

# Review of: "Cruises Italian Tourism: Scenarios and Trends After Global Pandemic — The MSC Case"

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**Potential competing interests:** No potential competing interests to declare.

Thank you for the opportunity to review the manuscript titled "Cruises Italian Tourism: Scenarios and Trends After Global Pandemic — The MSC Case". The paper is generally interesting and covers an important topic. I have, however, some concerns, which I think can be addressed by the authors. I hope that the following remarks will help the authors in improving the quality of their article.

## TITLE OF THE ARTICLE

The title of the article is reflective of its main thrust.

## ABSTRACT

I think the abstract is clear and concise enough for the reader to glean the main contribution of the study. However, I think the abstract should mention the methodology followed to conduct the study (case study methodology) and include a brief reference to the study's contribution to theory and practice.

## METHODOLOGY

A methodology section is missing in the article. What are the sources for the data? Interviews, document consultation? Others?

## 1. ITALIAN TOURISM: SCENARIOS AND TRENDS

Fig. 1 is not clear. There are no captions on the horizontal axis.

## 2. TOURISM BEFORE AND AFTER THE COVID-19

Pag. 5, first paragraph "It is worth mentioning, by the way, that before Covid-19..." The expression "by the way" is informal. There are many formal alternatives that are more suitable for scientific writing, such as "it is worth noting" or "it might also be noted/observed."

### 3. TOURISM AND SUSTAINABILITY

Pag. 7, last paragraph “Sustainable tourism, as defined by the World Tourism Organization (WTO), is that form of travel that satisfies needs but simultaneously benefits the host country in order to enrich opportunities for its future development.” Should provide a reference for this WTO definition.

Pag. 7, last paragraph “Many people have shown that they are very sensitive to environmental issues and the preservation of places, and because of this, investment in environmentally sustainable forms of tourism could grow significantly.” What people? Need to provide references.

Pag. 8, second paragraph “Responsible tourism, on the other hand, refers to a type of tourism carried out according to the criteria of social equality and with respect for human rights so that they can be guaranteed to all (so defined by the Italian Association of Responsible Tourism - AITR)” There is a need to provide the AITR reference.

Pag. 8, third paragraph “In recent years, sustainable tourism has grown in our country...” Should adopt an impersonal tone. Do not refer to yourself in academic writing.

Fig. 8 – Should provide a figure with better graphical quality.

Pag. 9, first paragraph - “The United Nations has officially declared 2017 the "International Year of Sustainable Tourism for Development."”. Any reference for this statement?

### 6. CRUISE TOURISM DESTINATIONS AND THE ROLE OF ITALY

Pag. 12/13 – “ It is precisely the younger customers (Gen Y and Gen Z) who continue to drive tourism growth and together will represent the novelty (as well as the "bet" of tour operators) of the market. It is precisely the "Millennials" and "Generation Z" (those born between 1980- and 2021, ed.) despite their young age, who are either an active part of cruise tourism or radically influence the purchasing choices of relatives and relatives-in-law” Do not start two consecutive sentences with the same expression “ It is precisely”.

Fig. 12 – occupies half a page. There is no need for such a large figure.