

# 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.

Congratulations on your article regarding the impact of cruise tourism in Italy, particularly in the post-pandemic context. Your research provides a valuable contribution to the field, examining both the challenges and opportunities faced by the cruise industry, with a focused look at the case of MSC Cruises.

While your efforts are commendable, as the editor of the scientific journal, I would like to propose some corrections to enhance the clarity, coherence, and rigor of your work. I believe these adjustments will help strengthen your article and maximize its impact within the academic community.

Thank you for your understanding and cooperation. I look forward to working with you to refine your valuable contribution.

## **Abstract:**

Restructure the first sentence to highlight the profound impact of the pandemic on the tourism and cruise industry.

Replace "investigate" with "examine" for lexical variety and add "emerging" before "trends" to emphasize the notion of emerging trends.

Rearrange the list of challenges faced by the cruise industry during the pandemic for better flow and comprehension.

Modify "great development and, above all, of great change" to "evolution amidst increasing demands" for clearer expression of ongoing changes in the cruise industry and to emphasize the importance of growing sustainability demands.

Add "Indeed," before "ports" for smoother transition between ideas and greater cohesion.

Replace "with particular regard to" with "particularly addressing" for conciseness and clarity.

Change "conclude the work focused on" to "culminates with a focused investigation into" for a smoother transition to the final analysis of the MSC Cruises case.

## **Clarity and Structure:**

- Original: "Just as in the world economy-which benefited in 2021 from a significant rebound with +5.9 percent growth (offsetting the -3.1 percent in 2020 caused by the effects of the pandemic)-in Italy, too, there is a significant recovery in 2021 compared to the previous year with +22.7 percent of the international item and +21.6 percent of the domestic one."
- Revised: "Similar to the global economy, which experienced a notable rebound in 2021 with a growth rate of +5.9%,

Italy also witnessed a significant recovery during the same period. Italy's international sector grew by +22.7%, while the domestic sector saw a growth of +21.6% compared to the previous year."

#### Citation and Attribution:

- Original: "Forecasts for the tourism sector in 2023 could definitively enshrine the successful recovery even with the surpassing of the pre-pandemic numbers of 2019, a record year for the sector with 436.74 million nights spent (+1.8% compared to 2018) and 131.38 million tourists (+2.6% compared to 2018)."
- Revised: "According to forecasts, the tourism sector is expected to continue its successful recovery in 2023, potentially surpassing the pre-pandemic figures of 2019. In 2019, the sector recorded a record-breaking 436.74 million nights spent (+1.8% compared to 2018) and hosted 131.38 million tourists (+2.6% compared to 2018)."

#### Depth of Analysis:

- Original: "The short vacation typology, combined with sustainable tourism and food and wine travel, thus continue to find positive confirmation."
- Revised: "Short vacations, along with sustainable tourism and culinary experiences, remain popular choices among travelers, indicating a growing trend towards experiential and environmentally conscious travel."

#### Language and Style:

- Original: "The best-selling product on the brokered market for Italy is tourism in cities of art and trips dedicated to the discovery of archaeological sites (57.3% of the T.O.'s surveyed), second are touring tours (38.8%), third are seaside stays (35%), and fourth are food and wine tourism (17.3%)."
- Revised: "The most sought-after products in Italy's tourism market include visits to art cities and archaeological sites (accounting for 57.3% of surveyed tour operators), followed by guided tours (38.8%), seaside getaways (35%), and culinary tourism experiences (17.3%)."

#### Cohesion between Sections:

- Original: "The short vacation typology, combined with sustainable tourism and food and wine travel, thus continue to find positive confirmation. 'Social responsibility' also remains top of mind among tourism clients..."
- Revised: "In addition to short vacations and sustainable tourism, travelers are increasingly drawn to culinary experiences. Moreover, 'social responsibility' remains a priority among tourists, indicating a growing demand for ethically conscious travel practices."

These revisions aim to enhance the clarity, coherence, and academic quality of the article, providing a more polished and professional presentation of the content.

## 4. Sustainability in cruise tourism

### Introduction:

- Error: The introduction lacks a clear transition into the discussion of sustainability in cruise tourism.
  - Proposal: Introduce the topic more smoothly by connecting it to the broader context of the cruise industry's focus on sustainability.
  - Revised: "Sustainability is increasingly becoming a focal point for companies operating in the cruise sector, particularly as environmental concerns associated with cruise ships continue to garner attention."

### **Environmental Impact:**

- Error: The discussion on environmental impact lacks specificity and detail.
  - Proposal: Provide specific examples of environmental issues caused by cruise ships and their impact on port cities.
  - Revised: "Cruise ships are known to have a significant environmental impact, with air and water pollution being major concerns. For instance, Venice, Civitavecchia, and Livorno are among the top 10 most polluted port cities in Europe, highlighting the pressing need for sustainability measures in cruise tourism."

### **Sustainable Shore Excursions:**

- Error: The paragraph on sustainable shore excursions lacks clarity and concise explanation.
  - Proposal: Clearly outline the initiatives taken by cruise lines to promote sustainable shore excursions and their benefits.
  - Revised: "Many cruise lines now offer a wide range of sustainable shore excursions that adhere to the Global Sustainable Tourism Council's standards. These excursions include visits to national parks, wildlife rehabilitation centers, and biodynamic farms, providing tourists with opportunities to support local communities while minimizing their environmental footprint."

### **Efforts by Cruise Lines:**

- Error: The paragraph discussing efforts by cruise lines to adopt greener practices lacks coherence and organization.
  - Proposal: Organize the information into clear, concise points and provide specific examples of sustainability initiatives by major cruise companies.
  - Revised: "Cruise companies such as MSC Crociere and Costa Crociere have taken significant steps towards sustainability. For instance, MSC has installed Exhaust Gas Cleaning Systems (EGCS) on 13 of its 19 ships, reducing sulfur oxide emissions by 97%. Similarly, Costa Cruises published its 'Manifesto for Sustainable Tourism' in 2021, outlining 10 points aimed at fostering sustainable and inclusive tourism."

### **Future Outlook:**

- Error: The discussion on the future outlook lacks specificity and detail.
  - Proposal: Provide specific projections and statistics to support claims about the cruise industry's commitment to

sustainability.

- Revised: "Projections suggest that by 2027, significant progress will be made in achieving a cleaner and more efficient future for the cruise industry. This includes equipping 174 cruise ships with shore power facilities, powering 26 ships with Liquefied Natural Gas (LNG), and implementing advanced wastewater treatment systems on 81% of global capacity, with the ultimate goal of achieving zero-carbon cruises by 2050."

## 5. Cruise Tourism and its Sustainability

### • Introduction:

- Error: The introduction lacks a clear transition from the previous section and a concise overview of the topic.
  - Proposal: Provide a smooth transition and a brief overview of the growth and economic significance of cruise tourism.
  - Revised: "Cruise tourism has witnessed significant global growth in recent years, with an average annual rate exceeding 5% over the past decade. Despite representing only 2% of world tourism, the cruise industry plays a vital role in the global economy, generating positive economic impacts across various sectors."

## 8. Concluding Remarks and Future Research Opportunities

### Introduction:

- Error: The introduction lacks a clear transition and does not provide a concise overview of the section.
  - Proposal: Provide a smooth transition and briefly outline the main points to be discussed in the concluding remarks.
  - Revised: "As cruise tourism continues to experience significant global growth, it presents various opportunities for both the industry and local economies. This section examines the strategic importance of cruise tourism, emerging trends, and the need for sustainable practices."

### Strategic Importance of Cruise Tourism:

- Error: The paragraph lacks specificity and does not clearly articulate the strategic importance of cruise tourism.
  - Proposal: Clearly outline the strategic importance of cruise tourism in driving economic growth and development.
  - Revised: "Cruise tourism plays a crucial role in driving economic growth, particularly in countries like Italy where it serves as a key source of revenue. With projections indicating a steady increase in cruise passenger volume, there is a strategic imperative to capitalize on this segment of customers to stimulate economic activity and development in local territories."

### Trends in the Industry:

- Error: The paragraph discussing industry trends lacks coherence and does not provide clear examples.
  - Proposal: Provide specific examples of emerging trends in the cruise industry, such as personalization of offerings

and sustainability initiatives.

- Revised: "Emerging trends in the cruise industry, such as personalization of offerings and a focus on sustainability, are reshaping the sector. For instance, cruise companies are increasingly tailoring their offerings to meet the unique preferences of travelers, while also implementing sustainable practices to reduce environmental impact."

### **Environmental Impact:**

- Error: The discussion on the environmental impact of cruise tourism lacks detail and specific examples.
  - Proposal: Provide specific examples of the environmental impact of cruise tourism on land, sea, and atmosphere.
  - Revised: "The environmental impact of cruise tourism spans across land, sea, and atmosphere, with significant implications for ecosystems and local communities. For example, improper disposal of ship waste and sewage can degrade land and marine environments, posing threats to biodiversity and ecosystem health."

### **Progress in Environmental Sustainability:**

- Error: The paragraph lacks clarity and does not provide specific details on progress in environmental sustainability.
  - Proposal: Clearly outline the progress made in environmental sustainability within the cruise industry, citing specific achievements and initiatives.
  - Revised: "In recent years, the cruise industry has made significant strides in environmental sustainability, with a focus on reducing emissions and adopting energy-efficient practices. For instance, the introduction of new and modern ships equipped with advanced technologies has helped reduce environmental impact, contributing to the industry's goal of achieving near-zero emissions."