

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

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The article "Cruises Italian Tourism: Scenarios and Trends After Global Pandemic — The MSC Case" by Antonio Coviello and Renato Somma provides a comprehensive analysis of the Italian cruise tourism industry's recovery and adaptation in the post-pandemic context. It highlights the resilience and strategic shifts within the sector, emphasizing the importance of sustainability and the role of major players like MSC Cruises in driving these changes.

The article begins by outlining the projected recovery of cruise passenger volumes to 106% of 2019 levels by 2023, demonstrating the sector's robust rebound. It emphasizes Italy's popularity as a European destination and discusses the significant impact of the COVID-19 pandemic on tourism trends, including the shift towards short vacations and sustainable tourism.

A key focus of the article is on the sustainability efforts within the cruise industry, particularly the environmental challenges associated with cruise tourism in Italian ports. It highlights the initiatives taken by cruise lines, such as MSC Cruises, to reduce their environmental impact through advanced wastewater treatment systems, shore power facilities, and the goal of achieving zero-carbon cruises by 2050.

The article also discusses the economic and cultural benefits of cruise tourism for local communities and the importance of collaborative efforts between the cruise industry, destinations, and governments to ensure sustainable and responsible tourism practices.

In conclusion, the article presents a positive outlook for the future of cruise tourism in Italy, driven by increased demand for sustainable travel options and the industry's commitment to environmental stewardship. It calls for continued innovation and collaboration to address the challenges and seize the opportunities presented by the evolving tourism landscape.

Overall, the article offers valuable insights into the current state and future prospects of the Italian cruise tourism industry, highlighting the importance of sustainability and responsible tourism practices in ensuring its long-term success.