



Burc Kayahan graduated from the PhD program in the Department of Economics at the University of Guelph in 2007. Currently, he is an Associate Professor at the Department of Economics in Acadia University. His research interests are in applied econometrics, tourism economics and environmental economics. His current research agenda is focused on estimating the economic impact of UNESCO's World Heritage Designation in Nova Scotia and the economic impact of cruise tourism in the Maritimes, and contributing to the environmental justice literature in Canada. He has been the president of the Atlantic Canadian Economics Association during the 2013 – 2017 period and he is a member of the Canadian Economics Association.

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# ECONOMIC IMPACT OF CRUISE TOURISM IN ATLANTIC CANADA

Department of Economics  
Visiting Speaker: Burc Kayahan

Oct. 4, 2017 7:30-9:30 P.M.

Arts & Admin Bldg. Rm A1046

This event is open to the public.

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Cruise tourism is the fastest growing segment of leisure tourism since 1990 and is becoming an increasingly important source of revenue in Atlantic Canada. Cruise associations report impact estimates in the millions of dollars, however there is a substantial body of literature that point out deficiencies of such self-reported statistics by cruise associations.

The primary objective of the proposed research is estimating the economic impact of cruise tourism in Atlantic Canada by taking indirect and external factors that are associated with costs and benefits of this type of tourism. The proposed study covers the four main ports in Atlantic Canada: Saint John, Halifax, Charlottetown and St. John's. Visitor surveys were conducted in the summer of 2016 to collect information on demographics, visitation and spending patterns of cruise passengers. Given the contradiction between visitor expenditures self-reported by Cruise Lines and those in the academic literature, it is critical to have an objective estimate of the visitor expenditures in order to quantify the economic impact of cruise tourism accurately.

An important byproduct of the information collected from the visitor surveys would be the breakdown of visitor spending in various expenditure categories. The local impact of cruise tourism on employment and income generated in the region can then be estimated by conducting the provincial input/output analyses using the detailed sector breakdown of visitor expenditures. Quantifying the benefits and costs of the cruise ship industry in Atlantic Canada will allow more informed policy decisions as it relates to current impacts and future developments

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