

## Residents' views on cruise tourism in Naples Profiles and insights from a Mediterranean home-port destination

Giacomo Del Chiappa<sup>1\*</sup>, Marcello Atzeni<sup>2</sup>, Jessica Mei Pung<sup>3</sup>  
and Marcello Risitano<sup>4</sup>

Received: 26/09/2018 Accepted: 26/04/2019

<sup>1</sup>Department of Economics and Business, University of Sassari, Via Muroni, 25, 07100 Sassari, Italy. Phone: +39 (079) 20 17 313. Senior Research Fellow, School of Tourism & Hospitality, University of Johannesburg, South Africa. Email: gdelchiappa@uniss.it

<sup>2</sup>Department of Economics and Business, University of Cagliari, Viale Sant'Ignazio, 74, 09123 Cagliari, Italy. Phone: +39 (070) 67 53 361. Email: marcelloatzeni@icloud.com

<sup>3</sup>Department of Economics and Business, University of Cagliari, Viale Sant'Ignazio, 74, 09123 Cagliari, Italy. Email: jm.pung@unica.it

<sup>4</sup>Department of Management and Quantitative Studies, University 'Parthenope' of Naples, Via Gen. Parisi, 13, 80132 Naples (Italy). Phone: +39 (081) 54 74 125. Email: marcello.risitano@uniparthenope.it

\*Corresponding author      **Abstract**      This study aims at profiling a quota sample of 600 residents in Naples, a home port in the Campania Region (Southern Italy), based on their perceptions and attitudes toward the development of cruise tourism, and their willingness to support different tourism types. To achieve this aim, a factor-cluster analysis was applied and five clusters were identified, namely 'indifferent', 'moderate lovers', 'moderate critics', and 'cautious'. Significant differences emerged between the identified groups based on their prior experience with cruise vacation and their relatives' economic reliance on cruise activity. On the contrary, no significant differences exist based on gender, age, employment status, economic reliance on cruise tourism, education level, length of residence, geographical proximity to cruise port area. Furthermore, no significant differences between clusters were found based on residents' attitude towards cruise tourism and their support to its further development. Hence, theoretical contributions and managerial implications are addressed, including recommendations for future research.

**Keywords:**

Community-based tourism; Cluster analysis; Cruise development; Homeport; Italy

### **Citation:**

Del Chiappa, G., M. Atzeni, J. Pung and M. Risitano (2019) Residents' views on cruise tourism in Naples Profiles and insights from a Mediterranean home-port destination. *European Journal of Tourism Research* 23, pp. 71-85