

BMMB7012D – Marketing Management

Assignment 1: A Critical Analysis of a Contemporary Issue in Marketing

Please provide the link to your Video Presentation in the box below:

<https://vimeo.com/544947237>

Please provide a Reference list of all the sources used to support your Video Presentation in the box below:

Bonilla-Priego, M. J., Font, X. & Pachero-Olivares, M., 2014. Corporate sustainability reporting index and baseline data for the cruise industry. *Tourism Management*, Volume 44, pp. 149-160.

Christine, T., 2019. *The World's First Hybrid Electric-Powered Cruise Ship Brings More Sustainable Travel To The Seas*. [Online]

Available at: <https://www.forbes.com/sites/theresachristine/2019/11/13/the-worlds-first-hybrid-electric-powered-cruise-ship-brings-more-sustainable-travel-to-the-seas/?sh=58732d51c689>
[Accessed 14 April 2021].

Ellsmoor, J., 2019. *Cruise Ship Pollution Is Causing Serious Health And Environmental Problems*. [Online]

Available at: <https://www.forbes.com/sites/jamesellsmoor/2019/04/26/cruise-ship-pollution-is-causing-serious-health-and-environmental-problems/?sh=42dc6ca937db>
[Accessed 18 April 2021].

European CEO, 2015. *Corporate social responsibility: the ultimate marketing tool*. [Online]

Available at: <https://www.europeanceo.com/business-and-management/corporate-social-responsibility-the-ultimate-marketing-tool/>
[Accessed 12 April 2021].

Fahy, J. & Jobber, D., 2015. *Foundations of Marketing*. 5th ed. London: McGraw-Hill.

Font, X. et al., 2012. Corporate social responsibility: The disclosure-performance gap. *Tourism Management*, Volume 33, pp. 1544-1553.

Gibson, R., 2020. *How Hurtigruten remains sustainable to the core*. [Online]

Available at: <https://www.cruiseandferry.net/articles/how-hurtigruten-remains-sustainable-to-the-core-1>
[Accessed 13 April 2021].

Grosbois, D., 2016. Corporate social responsibility reporting in the cruise tourism industry: a performance evaluation using a new institutional theory based model. *Journal of Sustainable Tourism*, 24(2), pp. 245-269.

Heath, E., 2021. *Antarctica cruises are booming. But can the continent handle it?*. [Online]

Available at: https://www.washingtonpost.com/lifestyle/travel/antarctica-cruises-ecotourism-sustainability-conservation/2021/04/15/005e3fc6-9b9f-11eb-8005-bffc3a39f6d3_story.html
[Accessed 19 April 2021].

Hurtigruten, 2019. *Sustainability Report 2018*. [Online]
Available at: <https://global.hurtigruten.com/about-us/csr/>
[Accessed 2 April 2021].

Hurtigruten, 2020. *Hurtigruten's commitment to sustainability*. [Online]
Available at: <https://www.youtube.com/watch?v=CzH5a8xqqv8>
[Accessed 8 April 2021].

Hurtigruten, 2021. *Instagram*. [Online]
Available at: <https://www.instagram.com/hurtigruten/>
[Accessed 20 April 2021].

Hurtigruten, 2021. *Sustainability: A footprint we are proud of*. [Online]
Available at: <https://global.hurtigruten.com/about-us/csr/>
[Accessed 2 April 2021].

Jobber, D. & Ellis-Chadwick, F., 2016. *Principles and Practice of Marketing*. 7th ed. Berkshire: McGraw-Hill.

Kotler, P. & Chernev, A., 2014. *Strategic Marketing Management*. 8th ed. Chicago: Cerebellum Press.

Marx, E., 2019. *'Over-tourism' crisis and fuel emissions dog cruise industry*. [Online]
Available at: <https://www.reutersevents.com/sustainability/over-tourism-crisis-and-fuel-emissions-dog-cruise-industry>
[Accessed 17 April 2021].

Picone, L., 2020. *Hurtigruten: cruising's wildlife warriors*. [Online]
Available at: <https://www.internationaltraveller.com/arctic-and-antarctica/hurtigruten-cruisings-wildlife-warriors/>
[Accessed 12 April 2021].

Quinn, C., 2019. *Innovators: Hurtigruten's Anne Marit Bjørnflaten On Building the World's Most Sustainable Cruise Line*. [Online]
Available at: <https://www.cntraveler.com/story/innovators-anne-marit-bjornflaten-hurtigruten>
[Accessed 27 April 2021].

Rosenberg, M., 2015. *Strategy and Sustainability: A Hardnosed and Clear-Eyed Approach to Environmental Sustainability For Business*. 1st ed. New York: Palgrave Macmillan.

Rosenberg, M., 2016. A strategic approach to Sustainability. *IESE Insight*, Issue 29.

Schlagwein, F., 2019. *Are cruise ships climate killers?*. [Online]
Available at: <https://www.dw.com/en/are-cruise-ships-climate-killers/a-49275044>
[Accessed 30 April 2021].

Zheng, L., 2020. *We're Entering the Age of Corporate Social Justice*. [Online]
Available at: <https://hbr.org/2020/06/were-entering-the-age-of-corporate-social-justice>
[Accessed 2 April 2021].