

An Overview Of The Existing Gap Between The University Educational Offer Focused On Entrepreneurship And The Maritime Cruise Industry

EVIDENCE FROM ROMANIA

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1. ABSTRACT:

In this paper, the authors describe the existing situation in the city of Constanta, the largest port city in Romania, from the point of view of the existing discrepancy between the educational offer that encourages entrepreneurship and the maritime tourism industry situation. To reach this goal, the authors first began to analyze the statistical reports regarding the situation of the ships that dock in the port of Constanta. Second, the authors conducted a research on the university educational offer in Constanta. The results showed that out of a total number of 22 faculties, each with at least 2 specializations, only 4 specializations are focused on business management or administration, the others being common specializations that can be found in the rest of the cities in the country. After analyzing the university educational offer and determining the directions for the training of professional skills within the analyzed faculties, the authors presented as a case study the Alezzi Yacht, which offers cruise services only during the summer

in the maritime sector on the shores of the Black Sea. In this regard, qualitative research was conducted. Based on the results obtained and the directions suggested by the customer feedback on Alezzi Yacht, the authors highlighted the aspects of the cruise services that must be offered by the personnel working in the cruise tourism industry. Also, the authors highlighted the existing discrepancy between the skills and specializations of the personnel needed in cruise services according to the analysis of customer feedback on Alezzi Yacht, and the specializations offered by the Romanian educational environment to support the development of entrepreneurial initiatives in this directive.

Keywords: university educational offer, maritime cruise industry, entrepreneurship, yacht, cruise ship

2. INTRODUCTION

The COVID-19 pandemic has curbed one of the most spectacular developments the tourism industry has seen - cruise tourism. If at the end of 2019, a total of 32 million customers worldwide was forecast, the year 2020 brought this industry to the level recorded in the 1990s (Risposte Turismo, 2022). The COVID-19 pandemic, the medical protocols imposed by it and the decision of countries to ban cruises across several countries, brought losses not only at the economic level but also at the social level.

In the cruise industry, crew members play a key role. If before the pandemic, they were employed from over 100 countries, only highly trained and dedicated professionals being chosen (Cruise Lines International Association, 2022), now this industry has to deal with finding crew members at the local level, who will not only do their job for that were initially prepared, but also comply with and implement improved health and safety protocols that protect the well-being of those on board the ships.

Even if previous studies targeting the cruise tourism sector have emphasized directions such as cruising economies (Chang et al., 2016), management and marketing (Bosneagu et al., 2015), cruise vessel operational efficiency (Lau & Yip, 2020), ship safety management, cruising regulations (Sun et al., 2019), the impact of COVID-19 on the cruise industry (Antonellini, 2022, da Silva, 2021) or others, few of them emphasize the need to capitalize on business opportunities, the skills needed for crew members, or the adaptation of the educational offer to the needs of this sector (Ariza-Montes et al., 2021). Thus, a significant research gap is yet to be filled. The goal of this paper is to present the existing gap between the university educational offer focused on entrepreneurship and the maritime cruise industry, offering evidence from Romania. To achieve this goal, the authors illustrate this gap by using a case study that presents the factors that influence the Alezzi Yacht passengers' satisfaction, the case study being a useful method for examining phenomena still unexplored (Di Vaio et al., 2018).

This paper is divided into five sections. The first two sections include the introduction and literature review, with an emphasis on the cruise industry from Constanta and the educational offers from Constanta regarding university studies. In section 3, the authors presented the methodology of this paper, while section 4 presents the results of the qualitative analysis regarding the Alezzi Yacht case study. Finally, the authors provide conclusions in section 5.

3. LITERATURE REVIEW

If in the past, the role of the cruise was related to a mean of transportation, nowadays, a cruise is more related to a "holiday experience" (Lau & Yip, 2020). Cruises refer to "any fare paying voyage for leisure on-board a vessel whose primary purpose is the accommodation of guests and not freight normally to visit a variety of destinations rather than to operate on a set route" (Wild & Dearing, 2000, p. 319-320). On a cruise, passengers spend their time at sea by making different activities such as dining and entertainment but also can go outside the ship when they arrive at the port to make shore excursions and visits (Lau & Yip, 2020). A cruise is more than a form of transportation and a destination (Ahmed et al., 2002), it's a luxury experience (Jones, 2011) that offers comfort and great facilities onboard and at resort destinations (Teye and Leclerc, 1998). Also, a cruise can be seen as a socio-economic system, which is the result of the human, organizational and geographical entities interaction, focusing on creating maritime- transportation-enabled leisure experiences (Papathanassis & Beckmann, 2011).

3.1. The cruise industry from Constanta

Constanta is a Romanian port city located on the Black Sea's western coast (CruiseMapper.com, 2022), being the capital of Constanta county, the 5th in Romania in terms of the number of inhabitants (Barbu et al., 2022).

Constanta Port is a maritime and river port, being located on the Western coast of the Black Sea (Barbu et al., 2020). Constanta Port is the Black Sea's largest, and Europe's 18th-largest cargo port (CruiseMapper.com, 2022).

Regarding the cruise industry, Constanta is visited by yachts and smaller-sized luxury ships. In 2020, among the ships that had reservations on the Constanta cruise market, there were ultra-premium cruise travel brands like Azamara, Phoenix Reisen, Fred Olsen, RSSC-Regent Seven Seas, Crystal, Oceania, Silversea, or SeaDream (CruiseMapper.com, 2022). However, due to COVID-19 pandemic, in 2020 there were no passenger's ships registered in Constanta Port Annual Report (Table 1).

Table 1. Calls of sea-going vessels by type of ship/year (2015-2021)

Calls of sea-going vessels by type of ship/year	2015	2016	2017	2018	2019	2020	2021
Passenger	37	17	13	11	17	0	3
Cargo	1971	1812	1815	1785	1807	1927	1751
Portcontainer	610	684	592	524	510	475	494
Tank	668	665	608	670	687	581	587
Bulk carrier	589	607	574	628	622	558	645
Others	730	546	491	521	533	490	505
Total	4605	4331	4093	4139	14176	4031	3985

Source: Constanta Port Annual Report 2021, 2021, https://www.portofconstantza.com/pn/page/np_statistici_port

Also, even if the pandemic brought dramatic changes in all industries, in the period 2015-2021, the passengers' calls of sea-going vessels began to register massive decreases, starting from 37 in 2015 to 3 in 2021 (Table 1).

Regarding the situation of maritime passenger ships for 2022, in Table 2 it can be observed that there were 40 sea vessels announced for 2022.

Table 2. The situation of maritime passenger ships for 2022

The situation of maritime passenger ships	Number
Sea vessels announced for 2022	40
Sea vessels that canceled the visit for 2022	18

Source: Stirileprotv.ro, 2022, https://stirileprotv.ro/stiri/actualitate/prima-nava-de-croaziera-din-acest-an-a-acostat-in-portul-constantza-pest-120-de-turisti-straini-au-ajuns-in-romania.html?utm_source=youtube_stirile_protv&utm_medium=description&utm_campaign=stirileprotv

Unfortunately, the number of cancellations started to increase (at least 18 cancellations), a situation due to the war between Ukraine and Russia, which is

seriously affecting cruise tourism in Romania. More than that, the losses generated by this unfortunate and unstable situation also extend to other industries, in the Constanta area being affected not only the event organization sector for maritime ship passengers but also wine tourism (those who dock at the port and led to the wineries of Dobrogea and the traditional shows ended up paying at least 50 euros per person for this experience).

Thus, in order to be able to face such uncertain situations, it is necessary to intervene on several levels (economic, social, and political) so that the cruise tourism industry in the Constanta area can recover and begin to be exploited at maximum capacity.

3.2. The workforce needed in the cruise industry

The papers published in the area of cruise tourism indicate that one of the big problems of this sector is related to the workforce (Ariza-Montes et al., 2021). It is difficult to find skilled and willing people to work in this sector, especially due to the unattractive conditions in this sector: low job security and stability, uncomfortable work schedules and long working hours (Ariza-Montes et al., 2019), uncompetitive wages (Deery & Jago, 2015); work-life conflict (Lin et al., 2014), low social prestige (Murray-Gibbons & Gibbons, 2007).

According to Gibson (2006), there are three important groups of employees in the cruise industry: officers (e.g. captain, chief engineer, hotel director, or cruise director), crew (e.g. motormen, waiters, deckmen or cooks), and staff (e.g. photographers, shop managers, hairdressers, aerobics instructors, entertainers, and tour guides), while officers and crew can be grouped into four departments (deck, engineering, radio, and hotel services). Taking into account the fact that each of these crew members has a well-defined role

on the board of the ship, it is important for the ship management to find trained, experienced people, as soon as possible, who are willing to work in this sector. Thus, in the following section, the authors present the existing educational offer at the level of bachelor's and master's studies in the city of Constanta in order to see both the type of specific training of future graduates, as well as the possibility of "raising" entrepreneurs or managers who can capitalize on the opportunities of the cruise tourism sector.

3.3. Educational offer from Constanta regarding university studies

The educational offer from Constanta is quite limited, but large enough for a port city. There are 2 state universities ("Mircea cel Bătrân" Naval Academy and Ovidius University of Constanța), with a total of 19 faculties. In addition, there are 2 private universities that complete the educational offer: "Andrei Saguna" University and "Spiru Haret" University, the branches in this city having 3 faculties. The authors analyzed the bachelor's degree programs and the master programs from these 22 faculties in order to determine what are the directions for the training of professional skills within the analyzed faculties from Constanta. All the faculties have at least 2 different specializations for the bachelor's degree programs, and most of them have also more than 2 different master's programs (Table 3).

Of all the 4 universities, "Mircea cel Batran" Naval Academy from Constanta offers bachelor's and master's programs in the maritime, fluvial and port fields, being one of the most thematic universities in the country dedicated to the city where it is located. This university comes with an educational offer that meets the need for professionals of the Romanian Naval Forces, the Border Police and the economic environment in the naval and maritime and fluvial port fields.

Table 3. Educational offer from Constanta regarding university studies

Universities	Faculties	Number of bachelor's degree programs	Number of master's programs
"Mircea cel Bătrân" Naval Academy	Faculty of Marine Engineering	6	2
	Faculty of Navigation and Naval Management	3	3
	Faculty of Electrical Engineering and Naval Electronics	2	1
Ovidius University of Constanța	Faculty of Arts	5	5
	Faculty of Construction	2	2
	Faculty of Law and Administrative Sciences	4	7
	Faculty of Physical Education and Sport	3	3
	The Faculty of Pharmacy	2	2
	Faculty of Mechanical, Industrial and Maritime Engineering	6	4
	Faculty of History and Political Sciences	3	2
	Faculty of Letters	5	5
	Faculty of Mathematics and Informatics	3	3
	Faculty of Medicine	3	2
	Faculty of Dentistry	2	0
	Faculty of Psychology and Educational Sciences	4	2
	Faculty of Applied Sciences and Engineering	4	4
	Faculty of Natural Sciences and Agricultural Sciences	6	5
	Faculty of Economics	6	12
	Faculty of Theology	4	5

"Andrei Saguna" University	Faculty of Psychology, Behavioral and Legal Sciences	2	2
	Faculty of Economic and Administrative Sciences	2	2
"Spiru Haret" University	Faculty of Legal Sciences and Economic Sciences	3	5

Regarding the types of skills that can be obtained by the students of "Mircea cel Batran" Naval Academy from Constanta, the following directions of training can be mentioned: Marine and Navigation Engineering, Electrical Engineering and Engineering and Management. In this regard, those who are interested in the maritime field can register to attend courses in the civil section (study programs in Naval and Port Engineering and Management, Navigation and Maritime and River Transport, Electromechanics and Naval Electromechanics), at the military department (Navigation, Hydrography and Naval Equipment, Electromechanics, Naval Electromechanics and Naval Architecture study programs), or they can improve their knowledge by taking master's courses in fields such as Naval Electromechanical Systems, Nautical Sciences, Oceanography and hydrography, Logistics Systems Management, Naval and Port Engineering and Management and Operation and Management of Naval Electroenergetic Systems.

The Ovidius University of Constanta is the other university of general interest in Constanta. It has a faculty dedicated to the specific needs existing in a port city (Faculty of Mechanical, Industrial and Maritime Engineering), as well as other 15 faculties that are intended to train future specialists in different fields, but necessary in any city or location. These faculties offer training in the medical field (Faculty of Medicine, Faculty of Dentistry, Faculty of Pharmacy, Faculty of Psychology and Educational Sciences), the geopolitical field (Faculty of History and Political Sciences, Faculty of Natural Sciences and Agricultural Sciences), science and economic field (Faculty of Applied Sciences and Engineering, Faculty of Economics, Faculty of Mathematics and Informatics), construction and law field (Faculty of Construction, Faculty of Law and Administrative Sciences), but also other complementary fields (Faculty of Letters, Faculty of Arts, Faculty of Physical Education and Sport, Faculty of Theology).

Apart from these educational programs offered by the two big mentioned universities, in Constanta, there are 2 private universities that come to the support of those who want to obtain a certification in other fields of interest for the economy of the city of Constanta. On one hand, there is "Andrei Saguna" University which comes with an educational offer that focuses on two major directions: Economic and Administrative Sciences, but also Psychology, Behavioral and Legal Sciences. On the other hand, "Spiru Haret" University is an interesting option for those interested in Legal Sciences and Economic Sciences.

Taking into account that Constanta is more than a port city, with multiple economic opportunities, the authors were interested in analyzing the existing specializations

in the university educational offer in terms of the training offered in the field of business management or administration. Thus, they identified only 4 specializations focused on business management or administration which can be found in the offers of 4 faculties (Faculty of Mechanical, Industrial and Maritime Engineering,

Faculty of Economics from Ovidius University of Constanta, Faculty of Economic and Administrative Sciences from "Andrei Saguna" University, Faculty of Legal Sciences and Economic Sciences from "Spiru Haret" University). This aspect suggests the fact that 5% of the university educational offer of bachelor's degree programs emphasizes how young people can learn skills, gain knowledge and competencies to be able to take advantage of the opportunities in the Constanta area, to transform those opportunities into business ideas and to manage businesses to both increase profits and bring value to the market. 21.25% of the bachelor's programs and 12.82% of the master's programs focus on learning skills specific to port areas, approximately 16% train engineers, while the rest of the offers are divided between all the other sectors of activity of an economy.

4. METHODOLOGY

In order to meet the proposed objective of this paper, the authors conducted qualitative research to analyze the existing gap between the university educational offer focused on entrepreneurship and the maritime cruise industry. First, the authors consulted the specialty literature and the official annual reports about the cruise industry. In this stage, the authors consulted the Constanta Port Annual Reports to present the situation of the cruise industry from Constanta, by analyzing the situation from

2015-2021. Second, the authors analyzed the official web pages of the four universities from Constanta, Romania. In this stage, the authors analyzed the existing educational offers at the level of bachelor's and master's programs, as well as the specializations that can be followed within each faculty in Constanta. Third, the authors presented as a case study the Alezzi Yacht, which offers cruise services in the maritime sector on the shores of the Black Sea. In this stage, qualitative research was conducted. By analyzing the customers' reviews, the authors determined the main factors that influence the passenger cruise experience. Finally, the authors highlighted the existing discrepancy between the skills of the employees needed in cruise services according to the analysis of passengers' feedback on Alezzi Yacht, and the specializations offered by

the Romanian educational environment to support the development of entrepreneurial initiatives in this directive.

5. RESULTS - THE ALEZZI YACHT CASE STUDY

Alezzi Yacht is a cruise ship that offers a sea experience along the Romanian coast along the Black Sea coast and a culinary escape for an unforgettable lunch, the choice of a sunset dinner, an extraordinary club night or participation in various worldly events. In addition, Alezzi Yacht deals with the organization of private events. The service portfolio of this cruise ship includes the organization of weddings, baptisms, anniversaries, and surprise parties, as well as the organization of corporate events (company parties & teambuilding, product launches, exhibitions and conferences, meetings of business, seminars and work sessions) (Alezziyacht.ro, 2022).

The cruise ship has a seating capacity of 780 and has three public decks. The Alezzi Yacht is moored in Berth 9 of Midia Port, the departure point for mini-cruises to Tomis Port. The ship is owned by the Stop SRL company, owned by the businessman Costică Zelcă from Constanta, who invested over 10 million euros in this catamaran yacht, built in the shipyards in Turkey (Zagoneanu & Buşurică, 2021). The ship was specially designed for unique experiences to the rhythm of the music, being not only a cruise ship for transporting people, but also a floating bar/restaurant vessel (Hagi, 2021).

Alezzi Yacht offers not only 4-star services and accommodation but also private transport services, lights, sound and festival effects, customized menus, consulting services, assistance throughout the event, and artistic impresario services. In addition, this cruise ship can be a perfect location for photo shoots, video shoots and other video productions, especially advertising (TV commercials). Access to the ship is made only on the basis of online reservation, following the payment of an access ticket on the ship. All other services offered on board the ship are chargeable, passengers having to arrive at the boarding area at least 60 minutes before the time set for departure, in order to check-in at the specially arranged points (Alezziyacht.ro, 2022).

The experience of the passengers who crossed the threshold of the Alezzi Yacht cruise ship is presented in the reviews section both on Google and on Facebook. On Google, Alezzi Yacht registers a general score of 4.6 out of a maximum of 5, obtained from a total number of 275 reviews. On Facebook, the overall satisfaction score is 4.8, obtained after 260 reviews. The authors of this paper analyzed each of the 535 reviews and, based on qualitative research, determined the main factors that influence the overall satisfaction score of the passengers of the Alezzi Yacht cruise ship.

Thus, the identified factors are: employees, food, drinks, prices, atmosphere, music, the facilities on the ship, time and distance. For each of these factors, the authors analyzed the reviews related to these directions, centralized them and presented them in Table 4.

Table 4. Factors affecting the general score of Alezzi Yacht passengers

Main factors	Factors	Google reviews	Facebook review
Employees	careful	90.91%	85.00%
	empathetic	89.82%	80.00%
	qualified	80.00%	55.77%
	smiling	9.82%	43.46%
	enough employees for the existing capacity	2.91%	1.15%
	dress thematically	4.36%	4.62%
	polite	52.73%	55.77%
Food	tasty	89.09%	33.46%
	served at the right temperature	11.64%	2.69%
	the right amount of food	0.73%	0.38%
	looking good	68.00%	23.08%
	luxury food	11.64%	21.54%
	specialties served	23.64%	13.08%
	great variety	43.64%	40.77%
Drinks	great variety	7.64%	9.23%
	right price	3.64%	8.85%
Prices	suitable for the offered quality	15.64%	13.46%

Atmosphere	relaxing	58.18%	43.46%
	festival atmosphere	83.27%	90.00%
	clubbing	83.64%	85.00%
	exciting	90.18%	91.15%
	unforgettable	93.09%	92.31%
	friendly	29.82%	26.54%
	the place where you can meet new people	28.36%	33.08%
	the place where you can have fun	94.55%	94.23%
	the place where you can dance	72.73%	81.54%
	the place where you can attend concerts	68.00%	43.08%
	the place where you can admire the sea	20.36%	21.54%
	the place where you can enjoy the sunset	12.36%	33.46%
	the place where you can enjoy with your family and children	41.09%	43.85%
	the place where you can enjoy with friends	64.73%	55.77%
Music	great variety	94.55%	97.31%
	live music	74.18%	76.15%
	DJ	56.73%	78.46%
	live band	64.00%	71.92%
	concerts	12.36%	65.38%
	festival atmosphere	83.27%	90.00%
	good sound system	60.00%	72.69%
The facilities on the ship	new	31.64%	25.77%
	luxuriant	16.36%	20.38%
	comfortable	12.36%	21.54%
Time and distance	usually between 3 and 5 hours	52.73%	13.08%
	adapted according to the event	1.09%	2.69%
	around the port	37.45%	55.00%
	by the sea, approximately 1 km from the shore	37.45%	48.08%
	during the day	20.36%	8.85%
	at sunset	31.64%	17.69%
	in the night	48.00%	73.46%

In Table 4, the authors presented the percentage of the reviews where people were satisfied with their experience on the Alezzi Yacht. The factors that stood out the most in the analyzed comments were those related to the music, the atmosphere on the cruise ship, but also the employees on board. Most of the people (more than 90% of them) claimed that Alezzi Yacht is a place where you can have fun, giving you an exciting and unforgettable experience. Also, with a festival and clubbing atmosphere, it is a great place where you can dance (more than 80%). The variety of music is very important for the passengers (more than 94%), especially since the music is live, the atmosphere being entertained by DJs, live bands or famous artists.

Regarding the interactions with the Alezzi Yacht's employees, the passengers appreciated that the cruise staff is very careful with their needs, being empathetic with them and qualified for their jobs (more than 80%). The analysis of the reviews on Google revealed that people appreciate the taste of the food (89%),

while the analysis of the reviews on Facebook showed that the night experience is highly appreciated by the passengers (73%).

Following the analysis carried out, the authors also found the factors that still displease the passengers of the cruise ship. Regarding the employees dimension, the passengers considered that sometimes the yacht is overbooked, and there are not enough employees for the existing capacity or the existing number of clients. Also, sometimes employees are dress thematically according to different types of events, but they would appreciate to enjoy this aspect more often. In addition, customers would appreciate even more if the employees were not only polite, but if they smile much more often.

From the analysis of the reviews, the authors observed that few clients mentioned the right amount of food, and the way food is served (right temperature, plating, specialties, variety), as well as the drinking offer (variety

and price). Taking into account that the cruise ship is also a floating bar and restaurant, this aspect should be a problem for the Alezzi Yacht. They need to make some changes in order to make clients happier with their food or drinking experience, talking also into account the right price for the entire experience.

Regarding the atmosphere on the cruise ship, the management and the stuff of the ship should pay more attention to details and marketing activity in order to highlight that Alezzi Yacht is a place where you can admire the sea, enjoy the sunset, or spend quality time with your children, family, friends or other people interested in having fun.

Also, it was interesting to notice that only a few clients appreciate the new, luxuriant and comfortable facilities on the ship. This aspect could be explained by the fact that these facilities could represent the basic facilities of a system of service providers in this industry, with clients expecting that they must be present in the services. If they were not present, then they would be dissatisfied, but being basic requirements for them, their presence does not change much the overall satisfaction score.

The last aspect analyzed by the authors was the time and distance of the cruise. A small part of them appreciated that the cruises were available during the day, or the sunset, while the majority appreciated that the cruises were at the night. Also, clients indicate some small problems regarding the time of the cruise (sometimes less than the promised time) and also the distance from the seashore (around the port or approximately 1 km from the shore). Regarding these problems, the yacht management informs the passengers that unforeseen situations may occur (e.g. - bad weather, strong wind, rain, waves of high intensity) in which case the cruise ship staff will take all necessary measures the readjustment of the event from the point of view of redistributing the participants to other covered decks or, as the case may be, in the event that during the outing, for reasons beyond the will of Alezzi Yacht, the ship may have to return to the port area or to the dock earlier than planned. In addition, the management of the cruise ship specifies that the predetermined route approved by the competent Naval Authority cannot be modified. However, if the weather will be unfavorable the Naval Authority will not issue permission to go out to sea, the boat will remain anchored at the dock, will make the return route on the Midia channel, and the event will take place under the respective conditions (Alezziyacht.ro, 2022).

6. CONCLUSIONS

The cruise tourism industry is very important for the development of a country's tourism sector. For many years, cruises are no longer just a means of transport by sea, they have become a real luxurious experience in which passengers can enjoy all the comfort of a 5-star complex on board the ship. However, to maintain such an experience, it is not enough for cruise ships to look good

and have the latest and most comfortable facilities. They must have a crew very well prepared for any situation, and above all a polite, smiling and competent crew for all types of services available on board the maritime vessel.

If it is self-evident that there must be employees in the officers category (e.g. captain, chief engineer, hotel director, or cruise director) very well trained, the results of the case study carried out on Alezzi Yacht indicate that on board of the ship there should be well-trained staff from other fields, who will properly deal with the preparation and serving of meals and drinks, ensuring a very good sound and an interactive light show, creating a party atmosphere, immortalizing photo or video moments, as well as offering other types of services that will pleasantly surprise the passengers.

Analyzing the educational offer in Constanta at the level of specializations offered for bachelor's and master's studies, the authors found that there are enough programs to provide training for the technical part required on the board of a cruise ship. However, when it comes to training offered in the area of entrepreneurship or business administration, there is a more limited offer in this direction. This could indicate a problem for the cruise industry in Constanta because it is not enough to offer certain types of services on board a cruise ship, but you have to do it in such a way as to find the most profitable and sustainable solutions for this business area. This aspect is also supported by Lau & Yip (2020), who claimed that the cruise industry requires creative entrepreneurs and innovative management, in order to face the challenges of this industry regarding energy and GHG emissions, sustainable water consumption, waste and pollution management, host community benefit, ecosystem pollution and loss of biological diversity and effective management of cultural heritage.

Thus, even if the passengers place great emphasis on the services offered by the cruise ship crew and the way they behave on board the ship, it is important that in this industry the employees also have an entrepreneurial mindset, so that they can identify the latent needs of the customers, to see the opportunities that can appear in this industry and to find creative solutions to bring added value to economies and society. Unfortunately, the educational offer in Constanta is still not 100% adapted to this type of mentality, the emphasis being on the good functioning of an economy in a classic way (offering the main training for the usual jobs in any city) and less on the development creative tourism, supporting an entrepreneurial mindset, which could help all the industries in the maritime and port area.

Thus, the results of this paper highlight the existing discrepancy between the skills and specializations of the personnel needed in cruise services and the specializations offered by the Romanian educational environment, offering an overview of the existing gap between the university educational offer focused on entrepreneurship and the maritime cruise industry.

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