that a tourist consumes during their journey. The individual products that make up the overall tourism product are also designated as specific products and can be sold as individual offers such as accommodation, transport, sightseeing and other facilities or activities for tourists (Chi et al., 2019).

Any of the tourists, when deciding on a journey to satisfy a specific need, has the freedom to choose from a wide range of products and services that he thinks will best meet that need, that is, his freedom selection. The degree to which they are free to choose varies depending on whether the trip is for pleasure, business, family matters or a combination of them. It also varies depending on his budget, previous experience, knowledge and dependency on a travel agency or ready-made travel packages. Notwithstanding any variations, any satisfactory tourism product must include some selection elements.

Therefore the consumption of a particular set of services and products that creates the travel experience of every person. Thus, the overall tourism product can be assimilated to the overall travel experience and its success lies in the degree of satisfaction of the customer's need for which he has chosen to use his individual services or products over balances placed on the market.

6.5 Corporate cruise planning

Corporate cruise planning is long-term -at least two (2) years before the cruise takes place- and depends on the strategy of each company (eg passenger demographic, tourism product diversification, access to new markets), taking always under consideration the operating factors (eg port selection, port numbering and ordering, distance between ports, availability of berths), and factors oriented to consumer desires / needs addressed (eg, during cruise, visiting destinations that attract the tourists interest).

Usually, a cruise ship operates at a particular itinerary for one year (or at a time within the same year) or for a maximum of two consecutive years before being transferred to a different itinerary. A key reason for this is that many passengers wish to return to the same cruise ship for their vacation provided that it is approaching new destinations.

Generally, the ideal distance between successive ports of a cruise route is 200-400 kilometers, to cover overnight. This means that ports at this distance are complementary, while ports at a shorter distance compete with each other. Competition also arises in cases where some ports have competitive advantages, such as major tourist attractions. For example, the port of Civitavecchia would not have become an important cruise port had it not been near the city of Rome (Han et al., 2018).

Many cruise ships operate weekly or fortnightly round trips, reaching the same ports every week or every two weeks. It is a common occurrence for a port to be hosted in one day a significant number of cruise ships (e.g., ports of departure at the weekend) and no one next day. This uneven distribution of arrivals to cruise ports causes problems for efficient and effective management of cruise ships and their passengers within the port, as well as pressure on cruise destinations.

Based on the notion that cruise companies, when designing cruise routes strategically, take into account the characteristics of the port and the characteristics of the wider region, and following further methodological research, there has been a list of eighty

one criteria - factors that a port must meet if it wants to be attractive to cruise companies as a port of departure as well as to cruise tourists.

From the literature review, the factor criteria that a port should meet, by category, relate to the following:

1) Port physical characteristics: The geographical location of a port, e.g., its proximity to standard cruise routes (with the aim of reducing fuel and maintaining the regularity that cruises take place at night and the cruise ship stays at the destination during the day) and protecting the port from weather conditions, influence the choice of a port as a port of departure by cruise companies.

2) Port management: The model of organization, management and operation of a cruise port largely determines the attractiveness of the port as a port of departure, as it is directly related to the possibility of long-term business relationships, the allocation of cruise terminals to cruise companies or cruise terminal companies (in order to make the necessary investments), responding to the needs of cruise companies either (eg port operation 24 hours, 7 days a week), undertake promotional activities and networking with other harbor cruise ports.

3) Port infrastructure and port efficiency: An important set of factors for selecting a port, in particular as port of departure, concerns the adequacy of port infrastructure and the operational capability of the port in order to ensure the best possible interface between port and cruise ship ('seafarers'). "), as well as between port and city (" land side ").

Cruise companies seriously consider whether a port has appropriate, environmentally friendly, infrastructures, superstructures and facilities (eg jetties to protect ships from adverse weather conditions, platforms, passenger terminals, x-rays, ramps passenger, power supply, etc.) in order to accommodate their ships and passengers.

The size, number and depth of the ports of a port are key factors in the selection process, in particular given the tendency of the global cruise market to build and operate larger vessels. It is estimated that a port of departure should have a pier of three hundred and fifty meters (350 m).

Equally important is the existence of a high level of aesthetics and cruise terminal services provided with the ability to efficiently and quickly manage (board / land) a

large number of passengers and crews simultaneously (including handling their luggage and time required).

Finally, one of the important conditions that companies set to be able to bring their cruise ships to port is the existence of "berth allocation systems".

4) Passenger services: Ports, in particular ports of departure, should provide integrated services to cruise passengers, such as travel agencies, postal services, banking, VIP waiting areas, car parks, internet cafes, shops duty free, childcare facilities, sports facilities, first aid stations, in-port shuttle services, lockers, information screens, pick-up and boarding passes, etc (Hultman et al., 2015).

5) Port Service Costs: Cruise companies take seriously the cost of cruise services, passenger service costs, port charges, as well as the operating costs of local offices.

6) Services to cruise ships: Ports, mainly ports of departure, should provide cruise ships with access to the necessary shipping services for their proper operation, such as navigation and towing capabilities, supplies (e.g., food), services safety, shipyard waste disposal services, refueling capabilities (e.g., oil, LNG), registration of shipowners and shipyards, repair services.

7) Destination Facilities - Transport Networks: Of particular importance for cruise companies in selecting a port of departure is the availability of a reliable and large international airport in the wider port area, with frequent airline connections as most cruise passengers depart from port of origin, by air.

In addition, the cruise companies positively count on the availability of restaurants, information points and Tourist Police, the existence of commercial and recreational markets, the availability of organized excursions, the adequacy of hotel infrastructures, and the availability of international rail links, inland and adequate public transport (buses, subways, taxis).

Especially for hotel units and accommodation, research shows that in popular destinations like Barcelona and Venice, cruise tourists stay at least one (1) extra day (before or after the cruise) to explore the destination of the cruise, demonstrating the importance of an adequate and high standard of accommodation.

8) Political environment and security: Political stability and security issues at the port (eg security procedures provided by the International ISPS Code, as well as additional

measures when circumstances require it) and at destination are crucial to the selection process ports from cruise companies.

9) Regulatory framework: National tourism policy, the degree of liberalization of cabotage market access, the institutional framework for cruise terminal concessions and incentives for cruise companies affect cruise activity.

10) Relationship between port and cruise company: Providing incentives to cruise companies, special treatment of regular users, and flexibility in the formulation of port conditions of use is a major challenge for cruise ports, especially in the case of ports of departure (Sangpikul, 2018).

11) Port cooperation with business and city operators: The close cooperation of the port with the businesses and operators involved in order to ensure the best possible port and city / destination connection is favorably appreciated by the cruise companies.

12) Proximity to markets of origin of cruise passengers.

13) Attractiveness of tourist areas: At the level of attractiveness of tourist areas include the presence of tourist attractions, historical, cultural, religious sites, the choice of activities for tourists (e.g., contact with local culture, the possibility of visiting neighboring areas, attending conferences or sporting events, leisure activities).

6.6 Legal expectations

As far as legal expectations are concerned, businesses must comply with certain conditions and work with specific rules. Satisfying legal responsibilities is a key feature of corporate social responsibility (Clarke, 2007). In addition, businesses have ethical expectations. This particular responsibility obliges businesses to do what is considered right and fair so that they operate within a specific context. Ethical responsibilities are those that society expects from a business beyond its legal and financial expectations (Cowling and Tomlinson, 2011).

Businesses also have charitable obligations. These obligations are an aspect of corporate social responsibility that tackles many issues including donations to organizations and institutions, investing in employee needs, supporting lifelong learning and local educational institutions and sponsoring sporting events (Mueller, 2006).

Many definitions of corporate social responsibility include sustainability alongside profit, as sustainability encompasses the triptych 'society - environment - economy'. Businesses are thus committed to ethical behavior towards profitability alongside their profitability, and a socially responsible business must take into account all the issues that arise as it operates with regard to environmental protection, sustainability and quality of life for employees and the society in general (Boulouta and Pitelis, 2013).

Corporate social responsibility is a commitment that a business has constantly made to behave ethically and contribute to the economic development of its place of business while at the same time providing a basis for the quality of life of its employees. Corporate social responsibility means that there are essentially indirect and direct stakeholders, parties and stakeholders (Cowling and Tomlinson, 2011). The stakeholders are those who are interested in the venture capital i.e., shareholders, employees and creditors. Stakeholders are the state, local society and pressure groups. Thus, for a socially responsible business to be competitive in the environment of competitiveness it must base all stakeholders and be in a continuous dialogue process defining and refining its action plan (Epstein, 2008).

At this point we should say that according to the socio-economic point of view, businesses regardless of corporate responsibility should strive to maximize their profit. In order to maximize the profits of the cruise business, shipping companies must accept certain social responsibilities and, in this context, corporate social responsibility becomes interdependent with free market competition and profit (Epstein, 2008). Thus, corporate social responsibility becomes an integral part of the social power that the business has and a powerful force within society. In the case of society, fulfilling social obligations on the part of a business can often have a high cost, which in order to translate into profit, is transferred to consumers in the form of a higher selling price (Augier and Teece, 2008).

However, beyond that, the business must contribute to resolving the problems that arise, and its obligation is its social interest, which it benefits indirectly or directly. According to the socio-economic theory, a business organization today is not just an organization that aims to profit in the free market. This means that companies are not just financial institutions. They need to form a series of communities that are politically active so as to increase their political influence. Society in turn must accept that these businesses are concerned with the social, political and economic environment. According to surveys conducted to date, it has been found that many of the socially responsible businesses operating in many sectors in Greece would continue their socially responsible practices, even if this would have cost them some of their profits (Boulouta and Pitelis, 2013).

6.7 Examples of cases

Corporate social responsibility in the cruise industry is in the interest of businesses as it improves the lives of the areas and the islands in which they operate in the sense that it achieves higher profits in the long run. At the same time state intervention is restricted to any company that is responsible for social problems such as those that pollute the environment and dismiss their staff. In addition, it is based on preventing problems so businesses need to solve their problems before they become big (Mol and Wijnberg, 2011). For a cruise company to be socially responsible the most ethical and right thing is to choose the right path. Undertaking social activities on the part of the business increases the viability of the free economy system as the company offers social benefits and emphasizes being socially responsible (Mueller, 2006). Some actions undertaken in the context of corporate social responsibility are particularly effective in the way they operate such as purchasing new ships that can control pollution (Lepak et al., 2007). At the same time, the public image of the company in the era of intense free market competition is greatly improved. Many businesses advertise themselves by promoting their social action and acquiring ISO environmental management standards. Social activities can also benefit shareholders as they receive public opinion approval and an image of significant social cohesion by contributing to equity growth. Corporate social responsibility is external or internal

depending on the parts of its social action. Management must penetrate the core of the cruise company and identify the internal and external factors that determine business viability and the sustainable development of corporate social responsibility practices. Corporate social responsibility is based on four stages in the workplace, marketplace, community and environment (Mueller, 2006). With regard to the internal dimension, socially responsible companies are given a special focus on employees and on human health and safety investment and change management, while environmentally responsible practices relate to sound management of human resources. . With regard to the external dimension, corporate social responsibility is promoted in the local community to a wide range of stakeholders such as the local community (Boulouta and Pitelis, 2013).

The corporate social approach argues that businesses have not only financial goals but also responsibilities towards society. Many managers agree with this strategy and make business decisions that are based not only on the profit of the free market but also on compliance with the travellers.

CHAPTER 7 - Tourism and Web 2.0

7.1 Co-production experience by the tourist

The production of the tourism experience has changed since the advent of Web 2.0 in the early 2000s, as this technological advance has also influenced most other spheres of everyday life. Since content and information are now shareable and scalable by the tourist, he becomes a co-producer of the experience. The importance of this place that the consumer takes is demonstrated in 2006 by the TIME magazine, which has awarded the title of personality of the year to the modern user, the one who creates and manages information online.

As a consequence of this new active participation of tourists in production, the relations between the actors become more complex and the distinction between the various traditional roles becomes blurred. On the subject of this change, studies show that although tourism producers are aware of the positive impact of consumer-generated content, very few know how to incorporate this aspect of Web 2.0 into their marketing strategy (Altamirano et al., 2016).

A better understanding of this new way of co-producing the experience could serve to inform these producers and the tourism industry in general about how to integrate this content into their marketing plan in order to maintain their place or establish

themselves in the market. Researchers in computer science, conclude that understanding this new dynamic is all the more important for the flourishing of the tourism industry since the Web is a platform for the exchange of information between consumers, the industry and suppliers (hotels, travel agents, administrative / government controllers and destination marketing organizations).

The commonly accepted definition of "Web 2.0" encompasses both user-generated content and technologies that enhance Web interfaces. What differentiates Web 2.0 from its predecessor, Web 1.0, is its ownership by users rather than by organizations. The platforms used are second-generation web services such as networking sites, communication tools, forums, wikis and social media. Social media are a mix of facts, opinions, impressions, feelings, experiences and even rumors. For their part, improvements that are characteristic of Web 2.0 can include making the content of various platforms accessible in one place (such as the RSS or Rich Site Summary) or facilitating search by tag or categorization of the site. The content is incorporating metadata into the code of each page, which will allow search engines to select the most relevant information for the user (Altamirano et al., 2016).

In the case of tourism, Web 2.0 interferes with all stages of travel. First, during the preparation of his trip, the tourist can use Google Flights, which brings together in one place all flights available for destinations and dates. This facilitates access to information since the tourist does not have to individually check each airline site to find the best deal. He also has access to forums where travelers share their tips and advice or interactive maps of places to visit. This facet of the Web also allows tourists to share their experience in real time during their trip with photos, videos or comments on their personal social media accounts or on the pages and the official website of airlines (airlines, hotels, catering, travel agencies and government bodies). Tourists can thus transmit their experiences during or after their trip, as much to their entourage as to the companies involved or to all Internet users (Edo-Marzá, 2016).

7.2 The use of Web 2.0.

It is relevant to point out that the use of the Internet and social media is becoming more prevalent on the planet and is not limited to the West. According to recent data,

more than 3,154.000.000 people use the Web. In fact, about three people add to this number every second. In 2014, more than 45% of the world's population used the Web. In 2013, Asia accounted for 49% of users, the Americas 21 %, followed by Europe (20%), Africa and Australia.

In the top most connected countries, in 2014, we found China, then the United States, Germany, the United Kingdom and Italy. According to a report that shows the results of using social media in 21 countries, 69% of Americans with a smart phone use it to take pictures or videos and 50% to go on the net. According to the same research, in 2012, 61% of those who went on the Web from their phones did so to consult social media or to search for information in real time.

Regarding the extent of the use of social media, about half of the adult population in England, the United States, Russia, the Czech Republic and Spain have a Facebook account or post on one or more similar social networking sites.

The constant growth of Web 2.0 is also reflected by the interest of advertising companies that spent US \$ 460 million in 2006 on sites with user-generated content and this expense was estimated at \$ 4.2 billion for 2011.

It is interesting to note that contrary to what one might think, the fact that consumers generate the content does not diminish the probability of falling on one of these pages by doing a search on a search engine like Google. Studies show that social media actually appear in the first pages of search results, because of the frequent and continual updating of content, so they compete with the official sites of tourism providers. This information is important since users are usually accustomed to paying attention to only the first three pages of search engine results when they are looking for information. Google makes part of the top 10 sites generating the most traffic (from users) to sites whose topics are travel. Moreover, Google is the most used search engine when it comes time to search using keywords (Edo-Marzá, 2016).

The importance of the place occupied by the Web also concerns actors who create tourism content since the type of actors is no longer limited to suppliers. Researchers have used various theoretical perspectives to conceptualize how tourism is represented online and to establish what constitutes tourism. The first known perspective in the field of tourism is that of industry, which constitutes tourism supply through organizations. Then we find the perspective of symbolic representation,

which consists of the representation of tourist products and various forms of representation according to which, the experiences, put forward by the industry. Third, the Travel Behavior Perspective, put forward by the tourism sector which includes the activities and support systems of the various training courses regarding the the travel experience. The final perspective, that of the search for travels information focuses on the information that is sought to support travel and travel experiences and is used by marketing researchers (Ammirato et al., 2015).

Web 2.0, and more specifically social media, attracts a diverse audience and users of all ages. According to tourism studies, the peculiarity of social media is that consumers, with the aim of sharing it between them, produce the content of these. Many researchers seem to exclude the contribution of companies and the content they produce to contribute to the intelligence when they say that in contrast, to content provided by marketers and suppliers, social media are produced by consumers to be shared among themselves. The marketing efforts of those who offer the tourist experience make also part of the social media experience (Ammirato et al., 2015).

These same researchers in the field of tourism have also examined the question of the tension that could arise from the place now occupied by the consumer on the Web, territory that was once reserved for traditional tourism providers. They conclude that if tourism industry suppliers want to stay in the race, they must work collaboratively with users by adding content generated by them to their official website, in the form of comments (Greco & Cresta, 2016).

Several researches in the field of marketing and tourism are interested in the question of the responsibilities incumbent on the various actors involved in the tourism process. With Web 2.0, users now play an active role, both within their own journey and in the heart of others, through the sharing of advice or advice. Tourist 2.0 also contributes to creating the image of a destination by sharing photos, videos and experiences of the place he visits.

The participation of tourists in the Web environment would have a significant impact on the degree of trust and loyalty that they have towards Internet sources when it comes time to preparing a trip. Studies reveal that 95% of web users trust information from Internet sources. Tourists who find relevant and reliable information in forums or on social media tend to have a more positive attitude towards using and

participating on Web 2.0. In a study examining the impact of online travel accommodation reviews and feedback (or reviews), more than 80% of respondents booked accommodation based on e-reviews they had read. Some marketing researchers explain that consumers have a very high level of trust in web sources even though commentators and information writers are often anonymous (Sun & Lee, 2015).

Greco & Cresta (2016) argue that tourism industry marketers need to find ways to adapt to the change that occurs in the distribution channels of information and content created by users on new media. These researchers claim that, in order not to become obsolete with the new realities brought about by this technological evolution, marketing teams must either post advertising or content on these new technologies or integrate social media components on their own tourist site to attract the tourists.

With regard to the characteristics of the contributors to the Web, 2.0, these are the subjects of more and more studies. Men 35 and under are the most active online. Researches showed that people with a bachelor's degree were more likely to publish online than those with lower levels of education, but those with post-baccalaureate education tended to share their experience online.

Data from a 2012 survey shows that 75% of Americans aged 18 to 28 report using the Internet on their smartphone, compared to 58% for those aged 30 to 48 and 30% for those aged 50 and over. The numbers are similar for the rest of the world, in that young people everywhere use the Internet on their smartphones.

Knowing, as previously mentioned, that a large percentage of people using a smart phone do so for taking pictures and accessing the Web, it can be argued that young adults are the main contributors to Web 2.0.

According to research in tourism management, a few factors explain the motivation of travelers and tourists to publish on the Web such as the desire to help others to do more effective research and the pleasure of sharing the highlights of their trip. Even more recently, tourism information technology researchers have found that Web 2.0 collaborators act, create, and publish primarily through altruism. According to data collected by a recent study, it would be more a question of publishing to maintain its image on the Web. Perhaps studies, which have previously discussed the subject, have

advanced these results based on the self-declaration of participants rather than studying the phenomenon through participant observation (Sun & Lee, 2015).

7.3 The impact of Web 2.0 on tourism

The main role of Web 2.0 is that it is a tool for connecting the various actors of tourism, and this thanks to three components, the traveler online, the online tourism domain (the content generated by users) and the search engine (which influences the perception and decision of tourists). This last component represents the competition space of tourist information on the Web since the more a publication appears in the first research results, the more it reaches tourists and has influence over passenger perception.

This social media presence in search engine results can be explained by the fact that these publications are continually updated and published by users, thus, these pages frequently add daily content to the available information. In addition, their content contains a large number of hyperlinks to other sources and sites. The more a publication is linked to others through these hyperlinks, the more it appears to be important, valid and relevant to the search engine.

The Web also conveys the representations that future travelers make of the places they want to visit and plays on the collective imagination by sharing the images of destinations, films, travel documents, brochures, tourist guides, etc (Edo-Marzá, 2016).

The internet also allows tourists to publish and share experiences related to their trip in text, audio or any other format, which increases the influence interpersonal online. This social media networking allows travelers to take control of their experience by representing and reconstructing their experience or having the opportunity to relive their journey.

If we take the example of the videos that tourists film during their trip and publish during it or later on social media, they play three main roles. First of all, they stimulate the fantasies and dreams of the people who watch them, and they serve as a concrete means to recall past travel experiences. Finally, they are considered as

narrative means of transport that transport those who look at them to discover different places.

These video memories are fully integrated with the whole experience of travel and are powerful tools that can be used to increase the interest of potential travelers. It is therefore understandable that the tourist experience is a socially constructed term to which several interpretations are associated (Sun & Lee, 2015).

In fact, one of the impacts of Web 2.0 on the tourist is that he becomes a player in his own experience by performing on social media, forums and blogs. This makes the contemporary tourist often seen pejoratively, and as being superficial, since it is oriented towards pleasure and seems to be satisfied with a staged authenticity. However, its role becomes more and more important as the tourist evolves and becomes involved in the creation of his experience: "from isolated to connected, from unaware to informed, from passive to active".

This setting aside of this state of passivity would result from the fact that the world is "flat", that is to say, it is now possible to collaborate without encountering barriers or borders in real time with people everywhere on the planet thanks, among others, to Web 2.0. This would give new power to individuals and characterize a new form of globalization. In fact, it is possible to list three eras of globalization, first the one where the different countries were in power (1492-1800), then the one where the companies reigned (1800-2000) and, currently, the one where people from all over the planet are in power (Sun & Lee, 2015)

In this regard, Google CEO explains that the power of individuals lies in access to information. This is about self-empowerment as it is empowering individuals to do what they think best with the information they want.

This power is the key to the co-production of the tourist experience. Of course, this view of the world as "flat" is a bit too simplistic since not everyone on the planet is in power. In fact, this interconnectivity is only accessible to those who can afford it, whether in terms of money, access to technology or even in terms of time, or if they have met their survival needs. Nor do all see the interest and prefer face-to-face relationships. It should be remembered that for some to have access to this tourism experience, many people are working to provide access to these destinations.

7.4 Web 2.0 and destination selection

Development, prosperity and well being of the people are important due to the increasing number of destinations, thus tourists generate employment together with local and regional development. With the growth of this industry, the promoters of tourist destinations and products focus on capturing as many tourists as possible, considering that today's tourist represents a great challenge for marketing specialists, since the tourists are more experienced, have visited many destinations and, therefore, their level of demand is increasing.

The changes in commercial behavior of travelers influence the management of the promotion of destinations, generating the implementation of direct and interactive marketing tools; Interactive communication through web portals is one of these tools, oriented to show, highlight and enhance the attractions of a tourist destination or product.

Companies on the web 2.0 already establish that the process of destination selection and purchase of tourist packages by travelers which is influenced by the use of the internet and social networks, thus the user acquires great prominence, ceasing to be a consumer of the product to become an evaluator, critic and generator of content related to the product and service received through the web 2.0 channels (Schegg et al., 2008).

In this context, researchers state that the information included in these websites of the tourist promoters is accompanied by a powerful graphic environment (photographs, maps or videos), which makes it more evocative of the attractions of the place. The potential tourist who browses the website get an idea of the destination closest to the image you want to move from public organizations, that is, the inclusion of tools that allow the user to virtually explore the tourist destination.

The above confirms the importance of evaluating the communicational quality of a website and identifying the elements that should or should not be included in its design and functionality.

The websites that promote destinations and tourism products are true platforms on the web, which provide dynamic and timely services, on these platforms as information is

persuading the user and decision-making is made, finally leading to the purchases. This evolution in the services of the tourist portals tries to cover the needs of the so-called tourist 2.0 who is a traveler who participates actively and voluntarily on the Internet, uses the network during the processes of travel selection, purchase and planning, share contents, experiences and recommendations of tourism products and services using multimedia tools (videos, photographs, among others), which makes it a reference and a tourism promoter (Sigala, 2007).

The new tourist is accustomed to go directly to the suppliers and look for information on their own and purchase airline tickets or choose a cruise, which obliges destination promoters and tourism products to continually improve online communication channels and communication tools that cover the information requirements of potential tourists.

In this context, tourist destinations and products through their web portals aim to be attractive, dynamic and efficient, using various designs, templates, elements and tools in order to capture the attention of travelers, who in many cases inquire about of your next holiday destination through the web, considering facilities, access facilities, weather, costs and other activities related to rest days.

The interest of many companies and organizations is increasing more and more to know if advertising or advertising on Web 2.0 is profitable for the business. Entrepreneurs are aware that the Network is positioning itself as one of the means most used by the general public. Therefore, companies have allocated greater amounts of money to these advertising and promotional tools through the Internet (Bingley et al., 2010).

The benefits of occupying a site within the Network are evident today, but among them we can highlight the following:

1. Interactivity and feedback. Internet allows to be connected with customers at all times, thus receiving a more efficient and personalized treatment.
2. Information about the client. The data offered by the client at any given time -many companies that advertise online ask for a requirement to receive information, fill in some information such as: name, phone number, email address, tastes and preferences, etc.- can be stored in a database and serve for further promotions, send information about the company, and ultimately have the customer reachable.

3. Reduce costs. Thanks to the network, intermediaries and even personnel can be eliminated. This favors the reduction of costs and therefore, the decrease in the price thus strengthening the competition before the rest of the companies.

4. Comfort. It is true that, the percentage of buyers on the Web is much lower than that purchased in off-line stores but over time this percentage is increasing. People who start buying an item online immediately prove that it is much more comfortable, among other things because there are no displacements and economical, so they repeat easily.

5. One reaches a more segmented audience. Once a customer has made a purchase or has been interested in the company, the information held by him is much clearer and more concise. That is why, faced with new information, the company knows with certainty what customers should go to, reducing unnecessary costs.

6. Constant update. The websites of companies allow giving updated information at all times, which allows the organization to adapt to the situation and vary strategies according to the circumstances.

7. Within everyone's reach. On the Internet there are no barriers in terms of distance. The network allows companies to be available to everyone at all times.

8. Contagion by other clients. Web 2.0 facilitates interaction with other users. Currently, comments on different blogs, or websites about products and services are the order of the day. Customers prefer to receive advice from people who have already tried the product and who, after their satisfaction, recommend the product or service. Moreover, in these conversations of exchanges of opinions, they ask each other for advice and improve the image of the company (Sigala, 2007).

For customers, the main benefit of buying over the Internet is, in addition to finding cheaper products, the information provided. Through search programs such as Google or Yahoo, the client finds different products in one word, in which he can compare prices, differential characteristics, opinion of other users, etc. What is an advantage for consumers is an inconvenience for off-line companies that see the competition increase, in addition to finding increasingly demanding and better informed customers, difficult to deceive.

Browsing the web, we find that the union of tourism and Web 2.0 is known as Travel 2.0 or Tourism 2.0.

There is a clear transformation of the tourism sector due to the Internet and its constant evolution. More to that, there is a great progress of the sector mainly due to two characteristics: intensity of use of information for travel planning and commercialization of a service and not of physical goods. There is also speed with which the sector adapts to the online channel and gives as examples the main cruising companies that make more than 40% of their sales through the Internet or airlines, or even cruising companies, where their channels sell more than 70% thanks to the Network. In this aspect and to understand Tourism 2.0 we have to add to this accelerated use of the Internet the emergence of elements of socialization and interaction between clients and entrepreneurs.

Criticisms, opinions and the possibility of contact between different users together with the development of the Internet create Tourism 2.0 (Sigala, 2007).

7.5 The structure of tourism 2.0

Given the "universe" of the Internet and the limited research on tourism through the Internet, it is difficult to establish an order for what the researchers call Tourism 2.0 or E-tourism. The structure of Tourism 2.0 can be divided based on two fundamental supports: The PC or Personal Computer and the Mobile Devices. To include in this classification the Personal Computer is something evident since it is the main means that Internet users use to connect. However, during the last years we have seen how mobile phones are developing in an accelerated way in the Internet environment, as experts predict, to become the main window to the Network (Bingley et al., 2010).

Throughout the years, it claimed that the great surprise of the last years has been the definitive take-off of the Internet from the mobile, by the hand of the Smartphones with Nokia at the helm and its Symbian connection platform, followed by Apple's iOS, Google's Android and the Blackberry operating system.

Crusing pages are the most representatives of the so-called Tourism 2.0 since they perfectly combine its two key concepts: tourism and interactivity between users who travel by ship. These act as if it were a conventional travel agency but with the advantage that there are no commissions and that there is no single travel agent but all the users of the page act as agents, thereby, there are recommendations or criticisms of the service (Dippelreiter et al., 2008).

In the absence of any ranking or classification on Tourism 2.0, one can only study two pages: Tripadvisor and Holiday-Truth. The first one has been chosen mainly for its great activity, number of visits, number of users, etc. In short, it is well known, due to its worldwide importance within the pages where the user searches for information through opinions. It is also chosen for its English nationality and for another series of aspects such as: recent creation, high number of users and general interest of the page. It is specially studied because it is well developed and presents with the naked eye greater number of positive aspects as mentioned above.

Without a doubt, many other pages of the type could have been analyzed: travelers.com, anonymous travelers, around the world.net, tell me where to go, etc. that we can find on Google simply by entering the phrase Travel advice. Every day new pages emerge, that could be noted in this classification but we would not be able to control them, find them and analyze them together.

First of all we can say that, TripAdvisor is the page that has the highest qualities to present for a destination. The website presents the information in a clear and understandable way. The contents are useful, updated and consistent with the purpose of a Tourism 2.0 page.

In the case of Tripadvisor it is possible to say that it is a page of great importance in relation to the exhibition of information about tourist destinations, thus this has greater significance for us. At the content level, Tripadvisor has a great variety of options that allow the user to organize their trip with a wide range of opportunities.

Finally, in relation to the last analyzed page, Holiday-Truth, one is surprised by the lack of organization and structure of the Web, which makes it difficult to understand and navigate; as well as the absence of important information of the type: link contact us, about us, etc. with which a greater confidence in the user would be obtained.

Generally, for the two pages, one can highlight the ease with which the user can make a criticism of either a service or a tourist destination. Simply by registering on the page one has the power to leave the comment that is deemed appropriate without previously passing any filter that authorizes the publication or confirms that one is really a customer of a service or have visited a tourist destination or chosen a service.

The researcher believes that this can lead to both criticism and false recommendations or advice, and thus result in the deterioration of the image of a service or destination, reduction in the number of customers or visitors, economic losses, influence on credibility for the target audience, etc.

One way or another, positive or negative, the truth is that these websites influence tourism promotion. Without going any further, Tripadvisor through the number of reviews of its users establishes a ranking, both worldwide and by countries, of the 25 better destinations; ranking that is carefully analyzed by those looking for a place to make their vacations.

More and more people are looking for advice on other users or simply conate the comments of each service or destination, thus the researcher personally includes him among these opinion seekers (Dippelreiter et al., 2008).

Thus one can extract the following sentence: "The A new traveler has emerged from this technological revolution and a generational change that has brought new values and consumption habits. For the sector it is one has changed its metric system".

7.6 Pages and offers

The main reason for users is to get the best offer to visit a tourist destination or choose a cruise, whether in hotels or on a ship etc. As a general rule, many of the pages mentioned in the first section are filled with the latter to elaborate the best option and present it to the user, in addition to meeting the criticisms and opinions of the page. TripAdvisor selects the cheapest hotels and flights from Booking, thus that together with the comments of its users, allow the selection to be much more consensual.

According to the analysis of the pages we can claim that looking for the cheapest prices of each service between different websites is important. At present they are

firm competitors of traditional travel agencies that have to know how to adapt their prices to these types of pages.

It is also necessary to highlight the importance of tourist services that in these cases are those that form the image of a city, through photographs, opinions, rankings, etc. In this case, the destination is relegated to a second place, the main search engine being accommodation. Even so, the importance of tourist destinations does not diminish since it is essential to find the hotel. The data provided from cities and places are secondary, that is, they can be seen in user comments, importance of hotels, images, etc. In this sense, the city and its image are projected through hotel and shipping offers' establishments (Sigala, 2012).

Another fact that catches the eye is the inclusion in all the pages analyzed so far, of links to different social networks, mainly Facebook and Twitter. This note highlights the importance of social networks in a sector such as tourism.

For the record, the researcher claims that Trivago exceeds ten million unique visits per month and Booking receives thirty million of unique visits per month. If one compares these figures with visits to a traditional travel agency, the importance of these types of pages can be exposed.

7.7 Maps and Address Pages

There are also pages that, through maps, present different tourist destinations to the public. In this case one can highlight two programs that, in relation to this theme, stand out above the others: the Google Maps server and the Google Earth application.

Both allow to visualize routes elaborated by other people in which photographs, advice of seas and hotels and even opinions are included (Fino et al., 2013).

In addition to finding the places that interest the tourist and being able to visualize them in different styles of maps, bringing the image closer to a few centimeters from the ground is a highly important aspect. The format of both Google Maps and Google Earth is easy to understand, its use is simple and very effective. With these examples one can spread the importance of the Google search engine as the most visited website on the Internet.

The maps and directions pages provide great information on tourist destinations through the Web. Internet users search for the location of the places they intend to visit, through this type of maps, as well as photographs or map comments made by other users (Fino et al., 2013).

In addition to searching for a place, the new versions of Google Earth allow the user to record a trip or import GPS data. Also, when a user makes a map of their trips on a cruise ship, they can share them with other users.

7.8 Audio and video pages

These pages through Podcast, multimedia files, usually audio and video that a user can download and view at any time, host different topics among which is tourism (Fino et al., 2013).

This type of format is widely used in different pages with tourist content since they allow viewing the destinations and then establish a comment. It is worth highlighting the importance of both images and videos for the tourism sector that help form a previous idea of the trip and the service in general.

For this reason, the researcher chooses Travelago and the YouTube page, the first of which has been chosen as one of the largest multimedia travel video libraries in the world, where one can access destinations, hotels, attractions, museums, cruises etc.

Regarding YouTube, it has been selected because it is the largest video sharing community in the world. According to advertising agencies, in its updated video on the use of social networks, there are figures that highlight the category of the page: Youtube is one of the four most searched words on Google and each minute 20 hours of video to YouTube are uploaded.

Travelago was founded in 1999 in the United States and is a video travel guide of the most important tourist destinations in the world. It includes streaming video with what offers a virtual tour of a destination, hotels, cruises and attractions. It offers a visit to the future tourist before arriving at the destination. In addition to the video, a written explanation of the place is provided.

It is especially striking that it specializes in cruises, a type of trip that so far did not stand out in any of the pages analyzed and that in general tourists associate with a conventional travel agency. Regarding its format and structure one can see that it is an easy-to-understand page where its navigation is easy and fast.

The website is presented under a black background and with the letters and icons of white and gold colors that propitiate the vision as a whole.

In the case of YouTube this is a page that was established in the United States in 2005 and currently allows billions of users to find, view and share videos created in an original way. The main difference that we find between Travelago and Youtube is the format. Youtube presents a more entrenched structure, of better quality and even more orderly.

In the case of YouTube, a phrase or a name is enough to find the right video, in the case of Travelago one needs to search for our destination through a world map.

Another obvious difference is that YouTube does not focus on tourist-only videos but on its page one can find videos of all kinds. Those that highlight relevant aspects of different cities in the form of tourism promotion are of great importance for the sector. Moreover, on YouTube anyone can upload a video to the page once he becomes user of it, while in Travelago it is their own creators who supply the video website.

Thus one can refer to the importance that images and videos have for the tourism sector. There is an important difference in relation to the conventional tourism promotion, since through written guides, magazines or catalogs the client did not have a complete image of the destination to visit essentially because of the complexity of the tourist service where only a clear understanding was achieved in situ and that thanks to these means a very approximate vision of the place to visit is allowed (Sigala, 2012).

7.9 Blogs

Blogs as we all know are websites where the author periodically publishes articles on the topic he chooses. Thanks to the blogs we have a presence on the Web and we make ourselves known among professionals of the same sector, comments from different readers are established on the blog, creating interaction and interest, the “blogger” himself can update the website without waiting for a designer modify it, thanks to which we can make changes daily. With blogs one gets notoriety in search engines that select keywords. One can also try new ideas and get answers immediately, as well as introduce advertising for new products (Akehurst, 2009).

There are blogs of the most varied topics, including tourism, specifically searching Google for "Tourism Blogs" more than 20.000 results appear. The blogs are formed based on a chosen background and the letters and images are presented in colors. The classification of information is divided into several sections: for favorites, highlights, sections where one can find spas, castles, cathedrals, shows and online guides etc, prominent promotions and articles. As far as the articles are concerned one can highlight the large number of publications of tourist content. Most describe places and monuments are there and at the end of the description, users give their opinion or express their experiences through the "word of mouth" (Akehurst, 2009).

7.10 Geolocation apps

To begin this section, it is necessary to explain that thanks to the internet on the mobile we can access the pages that have been analyzed in the previous section, but there are some types of applications that can only be accessed through mobile devices. The latter will be the protagonists of this second section.

To get an idea of the importance that Smartphones currently have, we can write down some data from the study carried out by Accenture with the collaboration of the MMA (Mobile Marketing Association) in which 31 companies in the sector have participated.

1. In Europe the activity for the set of Marketing activities during the last years shows a growth of 18% over the last decade with an activity that exceeds 38 million euros.

2. The investment dedicated to the purchase of media accounts for 55% of said activity, reaching 19 million euros.
3. The forecasts of the sector towards 2020 are optimistic, with an average growth of 53%.
4. Mobile Internet is still the most important activity in volume, although other types, such as Applications and Advergaming, have gained relevance thanks to the development of new terminals.
5. Telecommunications, Automotive and Travel are the most active sectors during this year.
6. Social Networks, geomarketing and applications, appear as the key levers of mobile marketing development (Akehurst, 2009).

To all of them we can add the importance of mobile portability and being a personal device that we always try to take with us.

This is one of the most outstanding qualities by advertising creators, Marketing experts, mobile application developers, etc, since they see on mobile devices a window for the progress of their products.

Thanks to these pages, the rest of Internet users are presented with characteristics of their products, photographs, specific promotions, as well as user interaction. It is intended a socialization of the page where contact between visitors and creators is established quickly.

We underline the importance of the names of the pages to facilitate the search to the user, since on Facebook one searches mainly with one or two words, that is, in order search for information about tourism, it would be essential that before the name of the destination in the search engine from Facebook the pages dedicated to tourism in the city to appear.

One could highlight here Facebook pages that work profitably and providing a multitude of information to the user, such as Official tourism website etc.

As we see in tourism, like other sectors, on Facebook and other Social Networks, one offers more possibilities of promotion and contact with its users. The data is promising for commercialization and advertising through this type of media (Schmallegger & Carson, 2008).

7.11 Mobile devices

Also noteworthy is the inclusion of GPS in Smartphones that facilitate the creation of different applications and offer a wider range of possibilities for the business.

In addition to the information just noted, we believe it is necessary to clarify, at this time, the following terms that will be key to understanding the development of the section:

1. Geolocation: The geolocation or georeferencing consists of placing an element in space, developing a coordinate system.
2. Augmented reality: Augmented reality tries to provide information through the union of two elements, the real world and virtual elements.

7.12 Audio Guides

An audio guide can be understood as an app guide for an entire city. The model is based on a portable tourist guide, a multimedia device with satellite geo-positioning that leads the user along predetermined routes (tourist, gastronomic, cultural etc) and provides information on each point of interest.

Audio guides can be used as a traditional form of guide or as an application for a Smartphone. The operation of the device is simple but very attractive and powerful. The user must simply select their language, choose the default route and discover the most interesting points of the city. Its impact at the tourist level is unbeatable, allows to spread the image of the city in a comfortable and fast way (Sigala, 2012).

One of the services that most attracts our attention is the one which is designed, with a GPS system in order to lessen the possibility of loss on the road and where pilgrims can also enjoy cultural explanations of the different monuments as well as receive information on the restaurant or hotel establishment that best suits their needs.

In addition, thanks to audio guides, we find changes in the promotion of tourism, the city is promoted through the voice and images of a guide who comment on the way

through the city creating a greater understanding in the visitor. Likewise, the best restaurants and hotels of the place are made known by preparing an unbeatable advertising of tourist services (Chung & Buhalis, 2008).

We therefore consider that audio guides are an exceptional project that perfectly combines new technologies with tourism and undoubtedly offers the sector an opportunity to modernize, as well as a new form of tourism promotion.

7.13 Yellow Pages and the Near me app

The Yellow Pages Smartphone application "Near Me", allows users to find everything they need near where they are. This includes hotels, restaurants, theaters, cinemas, etc. and other services that influence the tourism sector. The way of use is as follows: through the mobile camera (at first it was only available for iPhone but currently it can be used with Android phones) the user visualizes the place where he is, then he must select the service about which he needs information (hotels, restaurants, hairdressers, etc.), then in the same real image that is seen through the camera virtual icons there will be an indication of the closest services as well as information about them

(<https://play.google.com/store/apps/details?id=com.rain.nearme&hl=en>).

These icons show the following information: the user's address, telephone, email and web address; The application allows the user to call directly to the selected establishment, add the contact to the phonebook, save it to favorites or send it with a comment to other users.

Additional services include cinemas and theaters closer, possibility to check the movie billboard, weather forecast, snow from ski resorts or traffic cameras (Chung & Buhalis, 2008).

As we see, the application is a convenient, fast and effective as an app that is available at all times thanks to the portability of the mobile phone which always accompanies us. The Yellow Pages company has managed to adapt to the times and improve its

classic telephone directory that in recent years was replaced by the search for information through web pages.

For tourism companies, appearing in this type of application is essential since the people who use it the most are those who are in an unknown place and who are looking for reliable information at the moment.

7.15 Facebook Places

Facebook Places is an official Facebook application for iPhone, Android and Blackberry mobiles. From Facebook it is defined as an application where its users can share the place where one is, connect with friends who are close and get offers on different products (<https://www.facebook.com/places/>)

Without a doubt Facebook, like other companies are revolutionizing the world of mobile and marketing and promotion. With this contribution one can highlight the importance of the socialization and expansion that the tourism sector needs to continue adapting to the evolution presented by the current client. However, this sector is waking up and evolving to meet the needs of its customers everyday.

The value of images and videos is important to build, in the mind of the consumer together with a clear idea of a tourist service, which was previously hindered through written guides, magazines or catalogs (Fino et al., 2013).

Development of tourism promotion takes place thanks to the use of New Technologies. At this point one should consider that the applications for Mobile Devices are in the spotlight and can provide a multitude of marketing and promotion possibilities for the sector.

As we can see, Web 2.0 has a radically different philosophy than Web 1.0, the latter is characterized by being a Web where a set of contents based on different menus prevail, so that a high number of users can find what they are looking for, and where different companies and institutions structure content and advertising to try to sell their products or services (Fino et al., 2013).

One can practically affirm that Web 1.0 is another channel of information and / or sale designed to not receive any collaboration from users, only the choice of the option

one wants. Therefore, users are recipients of technology, content and business, while on the Web 2.0 they also participate in the development of technology, produce the contents and participate in the business.

Web 2.0 technologies applied to the tourism sector are known as Travel 2.0 as said before. As when other technologies that have emerged at different times, the tourism sector has been one of the main recipients of its applicability, the era of interactivity of the social Web has also begun to revolutionize the world of tourism, its companies and institutions (Sigala, 2012).

The sector faces very important changes in terms of website development. Nowadays, more and more users, in order to prepare their trip or their cruise, no longer only locate information on search engines and tourist portals, they go to social web communities by consulting blogs, photos, geolocation systems, as presented above; there, they are seeking opinions from other users who have been to the destination, comparing prices, selecting the information that interests them, choose and buy. They then move to the destination, live their experience, make visits, take photos, recordings and later, they share the information again on the network so that other users can consult it (Akehurst, 2009).

7.16 Myths and realities of web 2.0

In spite of the great popularity that this type of philosophy is taking lately, we believe that there are certain myths and realities that the Social Web is producing. This can be considered from two different points of view: companies and users.

- From the point of view of companies, we have to indicate that joining travel 2.0 is not simply applying the necessary technologies where users can indicate their comments and suggestions, that requires management and control of the information that is deposited on the web, so it implies assuming new development and personal costs for its maintenance. This fact is causing some companies in the tourism sector to be reluctant or slowly joining this philosophy, proof of them is the hotel sector.

- In addition, the fact that the control of the information provided by the users is carried out by the company that offers the services, makes the user distrust the data that appears on the Web itself, since it does not have any guarantee of impartiality, which generates the need for the creation of independent organizations or companies that can objectively ensure that the information is correct and really put by the community of virtuous users.
- This is a very important aspect to reflect on, since if an independent company collects all the information provided by the users, it catalogs it and keeps it in an ovarian database, it is being granted the possibility of entering the commercialization business, since it can redirect users to the sites to purchase the services they are looking for, which is causing the birth of new intermediaries or meta-intermediaries in the business model of the tourism sector.
- From the point of view of the user, we can say that he effectively has the freedom to decide what content to publish on a website, but once they are within the service, part of the portals loses some control over the information contributed. In addition, these portals get information from the moment the user registers with their email and when users upload their favorite Internet addresses, their personal photographs, their opinions or their videos, they leave it uncovered regarding their tastes and preferences, which can be used by companies that try to coordinate Travel 2.0 to offer services to users.

As a reflection we can say that the evolution of these services is shaping the map of virtual communities, while Peer to Peer exchange networks tend to decentralize, Web 2.0 is led by companies that centralize their development, a fact that when seen from the business point of view, is a very interesting new business model.

From the user's point of view it is a facility to get information and participation. However, it would be interesting to think about creating independent organizations that will manage Web 2.0 and offer quality, transparency and reliability to all this new challenge of the beginning of the century (Akehurst, 2009).

The tourism sector is indeed a pioneer in the application of information and communications technologies, in fact since its birth, its incorporation has facilitated the creation of multiple advances in the commercialization and management of the

sector such as reservation centers, globalized distribution systems, internal business management systems, etc. ICT's always facilitate the management of processes, but in no case create business models, thus it is possible to reflect whether the birth of new technologies that support Web 2.0 will produce a change in the business model of the sector, generating a new intermediary in the distribution (Schmallegger & Carson, 2008).

From the business point of view, one should pose the question, is it really going to be an expansion and an opportunity for business growth in the cruise industry? All indicators point to yes. From the point of view of the users, the quality of services will increase. Moreover, the answers are complicated and what is true is that the technological revolution changes and moves towards new business models in the tourism sector.

7.17 The tourist experience

At one point in economics, loops and tourism do not remain defined by commercial production and consumption. Experimentality is donated to this transaction, which is the order in which it is defined by the entity. Definition of this concept varies with progress in the disciplines and across disciplines. In examining the economics of expense, expediency is a commercial activity of the consumer on a global scale. There is also a marketing perspective, the expiration of routine and the addition of an extraordinaire component being constrained by the consommator. Always in the domains of economics, expatriate people will also have a perpetual quasi-consumer experience with souvenirs providing a highly selective, specific or externally selected taste. It is crucial that the product develops a story that proposes the concept of experience in order to present the narrative. It is a definite concept that is bound to be laden with experience.

The concept of expediency is the uniformity of time and the form of expository structure. In this sense, the expiration of a chronologically temporally finite sequence consists of both an initiation and a consummation act. Thus, temporality is central to

the expediency of the tourist to experience expediency, set the board, a regular and deviant plus intense (or accrue) situation before finalizing a revision, at the point of displacement, which is considered to be the coordinate (Elci et al., 2017).

Other travelers experience the tourist expense as it transcends the timeliness of touring according to the term "tourist moment" to refer to the moment more intense. There is also a point of view of the term "tourist gas" to distinguish the process by streamlining the tourist on both the subject and the interpreter of the query. Researches, which focus on mass media, do not deviate from the tourist gaze and the media's emphasis on technology, which is part of the technology. The mediation in the tourism setting refers to an individual's active attempt to facilitate and / or interpret the tourism experience of another individual. There are two types of media that are designed to help tourist guides and to facilitate the Web, smartphones and digital cameras. This mediation is utilitarian in the anticipation phase (or planning) and reflexive phase, all of which are expansive during the phase of immediate vision.

There are researchers who affirm that they do not trust the tourist who is partial to their other experiences. An interesting element is the experience of urging expression, or communication with others. We are social beings, and we want to tell other people what we have learned from experience. This is a concept of definitive expedition, on the basis of providing a demystifier that is consisting of the production of that expedition (Elci et al., 2017).

Traditionally, the domains of the tourist information systems that the tourist industry is divided into are structured and operated in four categories, which are interrelated, such as tourists, tourism organizations and publicity organizations (planners, administrators, governing bodies) such as intermediaries (travel agents, tour operators, hotel chains) and quizzes (airline companies, transport, etc.).

The production of tourist excitement obtained by land use at a major destination includes these four categories. In the discipline of tourism, people who are uninterested in converging on-demand and off-demand actors study the production of expediency. Regarding commercial imperatives (productivity, technology utilization and innovation pressures) those have been evolved by expeditionary enterprises, producing this deviation of experience plus or minus the center. In fact, further enhancing the possibilities of these experiences involves a complexization of the

production process of expertise to assure competitiveness, to regulate marketing activities, and to promote publicity in the context of premier activism.

All these composite quotes are analyzed with the Facebook pages. The import of all these social media, as well as the ability to include souvenirs (photos, videos, etc.) on tourist expense makes a difference. There are demonstrations that souvenirs and experiences of precedents have an impact on the plans of audiences of the same kind as those on other traditional and contemporary sources. Thus, it is important to note that the souvenirs of these experiences will be accompanied by the information provided by the viewers on their viewing experience, such as providing publicity, histories or souvenirs of other viewers (Greco & Cresta, 2016).

The souvenirs of the voyage expedition have an impact on the tourist industry and on the tourist as a result of the delays in the reservation of the voyage reservoirs. This delivers the tempo of the revision order or not a destination, the souvenirs being the principal source of information for the tourist to refer to. The effect of these souvenirs is that they also have a cheerful approach to the voyage, which focuses on visualization decisions in the light of the experience of the tourist. There is, in essence, a greater impact on marketing influence on the media and on the process of removing voicemails.

Information that is requiring post-expiration, and is ultimately limited to content marketing, is also important. This is intended to be a source of tourism and original experiences for the former to appeal to the "memory distortion" process.

This facility for removing souvenirs while in contact with the information, while maintaining that the memory is maintained as a dynamic concept and not as immovable and permanent. Reconnecting women with recycled souvenirs, tourist-marketing agencies are subject to advertisements, which are intended to promote the revision of souvenirs autobiographies of tourists (Elci et al., 2017).

Exploring this souvenir counterfeiting, researchers focus on the factors that influence souvenir reconstruction due to the similarity between souvenirs and killings, the credibility of the source being quoted, the information being darkened, the probability of the proposed experience, the frequency at which the information is proposed, and the subtleties with which the information is transmitted. The publicity and histories transmitted by this bubble influence the selection of tourist souvenirs. To the extent

that publicity is the only way to control the destination, the bureaucracy is more or less credible and honored by tourists (Rahmani et al., 2018).

Surviving the literature of Web 2.0 concepts, tourist expediency and relevance to navigation souvenirs is not always to be found in the Web 2.0 specific modifier of tourist expediency and changer for the industry.

Several authors highlight the fact that tourism is an industry mostly based on information, which makes it essential to understand change in technologies that influence the accessibility of travel information and transform relationships within the industry (Christou, 2016).

Analyzing multimedia-sharing sites like YouTube helps understand the role of this content in the process of transforming the tourism experience. This new aspect of the traveler appears with Web 2.0, because they publish photos and videos online during their trip, and when they return using their smartphone, tablet or laptop. This is the equivalent of what it was like to share your travel photos when you return. Since the time between the photographed event and the sharing of the photo is minimal, this new practice influences the experience of the tourist and those with whom he shares it.

A study was carried out on this subject by analyzing photos of the Pisa tower shared by travelers on the Flickr social media platform. For the authors of this research, although the act of sharing photos online may seem "singular", "fun" and "banal", it contains a trivialization of globalization.

Some writers explain that travel is now based on the expectations that are created and that makes taking the picture of the place visited more important than enjoying the place itself. There is also the desire to take a picture of what has already been seen on TV and in brochures or on the Web, regarding its hermeneutic cycle. The tourist goes on a journey with the quest to "capture" these images himself to show his own version. Sharing these photos on the Web makes this quest even more important since the audience is universally accessible (Christou, 2016).

For these researchers, it is not technological advancement as such that needs to be addressed, but rather the historical and cultural context as well as the social phenomenon in which this technology is developed and used. Thus, Web 2.0 and technologies like digital photography are not deterministic components, yet, they

change the way humans and travelers interact and communicate with each other. According to studies conducted by language and communication researchers, this exchange between the various tourism stakeholders already characterized tourism 1.0, but is even more obvious in tourism 2.0 (Rahmani et al., 2018).

Nowadays, the new reality put forward by Web 2.0 makes it necessary to study tourism, not only in a perspective strictly focused on production or consumption, but also forward the interrelationship between the two.

In the field of tourism, the main difference between Web 1.0 and Web 2.0 is the consumer's power of action since the Internet has evolved from being a platform offering content such as online booking tools to the one offering content generated by and for users with a focus on interactivity. Virtual tourist communities, such as Lonely Planet, appeared in the late 1990s and, according to marketing researchers, this shift in traveler behavior and habits is what created the 2.0 tourists. In fact, tourists are apt to rely on the recommendations of those around them and the sites related to travel as well as the results presented by the search engines. In addition, tourists would be more likely to turn to user-generated content for their experience when visiting a destination for the first time or if it is international (Mkono, 2016).

We also note that Web 2.0 allows travelers to make informed choices and reduce the risk of unpleasant surprises when planning their vacation as they have access to more information as well as the advice and advice of their clients. Indeed, a large-scale European study, analyzing data from 1997 and 2005, suggests that there is a drastic and obvious change in the sources of information advocated by travelers. According to a study, in 2005, one out of two travelers preferred to find their information on the Internet rather than in brochures or travel agencies. In 2007, it was estimated that users' comments on sites such as TripAdvisor.com (which at that time had 20 million users) were influencing the travel plans of three out of four young British travelers.

It is therefore from these changes brought about by Web 2.0 that the phenomenon of co-production of the tourist experience results, which now involves the tourist as much in the development of the experience as throughout the process of creation of the tourist product. Since consumers are now actively involved in the process of creating the tourism experience from beginning to end; going from booking to looking

information, advice or photos, they "co-produce" and innovate with firms that are increasingly dependent on their involvement (Rahmani et al., 2018).

With the help of consumers, these firms are able to evolve from product innovation to innovation of experience. The interests of one of the components are then not greater than those of the other since it is the association of producers and the consumer (or tourist) that creates the unique value of the experience.

The traditional and rigid roles of consumer and producer are therefore obsolete today since the consumer is more and more involved in the process and the producer requires the help of these to improve his products and services and services when it comes to the customer experience. This involvement of the consumer can be done in four ways, either by the delegation of tasks that previously belonged to the producer such as reserving one's own trip online, or by encouraging the consumer to create his experience during a staging where he is involved, but does not change the staging. It is also possible to co-develop a product or experience through a constant exchange of information between the two parties as well as ultimately to solicit the consumer's participation by asking him to choose among various activities in order to create his own trip, his own experience (Mkono, 2016).

Value is therefore created by complex relationships of interdependence between the various actors, but it also brings challenges. The more people involved, the more it gives the product a unique value. This unique value was not possible when the focus was solely on supply and demand management rather than the experience network. There are distinctions and various levels of co-production. The co-production of the experience would occur during the interaction between a company and a consumer, while a variety of co-produced experiences would involve a single company and several consumer communities. As for it, the personalization of the co-production of the experience would be put forward when several companies interact with several communities of consumers. At the base of this last level of co-production of experience is the event, which comes out of everyday life and shakes up daily life.

Although the benefits of co-producing the experience seem to bring benefits to consumers and producers, not all of them are using the same tools to foster this collaboration. Some countries, such as Australia and Slovenia, are recognized as having an effective presence on social media, which encourages tourists to generate

content related to their experience. For example, Tourism Australia encourages companies to promote their services through social media by joining its official platforms on Facebook. The Slovenian Tourist Board is responsible for establishing and maintaining an online presence through its platform. It is also in this link that many cities are registered with, on their official platform which allow tourists to have access to information from all promoters, companies and tourists who have a link with the city (Petrova et al., 2016).

This opportunity that tourists now have to learn about various websites and social media means that they are buried under the information coming from one-side official authorities and their peers. However, information circulating on the Web is not always accurate and the tourist must be critical to discern the true from the false. This task can be difficult when the very definition of what is considered "authentic" is a controversial subject and whose definitions vary. For example, in the case of tourism to the 2.0 era, some suggest that tourists who share their experiences on social media travel differently and have consumer behaviors that makes them more inclined to shop at the local level and therefore to prioritize what is authentic.

7.18 The tourist and co-production of the experience

The concept of experience has derived from imaginary culture is also important for studying the phenomenon of the co-production of the tourist experience, because when traveling the average tourist seeks to visit the image he knows of destination, rather than actually learning the culture of the place. Tourists do not experience reality because they feed on "pseudo-events" and that is what sometimes the social media offer. Tourism, as well as the industry attached to it, supports that culture is based on seeing, that is, on observable and easily accessible elements, in a short period of time. Culture is perceived as an element that can be accessed if one is interested in it, otherwise those who are said to be more "primitive" are unaware of it and act more traditionally.

There is therefore a hierarchy of demand since those who want to be tourists are generally people who have met their basic needs (psychological, security, belonging, esteem) of the Maslow pyramid (1943) and who want to see what elsewhere to be

realized and fulfilled for a person as a human being. Context therefore has an impact on how tourism interactions and co-production unfold (Mkono, 2016).

This backdrop, which creates contemporary interactions, is neoliberalism. Neoliberalism is an economic regime that is characterized by the mobility of capital, labor flexibility and capitalist revolution by those who occupy the highest levels of society.

Thus we must move away from this definition, which is a vision too centered on the economy, to better understand neoliberalism in a way more adapted to the social media. There are four institutional rationales, namely economic deregulation, the withdrawal of decentralization and the recomposition of the social state, an expansive, intrusive and proactive penal apparatus, as well as the cultural trope of individual responsibility.

The tourist, through social media, can use two of these institutional logics to explain the place of neoliberalism in the creation of tourism experience. First, the logic that economic deregulation is such that the market now manages all spheres of life is found in the context of tourism 2.0 (Petrova et al., 2016).

Indeed, the tourist who publishes his photos on Facebook or Instagram using hashtags, his own or those who are officially put forward by a company, contributes to the influence of this business or tourist destination. The social media user therefore contributes free to advertising for a company that can then, in turn, share his photo with their users (Mkono, 2016).

An activity that seems trivial for the tourist, to share photos and publications of his travel experience or those of others, is in fact economically tainted by neoliberalism. According to recent data, Internet users would accept to act in this way and serve as free publicity since it gives them pleasure. They also receive benefits such as access to a certain status, the development of intimacy and the feeling of belonging to a virtual community.

The other institutional logic, applying to this context, is the cultural trope of individual responsibility. This logic consists in developing the best version of one as if one were a product to sell. On the social media, whether they are aware of it or not, users and tourists publish in order to build a brand image, which generates a

competition between the destinations and a disempowerment of the state since those who want to succeed must work on themselves and not depend on others.

In connection with these two institutional logics of neoliberalism the researcher demonstrates how social media technologies are based on encouraging people to apply free market principle regarding the organization of their social life. People would be inclined to publish for their audience using marketing and advertising techniques to define themselves and their relationships. The value of individuals is therefore reflected in the quality of the performance they put forward rather than in their achievements (Petrova et al., 2016).

In other words, self-branding encourages people to take on the responsibility of economic uncertainty by constructing identities that fit current business trends. There are also many components of everyday life, such as ethnicity, that become more complex and become "corporate" and "commodified" by finding themselves more and more involved in the economy.

Considering that social media intrinsically encourage "a self-representation", or that they make this strategy possible to self-present Online, one can see this phenomenon in two ways. The option that is more probable to be the most appropriate one, is the one where self-representation stems from neoliberalism and involves the use of marketing strategies to sell. Social media makes such advertising strategies accessible to all, compared to a television or radio ad that is expensive and therefore less accessible. It is thus not technology that must be identified as an object of study, but rather the way in which it is used and comes to change the habits of human life to understand the phenomenon of the co-production of the tourist experience in the 2.0 era (Turrión-Prats et al., 2018).

Several authors studying tourism and its management argue that they do not agree with the traditional tendency to contrast the concept of production with that of consumption and to assume that those who produce the experience power than those who consume it.

Indeed, the border between production and consumption is blurred when the tourist becomes a co-producer of the experience, while being a consumer, which gives him greater power than before. The term "prosumer" (mix between professional and consumer) is put forward by the social impact experts of the new media to

differentiate the consumers who participate in the creation of their goods and services of those who passively consume finished products. According to this logic, production models today would be based on community and collaboration rather than hierarchy and control that prevailed before (Turrión-Prats et al., 2018).

7.19 Technology and tourism

It must be noted that it is also essential to understand the relationship between information technologies and tourism, since both tourist and information are traveling. In fact, mass tourism is linked to social and technological development from the perspective of information systems analysts. First, the acceleration of technological change is a factor, as is the fact that the economy now bases its competitiveness on knowledge. Then, we live in a world where all the interactions, either between several people or between a person and his environment, are done with a machine as intermediary. Convergence is what explains this loss of reality that results from the blurring of boundaries between what is true and what is constructed, as in the case of the absence of national borders on the Web. Thus, globalization and the modes of organization and complexity of modern society also influence mass tourism (Turrión-Prats et al., 2018).

The analysis of the Instagram accounts also plays a major role, as it is imposing itself when studying the Facebook account since many of the images published by tourists come from this platform. Instagram is a web application that allows you to share your photos on your own account, with the ability to choose appropriate "tags" (hence the name hashtag or hashtags used on social media and represented by the # symbol). A sunset photo can be published on a personal account, shared with other users of the Web if it is tagged with hashtags like: sunset, sky, etc. Users who want to see photos of other people they do not know, can search by keyword to see databases on a subject that interests them like sunsets.

The particularity of Instagram is that companies create official keyword for their advertising campaign but users are free to invent and label their publications with as many hashtags as they want it (Mkono, 2016).

Another element that emerges from the analysis of the results of the observation of Facebook throughout the years, which makes it possible to better understand the phenomenon of tourism 2.0 as well as the support of the tourist of his own experience, is the hierarchy of the access to the tourism. This hierarchy is the fact that, although tourism is in theory accessible to all, the fact remains that it remains an activity for the rich, who can also be described as more or less authentic and whose participation Online requires some language skills.

Users, who have published, commented on or liked publications on official island pages all have access to technological equipment such as a computer or smartphone. In addition, it can be assumed that if they are interested in cruise tourism, it is because they plan to travel someday on a cruise or because they have already traveled choosing it. Thus, they have the means to take a vacation at least for the most part.

It is also within this hierarchy of tourism that there is the opposition between tourists and intellectuals. Many researchers establish the difference between intellectuals and tourists by talking about warm authenticity to talk regarding the existential authenticity of the tourist and the cold authenticity when this is referred to scientific knowledge. The data collected allow to see that the admirers of Facebook and Instagram seem to be interested in what is authentic on the destination pages, in the sense that they want information on the most frequented and trendy places, thus pages' administrators point them to the most appropriate places, but keep in mind that some producers tourists or merchants have marketing agreements with the cruise company. This may distort the results not for its local authenticity, but for its authentic staging that reproduces what tourists are looking for. Also, tourists are interested in staged experiences with movie attractions and so on (Turrión-Prats et al., 2018).

Moreover, in a case like cruising where tourists want to participate online and join the Facebook groups connected to the cruise, must be able to express themselves in English. If they don't, they do not have access to the "official" online resources to prepare for their trip or to share what they have experienced with others.

Such a possibility ensures that the "typical" experience of a tourist can fit into the social media pages, while the rest forms a kind of subculture. This subculture includes both those who do not speak English and those who speak it, but who prefer to publish according to their own parameters or their own hashtags. These are, in a sense, the producers of their own experience, either due to the lack of other options or because of their own choice (Scherle & Lessmeister, 2016).

Hence, we see that it is not so much tourists who publish freely for no reason (contests, questions, response to a comment), but rather companies and people who promote tourism 2.0. This is reflected not only in the type of publications and the large number of publications, but also in the distribution of publications among the days of the week.

The data collected also makes it possible to affirm that most tourist publications take place during -in the form of photos- or after their trip -in the form of blogs.

An interesting fact is that usually Facebook account administrators are responsible for sorting the content and putting the relevant information on the central pages by re-publishing it. This sometimes does not encourage tourists to refer to this part of the Facebook pages to find information, which is not good because there are interesting links and opportunities for each cruising trip (Turrión-Prats et al., 2018).

It should also not be overlooked that tourists have an active role in how they create and share their travel content, as shown by the choice of hashtags on Instagram. This shows that the production of the tourism experience has changed since the advent of Web 2.0 and that more power is in the hands of consumers, without necessarily realizing it. It is, moreover, this impact of the social media that is one of the larger points when it comes to choosing a trip. The case of social media in the cruising destinations allows seeing the active role that tourists play in the creation of their own experience as well as their dynamics that are reinforced by the administrators of the pages. This experience highlights the expressions that constitute the stories and events that are put into performance when they are shared (Held, 2018).

CHAPTER 8 - The use of the social media in reputation management

8.1 Reputation management and social media

Identity is what makes it possible to distinguish between members of the same species. It is a concept related to the individual, but in turn it only makes sense as long as it is part of a social group. To some extent identity is what I am, or I pretend to be, or I think I am. Reputation, meanwhile, is the opinion that others have of me. It is formed based on what I do and what I say, but also on what others perceive from my actions or words, how they interpret it and how they transmit it to third parties (Carroll, 2013).

The larger a social group, the more important is the construction of its own identity and reputation. An isolated hermit in the desert can ask questions about his own identity in his meditation and self-knowledge sessions. A very accurate picture of one's identity can be formed. But one will not worry in excess of his reputation. In a group of few people, in a small town, for example, everyone knows everyone. They know what each one of them is called, who their parents are, where they live, what they do, even what they have done over the weekend. The information circulates very quickly and efficiently. What one says is known and allows him to build his identity. To this one contributes with his actions, but so does the one next door (Aula, 2010).

According to the social groups, the number and type of social interactions increases and the construction of identity and reputation becomes more important, and at the same time more complex. On the one hand they require more actions by the individual. Even of different actions and construction of partially or totally differentiated identities in different areas of his life. On the other hand, there are more actors with whom he comes into contact, who form an opinion about him and who disseminate it to others. These opinions usually start from subsets of partial and non-complete information by force. In addition, they pass from one interlocutor to another and on the way they lose loyalty. And finally, in any of these steps there can be all kinds of intentions, both positive and negative.

And in this time, came the Internet to make it all exponentially more complex. Internet is an extraordinarily efficient mechanism of human communication. It multiplied our ability to establish relationships. It freed us from the limits introduced by geographical distances, also of many prejudices (Dijkmans et al., 2015).

The Internet allows people who live thousands of kilometers away and who a priori do not seem to have anything in common can communicate and relate. And all this has a very strong impact on the processes of identity and reputation creation.

For a certain time, it didn't worry us much. Internet was an environment to which we dedicated a reasonably limited part of our time. Our real life, our friends, our work, our professional contacts, our family life, everything was in the physical world.

Gradually the Internet has been penetrating all these areas. Almost without realizing it, we find that a growing number of people spend, that we spend, a very important amount of time on the Internet. And it's not just time. They work online, interact online, are in contact with friends and family online, change companies online, become famous online or are vilified online (Aula, 2010).

What one says on the Internet is no longer something marginal that he said or did even under another identity, under a pseudonym. What one does and says on the Internet increasingly weighs more on the creation of identity and general reputation.

In general, what is published on the Internet remains. When one writes something on the Internet and publishes it on an open access page, he must assume that these lines will be permanently stored and available on that page. It may not always be that way, but it is the most common. It is the hypothesis with which one must work online. First of all one doesn't always control the service in which he is leaving his opinion. Moreover, it is usual that he does or does not do so, that it is a service controlled by a third party that will not always be willing to give effect to his request to remove certain content (Dijkmans et al., 2015).

Secondly, we must be aware that the fundamental mechanism for disseminating information on the Internet is copying. As soon as something is published it begins to be replicated multiple times. From the Google cache to copies of other services, the Internet Archives capture the screenshots by the Internet users themselves. Even if the original publication of the information was made in private, the ease of copying together with a sufficiently high number of users with access to it and not sufficiently

strong connections between them makes the chances of it being made public very high. And that without counting on possible technical or human failures that can also reveal all the details (Dijkmans et al., 2015).

Any content published on the Internet on an open page is likely to be located, indexed, copied and linked by Google. Once this happens, it is within reach of a simple search. It is not so much that things that were not published before were published. It's because Google makes insultingly easy to access them quickly. If one has ever been convicted, or has stopped paying rent for a month, or has been seized, the information goes in public records. But one has to go check them out. It is a tedious, complicated process that is not always successful. Now that same information meets a mere search in less than twenty seconds. If the user knows what he is looking for, he will almost always find it. Sometimes this also happens without knowing a priori that one is looking for the information.

This makes it more difficult to hide information, but it also allows one to build a reputation by allowing anyone to easily access the history of his actions and opinions on the matter in question. Reputation, to a certain extent, becomes more reliable, more anchored in reality that is more difficult to intentionally model (Carroll, 2013).

8.2 Information sources

On the one hand decades of unidirectional advertising bombardment, treating customers and users as fools, launching messages without establishing two-way communications has resulted in a dramatic reduction in the credibility and influence of brands by groups of individuals with public projection. The mainstream media are not at all an exception to this phenomenon (Aula, 2010).

On the other hand, on the Internet we have many more information points about any individual or company. We have more information wealth, more easily accessible. The links allow us to relate some data with others and make it easier for users to deepen at a higher level if they need it.

Conflicts of interest in the generation of reputation become more evident and anonymous individuals but with reputation and, above all, independence, have more

credibility to give their opinion on people or companies than these or that any of the actors related to them and with clear conflicts of interest (Dijkmans et al., 2015).

There are always people who have access to information, who have criteria, who have credibility and who disassemble fallacious arguments or based on unreal facts. Cheating is still possible, but it has become much more difficult.

Reputation building is increasingly collaborative and increasingly depends on the opinion of third parties. Whether from the social circle, whether they are experts in the field, or other users with previous experiences with the same product.

Until recently, being an amateur was a second choice. And being professional was the maximum to which one could aspire. But it turns out that the Internet and the greater ability to access multiple technologies have made the number of fans of virtually any subject grow strongly. And among all those new fans there are those who barely have capacity in their field. But there are also true teachers, who can compete in capacity with the professionals, but who, for the sake of life, do not engage in it professionally.

These fans have found on the Internet, and more specifically in social media (blogs, social networks, photo sharing tools, opinions, links, news) is a way to share their experience and their knowledge. Crowds of fans write daily on social media about their passions. On knowledge niches, sometimes very small, they show that they are passionate about something and they develop a level of specialization and knowledge difficult to understand (Dijkmans et al., 2015).

This makes them sources of first level information. And, to the extent that they stay away from potential conflicts of interest, which have long since traditional weighs on their older cousins, this makes them important influencers.

On the Internet, response times are no longer as before. In the mid-nineteenth century, the European written press reported on the events on the battlefield of the Crimean war several weeks late with respect to the date on which they occurred. And it was normal. Successive technological advances allowed us to evolve to the current paper newspaper that tells the news of the previous day. And then to radio and television, which tell what happens, will broadcast live, but this usually takes some time -hours at least- to start covering any unforeseen event (Dijkmans et al., 2015).

The Internet has given, once again, a new return to this phenomenon of accelerating the availability of information. In tools such as Twitter, the information is available from the moment it is produced. And, often, it is transmitted by the protagonists themselves or by eyewitnesses. Then it is retransmitted (retweeted) by a multitude of individuals who make it reach in a matter of seconds to very large audiences.

In that context, the usual corporate responses are excessively slow and completely ineffective. When one wants to react, when he has the approval of the legal department, or the communication department, or when he returns from the weekend, the person responsible for the decision is usually too late (Carroll, 2013).

On the Internet, the environment is certainly new and brings new rules. But many of the principles remain. Reputation is built with effort and dedication for a long time. However, it can be ruined with greater ease and speed. The construction of the digital identity itself involves defining what, how and where it will be communicated on the Internet.

Hence, it is important to know and use the various tools available in order to build that presence little by little. For doing so, there are third party apps that are also present on the Internet. What we can no longer do is ignore the information or prevent it from being published or having a direct impact on our reputation (Carroll, 2013).

Dedicating effort to build one's own online identity is no longer optional. It is an act of pure responsibility. If one does not, his online reputation will be determined exclusively on what others think about him (Gotsi & Wilson, 2001).

8.3 Digital identity

One should ask how important is the pantone of a corporate logo today, when we are treating our customers badly, shouting at them instead of talking to them, not at all instead of listening to them? The years of the first Internet were those of graphic design. And then the years of the content came: careful texts, stunning photographs of blond boys with ties. Then came the video where all was immaculate, unbeatable (Aula, 2010).

However, the rise of the participatory, social, talkative, human web came to break the toy. Now corporate websites envy the growing traffic of social media and dream of social media optimization. The brands don't open their mouths and are very careful. They put on their best clothes, and if by chance they have to say something, they are stretched, edges, little accessible. And the impact of that absolute lack of tact in the interaction cannot be easily erased with a beautiful logo (Gotsi & Wilson, 2001).

The 2.0 digital identity is marked by interaction, by conversation. Corporate identity books must now become netiquette books. In the new era of the connected citizen, of infinite access to information, of coordinated citizen actions or collective intelligence, in which companies will be “forced” to be honest and transparent, by hordes of “consumers” airing their shame in public, it is pointless to insist on working on the brand and caring for reputation, as if we could keep them in jars of formaldehyde, in the 20th century style.

Television and spots continue to create a brand, but its scope is smaller, and it loses effectiveness as a source of pre-purchase information. The recommendations of our friends and acquaintances, and even of “unknown” online users gain strength in the decision of purchase, precisely as a result of the abuses committed by advertising and corporate communication to date (Carroll, 2013).

In the future, companies will be forced to transfer budget from advertising items to areas of product development and customer service. And precisely, the so-called online social media will be one of the keys to change. People will improve their results, relaxing their obsession with the “control” of reputation and brand, and investing more in the relationship with the client and with society in general (Floreddu et al., 2014).

Thus, it seems that managing reputation 2.0 today through social media is the result of a coordinated effort between different corporate areas that must be addressed by the following groups of questions:

1. Strategy: What are the objectives of a firm in the short, medium and long term? How will they measure the achievement of these “business” objectives? How do they involve the different departments? How do they approach the cultural change that lies behind these harmless projects? What communities do they want to connect with?

And only in the end, what technologies will they use? What external social platforms colonize to connect with these communities?

2. Communication and marketing: How do companies articulate community management activities? What principles of creativity 2.0 are relevant in an environment where attention is not bought, but is earned by hand?

3. Sales: How do firms focus our social media campaigns towards sales, without sounding intrusive, heavy, “spammers”? How do they improve the social functionality of their online sales channels to improve the customer experience, to provide them with varied information shared by other customers? How do they train our “physical” commercials to improve their relationship skills with prospective prospects or with customers? What kind of social integration do their online sales channels require, with the new phenomena of social purchase or sale, such as “groupones”, “outlets”, “facebook stores”, etc?

4. Customer Support. Do the companies have contact centers that already serve customers through social channels? Are their teams ready, does their community manager know how to resolve a complaint via twitter? Are they improving their software to integrate internal information, with external information that their customers want to share with them?

5. Innovation: Do the companies take advantage of what their customers and “fans” tell them on the Internet, to improve their processes and products? Do they go beyond online panels, using innovative techniques such as “netnography”? Do they think about how to incorporate their clients and society into some existing processes, in which many begin to call “co-creation”?

Focusing the efforts according to these axes will positively influence their online reputation (Gotsi & Wilson, 2001).

The management of reputation 2.0 however, is not limited to the scope of consumption or the end customer. What is known as the large customers division, which still operates under the brand, works only with several companies. For the companies, the social media strategy has a maximum: their blog and their channel on twitter and other platforms are important, but nothing compared to the strategic importance of involving their employees in the professional but individual use of social media (Dijkmans et al., 2015).

The impact that the personal brands can have on the corporate brand has been questioned a lot. The truth is that if we think, first, that social media is based on personal (often one-to-one) communication, and second, on the impact that a corporate blog can have, compared to what hundreds of blogs and accounts could be of personal twitter, it is clear why companies like it (Aula, 2010).

Precisely, one of the maxims in every project in the 2.0 environment is that it is not something “external” and isolated from the equipment, but quite the opposite. Even if it is a project driven by marketing or communication, the key department will be human resources. The success of the project will be in the understanding that people have of the possibilities of such means, of the so-called “social consumer”, and therefore, of the impact that their own personal accounts have on close people in their work environment. What will most influence a B2B purchasing decision maker, the corporate account of the company on twitter, or the personal account of the main business contact? It is not necessary to contrast them, but to complement them. This new scenario requires the people who are part of the team, as well as the official presence of the brand itself (Floreddu et al., 2014).

Thus, we see that we are facing a revolution. The new consumer is "social" in the use of technology. Mobiles, social networks, the means of production available to everyone, the democratization of the conversation are the edge of the Internet (Gotsi & Wilson, 2001).

The only possibility for the company to continue working to spread its messages is to understand the encrypted codes of 2.0 culture. And that means "revocation." When, for 100 years, advertising has worked with formats that are now falling apart, and now new media do not easily support the concept of "advertising," the advertising function "does not evolve." It must be transformed. And although there are still many advertising spaces to manage -more and more, and they will never disappear-, the most interesting and risky game will be played where advertising is not usually as well received: social media. As we said before, the transfer of budget, from traditional advertising, to the relationship with the client, will make companies more competitive, getting along the way, improving their reputation (Aula, 2010).

8.4 The importance of the reputation

In an unpredictable environment, companies cling to their brands. The ones that generate the strongest ties with consumers are the ones that best protect the consumers from the ups and downs of the economy and the changing trends.

Hence the obsession to win the customers' love, to make them understand their values and share them, to become a relevant element of their life experience, to achieve reputational leadership, improves the buoyancy of the brand.

In an environment where consumer confidence indicators are declining in the face of bad economic expectations, the companies that are suffering the most are those that enjoyed a comfortable situation in the middle of the table. The leaders of each segment and also the companies of "low cost" brands seem, in general, the most benefited from the situation (Gotsi & Wilson, 2001).

During the crisis, grace to their reputation, many companies had an anti-cyclical behavior, betting on innovation and building relationships with consumers beyond price.

Their leaders have starred in some of the most successful experiences on Facebook, Twitter, Tuenti or YouTube. Because if we used to say that companies cling to their brands as a table of salvation in the troubled waters of uncertainty, it should be noted that the brand concept itself is transforming in the face of the rise in the use of the internet and social media (Dijkmans et al., 2015).

Old consumers have given way to "prosumers", active subjects who participate in the same process of brand building through open dialogue with other consumers and with the companies themselves.

The number of transmitters and receivers is increased - this same distinction begins to be obsolete and perhaps we should speak of "emmitters" - thus this has multiplied torrentially in the so-called web 2.0 and the old communication inertia have blown up. It is estimated that half of social network users generate or read comments about brands that affect their purchase decision. Surprised by the strength of the social, the boldest companies have rushed to open profiles in all the platforms (Floreddu et al., 2014).

8.5 Observation and action

This is a vast and largely unknown territory that has emerged outside the brands, in which the protagonists are the users and the rules of the game are imposed almost freehand. The approach is cautious because the virality of social media and the blogosphere means that any unfortunate improvisation can affect the income statement. Observe, learn, dare, rectify are four essential verbs in the current brand building model (Gotsi & Wilson, 2001).

In our country there is still much to do, in view of the data of the studies of influence in the digital society, which analyze the real positioning, on the internet and social networks, of the hundred most advertised brands in terms of impact, presence and reputation. Overall, the overall score achieved by most companies is a modest 4.6, although it is true that valuations vary greatly depending on the different sectors.

The presentation of the studies indicates, with surprise, the fact that almost a third of the big brands do not operate on social networks, despite devoting millions of euros to traditional advertising strategies. And it is rare because the new media represent an opportunity to reduce advertising costs betting on talent, originality and also for corporate and promotional communication formulas that, sometimes, are not so different from those we know (Dijkmans et al., 2015).

Past commercial strategies are now being recovered to face the growing complexity of the brand's communication process. In the seventies, the figure of the encyclopedias seller who sat in the armchair of many homes was very familiar to try to convince them that they should acquire thick wisdom comedies in comfortable monthly installments. For this, the seller appealed to the great prestige of the publishing house, armed with luxurious catalogs and, above all, its own capacity for dialogue and conviction. He listened to families and detected their needs for encyclopedic knowledge.

The emergence of social media now forces organizations to knock on the door of every potential consumer and offer for open dialogue. The big difference is that this

conversation takes place in a glass house and can be shared with many other interlocutors instantly, leaving little room for concealment or lies.

8.6 The value of honesty

Transparency pushes us all - not only companies, but also individuals who adopt new, more open privacy models - to be honest. In the coming years buyers will have more power, demand more information and await rewards but, in addition, they will value concepts such as trust in a context of scandals and fraud (Gotsi & Wilson, 2001).

Brands that communicate in real time through networks such as Twitter or Facebook generate greater degree of trust among consumers. But the immersion of brands in social media implies important changes in the philosophy and structure of companies. The sense of power - also of the power of companies - has always been one: the vertical power. Modifying the inertia-generated years of unidirectional flow of messages costs a lot of effort and more in a situation of need to reduce costs or mitigate losses.

In addition, executives face serious difficulties in defining variables that allow them to understand the real impact of conversations on the network on the brand image. An impact that, on the other hand, is not so strictly questioned when talking about traditional media (Rokka et al., 2014).

It is important to say that at a time characterized by the mutable, by the fleeting, by the casual even, organizations search the internet for what they can hardly find in the analog reality. The list of intangibles to be managed to ensure the profitability of the company has become much more extensive and, although they are not yet included in the spreadsheets of the financial directors, their impact on the figures reflected in them grows day by day. The transversal structure and the 360-degree perspective are imposed (Floreddu et al., 2014).

8.7 Conversations on the media

The friction points are multiplied with the brands and the offices related to the construction of the company's external image are being modified, at the same time as new professions such as "Community Manager", "Social Media Analyst", "Social Media SEO", etc.

It is true that nodes continue to be generated in the network that concentrate the greatest number of conversations and that, often, these nodes are related to the organizations that star in the off-line information activity. It is also true that nodes born on the Internet, sometimes usurping the role played by the press begin to be more predictable and manageable (Rokka et al., 2014).

But the fascinating thing about the network is that these new structures of information flows that are beginning to be configured can disappear at any moment, crushed by the slight pressure of a finger on the keyboard.

For all these reasons, beyond the difficulties and doubts, the debate over whether or not companies should have an active presence in social media is meaningless. The revolution has already taken place and, regardless of its final result, organizations and their brands should go out to the virtual street to experience, to make mistakes, to fail, to succeed. (Floreddu et al., 2014).

The sensible commitment to these new supports, the coordinated involvement of the entire organization and the daring seem to provide a greater number of successful experiences than inactivity, isolated actions or resistance to change (Rokka et al., 2014).

8.8 Reputation and the importance of honor

There are many perspectives from which identity is approached: as an efficient and unique identification in commerce environments and relations with electronic administration; from the perspective of order and security. In opposition to anonymity, as a way of imputing crimes and attributing responsibilities, as part of the construction of an online life, of an identity or several with which to operate more or less anonymously or as a manifestation of our self and everything we say and do on the Internet, of what others say we do or say.

However, the configuration of the network makes it increasingly complex to be anonymous unless one is taken not only by technical measures but also by Carthusian discipline so as not to leave a trail from which to relate a virtual identity to a physical identity (Rokka et al., 2014).

There is no proper right to identity that, in any case, would start from the right to life and from the combination of other rights that form the individual identity and give it the capacity to act and negotiate. The right to life is recognized in article 3 of the Universal Declaration of Human Rights "Every individual has the right to life, liberty and security of his person" in relation to other rights that make up the identity such as freedom of opinion and conscience (article 19) or the right to legal personality that places the living being in the world of rights, makes him the right holder and gives him the ability to act validly and with legal efficacy (article 6). More to that, according to the article 15 "Everyone has the right to life and physical and moral integrity, without, in any case, being subjected to torture or penalties or treatment.

Perhaps the most practical way to build identity for legal purposes is from the perspective of privacy, honor and self-image, as well as from the third-generation constitutional right to control personal data.

These articles guarantee the right to honor, personal and family privacy and to one's own image. This last point has led to the development of the entire legal corpus of the protection of personal data although, as it can be seen, it could be the basis of the development of a law that would limit the use of "information technology", guaranteed the right to honor, intimacy and the image itself.

Honor is an ideological concept that has functioned as a justification for social relations in many civilizations. It implies the construction in the social imaginary, and even in the legal superstructure, of a quality morality linked to duty, to virtue, to merit, to heroism, which transcends the family environment, offspring (blood and caste) and sexual behavior (especially that of dependent women). It reflects in opinion, fame or glory and in different ceremonies of public recognition, and that produces material rewards or dignities, such as positions, jobs, income, assets, inheritance, etc.

As for the differences between honor and honesty, there is also an enlightening; although honor and honesty are different concepts, it is very common to confuse

honor with honesty, since its demarcation is difficult. Honor is the equivalent of reputation, prestige, opinion, glory or fame.

The concept of honesty would be more typical of a bourgeois conception of the world (business reliability). In law, honor and reputation are extremely linked, although the latter is more associated with the concept of image. They are abuses of the right to honor, which is a human right, and reputation, which is also a human right, behaviors aimed at denigrating people, which include the imputation of crimes and immoralities, expressions of reproach and acts of public contempt (Rokka et al., 2014).

Honor is a normative legal concept whose precision depends on the norms, values and social ideas in force at all times. On the other hand, reputation is the objective dimension of the fundamental right to honor, which we can, if we have the necessary tenacity and patience.

It is increasingly common in law firms to receive orders related to insults that are poured left and right on companies or individuals that affect their honor in a reputational way, considering the simple challenge of not only ending the insults but And there is the problem, make them disappear from the network.

8.9 Reputation of organizations and right to be forgotten

Companies and organizations are found among the holders of the right to honor in their objective facet, that is, corporate reputation, since it is hard to imagine an S.A. forgiving in his little heart how bad they have treated her. This allows it, in principle, to initiate civil or criminal actions to prevent information that produces demerit from being removed from the network. And it is here that we almost always find ourselves in collision with fundamental rights such as those of free expression or information that, also present in the lawsuits of natural persons, are judged in that of companies with different intensity.

Organizations also do not take advantage of the right to the protection of personal data, applicable only to physical persons, from which the so-called “right to be forgotten” originates. It is the right to oppose the treatment that search engines, content providers, even the media make of our personal data. It implies the possibility

of requesting to the Data Protection Agency that Google remove the link to a news item that due to its age, falsity or incompleteness makes present facts that undermine one's reputation (even if they are true) and that without indexing the Information would not be of universal knowledge. This right is being the subject of strong controversy and Google, who has received a few dozen unfavorable Agency resolutions, will question it until the last possible instance. However, it is a right that is perfectly based on data protection regulations and that prevents over-exposure that the Internet implies. It is true that it is necessary to refine many issues that remain pending, such as the withdrawal of information at the source in the case of the media or the abuse of the right (Rokka et al., 2014).

8.10 Corporate image and reputational damage

The corporate image, reputation, takes years to generate and is lost in a minute. Companies have less "right" to have thin skin and often encounter situations in which information that damages their reputation is covered by freedom of expression or information and there is no way to remove them from the Internet. Nor do they have the recourse to the right to be forgotten, which, as a means of protecting personal data, only applies to natural persons.

Many factors influence the formation of the corporate image, from transparency and respect in customer service in the form of security measures to avoid situations.

Reputational risk, on the other hand, involves the evaluation of the damage that could be caused to the good name of the company; its brands or its services by internal or external actions and that would end up affecting the business.

For this reason, the reputational risk figure is increasingly incorporated into the analysis of legal risks and computer security, in the era of the web 2.0.

CHAPTER 9 - Economic and environmental crime

9.1 Environmental crimes

Nowadays tourism has become a phenomenon of enormous importance in modern societies. Even in times of crisis and economic recession, tourism has maintained a relevant dynamic compared to other sectors of the economy. At the same time, the expectations generated by tourism, in political, social and cultural terms, are not restricted, despite the possible more or less prolonged deterioration that a country may experience.

As a result, tourism should be considered primarily as a product of culture in the broad sense of this term. Tourism moves in the economic sphere, where the economic conjuncture is a permanent conditioner of its evolution in both the micro and macroeconomics order. Or rather, it comprises of a range of services offered by travelers who move from their home city and remain in another destination for business, holiday, sporting, health or other reasons. The set of services effectively placed on the market constitutes the chain of its production, distribution, consumption and value (Haseeb et al., 2018).

Allied to the tourism issue in recent years, emphasis has been given to the concern with the environment, in which the states' own action has been trying to curb the degradation of natural resources. In this sense, what is observed in many companies is that they are directing more attention to the volume of toxicity of their industrial waste, especially after the approval of laws, which consider pollution a crime and consolidates the rules regarding environmental management.

It is noteworthy that the cleaner and higher the environmental preservation that a region has, the more attractive it becomes, considering many regions that are the most favorable locus for the development of integrated tourism activities. In the neighboring municipalities of many states, tourism evolution is a fact that is still on the rise, where more and more is being sought from existing natural resources, because the returns are considerable. However, a more regionalized tourism dynamic is incipient, considering the historical and geographical context in which all municipalities are inserted (Raza et al., 2017).

Given this context, water has been playing a fundamental role for the evolution and economic consolidation of many regions, being the driving force for tourism development. Historically water has played an important role in the economy either for its use in agriculture or industry, in agriculture, because water is an essential factor for the viability of rural economic development. When it comes to industry, its importance emerges as the main source of energy generation through hydroelectric dams, as well as the main source of raw material.

Another activity driven by water resources is regional tourism, which contributes to the development of municipalities and promotes transformations that can leverage job creation. At this juncture, tourism has been touted as a tool to achieve economic development while protecting the natural environment. However, tourism as any economic activity can lead to undesirable impacts, and most municipalities use water as a tourist attraction, absorbing a considerable amount of visitor demand in the summer season, and in these places, there is a tendency to produce a modified (altered) environment (Naradda Gamage et al., 2017).

Contextually it becomes urgent to analyze the activities developed by the municipalities specifically with regard to the use of water, its needs, whether economic (value added), for consumption (basic sanitation and sewage) and / or for leisure (tourism).

Nowadays, tourist travel occupies a prominent place in the economic, social and political relations of societies. This can manifest itself differently as to motivations, means of transport, length of time, means of accommodation, group sizes, categories of travel, and so on. Tourism, characterized by a type of service available to the men of modern industrial society, became part of the life of all nations and made a significant contribution to the development of twentieth-century economic activities. If one makes a classic definition of tourism, this is a set of relations and phenomena produced by the displacement and permanence of people outside their place of residence, provided that such travel and stay are not motivated by a main, permanent or temporary profitable activity.

In the process of economic globalization, tourism has become a source of income, and the strongest sector in financing the national economy in many countries. If tourism were a nation, or an independent state, it would now be the third economic power in

the world, just behind the United States and Japan. For further consideration of this note, it is noteworthy that the growth of this activity is intrinsically linked to other sectors of the economy, in which aviation, road, river and maritime transport, souvenir shops, dealers, restaurants, nightclubs, theme parks, Hotel services, travel agencies and tour operators, among others, become the largest job-generating activity, besides, it stimulates the international investments.

In the movement of tourist activities, both the states and the business area have the main objective of profit. The states expect from this activity a surplus in the balance of payments in the specific account, due to the inflow of foreign currency, and companies operating in the equally dimensioned sector expect the rendering of their services due to the profitability of the necessary investments (Haseeb et al., 2018).

Meanwhile, the recipient country understands tourism as an "industry" whose products will be consumed at the place of production but also generating invisible exports. The benefits arising from this phenomenon can be seen in the economic, political, cultural and social life of the community. Thus, it is considered a product because it generates satisfaction of human needs.

At this moment, it is important to emphasize the relationship between tourism and the economy. Thus, this last discipline provides the main idea for the analysis of tourism policies and helps to quantify the effects produced by the presence of temporary visitors in a given space, by using macro and microeconomic concepts such as opportunity cost (Paramati et al., 2017).

Tourism generally provokes intersectoral development, due to the multiplier effect of investment and the strong growth of domestic and receptive demand. It is an excellent activity for better results in regional or territorial development and planning. When there is an increase in tourism supply (accommodation, food establishments, complementary industries and others), it increases the demand for employment, resulting in a decrease in underutilized or unemployed labor.

One of the main motivations of tourist travel is the search for the exotic, which somehow differs from the tourist's daily life. Thus, what is observed is the valorization of natural resources and some cultural relations. As we live today in a globalized world of often-massified tastes, some natural and other cultural resources,

more valued by the social practice of tourism than others, are even stereotyped as tourist attractions (Paramati et al., 2017).

A very important fact is the close relationship between tourism and the environment, and of these with the economy. In recent decades, around the world, interest in the environment and its interrelationships has grown, and decision makers are taking ecological issues into account as an integral part of the decision-making process.

Economic policies are seeking to convey a positive image of concern for ecological issues, as instruments of raising support and fostering tourism. Faced with its many natural riches, there are many countries with diverse tourist attractions, and ecological tourism is evolving widely, attracting customers from all over the world, in addition to domestic tourism itself. This fact can be verified in the diversities in each state, which with their natural and even artificial (projected) beauties, such as many neighboring municipalities, which are creating new opportunities to generate visitor streams seeking a pleasant environment that brings quality of life.

However, there is a major problem with environmental degradation and the constant destruction of the cultural traces of the regions. Considering these circumstances, the challenge arises to allow “places” to enter regional tourism itineraries, extending and densifying the network of places with landscape skills, emphasizing the natural riches present in each region and / or city. Due to regional specificities, new "tourist" areas should be opened, considering activities such as fishing, theme parks, games and festivals, which emphasize the local culture and gastronomy. This enables the valorization of local spaces and can constitute an important source of income for the municipalities. It is for this purpose that the municipalities of many states are seeking the development of tourism practices in their territories, especially those with vocation for this activity (Naradda Gamage et al., 2017).

An important fact that should be highlighted when studying the interrelationship of the environment with the tourism economy is the issue of water use. This issue has been gaining ground in many discussions, as it is a scarce commodity that, despite being renewable, has a slow replacement process. In this sense, water represents a fundamental input to life, constituting an irreplaceable element in various human activities, besides maintaining the balance of the environment, and has been constituted, over the last decades, in an increasingly rare and scarce good, or in other

words, it has been disputed both in quality and quantity, mainly due to the accentuated world population growth and the economic development itself experienced by the planet Earth after World War II.

9.2 The war of drugs in the tourism field

More to that, other fields such as drugs, have outlined some theories regarding the genesis and evolution of structured criminal groups that work in tourism places. Part of the recognition of contemporary organized crime as a phenomenon with an economic focus, from the causes that motivate it to the consequences that it can bring, in terms of growth and social development, governance and security.

The starting point is the analysis of drug and tourism its relationship with violence as a rational activity, since drug mafias have become key actors in identifying criminal logics in many tourism areas. Such rationality implies a criminal enterprise approach where crime organizations have value chains in tourism places with which they try to maximize their income and decrease the probability of getting caught. If the earnings expected are greater than the losses associated with the commission of the illicit, then it is rational to commit the crime (Flaherty et al., 2017).

This has led criminals to respond to incentives through a constant change of activities during the touristic periods, location and strategies depending on the state's capacity for coercion. This has allowed the development of competitive traits through routines that increase their likelihood of success leaving drug trafficking and varying thus, the way in which criminal dynamics are presented, even with immersion in lawful activities (Gaede et al., 2017).

From a criminal learning of the organizations, a variation of the *modus operandi* of organized crime is achieved as a result of a permanent change in the behavior of organizations in their relationship with the states in order to increase the probability of business success. The consolidation of drug use increases the demand for criminal services; drug sellers provide criminal training to their security forces and increase the quality of criminal labor. This excess of installed criminal capacity has led to a mutation of organized crime and a change in dynamics based on an analysis of

income and costs as criteria for decision making; criminals have changed from one sector to another, their portfolio of activities varied even permeating informal and legal economies depending on the agenda of political-criminal interests.

For the analysis of illegal, criminal and informal economies, it is necessary to include the concept of the "crime value chain" as a way to identify and characterize those links whose affectation produces the highest costs to the criminal industry and, in contrast, the greater efficiency of the state's action to achieve the defeat or the weakening of the crime. Criminal organizations try to maximize their income and seek to control their expenses from the development of value chains that increase the profits of the goods and services produced (Guilamo-Ramos et al., 2015).

9.3 Crimes against tourists and property

Organized crime requires the direction of entrepreneurs who are able to conceive the network of activities that can produce profits in a sustained manner. A characteristic of the value chain is its vocation of permanence: no entrepreneur builds an organizational structure to only use it once. In each of the specialties of organized crime there is a value chain. Each organization, in turn, makes small innovations in order to make its network more profitable. These changes are also made to decrease the probability of detection of the criminal structure.

The dimension and the tentacles achieved by organized crime demand more innovation and imagination from the state security management processes to deal with criminal management. Thus, there is consistency with the changes in the social future and the peculiarities of the criminal environment; To this extent, the criminal organizations continue to be flexible and use cellular structures that allow them to easily mutate, thus the state must find tools that will lead it to evolve as crime evolves. The state management processes have to be as much or more innovative than the processes of crime evolution (Montolio et al., 2016).

Therefore, part of the responsibility of judicial investigators is to identify the value chain of each criminal organization; only in this way can a complete and relatively permanent disarticulation be achieved. Without this understanding of the economic

rationality of criminal activity, it is more likely to capture and convict isolated individuals and not criminal structures.

Regarding the study of certain tourist destinations one should look if there is a positive relationship between tourism and crime rates. For this, it must be established that tourism activity can have a double effect on crime. In the first place, the tourist activity entails a level of development in a certain area. This leads to greater employment opportunities as well as higher wages than in a traditional sector, which means that there is a greater opportunity cost of committing illegal acts (Ho et al., 2017).

On the other hand, tourism activity can mean an increase in opportunities for criminals. Tourists usually carry valuables as well as cash, which make them very attractive to criminals, with the expected benefit of committing a major criminal act. In addition, tourists have a more passive and careless attitude, the probability of suffering a criminal act increases.

There are many representative examples for different tourist destinations such as Miami, Italy or Mexico. Many works find a positive and strongly significant correlation between tourism and crimes. However, in most of the studies the results for the relationship between tourism and crimes against people seem not to be significant (Mehmood et al., 2016).

At the same time, moving from an economy based on agriculture to an economy focused on tourism activity causes an increase in crime rates. Tourist destinations specialized in prostitution and drugs are more likely to have higher crime rates especially in crimes against people. More to that, there is a sociological study of the determinants of crime in tourist destinations. Many researchers point out that those destinations that present a tourist offer related to alternate places, have higher crime rates for both crimes against the person and crimes against property.

This means that the effects of tourist arrivals on crime rates appear to be positive for both crimes against the person and for crimes against patrimony (Recher & Rubil, 2019).

Tourists can be better targets for criminals. Among the main causes that many authors mention is a more passive attitude than normal, which implies that, the probability of

criminals to be discovered decreases. In relation to behavior, tourists spend more time outside their accommodation, which increases the likelihood that they will be victims.

On the other hand, these are prone to carry a greater number of valuables as well as a greater amount of money on top. This leads to the expected benefit of committing illegal acts by criminals being increased, consequently leading to an increase in the number of crimes. However, this conclusion is simply based on an observation of statistical data without carrying out significant contrasts or econometric regressions.

9.4 Housing prices and corruption in tourism

The increase when it comes to the prices in tourism is so well known as the price of housing has widely changed during the real estate hyperproduction cycle that took place from 1996 to 2006 where the average price of the square meter of free housing in many countries increased for more than 250%. In areas of marked tourist function, the increase was above average. In certain areas all over Europe, the increase was 300%, standing above several provinces. Although the spectacular increase in prices is undeniable, there is no consensus on the causes of the price. The costs of the sector (land price, labor, materials and taxation) have grown by percentage well above what has increased the final price of the housing (Yüksel & Yüksel, 2007).

However, the price of the square meter of first-line homes has been experiencing increases of 20% per year just before the crisis. It is easy to conclude that in this case the costs could hardly increase above the final price of the houses. Regardless of this, there is a responsibility of the remarkable increase in the price of housing to the increase in costs (mainly of land) thus diverting attention from the section of business benefits.

Landowners and administrative procedures strangle the supply of land increasing its cost and consequently the cost of the houses. However, actions aimed at increasing the availability of land have failed miserably in their attempt to reduce the price of housing. To explain this fact, some researchers point especially to the monopolistic management of the land market.

Starting from the fact that this market is inherently monopolistic due to characteristics such as its location, the differential fact is that the entry into the land market of real estate companies has turned a competitive monopoly situation into a pure monopoly. Therefore, it has gone from a market in which the ownership of the land was very distributed and it was difficult to agree the volume of land offered, its price and negotiate its requalification with the administration, to another in which few companies monopolize important land areas with the objective of participating in the important capital gains that result from its requalification.

A logical consequence of this pure monopoly described by the researchers is that the land will be released according to the interests of its owners who are also real estate developers. In this way, promoters not only participate in the economic benefits of home sales but also, and especially, in the requalification of land (Duffy, 2000).

In fact, these profit margins can explain to a greater extent the entry into the investment fund business and the diversion towards the real estate business of the benefits generated in other economic activities developed in the localities themselves tourism and its surroundings (decapitalization).

The business attractiveness of real estate activity in coastal areas has had harmful consequences for the economy of tourist regions. We observe that the weight of the industry in the regional GDP has decreased the last decades. The decline in the industry coincides with the real estate boom. The extraordinary economic results of the real estate and construction activity attracted business and professional capacity and financial resources, while dazzling politicians. The growth of recent years has not only been unbalanced and not sustainable over time, but has generated excessive euphoria and dazzled businessmen and public officials, diverting corporate and public attention towards real estate development and construction (Yüksel & Yüksel, 2007).

But this fact was not unknown until the emergence of this latest crisis. The entry of investments into the real estate business from other economic sectors or loans from the financial institutions themselves has pulled up prices, which has made the entry of new investments more attractive. This feedback process has resulted in an increase in the relative weight of the real estate sector in the local and regional economy (Jiménez et al., 2017).

In this context, it is easier to legitimize, based on the public interest, institutional

support and support for the sector, thus contributing to the supply generation processes. In addition to the decapitalization of traditional economic sectors, equity investment in housing implies the existence and accumulation of capital from that inactive moment. This immobility implies a high opportunity cost with respect to the productivity of the resources used towards the development of other more dynamic and productive economic activities within the framework of the new opportunities linked to innovation, quality improvement and competitiveness.

The economic attractiveness of the real estate sector has turned the territory of coastal destinations into a highly valued resource whose management has essentially changed. With the enormous capital gains generated in the production of developable land, the will of politicians who have denied their public function in favor of their own interests has been bought on many occasions. In return, politicians have streamlined real estate production processes by encouraging the presentation of new coastal projects.

According to knowledgeable sources in the tourism sector, it is these high capital gains that stimulate coastal corruption. The real estate market moves such an amount of money that corruption is generated (Belias et al., 2018). This explanation of corruption seems to point as a fundamental cause of it to the greed of certain actors who participate in the real estate process. The most important fact are the results from the search for private profit and from the spurious application of coastal planning regulations are the laws of the autonomous sphere that have systematically protected and facilitated this type of corruption. Among these regulations, which are supposedly born with the intention of speeding up the transformation of land and contributing to the decrease in the price of housing, this stands out for being the first problem, having a huge impact on the coastal areas (Jiménez et al., 2017).

CHAPTER 10

10.1 Tourism and money laundering

Although it is an old socio-economic phenomenon, the crime of money laundering (recycling, laundering) of capital, money or goods emerged relatively recently in the

legal scenario (Belias et al., 2019a), as a result of international drug trafficking, being subsequently the object of criminality by the criminal law of different countries (Belias et al., 2019b).

In the world, the most important international legal instrument related to money laundering is the United Nations Convention against Illegal Traffic in Drugs and Psychotropic Substances whose main purpose is to promote international cooperation in the hypothesis of illegal drug trafficking and related crimes, being the first to provide for the legal type of money laundering; the Council of Europe Convention which establishes a criminality mandate and Directive 91/308 of the Council of the European Community, which deals with of the prevention of the use of the financial system, recommending the prohibition of such conduct among others.

It is true that these conventions mirrored international concerns about laundering and organized crime and constituted essential frameworks in the fight against these phenomena.

This appears as an emerging and typical phenomenon of post-industrial society, in which the emergence of an organized criminality, of a transnational and multiform nature - transnational, economic and organized crime - is evident, in which the crime is inserted by money laundering as in the case of islands that sell insurance frauds to unintended tourists. Such case of Faliraki of Rodos that attracts millions of tourists every year (Belias et al., 2019b).

Indeed, there is no other opinion of the specialized doctrine: internationalization favored the development of a global crime market, which intermingles throughout society. In response to the development of exchanges, the supply and demand of products and illegal acts now take the form of a market. Before controlled by confidential oligopolies, this crime market, which has one of its essential vectors on the internet, is currently open to a wide attendance in all domains (Masciandaro, 2017).

In this way, money laundering techniques have evolved, adapting continuously to market liberalization and deregulation, as well as financial globalization.

Opening and internationalizing, the financial system offers money of illicit origin secret sites, fast circuits and attractive returns. The absence of financial intermediation, the increasing ease offered to companies to create offshore

subsidiaries, the expansion of tax heavens, ghost companies, the difficulties of operations redirected to the real owners of some companies that use all the possibilities In order to protect their identities and assets, the concurrence between financial establishments, technological advances in the field of telecommunications and electronic funds transfers are also some factors that concur for the expansion of money laundering.

Undoubtedly, the current international commercial and electronic reality has given rise to numerous harmful or perverse effects, among which is the crime of money laundering, apart from, for example, terrorism, drug trafficking and people and bribery, which, potentialized and uncontrolled, destabilize countries and continents, undermining the democratic rule of law, neglecting borders, in short, causing a serious deterioration of economic, financial and social orders throughout the world.

Hence the accurate statement that this new data has facilitated the emergence of an opportunistic and reactive, transnational and increasingly orderly criminality, which thrives on benefiting from the differences between national laws and repressive practices.

That criminal species, in conceptual terms, economic criminality or criminality of money, understood as an economy of illicit activities in its productive and financial dimensions, or the set of criminal offenses whose peculiarity is to relate to money and business. Resulting from a criminal or underground economy, but in general with an orderly and permanent character - organized crime - it is presented as the hidden face of the same mercantile society (Hicks & Graycar, 2019).

As it has already been proved, there are several structural, economic and social factors, at national and international level, that propitiate and, in certain cases, stimulate the methods or processes of money laundering and concealment of property, rights and values.

In this context, the existence of a virtual network of reciprocal exchanges and supports that operates between different organized criminal groups and subgroups is still highlighted and with the support of professional networks that assure them of an acceptable standard of flexibility, mimicry and reliability at a cost and risk admissible.

By virtue of this, it is undeniably relevant for the proper functioning of the socioeconomic order of a given country to safeguard the legality of the assets and

capitals that circulate in economic traffic and to combat the laundering of capitals or assets from criminal operations.

At present, the movement of capital is especially facilitated in the European Union, where there is even the obligation to abolish restrictions on them. Free movement is one of its bases, which can generate risks, such as transactions with illicit capital and tax evasions.

In the concept of money laundering, one of the phases of the development of its practice is usually valued primarily. The legislator himself does so by mentioning the concealment of goods, rights or values.

Given the large number of variants in the field, three main phases or stages are systematized: in the first one - placement or insertion - liquid money is introduced into the financial market; in the second – concealment and coverage - its illicit origin is lost and in the third - integration or recycling - the reintroduction of recycled or laundered money into the legal economy is sought.

This process, called classic, cannot be considered unique, because, in addition to the innumerable possibilities available for the concretization of the crime, the continuous evolution and improvement of the techniques used in its practice must be taken into account.

With regard to the subject, a new classification model must be proposed based on the purpose of the crime, since its objective is to modify the status of money of criminal origin, that is, to give it an aspect of legitimacy so that it can circulate freely in the legal economy. According to this new typology there is an elementary money laundering (need for liquidity and low financial volume, e.g., currency exchange in a exchange house), the elaborate (reinvestment of illicit money in illegal activities, eg simulated real estate speculation or tourism and sophisticated -high financial volume and, in a short time, credibility problems, eg cross financial speculation- (D'Souza, 2017).

On the recommendation of the Financial Action Task Force, the only international agency specialized and concentrated exclusively in the fight against money laundering unlike the EU Conventions, the concept of money laundering is broadened, and any crime is admitted prior serious nature. In this way, acts of money laundering are also the conversion or transfer of goods of illicit origin made with the knowledge in the

sense of concealing their origin or of helping every person involved in the practice of the principal infringement excuse the legal consequences of their acts (introduction, placement); the dissimulation of the nature, origin, placement, disposition, movement or real property of property and related rights, whose author knows its origin in the practice of a crime (transformation, concealment); and the acquisition, detention or use of goods, whose acquirer knows, in the moment one receives them, which come from the practice of a crime.

Although the concept of money laundering presents countless aspects, it is usually understood as the process or set of operations through which the assets or money resulting from criminal activities, hiding their origin, are integrated into the economic and financial system.

Corpus Juris –proposal for the harmonization of criminal and procedural legislation in Europe– presents the following definition of money laundering: Criminal offense is understood as the laundering of products or profits from criminal offenses constant. Money laundering shall mean:

- (a) the conversion or transfer of some of the activities contemplated in the preceding item, to the participation in one of those activities, with the purpose of concealing or hide their illicit origin or assist any person involved in the aforementioned activity to avoid the legal consequences of their acts;
- (b) the concealment or concealment of the real nature, origin, situation, disposition, movement or ownership of the property or rights related thereto from one of the criminal activities contemplated in the preceding section or participation tion in one of them.

Indeed, taking as a starting point that the crime in question violates the economic-financial order (national and international), it is necessary to conceptualize it as the incorporation of the money, goods or capital obtained illegally with respect to the legal economic-financial or lawful circle. In other words, as the different procedures by which it is sought to introduce the significant benefits obtained from the realization of certain economic and financial traffic especially lucrative criminal activities, thus making it possible for their enjoyment to be unquestionable from the legal point of view (Cooper & Stack, 2018).

For its part in some counties the law handles two concepts of money laundering: a

broad concept, whereby money laundering becomes the fact of facilitating in any way justification liar about the origin of the assets and prescriptions of the perpetrator of an offense (indirect money laundering); and a strict concept, meaning the process of purification of illicit money, taking into account that the legislator seeks to combat the fact of contributing to an operation of placement, dissimulation or conversion of the product, directly or indirectly, of a crime (direct money laundering).

In any case, the mentioned behaviors produce profound alterations in the entire economic-financial system, among which the following can be mentioned: the integration in the financial market of resources obtained at a cost considerably lower than that of lawful activities; the massive impact on certain economic sectors especially favorable to the channeling of such resources; the control of certain areas of the economy and the progressive and interested collusion of economic agents, professionals and even civil servants.

Even at the international level, it is worth mentioning the text of the criminal legislation of some countries on money laundering. In the legislative technical construction of the crime of money laundering, two main models coexist: in the first, the money laundering offense is immersed within the legal-criminal context of reception (reception or criminality model). indirect or dependent mining), as one of its modalities, not appearing as an autonomous crime; in the second, more modern and with better technique, money laundering is typified as an autonomous, independent and distinct crime of reception (autonomous model or direct or independent criminality) (Dhar, 2016).

Still in this field, another noteworthy aspect is related to the scope of the criminal offense. And that is because in money laundering - referring crime (previous criminal offense) -, the criminal law may require for its configuration:

(a) a single previous offense - for example: drug trafficking (conception original or restrictive); (b) all and any kind of prior criminal offense - in general of a serious nature - excluding the contravention (extensive or broad conception).

This last conception follows the path of the Council of Europe Convention, which instituted a broad concept of money laundering as "any infringement from which products are generated" and some previously specified crimes - catalogs of infractions (mixed or intermediate conception).

10.2 Yellow tourism – crime and corruption in tourism

In the current academic context of the social sciences tourism is considered an object of several studies. Tourism is a complicated issue, mainly because of the confusion between being a tourist and researching the subject as a sociologist. Many tourists make books, but sociologists distance themselves from the tourist experience. Authors have travel books that are sociological, a fact which makes the boundaries between the sociologist and the traveler or the tourist more blurred.

On the other hand, being a global phenomenon, it is not enough to say that it is a "complex" phenomenon, otherwise, it is essential to stand up in several terms and critically ask a series of questions. Therefore, sociology is very pertinent to discuss tourism, if only because of the fact that many of its contributions are perfectly applicable. Methodologically, it is interesting to inquire about the point of adapting to the point of view of the tourist and do field research on tourist diaries or conducting interviews not only in the hotels but in the homes of the tourists on their return as corruption and tourism are linked. Although, sometimes, accompanying tourists in the field is quite expensive, this methodological strategy, in addition to being fundamental for the final result, is usually an interesting or expensive idea.

The tourism system is associated with the idea of a regime, a coherent and autonomous system of power and knowledge. This means that when we refer to tourism and, specifically, to international tourism, a political system is designated in which the countries of the North not only move money but is also linked to corruption. Although tourism can be injected with a dose of ideology and doctrine one of the hottest issues in the analysis of tourism is its characterization as part of the new servilisms and slavery, as well as the return of colonial and imperialist forms of exploitation in a more perfected version.

Corruption when it comes to holidays, cannot be reduced to the macrolevel it exists, without an interpretation. Thus, tourism must be approached at the same time as one approaches money laundering and bribery for example (Papathanassis et al., 2017; Papathanassis, 2016).

Various approaches to tourism are oriented to dimensions that interest sociology.

Tourism is an increasingly attractive global phenomenon, of which, ignoring its transcendence seems like one of the last sins of sociology. It is stated in some cases that tourism is a representation, even a representation of authenticity. In this sense, tourism constitutes the search for modern man, the quintessence of modernity, specifically, the search for authenticity in other cultures, which has revealed itself as insufficient to understand the multiple facets of tourism.

Tourism is associated with conspicuous consumption or a type of competitive leisure in the manner of unpotlach, and wastefulness - by means of a credit card - that refers to positive social sanctions. The idea of reciprocity is very debatable because it is wasted in front of others, which, above all, do not have resources, with which tourism accentuates differences in status and power.

There is a line of continuity that emphasizes on the idea of tourism as a passing ritual, which connects with the idea of a temporary resident who does not share the basic qualities of the premises and that it is not considered as an individual but as an outsider. This concept refers to the ambiguous position of the tourist between an inside and an outside, flattered and despised at the same time, having resources and being guilty of the evils that afflict tourist destinations.

When referring to tourism as a ritual, and specifically a ritual of passage, it is predisposed to observe how the tourist spends his time in special activities, the chronicity of life, the return to childhood as the tourist behaves like a child, "fiddles" with what is offered to him, the idea of being a new person by re-creating and recreating himself and, in short, considering the tourist's passage ritual, physically and temporarily separated, as a model. Although it has particularities of how breaks appear, that is, ritual breaks in people's lives.

It is observed that the liminal phase of this ritual, like a jump is unpredictable in nature. That is, during tourist time there may or may not be an organized plan, which is exciting, such as when for example, when a hotel organizes a surprise party for its customers.

Corruption can take place at any time during a tourism event. Tourism is inseparable from consumption (Papathanassis et al., 2017). Thus, during this intermediate stage of a rite of passage, anything can happen. And in fact, this is the case on the tourist trip, for example, when a tourist says: "I talked to a girl on the bus." The trips have

surprises, which generates very ambivalent feelings and typical of the liminal stage. During this phase, the moment of the tourist is a very important social moment for isolated elders or lonely young people who connect with other travelers. That is why we talk about new sociabilities of the trip. For others, the trip is even existentialist: it causes the rupture of the profession that was once back home (Jacobs, 2016).

Sex tourism has as its main objectives and motivations to consume sexual relations. One should not think that it is as much about enjoying a sexual service as buying power and dominion over another person's body. Other researchers on the other hand, express that "sex tourism" is a euphemism that conceals the drama of abuse about women, youth and children, especially by rich men who arrive in poor countries, thus he prefers to employ prostitution tourism as a component of the business itself based on sexual exploitation and racial discrimination.

In principle, sex and corruption in tourism are related in a variety of ways not always distinguishable. When sex tourism is linked to a holiday period whose primary motivation is to experience a short-term sexual encounter, it is more clearly identified with the traditional sex trade: prostitution where southeast Asia would probably be the paradigm of this practice.

There are four variants of sex tourism:

- 1) classic tourism practiced by women of minority, directed towards the poor countries of the South;
- 2) classic tourism practiced by men, which is the most important and oriented towards the southern and eastern regions;
- 3) home tourism in a public version which assimilated to organized transnational prostitution (rental or sale of daughters or wives) that evolves either towards marriage or towards servile abuse and sexual slavery, with or without prostitution and
- 4) home tourism in a public and sordid version such as trafficking in human beings controlled by transnational prostitution networks and women from southern and eastern countries offered simple goods that exist in rich countries (Carr, 2016).

However, the reality shows that there are numerous habits and practices that present a rethinking on the definitions of use regarding sexual exchange and corruption between tourists themselves, among resort workers, casual sex in which the place

considers sexual exchange with tourists from powerful countries with or without consent, long-term and love and romance relationships, tourists having sex with sex workers in developed countries, and much more.

10.3 Tourism corruption

Traditionality in tourism is the sexiest way ever to see the 3s: sun, sex, sea and sand. These variables do not have any static or recombinant variables other than the existing ones, that is, the advantages of sex tourism. Globalization, the fluency of people, ideas and mercies, provoking the sex industry, including clients, empresses, police, sexual harassment have the potential to displace cadavers and reduce prostitution and sex traffic.

Sex trafficking at a local level is influenced by global economic contexts such as tourism, migration, mercantilization etc. These global trends in tourism and migration are estimating the production of sex traffickers, increasing the mercantilization of children as a result of the constant flow of clients consuming sexual services (Das & Dirienzo, 2010)

However, there is a geography of sexual tourism with specialization in the provision of sexual services in Brazil, Thailand, Cambodia, Sri Lanka, Morocco, Europe and Estonia and nationalities that include one of the largest consumer services providers such as the United States, Australia, Japan and Europe. Sexual tourism is oppressed by a multidimensional perspective that encompasses a variety of factors: nativity, social class and genre. It is informative, accessible and highly accentuated, practically peripheral, marginal or non-reinventing, in contradiction of sentiment, tourism, and in the context of territories.

Regarding corruption due to collonianism, one way of displacement of the people is the conquest. People with a certain military and economic power embark on the task of expanding their domain by creating new spaces that are redefined and used economically as a resource, which are also symbolically reformulated. The expansive European wave of the nineteenth century was concentrated in the territory that had not been distributed. At the end of that same century the entire world was under the direct or indirect dominance of the colonialism of powerful countries. Therefore,

colonialism was the form that established the contact of the dominant thinking system in capitalist societies with exotic cultures or with the cultural traditions of their own countries. The basis of this action was the premise that cultural homogenization was an indispensable requirement for any domain and control project (Saha & Yap, 2015)

Neocolonialism is defined as the indirect control exercised by the old colonial powers over their former colonies or, in a broader sense, the hegemonic states over the underdeveloped. Like the merchant, the businessman, the conqueror, the governor, the educator or the missionary, tourists are considered as contact agents and inducers of change, especially in less developed regions of the planet. Thus, the new colonizer no longer conquers territories but human bodies, in a relationship from subject to object; the colonial helmet of the colonizer has given way to the tourist's Japanese shirt.

A large part of current tourism reflects colonialist and imperialist patterns and policies, especially in many areas of the third world where tourism is strongly associated with servility, which updates the memory of the colonial past and perpetuates resentments and antagonisms. The tourists of the metropolitan centers visit the old colonies whose social, economic and cultural impacts are variable depending on the local contexts. In these dynamics, the potential articulation of the tourism system with the needs of the "imperialist" metropolis is revealed, although this articulation presents numerous exceptions and imprecise developments.

The new forms of prostitution are not completely novel in the word, but are highly predictable in the context of international capitalism and the position of a region with respect to the developed world, taking up criticisms of the national bourgeoisie of "poor" countries subordinated to the needs of the western bourgeoisie (Mekinc & Music, 2019).

In this sense, the connections between the global economy and sex work are part of a political economy of international sex, in which air travel, power relations between the North and the South, between capital and labor, the man and the woman, the production and the reproduction, are the reflection of an international division of the work that includes the services for the leisure, being transcendental the sex work articulated in a movement that goes from the rich countries towards the servant countries.

The case of Asian women is exemplary in the way a new orientalism is constructed.

The images of this destiny and its women are articulated with a colonial vision, expressing the privileges of power: women of Southeast Asia -and children and young men- become business and, therefore, a body, not in a voice but in "subject" they are available for look or purchase.

In parallel, it is also necessary to understand how ethnosexual stereotypes are constructed in relation to sex tourism. The close link between travel and sex in the imagination of Europeans from the elite travelers of the Enlightenment to sex tourism today, noting that the search for sex beyond the ordinary world can be a moral questioning prevailing in the latter: the idea of a white woman who seeks her fantasy with a black man or, in the case of white gay tourism, the attribution of hypersexuality to black masculinity (Sanders-McDonagh, 2016)

Building stereotypes in the Western imaginary is common. Beauty and sexual pleasure are reproducing the historical process of building a paradisiacal, feminine and seductive Tahiti in the European imperialist philosophies and French colonialist policies of Rousseau.

It is important to note that the first "symbiotic" link established between tourism and prostitution arises at the symbolic level through the sexual images promoted by the tourism industry. Along these lines, prostitution is overloaded with numerous and varied fantasies, some sexual, others cultural, as is the case of Hollywood cinema, in which the western stereotype that shows a man frequently appears in search of sex in front of a woman who pursues love or romance. The stereotype has been repeated to satiety also in soap operas and deeply affects tourism, although the interesting thing is that this has already been integrated into local communities.

It cannot be forgotten that sex tourism occurs among tourists themselves, especially young and single. This shows the transgressive aspect of tourism. Destinations such as Niagara Falls went through various historical stages to reinvent themselves as a privileged place to stage the marriage and heterosexual honeymoon ritual until the 1960s, diversifying their current offer exploiting the relationship of corruption in tourism and sex.

It is interesting to analyze, in this regard, how the resort workers themselves are active agents in sexual practices, without presenting a client / server business relationship. This idea appears in films in which a young and talented barman can be open to

casual sex and finally finds love.

Prostitution, sexuality, power, exploitation and morality in any country must be historically and politically contextualized since the meaning of sexuality and, by extension, that of prostitution, changes over time, as both are conditioned by the speeches and debates of the moment. On this point, prostitution in Thailand can be approached from two dimensions, based on the premise that society must recognize sexual service as a job. The first is based on the Buddhist beliefs about the female body, which recognizes its procreation-oriented functionality, while prostitution is considered as part of the natural world of ignorance and suffering, which determines male dominance in the Thai law and culture. The second dimension raises the sex work linked to the expansion of capitalism and obtaining a surplus and, in the Thai case, as part of the support provided to US troops in the Vietnam War and subsequent recourse to the entry of capital by modern tourists (Sanders-McDonagh, 2016).

The neocolonialist perspective is interesting, although with nuances. For example, the mobilization of Korean women to serve commercially and as sex slaves to the Japanese military during the Asia-Pacific War reflects the intersection of various dimensions such as colonial power, gender and class. Japanese colonialism and gender hierarchies in imperial Japan, combined with the Korean double standard in return to the country, as well as the poverty of Korean women mobilized as an added factor, are shown as determining variables to explain the suffering of victims.

The vast majority of foreign victims of human trafficking on tourism for commercial sexual exploitation come from Honduras and El Salvador, although women from Eastern Europe and Asia have also been detected. Sex tourism stimulates the growth of human trafficking, even in those countries - as mentioned - where prostitution is legal. This subordinate position is explained by multiple factors: the regional context of a transit country for tourists, internal inequalities and respect for its visitors, the importance of tourism, the absence of a culture of respect for human rights, political corruption, impunity and insecurity resulting from the corruption of the justice system and the application of the law, the lack of a civic and educational culture, among others.

Corruption today manifests itself in multiple ways. One is double standards in relation to the sexual conduct of nationals and foreigners. For example, drug addiction and sex

tourism are expanding as in the entire tourist industry in Egypt despite the intense police activity. On the other hand, the prostitution of an Egyptian woman and a foreign tourist is not pursued equally. In this sense, many young men are engaged in assistance and tourist guide tasks informally, a task that is seen as a source of illegal and immoral activities. All this serves to protect the interests of multinationals against individual operators and small entrepreneurs.

In the case of sex tourism, it is essential to integrate this concept into feminist and gender studies, since prostitution occupies a significant position at the intersection of feminist debates about sex, sexuality and work, where the arguments range from the idea of prostitution as something immoral, to be thought of as an example or emblem of women's oppression, a form of economic exploitation, or a need or opportunity, whether the State criminalizes, regulates or eliminates prostitution (Washington, 2018).

The most radical feminist positions pose prostitution as the sexual exploitation of women, their dehumanization and reduction in the role of merchandise. That is, sex and sexuality are conceived as forms of patriarchal oppression since, it is argued, men create and maintain prostitution. Classical feminist discourse has raised the subordination of women in general and dyadic terms -dominating man / oppressed woman- with a homogenizing, reductionist, and-historical approach, assigning dominating power to fix the meanings of sex and gender, masculinity and femininity in their essence and identity. Authors present human trafficking, prostitution and pornography as phenomena that represent an epitome and replica of this dyadic model of power, reflecting the identity of women as subordinates.

The current feminist debate is about the agency of prostitutes, a concept that involves the idea of "consent" and "choice," that is, the ability to make decisions and act as an agent in the world under economic and social constraints that prevent those choices. On the subject, there are two influential social movements: the Feminists Against Systems of Prostitution movement which argues that the agency of prostitutes is framed in a system of patriarchal oppression, versus the Prostitutes Right movement which argues that prostitutes are less conditioned and closer to the free choice of prostitution. In this context, in recent years, numerous social and political initiatives have emerged strongly, as well as participation in colloquiums and publications by sex workers - not only prostitutes - questioning the puritan feminist imaginary of the

sex worker as a victim in need of help.

In this regard, the connections between feminism and commercialized sex are not strange, and the opposition between feminism and sex workers ends up dissolving. Thus, it must be considered that the production of feminist discourse about prostitution carried out by non-prostitutes is a form of alienation over the protagonists in relation to the process of their own representation, excluding a more complex and more belligerent view in as for the socio-cultural stigma that weighs on prostitutes on the right of women to define their sexuality.

On the other hand, a free, total and complete agency is nothing more than an ideal. In reality, people make decisions, but in particular circumstances, most of them tax. If there were no limitations such as race, age, social class, intelligence, nationality, physical appearance, health or others, anyone who wanted to be a director of a multinational, university professor or astronaut would achieve his goal. Therefore, the concept of agency is relative (Miller, 2019)

In the case of the relations between sex work and prostitution, in effect, they are produced and reconfigured under the axes of gender, ethnicity and race, the nation and the social class. Therefore, feminist theories about sex work should pay attention to local and historical contexts, and not reduce their approaches to the production of economic benefit, universalizing notions about prostitution as a quintessence of oppression on women, which is based on an assumption of a unified category of woman.

A survey of sex workers in Korea showed that 56% of 1600 prostitutes wanted their work to be legalized to benefit from medical and psychological treatments. The majority indicated that they had adopted the profession due to economic difficulties, but that it had been voluntarily and, at least half, wanted to remain in the industry. A third stated that they had experienced physical abuse by their clients, but only 2% reported abuse by their employers.

CHAPTER 11

11.1 Terrorism and anti-terrorist actions

The date of September 11, 2001 now marks Western history, not only by the magnitude of the human tragedy and the symbol it represents in the face of capitalism, but also by the consequences that this event has instilled in evolution of US foreign policy. The beginning of this century is marked by the emergence of new sources of political and economic instability, and it is part of the continuity of the causes which have founded the instability of international relations since several decades. One can ask from a tourism perspective, how has the problem of political instability and the resulting risk been understood and managed by governments, the media and the markets? The international demand for tourism has been redefined in the past three years and with a view to political analysis one has to clarify the relations between political risk and tourism in order to clarify certain issues that result from it (Korstanje, 2017).

The concept of risk, taken alone, is certainly as confusing and encompassing, therefore useless because it is imprecise, as the terms "environment", "development" or "globalization". The risk must therefore imperatively be associated with a context, with a system through which we can give it meaning. In the context of tourist trips, the concept of risk is essentially linked to health and safety. If the first foundation can significantly influence the movement of people, the researcher has to propose to deepen the understanding of the "safety" dimension, by declining the risk analysis from a political angle. It is important to underline that "political risk" is a concept generally used by economic operators such as exporters, insurers, governments, international organizations to assess the conditions of investment in a foreign country, especially in the South.

In a country where the state plays an important economic role, political risk can be defined by the inability of a country to honor its payments due to political violence, such as armed conflict, social unrest or widespread corruption. As researchers suggest, this conception of political risk is no longer appropriate today since international relations now affect an increasingly large and diversified number of actors such as transnational firms, international organizations governmental and non-

governmental actors, which leaves states with an ever more tenuous share of power and action (Tarlow, 2006).

The end of the Cold War presided over the return of politics to international economic relations, which have themselves accelerated over the past fifteen years. More economic exchanges between countries – and this includes tourism)- in a context of the breakdown of international political relations¹, leads to two interdependent situations: the multiplication of economic exchanges and the exclusion of an ever greater number of people both internally and in the context of international trade who may be tempted by “political” violence -based in particular on ideologies- to promote their interests and influence economic conditions, in a context where these individuals or groups have nothing to lose in the system from which they are excluded. The result of this is that governments, and therefore formal political power, are increasingly intervening - notably militarily - to preserve the integrity and functioning of the economic system, thus creating the conditions for the reproduction of certain causes of violence.

Thus, researchers today argue that terrorism is the result of an unexpected political act in which a state risks leading to significant risks that will even affect its economy and, secondly, will lead to investment risks due to the fact that terrorism affects the exchange rate (Jafari, 2002).

Most of the governments of the countries of the Organization for Economic Cooperation and Development (OECD) also offer transnational insurance companies against the "political risk" that arises in the definition of the Economist Intelligence Unit.

In some countries, for example, corporations offer people and exporters political risk insurance to cover the non-transfer and non-convertibility of currency, political violence and expropriation. This reading is part of a perspective according to which, the term risk implicitly involves a probability of loss. The idea of loss, in other words the negative connotation of risk, is very strong in any definition of political risk.

It can be concluded that the so-called “political” risk is generally registered as the expression -ideological, social and even economic- of a threat to the proper conduct of economic activities and exchanges. In other words, any power parallel to that of the "market" of supply and demand, even if it theoretically emanates from the will of the

majority deriving from the nationalization of a sector or a company by a democratic government - politically elected and poses a potential risk to the economic system (Tarlow, 2011).

In these conditions, it is paradoxical that the political system is called to the rescue of the market, by the control of the political and social forces excluded from the economic system. OECD sums up this approach to political risk management through political and economic intervention by suggesting that dissatisfied groups be dissuaded from resorting to terrorism or other forms of violence by doing, in particular, of globalization a “unifying” process. This is all the more difficult since the actions undertaken on both sides - that is to say, to maintain or destabilize the economic system - are increasingly violent. Authors also summarize well the situation which resulted from it ten years ago and which retains a similarity with the current conjunctures meaning that in the Near East, the end of the 'war' of the Gulf has not introduced real stability. On the contrary, it created the seeds of a beautiful-permanent stewardship, whether between the oil monarchies and their adversaries leads to two main conclusions.

First, to develop, tourism needs a stable environment, of course, but it does not seem particularly sensitive to the origins of this stability. In other words, we could conclude that tourists are content with “it only matters” as a form of stability.

This first observation naturally brings us to the second: stability results from a perception of which the media are the main vectors. Thus, the image of a destination - which necessarily follows from subjective representations and interpretations - leads to the creation of very fragile and easily interchangeable "impressions" of stability or instability.

Although one does not wish to analyze the role of the media in the construction of the image of a destination, it is important to underline their decisive role in the impression of political stability so dear to tourism. Thailand as also presented above, offers an interesting example in this sense. It is a flagship country of tourism in Southeast Asia for several years thus it has undergone frequent changes of government, notably through the intervention of the military. To the extent that these changes appeared to be apparently smooth and without an external display of violence, the perceived stability of the regime was maintained in the media and in the minds of visitors, so

that the tourism industry continued to grow. This situation shows once again that representations of political stability and instability are fundamental characteristics of a tourist destination, the importance of which often exceeds that of natural and cultural attractions.

For the tourism industry and for governments, it is therefore a question of managing the perception of risk, political or economic. This is easier to achieve when tourists are not a direct target of violent political expression. This is particularly the case of strikes, riots, various social unrest, even coups and civil or international wars. Even terrorist acts, like those perpetrated for several years, may not be incompatible with the growth of tourism. It is different when they are a target in themselves. By constituting an economic sector largely dominated by foreign capital, tourism constitutes a political and economic target of choice (Howie, 2014).

As it has already pointed out, the authors of violent political actions - such as terrorist attacks - denounce a system from which they are excluded and seek to carry out actions whose effects will have the most possible damage. From this perspective, tourists are "attractive" for three main

- First, tourism is a symbol of capitalism. Tourists represent the archetype of post-modern society, at the source of the political and economic liberalism that terrorists denounce in particular. Also, the effects of violent action against tourists are all the more "effective" on the economic front as the psychological effect is important. Tourism, like other products and services, is an export sector. Unlike other sectors, however, tourists are "products" whose perception is all the more important as it determines the place of export. To attack tourists, particularly in the countries of the South which are highly dependent on this sector, is to ensure an immediate economic - and political - impact; over the past ten years, this has been the case, notably, in Indonesia or Morocco, to name a few examples. Thus, the political survival is partly dependent on economic development in general and tourism development in particular.
- The second reason that places tourists as preferred political targets is on their origin, even their citizenship. In a context of North-South relations, the visitors most often come from rich countries with financial means and behaviors

which can be contradictory for the populations visited, thus creating hotbeds of social tensions (pros- titution, pollution, etc.)

- Finally, tourism, particularly in the countries of the South, is an industry largely supported -politically and economically- by the State. In these conditions, attacking tourism indirectly affects the sources of power of local government. It is precisely this reasoning that has been applied by several terrorist groups over the past decade in Egypt, Tunisia or Turkey.

It is important to note that terrorism, although it is often the most visible element, is only one of the representations of political instability. Terrorism is a systematic and persistent strategy practiced by a state or political group against another state, political or social group through a campaign of acts of violence, such as assassinations, hijacking, use of explosives, sabotage, murder and so on, with the intention of creating a state of territory and public intimidation to achieves political, social or religious ends. Terrorists act targeting tourist facilities or tourists themselves that are motivated by tactical, strategic or ideological objectives. In all cases, the main interest is to obtain visibility for the defended cause, which puts in the foreground the important role played by the media in the perception of violent political events. and the resulting instability (Howie, 2014).

The sources and expressions of political instability did not start with the attacks of September 11, 2001. As suggested before, terrorism is by no means a new form of political expression – in fact, it may be one of the oldest. Although this event marks the imagination and can give the impression of initiating a particularly unstable international political period, it is important to go back a few years to see that the decades 1980 and 1990 were no exception. For example, one can present the American raids and the terrorist attacks carried out at several European airports in 1985.

This assertion clearly shows that security and instability are essentially based on perception.

In terms of violent events during the 1990's there was no exception with the first attacks by the World Trade Center in 1993 or those in Paris during the previous decades. We often forget that Al-Qaeda was taking most of the media attention, terrorist groups such as the Red Brigades in Italy and the IRA in Ireland that have

been active.

Thus, the proposal is not to denounce political violence, but rather to put it in perspective. From a historical and political point of view, the causes of the events have changed little over the past twenty years, although the 2000's seem to present an increased frequency of attacks: opposition to the West in general, and to capitalism in particular. The real political novelty stems from a decentralization of the centers of protest in relation to the Cold War.

At the same time, in a nine-day period in June, 1985, the world witnessed the crash of an Air India jumbo jet, in which more than 300 people were killed, and the reason was said to be caused by a bomb (Mansfeld & Pizam, 2006).

At the same time, we note another consequence of violent events on tourism, the shift in long-haul flows to nearby destinations. This reaction is again based on paradoxical perceptions, to say the least, where security depends on proximity. The Americans, for example, prefer to stay at home since the September 11, 2001 attacks due to the fact that this event demonstrated that their country had become at risk.

Canada has benefited from this perception and remains well placed to take advantage of this new situation since it is reputed to be safe, is near - or even integrated into American politics and is accessible by car.

In other words, some tourist destinations benefit from the instability and insecurity associated with other destinations, even if no place in the world is safe from an attack. And since the current economic system will continue to exclude an ever-increasing number of people, terrorist acts will always be considered by some groups as a medium hoped to make a difference (Arana & León, 2008).

Beyond the human tragedy that this represents, governments have clearly understood the challenges posed by violent political demands for the economy. It was one of the Bush government's first reactions to the aftermath of the September 11, 2001 attacks, to invite the population to continue to consume to keep the system in place and thus what tourism needs to continue to grow is that governments will use the fragility of perceptions to their advantage, that is to say try to convince their citizens that their living environment - and travel environment - is safe, despite everything.

11.2 Anti-Money Laundering and Combating the Financing of Terrorism

The conceptualization of money laundering is not unique, on the contrary, its meaning has become complex, because this figure was nonexistent until recently; Its development has had a great acceleration in recent years, taking root in the financial operations that arise on a daily basis, something that has resulted from the appearance of a perennial transnational trade, and the emergence of new criminal types. Money laundering consists of a procedure through which the illegality of certain monetary gains overlaps, so that they are profiled as legitimate, so that they can, subsequently, enjoy them, without any need the respective authorities. A sustainable anti-corruption policy has to view the corrupt practices as those are symptoms of a deeper problem between the state and society (Katsios, 2016).

In this area, the countries, through the directives of the international bodies have been obliged to comply with certain standards, which would tend to involve a broader level of effectiveness and efficiency in the pendency against this criminal figure. The great inconvenience in the fight against money laundering arises in the pragmatic environment, due to the vast difficulty that is verified to detect each one of the financial operations that they have as their task, to avoid money from the crime, as well as, the capture of the individuals responsible for this punishable act, the timely seizure of the assets that have a criminal genesis, and the scarce convictions by the courts (Beare, 2003).

The UN have as a purpose the development and promotion of policies, nationally and internationally, to combat Money Laundering and Terrorist Financing. They currently have 36 full members, 33 jurisdictions and 2 international organizations, 7 associate members together with 25 observer members, consisting mainly of international organizations with direct or indirect responsibilities in the matter.

In order for an asset laundering operation to arise, the essential presence of money or goods is required, whose origin derives from the perpetration of a preceding punishable act, or a prior criminal offense. That is why an intrinsic meaning of "money laundering" refers to the procedure for the transformation of assets that come from a criminal source, to assets that have a legitimate origin. In accordance with this

guideline, the activity of money laundering is:

The conversion, transferring, administering, selling, encumbering, conceal or otherwise put into circulation in the market of goods from a criminal offense, with the possible consequence that the origin of the original or subrogated goods acquire the appearance of a lawful origin.

Consequently, in order for an individual to be convicted or prosecuted, for the perpetration of this punishable act, it is essential that the jurisdictional opinions, which corroborate the unlawful origin of the funds subject to the criminal process, be proven with certainty. Thus, there must be a probative level necessary so that the change regarding the goods or assets derived from a criminal offense or previous crime is proven, without enervating fundamental precepts of due process, such as the right of defense and the presumption of innocence. Due to this aspect, one of the most complex questions, in a money laundering tests, is the obtaining and offering of evidence that is clear, sufficient and conclusive, in order to be able to support the crime due to the complexion of the punishable act referred to (Chaikin & Sharman, 2009).

At the same time there is perennial deliberation worldwide, in the court and in the academic environment. Among the questions, which are usually raised in courts with criminal jurisdiction, is that if the investigations carried out on the occasion of the perpetration of a money laundering offense, the previous offense, will have to be corroborated in an independent or existing investigation in advance, or it will be sufficient to corroborate its structuring, in the same process that is carried out, on the occasion of money laundering. To carry out a correct and precise exegesis regarding the questioning raised, it must be determined whether the prior or contemporary condemnation of the previous punishable act constitutes a precondition or prerequisite so that it can give the prosecution or conviction for the crime of money laundering.

Money laundering at the same time is highly linked to corruption. Corruption is an issue that concerns today's societies; It is present in the speeches and political agendas of governments, especially democratic ones. Poverty, unhealthiness, disproportionate distribution of wealth, violation of human rights, low economic growth of countries and low income per capita are some of the factors that generate it. Technological and scientific advances, the increase in international trade flows, the privatization

processes related to the transition of socialist economies or the increase in the weight of the state in the markets, and the opening of borders including the periods where tourism takes place, have favored, in turn, opportunism among the different actors, whether public servants or not, who have been tempted to act in their own interest (Shehu, 2005).

In this context, when trying to understand the phenomenon of corruption, one faces a problem: the concept is as varied as it is complex, since the criminal phenomenon not only intervenes in acts of a public nature, but also in imminently activities of a private nature - such as sports, tourism, schools, religion, among others -, which leads to academic debate about forming a homogeneous structure of the term "corruption."

This phenomenon causes different perceptions, debates and normative elements that can be sanctioned or not, depending on the ethical-value system of a given society. What is good for some is bad for others indeed. For its part, corruption occurs in such varied contexts and in a diverse way in the evaluation that citizens make of it.

Corruption occurs in all types of states including the Balkans, that is, whether economically developed or underdeveloped, of a liberal or regulated economy, of a liberal or religious state, of a parliamentary system or monarchy (Levi, 2002).

Thus, corruption is global: it affects all countries of the world. But the process of globalization that is taking place today, insofar as it brings about an acceleration of individual and business interrelations and a deregulation at international level, favors more than ever the increase of many forms of crime that detonate in activities considered corrupt including money laundering.

That is why the need arises to fight against this damaging phenomenon that has been increasing and has deserved the interest of international organizations such as the United Nations and the Council of Europe, to name the most relevant. This fight has culminated in international anti-corruption measures and instruments aimed at preventing economic damages of the states' parties or competitive disadvantages of their companies in foreign markets and the excessive increase of poverty in the world. It should not be left without mentioning that transparency International, an international organization measures the indices by country on the increase or decrease of corruption while at the same time, researchers and academics try to explain corruption in globalized societies (Heineman & Heimann, 2006).

Corruption is understood as the practice consisting in the use of the functions and means of those for the benefit, economic or otherwise, of its managers. The etymological origin of the word corruption has been used in two different contexts. On the one hand there is the concept of corruption of a specific human activity or in a more general sense of destruction. The word corruption has thus been assimilated to decay, disintegration, degeneration or debasement.

From a more general point of view and without being conclusive, the term corruption has been understood as the offer or the direct or indirect provision to a public servant of an undue, pecuniary or other advantage, with the purpose of inducing it to execute an act contrary to the duties of his office, or to omit a due act. Its essence consists in the use of public means for private purposes; In corruption two primary actors meet and interact: one public and one private to produce a diversion of resources from the general to the particular. Hence, private interests condition the functioning of public authorities, damaging the exercise of individual and collective rights guaranteed by the state itself, which is delegitimated.

On the other hand, it is possible to understand corruption from another point of view as political; in a stricter sense, such as taking advantage of a public office or function for the benefit of private, private or shared interests (Levi, 2002).

Such a concept is part of political immorality: it is a kind of deviation from the behaviors of politicians regarding certain moral norms. As it can be pointed out, all political corruption is a political immorality, but not all political immorality can be strictly understood as a corruption.

11.3 Corruption in globalized societies

It is not possible to talk about corruption without referring, at the same time, to the regulatory framework within which the act or activity described as corruption occurs; that is, some kind of rule would have to be violated when an act considered corrupt is performed. Regulatory systems can be religious, legal, political and economic regulations. The usual conception that corruption is eminently political is rejected.

In addition, it is necessary to note that the intervention of an authority or public official is not necessary in acts or activities of corruption, as some researchers

mention, since such acts can be performed by athletes, directors of companies or priests, in the same sense that one can talk about deputies, judges or municipal presidents (Levi, 2002).

From the aforementioned arguments, it is noted that the phenomenon of corruption not only implies public activity, but can also involve purely private activity, that is, without the intervention of a public entity. Thus, an act is corrupt when we talk about a misappropriation of public funds, for one's own or others' benefit.

Beyond the above, the scandals that have come to public attention about corrupt practices, carried out by both public officials and by people outside the state sector, are generated from the evidence emanating from the judicial processes or the media massive. There are those who think that corruption, both social and state, denotes serious moral problems, because it implies the inability of people to commit themselves in a morally selfless way to the administration of the public thing. Through corruption, citizens show an intrinsic individualistic interest and prioritize what produces gratification, pleasure, money or security (Heineman & Heimann, 2006).

On the other hand, from the criminological perspective, corruption could fall under the category of so-called "crimes without a victim". That is, there is no direct damage, but a diffuse collective damage. It then is often referred to as the set of crimes against the public administration, peculation, illicit enrichment, and so on. If one conceives of corruption as a reciprocal business, both parties will be interested in keeping their agreement and, therefore, it should remain hidden from the authorities.

The criminological perspective implies the amplification of the phenomenon and its link to other criminal activities, such as organized crime or "white collar" crimes together with money laundering and tourism (Veiga et al., 2006).

To conclude with this point, the concept of corruption is difficult to define, since neither the experts in the field nor the international community have reached a definition that describes in a homogeneous way what is understood by corruption.

CHAPTER 12

12.1 Terrorism and CSR

Studying the relationships between the various risks associated with tourism is of interest in terms of the behavior of the potential tourism consumer. Assessing the risks and the impact of each type of risk in choosing the tourist destination is of concern to all destinations that make a living from tourism. The decline of certain sites is of concern to a good number of investors, regions and even states which, thanks to tourism, make a significant part of their gross national product.

One has to wonder on how to respond to new risks and new players. Investments have also seen, in recent years, their approach to analysis and selection of securities enriched by what is now called ethical or socially responsible investment based on financial and extra financial criteria. Many companies refused to invest in the manufacture of weapons, alcohol or tobacco, through political motives from 1980, thus tourism needs to be approached from the angle of the relationships it can maintain with its stakeholders such as employees, customers, suppliers, shareholders, environment.

Three main types of factors have favored this development:

- first, the awareness of the need for sound management of the planet's resources.
- Second, businesses are increasingly watched by a multitude of civil society bodies.
- Third, national laws have increased this pressure; the European Union by its Green Paper and by a resolution of its Council requesting Member States to promote sustainable development (Dodds & Kuehnel, 2010).

These ethical investments still constitute only 3% of the overall mass of investments made in many countries but they are progressing. In this briefly sketched context, what could be the role of social responsibility in the tourism industry and companies which, moreover, did not feel polluted, but which will have to face the transverse dimension of this "new old concept of over thirty years" what is "CSR".

Thus, one must wonder if we are witnessing a resurgence of the “new economy”. In the case of tourism, the event is obvious. After confusing turnover and results, parallel growth of mobile telephony with that of the Internet, when only the latter constituted a real new technology, it must be admitted that the fundamentals of the “net”-practicality, flow considerable information, price comparisons, time savings- have continued with the positive trend in the rate of home equipment in computer equipment.

New purchasing behaviors were born. The fact of one being able to print his ticket on his personal printer is undoubtedly a very appreciated point. The extreme media coverage of the phenomenon had distorted reality and made the most of business that did not deserve it. However, one has to ask if the “packaged” dream holiday decorations offered by tour operators always rhyme with new economy, social responsibility, logistics, personalization and yield management (Farrington et al., 2017).

The package holiday business is estimated at 52 billion euros in Europe and is concentrated in the hands of a handful of players such as Thomas Cook which recently was shut down, being a giant with a share respectively of 42% of the 52 billion Europeans which gave birth to a real mass tourism industry from the 1990’s by absorbing national operators and practicing vertical integration -network of agencies, air fleets and hotel capacities associated as part of real industrial management where the low margins are offset by the volume effect.

Thus, faced with terrorist attacks, epidemics and economic crises, tour operators have to manage, concomitantly, increasing debt, declining margins and turnover, changes in tourist behavior, the success of new players such as low-cost companies and online travel agencies that offer “tailor-made” at the price of standardized packages. For the aforementioned giants, the process requires introducing flexibility and personalization even though they have not stopped standardizing.

On the other hand, given that IT has shaken up the organization of businesses, the Internet is affecting the purchasing behavior of tourists. Everyone composes their package at the last minute, depriving the tour operator of a plethora of cash and the flexibility of its offer: in seven out of ten cases the book-it-yourself is lower than the catalog price (May et al., 2007).

As a result, the tourism industry may be on the brink of structural decline. Far from the culture of the standardized package, a management of "trading" is essential to redeploy the turnover and margins. The thinking goes through the launch of online brands with more flexible plans that are reinvented every day and the use of new sales platforms such as Web, call center, etc. In tourism businesses, as elsewhere, there is a display effect of the concepts of sustainable development and social responsibility. To be convinced, it suffices to observe the advertising campaigns: many insist on respect for the environment, energy efficiency, respect for local populations, but, beyond the effects of announcements, the economic activity remains the priority for any firm, for whom sustainable development primarily consists in making growth in turnover last. In the event of poor results, it will think of producing rather than respecting, at all costs, the environment and society (Levy & Hawkins, 2009).

12.2 Protection of tourism from corruption

The deep social changes such as the protection of a country away from corruption do not affect all areas equally. Tourism is, for different reasons, an activity very sensitive to changes and with characteristics that link it in an ideal way to the concepts of cooperation, networks and governance.

Tourism imposes its own logic that requires legal cooperation. The basic unit for consistent tourism planning is the destination. But, while the idea of destiny continues to need a certain level of indeterminacy and flexibility, the political administrative categories that must work in and by the destinations are not at all accommodating (Das & Dirienzo, 2010).

Public actors are legitimate decision makers within certain territorial spaces; rigid spaces that, in general, cannot be ignored by reason of opportunity, market or any other consideration and, nevertheless, a destination generally exceeds the territorial level of a municipality. In addition, and to date, public actors are functionally organized in matters with strict competence limits, generally related to traditional performance areas. And yet, the management of a destination requires coordinated action of the part of a country against illegal actions.

Destiny brings together diverse sectors, different levels of government and opposing

interests that make up the coherent unit for the recipient of all joint efforts: the tourist. That needs to overcome the logic of current planning, which has its origin in political and administrative criteria, and use other elements that allow us to face some of its problems (Santana-Gallego et al., 2016).

In this reflection the idea of governance makes sense. Tourism governance would imply

1. the development of relationship spaces not always, or at all times, subject to the principles of hierarchy or market
2. the improvement of the collective decisions
3. the establishment of channels that allow a joint work between a plurality of actors and
4. the design of new processes of management and development of the public and collective.

The researcher will focus on the third of the previous dimensions, which is the materialization of the most researched governance to date: the networks of actors which is highly important due to the protection against illegal acts.

The networks of actors that promote cooperation strategies is a form of work that is proving to be an option for complex issues that cannot be resolved by the institutions individually. In fact, some researchers believe that it is the only way of working for some issues.

Certain challenges, the most important that tourism faces, cannot be solved through individual actions. The clearest example is found in the problems that affect mature tourist destinations that suffer intricate problems especially when it comes to legal themes that demand new solutions as tourism can also be considered as glocal. This means that countering corruption and money laundering requires awareness and cooperation (Papathanassis, 2016).

Meanwhile, the creation of an international anti-money laundering regulatory regime even though in some cases is not examined by the literature, can explain how the destinations' political barriers need to be overcome in order for a regulatory cooperation to exist (Katsios, 2016).

Cooperation can be between different types of actors within the same destination or

different destinations. But this is a very simple characterization that clashes against a very high variety of concrete proposals. Each specific cooperation institution is the result of diverse initiatives that start from specific contexts and actors. Each destination has its own degree of tourism development, an institutional development resulting from its own history, a private sector consisting of more or less innovative agents and, therefore, a specific collaborative culture.

It is difficult to put conceptual order in this organizational diversity. A useful classification is that which establishes a range whose criterion is the greater or lesser formalization of the structure that supports the collaboration strategies. In this sense it is proposed that there are the following

- Stable links or contacts between two or more actors in a field. Such would be, for example, the stable contacts between security and tourism officials of a destination
- Intermittent coordination between two or more actors to achieve a specific objective such as the collaboration in moments of popular parties or the organization and implementation of an event.
- Creation of a temporary organization or structure to achieve a specific objective. A clear example is the entities that are created for the presentation of a city as a candidate to organize an event, such as the Olympic Games.
- Permanent and regular coordination between the actors through a formal agreement. This is the case of collaboration agreements, a document that reflects the willingness of two or more actors to collaborate in specific fields.
- Coalition where interdependent and strategic actions are led but with limited purposes, as the partnerships.
- Structure with a broader vision that tries to build interdependent actions. This would be the most advanced form of collaboration.

This gradation is perfectly observable in the tourist destinations of many countries. In their realities, traditional administration bodies coexist together with administration bodies that act in direct connection with the private sector as in the case of tourism promotion institutions or revitalizing institutions or institutions that work on a particular product. And, next to them, there are several examples of institutions that

seek cooperation between destinations using more innovative formulas (Elliott, 2002).

One of the factors for the development of innovative formulas to provide a stable structure to the networks of actors are the formal possibilities offered by the system so that public actors can be involved in this type of action.

However, it is not easy to lead governance actions in tourism, nor is it easy to manage cooperation strategies between actors who belong to a tourist destination that is equivalent to an administrative political level of government, usually a municipality. But it is even more complex, as it has been shown, to manage destination networks that have several legal actors inside. The difficulties are explained both by the intricacy of the problems they face and by the lack of references, theories, proposals or methods that are applicable, as they are new phenomena (Elliott, 2002).

1. If one of the structures that characterize the new governance processes are the networks of actors, in the tourism field there are already experiences of public-private networks that have been successful and can be analyzed to know the keys. It is clear that the promotional platforms in which public and private agents have participated have demonstrated a huge potential; The tourist management platforms of some cities have surprised analysts who find this process very useful for the development of a specific typology. They are also examples that serve to observe the real difficulties of implementing new working formulas.

2. Networks must be understood both as informal patterns of interaction or as formal structures through which public goods and services are planned, designed, produced and distributed. This last option is the one that can suppose a real impact in the management of the destinies since, as it has been demonstrated in many scopes, that the processes of decision are effective and produce better results if they get institutionalized (Papathanassis, 2016).

3. Therefore, networks should work for a stable structure that establishes the channels, limits and potential for collaboration between actors.

4. Networks are managed as organizations. They are in fact organizations, although the logic that prevails within them is particular. It is neither less technical, nor less sophisticated than the management of a singular organization and demands, as in other cases, to understand it.

5. As they are new organizations there is less proven knowledge about which management techniques are the most effective and efficient to deal with the most recurring problems.

6. The existence of complete networks does not replace traditional organizations. Together with an inter-administrative network of public actors whose objective is legal intervention in a tourist destination, traditional public actors, private actors and civil society will continue to exist. Each of which will maintain its own internal logic. As participation in networks usually falls to managers who represent traditional organizations, these people will have to live with the two logics: the one that structures their traditional organization and the one that structures the legal cooperation network.

7. Network management involves however a complex sequence of movements and inactions, adjustments and readjustments together with impulses (Das & Dirienzo, 2010).

8. There are two groups of network management activities each related to the basic purpose that: activities whose purpose is the construction of common ideas and perceptions among the members of the network and the activities whose purpose is to improve the interaction between the members with the construction of agreements.

9. It is also possible to identify some skills and abilities necessary for the management of cooperation networks.

- Those related to the identification of people and resources necessary to achieve objectives.
- Those used to reach agreements and integrate a structure that contemplates the roles of the participants, the operating rules and the values of the network.
- Those necessary to maintain the interest of the members not only at the time of the creation of the network, but later.
- Those that allow to promote the exchange of information and develop interaction procedures.

The most frequent difficulties must also be known. On these issues it is necessary to

reflect them beforehand to try to minimize their impact, if possible, on the management of the network.

1. Excessive ambiguity as a result of not addressing the establishment of a set of common network objectives clearly. It is necessary that the objectives of the network differ from the organizational and individual agendas of each of the members that make up the network (Das & Dirienzo, 2010).
2. Naivety regarding of the goodness of the institution. It seems that since it is an organization that proclaims the extension of a principle linked to the idea of good work and legal protection – that is, collaboration for the achievement of the common good - it must be on a peaceful dynamic. But the networks of actors, by their very nature, are institutions that involve a lot of conflict. Conflict management between the actors and member institutions is a crucial task in the organization and for the legal protection of the final destination.
3. The existence of the network generates costs and benefits. The reflection on how both groups are distributed, what types of costs will be assumed by each of the participating actors and what benefits are indispensable must also be part of a previous work that is closely linked to the final design of the structure.
4. The results of governance structures, especially the networks of actors, are not immediate. In fact, some of its most valuable results need a medium term to be perceived, since they are related to changes in the organizational cultures of traditional actors. The expectations of short-term returns are given in agents that have not received sufficient information on the reticular dynamics.
5. Governance means recognizing the existence of areas of mutual dependence that cross formal formalized borders. In these new spaces, new forms coexist and overlap with traditional forms.
6. Like any innovation factor, they are committed to finding creative solutions to complex problems. And like any dynamic that is based on work between people, the critical factors are the construction and maintenance of trust, commitment and negotiation dynamics.

Thus, although networks of actors exist for decades, when we look at cases that can be considered successful regarding the legal protection, they tend to respond to very

contextual characteristics that are difficult to reproduce in other environments. Thus there are difficulties and challenges that must be faced when promoting innovative governance structures for the system and the protection of the tourism destination (Elliott, 2002).

CHAPTER 13- The case study as a methodology

13.1 Methodology

13.1.1 The data interpretation of the doctoral thesis

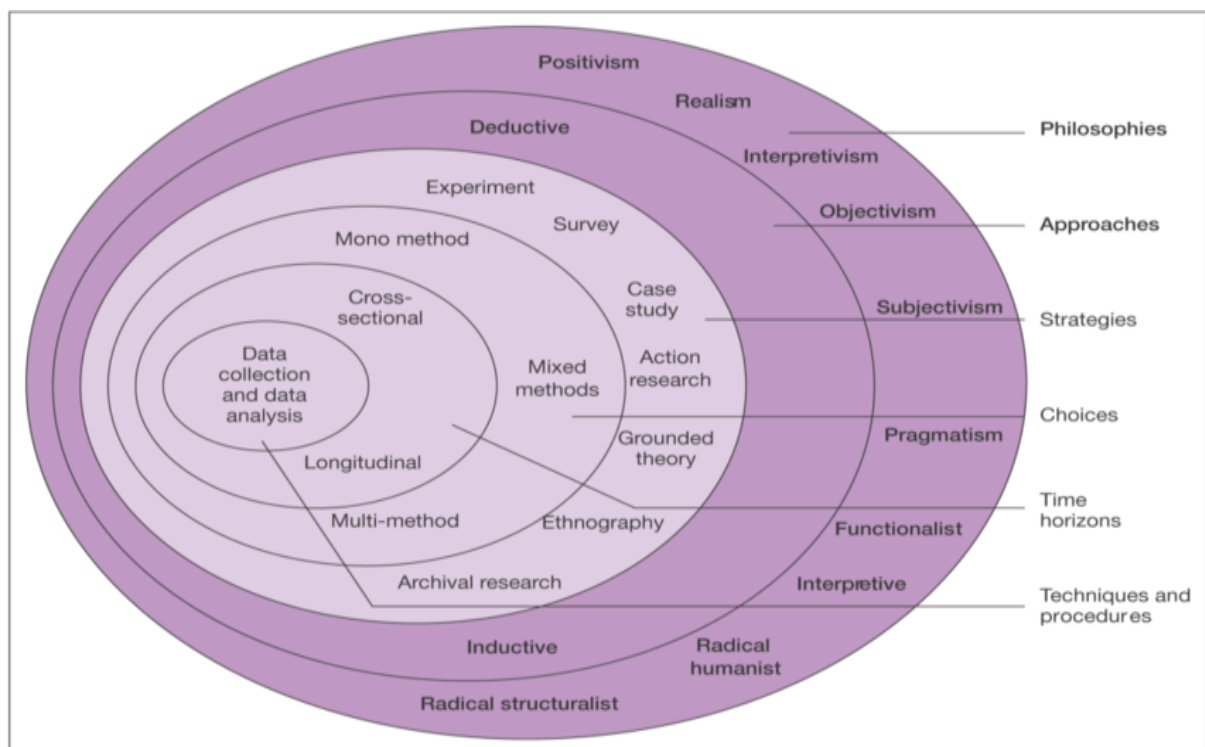


Image 1. Research Onion (Saunders et al, 2007).

The methodology presented on this doctorate thesis is based on the research onion of Saunders et al, (2007) which has been developed in such a way starting from the outside to the inside so that the researcher can attribute the uniqueness of the case

study which he has chosen in the present dissertation. Working from the outside to the inside, the researcher found that there is a plethora of choices that are either philosophical or practical, which allowed him to think holistically to understand the connection between crime in tourism and the reputation acquired by a destination through reputation management and social media.

Observing the principle of this research onion, the researcher has chosen interpretivism in order to understand those factors that lead to specific consequences in tourism that affect it as a whole. The researcher himself, through the case study, examines those data related to crime, terrorism and money laundering in tourism in order to conclude that these practices affect the image of a tourist destination.

The reason why the case study has been chosen in this thesis, is the fact that interpretivism is based on the world of ontology where observations can combine the data of theory and research that takes place in social reality and is not just one cut off subjective truth. Thus, the theory of interpretivism approach offers the possibility to the researcher, to recognize the knowledge of reality as the result of the social construction of human himself.

Therefore, the specific form of research that has been chosen in order to explain the case study, enables the researcher to understand the world, albeit subjectively, but in the context of his participation in the objective observation of actions. For this reason, interpretivism differs from positivism as in the latter case it is only examined whether the data can be generalized in order for the results to match the views of the participants while in the case of interpretivism, special emphasis is given to qualitative investigation and explanation of the data in the light of the social construction of reality.

However, in order the researcher of this particular doctorate thesis to reach the results of the case study, he followed a deductive logic starting from the theory and adapting the results of the case study data in practice in order to reach the appropriate conclusions which can now be generalized.

For this reason, he has chosen the case study by quoting the relevant data which he interprets with the appropriate commentary in order to ascertain those results which have similar practices, in the final image of the tourist destination (Saunders et al, 2007).

The first point to be emphasized is the fact that tourism is an economic sector which highly enhances a country's GDP and for this reason, despite the fact that economic conditions around the world are often negative, it continues to grow (Castro-Nuño et al, 2013). However, this does not mean that tourism is not affected by the financial markets but also by energy crises and armed conflicts. One can also add the fact that tourism is also affected by the trafficking and money laundering as the image that a tourist has formed for a destination is often negative when the destination welcomes for example sex tourism.

As tourism is directly or indirectly linked to millions of jobs around the world, for many developing countries it is the main driver of economic growth and an important economic activity that represents the improvement of their economic balance, through the profits that exist in foreign currency. It is therefore found that the economic advantages that tourism has are indisputable while the benefits offered at a social level are also important (Vellas, 2011).

However, there are also negative consequences due to the movement of tourists to some destinations such as the threat of traditional social and family values which in the case of sex tourism affects a society in depth. At the same time, similar actions that harm tourism are the actions of terrorist crimes which affect the overall image of the security of a destination leading in tourism being harmed as a whole (Corbet et al, 2019).

Tourism and security are two directly related concepts and when there are security threats due to terrorism and armed conflicts, the image of a destination and the decision a tourist makes can be significantly affected when one chooses a tourist destination. In fact, the crimes committed against tourists in some destinations are varied from the victimization of the tourist to the negative public image that is created for the destination (Brondoni, 2017), leading in the negative consequences being numerous and this issue must be taken under consideration very seriously.

The issue of safety in tourism is not an issue that is dealt only in today's society as risk and uncertainty during travel is a long-standing issue. However, now that tourism has grown massively in the 21st century, travel must be even safer for those people who have to travel either because of the nature of their work or because of the fact that they make a free choice.

Taking into account the fact that in the 21st century the mobility of tourism has increased, tourism having become an important economic sector, must be governed by security which must now be an important national issue for the whole world (Brondoni, 2017). The dangers that characterize tourism can be natural dangers that often cannot be predicted but they can also be terrorist dangers and money laundering issues that can be controlled to some extent. Although most of the research topics related to money laundering and terrorism refer to criminological theories, this issue does not cease to concern the scientific community which researches the issue of tourism holistically.

The cost of terrorism and crime when it comes to tourism is a cost that is immediate as on the one hand there can be damage to the infrastructure of a place but also injuries and loss of life which is something beyond national security and at the same time a matter of the international image of the destination. In addition to that, corruption is widely accepted having a negative impact on economic growth, despite the fact that some countries achieve rapid growth even if widespread corruption is prevalent (Seabra et al, 2020).

In the tourism industry, therefore, terrorism and crime act as negative factors in terms of how attractive a destination will become. Terrorist attacks in particular are violent events that have a negative impact on the tourism sector and as mentioned above, tourists want to travel to safe places and thus such actions are creating a negative image that can affect the reputation of a destination which will become more widely known in the social media with the use of Web 2.0 and the word of mouth (W O M). In the event that the violence is prolonged, the governments of the countries will proceed to advice on travel bans to specific tourist destinations and the travel agencies will respectively cancel the reservations they have made to specific places where the negative events take place.

The same can happen if there is widespread criminal activity in a destination where governments will issue security alerts regarding the danger that exists in that destination and will urge travelers not to visit it. Thus, a country, even if it engages in interesting tourism activities such as underwater tourism or fishing and cultural tourism activities that attract millions of tourists each year, if they are governed by negative events and especially criminal money laundering and sex tourism activities,

is likely to be negatively characterized as a place that will cause uncertainty for their tourism in the future (Avraham & Ketter, 2017).

It is a fact that there is already quite an extensive literature on the final choice made by a tourist based on the factors that affect him and the image of a destination. These factors on the one hand are economic factors such as income and the cost of a trip as well as geographical factors such as distance and temperature that prevails in a place. Other factors may be language and religion as well as nationality in a destination and although some of these factors are unchanged over time, others change gradually (Avraham & Ketter, 2017).

The issue of sex tourism, for example, is an issue that has gradually changed and has become indirectly accepted in some countries, such as Japan, where sex tourism is being carried out even with underage girls and boys. Some of these factors, such as the sex tourism factor, may explain why some destinations are more developed than others (Chaulagain et al, 2019).

On the other hand, the issue of political and institutional instability is an issue that also reduces the demand for tourism and is an issue that has not been sufficiently explored to date, therefore, political instability due to terrorist attacks or money laundering are a topic that is being researched in this doctorate thesis.

In addition to that, there are many security implications for tourism when there is a human rights violation that may occur during times of terrorist attacks and other politically motivated violence in areas where there are hundreds of tourist arrivals (Korstanje, 2020).

Thus, political violence is negative news for a destination even if no tourists are injured (Korstanje, 2020). On the other hand, if violence is reduced, the country may be able to reverse its negative image through reputation management, which is also being investigated in this doctorate thesis. This is a positive message that can be generated in the social media and web 2.0 and reversing the tourism image which is likely to return to its previous state (Cillo et al. 2021).

In fact, based on the existing literature, it is found that political instability is one of the most serious effects on tourism compared to terrorist attacks. Political instability can be created by money laundering and the growth of the black economy in a destination versus the formal economy. However, terrorism continues to have a

negative impact on the demand for a destination, despite the fact that the results may be less negative in terms of tourism demand, yet, there is still the issue of national security (Lilley, 2003).

It is therefore clear that the tourism industry, although a dynamic industry, is an industry that is relatively vulnerable when negative actions are taken and when there are political, economic and social crises. In addition, as social media news are constantly generating news related to negative events, the likelihood of a place being harmed by negative posts on the web, is even more significant. Thus, a country may be particularly damaged and find itself being reputed negatively as a tourist destination even if there are issues of criminal activity and issues of fraud and uncivilized behavior (Zeng & Gerritsen, 2014).

This fact not only affects the safety of a tourist but also the image of tourism businesses and the destination as a whole but also endangers the safety of the entire tourism industry. For this reason, it is important to have crisis management and to limit the inappropriate measures and actions that can damage the tourist reputation of a destination, while at the same time there should be appropriate actions of the part of the state in order to minimize the damage (Lilley, 2003).

To some extent, effective crisis management is important for maintaining and managing a place's reputation. However, in order to effectively manage a reputation crisis, the first thing to consider is the use of a targeted management strategy. Based on reputation management theories, then, all the factors that created the crisis in the reputation of a destination should be clarified and then it should be clarified that the specific crisis that prevails in a destination is under control (De Sausmarez, 2007).

As a last step, after the crisis has been managed, the subjective evaluations of the public should follow, which will gradually return to a place - cautiously at the beginning - as there will be a general feeling of insecurity. In any case, it seems that a crisis in the reputation of a place is a significant event with negative effects, creating uncertainty on the tourism of the future for the place and therefore should be avoided (Glaesser, 2006).

In fact, regarding the cruise, already from the researches that have been carried out it seems that the social media influences the tourism as a whole and the data from Twitter are taken into account by the travel agents who enable the visitor to make

cruise trips (Park et al, 2016). For this reason, it is especially important to create a good reputation in a destination in order to attract more visitors who will be interested in the cruise that is provided as a service. Politicians also need to make sure that a country has political stability and no crime, so that even cruise shipowners choose the flag of convenience of that country (Buzawa, 2007).

More to that, it is not uncommon for interested customers who choose the cruise, to worry about the terrorist acts that take place at sea (Bowen et al, 2014). This fact should be taken into account in countries such as the countries of the southeastern Mediterranean where the cruise blossoms (Stojanović et al, 2014). Given that events such as terrorism and money laundering are becoming very popular on social media, similar actions should be taken under consideration by governments in order to avoid them (Hossain, 2015). It is well known that the cruise has already been significantly affected by events such as 9/11 in America (Bowen et al, 2014). Corresponding facts often appear on social media influencing the opinions of customers even if there is a possibility that these facts can be found on the second and third page of the search engines (Ryschka et al, 2016). It therefore appears that data affecting cruise reputation should be mitigated as consumer preferences change not only in the present but also in forecasts related to the future of the cruise (Liu-Lastres et al, 2019).

Taking all these data into account, the researcher concluded that cruise tourism is a part of tourism that is constantly growing and for this reason, governments should take care so that on the one hand the operators offer a differentiated product. On the other hand, protect the reputation of the destinations as the tendency for cruising is constantly increasing, especially by the younger people, offering in fact significant support to the GDP of countries, especially when it comes to cruises with large cruise ships.

In fact, given that Greece is a country where the port of Piraeus can accommodate large cruise ships, governors should aim at its reputation so as not to damage the country's image. Therefore, the Greek economy should be protected from money laundering as the news are spreading quickly on social media and from which tourism should be protected in order to maintain its good reputation.

13.1.2 Why choose the case study in this doctoral thesis

In this case, the case study was chosen because it allowed the researcher to evaluate all the material related to corporate social responsibility, cruising, tourism and financial crime, giving him the opportunity to examine more deeply the quality aspect of all data.

The researcher first focused his attention on the basic characteristics of the object of study and then went even deeper through the collection of articles and data via the internet in order to illustrate the complexity of the data that a doctoral dissertation has and to capture its uniqueness so that to make the reader understand the whole structure of the work which is in fact governed by the interaction of all the elements and their critical analysis.

The aim of this case study was on the one hand to highlight the theory that already exists on the issues of corporate social responsibility and image restoration in the event that in a cruise the image is ruined, influenced by the practices of black money. On the other hand, to explain all those elements that depict financial crime in general and then in the data analysis section, to provide narrative descriptions that will illustrate how social media works, affecting the overall image of a place or a business which in fact can be destroyed by the practices used by the mafia.

These practices, which were investigated at a theoretical level, were analyzed with quantitative data related to the use of social media in the practical part in order to investigate all those parameters that currently operate on the internet, forming the overall opinion of consumers. In this case, the case study was judged as the ideal research strategy in order to evaluate all the data that the researcher had at his disposal in order to create a methodological framework in which he could reflect the complexity of all the data that characterize the disaster of a place due to financial crime and mafia.

Through the analysis of the data collected secondarily regarding social media, special features of the digital environment, which is constantly growing and which is becoming more and more complex were identified as the social networking can be materialized by a variety of electronic devices and many users simultaneously surf on the internet, and as a result, this influences the business and cruise industry.

This means that, as mentioned above, in places where the mafia and financial crime practices have been developed, reputation is the first element that is affected, with the

result that companies that do not have the ability to maintain a good reputation are exposed and forced to drop their prices resulting in losses at a profit level.

The second element that has emerged from both the theoretical and the practical part is the fact that the reputation that a company has is largely based on its ethical elements which are deeply affected by the fact that the mafia uses money laundering practices in places. Those affect entrepreneurship such as cruising, something that can generate negative reviews on the internet and negative evaluation resulting in the future of this particular business to be defined negative.

All this information would not have been possible without the secondary data found on the internet and in scientific journals, which in combination with the theoretical data on how companies' reputation and image management work in the digital environment leading the researcher to a critical conclusions analysis. Moreover, discussion that allowed him to ascertain with certainty that a negative review is not just a negative review on the internet but a review that often can not be hidden from the public thus affecting future interested customers.

Given that case study is a difficult and demanding strategy, the researcher wanted to effectively evaluate all the material he gathered in terms of tourism and cruising, finding that the younger generations, especially boomers and millenians, are potential leisure enthusiasts in cruising, supporting its continuous development which has taken place over the last 25 years signaling its improvement which is currently at the top of travel activities. The researcher found that through the ongoing crime which is a global phenomenon, the morale of a place that welcomes tourism is shaken, which means that the image and reputation of a destination can be irreparably damaged even if efforts are made to protect the business image of the place. This means that the case study was chosen because it was found that corruption is a global phenomenon that affects tourism as a whole and given the fact that it can destroy it, the researcher decided to overcome the difficulties that existed in gathering detailed material and giving a complete picture methodically and organized to the phenomenon of illegality but also on the details of tourism so as to give an early picture of the study.

This helped him significantly to create the overall concept of the project by identifying the boundaries of the study and possible problems that would exist from the beginning. For example gathering of all those data regarding the use of social media and the internet that he had to gather, given as an overview of the use of the internet today, but which, when compiled, offered him valuable assistance in

combining the relevant literature and the analysis of the data, which could not be attributed, for example, to the use of qualitative research because the volume of data was too large and unlike the interviews, it could not be generalized.

The case study was therefore an extremely useful tool that fully captured the image of tourism and crime, which can affect tourism in a variety of ways, either by creating a bad reputation or by creating a bad image at the destination, highlighting the fact that in most destinations drug use is widespread and in some cases sex tourism is hidden but existing.

From the combination of the theoretical part in which the financial crime, mafia and sex tourism as well as practices that overall affect the entrepreneurship of maritime tourism were analyzed, and the practical part in which the way and the speed with which the news circulates on the media, such as the fact that tourists discover a place after visiting the internet to get all the necessary information which means that a maritime tourism business such as cruise companies can be easily affected, taking into account the negative reviews that circulate on social media. These reviews reflect the public opinion and the general image that the prospective client has of the specific form of entrepreneurship and thus can ruin a business. All this underlines the importance of media reputation and gives a whole new meaning to the way those media should be handled in order for the cruise industry to be protected and maintained.

13.1.3 The case study process

The existing information on the use of the case study method in scientific research and on the way in which inductive analysis of qualitative data should be performed is quite scarce. In addition, the case study method has been highly questioned by some authors who consider their prestige to be low, which is not usually considered as a good strategy to carry out scientific research, and that the case study method presents problems of reliability and validity, due to which quantitative methods are basically used in empirical research.

In this way, most researchers who use the case study method do so under uncertainty. Possibly, this is due to the low importance that has been given in some texts related to the subject. For example, sometimes the case study is not mentioned as a method of investigation. Similarly, some researchers only refer to the case study as a technique with a rather limited role in research, with a preexperimental design.

However, the case study method is a valuable research tool, and its greatest strength is that through it the behavior of the people involved in the studied phenomenon is measured and recorded, while the quantitative methods only focus in verbal information obtained through questionnaire surveys. In addition, in the case study method the data can be obtained from a variety of sources, both qualitative and quantitative; that is, documents, records of files, direct interviews, direct observation, observation of participants and facilities or physical objects (Baxter & Jack, 2008).

On the other hand, Yin (2011) argues that the case study method has been an essential form of research in the social sciences and in business management, as well as in the areas of education, policy of youth and childhood development, family studies, international business, technological development and research on social problems.

Similarly, researchers indicate that traditionally the case study was considered appropriate only for exploratory investigations. However, some of the best and most famous case studies have been both descriptive and explanatory. In this context, there have been identified other uses of this method in the description in the contrast of theory and in the generation of theory.

The above becomes the main motivation for the elaboration of this research, whose main purpose is to provide a detailed description of the cruise industry and the reputation management of it with regards to the evolution of the Web 2.0. Specifically, it is intended to demonstrate both the key characteristics such as the value, benefit and practical utility that the case study method of the cruise industry offers to the researchers, from any area of knowledge, as a methodological strategy of scientific research.

13.1.4 Qualitative and quantitative research

Scientific research can be carried out based on quantitative or qualitative methodologies. The first consists in the contrast of existing theory from a series of hypotheses arising from it (Baxter & Jack, 2008).

It is necessary to obtain a sample, either randomly or discriminated, but representative of a population or phenomenon under study. Therefore, to carry out quantitative studies it is essential to have a theory already built, since the scientific method used in it is the deductive one; while the second -qualitative methodology- consists in the construction or generation of a theory from a series of propositions extracted from a theoretical body that will serve as a starting point for the researcher, for which it is not necessary to extract a representative sample, but a theoretical sample consisting of one or more cases.

Although qualitative methodologies are reserved for the construction or generation of theories, based on a series of observations of the reality under study, using the inductive method, according to which one must start from a null state of theory, some researchers say that in practice it is difficult to ignore the accumulated theory, since it is important before starting the research process; that is, the first common knowledge gained through the socialization process will inevitably influence the formulation of the hypothesis by the researcher. Therefore, starting with nothing or with an absolute cleaning of the theoretical state is neither practical nor preferred (Johansson, 2007).

In this way, the theoretical framework is an important part of an investigation - regardless of the type of methodology used - since it will benefit from its scientific contributions.

At this point it is also useful to reflect the proposed distinction between research whose objective is to test or verify theory versus that which aims to contribute to generating theory. According to several authors, theories or models that claim to obtain a certain degree of general applicability may be based on a limited number of cases, since a single case may indicate a conceptual category or property and a few more cases may confirm this indication. Therefore, this indicates that in the

methodological way, current scientific research is an inductive - hypothetical - deductive spiral with two essential procedural steps.

1. Heuristic or discovery phase: phase made of observation, description, reflection and inductive generalization, with a view to generating hypotheses (which could be true as a solution to the problem, answer to the question or explanation of the phenomenon).
2. Justification-confirmation phase: verification process of the basis of a hypothesis through a procedure or device provided for that purpose (and capable of being reproduced).

In accordance with the above, this researcher considers that some of the relevant activities in the scientific research process are:

1. The observation-description of the phenomenon
2. The exploration of reality for the generation of explanatory hypotheses about the behavior, causes and effects of the phenomenon, and
3. The contrast-justification of the hypothesis proposed in the idea of guaranteeing

In this context, it should be noted that the methodologies useful for the heuristic or discovery phase are qualitative, while those used for the justification-confirmation phase are quantitative methodologies. Hence, the application of the qualitative methodology in the management world is increasing, due to the permanent need for the type of information obtained through it, both in the field of management and of tourism.

On the other hand, research can be characterized by its purpose and the intended theoretical contribution. Thus, depending on the purpose of the research, the study can be descriptive, explanatory and predictive (Johansson, 2007).

Researchers refer to exploratory studies, whose function is a first approach of the researcher's theories, methods and ideas to the reality under study.

Regarding its purpose, the investigations carried out through the case study method can be:

1. Descriptive, if what is intended is to identify and describe the different factors that influence the phenomenon studied, and

2. Exploratory, if a through them it is intended to achieve an approach between theories inscribed in the theoretical framework and the reality under study.

On the other hand, quantitative methodologies based on a high number of observations can be descriptive and explanatory, since they are suitable for the use of descriptive statistical techniques such as: the frequency table and central tendency measures, through which it is possible to determine, for example, “how much / or how often a given event in tourism occurs and explanatory which allows determining the factors that exert significant influence on the phenomenon under study.

With regard to the theoretical contribution sought, as mentioned above, it is possible to distinguish between investigations whose purpose is to generate theories and those that are carried out to contrast an existing theory. The case study - inappropriate for hypothesis testing - offers its best results in the generation of theories, while quantitative studies are considered suitable for the contrast of theories.

Despite the great virtues that have been pointed out regarding the case study strategy, it has often been less desirable than that of quantitative studies and experiments, due to its limitations, according to some authors:

- Lack of rigor, for allowing the researcher's point of view to influence the direction of the meetings and the conclusions of the investigation.
- It provides few bases for generalization, and
- Many times, it acquires too much breadth, thus the documents are too large (Meyer, 2001).

Notwithstanding the foregoing, the researcher must work hard to overcome these limitations, properly selecting the research strategy according to the subject of study and choosing a good method of information collection. However, despite the fact that the case study has been considered the mildest research strategy, it is also considered the most difficult to do.

In addition, Yin indicates that because the subjective epistemology of the qualitative research paradigm sees social reality as something built by people, the researcher cannot remain distant from the social phenomenon in which he is interested. However, it must adopt the role of “instrument for data collection”, which allows it to approach this phenomenon and be able to discover, interpret and understand the perspective of the participants of social reality.

Regarding the generalization from the case, some argue that it should be approached differently from the use of statistical samples and its representativeness lies both in the purpose and design of the investigation and in the methodological qualities of the case.

Thus, the main objective of studies of a quantitative nature, based on a large number of observations, is to determine how much or how often a certain event occurs, while with in-depth case analyzes, as long as it is a rather qualitative approach, the researcher tries to understand the process by which certain phenomena take place.

In addition to adequately capturing the heterogeneity and the range of variation existing in a given population, the theoretical or factual selection of qualitative research facilitates the deliberate selection of those cases that are critical, to assess an existing theory or development (Meyer, 2001).

It is useful to reflect the proposed distinction between research whose objective is to test or verify theory versus that which aims to contribute to generate theory. According to several authors, theories or models that claim to obtain a certain degree of general applicability can be based on a limited number of cases, since a single case can indicate a conceptual category or property and, a few more cases, can confirm this indication.

Thus, for Yin the question of generalizing from case studies does not consist of a “statistical generalization” as in the surveys and in the experiments, but it is an analytical generalization.

Therefore, even the results of a case study can be generalized to others that represent similar theoretical conditions. Multiple case studies reinforce these analytical generalizations by designing corroborated evidence from two or more cases or, alternatively, to cover different theoretical conditions that gave rise, although for predictable reasons, to opposite results.

Therefore, the question of the generalization of qualitative studies, including the case study, does not lie in a probabilistic sample taken from a population to which the results can be extended, but in the development of a theory that can be transferred to other cases. Hence, some authors prefer to talk about transferability, rather than generalization, in qualitative research (Noor, 2008).

In this sense, the credibility of the conclusions obtained is ultimately based on the quality of the research carried out. Hence the importance of designing the case study in an appropriate manner and introducing a series of tactics throughout the process in which it develops. These would be directly related to the main contrasts that determine the quality of empirical research in the social sciences.

13.1.5 The Case Study as a method of scientific research

According to Yin (2011), the case study allows the investigation of issues that contain new data and at the same time allows the examination of modern phenomena in their natural environment even if the boundaries of the specific phenomena are not clear. Thus, in the case study many data sources can be used and at the same time details of the same subject can be examined whether it is one or more cases.

Although many researchers argue that the validity of case studies is low and does not allow scientific research to be conducted, the conflict that has arisen in recent years over the use of case studies in secondary data raises a general debate about the quality of quantitative and qualitative methodology around validity and reliability which leads to the conclusion that quantitative methodology is not the only alternative (Noor, 2008).

The qualitative methodology, on the other hand, has significantly improved the knowledge we have on social issues and the development of many disciplines related to the study of research topics in several fields, such as in the field of tourism and has also been used to solve business matters resulting in the discussion that has already developed going beyond the narrow limits of the use of the case study as a problematic research method and automatically lead to the conclusion that it is a method that is as valid and reliable as quantitative research.

In this sense, the case study is a rigorous methodology that is appropriate to investigate phenomena by examining how and why they occur, allows the researcher to investigate a particular issue and at the same time is ideal when existing theories are not sufficient. It is due to an interesting methodology due to the possibility it presents in explaining new phenomena and developing theories in which there are dynamic and tacit elements that play a decisive role and which have not been examined to date.

13.1.6 Validity and reliability

The quality and objectivity of a scientific investigation is measured by the criteria of validity and reliability of its results.

In this way, validity is the degree to which a measuring instrument measures what it really intends or wants to measure; that is, what is sometimes called accuracy. Therefore, validity is the criterion to assess whether the result obtained in a study is adequate. There are several types of validity.

- Content validity: is the degree to which the empirical measurement reflects a specific domain of content.
- Criteria validity: it consists in the comparison between the investigation measure and another standard measure called criterion and of which its validity is known.
- Construct validity: to the extent that a variable is abstract and latent, rather than concrete and observable, it is called a construct, because there is no observable (variable) dimension. Therefore, the measurement of a construct is obtained by combining the results of various measures (Yin, 2011).

Thus, there are two types of construct validity:

- Convergent validity: it is the degree to which two or more attempts to measure the same concept agree with each other and is determined with the application of confirmatory factor analysis, and
- Discriminant validity: degree to which a concept differs from others and is determined with the confirmatory factor analysis.

On the other hand, reliability refers to the internal consistency of the measure; that is, the reliability of a measure analyzes whether it is free of random errors and, consequently, provides stable and consistent results. Thus, there are several useful methods to measure the reliability of the results of an investigation.

- Repeated applications: it consists of the repetitive measurement of the variables, in order to determine to what extent a set of measures is reproducible over time. In that sense, reliability would be synonymous with stability; that is, the degree to which the scores are stable would be the degree of reliability.
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- Parallel forms: it is used to measure the degree of agreement between observers; that is, the coherence that exists between different words, orders or responses.
- Halving: measures the internal consistency of a scale.
- Internal coherence: measures the coherence between all the items of the same scale and cannot be used in those measures that use few items. It is measured by the estimation of the internal consistency of a measure.

As can be seen, most of the methods used to measure the criteria of validity and reliability of the results of an investigation are based on a series of techniques and statistical coefficients, which can be applied more easily in quantitative studies.

In this sense, it is useful to highlight the difference between theoretical propositions (constructed in a case study) and the hypotheses of study (formulated in quantitative studies). Thus, theoretical propositions are constructed from constructs or general factors, which contain a series of variables or dimensions, while the study hypotheses are formulated for each of the variables or dimensions that are part of a construct or factor (Noor, 2008).

In an effort to contribute to overcoming the weaknesses of the case study method, presented by some authors, Yin additionally proposes the case study protocol as the main instrument to ensure its objectivity, both in function of its reliability as of its validity. Therefore, this is the guide of the procedures that must be performed during the phase of obtaining the evidence and contains the following elements:

- Semblance of the case study

- Case study questions
- Procedures to be performed
- Case study report guide

This means then that the case study requires protocolizing the tasks, instruments and procedures to be executed, and the case study protocol becomes the document in which the research design and the general and specific rules are materialized, which must be followed, resulting in the increase in the quality of research.

13.2 Data analysis

13.2.1 Trends in the cruise industry in the future

Cruise tourism is a segment that is constantly growing. The commercialization strategies, the diversification of supply, the increase of capacity of the boats and the adaptation of the product to the tendencies of the market, allow them to continue strengthening their competitiveness.

The most recent reports of the sector place the global demand for cruise ships around 24.7 million passengers in 2016, which represents a growth of more than 30% in the last decade.

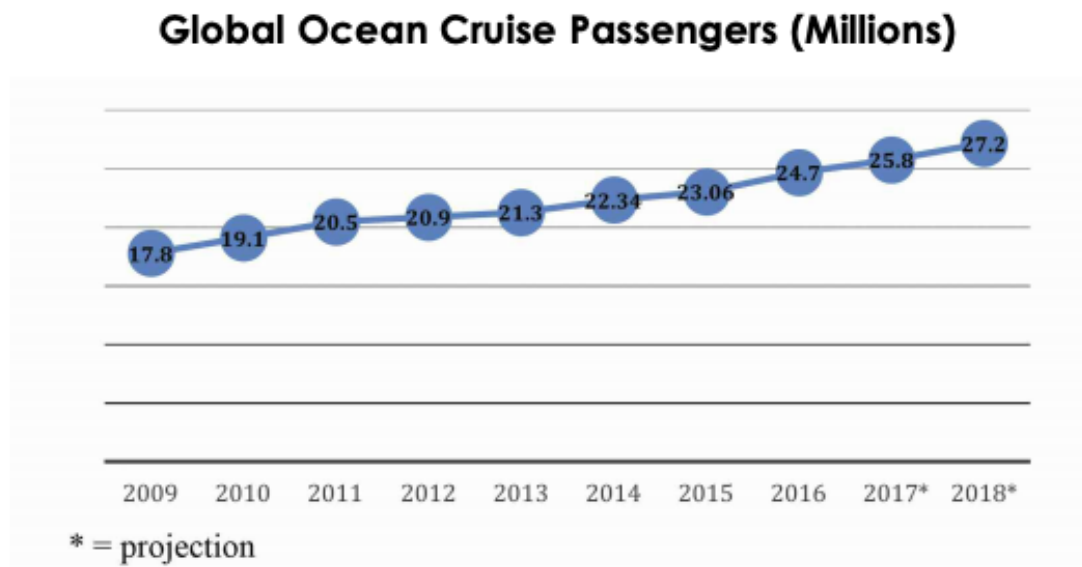


Figure 1. Cruise tourism trends (source: F-cca, 2016 from <https://www.f-cca.com/downloads/2018-Cruise-Industry-Overview-and-Statistics.pdf>)

When analyzing cruise tourism, it is necessary to take into account, in the first place, the behavior of the market in broad strokes, in a changing environment, where the agents involved in the business interact with the consumer itself through the internet and face to face, hence the importance that acquires, highlighting the lines of action of the sector and the main marketing strategies that companies currently consider.

A business that mainly moves around Carnival Corporation & PLC and Royal Caribbean Cruises LTD, which are the two major business in a global market in which the 20 companies belonging to four large groups participate fundamentally, according to the Cruise Industry report of 2017. The top 10-market share is headed by Carnival Cruise followed by Royal Caribbean International.

The nine Carnival ships according to their earnings, account for 16.39% of the global cruise share, while seven of the Royal Caribbean group reach 8.5%. Meanwhile, the Norwegian Cruise Line accounts for 4.87 % and MSC which is the first company in Europe that has 2.05%

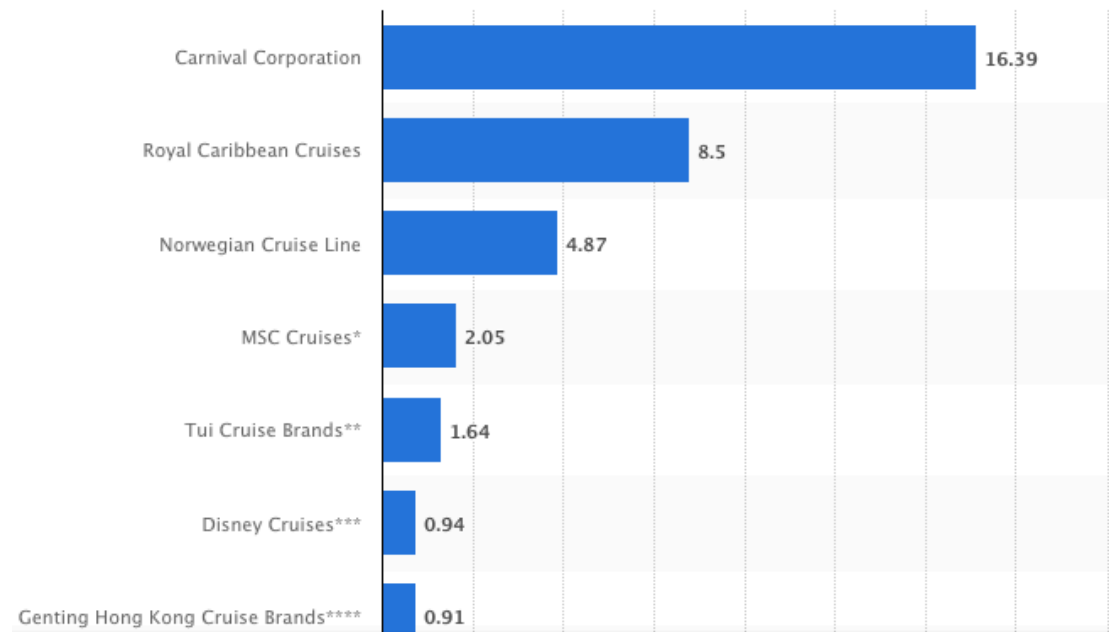


Figure 2. Earnings of top leading cruising companies according to statista (Statista.com from <https://www.statista.com/statistics/243873/revenue-of-cruise-line-companies/>).

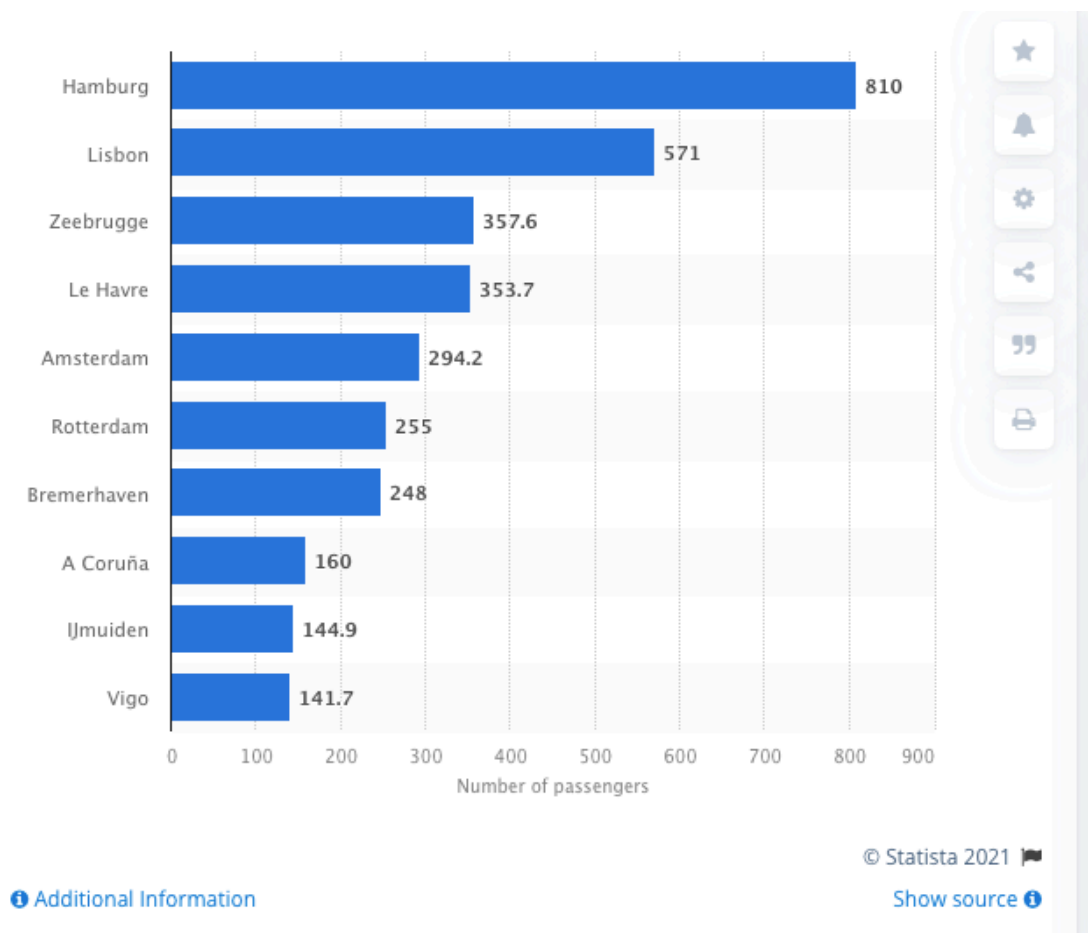


Figure 3. Most popular ports of 2021 (Statista.com <https://www.statista.com/statistics/1096850/cruise-passengers-atlantic-europe-ports/>).

At the same time, one can see that the most popular ports are the port of Hamburg, Lisbon, Zeebrugge and Le Havre. Amsterdam and Rotterdam are following according to figure 3 (Statista, 2021).

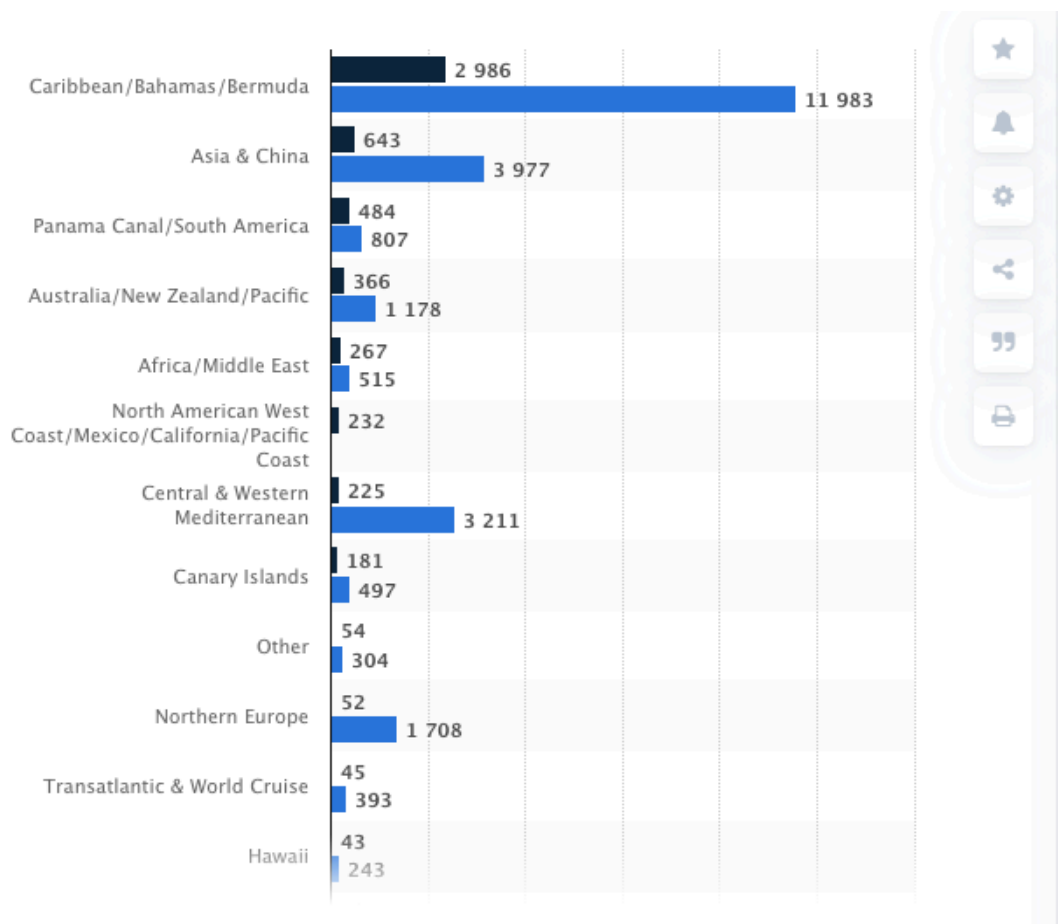


Figure 4. Most popular destinations for 2021 (Statista.com <https://www.statista.com/statistics/1195236/leading-cruise-destinations-by-number-of-passengers/>).

The most popular destinations of 2021 are as one can see the Caribbean, Bahamas and the Bermudas, China and Asia and the Mediterranean, a fact that is of high importance for Greece (Statista, 2021).

13.2.2 The generic trends

The cruise product has been adapting to the trends of the new consumer society in tourism 2.0, to the tastes of its potential customers, its access to broad classes of the world population and the implementation of strategic marketing policies, in response

to the demands of the changing market which is affected by the social media, thus, those are some of the features that currently characterize the business.

Since the beginning, a multitude of aspects of interest have been analyzed, observed both from the academic world and from specialized journals, which has allowed us to shape a state of the matter, which helps us understand the general behavior of cruise tourism, as a generic framework that will enable us to analyze more specific issues.

Obviously, cruise tourism favors the economic growth of the destination regions. The relationship between invested media and the results obtained, both economic and social, can present a clear imbalance, resulting in less favored regions of destination with North American being the first choice.

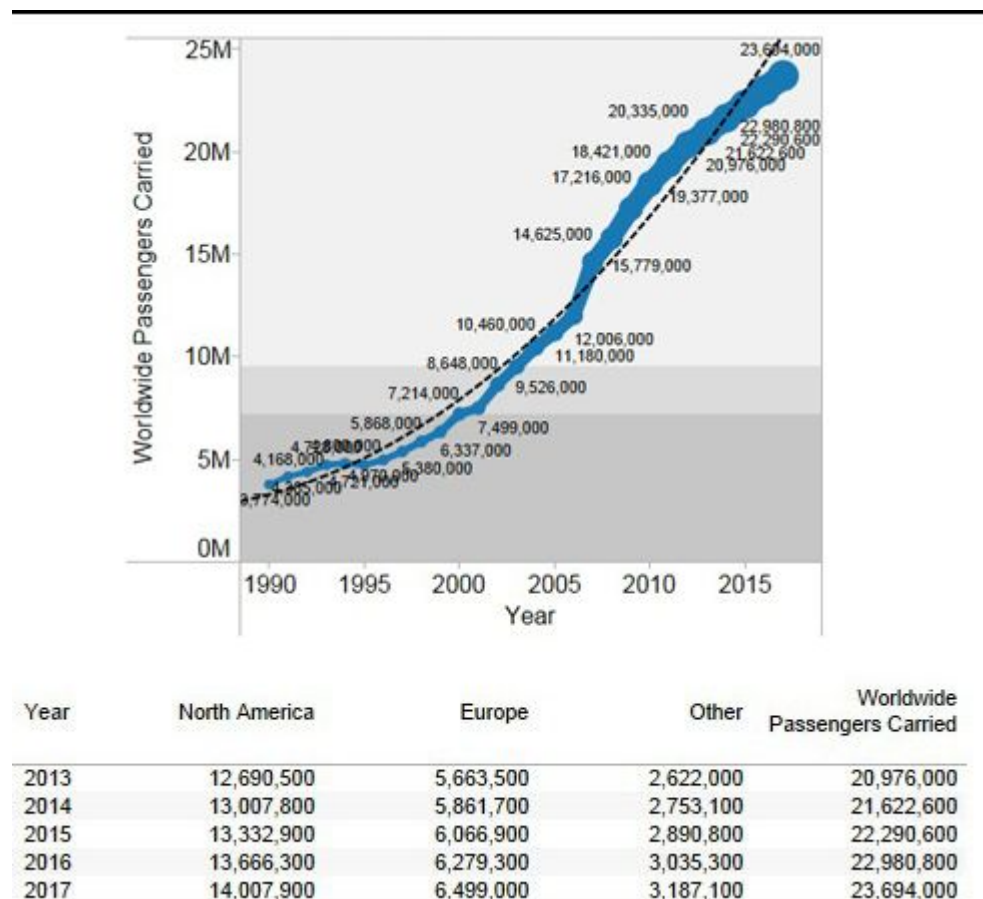


Figure 5. Places of destination from 2013 to 2017 (From <http://www.repositioncruises.com/cruise-industry/>).

In Greece for example, the cruise industry has been growing in 2010-2011 and in 2019, just after the economic crisis and just before the coronavirus crisis as shown in figure 6.

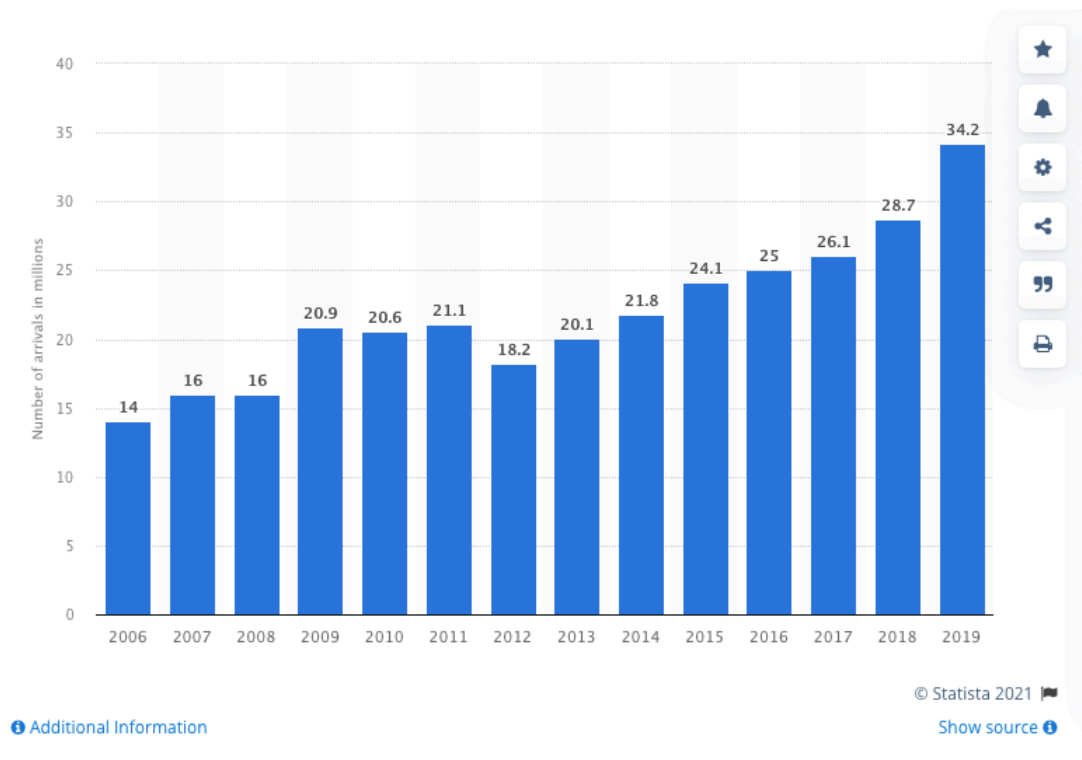


Figure 6. Cruise in Greece (www.statista.com).

As shown in figure 7, the most popular ports in Greece are the port of Piraeus and the port of Corfu followed by Santorini and Mykonos.

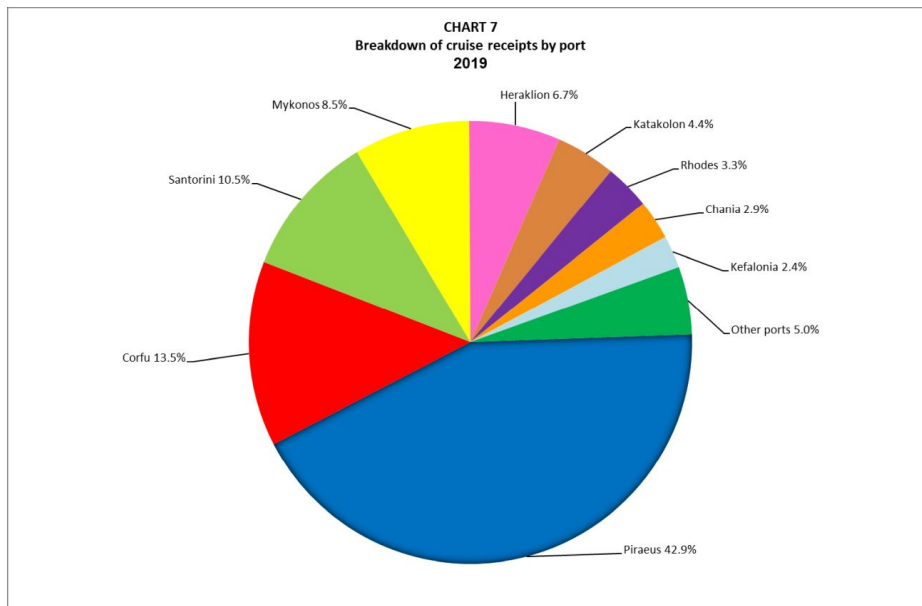


Figure 7. Ports of preference in Greece (<https://news.gtp.gr>)

On the other hand, the share of GDP generated by travel in 2019 is almost the same as the levels of 2000. The statistics are shown below.

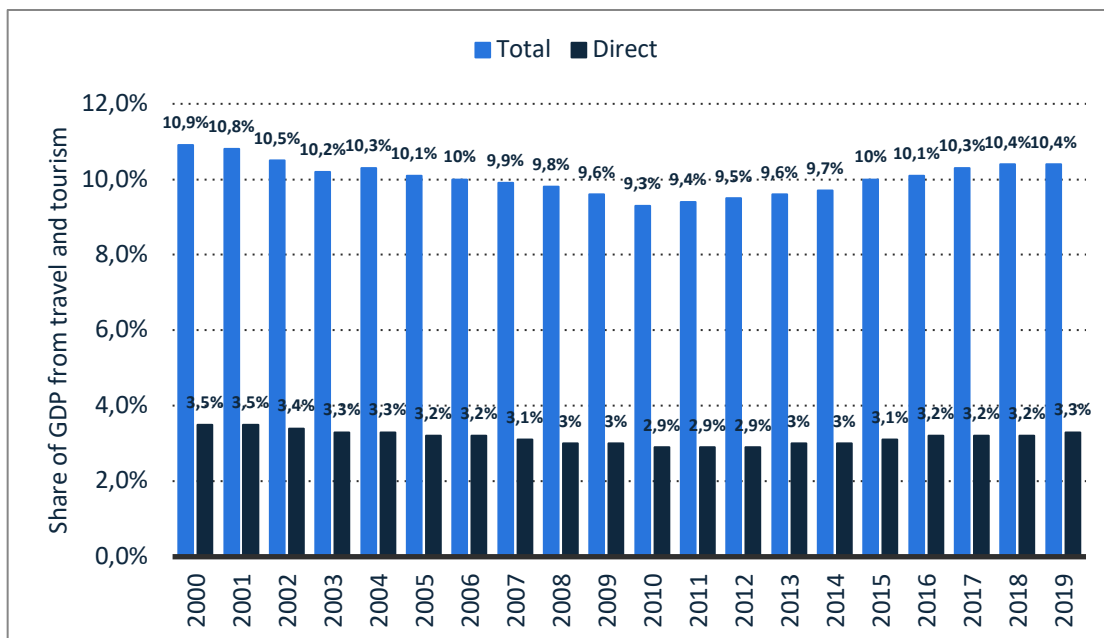


Figure 8. GDP Levels of share regarding tourism from 2000 to 2019 (www.statista.com).

The new order of operation of the sector has been revealed, new patterns of behavior towards the consumer of the cruise product and the business trends, reveal the need for regularization of a sector in which, although it is known for the benefits that it reports, not everything is positive, since the growth of this type of tourism can have negative repercussions.

Large cruise ships can transport more than 5,000 people, including more than 1,000 crew, which makes them an authentic process, with a large group of activities. The general features of the sector worldwide can be specified in several areas throughout the world, the management of shipping companies and the supply and demand of the cruise product.

The aspects that characterize the dynamism of companies are associated with the following trends:

1. High horizontal concentration of shipping companies: perceiving horizontal movements that will take place through mergers and removals between them, constituting groups that operate with the intention of covering the different market segments, forming multi-brand groups, which meet lines of tourist cruises that operate as independent companies, an issue addressed in the framework of the globalization of the sector.
2. Vertical integration towards the client: which means that the shipping lines try to combine efforts with the tourist services companies of the destinations, through various legal forms, such as profit-sharing acquisitions, manifesting this relationship with the travel agencies or tour operators.
3. Increasing power of the large shipping groups: in the cruise industry, the high degree of concentration implies difficulties in entering the market by independent shipping companies.

According to the the latest Cruise Industry News Annual Report, Carnival, with 25 ships in its fleet, ranks first in terms of worldwide capacity. For its part, Royal Caribbean occupies the second place, with 22 ships, having added this year to its fleet the Quantum of the Seas, with a capacity for 4,100 passengers (<https://www.cruiseindustrynews.com/annual-cruise-industry-report.html>).



Image 1. Worldwide capacity of Carnival

The third place belongs to Holland America that has increased its capacity to 8.7 in 2016. Princess Cruises ranks fourth with an 8.7% increase in capacity to 1.6 million passengers, thanks to the addition of two new ships.

In the fifth place is Costa Cruises, which has a new ship that has slightly increased its capacity, while the sixth place is for MSC Cruises, with 1.4 million passengers.

4. The “flags of convenience”: today, this a complex regulation which is observed, which deals with difficulty with the paradigm that a cruise ship is effectively owned by a shipping company, registering in another country, in order to have more favorable regulations for the profitability of the business, generating situations of great peculiarity.

In relation to the characteristics of the offer we point out:

1. Adaptation and improvement of the cruise product: the new demands in recent times adhere to a strongly competitive market that affects the reputation of each company, both in the services provided by ships, and in the itineraries that the shipping companies seek, to offer services to an audience every time more demanding and diversified.

2. Large ships versus smaller ships and large luxury: the size of the ships has been growing in order to make the business more profitable, a formula that has facilitated the wide access of the cruise product to segments of the power society medium and medium high purchasing, which has not been prevented at the same time there has

been a tendency to offer high standing cruises, in smaller ships, for social classes that have high incomes and select their taste to the trip of their needs when planning their vacations.

The number of luxury cruises, with smaller capacity and unique routes, is growing, and the demand for cabins of higher categories, with Premium services, in conventional ships is also maintained to the same levels as the previous years.

3. There is creation of mass vacation regarding the cruise ships: This is the denomination that receives the tendency of the cruise market, to try to make the passenger use the services provided by the boat to meet their “leisure needs”, promoting spending of tourists on board or in land environments associated with large shipping lines.

4. The diversification of the upward cruise offer: There are no tastes in the market that cannot meet the shipping companies and they are busy with it, knowing through market studies these preferences, which make them approach the consumer of the different countries, for this purpose, different fairs and conventions of the sector are agreed throughout the year, where the different themes of the cruise business are addressed.

More and more cruise passengers are looking for alternative experiences on board, sightseeing on land and excursions that promote adventure sports, more exclusive and exotic itineraries are designed, as well as new boats that allow one to enjoy the pleasure of visiting places, compared to other times where it was inaccessible. Recently, a new cruise modality has emerged, incorporating the combined sea and river cruise packages.

In relation to the demand and the tourist experience these are some interesting elements:

1. The atomization of the tourist demand: the growth of the tourist demand relative to the cruise business, determines the interest that the segmentation of the industry is taking around the modalities of cruises, which are basically based on luxury, premium and Contemporary.

2. The “standardized” tourist experience: this is an analysis that involves talking about the “deterritorialized” destinations, promoting cruise tourism where maritime leisure

travel experiences are promoted, where the tourist is offered on the ship and on the itinerary all what he needs to feel "at home".

3. European demand growth: strongly concentrated around a number of countries such as Greece, France and Italy.

4. Growth of cruise tourism in emerging areas: Asia. Regarding the Cruise Trends Studies conducted by CLIA they show that cruise tourism in this large area is growing, both in capacity and in the passenger issuing market. Between 2013 and 2017, the number of ships deployed especially in Asia had an annual growth of 10%, passenger capacity that increased by 20%.

In general, it can be said that these trends highlight the ability of the industry to adapt to the needs of consumers and its constant effort to offer a suitable product to each type of passenger.

These developments are affirmed by CLIA and they reinforce the good service that the industry offers to passengers by joining the efforts that are carried out in matters as important for the sector as security, sustainability and environmental care environment.

13.2.3 The marketing strategy of the cruise industry in the future

Once the general characteristics of the sector have been analyzed, the researcher will propose the most fitted marketing strategies applied by the main companies in the world.

1. STRATEGY A: what we have termed as "irresistible" prices and which consists of the line followed by some companies, in attracting potential consumers of the cruise product with low prices posted on the social media, offering "cheap cruise vacation packages", where the experience satisfies the consumer 2.0 at a low price and where there is a compensation for the services that are paid separately. The list of offers that can be contemplated are extensive and range from the "all inclusive", ticket-flight, accommodation in the town where the cruise ship is etc are very popular.

In addition, the search to break the seasonality that characterizes the cruise sector in each of the large areas has led the most powerful companies to offer cruises at very cheap prices in an effort to make the “ship” profitable, with bonus services and authentic bargains if the cruise takes place at those times of the year, where it is less frequent, all depending on the area.

2. STRATEGY B: The Gourmet Experience. In relation to the important chapter of gastronomy on board, this has evolved from the offer of a restoration, thus we understand that simplified, according to the type of cruise purchased, there are dining rooms where everything is offered mainly to all cruise passengers, without “additional” expenses, to an offer of specialized restaurants, until reaching the last trend of offering the service with surcharge options and supplements for some items, thus personalizing the cruise product, to the tastes of a diversified demand. Among the lines that implement this strategy are Holland America, Royal and Norwegian NCL.

It is interesting to highlight some of the options that aim to strengthen cruise ship satisfaction in the services provided by the ship, where Carnival Cruise Lines introduced in 2014 the concept of “American family style table” dining room with a new menu, with the ease of sharing table with other people. NCL added the Tropicana Hall in Getaway Norway, facilitating a dinner with live performances and other lines, introduced the dinner experience with live entertainment.

Other shipping companies chose to bring local cuisine, with options to taste dishes, depending on the itineraries that the ship follows, in an effort to offer the best of local products and markets.

In new ships such as Anthem and Quantum, there is the concept of, surpassing the so-called “traditional dining rooms”, leaning towards the options of granting the privilege of dining in various types of restaurants that are on board.

3. STRATEGY C: The Shopping Experience. This is about increasing the profits that companies obtain, with the increase of purchases on board, offering large brands for duty free sale. This option is particularly considered for the important Asian market.

4. STRATEGY D: New technologies and the Internet at sea. In 2014 the two large companies Carnival Corporation and Royal Caribbean have worked to implement the necessary technological systems, in order to implement systems that allow an Internet

speed, up to 10 times faster compared to the industry standard. These new systems are currently available only on the newest ships of the companies, but the tendency is to go throughout the fleet. Some applications also have “onship” uses, facilitating the development of the activities of cruise passengers on their journeys, in addition to connecting with other passengers. In fact, recently this trend continues, consolidating a quality of services on board, launching new mobile applications.

5. STRATEGY E: These are the “New segments of old markets”. In addition, from the already known experiences in thematic cruises, there is an endless list of proposals, such as the tight campaigns to improve the “children's” experience on cruise ships, such as the Disney Cruises that has already taken out its product with this commercial identity sign and companies that have gradually joined the associations with powerful industries related to the world of children's games.

The companies could also consider the trend of avant-garde to favor passenger cruises traveling alone, whose a priori cost of the cabin is less "profitable" than when traveling as a couple. Royal Caribbean, P&O and Fred Olsen lead the way, with a good number of individual cabins in some of their ships.

The singularities of each geographical area mark the operation of the cruise sector and the strategies that are followed by the main companies, which operate in the largest geographic areas in the world.

In any case, a series of issues that mark the roadmap of the main agents involved in the business should be considered according to experts:

a. The growing demand of tourists in terms of services especially in the leading Mediterranean ports, although it is being considered in recent times, a demand for this type of vacation that is accessible, adjusting the prices of cruises to that of land packages.

This trend is shown in the next two figures.

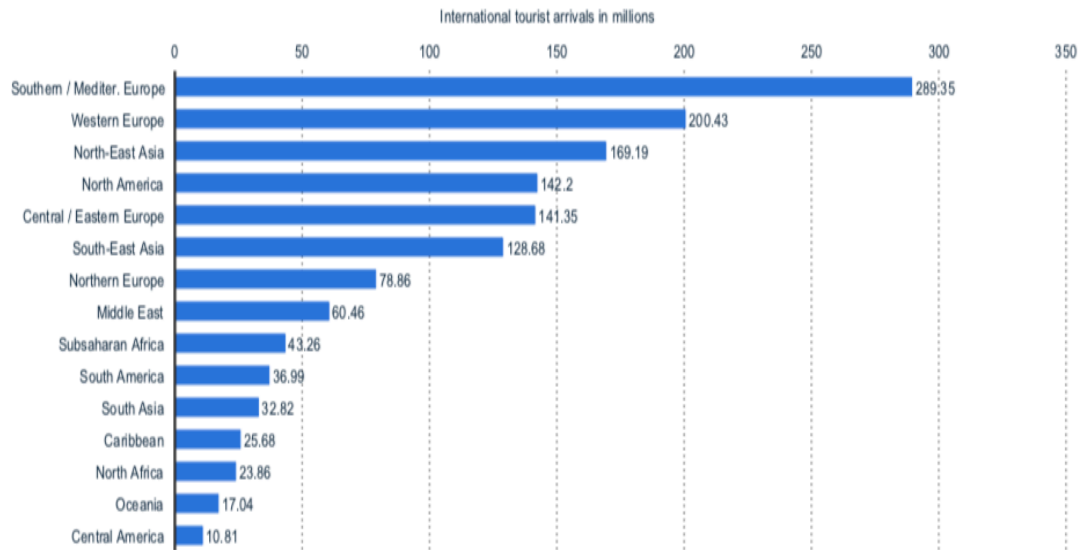


Figure 9. Tourists's preference to the Mediterranean countries for 2018 (www.statista.com).

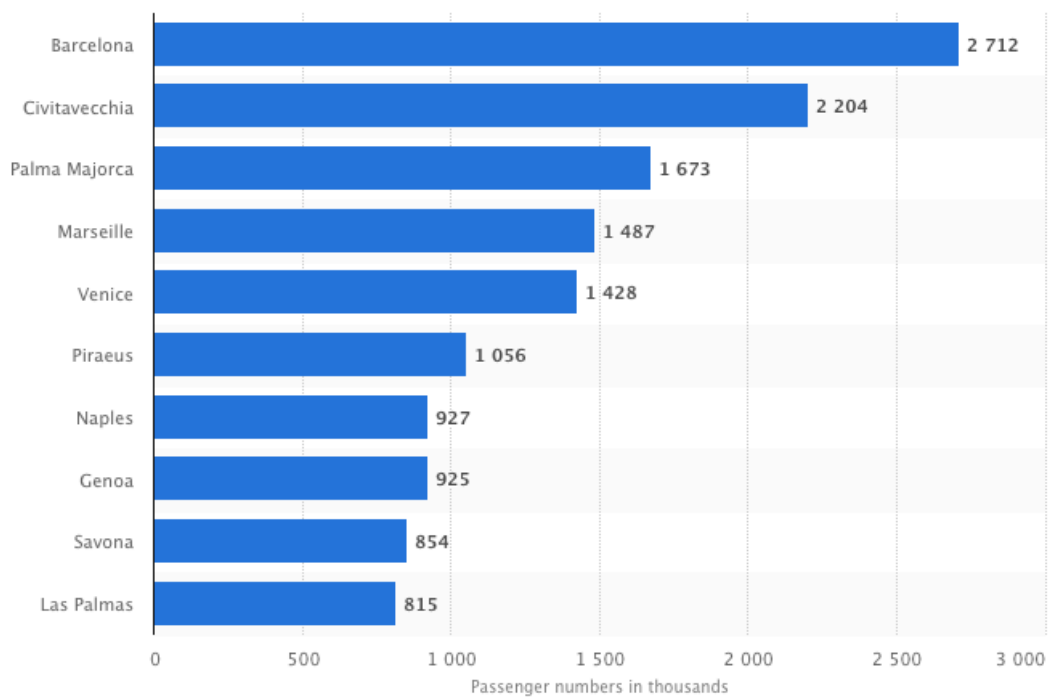


Figure 10. Leading Mediterranean ports of cruises (From Statista <https://www.statista.com/statistics/386715/leading-mediterranean-cruise-ports-passenger-numbers/>)

- b. The modification of the market and the incorporation of younger demand segments force large companies to consider the diversification of the cruise product, which in some cases serves segments of the population with lower resources.
- c. The strong acceptance of short-term cruises, but also the consideration of companies specialized in tourists of high purchasing level, of intention to travel at all times of the year, with wishes and economic possibilities of cruises around the world.
- d. The use of differentiation strategies to adapt the products of the shipping companies, to the expectations and needs of different types of demand segments: couples, alone and single, marriages with children, others.
- e. Change in the preferences of tourists, which lies in an increase in interest in the historical themes, giving great value to destinations, whose cultural image facilitates the commercialization of the cruise product, without underestimating the high power of attracting future clients that are interested in the concept of adventure and nature.

All this takes place, bearing in mind that these potential market guidelines must be met within the framework of the expansion and improvement of the necessary port infrastructure and diversification of the offer addressed to cruise passengers in the destination countries.

On the cruise there is a strong link between the brand and the customer, the passenger's knowledge is deep and their "marketing" is much more developed than that of the airlines or hotels. The cruise may seem like an "All Inclusive Resort", but then one can squeeze the customer on board.

13.2.4 The cruise regions of the world

The general system of ports where cruise activity is important, is presented as a structure, in which a high degree of regional concentration is perceived, in these areas and internationally, where there is where a large part of the cruise ship scales that are produced.

The largest part of cruises in the future will take place in the Caribbean and in Mediterranean areas, although the activity in the northeastern US cannot be unseen, such as in Canada and Alaska.

And if the Caribbean is predominantly served during the winter, the Mediterranean is served in the high summer season; thus, both are referred to as “complementary” zones. In addition to that, it can be said that the offers are similar, in the sense that the distances between ports of call are relatively short and involve a wide variety of cultural experiences.

As the cruise product has become affordable to broad masses of the population, other areas emerge in this tourism sector, such as Asia, the Middle East and South America.

More to that, one can note the emergence of new destinations such as South America, Africa, India, Asia and Oceania. Other countries such as Brazil, Chile and Argentina are seen as destinations of great potential with the alternative of reaching the southernmost regions of the world including Cape Horn and South Atlantic Islands.

13.2.5 The social media and the future of cruising

Overall, CLIA anticipates that social media and resourcing trips will be the main cruising trends in 2019. In addition, the reports reveal that the number of cruises continues to increase and contributes to the global economy. More than eight out of 10 CLIA certified travel agents expect an increase in cruise sales over the next 12 months. The traits of the cruising industry are given as follows:

1. Unstoppable cruises: Instagram posts are attracting interest from travelers around the world, so much so that every day there are about 350 million #travel posted posts that are published. Thanks to the connectivity offered on board, travelers have the opportunity to feed their Instagram page with different photos of experiences, both aboard ships ashore, during excursions.
2. Healing trips: Whether through spa treatments or restorative spa experiences, many cruise companies rely on the well-being of vacationers, as more and more to want to travel to escape their fast pace of life.
3. Experiential Travel: Vacationers are looking for immersive cultural experiences that go beyond traditional sightseeing. Cruise companies are sensitive to this

phenomenon and offer various cultural experiences, such as the ascent of Machu Picchu or participation in culinary workshops led by Cordon Bleu chefs.

4. Portable technology: cruise companies provide travelers with portable technological gadgets such as key chains, necklaces and bracelets to offer them an even more personalized sea experience.

5. Eco-responsible travel: travelers want to discover the world in an eco-friendly way and the industry works with local communities to preserve their heritage. They implement innovative strategies that reduce the ecological footprint of cruises and work within the needs of the destinations to stimulate their local economy.

6. Inaccessible destinations: travelers are moving more and more towards previously inaccessible destinations that are now only by cruise. They want to be among the first of their friends to discover hidden destinations, such as the Galapagos Islands and Antarctica.

13.2.6 Generation Z at sea

Generation Z is expected to become the largest generation of consumers over the next two years, surpassing millennials. Like the previous generation, this age group prefers authentic experiences to material objects and has an even greater desire for discovery. The attraction of multiple destinations and unique experiences, such as music festivals at sea, helps attract this new clientele.

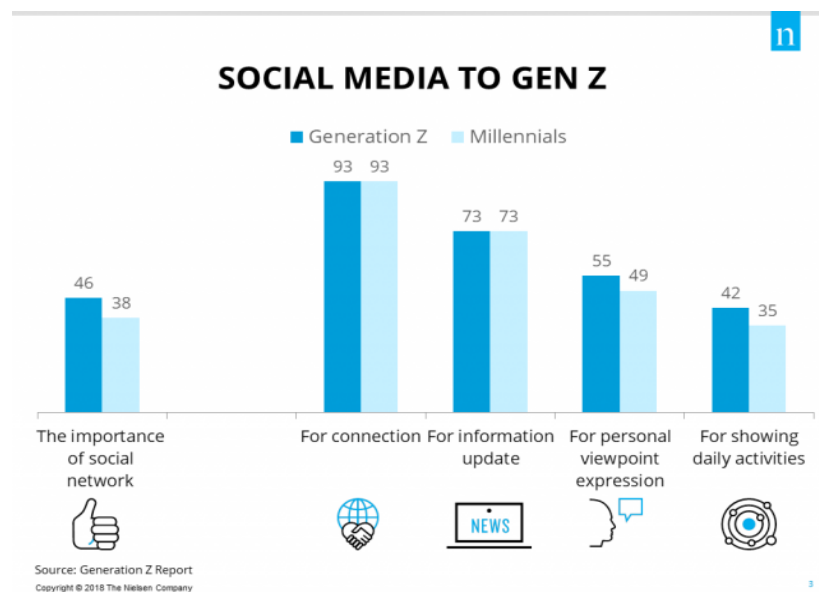


Figure 11. Generation Z social networking (From <http://vneconomictimes.com/article/vietnam-today/nielsen-gen-z-has-high-influencing-power>).

Off-season trips: travelers seek to escape the cold in a tropical location or to enjoy the cold in a new destination. Cruises offer unique experiences in the colder months, including trips to see northern lights, visit a penguin colony, or visit European Christmas markets.

There are also the digital nomads: Many travelers want to get away from the world while working. They opt for trips where they can work remotely, reducing demands for leave and lost wages. Cruises are ideal for this, with Wi-Fi, desks and friendly cafes on board.

Regarding the women's cruises, with the growing number of female travelers, many travel agencies are creating female-themed itineraries for women to come together and connect with each other. They can explore the world around themes and visit famous feminist tourist attractions.

There is also the chance of a single travel: With more Google searches than ever done on single trips, those are popular. Cruises allow one to travel single easily while being friendly with other travelers, especially through thematic activities put on by cruise companies, such as single nights.

At the same time, the cruise market is on the rise. According to CLIA, we have not stopped hearing about cruising, since no less than 30 million people have cruised in 2019, which represents an increase of 6% compared to 2018.

Eighteen new ships are on order for the next year by the members of the Association, bringing the total number of vessels in operation by these members to 272 by June 2019.

According to CLIA, the cruise industry continues to have a positive impact on global communities, employing 1,108,323 people, which equates to \$ 45.7 billion in wages and benefits, and generating global spin-offs.

13.2.7 Inspiration by the marketing of cruising

The promotional strategies put in place by the cruise lines are of paramount importance for the development of this industry. They revolve around a well-established distribution network and an in-depth knowledge of the target clientele. The new ships launched in recent years have increasingly innovative features. These new generations of ships arouse a media infatuation around the cruise experience and thus reach new audiences.

The cruise enjoys a good reputation in North America, thanks in particular to the American series "The Love Boat" which broadcasted from 1977 to 1987. For a large majority of the world's population, this activity remains still unknown. Indeed, the penetration rate of cruises varies enormously according to the international markets. It is only 0.5% in France, 2.4% in the United Kingdom and 3.1% in the United States. Cruise lines do a lot of promotional things to popularize this product and change the bad ones.

The travel agency network is a key element of marketing for cruise lines regarding their reputation.

More to that, 9% of cruise sales are made on the Web 2.0. The large share of the non-traditional agency market would be related to the complexity of the product. For this

reason, companies are investing heavily in agent training and online, to improve their knowledge of the industry.

Despite the major importance of the distribution network in the sale of the product, web promotion plays a decisive role in the decision-making process of the consumer. Nine out of ten people search online before buying a cruise. Cruise companies, aware of this situation, are investing more and more in the development of their website.

The integration of Web 2.0, including the use of Twitter, Facebook and Flickr, and the development of a networking platform that are also part of cruise line marketing activities. For example, Carnival Connections is a comment-sharing site that includes discussion forums and interactive games.

13.2.8 The promotional actions for reputation

Costa Cruises has decided to perform promotional actions. Thus, the company will receive in 2011 the filming of a mainstream film, which will be distributed in France and in Britain. The same situation takes place in the United States with the shooting of a large American production on one of Royal Caribbean's boats.

In these marketing campaigns, the shipowners' objectives are to make the product known to a wider audience and compare it to the resort-type holidays by counting on the excellence of the price-quality ratio. They then try to differentiate themselves from each other. For example, the ships of Cunard Lines put forward the high-class customer, whereas those of Carnival bet rather on a pleasure affordable for all. Each ship becomes a promotional vehicle and ambassador for the company, representing both the values and the philosophy of the brand. Cruise marketing also requires specialization depending on the clientele. For example, British do not look for the same characteristics as Americans with regard to eating habits.

These actions will regularly focus on new acquisitions. The Oasis of the Seas, the Norwegian Epic or the Disney Dream, for example, received significant media

coverage. This strategy puts the emphasis on the innovative elements of each vessel and thus attracts new customers.

Celebrity Cruise Line is an example as it emerged from the shadow of the parent company Royal Caribbean that was highly appreciated by customers. This new ship has allowed the company to increase its profile with the distribution network and increase sales. With this success, Celebrity announces the revitalization of its oldest ships, to give them some attributes of new class and thus to take advantage of this success. The product then will become the cornerstone of promotional actions.

Over the last decades, the cruise industry has responded to extensive market and consumer research with the presentation of innovative naval design concepts, new lengths, increasingly exotic destinations around the globe, and new activities and thematic on board and on land, developed to offer a holiday alternative that meets anyone's expectations.

13.2.9 The development of the cruise industry

The cruise industry, which has been growing since 1970, began to grow in North America and became more and more popular, which made the industry a very well known one, which gradually became a tourism industry which has there on been considered particularly important around the world. Modern cruising is a key element of globalization as many ports and destinations have been developed and the clientele is multinational with the result that the effects on the economy are very significant. It is an industry that is resilient to economic and social crises as there is a wide range of access options either by air or by sea so that the visitor can reach the destination and board the cruise ship in order to make the journey which means that it is an affordable alternative that has a growing customer base that offers an exciting experience. The sector is constantly evolving offering more and more products and services and its average annual growth over the last 20 years is 8.5% while there are no signs of slowing down with 13 million passengers being recorded in 2008 and 2009 compared to 12.6 million passengers last year. Thus, it seems that the industry is constantly growing and this development has already started since the 1970s with 40 new cruise ships being built and put into operation in 1990 and another 80 cruise ships being

built from the 2000 to 2005 which shows the size of the development of the specific sector.

The cruise ship fleet therefore offers passengers a unique experience in all geographical regions of the world and the most popular cruises today are the Caribbean cruise as well as cruises in the Mediterranean, Barcelona, Venice, San Diego, Monte Carlo and Amsterdam giving passengers the opportunity to enjoy places they could not reach with other travel and tourism offers. Thus, it seems that the cruise industry is constantly growing by serving a heterogeneous clientele in which there are significant differences and different preferences. This cruise development has resulted in the need to create more efficient management organizations and design structures that will address the ever-increasing competition in an evolving market that reaches \$15 billion each year. Thus, in the American and British markets, a special emphasis is placed on cruising and direct and indirect jobs are constantly being created which give a very high demand for millions of dollars in many industrial and productive sectors worldwide, such as travel services, construction, airlines and the wholesale industry.



Figure 12. Cruise ports of the world

(From <https://visual.ly/community/infographic/travel/cruise-ports>).

13.2.10 Consolidation of the Cruise Industry

Although the cruise industry is a solid one, it has been affected in some cases by the war in Iraq and Kosovo, as well as by the 9/11 terrorist attacks, which have lead it to severe restructuring. In 2001, Renaissance Cruises filed for bankruptcy, followed by other well-known companies, which were forced to freeze, leaving the market open to other companies, such as Carnival Corporation, Royal Caribbean Cruise Limited and Star Cruises. These companies were consolidated and organized a specific market process with the result that they now claim at least 80% of the world market. Most cruise companies are based in Europe and the United States while their clientele is mostly American and British but also people from all over the world resulting in the need of a special basis in the legal details of the cruise industry especially due to the fact that the The fleet often consists of personnel from either the Bahamas and Liberia or from Panama and Europe, ie a fleet that is multinational. Cruise today has found the best possible balance and is a competitive industry which is considered as a strong model of tourism with specific labor and safety rules and environmental regulations.

13.2.11 Cruise Industry Competition

The cruise market is a large market in which strong players operate and in which there are significant barriers to access, which is the result of the high cost of acquiring a cruise ship but also because of the investment needed to make a cruise ship manageable and maintainable, something that affects the organizational and management issues of large companies. The bargaining power of cruise ship owners is significantly benefited by the economies of scale that prevail in the cruise industry but also by the large number of equipment and fuel suppliers that allows the operators to negotiate the best possible prices.

At the same time these companies are monitoring the commercial threats and the competition is constant as the clientele is common looking for alternative holidays

and tourist offers which they are looking for at the few large cruise ship companies resulting in the cruise industry being divided into many different sectors and niche markets for example in the luxury market and the financial market which is offered to a wider audience.

It is a diversified product and service sector that is addressed to all audiences and which can meet both the mass consumption standards that require a purchase of economical packages and the distinguished clientele that requires exclusive offers. It is therefore a highly competitive industry in which marketing, innovation as well as the corporate image play an important role, which is vital for the business environment of these large companies and therefore, a good corporate image is a key success factor in a continuous effort to maintain the reputation and image of these large companies.

13.2.12 People and online reputation

The economics of intangibles is the new business paradigm, characterized by the need to generate trust and social legitimacy, through business reputation, defined as the synergistic addition of the perceptions of interest groups, regarding the performance of organizations. Reputation as the perception of the specific qualities of an organization is the result of the opinion of interest groups and represents the ability of the company to meet their expectations.

Citizens increasingly demand transparency and communication by organizations, as well as the creation and equitable distribution of wealth, for which it is necessary to know the expectations of interest groups, a process that takes place in social media, through the democratization of information that has changed the balance of power, in favor of the latter. Corporate reputation is a strategic asset, which contributes to sustainable differentiation over time and the creation of shared value that generates social cohesion.

Business reputation, identity, image, among others, are intangible assets that do not have a physical substance, however, they influence the ability to obtain economic benefits. The terms are used indiscriminately, which has caused a conceptual confusion, while the corporate reputation is of a structural nature; the image is

perishable in nature. Reputation is the result of the continuous preservation of a favorable image of the company. Reputation does not depend on what the company says about itself, but on the perception of interest groups, regarding their performance. Corporate reputation as the ability to distribute value to interest groups.

The valuation of intangible assets in organizations has a growing trend, since they are fundamental in the business environment of the 21st century. The intensity of competition resulting from globalization and information technologies place intangibles as a relevant factor in business value. The fact that companies with better reputation rates often find themselves in better positions in the market and on the social media is a descriptor of reputation as a source of value. Corporate reputation implies a value judgment of the stakeholders, regarding the attributes of the company, depending on their actions. Its importance lies in the fact that proper reputation management contributes to the generation of economic value for companies. The reputation is one of the most important assets of the organization for the impact on the results, and as a factor of differentiation and positioning.

Regarding the parameters that grant a good reputation, those are:

- Distinction
- Focus
- Consistency
- Integrity
- Authenticity
- Transparency

Business reputation is the perception of interest groups regarding the performance of the organization, as a result of the historical process of their interactions; it is a strategic resource because of its valuable, scarce and difficult to imitate characteristics. People today trust the reviews that either lead to a "word of mouth" or to an online statement more than they do with the brands or the emails they get.

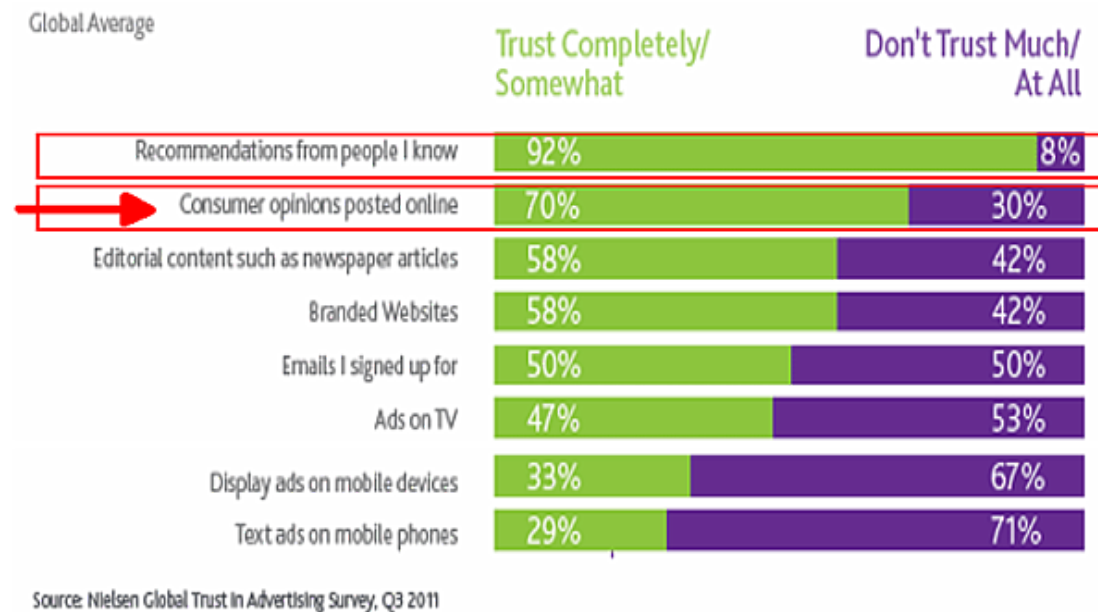


Figure 13. People and online reputation (From <https://blog.reputationx.com/online-reputation-management-statistics>).

This means that business context must be characterized by dynamics in its economic, social and technological dimensions; The business reputation must be a necessity of the organization that demands from the organizations a social role. Citizens aspire that organizations are not limited to the fulfillment of activities according to the business, but also contribute to the improvement of the quality of life of those involved and of society in general.

The benefits of a good business reputation are many, including: customer loyalty, retention of the best human talent, satisfaction of internal and external customers, attraction of qualified personnel, increased revenue, among others. Consumer behavior in the transition to the economy of intangibles and specifically reputation is not based solely on the characteristics or prices of products, other intangible elements, such as the reputation of the offering company. The value of reputation as well as goods and services is determined by its usefulness and scarcity that is demonstrated in times of crisis, or achievements achieved with its contribution, is not intrinsic in nature, it depends on the perception of interest groups.

Corporate reputation is an intangible strategic resource, the result of sustainable social construction, based on business behavior, which affects the behavior of interest groups and is capable of being managed to maintain competitive advantage based on customer satisfaction and loyalty.

Although reputation is the crystallization of a consolidated image throughout business life, it is not only a matter of time, it requires a corporate behavior and structure that demonstrates social responsibility, environmental protection, commitment to values, among other aspects, in favor of interest groups.

Regarding reputation, the most popular cruise lines by travelers in the United States are the Disney cruise lines, the Cunard lines, the Celebrity cruises and the Princess cruises according to Statista (2021) as shown below.

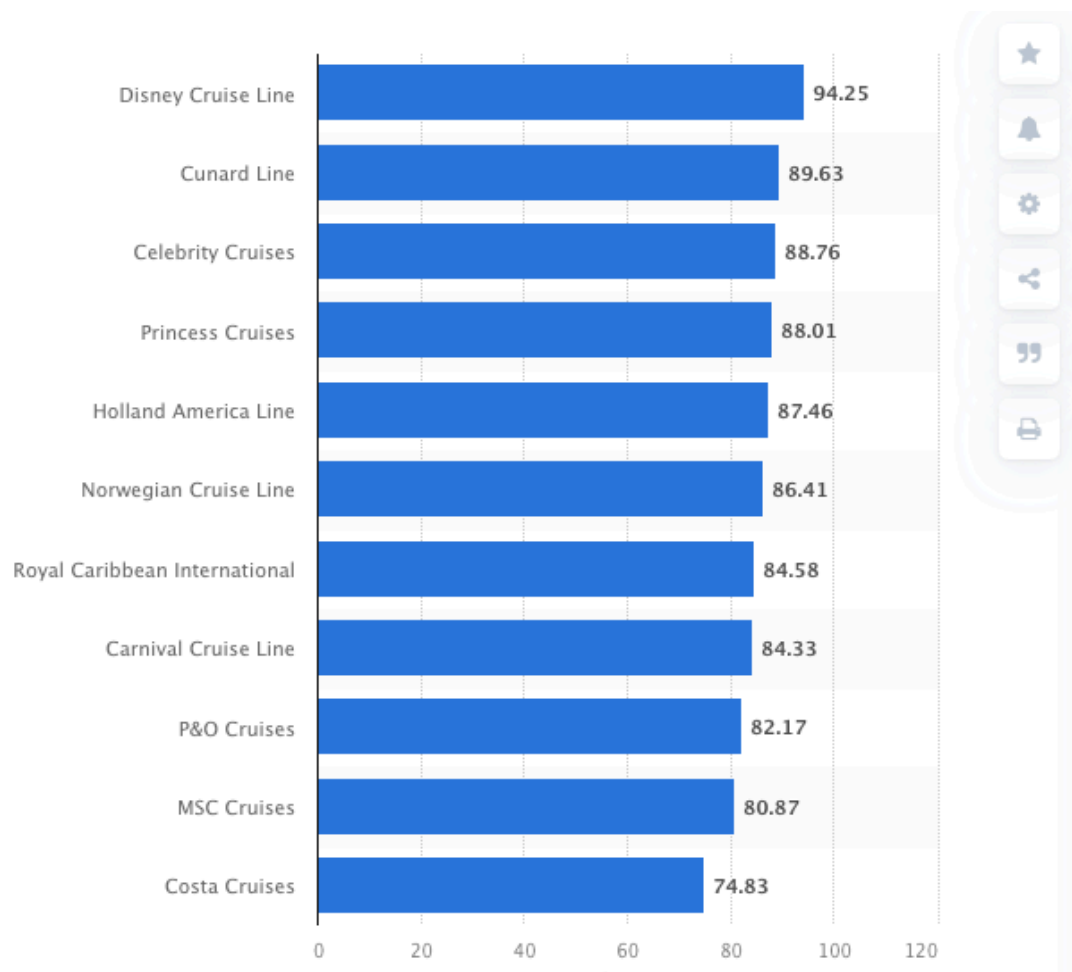


Figure 14. Most popular cruise lines in the USA 2021 (Statista, 2021 <https://www.statista.com/statistics/321146/best-rated-large-ship-cruise-lines-by-us-travelers/>).

13.2.13 Social media and online reputation

Social media is the object of multidisciplinary study from a phenomenon and tool perspective. The social media are a group of Internet-based applications that are developed on the basis of the ideological and technological foundations of Web 2.0, that allow the creation and exchange of content created by users.

Social media are the technological tools that allow through the Internet share and exchange opinions, content, comments and ideas on different topics.

More to that, they are computer-mediated technologies that allow users to visualize, create and share information through virtual communities and networks. There is a difference between social media and social networks, the first ones correspond to online platforms or media, which facilitate the synchronous or asynchronous interaction of users, by connecting profiles and content created by them, while a social network is the interaction that is established between two or more users through social media.

The platforms or social media, through which interaction with the stakeholders can be generated, are diverse as presented in the theoretical part: blogs, forums, generalist, specialized or thematic social networks, multimedia servers, etc., in short, any means through internet that allows interactivity.

Social media and networks, although related, are not the same; social media are the online communication platforms, while social networks are the link that is created through the media, that is, the communities of people who share a unique virtual space.

The digital environment characterized by a growing trend in the use of social media and the structuring of complex, diverse and specialized social networks, as well as the

rise of mobile devices, and electronic commerce, constitute the framework of business and economic development.

Companies being immersed in a digital environment characterized by speed, ubiquity, hypertextuality, multimodality, among other attributes, need to adopt a new perspective of reputation in this area.

Online reputation is the social construction around credibility, reliability, morality and coherence of a person, entity, agency, institution or company, etc. Therefore, it is only partially controllable by the subject, since it is created and recreated from the perceptions that make up a state of opinion, consideration and valuation of others.

Online reputation is a product of business behavior and good practices on the Internet. It is the weighted valuation of a company based on the opinions published in social media by the stakeholders, the result of direct or indirect interaction with the entity, as well as its management capacity to be present in the different digital platforms.

From the perspective of customers, the main aspects associated with online reputation are the acceptance of the product, the reduction of risk in the purchase, the perception of credibility and trust, the recognition of the brand and loyalty.

Companies that are not prepared to maintain a good reputation online are exposed to having to compete primarily through prices, thus restricting their possibilities of differentiation.

The exponential growth of the contents, usually known as "viralization" is a phenomenon that occurs in the digital environment, and in the case of negative information, it is likely to have an unfavorable impact on the reputation of the company. In the case of the cruise industry, one can see that people trust the search engines and the social media more than the traditional media, which means the agencies, leading in a more viralized environment for the companies.

TRADITIONAL MEDIA, SEARCH MOST TRUSTED

Percent trust in each source for general news and information

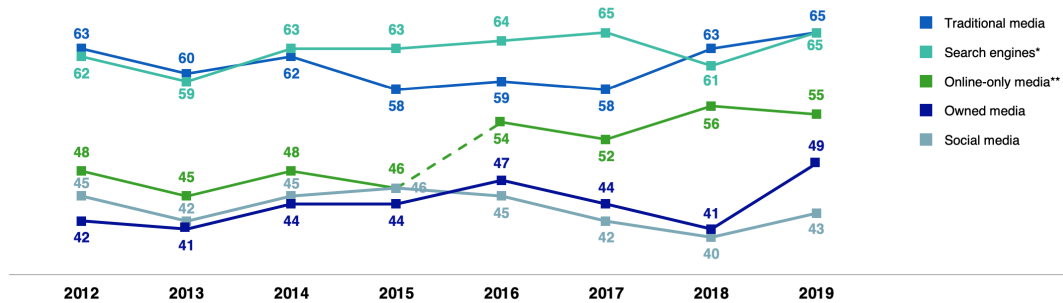


Figure 15. Traditional media and search engines (From <https://blog.reputationx.com/online-reputation-management-statistics>).

Thus, the company must be prepared to respond in an effective and timely manner, based on the knowledge of its stakeholders and profiles of the “influencers”, who have the capacity to generate opinions and reactions in other users, to at least mitigate the impact on business reputation

The online reputation is one of the innovative trends in business management, which demands a strategy that considers the needs and expectations of different interest groups, which are not limited to the tasks of productive activities or services. Regarding crisis communication, the foundation of the strategy is transparency, honesty and speed when facing errors, to mitigate the effects of the crisis, however, organizations need the implementation of crisis prevention communication processes based on the valuation and importance of corporate reputation, promoting the creation of a corporate culture that is reflected in internal and external business communication.

The crisis as a situation that threatens the organizational objectives and alters the relationship with its stakeholders, is caused by various factors and not necessarily of a serious nature, it is enough that some interest group interprets it as an alarm. Ubiquity is one of its characteristics, which implies its presence at any time and place, testing the management of the contingency; in addition, elements to be taken into account in the crisis constitute the specific size and characteristics of organizations. In January

2018, Google faced a crisis on its reputation which according to the following figure, led in a decrease of its use lasting for days.



Figure 16. Decrease in the use of Google - January 2018 (From <https://blog.reputationx.com/online-reputation-management-statistics>).

No organization, no matter how prestigious, is exempt from problems in its reputation especially on Google; this latent possibility that any fact may affect the confidence of a company constitutes reputational risk. The main factors that affect the reputation are:

- Financial irregularities
- Unethical behavior
- Security breaches
- Environmental violations

However, the most frequent origin of online reputation crises are the information published by third parties, rumors, poor customer service, defective products, dismissals and employee dissatisfaction and phishing. The crisis originates due to the intervention of external and internal situations, which causes damage to business objectives.

In the preceding definitions, the characteristics of uncertainty, imbalance and urgency, which demand planning, communication, coordination and opportunity, are accentuated. The crisis does not necessarily mean the loss of reputation, in many cases, with the right strategies; organizations have achieved better levels of credibility and transparency.

Crises are characterized by the impact on intangibles in general and reputation in particular, which may have an impact on equity that, in the case of many companies, corresponds to a decrease in the market value of the shares.

13.2.14 Cruise Industry Revenue

The main revenues of the cruise industry are mostly generated by passengers, and the ability to attract and maintain a clientele is consequently essential to their financial success. However, cruise tickets are currently just another element in the complex mosaic of commercial relations around cruise activity, far removed from the initial relatively cheap or all-inclusive vacation packages offered in the 70s, with a growing number of strategies to generate income on board.

The time when the shops on board provided a few items to complete the luggage of the passengers, some souvenirs and duty free products were long ago. Currently, cruise ships offer an increasingly wide range of shops and boutiques, spas and personal care services, photography departments and art auctions at prices that compete with those of establishments on land. Most of them are provided and managed by dealers and subcontractors.

Cruise companies have also introduced various practices to attract customers to spend their money in, for example, alternative and extra-fee restaurants and bars, satellite phone services, internet cafes and various formulations for income generation in staterooms.

In addition to that, while many people go on a cruise with the intention of doing nothing but relax and rest, others are interested in participating in all kinds of activities and experiencing the destinations to the fullest, willing to pay for it. As a result, there is a growing supply of activities and services on board, such as Bingo and casino games, adventure sports, culinary workshops, video games, virtual reality centers and computers, theme nights, etc.

Cruise passengers are equally encouraged to take part in a growing number and variety of land-assisted activities. In the early 1990s, cruise companies began marketing a variety of activities and services on land. Since then, guided excursions

and port guides, contracted with local dealers and tour operators to be sold later to passengers on board, have become the largest growing source of income for some cruise companies.

Trips from the cruise of several hours while the ship is in port or anchored a few miles from the coast, which offer different themes and exciting activities: visual tourism, with excursions to natural and ecological reserves and to areas protected including wildlife contemplation together with excursions based on history and culture, with a strongly educational content derived from the opportunity to visit museums and monumental heritage reserves.

The cruise industry has also shown its ability to establish and maintain effective relationships with the land tourism industry. Moreover, the increasing purchasing power and negotiation of cruise companies has a significant impact on the providers of such services, in competition and forced to a mutual price cut to secure a contract with a cruise company, which allows the industry obtaining additional income from the difference between the purchase and sale prices of such products and services. This is obvious in places such as Greece where island tourism and cruise tourism are growing fast in parallel as showing in the next figure.

Shore excursions and port visits generally provide extra income to cruise companies. Thus, passengers usually receive a map that illustrates the most recommended itineraries, including a buying guide that identifies a list of stores and commercial establishments in the area, approved by the cruise company based on good prices and guarantee of quality. Not everyone knows that to be approved and included in the lists, those same stores and businesses have had to pay a fee in advance or agreed to share a certain percentage of passenger purchases.

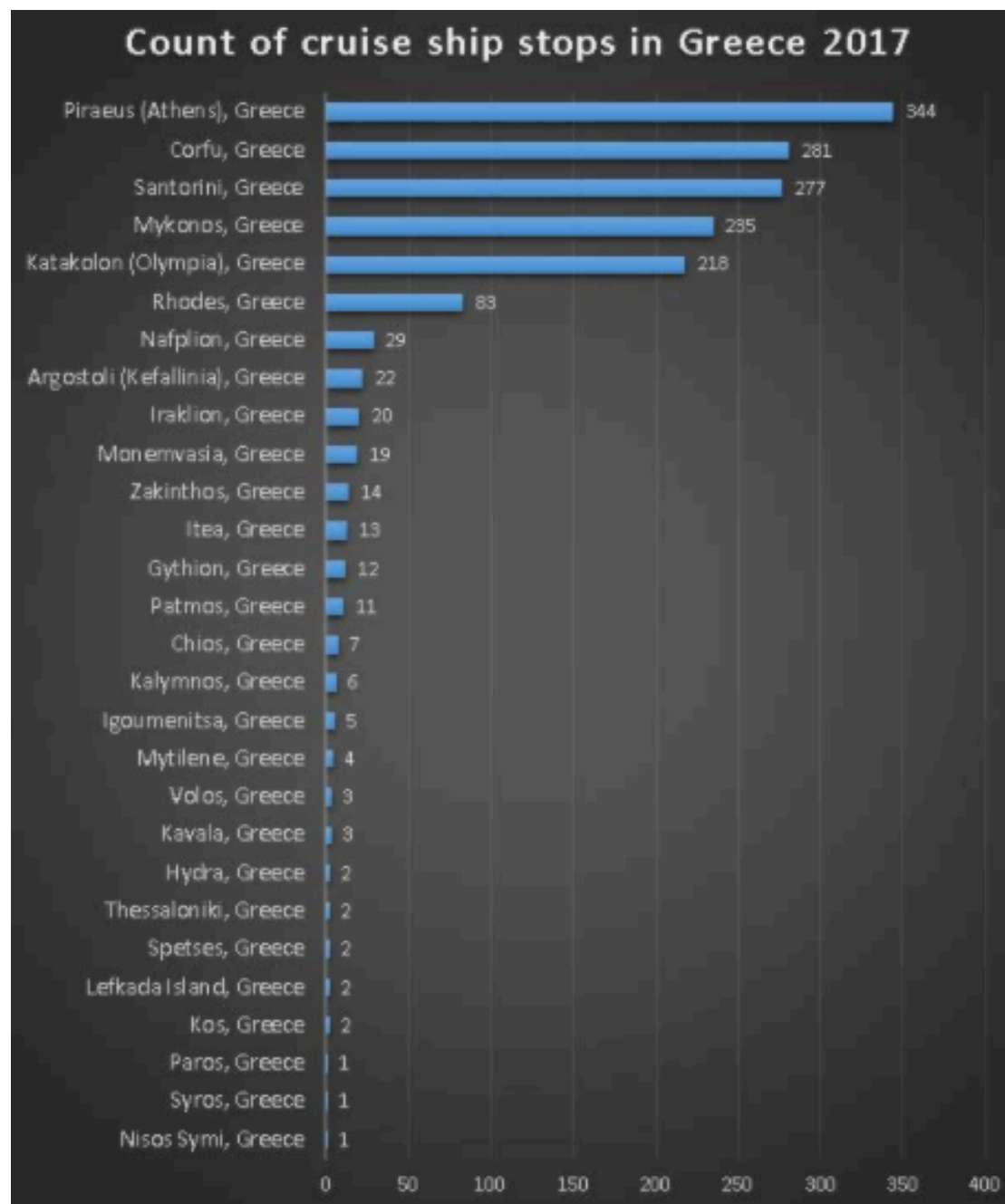


Figure 17. Ports of visit in Greece for 2017 (<http://crew-center.com>).

In 1990, these strategies and policies were taken to a next level of effectiveness with the introduction of the concept of “private island”, developed by Norwegian Cruise Lines and adopted by other operating companies mainly in Caribbean waters, with different economic benefits by providing a alternative to congested traditional ports, including monopolistic control over local shops and services, open and available for 24 hours while the cruise ship is in the port, which eliminates any competition and provides a controlled scenario that ensures a positive experience to its clientele, with

the consequent additional benefit in the form of positive references to other potential clients.

When income is set on board aside, the cruise industry has other alternative means to improve its economic results: reduction of its costs through economies of scale and implementation of improved management systems and participation in the economic benefits of ports and related activities.

Port charges have become an interesting source of income for cruise companies since the 9/11 attacks, when many companies redesigned their itineraries and destinations, closer to the United States, which opened a market for various Caribbean cities willing to offer reductions in their port fees or bonuses per passenger to attract cruise ships to their ports.

Similarly, there have been many initiatives by cruise companies to help financially in the construction or improvement of port facilities and infrastructure in exchange for a future revenue sharing formula, which in some cases would include a priority in the law of mooring and a percentage of port charges.

13.2.15 Forecast

In the short term, and despite the potential growth of the cruise industry and its ability to move ships and modify itineraries to adapt to evolving demand, rising fuel prices, the precedent economic crisis and various armed conflicts and political instability affect various parts of the world, thus they are having their effect in this sector.

Over the past decades, cruise companies have commissioned new and innovative ships annually. However, the new cruise ships in the process of delivery in the coming years, valued at more than 20 billion dollars are to provide an additional 84.480 seats to a market with an estimated 4.1 million passengers that were commissioned when the dollar had a more favorable exchange rate, and today some companies are currently reducing their fleets and revising their order plans after that date.

On the other hand, other cruise companies, such as Royal Caribbean International, have placed orders for larger, more luxurious and innovative ships ever built, included in the Genesis class ships, at a cost of 1.670 million dollars, 220.000 tons of Gross

registration and a capacity of 5.500 passengers and about 2.100 crew members, including a number of innovative services and facilities on board in the coming years.

In this case, the current economic situation has forced companies in the sector to reconsider their business plans, controlling expenses and reducing part of their staff.

However, these adjustments and economic changes will not have significant effects on consumers and their access to high quality cruise services. Thus, the possible lack of new cruise ships has already been compensated by many companies in the framework of ambitious reform programs to keep their fleets equipped with innovative offers on board to provide a memorable experience for their passengers, together with the design and construction of small-sized ships with a few hundred seats, equipped with a complete set of luxury services, competing to offer a more intimate environment.

Moreover, many executives of these companies are convinced that the current situation has a certain positive effect on the industry, based on the current cost difference with other holiday alternatives. Thus, cruise vacations are more accessible than other alternatives on land, including transportation, lodging, meals and entertainment at the final price, with more and more tourists interested in choosing a cruise vacation every year.

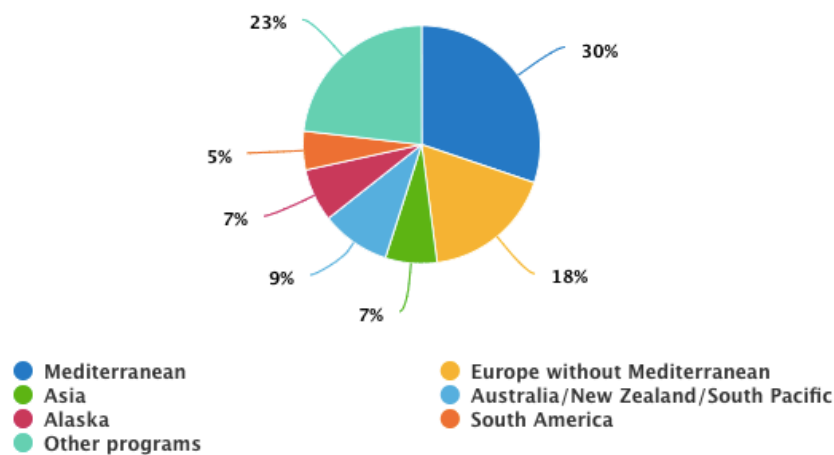
Following this trend, the cruise industry seeks new initiatives to increase its clientele while maintaining its current market share, and each company shows its own strategy to address these challenges, offering, for example, multigenerational family trips, more innovation in its entertainment offers, and aggressive pricing and discount models to attract potential travelers.

A progressive concentration in the sector is expected, threatening the survival of regional companies not specialized in a specific niche market, also including the foreseeable appearance and development of new large-scale organizations in competition for emerging Asian markets; while smaller and novel markets in Europe and the Middle East, Amazon and Brazil, Greenland and Antarctic regions also offer long-term growth prospects.

On the other hand, many economies and ports around the world see the cruise industry as a potential source of development and economic growth and consequently, many companies have already announced plans to add new destination ports to

existing ones and new itineraries, including coastal and river cruises, and additional options from the more than thirty local ports only in the United States and Canada, providing better road access to the ports of destination, and the consequent savings in air travel expenses.

Although not immune from the current economic situation, most cruise companies and travel agents express their optimism about the economic outlook in the sector with an eye on the coming years especially when it comes to the destinations of preference.



Source: Florida-Caribbean Cruise Association

Figure 18. Chosen destinations (From Caribbean Cruise Association <https://www.cbi.eu/market-information/tourism/cruise-tourism/>).

In any case, the industry has to face various problems and challenges that adversely affect the demand for cruise vacations and, consequently, its operating margins and profitability. Thus, environmental issues and concerns regarding living and working conditions on board cruise ships, safety and health on board, and many other pending issues call for an ethical and responsible approach if the cruise industry wants to maintain its quality of service in a framework of sustainability and competitiveness in the coming decades.

13.2.16 In the next chapter

The previous chapter highlighted all the details that affect the cruise and its future such as social media and the word of mouth that develops among internet users, and for this reason, in the next chapter all the conclusions will be presented being related to the theoretical investigation of the present doctoral dissertation but also all those elements which emerged through the analysis of the case study.

CHAPTER 14 - Final notes

14.1 Findings on the web 2.0

As it has been proved, social networks allow guests to express the level of satisfaction of the services provided by tourism and cruising companies. Businessmen of the 21st century can take advantage of the comments published online to improve service quality and design their marketing strategies.

With the arrival of information and communication technologies and websites that promote tourist and cruise opportunities, the possibility of clarifying access to a tourist service was increased, given that the interested party, from a computer or mobile device, can see the average value of the services, the rating they have received by the users and the positioning in front of other companies that provide the same services. Similarly, one can observe the feedback provided by the cruise company and thus analyze the information.

In recent years, the heads of all companies have given special importance to finding out the feeling of the users of the services through the use of strategies such as surveys, hidden clients, interviews, among others, keeping total confidentiality regarding the assessments. Currently, buyers express their feelings on the web, on

sites designed to express their opinions. Confidentiality no longer exists and the owners of the company that offers the trip.

Tourists often find out about the experiences of users by third parties that consult on the Internet and inform them. An entrepreneur, in the tourism field, cannot today limit himself to specific strategies, but must permanently consult the opinion websites where the qualifications they give daily to their company are recorded.

When observing that some cruise companies present problems with online reputation management due to the bad reviews they receive on social networks, this must be taken under consideration; thus capture the observations published on the network.

One may ask how should one act before these comments? What can one anticipate to improve them?

Social networks have changed the way of deciding in which trip tourists are going because they have become massive marketing instruments. The good use of sites such as Facebook, Twitter, Instagram or YouTube can improve the image of the services provided and thus influence decision-making. Today, guests are more documented and create images of the places they will visit and of the moments during the travel, especially leisure tourists. Guests who currently use information and communication technologies are more price sensitive, less brand loyal and more sophisticated due to price and product transparency. Thus, tourists with more knowledge are buying more in advance and take advantage of promotions online to get better rates.

Social networks are instruments that allow Internet users to share and discuss information, they are spaces where photographs, videos, text and music information are published, among other formats. Among them is Twitter, which has 320 million users and is used in more than 32 languages. Facebook is a social network used by 1,750 million users in 115 languages. Instagram is a space dedicated to publishing photos and is a network used by 300 million people in which approximately 65 million photos are published every day and YouTube has more than 1,000 million users and is available in 78 languages.

As for commercial social networks, they are places where people collaborate online; they get advice from other people who inspire confidence to find products and services that will later be acquired. This shows that comments affect the perception

that people have of the quality of service, satisfaction and the intention to choose a destination or a trip again.

When talking about online comments from tourists, Tripadvisor, the largest travel website in the world, which at November 2015 had more than 320 million opinions, must take into account million companies, restaurants and attractions, and it is available in 48 countries.

This website, in addition to recording comments, periodically conducts an investigation called Tripbarometer, which allows analyzing the use of information and communication technologies from the point of view of tourists and operators. In a recent study it was observed that 90% of tourists stressed the importance of other people's opinions when choosing their trip. Regarding the use of social networks, more than 8 out of 10 people (85%) stated that comments, videos and photographs of other people influenced their plans, and 9 out of 10 people (90%) said that opinions of other subjects had great weight when choosing their trip.

On the other hand, the operators shared the way they give opinions; the published information referring to a company conforms every day to the reputation. Thus, social construction is built around the credibility, reliability, morality and coherence of a person, entity, agency, institution, company, etc. Therefore, it is only partially controllable by the subject, since it is created and recreated from the perceptions that make up a state of opinion, consideration and assessment of others.

The benefits of a company with a good reputation are the following: increase in revenue, customer loyalty, increase in customers, retention of the best employees, customer satisfaction, employee satisfaction and attraction of personnel and tourists.

There are currently some pages on the market that allow one to measure and analyze online reputation in the cruise industry. These pages value every comment that is published on the Internet.

This shows that the online reputation of a cruise company depends on two types of factors: some major and others secondary. The main factors that allow a cruise company to be in the top positions in the ranking of the opinion sites are the score of the opinions, the number of opinions, the presence on the web and the position of the competition. The secondary factors are the number of recent comments, the usefulness of the opinions, the user profile and the responses of the managers.

14.2 Findings on reputation management and terrorism

World public opinion is still in shock from the recent terrorist attacks in several countries like the USA. The world has been faced with the effectiveness of the use of cyberspace by ISIS salafists who represent a new form of information warfare threat for the whole world.

In fact, the communication processes directed outward by these terrorist organizations, in the form of propaganda, aim to disseminate images and ideas of horror and to manipulate perceptions and attitudes, to influence the behavior of people. In addition, the propaganda campaign aims to extend both in space and in time: it aims to reach a global audience. To this end, the messages have been disseminated everywhere. In addition, this campaign is continuous and incessant in the measure where the messages are constantly updated, offering a representation of reality and acts in real time or almost (Albu, 2016).

This propaganda was based on two elements. The first started with videos depicting heinous acts of violence, such as the beheading of innocent hostages and the attacks in different geographical areas, and the second took charge of the dissemination of messages promoting social activities for communities and alleged members of the organization, showing combatants of the organization eating together and singing, accessing work stations for pay, receiving health services, etc.

Certainly, extremist and terrorist groups from all ideological backgrounds have long used the Internet to achieve a wide range of purposes: communication, propaganda, sharing of technical information and intelligence gathering, recruitment, training, financing and acquisition of equipment.

However, in recent years the use of the internet by extremists has evolved rapidly due to the emergence of new technological possibilities, the proliferation of social media platforms, developments in online policing and a number of other factors that help them exist. This global reach of propaganda is also due to the use of traditional media and also to the combination of traditional and new media on the web 2.0 (Korstanje, 2017).

This is how the main propaganda began of terrorism with a certain identity, which essentially consists of a name that becomes popular. Indeed, in a few years, many organizations changed their names several times: the Islamic State in Iraq for example in 2006 was sometimes designated by the English acronym ISIS in June 2014, date of the unilateral proclamation of the Caliphate.

In addition to the name, most terrorist organizations and rebel groups also had a special logo, more or less simple. The most important logo of the so-called "Islamic State" was at that time the banner of the war on black which takes up in archaic white characters the testimony of the faith.

ISIS being popular with this certain name, used other means of communication for propaganda purposes. For example, they published a brochure which encourages immigration to the territories under their control. In addition, they have produced publications in all languages which illustrate alleged military successes, which praise political organization through numerous, often violent, photographs. The organization has also created a good-quality six-volume book published in English with references and titles specific to each geographic area.

Another propaganda tool worthy of mention is music and, in particular, hymns and religious themes accompanied by percussion instruments. This genre of traditional music, popular in many predominantly Muslim societies, is used for a variety of purposes, one of which has almost become the official anthem of the organization.

Moreover, before ISIS appeared, jihadist groups active in Iraq had already published magazines, also in English, generally rooted in a traditional representation of religion. In this context, there has been a new English-language journal published online by al-Qaida in the Arabian Peninsula, rich in photographs, designed for a global audience, mostly young, already interested in questions of jihadism. The magazine, in particular, was inciting violence against the West; It was then providing instructions for carrying out each terrorist attack independently. So far, several issues have been published and it is well known.

In addition, since its inception, ISIS has been using various social media with some professionalism for propaganda purposes. In this context, Twitter is the main social media used by ISIS to disseminate its extremist messages, thus, at the end of 2015 more than 45.000 Twitter accounts would be used by members or sympathizers of

ISIS. Their accounts were having an average of 5.000 followers, while the general average of followers on Twitter being around 100-200 followers (Weiss & Hassan, 2016).

Starting in mid-2014, Twitter began to suspend several accounts that are generally the most active and influential under pressure from governments, which significantly reduced the reach of ISIS-related activities on the social network. However, the issue of suspending social media accounts is complex and delicate because, for several stakeholders who have legitimate and mismatched interests like Twitter, intelligence agencies, police, journalists, supporters freedom of expression, etc. can't agree on the method, scope and effectiveness of suspending an account.

This disagreement on the possibility of terminating personal accounts raises at least three questions:

1. the threat of freedom of thought,
2. the risk of deleting useful information, in particular for intelligence agencies and
3. the risk of producing the opposite effect, in the extent to which this termination risks provoking a withdrawal of these social networks onto themselves, and further increasing the level of sectarianism and extremism.

In addition, Facebook is the largest online social network with more than 1.5 billion users worldwide, with an average age of around 25-30 years. In the Middle East, Facebook experienced a significant increase in membership and reached 65% of people who have access to the internet in 2008 that the crisis started in Europe. This is why the terrorists who took these trends into account placed their presence on Facebook under the Facebook Invasion theme.

Social media is not the only support front on which ISIS is building its propaganda. Indeed, the most influential medium in the Western world is the dissemination of videos and films produced by the press agency Al Hayat Media Center.

These videos produced and disseminated by ISIS clearly show that this organization is waging a "psychological war" against its enemies. The most horrible, famous and impressive videos concern the decapitations of Western hostages of Americans and Englishmen. In addition to these videos, one could also mention other important films related to ISIS, such as those concerning the beheading of the Coptic workers on the

coast of Libya, the horrific immolation of prisoners inside of a cage and the murder of two groups of Ethiopian Christians in Libya.

It is likely that these videos were not caused by impulsive gestures, dictated only by violent behavior, but were the result of methodical propaganda. In addition, hostage-taking and execution practices have been recurrent in the history of terrorism, due to their ability to attract attention and propaganda (Weiss & Hassan, 2016).

The beheading videos have certain distinctive elements: the hostages are kneeling and wearing a suit of the same color, the murderers are standing, masked and dressed in black, to show the great organization of the ISIS members in their acts. The beheadings usually take place outside, in desert areas, presumably with the aim of showing that the organization is able to control the territory and not to have to hide from its opponents.

The scene of the representation is dominated by few colors and has a limited number of scenic elements, in order to draw the attention of the "spectator" to the relationship between the victim and the aggressor. In the case of Western hostages, the perpetrator is often a hooded individual who speaks perfect English, with the intention of intimidating the Western population. The hostages are not charged with espionage or other alleged crimes, but are still portrayed in a shocking and provocative manner as victims of their own governments and their foreign policy decisions.

In fact, the primary objective of this video campaign is to encourage foreign governments not to intervene in Syria. The story is well constructed and uses suspense effects and other narrative tools. From a technical point of view, the quality of the products is often very good. Some use videos with technical skills typical of Western cinema and, in particular, Hollywood cinema: special effects, sound effects and slow-motion effects to slow down or speed up the movement speed with stylistic elements typical of movies horror. It is clear that the aim of all these measures is to disseminate shocking videos which will create media propaganda (Albu, 2016).

But this practice provoked negative reactions in the world public opinion and in particular in the Moslem world. This negative communication will undoubtedly have consequences on other countries with which they weave political, social, economic and in particular tourist relations.

Regarding the relationship between tourism and safety and security issues, this has raised considerable interest among researchers, particularly since the mid-1990s. Since then, major incidents of safety and security around the world have heightened this interest and not only provoked a descriptive analysis of the magnitude of the impact of these events on the international tourism industry, but also sought to develop strategies to manage and mitigate the risks and consequences of these turbulences in tourism.

Thus, in many tourist destinations, major crises following situations of security and instability were rare or at least sporadic, causing limited and short-term damage to the tourism sector. On the other hand, in other countries, such as Egypt, tourism crises following security and safety situations have become chronic. In such circumstances, a judicious choice regarding the crisis management mode of the operation is necessary; taking into consideration several factors of marketing, communication and also logistics towards the destinations concerned (Morakabati & Beavis, 2017).

In many countries such as in Greece, tourism has become one of the main contributors to GDP and the main generator of employment in the private sector. In addition, tourism in this country has become almost the only economic and social mechanism for reducing the processes of rapid urbanization and facilitating a decent life and improving the standard of living in certain territories which are totally dependent on tourism. More to that, there are political actors and economic decision-makers who have given a central place to local heritage for the development of certain tourist areas which requires the involvement of local populations and also tourists who represent an unstable and protean audience, but which is a vector of communication under construction.

Indeed, the relationship between tourism and the 2008 economic crisis is associated with uncertainty in the duration, depth, and consequences of the global economic crisis and how such uncertainty is transmitted in the tourism industry as than economic volatility. Since the crisis, the number of tourists changed. According to forecasts by the World Travel and Tourism Council, the number of tourists is expected to increase to 800 million in 2023. It is also estimated that Europe will continue to be the main region of origin; other regions such as the Middle East and Asia-Pacific will send more tourists to tourist destinations.

On the other hand, the lack of diversity within the origins of tourists, is considered a weak point for many countries regarding political and economic instability. This situation has worsened with European partners unable to set up a real policy of cooperation (Nowrasteh, 2016).

In more than 8 years and following several terrorist attacks, the tourism industry is still struggling to recover with a huge drop in tourism receipts, overnight stays and people visiting the countries with rates that exceed 55% during the last 3 years.

This situation negatively affected the countries' economy, in particular with a 45% drop in the countries' revenues since 2015 push the European currencies to historic lows against the dollar.

Following this new crisis in the tourism sector and travel agencies, tourists have become the main source of income. However, political instability in many regions has led to crises -economic and political-, which have changed travel trends in these markets with the deterioration of the countries' safety and image as global tourist destinations.

Hence, many countries such as Greece are destinations that have tried to vary their offer, ranging from historic, cultural and natural sites to tourism of seaside resorts, festivals, and medical tourism. But this sector has concentrated in a few regions of the countries. There is mainly mass tourism linked to seaside tourism especially in Greece.

Despite this strong positioning, the development of tourism and related territories depends on the maintenance of a stable political and security environment in those countries. This situation, which has been turned upside down since 2008 with the crisis all over Europe, the anti-government demonstrations, political scandals all over Europe, and the conflicts among immigrants and also the number of tourists arriving in Europe, has been affecting the countries' reputation (Corbet et al., 2019).

Indeed, terrorist attacks, political instability, the lack of security on the borders such as in the case of the immigrants in Greece as well as neighboring countries constitute a main threat to tourism for many countries. This danger is an obstacle to the development of the region and requires a crisis management policy at political, security and also media level. In the same context, security is an imperative for the tourist sector, because it is the second expectation in the hotel sector after cleanliness.

Several studies have been published on image restoration strategies for destinations during crises around the world. However, these strategies were not part of an overall theory or conceptual model of crisis communication. This model can follow several stages based on marketing initiatives, new media policies, campaigns and messages on websites and social media to restore a positive image of the countries damaged and regain the confidence of tourists after the popular uprisings and terrorist attacks (Korstanje, 2017).

This situation of crisis requires a communication strategy and media approach with a lot of professionalism to cope with the deterioration of the countries' image at a global level, because today extremist and terrorist groups use the traditional media as well as new media to achieve their goals: communication, propaganda, technical information sharing and intelligence gathering, recruitment, training, funding and learning.

Despite these communication initiatives and given the fear, one notes a drop in the number of tourists who visit the Balkans and especially Greece, under the effect of fear, this situation is worrying for the main political figures of the country who did not hesitate to mention this problem by launching calls and requests for support regarding the immigrants entering the country, for this fragile sector.

The current tourism crisis is mainly due to three reasons:

1. The duration of the economic crisis that has been going on for more than six years and no sign of amelioration in the foreseeable future.
2. The destination image factor. In the tourism crises the facts used to rapidly change while at this decade, they have not.
3. The absence of European aid available to support and reactivate tourist flows despite the communication initiatives taking place.

All of these incidents reveal interesting information on the issues of crises and the revival of tourism, on the image of destinations experiencing socio-political unrest and on the influence of a multiple crisis environment -uprising movements and the global economic recession, terrorist attacks-, as well as the ability to cope with a slowdown in tourism which can degenerate into a large-scale crisis. In this regard, the

trigger for these economic and tourism crises is very similar to those of other countries that have experienced comparable socio-political turmoil (Albu, 2016).

In the case of Greece however, apart from the crisis that the country has undergone, it must also be noted that the corruption is also linked to the shadow economy which still is high compared to the other European countries. This is a fact that also needs reconsideration (Katsios, 2019).

13.3 Concluding findings

Research has shown that cruising is a tourism sector that needs strong diversification because it must constantly adapt to market needs and allow competition to delimit new proposals. Based on the data available to date, it appears that at least 24 million passengers have traveled by cruise since 2016, which highlights the continuing trend towards the development of this sector. Therefore, since terrorism and the black practices of the mafia can affect the reputation of a destination and especially the image of cruise companies, they should be protected from similar practices which may turn tourism into new forms of entrepreneurship over cruising.

One must also highlight the fact that cruise line companies are very specific, such as Carnival Cooperation, which means that there is strong competition between seven major cruise companies. It therefore seems that the cruise tourism product which adapts to the needs of new consumers and the internet, has an ever-increasing penetration into new segments of the market which are composed of interested consumers who are constantly highlighting new aspects of the internet through which one can be informed about cruise suggestions and trends and therefore, cruise companies should monitor the needs of consumers as they manifest on the internet and as they manifest through comments on websites and social networks such as facebook and twitter in order to find out what are the new trends that prevail in this sector of tourism.

The research section also showed that there are very specific places chosen by cruise travelers such as North America and northern Europe with North America holding the top spots since 2013 which is something that highlights new forms of behavior in

terms of consumer trends and business trends that force cruise companies to adapt to the needs of consumers themselves. At the same time, it must be said that the research part pointed out that the cruise is a tourism product that is constantly adapting to new needs in a highly competitive market in which the company's reputation plays a very important role and therefore, as mentioned above, it is important that the cruise companies be protected from terrorist attacks and mafia practices that can affect consumer habits and choices.

At European level, cruising is centered around countries such as Greece, France and Italy, while cruising in Asia is also growing, which means that these countries should give special basis to their foreign and counter-terrorism policy in order to gather traffic of the specific market segment. Some new cruise trends are taking place in Africa, India and Australia, while possible future destinations are Brazil, Chile and Argentina as through these countries the visitor has access to attractions such as the South Atlantic islands.

Regarding social media, it was found that social media significantly influences the cruising trends from 2019 onwards and especially those cruises that allow the visitor to gather new experiences while most consumers who approach the cruise through social media, use portable technology to book the offers of their choice. Many consumers who follow social media also choose areas of the world that have until today been inaccessible, such as the Galapagos Islands and Antarctica. Gen Z is a generation that is going to become the generation that will choose in the future mostly cruise as a means of recreation and in the coming years is expected to surpass the millenians. This generation, as it turned out, gives a special basis to social networking and finds offers on the internet while looking for unique experiences and music festivals that take place in marine destinations so that they can live unique moments. For this reason, the issue of black money is an issue that concerns the whole world as for example in such organizations black money is often traded and not declared, a thing that can tarnish the image of the event resulting in negative comments on the internet. These comments can affect people from the generation Z who are mostly influenced by social media and for this reason, since this generation chooses their travel bookings online, it is important that the reputation of online businesses is the showcase of their efficiency and effectiveness.

With regard to the safety of terrorism issues, since generation Z is a generation that travels frequently on solitary voyages, it must be emphasized that the safety of travelers should be a primary concern for cruise companies and tourism businesses as a whole§ as an event to a single visitor of a travel destination, can affect the overall tourism product of an area and the image of tourism in that area. In fact, this event can become more widely known on social networks and the internet in general and this can affect the reputation of the cruise company and the reputation of the destination.

Finally, it should be noted that cruise companies should pay special attention to comments that are published on the Internet as the blooming of this type of business is created around a network that has a targeted clientele as the cruise is addressed to specific categories of consumers and consequently, both the image of the cruise and the product it offers to the consumer should be carefully placed on the market.

14.3 Conclusions

As it has been shown, one of the concepts involved with the new forms of communication is the Internet and its characteristics, taking this concept from the perspective of web 2.0, as it is an integrated and participatory version. Web 2.0 allows users to interact in a new and immediate way, since it facilitates the transfer of information and communication by operating through the integration and use of applications focused primarily on end-users of the Internet. This means that the use of applications can facilitate the user when it comes to finding out the news on the media, whether those are good or bad, meaning that money laundering can affect the opinion of a customer.

Seven principles that constitute web 2.0 applications can be mentioned, and are: the World Wide Web, as a platform with open participation by users, use of collective intelligence, database management as a basic competence, the end of software version updates, light programming models that generate simplified searches, software not limited to a single device, and the enriching experiences of the user. Simplified search through the social media helps the literacy level of the average user but can also help spread the news impacting the whole image of a place.

One thing that should be mentioned is that we are talking about the need for the use of an immediate environment reveals the culture of information in which we live. The concept of web 2.0 denotes a space that tries to share advertising spaces. Consumers tend to act on the recommendation, as if it was an accelerator of the purchase process, when it is the one that serves as an accelerator of the positioning process. Acting on the recommendations can be affected by several factors such as the CSR of an industry or the image that it has towards the average consumer.

The structure which seeks to order the web 2.0, focuses on four fundamental lines:

1. Social Networking: describes all those tools designed for the creation of spaces that promote or facilitate the formation of communities and instances of social exchange.

The web becomes easily used and the tools help the average user be informed on news and opinions of other users.

2. Content: refers to those tools that favor reading and writing online, as well as its distribution and exchange.

3. Social and intelligent organization of information: tools and resources for labeling, syndicating and indexing, which facilitate the order and storage of information, as well as other resources available on the network.

4. Applications and services: This classification includes countless tools, software, online platforms, and a hybrid of resources created to offer value-added services to the end user. Those value-added services can work on the favor of the user making him more well informed on the social reality around him.

However, everyday activities are a process where the desire or need to have a permanent Internet connection is vital for our society. The user is the center of the new format, which is an active part of the Internet, is the final actor who chooses on his vacations based on the image he makes for a tourist destination.

In cyberspace there is a very small line between public and private, since individual claims, even if they are vague or shy, become public. The important thing is to keep them credible, so they can be transmitted through the Internet voices. This means that a place can be impacted by actions of money laundering and sex tourism and a negative review can make thousands of users search and cross examine the details of the negative review online.

On the other hand, the Internet is a real-world laboratory, where using a social network implies communicating something within a participatory process that is unprecedented.

People have changed their interaction processes; On the other hand, organizations, through people transformed into their spokespersons, use and potentiate the methods, the forms, and therefore the responses of the process itself. For all this, the increase in the use of the Internet as a new tool in communication has changed the way people interact which can serve good or bad purposes.

The qualification of “friend” is somehow able to attract relationships when there is intensity. The Internet, by connecting millions of people through its network, allows

one to find as many friends as time and form allow, and thus builds a digital world in which people operate. Among these friends, cruising companies are immersed.

The more members the user network has, the more value it has for a member that belongs to it. Although each new user brings less extra value to the network than the previous one, the point is that consuming adds value to the product. This phenomenon is called the network effect and the role that information and communications technologies play as facilitators or transversal element for any socio-economic activity, as long as they can be incorporated into the dynamics, is important. In the case of cruising companies, belonging to this network gives them a qualitative increase in value as long as positive reviews take place.

In relation to social networks, Facebook has become the place to be, and Twitter is the perfect complement as a means of real-time communication. Facebook is the network used by 98% of Internet users, and Twitter, by 75% all over the world. All this shows that the most used networks are popular, and that cruising companies of any size should consider their use as essential and pay attention to their reputation on the media.

This number of network users maintains increasing rates, and according to many studies, 6 out of 10 people access a social network daily. The three best-known and used social media are: Facebook, YouTube and Twitter. The main use that is given to social networks by the Internet users is communication with family and friends and travelling. These indicators reaffirm the constant use and growth of social networks as a means of communication, and there are entities with the highest number of Internet users.

To be successful in organizational communication, using social networks, it must be remembered that it is not only a marketing channel, that the cruising companies need to be careful in the way they interact, and that they should not replace to a level their traditional operators who are also a vital part of the cruising industry and its reputation while manage their reputation on the social media too.

The most important steps however for a virtual community to work are: to make people participate, to attract people; make people come back; find enough time to lead and organize the community; have people complete their profile; find ad

functionality; obtain operation; compete with the administration and be able to find qualified community managers.

The image that a company projects is perceived by its audience, and this is produced not only by its communication efforts. It is clear that economic entities, regardless of their size, need to increase their Internet practices and uses in order to improve their reputation with the audiences involved in them. On the other hand, not joining can mean the lack of understanding of certain audiences.

For all this, it can be said that the reputation on the social web is built mostly by the participation of the community. Online reputation and brand management are the process of positioning, monitoring, measuring, speaking, writing how the organization engages in a transparent and ethical dialogue with various stakeholders or stakeholders and can be impacted by actions of money laundering and drugs that impact on the image of an industry negatively.

Thus, there are four reasons that can explain the great opportunity that social networks mean: they provide a window that satisfies users' desire to express themselves and be recognized; one gets the news of the topic he wants at any time; Users can see what interests people, and they can escape the daily routine. Social media for a cruising company can be used in four ways for marketing: as a direct sales channel, as a tool for customer contact, as a word-of-mouth information distribution amplifier, and as a place for social marketing.

Social networks in the cruising industry still cannot replace traditional media, but they have great value for time, speed and durability; absence, plurality and diversity; cost, feasibility and effectiveness; relationships, kindness and credibility as long as they are used correctly.

As for organizational reputation, it is a constant need in any organization. In addressing the concept of public relations, it is necessary to begin with the studies that over time have delimited two diametrically opposed views. On the one hand, some theories focus directly on practice, and on the other, other theories have had a scientific and theoretical background. With the emergence of new technologies, both the theoretical and the practical part incorporate the new ways of interaction for the use of public relations in organizations.

Public relations have to do with the creation of integrity and credibility in a brand. Public relations are a currency on the Internet. At the moment, they are partly a corporate investment that offers loyalty, recognition and positive proposals. Professionals pay attention to their public relations and take advantage of these new technologies, without losing respect for their impact and value on the final consumer and his opinion.

Companies that do not use the Internet are out of the game. The Internet has irresistible attractions: worldwide communications and sales, collaborative work, exchange of documents, telecommunications are some of the points that allow employees to work anywhere in the world. All these advantages can be a disaster for organizations or managers who are not willing to realize and formulate goals when it comes to protecting their places' image.

With the massive use of the tools offered by the Internet regarding the reputation of a company, public relations have become globalized; these have become the tool capable of generating direct and real feedback for companies. Recent studies affirm that the image or reputation generated with this tool becomes a global instrument, due to the change that exists in traditional communication systems.

Thus, cruising companies must manage, internally, the application of new information technologies that develop a knowledge application systematically. Organizations without importing their size, constitution or area within which they work, are in a global comparison, and day by day they are implementing strategies to achieve added value to their own business through access to competitive and comparative advantages protecting at the same time their reputation when it comes to news that can harm them.

For all these reasons, social networks become a new and attractive channel for any organization to massively showcase their ideas and get to know their audiences in a less formal way and without problems of organizational structures. The cruising companies thus must maintain informal structures, which have the capacity to generate that added value; what is needed is to formally analyze whether social networks can become productive organizational instruments and managers can take care of an industry's reputation.

The new technology used for communication in companies is a vital stakeholder, with social networks being a new item, and with a broad perspective to generate analysis and results. Thus, there must be an online marketing where a presence is required on the Internet that implies economic resources and time, since a website isolated from a strategy will not produce contacts or sales if added to this the contents are not renewed frequently.

Reputable sales in search engine positioning strategies are the crucial part for the cruising industry. It is essential to insist that public relations are the current pillar in which companies, of any size, base the activity of their communication strategies to generate the positioning of a brand. Because the communication strategies are those that convey the company's messages, they must focus on the dependence on the function, scope, objectives, and even of the word of mouth of people towards people, if they want to achieve the messages they try to forward and protect themselves.

Considering the influx of users that the Internet as a medium has, it places people as actors that create virtual interactions with other individuals, organizations or companies belonging to various countries where tourists want to travel and leave their reviews in public.

This same influx of users makes social networks a unique response tool, which cannot be matched or imitated. More to that, it can be an economical and immediate tool to communicate with the clients and create a certain reputation, since this mode of interaction in virtual spaces allows people to function in reverse ways to their common form of personal interaction. A detail that the cruising companies must consider however, is not to present false information, in order to build a reputation according to their reality and protect themselves from black money practices that may exist in the tourism industry.

Social networks, used as public relations tools, can change the procedures for the transfer of information in companies and enhance the management of information within them; its use has a social and economic impact. The most important thing is to clarify the indicators that allow measuring this impact and reflect the positive or negative elements. Therefore, the implementation of social networks as public relations tools improves the image and increases the number of consumers.

To achieve this objective, it is necessary to identify and rate the tools that social networks have, and analyze the differences between the most common ones according to the customers, type of services offered during the trip, economic level of the tourists and type of Internet presence; Thus one must rank the impact on the communication systems by the implementation of social networks as part of the public relations, and propose and assess a specific scheme for the use of social networks within the communication systems of the cruise company itself.

The social networks used as a public relations tool can change the procedures for the transfer of information and potentiate the management of information within the companies that have social and economic impact on the media.

At present however, it is important to pay attention to the organizational reputation, leaving aside the use of new media. It is said that an organization, by the simple fact of existing, communicates in all ways. However, the existence of an organization without the possibility of digital interaction tightly limits the ability to transmit messages to its different audiences especially when those messages impact the final product.

The use of social networks can allow measuring the communicational impact that most companies can achieve in their local markets, since the studies carried out so far show that there is an excessive mix of communication, which has an impact on the tourists. More to that, it is important to note that under these schemes, social networks act as a complement to marketing plans, rather than the creation of a corporate identity that translates into business reputation, which leads to organizational growth.

To measure the image and reputation of a company, it is necessary to analyze the level of understanding of the image by means of the real relation of general and specific attributes of the company by users of the main social networks.

Although public relations in companies have been a topic widely discussed and studied, it is necessary to find an intermediate point that integrates all theories and models, which stresses their practice and scientific way of following the trend.

The organizational reputation for a company is a factor of organizational growth, which can be an important factor, even decisive, in the success or failure of the same organization. The use of social networks within this management of the organizational reputation is an engine that accelerates the process of organizational communication

and, therefore, of the constitution of a reputation which may be affected positively or negatively by a consumer's review.

Although for a cruising company, the incursion in social networks is not just a business opening, it is an instrument of global communication that, according to previous studies, it can become a benefit for the organization, as long as it is used, based on a strategy. Although some studies on social networks place them as a recreational and entertainment medium, it is important to consider that these characteristics are what make them a unique and incomparable channel.

Reputation and conformation are not simply integrated with the use of old terms such as graphic, visual or public image; they are integrated with the projection of all the elements that make up the culture and organizational philosophy, in messages that transmit attitudes to the different audiences by which an organization is influenced.

One must thus take into consideration all the aspects that surround and contextualize the organization and turn them into an issuer of messages loaded with attitudes towards the different audiences or receivers, without forgetting that the latter have forms and novel ways of interaction, and that in all the actions that companies carry out, total consistency is necessary regardless of their size.

Sociability has already been produced on the Internet from the first forums and newsgroups of the 90s. What has changed with web 2.0 has been the generation of platforms specifically oriented to online sociability because they are designed with a prosocial code, which has facilitated the emergence of mass self-communication as a new form of network communication.

These platforms have facilitated users who become individual and collective generators, and spread at the same time large amounts of content of any subject possible. What turns users into creators or re-creators and distributor of information in micro-media, which collectively have entered into direct competition with traditional media.

The traditional influence of brands was built through advertising, public relations and communication in the media, which in turn were the ones that communicated and shaped the opinion about the audiences.

With the emergence of Web 2.0, for the first time in history, audiences are fragmented into micromedia loaded with important social and relational content that have the capacity to generate and distribute their own complementary and alternative information to traditional media, giving rise to a new model of influence and information which can be crucial when it comes to visiting a place.

This new model causes a change in the direction of influence in people, in their role as consumers when it comes to tourism. That is, from a classic influence based on the ability to influence the media, the “player” appears, traditionally secondary if not marginal, that thanks to web 2.0 the final consumer has an amplifying channel of being leaded to new information.

The growth and penetration of the use of media and content generated by users has created a new context - global and local at the same time - for communication, participation and information exchange. It seems, therefore, appropriate to underline interactions between online sociability and the production and distribution of information on web 2.0; and understand the result as a collective intentional social action.

Web 2.0 is presented as an accelerating and amplifying factor of people's extraordinary ability to communicate meanings and ideas in a social and collective way and provides the singularity that evokes, or generates, ways of interacting that before they were not possible.

Despite the importance of this fact, there is relatively little theory derived from empirical research to understand this phenomenon of hybridization between sociability and information. Cyberspace is presented as a new field of research, although it is well known; Online reputation is possible to identify, extract, classify and analyze, based on the opinions that users disseminate on the sites that facilitate reviews and opinions on brands, products and services of organizations and their competitors that negative practices can also affect.

The most characteristic aspect however of online reputation research is that people express their opinions on the web 2.0 without the obligation to stick and submit to standardized questionnaires or scripts that restrict their experience in favor of specific questions. Thus, online commenting and answering are free and online reputation

highly depends on these, therefore, practices such as money laundering can impact negatively on the final product.

As it has been pointed out until now, the issue of the image that tourist destinations and cruise companies has been presented in detail in order for them to keep their profile high for the new generations and especially for the generation Z, which moves mostly via the internet from where they make the decisions about the consumer goods they will choose. The issue of terrorism and crime was raised, which, as it is concluded, can affect the reputation of companies and consequently create a bad image on the internet, resulting in a drop in traffic, but also the issue of policies that governments should follow so as to protect consumers from the circulation of black money and the tourism economy in general. Both in Greece and abroad today, significant efforts have been made to approach the issue of black money which has a significant impact on the economic activity of a country and is due to both internal and external factors. On the one hand, money laundering and mafia practices are evolving in areas that offer opportunities for growth in such activities as, for example, in the cruise industry, where people often use drugs and alcohol, but also because of imports of tourist consumer goods due to which there may be trafficking in black money.

In fact, this phenomenon is reinforced by the fact that the cruise industry employs many people and consequently, the high employment rate in this sector enhances the existence of black money as many of the employees do not register themselves.

The development of the tourism economic activity has the effect of affecting the economy of a country as a whole but also the money that enters the economy from tourism itself. In fact, the development of the informal economy is the consequence of the course of war where countries such as Greece have been through, being affected on their very structural characteristics and based on the system of imports and exports that they have which often due to taxation does not favor the declaration of income.

The role of forms of tourism such as sex tourism and dark tourism in which there is income that is not declared is also important, for example in sex tourism, the goal is the physical exploitation of people issued by minors chosen by well-to-do and mature tourists. Consequently this money is not declared and is not taxed by the state. Such

phenomena are observed in countries such as the Caribbean and Africa as well as Bali and Thailand and Nepal, the islands of Fiji, Ecuador and Costa Rica.

In these areas, there are extradited people who have relationships with tourists and the goal is sexual pleasure and the consumption of money. These practices result in the circulation of undeclared money and at the same time, these circuits are controlled by the mafia, which means that in case the customer chooses not to pay, even his physical integrity is endangered.

As a result, in the event of such an incident, the reputation of the cruise ship and the destination is affected, something that can circulate on the Internet and form a negative impact on the business. In this case, the company should communicate through the management the specific crisis and inform the media about the course of the case and the safety of the people who have gone to the specific destination with the cruise ship on which the crime took place.

Therefore, the management of a crisis and the image that the company has, can be significantly improved by its social face but also its efficiency, can reshape public opinion by turning the eyes of viewers to positive actions such as actions of social awareness and corporate social responsibility so as to reshape the bad rumors that circulate either in the media or on social media. This means that as for the first research question, corporate social responsibility can significantly improve the management of a crisis that may have occurred in a cruise business after a crime or a mafia practice by turning viewers' eyes on positive actions and their full information on the course of events.

On the subject of negative comments circulating on the internet and especially on social media and which significantly affect the image of a destination especially when there are positive or negative comments about that destination, the only way to improve the image of a place or a business is to control the comments that are approved before they are published on the internet as from the moment they are published, they can be reposted on social media and especially on facebook and twitter which have a large audience that follows them.

In conclusion, the only way to control black money, crime and negative commentary practices is to control the comments by using specific administrators who will monitor

the comments 24 hours a day so as to protect the companies and their image and on the other hand, manage immediately a crisis if it erupts.

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