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Understanding coastal and marine tourism sustainability - A multi-stakeholder analysis

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ABSTRACT

This study presents a holistic understanding of coastal, marine, and cruise tourism sustainability. The study uses a mixed-method approach to investigate stakeholder perceptions of the sustainability of coastal and marine tourism in cross-border regions of the Nordic coastal area. The research contributes to the existing knowledge by considering both cruise tourists' (individual) and destination marketers' and policymakers' (organizational) viewpoint. The findings of the quantitative aspect of the study confirm the validity of cruise tourists' attitudes-norms-behavior model and its importance in understanding coastal and marine sustainability. Qualitative findings underline the significance of multi-stakeholder engagement and cross-sectoral dialogue in the management of Nordic coastal and marine areas and novel cruise tourism destinations. Finally, the study conducted a thorough analysis of stakeholders' perceptions of the importance of sustainability in coastal and marine areas, not only as it exists today but as it is forecast to be in the coming decades.

1. Introduction

Coastal and marine tourism is one of the fastest increasing segments of the global tourism industry (Leposa, 2020) and the EU has recognized its potential to foster sustainable development in the EU Blue Growth Agenda (ECORYS, 2018) and the EU Blue Economy studies (e.g. European Commission, 2019). The International Coastal and Marine Tourism Society defines coastal and marine tourism as that including, "those recreational activities which involve travel away from one's place of residence which has as their host or focus the marine environment and/or the coastal zone" (cited in Orams & Lück, 2014, p. 488). The concept thus embraces numerous tourism activities such as "recreational boating, cruises, swimming, recreational fishing, snorkeling, diving" (ibid) within the broad category of coastal and maritime tourism (Hall, 2001, p. 603).

Unfortunately, the highly dynamic nature of the coastal environment can easily be threatened by any type of development, with severe long-term consequences (Stewart & Draper, 2006). The impact of tourism on the sustainability of coastal and marine destinations therefore merits special attention (Moreno & Amelung, 2009). Sustainable coastal and marine tourism planning needs multi-stakeholder support to establish "a

balance between the economic, environmental, and societal aspects" (Wang et al., 2016, p. 652), while local stakeholders' perceptions of coastal and marine tourism should be studied using a collaborative approach (Stewart & Draper, 2007). Accordingly, this study suggests that a multi-stakeholder approach could foster the development of a holistic coastal and marine tourism ecosystem that considers, understands, and identifies the potential conflicts and growth potentials that could arise in the future.

A coastal and marine destination can be seen as a collection of consumption experiences (Jennings, 2004) or as "a series of inter-connected sub-systems that co-exist and offer diverse social and cultural forms to a range of different market segments" (Carlisle et al., 2016, pp. 86–87). Coastal tourism depends strongly on appropriate ecological circumstances and good water quality. Any maritime or land-based activity that causes deterioration in the environment can negatively affect tourism (European Commission, 2019). Cruise tourism, as a vital subsector within coastal and marine tourism, is a tourist activity with considerable potential to affect coastal and marine areas both positively and negatively and therefore merits additional attention within the sphere of coastal and marine tourism. Cruise tourism has the capacity to determine the sustainability of coastal and marine areas, and

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it is therefore important to examine cruise tourists' attitudes to, and norms and behavior in the context of sustainability. Asero and Skonieczny (2018, p. 103) state, "it is important to improve the understanding of the link between the environment and the ecosystem characterizing a destination and the cruise tourism as a whole."

Cruise tourism is growing steadily (Han et al., 2018), having grown from serving 17,8 million passengers in 2009 to serving 28,5 million in 2018 (Cruise Lines International Association -CLIA, 2018). The number of cruise customers will most probably continue to grow; necessitating new ports and itineraries (Han et al., 2018). The CLIA (2020) and its ocean-going cruise-line members have recently adopted a core set of enhanced health protocols to support a phased approach to resuming passenger operations in light of the Covid19 pandemic. A CLIA press release (2020) reaffirms the ocean-going cruise lines' commitment to sailing sustainably and to adopt innovative technologies and practices to reduce air emissions and environmental impact.

Johnson (2002) argued that cruise operators did not determine itineraries based on sustainability issues over other attraction attributes. Baron and Bartoleme-Greenwood (2006), for example, focused on luxury attraction attributes in cruise itineraries. More recently, Jones et al. (2016) state that leading cruise companies should pay more attention to sustainability issues to maintain competitiveness. The 2018 CLIA report acknowledges that sustainability 'will become a stronger focus and sustainable tourism practices and actions will be put in place'. Han et al. (2018, p. 332) studied cruise customers' pro-environmental behavior by "combining cognitive, evaluative, motivational, and normative processes into one theoretical model that studies green loyalty in the cruise industry." Previous cruise tourism studies investigating tourists' pro-environmental behavior (Han et al., 2018, 2019a, 2019b; Han & Hwang, 2016) have been implemented in the context of South Korea and the USA but there remains little available research on the Nordic countries, which have generally been perceived as environmentally and sustainability conscious. This gap is even more pronounced if we acknowledge that from 2017, the Ministers for Nordic Cooperation adopted the 'Generation 2030' program that facilitates cooperation to address the challenges jointly faced by the Nordic countries in achieving the UN's Agenda 2030 and its 17 sustainable development goals (SDGs). Finland has not been among the most popular cruising destinations, with the possible exception of the capital Helsinki. However, the attraction of chillier destinations seems to be increasing, and consequently, the CLIA (2018) has also suggested that cruise travelers 'will warm to chilly destinations' in the coming years. This is also evidenced in the research on Antarctic cruise tourism by Eijgelaar et al. (2010) and that on the Polar regions, in general, that is a consequence of concerns over climate change (Lamers & Amelung, 2010).

Sustainability is a systemic concept (Porter & Derry, 2012) consisting of ecological, social, and economic dimensions, which permeate all value processes of service ecosystems. Consequently, a systemic view is a requirement of studying the phenomenon. Accordingly, this study employed a multi-stakeholder approach to analyze perceptions of sustainability relating to a coastal and marine destination. To reflect the multidimensionality of the phenomenon, a mixed-methods approach was adopted to generate a holistic understanding of the role of cruise tourism sustainability within the broader context of coastal and marine tourism. Byrd (2007) applied stakeholder theory to sustainable tourism development identifying the following interest groups: 'present visitors, future visitors, present host community, and future host community'. More recently, research on coastal and marine tourism in the Arctic (James et al., 2020; Olsen et al., 2020) and Antarctic areas (Liggett et al., 2010) has applied a multi-stakeholder approach. None of the studies have, however, addressed the issue of sustainability using an integrative multi-stakeholder approach in an emerging coastal and marine tourism area.

The current research was conceptualized from two perspectives. First, the study investigates individual cruise tourists' sustainability attitudes, norms, and sustainable behavior based on the application of

norm activation theory (NAT) and the theory of planned behavior (TPB) (Ajzen, 1991). The empirical testing of individual tourists' attitudes and norms that determine overall sustainability attitudes and behavior (in contrast to a sole focus on pro-environmental beliefs, norms, and behavior) is rather rare in the existing cruise tourism literature. Moreover, given that cruise tourists are primary stakeholders, understanding the attitudes and norms-driven behavioral patterns of that group can reveal their role in, and level of awareness of, efforts to enhance the sustainability of coastal and marine tourism. The second perspective adopted in this research involves a broader examination theme, that is, how secondary stakeholders in the form of opinion leaders and decision-makers in wider stakeholder groups connected to the tourism ecosystem perceive the future sustainable development of coastal and marine tourism.

2. Literature review

2.1. Stakeholder theory

The word 'stakeholder' was first used in its current business form in a Stanford Research Institute memorandum (now SRI International Inc.) in 1963 (see Freeman et al., 2020). Freeman et al. (2010, p. 26) defined a stakeholder as "any group or individual who can affect or is affected by the realization of an organization's purpose." According to Jones et al. (2017), stakeholder theory assumes that enterprises have a responsibility to a variety of stakeholders, that ranges from individual customers to society at large. The company should manage the different and contested needs of stakeholders in an attempt to facilitate the development of competitive advantage within the marketplace (Jones et al., 2017).

Stakeholder theory can be seen as both a moral (Freeman et al., 2020) and management theory (Vitolla et al., 2019). According to Mainardes et al. (2011), existing academic management knowledge emphasizes the proactive management of stakeholder benefits, whereas moral academic knowledge is primarily driven by the need for a balance between stakeholder interests. In addition, stakeholder theory has its foundations in systems theory that attempts to understand the interdependence and interconnectedness of actors within a system, "each stakeholder must be a means and an end" (Freeman et al., 2020, p. 5). Roscoe, Subramanian, Prifti, & Wu, 2020 distinguished primary stakeholders whose dissatisfaction could seriously damage the organization or hinder its functioning from secondary stakeholders who influence, affect, or are influenced by the organization but are not essential to its survival. Stakeholder theory relies on descriptive, instrumental, and normative perspectives. The descriptive approach comprehends whether and how stakeholders were appraised by the organization in reality; the instrumental approach considers stakeholders' contribution to the survival of the organization; and the normative approach follows ethical-moral principles, regardless of the organization's higher-order (economic) objectives (Vitolla et al., 2019). The normative dimension relates to the domain of ethics in specifying the moral obligations of an organization to its stakeholders and is of particular interest to this study. Today, the moral/ethical dimension is pronounced, as distinct groups of stakeholders demand products/services that cause minimal environmental harm (Roscoe et al., 2020).

Sustainability is an ethical and moral concern (He et al., 2018), especially given the enormous use of resources by the tourism industry and the accumulated negative impacts. The sustainability construct incorporates the stakeholders' interests (Uribe et al., 2018). Accordingly, Theodoulidis et al. (2017) argued that stakeholder theory was based on the premise of sustainable development. Lozano et al. (2015) apply stakeholder theory to understand sustainability and the aspirations of different groups in the search for sustainability. The existing tourism literature has a pronounced focus on stakeholders (Currie et al., 2009); however, only a few studies adopt the stakeholder approach in the coastal and marine tourism context (e.g. Brandão et al., 2019;

Esteve-Pérez & García-Sánchez, 2016; James et al., 2020; Olsen et al., 2020). Coastal and marine tourism destinations must involve many different stakeholders with the aim of “contributing with new products and services in an articulated and sustained way, ensuring unique, high quality, high-value tourism experiences” (Brandão et al., 2019, p. 227).

In this study, the term ‘stakeholder’ denotes a party with a key role in achieving coastal and marine tourism sustainability in the wider service ecosystem connected to the destination. The group was accordingly differentiated into primary (cruise tourists) and secondary stakeholders (private, governmental, and non-governmental parties interested in coastal and marine tourism in the coastal and marine region in the broader context). We follow the recommendation of Mainardes et al. (2011) who claim that stakeholder theory should embrace both qualitative and quantitative approaches in the search for sustainability solutions.

2.2. Cruise tourists’ attitudes to economic and socio-cultural sustainability and norm-driven pro-environmental behavior as antecedents of destination loyalty

In recent decades, the sustainability of cruise tourism has attracted considerable interest (Papathanassis, 2017). Marafa (2008) establishes that tourist activities can have both desirable and undesirable effects on the surroundings. In addition, the World Tourism Organization – A United Nations specialized agency (UNWTO, 2018, p. 57) notes that “sustainable destination management is particularly important to cruise tourism because the visitor experience is diverse and visitor flows place pressure on a wider range of stakeholders within a destination”. A recent UNWTO report (2019) demonstrates that cruise tourism, combined with specific funds to support diminished maritime infrastructure and the reuse of older port cities, can boost accessible heritage, support indigenous societies, and help differentiate a nation’s vacation industry. A more critical view related to studies of what have been termed ‘old ports’ like Venice is offered by Asero and Skonieczny (2018, p. 93) who state, “much remains to be done to balance the rapidly growing demand for cruising against its negative environmental impacts on this fragile city”.

To understand the sustainability of cruise (coastal and marine) destinations, sustainable destination management should adopt a bespoke approach incorporating both cruise tourists’ attitudes to the economic and socio-cultural impacts on destination sustainability and their norm-driven pro-environmental behavior in the wider context of cruise tourism destination loyalty. Previous cruise tourism studies (Han et al., 2018, 2019a and, 2019b, 2017; Han & Hwang, 2016) have discussed (pro) environmental behavior and sustainability within the framework of the norm activation process (NAP), based on NAT and its integration with the model of goal-directed behavior, value-belief-norm theory, and the value-attitude-behavior model.

This study deploys a simplified norm activation framework combining individual (cruise tourist) attitudes, norms (social and personal), and behavior that fit the purpose of understanding overall sustainability attitudes and behavior (in contrast to the previous focus on environmental beliefs, norms, and behavior), discussed within the context of loyalty to a cruise destination (as part of the coastal and marine tourism sector). This study considers attitudes as a foundation of the conceptual framework, and accordingly, examines attitudes to the impacts of cruise tourism on economic and socio-cultural coastal and marine destination sustainability. Fishbein and Ajzen (1975) underlined the difference between an individual’s beliefs and attitudes: Beliefs encompass information held about an object, while attitude is formed by the favorable or unfavorable evaluation of that object. The study acknowledges the cognitive perception of the beneficial economic and socio-cultural impacts of cruise tourism on destination sustainability in the context of an emerging coastal and marine destination and seeks to reveal if the consequent norm-driven environmental behavior will align previously expressed attitudes toward economic and socio-cultural

sustainability. Han et al. (2018, p. 324) argue “that little is known about cruise passengers’ pro-environmental behavior” and assert that understanding both social and personal norms is key to advancing sustainability in coastal and marine destinations hosting cruise tourism. Han (2014) utilized the link between the cognitive triggers of social and personal norms and consequent pro-environmental behavior. Ajzen (1991, p. 188) describes the social norm as “perceived social pressure to perform or not to perform ... behavior” and the social norm has also been described as being both descriptive and injunctive (Han, Yu, et al., 2019). The injunctive social norm considers “perceptions of what others approve or disapprove of, and motivate action because of the social rewards and punishments associated with engaging, or not engaging, in the behavior” (Smith et al., 2012, p. 354), and accordingly, that form suits the aim of the current study. Onwezen et al. (2013, p. 145) define personal norms as “individual moral convictions which might be used as personal standards to evaluate behavior”. The moral/ethical standpoint encapsulated within the personal norm is in line with the stakeholder theory normative approach discussed previously. Prior studies based on the norm activation framework (Han et al., 2018, 2019a, 2019b; Han & Hwang, 2016) discuss social and personal norms independently, however, to reduce NAP to its basic components, the current research combines these dimensions into one. This is an approach derived from that of Onwezen et al. (2013) that provided empirical confirmation of a strong association between social and personal norms within the norm activation framework. Combining norms within a single dimension was also supported by O’Neill (2017), who followed moral foundation theory and identified moral norms. The personal and social norms in this study depict the cruise tourist’s moral standpoint on cruise tourism as a sustainable form of coastal and marine tourism. The TPB (Ajzen, 1991) has been used to depict eco-friendly behavior as self-interested behavior (Han & Yoon, 2015), so it was applied to validate the link between norms and behavior in the study. Finally, it was vital to comprehend if behavioral intentions relating to a coastal and marine destination are affected by sustainability attitudes, norms, and behavior. Carvache-Franco et al. (2020) acknowledged the importance of understanding loyalty to a coastal and marine destination, while Goffi et al. (2019) argue that sustainability affects such loyalty. Schuhmann et al. (2019) assert that behavioral intention is highly dependent on changes in coastal and marine destination quality.

Johnson (2002) argued for environmentally sound cruises that could be differentiated as premium price options for interested target groups. One of the main conclusions in Johnson’s (2002) critical check of environmentally sustainable cruise tourism is that “tourists as consumers have largely failed to exert the fundamental pressure necessary to ensure real environmental improvements” (p. 268). The key question remains of whether attitudes to the need for sustainability have changed in the last 18 years (and initial Johnson (2002) study). These issues addressed within the proposed theoretical framework contribute to current knowledge by emphasizing both cognitive determinants (attitudes to the economic and socio-cultural impacts of cruise tourism) and normative-conative ones (social and personal norm-driven pro-environmental behavior and cruise tourists’ behavioral intention concerning a coastal and marine destination). This study addresses those issues through its quantitative customer survey.

2.3. Stakeholder analysis from the perspective of sustainable destination management

Marafa (2008) called for a cohesive approach that could be converted into environmental coastal and marine tourism guidelines for policymakers. That recommendation aligns with those in prior literature advocating multi-stakeholder involvement in sustainable tourism in general (Waligo et al., 2013) and particularly in coastal and marine tourism (Lemetyinen, 2017).

The current multi-stakeholder analysis illustrates a strategic shift toward future-oriented destination management, where the focus is

directed toward cross-sectoral development and conflict resolution, paving the way for sustainable blue growth (de Andres Gonzales et al., 2018). Studies have previously expressed serious concerns over the ineffectiveness of sustainability actions in coastal and marine areas and the absence of any cross-sectoral commitment to environmental improvements. Klein (2011) described the growth of public concern over the influence of cruise tourism on seaside and maritime surroundings, and the socio-cultural nature of seaport societies as a result of cruises becoming the fastest-growing sector of the vacation industry. Andersen et al. (2018) noted that the plan for sustainable development of the Danish coastal area essentially neglected long-term standpoints in favor of pursuing commercial profit, and moreover, the study highlighted weak administrative guidance hindering the envisioned transference toward sustainable tourism growth. The last point aligns with the work of Waligo et al. (2013) highlighting how absent or ineffective stakeholder contributions hinder establishing sustainable tourism. Waligo et al. advocated a 'multi-stakeholder participation administration' agenda to make such involvement more intensive and effective. Marsh (2012) claimed that uncontrolled tourism from cruise vessels is unsustainable and called for robust governmental intervention to maintain coastal heritage destinations.

Lemmettyinen and Go (2010) were among the first scholars to pinpoint the need for a polyvocal approach in the coastal network of cruise tourism destinations. Shams (2016) launched the concept of stakeholder scope analysis by focusing on the internationalization of destinations. These studies touch upon the theme of this study by emphasizing the multifocal perspective in studying the sustainable development of a coastal and marine area, as does Lemmettyinen (2017) when arguing for a more holistic approach to the complex and multifaceted concept of a cruise brand or product. That study points out that it is not enough to consider only the cruise companies and their customers at the core because the views of a wide spectrum of stakeholders representing the cities, ports, and regions involved in the cruise business should also be reflected. Lemmettyinen (2017) called for further research on this phenomenon and identified a need for a paradigm shift using stakeholder theory, which would be a step toward fulfilling the need for more 'theorizing' in cruise studies, as was suggested by Papathanassis and Beckmann (2011) in a review of the academic research on the topic. More recent research on coastal and marine tourism in the Archangelsk region of Arctic Russia emphasizes the need to engage all relevant stakeholders in addressing sustainability issues inherent in the growth of cruise tourism (Olsen et al., 2020). Moreover, James et al. (2020, p. 1425) focus on stakeholders' perceptions of the sustainability of cruise tourism in the Arctic and suggest "intergovernmental agreements are needed to address regulatory issues and that national coordination may help to improve collaboration between destinations."

In adopting the stakeholder perspective and encompassing customer perceptions, the current study accords with the recommendation of Palakshappa and Gordon (2006) that future research should incorporate a multifaceted, qualitative approach to consumers' narratives. The current study examines collaborative relationships in the context of coastal and marine tourism by using narratives gathered through a combination of workshops and interviews, structured surveys, and perceptual diagramming within a case-based method, as called for in prior literature (Lemmettyinen, 2017; Palakshappa & Gordon, 2006).

3. A mixed-methods approach

A mixed-methods approach within a multi-stakeholder investigation facilitates acquiring a holistic understanding at the service ecosystem level (Molina-Azorín & Font, 2016). Koopmans (2017, pp. 16–18) emphasized the connection between mixed-methods and complexity theory, which, as "a multidisciplinary paradigm, aims to describe the behavior of systems that, depending on the discipline of inquiry, could be biological, social, economic, or anything else that is systemic."

The current research started with a focus on customer understanding

and thus harvested quantitative data from British cruise passengers arriving in the city of Pori on the south-west coast of Finland. Although the city is not among the most popular cruise ports in Finland, the understanding of the primary stakeholders (cruise tourists) and of the impacts of cruising on sustainability in the initial phase of coastal and marine destination development offers a reasonable starting point from which to address the challenges around future coastal sustainability. Moreover, it is reasonable to investigate and promote the sustainability of a cruise destination that has recently been introduced to the market rather than to focus on ports brimming with cruise tourists. To develop a broad understanding of the coastal and marine tourism and sustainability, qualitative empirical data were gathered from around 40 cross-border representatives of the key coastal and marine industry sectors' stakeholder groups (the Blue Growth sectors recognized by the EU) and specialists related to the sustainable development of coastal and marine areas and tourism in the Baltic Sea region. Those stakeholders attended two workshops, one in Helsinki in 2017 and the other in Tallinn in 2018. This approach ensured that the perceptions of the secondary stakeholders representing policymakers, regional councils, sectoral associations, and industry representatives on the future of coastal and marine sustainability were captured. The cross-border stakeholder data were subsequently analyzed, which provided a comprehensive understanding of the role of cruise tourism and its sustainability within the broader context of coastal and marine tourism. The multi-stakeholder approach of the study is shown in Fig. 1.

Fetters (2018) pointed out the importance of integrating both qualitative and quantitative approaches in a study that uses mixed methods. In the current study, we combine the quantitative and qualitative parts of the study into an integrated mix. Fetter's notion of how the mixed-methods inquiry benefits from having multiple team members who contribute various forms of expertise applies to the researchers involved in this study, whose expertise encompasses geography, marketing, and entrepreneurship. Moreover, Fetter pointed out that mixed-methods research creates multiple opportunities to address the complex problems encountered. Moreover, it is important to accept the blurred "boundaries between qualitative and quantitative research while appreciating the value of this distinction for mixed-methods research" (Morgan, 2018, p. 268). Accordingly, in the current study, the theory-based coding and collection of quantitative data for the primary stakeholder analysis were first analyzed to inform the qualitative secondary stakeholder investigation. Each author contributed to the quantitative investigation and one author took primary responsibility

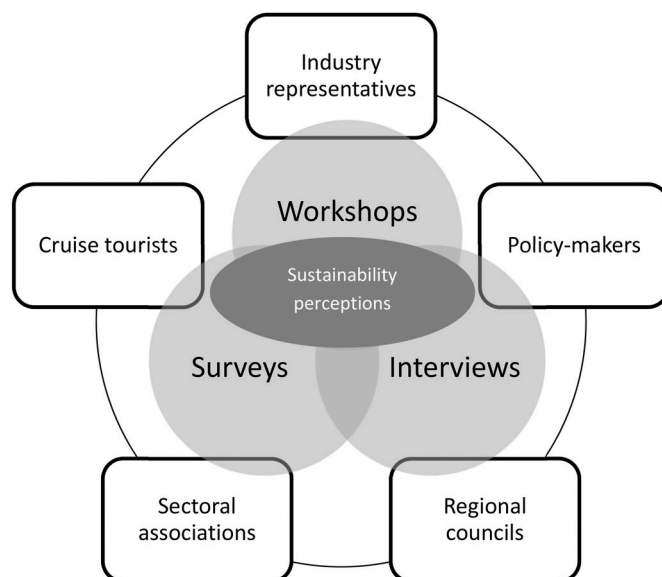


Fig. 1. Integrated multi-stakeholder analysis.

for the theory building and analysis. Two of the authors facilitated the qualitative workshops and interviews, while all authors participated in the theory building and analysis.

The current study follows the emphasis on the stakeholder perspective in the research on coastal and marine tourism (James et al., 2020; Olsen et al., 2020). Moreover, the current study recognizes the value of method triangulation, pertaining to the use of multiple methods to study a single problem (Decrop, 2004), and data triangulation involving the use of a variety of data sources. The study also incorporated multilevel triangulation (Decrop, 2004) by using individual and group interviews in a workshop to supplement its survey. The results of the quantitative survey on the primary stakeholders' attitudes to socio-cultural and economic sustainability, norm-driven pro-environmental behavior, and destination loyalty (word-of-mouth and revisit intention behavior) impelled the researchers to examine a more systemic and holistic view on the future sustainable development of coastal and marine tourism along the Baltic Sea coast.

4. Primary stakeholder analysis

4.1. Data gathering

To study cruise passengers as the primary stakeholders according to stakeholder theory and to analyze their sustainable behavior concerning one of the ports of call in the Baltic Sea coastal and marine area, two of the authors surveyed cruise-line passengers arriving at Pori on the southwest coast of Finland with permission from the port authority and the cruise company.

The data were gathered in the summer of 2016 using a questionnaire given to those cruise passengers. Pori had first become a port of call on the itinerary of one UK based cruise in that same year. The British cruise company offers varying itineraries with small trips (with fewer than 500 passengers) and medium-sized ones (around 1000 passengers). Upon arrival at Pori cruise terminal, the passengers were asked if they would help with some research, and those who accepted were asked to complete questionnaires on their return from excursions in the area of Pori. The survey follows Podsakoff et al.'s (2003) procedural suggestions related to the anonymity of the respondents (to minimize evaluation apprehension) and item ambiguity.

A reasonable time was given to the respondents to reflect on the questionnaire and provide valuable answers in line with Hosany and Witham's (2009) argument that passengers' evaluations need to be captured immediately after consumption. Of the 450 British tourists on board, 182 submitted complete questionnaires, representing a satisfactory response rate for a paper-based survey.

More than 60% of the respondents were female, 65% were married, all of them were older than 60, retired, and UK residents. The respondents had varied educational backgrounds. The average annual income was GBP 59,000, which allowed the group members to take between one and four cruises per year, mostly traveling with a spouse or alone.

4.2. Data analysis

The analysis was performed using the social science statistical software packages SPSS and AMOS. The following statistical analysis steps were undertaken: First, the internal consistency and reliability of the 'variables' used in the research model were examined through the calculation of Cronbach's alpha values. Second, confirmatory factor analysis (CFA) and structural equation modeling (SEM) were assessed. Consequently, convergent validity, discriminant validity, and composite reliability were analyzed along with the fit of the model. Muthén and Muthén (2002) suggest that a reasonable sample for conducting CFA is $N = 150$, while in the case of SEM, $N = 10$ (Nunnally, 1978) or five to ten observations per estimated parameter (Bollen, 1989). The proposed study sample is therefore adequate to meet the threshold requirements

of CFA and SEM. Moreover, statistical remedies common to self-evaluation data were also addressed using Harman's single factor test to establish that common method bias was not present in the study.

4.3. Hypotheses

The research team conceptualized an inclusive model that reflects the primary stakeholders' (cruise tourists) cruise tourism sustainability mindset, and explains their attitude to economic and socio-cultural sustainability, personal and social-norm-driven pro-environmental behavior and destination revisit intention, and word-of-mouth behavior. The following hypotheses were formulated:

H1. Cruise tourists' attitude to economic and socio-cultural sustainability has a positive effect on cruise tourists' norm-driven pro-environmental behavior.

H2. Cruise tourism norm-driven pro-environmental behavior has a positive effect on cruise destination revisit intentions.

H3. Cruise tourism norm-driven pro-environmental behavior has a positive effect on cruise destination word-of-mouth.

The research model reflecting the hypotheses is shown in Fig. 2.

4.4. Measures

Latent variables were measured in the range from two to five items. Specifically, the level of agreement with the proposed items was measured on a 7-point Likert scale. The items used in the questionnaire were selected following the cruise tourism literature review and were consequently adjusted to fit the study purpose. Cruise tourism norm-driven (social and personal) pro-environmental behavior was measured with two items (Han, Yu, et al., 2019), while cruise tourists' attitudes of economic and socio-cultural sustainability were measured with three items (Brida & Zapata, 2010), and finally, cruise destination word-of-mouth and revisit intentions were measured with three items based on prior research (Hosany & Witham, 2009).

4.5. Survey research results

The study's descriptive statistics (mean and standard deviation values) are shown in Table 1. The item labeled 'I'll spread positive word-of-mouth about Pori' (5.20) has the highest mean value and the lowest mean value is recorded for the item, 'I cruise to show others that I care for the environment' (3.02). With regard to the variable level, the highest mean value is for the variable 'cruise destination word-of-mouth', while the lowest relate to the variables 'cruise revisit intention' and 'cruise tourism norm-driven pro-environmental behavior'.

The analysis began with the calculation of Cronbach's alpha coefficients for all variables, which revealed all values exceeded the reliability threshold of 0.7 (Nunnally, 1978). The next step applied CFA to test the fit of the model. The model's convergent and discriminatory validity was tested through the calculation of the latent variables average variance extracted (AVE) and the calculation revealed those values exceeded the 0.5 threshold, thus establishing the convergent validity of the model (Fornell & Larcker, 1981). Moreover, measuring the squared correlations between constructs confirmed discriminatory validity. Finally, the variables' composite reliability (CR) was confirmed as CR values exceeded the required threshold of 0.6 (Bagozzi & Yi, 1988) (see Table 2).

The fit model indices showed adequate values: χ^2 (83.237)/df (38) = 2.19 < 3 (Bagozzi & Yi, 1988); CFI = 0.975 > 0.9; TLI > 0.956 > 0.9; IFI = 0.975 > 0.9 (Byrne, 1998); RMSEA = 0.080 < 0.1 (Steiger, 1990, Table 3).

In addition, Table 3 presents the findings of hypothesized structural model relationships suggesting that all the relationships were statistically significant. Cruise tourists' attitudes to economic and socio-

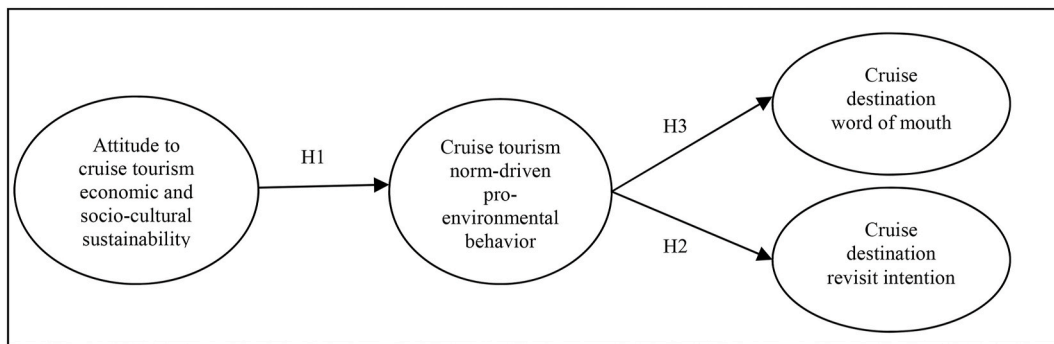


Fig. 2. Proposed research model of the quantitative study.

Table 1
Descriptive statistics.

Items	Total mean	Standard deviation
Cruise tourism norm-driven pro-environmental behavior	3.29	1.70
I cruise to minimize my ecological travel footprint	3.56	1.74
I cruise to show others that I care for the environment	3.02	1.66
Cruise tourists' attitudes to economic and socio-cultural sustainability	4.59	1.47
Cruising has positive economic effects on the destination	4.87	1.49
Cruising has positive social effects on the destination	4.51	1.49
Cruising has positive cultural effects on the destination	4.41	1.43
Cruise destination word-of-mouth	5.07	1.64
I'll spread positive word-of-mouth about Pori	5.20	1.56
I'll recommend Pori to others	5.13	1.68
I'll recommend Pori to my friends and neighbors	4.86	1.67
Cruise destination revisit intention	3.47	1.83
I intend to revisit Pori	3.60	1.89
It is very likely that I will revisit Pori in the future	3.49	1.82
The likelihood of my returning to Pori is high	3.31	1.78

Table 2
Results of CFA.

Constructs and items (AVE and CR)	Loading
<i>Cruise tourism norm-driven pro-environmental behavior (0.67; 0.80)</i>	
I cruise to minimize my ecological footprint from travel	0.838
I cruise to show others that I care for the environment	0.802
<i>Cruise tourists' attitudes to economic and socio-cultural sustainability (0.83; 0.94)</i>	
Cruising has positive economic effects on the destination regions	0.836
Cruising has positive social effects on the destination regions	0.973
Cruising has positive cultural effects on the destination regions	0.923
<i>Cruise destination word-of-mouth (0.89; 0.96)</i>	
I'll spread positive word-of-mouth about Pori	0.967
I'll recommend Pori to others	0.981
I'll recommend Pori to my friends and neighbors	0.887
<i>Cruise destination revisit intention (0.90; 0.96)</i>	
I intend to revisit Pori	0.912
It is very likely that I will revisit Pori in the future	0.984
The likelihood of my returning to Pori is high	0.949

Notes: $\chi^2 = 83.237$; $df = 38$; $p = 0.00$; $\chi^2/df = 2.19$; CFI = 0.975; TLI = 0.956; IFI = 0.975; RMSEA = 0.080.

cultural sustainability had a statistically significant effect on the cruise tourists' norm-driven pro-environmental behavior (estimate = 0.560, $p < 0.01$), a finding that supports H1. The variable associated with cruise tourists' norm-driven pro-environmental behavior had a positive statistically significant effect on cruise destination revisit intention (estimate = 0.458, $p < 0.01$) and word-of-mouth (estimate = 0.433, $p < 0.001$), which supports H2 and H3 (see Table 3).

Table 3
Tests of hypothesized relationships.

Hypothesis	Estimates	Conclusion
H1: Cruise tourists' attitudes to economic and socio-cultural sustainability → cruise tourists' norm-driven pro-environmental behavior	0.560***	Supported
H2: Cruise tourists' norm-driven pro-environmental behavior → cruise destination revisit intention	0.458***	Supported
H3: Cruise tourists' norm-driven pro-environmental behavior → cruise destination word-of-mouth	0.433***	Supported

Notes: *** Significant at 0.01 level.

The results of the quantitative survey of primary stakeholders were embedded with a qualitative approach to permit a more systemic and holistic view of the future sustainable development of the coastal and marine tourism on the Baltic Sea coast, an emerging cruise region. Following stakeholder theory, we next examined how the opinion leaders and decision-makers among wider stakeholder groups connected to the tourism ecosystem perceive the future sustainable development of coastal and marine tourism.

5. Secondary stakeholder analysis

The current research used secondary stakeholders to capture a balanced view of the future economic, environmental, and social development of coastal and marine tourism. The stakeholders represented coastal and marine interest groups including national-level policymakers, regional councils, sectoral associations, and industry representatives from Finland and Estonia (see Table 4).

5.1. Workshops

The research uses cross-sectoral interaction to harvest the views of the secondary stakeholders representing the supply side to obtain a broad understanding and facilitate dialogue on the sustainability goals of the multi-stakeholder group (James et al., 2020; Olsen et al., 2020). The stakeholders also addressed the future of coastal and marine tourism (thus addressing the need for a collaborative focus emphasized in Lozano et al., 2015). The first stakeholder workshop took place in June 2017 in Helsinki. Several activities served to initiate discussions between multiple stakeholders on tourism and coastal development and to gather cross-sectoral multi-stakeholder perspectives on the balanced environmental and socio-economic development of the coastal and marine areas. The workshop represented multiple industry sectors through its 40 participants, a number that includes the moderators and organizers (see Table 4).

The stakeholder representatives were split equally into three groups for the discussion. The main issues discussed in the workshop included: the future potential and main drivers of sustainable development and, cross-industry synergies and conflicts in the coastal and marine areas

Table 4
Secondary stakeholders involved in the study.

	Sectoral associations	Regional councils	Policymakers	Industry reps	Cross-disciplinary researchers
Workshop 1 Helsinki June 2017	6	8	7	9	10
Workshop 2 Tallinn January 2018	8	7	6	10	9
Business Interviews April–Jun 2018	3	1	–	18	–

and tourism. This served to provide a holistic background understanding of the broad scope of cross-border and cross-industry perspectives related to the sustainable development of coastal and marine areas and tourism. The workshop sessions were video- and audio-recorded to confirm the views expressed during the analysis and identify the contributing stakeholders. Several cross-disciplinary researchers contributed to the qualitative analysis. Interviews were conducted later to inductively strengthen the cross-sectoral balance of the views obtained.

The second participatory workshop occurred in January 2018 in another Baltic Sea cruise destination, Tallinn, Estonia. The workshop aimed to assess the key findings from the previous workshop and extend the understanding of the cross-sectoral coastal and marine sustainability objectives. Furthermore, the participants identified pathways toward sustainable coastal and marine development (for the related Delphi surveys see, [Pöntynen & Erkkilä-Välimäki, 2018](#), pp. 18–19). The Tallinn workshop had 41 participants. The participating experts anticipated that the coastal and marine tourism sector would continue growing until at least 2050, with half of the experts expecting either great or significant growth. The participants were asked to map the activities they anticipated would be occurring in marine and coastal areas in 2050. The results were combined to advance the cross-sectoral understanding of future objectives and advance the sustainability of the coastal tourism regions of southern and western Finland, and valuable insights were shared between the workshop participants. Sustainability is a concept that all workshop participants valued and identified as having great potential, especially in coastal and marine tourism. The stakeholders outlined actions required but stopped short of detailing the necessary phases and sectoral collaboration that could facilitate sustainable action.

5.2. Interviews

The main aim of gathering data through interviews with a range of stakeholders including representatives of businesses, public authorities, and business-support organizations was to extend the understanding of future coastal and marine development, as called for by [Klein \(2011\)](#). A further goal was to identify potential for sustainable growth and the adoption of new technologies across coastal and marine sectors in general and in the tourism industry in particular. Interviews on the topic of coastal and marine tourism were conducted with representatives of two small private companies in the wellbeing sector, a marina associated with cruise tourism, an association connected to nature tourism, and with three business-support organizations. The interviews were conducted by telephone and took place in June 2018. The interviews covered the topics of business development and networking based on a time horizon of 10–20 years. The interviewees were asked to describe, for example, what kind of opportunities they saw in business and what forms of tourism would grow/decline in the future. The growth of tourism is seen as a positive influence on many coastal areas with extensive impacts on other regional business sectors as well. However, the interviewees emphasized the need for greater accessibility in the untapped and sensitive coastal and marine areas and remote destinations and the connected need to improve coastal tourism logistics and transportation routes in the future.

5.3. Secondary stakeholder research results

The results of the secondary stakeholder analysis are summarized in

the following subsections reporting the perceptions of future development from the perspective of the coastal and marine tourism business. Sustainability has a major role in the perceptions (see also, [Jones et al., 2017](#)) and the focus on stakeholder collaboration and networks reflects the stakeholder perspective in prior research ([Carlisle et al., 2016](#)).

5.3.1. Sustainable coastal and marine tourism development and economic growth

The workshop and interview participants thought sustainability was important in their industries, especially relating to the tourism sector in the coastal and marine areas of Finland. They identified the quest for energy efficiency and also digitalization and smart solutions as major driving forces of future economic development in the tourism sector and saw new forms of service solution as likely to change both industry and customer behavior. The informants also underlined that these drivers and the development of current service processes could reduce the number of employees in the future but that the expected economic growth in the tourism sector overall would probably mitigate such negative effects. The interviewees and workshop participants saw the future of the tourism sector as generally bright and anticipated that internationalization, the rising trend for nature and eco-tourism, along with luxury and cruise tourism, the demand for cultural heritage and local experiences, the sharing economy phenomenon, and the need for sustainability would positively challenge tourism sector development in the future. Synergies between coastal and marine tourism and other sectors such as coastal fishing and fish farming were identified as new sources of sustainable growth in the future. In particular, ecologically sensitive coastal and marine areas would benefit from the eco-branding of coastal and marine tourism, which works toward mitigating human pressure on the environment by fostering and restoring coastal and marine areas. Among the issues addressed were conflicts between the energy sector and coastal and marine tourism over land and sea area use. One of the current challenges to the development of travel marketing noted in the tourism services context was seasonality.

Digitalization and smart solutions were expected to be a key driving force in increasing availability and year-round accessibility of service contents and offerings in coastal and marine areas. Cross-sectoral networking and responsibility aims were seen as important prerequisites for improving the sustainability of tourism services. Clean innovations in transport, energy, accommodation, and experience co-creation were considered necessary to advance coastal and marine tourism sustainability. Overall, tourism was considered to be a steadily growing sector in Finland and one worth investing in, especially owing to the direct positive effects on local SMEs and service chains; that is, the development potential for people, employment, and the local area.

5.3.2. Multi-stakeholder perspectives on the sustainability of cruise tourism and coastal and marine development

Coastal and marine tourism—with cruise tourism being one of its main subsectors—is one of the fastest-growing segments of the global tourism industry that has so far exceeded all growth expectations worldwide. Moreover, the sector is expected to continue to register strong growth in the future. Whether the Covid19 pandemic will have a transformative and long-lasting impact specifically on coastal and marine tourism development remains to be seen. Planning trips independently online and personalizing service packaging to fit individual preferences is a major trend in consumer behavior including in the field of coastal and marine tourism. Currently, wilderness destinations,

national parks, and accessible islands are increasingly popular places to visit. The workshops conducted in the current research highlighted the issues some destinations face with handling the environmental pressure generated by mass tourism. Some of the most sensitive and vulnerable destinations might require regulation to ensure the impact of visitors remains at a level the environment can handle. Some interviewees thought some nature areas should be fully protected from tourism.

The workshop and interview participants offered multi-stakeholder perspectives (see also Wang et al., 2016) on coastal and marine tourism development in the Nordic coastal area. The underlying ethos identifiable in most of the comments and future evaluations was that the EU initiatives addressing sustainability and global ecological concerns (see Jennings, 2004; Jones et al., 2017) over the use of sea areas and coastal development have had major impacts on values and attitudes among the public and representatives of the private sector (see Klein, 2011). The workshop participants recognized that the tourism sector would be one of the key growth industries within the region and that growth would affect the overall sustainability and stability of coastal and marine area development. The interviewees believed coastal and marine areas would be at the forefront of future-oriented environmental regulations, and thus, recycling and the use of renewable energy sources would play a major role in the development of tourism, as they would with all industry sectors. Public authorities were expected to play a central role in supporting sustainable blue growth in the region.

The interviewees also noted that the rise in cruise tourism, as a vital subsector of coastal and marine tourism, would increase the need to continue developing smaller marinas to manage the growth of cruise traffic sustainably. Many workshop participants acknowledged that there would also be more fully restricted coastal and marine reserves in the future. Interestingly, the workshop findings highlighted that tourists themselves would play a greater overall role in advancing and participating in activities supporting environmental sustainability in the future. Concerning other major global trends, the workshop participants suggested that going forward virtual reality solutions and multi-channel tourism experiences could help to stimulate more sustainable tourism. An example would be if tourists visiting the coastal and marine areas of Finland could experience the four seasons, local culture, and historical events digitally, thus without affecting current levels of environmental pressure. For untapped coastal areas and islands, sustainability-driven marketing was seen as a key future solution to promote the balanced growth and development of the tourism business. In addition, the workshop participants suggested that active cross-regional and cross-industry collaboration could support the sustainability aims of coastal and marine tourism, a notion supported by the stakeholder theory expressed by for example Jones et al. (2017) in the context of the corporate sustainability of ocean cruising.

6. Discussion

An increasing number of studies investigate the pro-environmental behavior of cruise tourists—as primary stakeholders of coastal and marine tourism—based on the extensions of the norm activation framework (Han et al., 2018, 2019a and, 2019b, 2017; Han & Hwang, 2016). This study proposes an inclusive model grounded on NAT and TPB (the attitudes-norm-behavior model) customized to harvest the cruise tourist's understanding of the issues of sustainability in general. The approach contrasts with that of prior cruise tourism research that was exclusively focused upon pro-environmental behavior, thus, neglecting insights into attitudes to economic and socio-cultural sustainability as an antecedent and cruise tourism destination behavioral intentions as an outcome. Han (2015) argues that previous studies on individuals' pro-social/pro-environmental behavior adopted a cognitive centered view, while this study adopts an integrative cognitive-normative-conative approach to crystallize cruise tourists' (economic and socio-cultural) sustainability attitudes and norm-driven pro-environmental behavior that drive behavioral intention

concerning a coastal and marine destination.

Starting the investigation of the coastal and marine tourism ecosystem with a customer (individual) focus, the implemented quantitative analyses concentrated on how cruise passengers visiting Pori on the Finnish coast perceived sustainability. Investigating cruise tourists as primary stakeholders aligns with Roscoe et al., 2020 argument that primary stakeholders' activities could seriously damage an organization (or destination in our case). That argument is particularly apposite in the coastal and marine tourism context given cruise tourism's evident deleterious effect on coastal and marine sustainability. Quantitative research findings (especially mean values for cruise tourism norm-driven pro-environmental behavior) illustrate that norms (personal, and especially injunctive social) do not predict cruise tourists' pro-environmental behavior. Our conclusion contrasts with that of Onwezen et al. (2013) that individuals' social norms are an essential factor in forming pro-environmental behavior. Moreover, these findings could also be interpreted as indicating that cruise tourists do not perceive cruise tourism as an environmentally friendly way of traveling. The study results support Johnson's (2002, p. 268) conclusion that "tourists as consumers have largely failed to exert the fundamental pressure necessary to ensure real environmental improvement." In addition, Eijgelaar et al. (2010) confirmed that cruise tourists did not demonstrate positive environmental awareness and attitudes, despite widespread reporting of the high levels of CO² emissions associated with cruise tourism.

In the relational context, the study findings suggest that cruise tourists' attitudes toward favorable economic and socio-cultural impacts of cruise tourism on a coastal and marine destination have a significant effect on their norm-based pro-environmental behavior. This is generally in line with the theory related to attitude-behavior consistency (Glasman & Albarracin, 2006), suggesting favorable attitudes to the socio-cultural and economic impacts of cruise tourism on coastal and marine destinations would stimulate cruise tourist's pro-environmental behavior. Therefore, coastal and marine tourism sustainability should be addressed and managed holistically.

Finally, norm-driven pro-environmental behavior was found to influence both revisit intention and word-of-mouth behavior in the coastal and marine destination context. That result partially aligns with findings on cruise tourism aligning with a tourist's perceived social norms prompts that customer to spread positive behavior (Han, Yu, et al., 2019). The current study, therefore, addressed the link between cruise tourists' pre-visit attitudes and behavior and their destination experience.

The qualitative analysis of secondary coastal and marine tourism stakeholders—representing a segment of the wider coastal and marine tourism ecosystem—is also in line with Johnson's (2002) arguments for long-term and holistic management involving transnational agencies, cruise-line operators, and host populations. The current analysis thus confirms the value of the integrated multi-stakeholder approach, based on a theoretical foundation of stakeholder theory, which assumes that companies have responsibilities to stakeholders (Jones et al., 2017).

The holistic multi-stakeholder investigation indicated that environmental regulation and the general attitudes of the public together will in future strongly guide the actions of the tourism industry, ensuring it supports regional economic and environmental sustainability initiatives. Collaboration on coastal and marine development requires long-term commitment, and actions have been taken to expand in this direction in recent years; however, the interviewees felt the strategy could be more visible. Cooperation between coastal and marine areas, organizations, and companies was considered extremely important, and to be the only effective means to develop balanced sustainability in tourism. Regulation is seen as imperative to support the widespread sustainable development of coastal and marine areas and destinations. Individual industries connected to the coastal and marine tourism ecosystem often have conflicting interests that must be managed by equitable and transparent regulation. From a destination and tourism ecosystem

perspective, the ecological constraints will therefore always be present in the future. Multi-stakeholder, future-oriented perspectives aim to avoid cross-sectoral conflicts in destinations caused by asymmetric negotiation positions and power imbalance (Jones et al., 2017).

This study contributes to the earlier research particularly through 'its future orientation' that responds to Byrd's (2007) call to recognize future visitors and the host community in the sustainable use of coastal and marine areas with interesting future potential, opposite to the 'old ports' suffering the effects of over-tourism (Asero & Skonieczny, 2018). Brandão et al. (2019) emphasized the product diversification in collaboration with regional stakeholders while this study also focused on cross-sectoral dialogue to preclude industry and stakeholder conflicts. Those earlier studies applying the stakeholder approach (James et al., 2020; Olsen et al., 2020) concentrated on a specific region, whereas the qualitative data informing this study is derived from informants from several regions and even across borders. The study also presents information on the perceptions of visitors to a novel and emerging cruise area.

7. Conclusions

The multi-stakeholder analysis conducted in this study fully involved its participants, thus ensuring that the findings are based on their experiences. Moreover, it made it possible to collect rich and wide-ranging data by combining quantitative and qualitative approaches.

7.1. Theoretical implications

The use of stakeholder theory facilitated a deeper understanding of the complex processes occurring within coastal and marine areas, revealing that cruise tourists as primary stakeholders, and also other stakeholders, are equally interested in the sustainability of coastal and marine areas. Moreover, the study investigates coastal and marine sustainability from the perspective of the individual cruise tourist (primary stakeholders) and the organizational perspective (secondary stakeholders). Lester and Weeden (2004) acknowledge that delivering a long-term sustainable vision of coastal and marine tourism with require consensus among all stakeholders involved. Prior studies suggest that stakeholders have different degrees of political influence over the decision-making process but that of tourists, private investors, and various governmental institutions is paramount (Schianetz et al., 2007). The current study is also aligned with Schianetz et al. (2007) in providing evidence of the power of collective action. Our findings show that the impetus to generate long-term sustainability can be driven by communities, non-governmental organizations (NGOs), and environmental groups. These groups have often been excluded from the decision-making process (Anctil & Le Blanc, 2016). Our findings also reflect the conclusions of Font et al. (2016) and Klein (2011) relating to the power relations between cruise destination stakeholders in emphasizing the importance of an equal dialogue between those stakeholders. Conversely, consumers and NGOs, which are not under directly influenced by the cruise industry, were found to be the most powerful actors in the implementation of successful cruise sustainability practices (Font et al., 2016). The lack of stakeholder involvement was recognized as one of the crucial challenges of sustainable tourism (Wang et al., 2016). Finally, the current study complements existing knowledge by implementing a normative stakeholder approach based on ethical and moral considerations from both organizational and individual perspectives, through its assessment of cruise tourists' social and personal norms and other stakeholders' moral considerations on coastal and marine destination sustainability.

Given that research utilizing cruise tourists' opinions on the effects of cruise tourism on coastal and marine areas has been somewhat neglected, the current study extends current knowledge by associating cruise tourists' attitudes with the socio-cultural and economic impact of cruise tourism on destinations with norm-driven pro-environmental behavior

as an antecedent of destination loyalty. The approach offers a holistic understanding of the role of cruise tourism in coastal and marine sustainability through the attitudes-norms-behavior approach. The current study also complements the literature on sustainability from the perspective of coastal and marine tourism by highlighting the perception of pro-environmental behavior not only from the viewpoints of tourists but also from those of destination marketers and policymakers, who are in a position to convince customers of the importance of sustainability as a cruise destination brand attribute. Today the sustainability dimension plays an important role, as most cruise companies collaborate with the local service ecosystems in coastal and marine destinations to create socio-economic value and often support eco-friendly sustainable cruises that minimize the harm caused to the environment (Han et al., 2018). The adoption of a holistic approach meets the calls of Han et al. (2018) and Weeden et al. (2011) for more research on cruise travelers' ecological behavior. The study also provides a future perspective called for by Andersen et al. (2018). In addition, there is an evident lack of empirical research on coastal and marine tourism, especially in terms of providing a holistic understanding of the coastal and marine processes in an integrative stakeholder manner (see, Lemmetyinen, 2017; Marafa, 2008). Similarly, attempts to integrate multi-stakeholder perspectives into the understanding of overall destination sustainability and the future growth potential of coastal and marine tourism ecosystems are somewhat rare. The present research contributes to the existing literature and underlines the significance of multi-stakeholder engagement in the management of coastal and marine areas and novel cruise tourism destinations.

7.2. Managerial implications

The managerial contribution of the study lies in providing multifaceted information useful to destination marketers, cruise companies, travel agencies, and public decision-makers on how cruise passengers perceive the coastal and marine area they visit in terms of its sustainability. In addition, this study examined the perception of sustainability by other stakeholders, underlining the aspects of networking, digitalization, and the increased leisure time available to consumers globally, and finally, also the aspect of sustainable growth. Accordingly, the study conducted a thorough analysis of stakeholders' perceptions of the importance of sustainability in coastal and marine areas, not only as it exists today but as it is forecast to be in the coming decades. Lacher et al. (2013) highlighted the limited understanding of customers' favored attributes of a coastal and marine destination and the need for ongoing assessment of existing products and the development of new products in the context of sustainability. One such concept offering valuable attributes for future development and sustainable growth might be eco-tourism, supported by smart digital solutions to drive intangible value creation and to tackle the challenges posed by the accessibility of destinations and the related issue of seasonality. Stakeholder collaboration, active local community engagement, and the involvement of small and medium-sized enterprises (SMEs) in destination service provision (e.g. boosting interest in the local cultural heritage) were also identified as having the potential to contribute to the development of coastal destinations in a more socially inclusive direction. Digitally enhanced service co-creation could play a part in delivering not only a greater volume of extended service products and offerings per se but also increased productivity among those services. Utilizing clean innovations, including sharing economy and digital platform solutions, for energy-efficient and smart mobility, transport, and accommodation offerings in coastal areas strengthens the need for environmentally friendly stakeholder value co-creation and the sustainable growth of coastal and marine tourism.

7.3. Limitations of the study and future research recommendations

It should be acknowledged that quantitative research has a limited

capability to reflect the full complexity of norm-driven pro-environmental behavior of cruise tourists, thus, the use of qualitative methods to complement and confirm the initial quantitative findings and secure a comprehensive understanding of the phenomena would be greatly appreciated in future research endeavors. If we take into account that hedonic values are closely associated with cruise tourism (Han & Hyun, 2019), the issue of norm-driven pro-environmental behavior must be approached with caution. Accordingly, general cruise tourist behavior was recognized as an outcome of personal weighting between norm-driven pro-environmental behavior and the hedonic rewards arising from cruise tourism. Moreover, some cruise tourists will completely refute concerns over global sustainability, regardless of their personal and social norms, or the industry's public relations initiatives addressing green issues. The quantitative research was informed by data derived from a relatively aged population. This might be considered as a limitation but since this is inevitable given the cruise tourism demographic, we regarded it as a good starting point. The secondary stakeholder respondents interviewed and participating in the workshops were chosen for their professional expertise and roles with key organizations. Unfortunately, the perceptions of the younger cohorts of society were underrepresented in the study: The younger generation, and especially millennials, take sustainability issues and the future more seriously than their predecessors do. Accordingly, future research could seek to involve not only younger cruise tourists but also other primary stakeholder segments connected with coastal and marine tourism and tourists from various demographics, bearing in mind that capturing their attitudes would provide better-balanced perspectives and enhance the applicability of the research results. An avenue for future research would be to investigate the post-Covid19-pandemic era and the effects on the position of sustainability in coastal and marine tourism. Will the pandemic bring about a new paradigm in the business? Will cruise vessels become smaller and the needs of the local people be considered to a greater extent than previously, as recently argued by Renaud (2020)?

CRedit author statement

Darko Dimitrovski: Quantitative investigation, Quantitative Analysis, Theory building, Methodology, Discussion and Conclusions; Arja Lemmetyinen: Quantitative investigation, Theory building, Methodology, Discussion and Conclusions; Lenita Nieminen: Theory building, Qualitative workshops and interviews, Qualitative Analysis, Discussion and Conclusions; Tuomas Pohjola Theory building. Qualitative workshops and interviews, Qualitative Analysis, Discussion and Conclusions

Declaration of competing interest

None.

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