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| Edizione                | [1st ed. 2018.]  |
| Descrizione fisica      | 1 online resource (279 pages) : illustrations, tables  |
| Disciplina              | 338.479151   |
| Soggetti                | Tourism<br>Management<br>International business enterprises<br>Asia—Economic conditions<br>Globalization<br>Markets<br>Transportation<br>Tourism Management<br>Asian Business<br>Emerging Markets/Globalization  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Nota di bibliografia    | Includes bibliographical references.   |
| Nota di contenuto       | G.1 China's Cruise Industry in 2016-2017: Transformation, Upgrading and Steady Development -- G.2Ten Hot Spots of China's Cruise Industry Development during 2016-2017 -- G.3 Active Connection to "One Belt And One Road" Initiative to Enable The Great-leap-forward Development of Shanghai Cruise Economy -- G.4 Development Process and Change of Cruise Industry in China over the Decade -- G.5 Research on Asian Cruise Business Climate Index (alternative) -- G.6 Progress and innovation of cruise economy research in China -- G.7 Study on Evaluation Indicator System for Economic Contribution of Cruise Industry to Shanghai -- G.8 Development Path Research on Shanghai' Supporting Industry (alternative)(alternative) -- G.9 Research on the Financial Service System for Development of China's Cruise Industry -- G.10 Legal Coordination Difficulties in the Course of Chinalization of Cruise Industry and Coping Measures -- G.11 |

Discussion on the Nature and Governance Mode of Cruise Ship  
Environmental Pollution from the Perspective of Marine Right -- G.12  
Analysis on the Development Strategy and Path of China's Domestic  
Cruise from the Perspective of Differentiated Competition.

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Sommario/riassunto

The book contains 12 contributions that explain the current state of China's cruise industry and future development. Dating from the 1960s and with the rapid development of over 50 years, the modern cruise industry has developed into one of the fastest growing industries with the most remarkable economic benefits in the global tourism and hospitality industry, known as a "golden industry on the golden waterway". In recent years, with the gradual saturation of international cruise market and the eastward-moving trend of the center of cruise market, China has become a strategic emerging market with which international cruise lines have been competing. A number of international cruise lines, including Costa Crociere, Royal Caribbean Cruises, Princess Cruises, MSC Cruises, Star Cruises, Norwegian Cruise Line and Dream Cruises, have entered the cruise market in Mainland China. .

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