

Kolomiyets K., Nefedova N., Molodetskiy A., Prykhodko Z., Shashero A. Formation of the sea passenger transportation market and cruise tourism industry. *Journal of Education, Health and Sport*. 2023;13(2):365-376. eISSN 2391-8306. DOI <http://dx.doi.org/10.12775/JEHS.2023.13.02.050> <https://apcz.umk.pl/JEHS/article/view/49054> <https://zenodo.org/record/10728117>

The journal has had 40 points in Ministry of Education and Science of Poland parametric evaluation. Annex to the announcement of the Minister of Education and Science of December 1, 2021. No. 32343. Has a Journal's Unique Identifier: 201159. Scientific disciplines assigned: Physical Culture Sciences (Field of Medical sciences and health sciences); Health Sciences (Field of Medical Sciences and Health Sciences).

Punkty Ministerialne z 2019 - aktualny rok 40 punktów. Załącznik do komunikatu Ministra Edukacji i Nauki z dnia 1 grudnia 2021 r. Lp. 32343. Posiada Unikatowy Identyfikator Czasopisma: 201159. Przypisane dyscypliny naukowe: Nauki o kulturze fizycznej (Dziedzina nauk medycznych i nauk o zdrowiu); Nauki o zdrowiu (Dziedzina nauk medycznych i nauk o zdrowiu).

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The authors declare that there is no conflict of interests regarding the publication of this paper.

Received: 01.02.2023. Revised: 10.02.2023. Accepted: 24.02.2023.

UDC 911.3

## FORMATION OF THE SEA PASSENGER TRANSPORTATION MARKET AND CRUISE TOURISM INDUSTRY

**K. Kolomiyets, N. Nefedova, A. Molodetskiy, Z. Prykhodko,  
A. Shashero**

**Odesa I. I. Mechnikov National University**

### **Abstract**

The article is devoted to the emergence, development and current state of sea passenger transportation. The main stages of development of sea passenger transportation, characteristics of vehicles, difficulties that arose during the operation of passenger vessels are presented. The factors that contributed to the development and industry of sea cruises are analyzed. The issues of gradual transformation of sea cruises into tourist entertainment of mass tourism are considered.

**Keywords: seaports; sea passenger transportation; cruise industry; transatlantic routes.**

## **Формування ринку морських пасажирських перевезень та круїзної індустрії**

**К. Коломієць, Н. Нефедова, А. Молодецький, З. Приходько, А. Шашеро**

**Одеський національний університет імені І.І. Мечникова**

Стаття присвячена питанням виникнення, розвитку та сучасному стану морських пасажирських перевезень. Надані основні етапи розвитку морських пасажирських перевезень, характеристика транспортних засобів, складнощі, які виникали під час експлуатації пасажирських суден. Проаналізовані фактори, які сприяли розвитку та індустрії морських круїзів. Розглянуті питання поступового перетворення морських круїзів на туристичні розваги масового туризму.

**Ключові слова:** морські порти; морські пасажирські перевезення; індустрія круїзів; трансатлантичні рейси.

**Introduction.** In the specialized literature, it is widely believed that travel for recreation and entertainment before the XIX century could afford mainly wealthy segments of the population. This also applies to sea cruises and voyages. And only began in England in the second half of the XVIII century the industrial revolution has made such trips more affordable.

The role of the British Empire in the Industrial Revolution was largely determined by its leading positions as a maritime and colonial power. On the one hand, the economic development of new lands contributed to the development of trade, the process of initial capital accumulation, and scientific and technological progress. The use of wage labour expanded, and legal norms regulating capitalist relations were formed. All this led to an increase in labour productivity, an increase in incomes of the population, free time and, ultimately, the demand for travel, including for recreation.

On the other hand, the same technological progress has provided new opportunities to meet this demand. The advent of the steam engine has opened up new prospects for the development of industrial production and transport, including water. Now cruise tourism it is one of the most dynamic and promising branches of the world economy, but as passenger sea transportation gave way to other types of movement.

Due to the fact that sea cruises have an important position among the different other types of tourism and is becoming increasingly popular every year, a large number of specialists are involved in research on the development of this sector of tourist services. The issue of development of passenger sea transportation is highlighted in the publications of Ukrainian and international scientists, including Antonenko I., Melnik I.[1], Gerasimenko V., Zamkova A. [2], Kornilova V.[3], Marunich V., Shmorgun L. [5], Smyrnov I. [4], Nefedova N. [7] and many others. **The purpose of the article is** to describe the main stages of the history of development of passenger sea transportation and to identify the reasons that influenced the emergence of the sea cruise industry.

**Research results and their discussion.** In 1817, an event took place that marked the beginning of the creation of an entire industry. Black Ball Line was founded in New York, which became the first shipping company in the world to introduce scheduled passenger services across the Atlantic. At the same time, it should be said that passenger transportation at that time was, as it were, an addition to cargo transportation. By the way, one of the main reasons for the appearance of such transportation was that in the United States ships were packed to capacity with immigrants, and back went empty.

And in 1819, the first transatlantic crossing of the cargo wheeled steamer Savanna from New York to Liverpool took place. The ship had a length of 34 m, a displacement of 320 tons and, in addition to the steam engine, was equipped with sails, which were used for its movement for most of the voyage. The fact is that before the invention of the surface condenser in 1934, in which the seawater used to cool boilers was not mixed with waste steam, the ship's machine had to be stopped often to clean the boilers from scale. And the steamers continued to be equipped with sails that played the role of auxiliary propulsion, as, for example, on the famous steamer "Great Western" built in 1837 by the shipping company "Black Ball Line". The ship had a length of 64.8 m, a draft of more than 10 m, and a displacement of 1340 tons, was at that time the largest steamer and was specially designed for regular transatlantic flights.

However, the real breakthrough was the British company founded in 1818, P & O (Peninsula and Oriental Steam Navigation Company). In 1844, the company was the first in the world to offer an almost cruise holiday option with flights from Southampton to Gibraltar, Malta and Athens. In fact, these were the first options for the current cruise vacation. We can assume that the company is the oldest cruise company in the world! By the way, the company quickly launched round-trip flights from England to Alexandria and Constantinople, with calls to European ports.

Sailing equipment was also provided by the wheeled steamer *Britannia*, launched on February 5, 1840, which is considered to be the firstborn of the sea cruise fleet. It was built by order of the British and North American Royal Mail Steamships, founded in 1839 by George Behrens, David McIver and Samuel Cunard. The company offered one of the first 14-day transatlantic voyages on the then newest wheeled steamer *Britannia*. At the same time, there were cows on the ship that provided passengers with fresh milk during the trip!

Later, in 1878, the company was renamed "Cunard Steamship Company, Limited", and then "Cunard Line". It began its history by signing a contract with the British government to provide postal services to North America. Its first liners - *Britannia*, *Acadia*, *Caledonia* and *Columbia* with a displacement of 1,154 tons each-could cross the Atlantic Ocean at a speed of almost 8.5 knots in two weeks. The length of the *Britannia* liner was 63.2 m, width -10.4 m. it could take 115 passengers on board. *Britannia* embarked on its first cruise on July 4, 1840, the birthday of one of the company's founders, Samuel Cunard, who also boarded with his family to make the transition from Liverpool to Boston. The American Press called this flight the most significant since the voyage of the "*Mayflower*", which in 1615 brought the first settlers from Plymouth to Provincetown.

On the way back, the *Britannia*, thanks to its 750-horsepower ship car, reached a speed of 10.7 knots, covering the distance from Halifax to Liverpool in 10 days. In 1842, Charles Dickens took a cruise on the *Britannia*. However, he didn't like the trip. He considered his cabin "claustrophobic." The writer was particularly concerned about sparks flying out of the chimney and flying towards the sails. On the way back, Dickens used an ordinary sailing ship.

In 1844, while parking in the Port of Boston, the *Britannia* froze in the ice due to severe frosts that suddenly hit. But S. Cunard, who valued the company's reputation, turned to the residents of Boston for help. In the shortest possible time, a 10-kilometer channel was cut through the ice, through which the liner went to sea and arrived at its destination on time.

*Britannia* operated transatlantic flights until 1849, when it faced increased competition from later liners. The ship was sold to the German army, later served in the Prussian Navy, and ended life in 1880 as a floating target. But the ideas implemented during its construction influenced the development of the cruise industry until the mid-twentieth century.

Over the 170 years of its existence, the company founded by Cunard has sailed 180 passenger ships. Including such famous liners as "*Mauretania*", more than two decades held the palm of the world's fastest; "*Laconia*", on board of which were first offered circumnavigation of the world; "*Servia*" -the first liner with electric lighting; the famous

"Queen Mary", "Queen Elizabeth" and others. Interestingly, steamboats on rowing wheels were used on transatlantic lines until 1875.

For instance, the "Archimedes" was not a passenger steamer. It was a model that was used to demonstrate the capabilities of a new type of engine. After it, it was decided to install a new mechanism on the ship "Great Britain" launched in 1845. The engine power was increased to 1000 horsepower. The airliner was used to deliver passengers from England to Australia. It took him up to 120 days to travel from Liverpool to Melbourne and back, which was one of the best indicators of that time. Another innovation was the use of an iron case. In fact, it was the first iron ship driven by a propeller rather than wheels.

The peak of the gigantomania that began in shipbuilding was the construction in England in 1858 of the passenger liner "Great Eastern" with an all-metal hull, which was first made double. The ship was not accidentally called "Leviathan" before launching. Its length was 211 m, displacement 32,160 tons, and the power of the steam engine, which powered the AFT propeller and two side wheels, was 8 thousand horsepower. The diameter of the paddle wheel on the "Great Eastern" was 17 m, the screw was used four-blade with a pitch of 12 m. The ship had five chimneys and six masts and could take on board 4.0 thousand passengers, including 800 -in class I cabins, 2.0 thousand -in Class II cabins and 1.2 thousand -in Class III cabins. This is a huge passenger capacity even for modern airliners with a displacement of more than 100 thousand tons, and for that time it was colossal.

The construction of "Great Eastern" cost more than 760 thousand pounds. It is known that it was planned to build a liner for 500 thousand pounds, it was possible to conclude a contract for 377.2 thousand pounds, but the shipyard went bankrupt, construction continued at another shipyard, but the owners of the ship almost went bankrupt and created a new company that paid for the construction. The final cost of the ship is unknown today. The prices for travelling on it were quite high, and the liner went on its first flight with less than fifty passengers on board.

In the United States, the Great Eastern liner was greeted with a salute of 14 guns -an honour that no civilian ship has ever been awarded before. The arrival of the giant liner caused an unprecedented stir, and the owners of the vessel decided to take advantage of this to compensate for losses: the liner was open for excursions. During the month, it was visited by about 150 thousand people. Then it was decided to make a two-day mini-cruise for everyone [10].

It can be said that this was one of the first flights of an ocean-going passenger ship, made not for the purpose of getting from one point to another, but for the entertainment of

passengers. The owners of the liner did not think that such an event would attract many people, and set the cost of the cruise at 10 US dollars per person per day. 200 passengers were expected to arrive; cabins and food supplies were prepared for them. However, about 2 thousand people went on the first cruise, most of who were dissatisfied with the service. Only in 1862, on one of the transatlantic flights, the number of passengers reached eight hundred. But in August of the same year, the liner ran into an underwater rock and its repair cost another 70 thousand pounds. As a result, not meeting the expectations of the creators in terms of loading the ship, Great Eastern was leased to the Atlantic Telegraph Company, which used it as a cable carrier.

In the 1870s, the White Star Line Company entered the sea cruise market. Its screw steamers "Britannic", "Atlantic", "Baltic", "Germanic" and "Republic" developed a high speed of 21 knots at that time. "Germanic", for example, crossed the Atlantic in an easterly direction in July 1875 in 7.5 days. This ship also holds one of the longevity records. For three-quarters of a century of operation, the Germanic has been a passenger liner, a military transport in the Turkish and German fleets, a floating train, and then a hotel.

In 1883, the Normandis was launched -the first liner, the creators of which finally abandoned the use of sails. Like most airliners of that time, the Normadic was equipped with two synchronously running engines. But they were equipped with a unique system that allows you to use only one engine in the event of a breakdown of the other and move at low speed. All other liners of that time were forced to use sails in this case. The normandic propulsion system had a colossal power of 7.2 thousand horsepower for that time, and the liner could take on board 1.1 thousand passengers.

By the end of the 19th century, the concept of cruises began to take on a new shape. Cruise companies have stopped chasing passenger capacity. The basis of competition was comfort. For example, the La Touraine liner launched in 1891 was returned to shipyards twice to modify the keel to ensure the maximum possible stability and smoothness.

Like most ships of the time, La Touraine had areas for passengers of different classes. The first-class rooms were distinguished by refined finishes. Passengers enjoyed restaurants serving French cuisine and delicacies that attracted gourmets from all over the world. But even third-class passengers did not have to, as on some other ships; almost look for a place to spend the night on board. For them, cabins of combined second and third class were created on the liner-small, but comfortable and in demand.

In 1907, the equally famous passenger ship "Mauretania" descended from the slipways. It was one of the largest and fastest airliners of its time, with a displacement of

about 32 thousand tons, and reached speeds of up to 25 knots. The liner was distinguished by luxurious interiors, and very comfortable cabins were also offered for second-class passengers. On the liner "Mauretania" for the first time in the passenger fleet appeared a restaurant on an open deck. More attention was paid to safety issues; in particular, waterproof doors were installed on the ship, which made it possible to block the compartments that received holes. The airliner was advertised as "practically unsinkable".

The pinnacle of shipbuilding at the beginning of the XX century was the liners "Olympic" and "Titanic". Their displacement exceeded 45 thousand tons, and the speed reached 21 knots. The liners greeted passengers with luxurious staircases, had on board the largest restaurants in the fleet that could accommodate more than 500 visitors, smoking rooms, spacious walking decks, board game rooms, a gym, Turkish baths, and a music salon.

On the liner "Titanic", the construction of which cost an astronomical amount of 7 7.5 million at that time, the pleasure decks for guests of Honour were closed, where other passengers did not have access. Third-class passengers were accommodated in three -and four-person cabins, and first-class passengers could even choose the cabin style-English, Danish, empire, French, etc. depending on the cabin class, passengers had access to certain areas of the liner and to a certain entertainment infrastructure. But the tragic fate of the Titanic caused serious damage to the reputation of the White Star Line Company and the cruise business as a whole. At the same time, the death of the Titanic liner forced cruise companies to once again think about the safety of passengers. Many airliners were re-equipped: a new warning system was installed, the number of lifeboats was increased, and crew training programs for emergency situations were introduced.

In 1914, the First World War began, which created a new threat to maritime navigation. Demand for cruises began to fall. Many airliners were called up for military service and were used as military transport vessels and hospitals. Only the company "Cunard Line" lost 22 airliners during the war years.

After the end of the First World War, there were two trends in the development of the cruise industry.

On the one hand, the winning countries requisitioned luxury German liners, including unfinished ones. Some liners were rebuilt, but in fact the level of development of the infrastructure of liners remained at the level of the 1910 well-known cruise companies at that time were not ready to build new liners.

On the other hand, new players entering the market were willing to risk investing in the construction of new ships, especially since they did not have to count on requisitioned

ships. They began to build a new generation of airliners. Airliners have finally ceased to be exclusively a means of transportation and transportation. They still operated regular transatlantic flights and took cargo and Mail on board. On board the liner "Ile de France", for example, there was even a mail plane that could take off 20 miles from the coast, which made the liner the fastest way to deliver mail between continents. But the main goal of shipping companies and shipbuilders was to provide maximum comfort to first-class passengers. These people in most cases did not set their main goal to make the transition from one point to another and considered the cruise as an entertaining trip.

But let's go back to the 1920s, when the main passengers of cruise ships were famous artists, artists, businessmen and aristocrats. There was a festive atmosphere on board. Alcohol in the bar began to be sold when the liner was leaving 12 miles off the coast of the United States. The newspapers published gossip columns of cruise life. Cruises became a form of recreation for the elite, and this is what saved the cruise industry during the Great Depression, when the US economy was seriously shaken and demand for goods and services, the main buyers of which were representatives of the middle class, sharply decreased. "The main passengers of the liners were: 1) celebrities; 2) very rich; 3) rich; 4) business travellers.

But in the 1930s, transatlantic migration flows declined almost 10 times. Ship owners have become more active in offering new routes - both transatlantic and in other parts of the world. Launched in 1931, The Empress of Britain liner with a displacement of more than 42 thousand tons, for example, was built to run on the route between London and Quebec, Canada. In order to ensure a minimum transition time, the liner was driven by a power plant with four steam turbines, which provided a speed of 25.27 knots. This made it possible to set a record for the speed of transition from London to Quebec - 4 days, 19 hours and 35 minutes. However, a year later it became clear that in the context of the economic downturn, such cruises are unprofitable. Then the owners decided to offer passengers on board a beautifully decorated liner a cruise around the world. The necessary infrastructure at "Empress of Britain" has already been created, including comfortable cabins, restaurants and other public spaces, as well as a gym with exercise bikes and mechanical horses. It only took a conversion of the power plant. Two steam turbines were disconnected, and two propellers out of four were removed. As a result, the speed of the liner decreased, which was not important for circumnavigating the world, which was carried out solely for the pleasure of passengers, but fuel consumption decreased.

Round-the - world cruises "Empress of Britain" took place annually, from 1932 to 1939, with the exception of 1933. The route began in New York, crossed the Atlantic and the



Mediterranean Sea, then through the Suez Canal followed calls to the ports of India, Java, Bali-to Japan, China. Then, along the west coast of the United States, through the Panama Canal, the ship returned to New York. The cost of the cruise started from 2100 US dollars.

For comparison, we note that the car "Ford" Model " T " at that time cost 825 US Dollars, and a higher-end car-about 2,000 US dollars. At such prices, the liner could not be fully loaded, but Round-the-world trips paid off, although they did not bring much profit.

The Second World War, like the first, caused serious damage to the cruise industry. Many airliners were again used for military purposes and became targets for German submarines and aircraft. The airliners, which were laid down in the late 1930s, after construction almost immediately went to the front.

Despite the difficult post -war situation; transatlantic passenger traffic remained large-about 1 million passengers a year. However, in the 1950s, the situation began to change rapidly. This was due to the development of the aircraft industry. After all, until the moment when it became possible to cross the Atlantic by air, the sea route remained the only way to communicate between the continents. Air travel was cheaper and took less time than sea voyages.

By 1954, the volume of air transportation across the Atlantic was about 600 thousand passengers. At first, this did not cause any concerns among representatives of the cruise industry. The director of Cunard Line said in an interview: "Flying is just a passing hobby. There will always be enough passengers to fill both queens." However, already in 1957, The "Queen Elizabeth" liner made cruises with 200 passengers and 1,200 crew members on board. Despite the fact that the liners were converted and equipped with air conditioning systems, swimming pools, additional pleasure decks, the volume of sea passenger traffic continued to fall. In 1961, 750 thousand people used airliners to travel across the Atlantic, and 2 million already used airplanes.

Thus, more than 130 years passed from the first transatlantic voyage made by a steam-powered ship in 1819 to the second half of the 1950-th, when the palm tree in passenger transportation across the seas and oceans passed to aviation. At the same time, in the field of land transport, rail and road communication has retained its importance, despite the development of passenger and cargo air transportation. The same can be said about sea cargo transportation. And only sea passenger transportation was almost replaced by air transport and preserved mainly as recreational cruises. And in the middle of the XX century, few people thought that the sea passenger fleet, at least in terms of long-distance sea transportation,

would be represented mainly by cruise ships. And the dominant motive for such trips will be Recreation and entertainment.

Of course, ordinary passenger sea transportation, in particular on ferries and even on cargo ships, has not disappeared. But they are also increasingly integrated into the cruise business, offering services to travellers for recreational purposes. Objective prerequisites for increasing the share of cruises in the structure of sea passenger transportation were, firstly, an increase in labour productivity and The Associated increase in household incomes and the budget of free time. Secondly, the development of sea passenger transport, shipbuilding and port facilities, and the introduction of scientific and technological achievements in this area accordingly, specialization in the construction of cruise ships and a radical increase in service. And, thirdly, - the appearance in the course of the next division of labour in the field of tourism tourist business, represented by enterprises specializing in the organization and sale of travel not only under the order, but also in the form of a ready-made tourist product, or "package tour" (package tour).

The first of these enterprises were created in the same period of the XIX century, when the first cruises are made. Then Thomas Cook begins his activity. In 1841, he organized the famous collective railroad trip of 500 supporters of the teetotaller society from Leicester to Loughborough. In 1842, the first travel agencies were registered in Germany. And already in 1856, Cook organized a sea cruise to Europe, a significant part of which, however, was a land route. In 1872, he organized a round-the-world trip on the ship "Oceanic". Then he hires two steamers to organize sightseeing trips on the Nile. In general, we can say that with the decisive role of shipping companies in the development of the cruise business, travel agencies were increasingly involved. And not so much in the role of ship charterers, but as distributors who contribute to the expansion of the market and are sensitive to changes in the needs of the clientele.

During this period, as part of the evolution of the cruise industry, the relationship in the development of supply and demand is particularly clear. The increase in demand for Sea passenger transportation and increased competition in this market stimulated the increase in service to a level where staying on board the ship was more comfortable than living conditions in the best hotels. With the difference that at the same times the passenger of the cruise ship made an exciting sea trip to different cities and countries. Thus, more and more opportunities were opened up for sea travel for the sake of recreation and pleasure. In the British Medical Journal at the end of the XIX century, a number of publications were even published on the health effect of cruises.

In turn, the appearance of a corresponding supply on the market stimulated the demand for cruises, which were born as a specific product as part of ordinary passenger sea transportation before the construction of liners designed mainly for passengers travelling for recreational purposes and, accordingly, to the appearance of cruise routes designed specifically for such passengers. For the first time, if we talk about modern history, such cruises occur back in the 1840s and 1850s. For example, the already mentioned two-day cruise of the liner "Great Eastern" from the port of New York in 1858 or cruise trips from UK ports to Iceland started even earlier. But the emergence of the market for Sea tourist voyages on specially built ships for this purpose can be attributed to the last decade of the XIX century. And, since such trips remained an expensive event, the demand for them was made by a very wealthy clientele. Following her requests, shipping companies shifted the structure of the number of rooms and service in general towards higher classes of Service. And the desire for more and more refined service, in turn, led to an increase in the cost of travel. As a result, with the growing quality of the cruise product, it was not possible to fully realize the advantages of the mass market, designed for the effective demand of the middle class.

**Conclusion.** Over the past 20 years, the annual increase in the cost of the cruise industry in the world is (on average) 7.4%. The number of cruise tourists is increasing by 1 million people every year. If in 1980 statistics counted 1.5 million consumers, then in 2006 this figure increased 10 times, and in 2020 the indicator of the cruise market in terms of the number of consumers was 27 million people [9]. Choice between a product of prestigious and mass consumption had to be made by a new generation of cruise market participants. Today, there are cruises for every taste -from the Antarctica or to the Caribbean islands (every day a new island) and you can just spend one day at sea. At the end of the season, you can catch the moment when cruise ships are driven to southern ports and take a one-way ticket at the lowest price. Thus, we can say that in the modern world, sea cruises have become a mass tourist product.

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