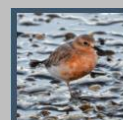




Cruise Tourism

An Annotated Bibliography

Aleksandar Radić
Michael Lück



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A boy playing on the beach at Castaway Cay in the Bahamas – a popular stop for Disney cruise ships

1. INTRODUCTION

This is the fifth of a series of annotated bibliographies, published by Dotterel Publishing. The aim of this series is to provide a comprehensive overview of the literature pertaining to specific touristic and leisure activities. These annotated bibliographies will aid researchers and other interested persons and organisations locate relevant literature.

Over the past few decades, the cruise industry has gone from strength to strength, with unprecedented growth rates (faster than tourism in general), and ever larger ships being built. The plethora of works in this bibliography reflect this growth, the passenger experience, and the downsides of this industry, including environmental, social and economic impacts. This first edition appears in the midst of the global COVID-19 pandemic, which caused the cruise ship industry to virtually stop operations of their multi-billion dollar fleets. We anticipate a number of new research projects addressing the impacts of COVID-19 to be available for the second edition.

The main part of this document is divided into two sections: The first section is a *reference bibliography*, listing works in alphabetical order. The second section is an *annotated bibliography*, adding abstracts/summaries to most of the works listed in the first section, again in alphabetical order.

We have included references from a variety of sources, mostly from academic journals, books, theses and dissertations, conference proceedings and technical reports. We acknowledge that there are also numerous non-academic books and websites on cruise tourism activities; however, these would be virtually impossible to include in a systematic manner due to the sheer volume of these.

While this is an extensive bibliography, we do not claim it to be complete. In fact, we aim to regularly update this bibliography, and gratefully accept any suggestions for inclusion. Please email suggestions with publication details to dotterelpublishing@gmail.com



Sunset through the porthole

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3. ANNOTATED BIBLIOGRAPHY

A

Author: A Baker, D. M.

Year: 2015

Title: Exploring cruise passengers' demographics, experience, and satisfaction with cruising the Western Caribbean

Journal: International Journal of Tourism & Hospitality Reviews

Volume: 1

Issue: 1

Pages: 23-31

Abstract: Each year millions of people vacation aboard cruise ships, some carrying thousands of passengers and crew members. These ships are small, floating cities that offer many options for food and entertainment and calling at various ports in the Caribbean. This study aims to explore cruise passengers experience and their satisfaction. Exploratory factor analysis was performed and revealed that the "environment factor" had the most influence on cruise passengers' experience. Subsequently, a multiple regression was conducted to identify variables that affect passengers' satisfaction; clean unpolluted environments, and sun-sea-sand continue to be the top variables affecting tourists' satisfaction in the Caribbean. Based on these findings recommendations are made to the cruise companies and Caribbean governments in order to have more effective marketing campaigns and to retain and/or attract cruise passengers through the offering of positive means in the cruise experience.

Author: Abbasov, F.

Year: 2019

Title: One corporation to pollute them all: Luxury cruise air emissions in Europe

City/State: Brussels

Institution: European Federation for Transport and Environment AISBL

Date: June 2019

Abstract: The main purpose of this study is to analyse air pollution caused by luxury passenger cruise ships in European waters. The results show that the luxury cruise brands owned by Carnival Corporation & PLC emitted in 2017 in European seas alone 10 times more disease-causing sulphur oxide than all of Europe's 260+ million passenger vehicles. Spain, Italy, Greece, France and Norway are the most exposed countries to cruise ship air pollution in Europe. Among the major cruise ports, Barcelona, Palma Mallorca and Venice are the most polluted.

Analysis also reveals that even in sulphur emission control areas (SECAs), where the most stringent marine sulphur fuel standard is mandated, air pollution from cruise ships remains of great concern. In Denmark, for example, whose coasts are entirely within SECAs, cruise ships emitted 18 times more SOX in 2017 than all the country's 2.5 million passenger vehicles in a year. This is a reflection of both the effectiveness of the fuel quality directive for road transport fuels and the failure to implement equivalent standards for the shipping industry. Ships SOX will still remain considerably large compared to passenger car fleet even after the introduction of the global 2020 marine sulphur cap.

When it comes to nitrogen oxide (NOX) emissions, cruise ships are also of great concern despite the air pollution impact of the ongoing land-based "dieselgate" in Europe. In Denmark again, 107 cruise ships analysed emitted as much NOX in the Danish maritime economic exclusive zone (EEZ) as half the passenger cars operating in the country itself.

This report recommends a zero-emission berth standard for all European ports. In addition, extra stringent air pollution standards are recommended to apply to cruise ships. These ships usually operate close to the coast with long port calls at major tourist destinations, hence disproportionately affecting air quality. Initially, it is recommended to extend the emission control areas, currently in place in the North and Baltic Seas, to the rest of the EU seas and to tighten marine SECA standard in Europe to 10ppm, equivalent to fuel used in road transport. The report also suggests that cruise ships, the industry's public-facing luxury segment, be looked up and targeted as *first-movers* in regulations to decarbonise the sector. So, in addition to a zero-emission berth standard, cruise ships should also be the first required to switch to zero emission propulsion in EU territorial waters.

Author: Ackerman, L. M.

Year: 2015

Title: Consumer perceptions of sustainability in the cruise industry

Academic Department: School of Hospitality and Tourism Management

University: Florida International University

Thesis Type: Master of Science

Abstract: This thesis addresses the lack of available research regarding consumer perceptions of sustainability in the cruise industry. The study was conducted by administering an anonymous online survey with cruise message board participants and social media users. The survey was available to all consumers, including consumers who have not cruised. The survey focused on general reasons a consumer books a cruise, consumer travel behaviours, sustainability of the cruise industry, and sustainable factors that may impact a consumers' choice of a cruise line. The goal of this research was to determine any patterns and trends that may emerge regarding consumer perceptions. The findings of the study showed cruise history and demographics have influenced consumer views on sustainability in the cruise industry.

Author: Adams, A. W.

Year: 2010

Title: Planning for cruise ship resilience: An approach to managing cruise ship impacts in Haines, Alaska

Journal: Coastal Management.

Volume: 38

Issue: 6

Pages: 654-664

Abstract: Resilience theory has management implications useful when planning for cruise ship tourism. In small coastal communities, cruise ships often provide welcomed economic incentives that can bolster a waning economy. However, in some coastal communities, the magnitude and intensity of passenger visits can reduce social resilience and induce an economic regime shift that leads to rapid socioeconomic reorganisation. The implications of such a regime shift are a loss of economic diversity, reduced social resilience, and a loss of social capital. Planning for cruise ship resilience increases the likelihood of successful coping strategies and addresses the socioecological changes inherent to a cruise ship destination. Both Holling's adaptive cycle and the four principles for building resilience established by Berkes and Seixas are fundamental to a successful management plan.

Author: Adams, S.-A.

Year: 2017

Title: Sustainable cruise ship employment for the Caribbean region – a conceptual perspective

Journal: Worldwide Hospitality and Tourism Themes

Volume: 9

Issue: 1

Pages: 60-69

Abstract: The purpose of this paper is to explore the opportunities and approaches needed to ensure the long-term sustainability of cruise companies as a source of employment for Caribbean nationals. The format is one of a concept paper and not a review of primary data collected, but based on the author's observations, industry knowledge and review of secondary literature available in the public domain. Some recommendations are made as to the facilitation of this concept in sustainable cruise employment for the Caribbean region that will provide not only economic sustainability but also social benefits to the Caribbean region at large through poverty reduction through employment and global travel exposure. The paper puts forth a proposal for a centralised organisation representative of the multiple stakeholders within the Caribbean cruise community: to manage and facilitate a fund to assist Caribbean nationals desirous of working on cruise ships and to meet the necessary standards of training not only in hospitality qualifications but also in basic training standards of safety, security and watch keeping for seafarers. The employment opportunities for Caribbean persons on cruise ships have not been fully exploited with the majority of Caribbean nationals working on cruise ships found predominately within the Royal Caribbean Cruise Lines, Celebrity Cruises, Norwegian Cruise Lines and Carnival Corporation brands based in the USA. This paper provides readers with insight into the existing Caribbean employment and shipboard employment scenarios, with the view of presenting an option for stimulating and supporting sustainable employment on cruise ships for Caribbean nationals.

Authors: Adams, S.-A., Font, X., and Stanford, D.

Year: 2017

Title: All aboard the corporate socially and environmentally responsible cruise ship: A conjoint analysis of consumer choices

Journal: Worldwide Hospitality and Tourism Themes

Volume: 9

Issue: 1

Pages: 31-43

Abstract: The purpose of the study was to examine the relative importance of corporate social and environmental responsibility (CSER) in comparison to standard, price, duration, destination, brand and disruption using choice-based conjoint analysis (CBC). CBC was used as the data collection survey technique, and counts analysis for preference and hierarchical Bayes estimation (HB) for importance levels data analysis methods, from Sawtooth Software. Results show that 2:1 Royal Caribbean Cruise Line cruise consumers prefer companies with CSER policies and practices. However, their actual product choice selection of cruise package attributes revealed that consumers overall placed less importance on CSER when choosing cruises. Experienced consumers were more brand image-conscious than those new to cruising, and consumers who were less price-sensitive were most willing to choose companies with CSER policies and practices. The information provided is specifically on "what" cruise consumer preferences and importance attributes are but does not explicitly explain "why" the respondents made the choices they did. This was at the time a limitation of the software used to conduct the study. The Conjoint Analysis CBC Sawtooth Software pre-2014 version choice

simulators do not facilitate questions that provide answers as to “why” respondents make the choices they do in the market simulations. The knowledge contribution is of value to both academia and industry, as the quantitative statistical data on the cruise consumers’ choice preferences are of value in understanding and identifying solutions/approaches towards “opening the bottleneck” that exists between private sector sustainable development practices and consumer lifestyle changes. This was the first time that CBC/HB was applied within academia to examine the cruise consumers’ choice preferences in a UK context and also the first time that CSER was applied as a direct variable in a cruise package to determine the preference and important values of a brand in a consumer behaviour decision-making context.

Authors: Ahmed, Z. U., Johnson, J. P., Pei Ling, C., Wai Fang, T., and Kah Hui, A.

Year: 2002

Title: Country-of-origin and brand effects on consumers’ evaluations of cruise lines

Journal: International Marketing Review

Volume: 19

Issue: 3

Pages: 279-302

Abstract: This study examines country of origin (CO) and brand effects on consumers’ quality perceptions, attitudes, and purchase intentions with respect to a service-industry product: international cruise-line packages in Singapore. Star Cruise (Malaysia) and Royal Caribbean Lines (USA) were selected as the brands and countries for the study. Respondents provided quality, attitude and purchase intention ratings. Contrary to prior evidence, CO does appear to be an important informational cue for consumers of services; CO effects were found to be stronger than brand effects for quality and attitude ratings, while brand was more significantly correlated with purchase intentions. A positive CO image compensated for a weak brand, suggesting that, where applicable, marketing efforts should emphasise an association with a positive CO perception. Conversely, a strong brand was not found to compensate for a negative CO perception; in this case, it would be appropriate to change the associated CO to one with a more positive image, as at least one major cruise line has already done.

Author: Ahn, J.

Year: 2019

Title: Corporate social responsibility signaling, evaluation, identification, and revisit intention among cruise customers

Journal: Journal of Sustainable Tourism

Volume: 27

Issue: 11

Pages: 1634-1647

Abstract: Improvements in customer knowledge and interest in cruise tourism have facilitated the growth of the cruise industry. However, the cruise industry has limited research attention from tourism and hospitality scholars. Furthermore, in the cruise setting, although a large number of corporate social responsibility (CSR) messages are sent to customers, it seems reasonable to suspect that not all CSR activities are effective to achieve sustainable growth of the company. Therefore, this study aims to expand the existing knowledge of cruise CSR by examining the impact of customers’ perceived value of socially responsible consumption behaviour on brand-related outcomes. Data from 292 cruise customers in the United States were collected through online surveys. Findings support the evidence that CSR signalling influences customers’ positive evaluation and identification with a cruise brand, but no direct impact on their behavioural intention is observed. Also, the mediating role of evaluation and identification in the relationship between CSR signalling and revisit intention is examined. In this study, the

signalling and social identity theories are supported by an empirical study to address the importance of customers' socially responsible consumption trait in sustainable growth.

Authors: Ahn, J., and Back, K-J.

Year: 2019

Title: Cruise brand experience: Functional and wellness value creation in tourism business

Journal: International Journal of Contemporary Hospitality Management

Volume: 31

Issue: 5

Pages: 2205-2223

Abstract: Experience and value creation have become integral themes for tourism service providers. This study aims to understand the role of different types of experiences in formulating customers' perceived value. Studies on this area are scarce, especially in the cruise industry. A research model that includes two value variables, namely, functional and wellness values, and four cruise brand experience variables, namely, sensory, affective, behavioural and intellectual factors, were tested through partial least-squares (PLS) structural equation modelling approach. A total of 389 usable cruise customer responses were obtained and analysed using SmartPLS software. Results revealed the relative effects of sensory, affective, behavioural and intellectual factors on perceived functional and wellness values. The positive impact of perceived value on customer satisfaction and behavioural intention and the moderating role of service expertise in the relationship between cruise experience and perceived value were examined. Future research can examine how types of leisure facilities (e.g. casinos, restaurants, bars and shows), cultural differences (e.g. Eastern and Western) and customers' travel characteristics (e.g. visiting purpose and companions) may influence the relationships between cruise brand experience and perceived value. From a practical point, the relationships among multidimensional cruise brand experience, functional and wellness values, customer satisfaction, revisit intention and service expertise provide a clue on how cruise brands can enhance customers' perceived value to retain current customers. This study contributes to literature by providing a theoretical framework and empirical evidence for predicting and explaining cruise customers' behaviour. From a managerial perspective, this study identified critical factors that are essential to value creation and discussed the implications of predictive factors on developing marketing strategies that enhance customers' positive attitude and behaviour toward the cruise brand.

Authors: Ahola, M., Romanoff, J., Kujala, P., Remes, H., and Varsta, P.

Year of Conference: 2011

Title: Cruise and ferry experience – program for future passenger ship designs

Conference Name: RINA conference on Education and Professional Development of Engineers

Conference Location: Newcastle, UK

Abstract: This paper presents the multi-disciplinary education programme for cruise ship design at Aalto University. The programme aims to educate professionals who master communication between technology, economics and design factors in cruise ship design. Presently the programme is mainly intended to education on Master's level. The Master programme is based on modular structure where the student can direct the curriculum towards their own specialisation field. In the end of the studies the programme offers opportunity for the most promising students to participate on inter-linked Master's thesis programme where the three students investigate a common research question from three different perspectives, i.e. technology, economics and arts and design. Although the program is young, the results have been extremely promising. The programme is constantly being developed further, aiming also for doctoral education.

Authors: Ahola, M., Kujala, P., Romanoff, J., Kauppi, A., Parmasato, O., Ahola, A., Jogeva, M., and Tulimaa, P.

Year: 2015

Title: Modularization of the cruise ship hotel areas - a multidisciplinary research approach

Journal: 12th International Marine Design Conference Proceedings

Volume: 3

Issue: -

Pages: 333-344

Abstract: Due to the demand for efficient cruise ship hotel area manufacturing and the adjustability of the berth capacity according to sailing route changes a modular ship structural concept was investigated in Cruise and Ferry Experience Program in Aalto University. The developed concept of self-supporting macro modules includes several cabins or public spaces, which can be prefabricated in factory conditions and installed on a ship in the final phase of the building process. Variously outfitted macro modules can be interchanged according to regional market demand, capacity or cultural needs. The feasibility of the concept was researched within several Masters theses from different disciplines. This article reviews the multidisciplinary investigation of the ship concept from the technical, business, and users perspectives. The multidisciplinary approach discussed provides a comprehensive understanding of the current research problem in ship industry and proposes a novel platform for cruise ship hotel areas that can be adjusted in a more flexible way and produced more effectively.

Authors: Andriotis, K., and Agiomirgianakis, G.

Year: 2010

Title: Cruise visitors' experience in a Mediterranean port of call

Journal: International Journal of Tourism Research

Volume: 12

Issue: 4

Pages: 390-404

Abstract: This study aims to provide a better understanding on cruise travel experience by studying cruise ship passengers' motivation, satisfaction and likelihood of return to the port of Heraklion (Crete, Greece). From the findings, it is evident that 'exploration' and 'escape' were among the main motivations of visitors, and 'product and services' as well as 'tour pace' were significant dimensions in shaping overall satisfaction levels. Nevertheless, onshore activities were restricted to sightseeing and shopping, because of the limited available time. Based on these findings, relevant proposals are made in order to provide positive port experiences.

Authors: Artal-Tur, A., Navarro-Azorín, J. M., and Ramos-Parreño, J. M.

Year: 2019

Title: Estimating the impact of cruise tourism through regional input-output tables

Journal: Anatolia

Volume: 30

Issue: 2

Pages: 235-245

Abstract: In this paper Artal-Tur and colleagues estimate the economic impact of cruise tourism with an application to the Port of Cartagena, Spain. As a novelty, they build on a newly available regional input-output (IO) framework. This allows the authors to compute the indirect and induced effects of cruise ship visits, which adds to the direct effects obtained from survey data. Results identify the total impact in terms of employment, wages, gross operating surplus and value added. Methodologically, the use of regional IO tables improves the accuracy of previous methodologies building on country IO Tables. Results of the investigation provide

important policy recommendations to the public and private stakeholders in order to manage this rising activity.

Authors: Atef, T. M., and Al-Balushi, M.

Year: 2017

Title: Cruising market in Oman: Current trends and future perspectives

Journal: Journal of Tourism and Hospitality Management

Volume: 5

Issue: 1

Pages: 1-14

Abstract: The worldwide cruise industry has expanded over the past decades. For many countries, it has become a significant source of income. Cruising is considered as a holiday that gives a "flavour" of each country, albeit a brief one, so if interested, the country or region could be visited another time for a longer period. Cruising companies have succeeded in attracting more customer segments by offering a wide range of durations, itineraries, and prices. Prices vary according to the time of year, itinerary and level of luxury. The 1990s witnessed the beginnings of cruising to Oman's three main ports: Salalah Port in Dhofar governorate, Sultan Qaboos Port in the capital, Muscat, and Khasab Port in Musandam Peninsula. This study aims to explore the Omani cruising market in relation to worldwide cruise industry dynamics. To achieve the aim of the study two objectives were identified: To portray the worldwide cruise line industry, and to assess the status of cruise tourism in Oman. Questions about the economic benefits of cruising have been raised: Who is getting the benefit? Is it the destination ports or the locals? Cruise tourists spend less money and time in Oman than other tourists, but the assumption that a short, professionally handled experience in Oman would bring them back for longer visits cannot be underestimated. As a cruising destination, Oman has great potential for growth and development in the future.

Authors: Ayvaz-Cavdaroglu, N., Gauri, D. K., and Webster, S.

Year: 2019

Title: Empirical evidence of revenue management in the cruise line industry

Journal: Journal of Travel Research

Volume: 58

Issue: 1

Pages: 104–120

Abstract: Revenue management (RM) has received considerable attention from both academic and business professionals. It encompasses several techniques regarding capacity allocation, pricing, and resource management of fixed, time-sensitive capacity. RM can be roughly divided into two categories defined by the control mechanism that increases revenue: capacity allocation or price optimisation. This paper falls in the latter category. In their model, the authors allow for partial substitutability among products (e.g., a customer making a purchase decision may consider multiple alternatives—different departure dates, different destinations, different cabin types). Ayvaz-Cavdaroglu and colleagues also include marketing expense in addition to prices as a lever for increasing revenue. These features are relevant to dynamic pricing in practice. The method is illustrated with booking data from a cruise company, yielding optimal advertising and prices for 300 products. The application of the model results in an increase in revenue in the range of 8%–20%.

Authors: Aziz, H., El-Said, O., and Bontenbal, M.

Year: 2020

Title: An analytical approach to cruise tourism as an option for development: A case study of the Sultanate of Oman

Journal: Tourism in Marine Environments

Volume: 15

Issue: 2

Pages: 95-109

Abstract: The objective of this study was to measure the level of cruise tourists' satisfaction as well as the relationship between satisfaction, recommendation, return intention, and expenditure. Also, the impact of factors such as nationality, length of the visit, and age on the level of expenditure was measured. An empirical approach for data collection was followed and a total of 152 questionnaires were collected from cruise tourists visiting the capital city of Oman, Muscat, as cruise liners anchor at Sultan Qaboos Port. Results of the regression analysis supported the existence of a causal relationship between satisfaction with destination attributes, overall satisfaction, recommendation, return intention, and expenditure. It was found that the average expenditure varies according to age and length of the visit. Recommendations for policy makers were suggested on how to increase the role of cruise tourism in strengthening the economy.

B

Authors: Bagis, O., and Doods, M.

Year: 2017

Title: Turkey's potential on becoming a cruise hub for the East Mediterranean Region: The case of Istanbul

Journal: Research in Research in Transportation Business & Management

Volume: 13

Issue: -

Pages: 6–15

Abstract: Cruise lines seek for new markets in order to accommodate the growing demand for cruise tourism. In this context, East Mediterranean and Black Sea ports would be alternatives to the current cruise destinations in the West-Med region. However, the Black Sea and East Mediterranean regions currently do not have a hub port (or homeport) functioning as a gateway for cruise passengers. Based on existing cultural and social attractions, Turkey and Istanbul would be a potential candidate on serving as a homeport for the region. This paper first explores the general determinants and conditions to serve as a cruise homeport from micro, meso and macro perspectives. It assesses the potential of cruise development in Istanbul based upon the findings of in-depth interviews with cruise industry experts and local stakeholders. Furthermore, a port portfolio analysis of a range of selected regional ports in the period 2006–2011 is executed, and coupled to insights from the expert and stakeholder interview panel. As a result, the paper offers first insights into the potential application of port portfolio analysis for cruise ports, as well as policy and managerial recommendations for cruise industry stakeholders within the Eastern Mediterranean Region, with regard to the development of a homeport.

Authors: Bahja, F., Cobanoglu, C., Berezina, K., and Lusby, C.

Year: 2019

Title: Factors influencing cruise vacations: The impact of online reviews and environmental friendliness

Journal: Tourism Review

Volume: 74

Issue: 3

Pages: 400-415

Abstract: The purpose of the study was to discover the relative importance of influencing factors toward booking a cruise vacation. Based on a review of literature, this study focused on exploring the relative importance of six influential factors in cruise customers' decision-making process: Cruise vacation price, cruise duration, distance from the cruise port, itineraries, environmental friendliness of cruise line and cruise online reviews. The complexity of cruise customers' decision-making process for involving these six attributes with several levels was examined with choice-based conjoint (CBC) analysis. CBC was selected due to its realistic approach to purchase decisions, in the form of trade-offs. The online survey collected data anonymously. The survey was distributed through Amazon's Mechanical Turk (Mturk) platform. The sample consisted of 450 cruise customers, who had experienced a cruise vacation before. The findings of the study showed that online reviews were the most influential attribute for cruise customers in their cruise decision, followed very closely by the environmental friendliness of the cruise line. The next influential factor was the duration of the cruise vacation, which was followed by distance from the cruise port, cruise itinerary and cruise vacation price. The best and the worst cruise vacation profiles were generated based on the CBC analysis. The findings of this study provide some insights with regard to cruise customers' importance about influencing factors when deciding on a cruise vacation. The research provides insights in understanding the influential factors at the last stage of cruise customers' decision-making process. In this regard, the cruise industry can pay more attention in promoting the attributes of a cruise offer as influential factors. Additionally, the findings of this study contribute to the general knowledge about cruise customers' decision-making process.

Author: Baker, D. McA

Year: 2014

Title: Exploring cruise passengers' demographics, experience and satisfaction with cruising the Western Caribbean

Journal: International Journal of Tourism & Hospitality Reviews

Volume: 1

Issue: 1

Pages: 33-43

Abstract: Each year millions of people vacation aboard cruise ships, some carrying thousands of passengers and crew members. These ships are small, floating cities that offer many options for food and entertainment and calling at various ports in the Caribbean. This study aims to explore cruise passengers' experience and their satisfaction. Exploratory factor analysis was performed and revealed that the "environment factor" had the most influence on cruise passengers' experience. Subsequently, a multiple regression was conducted to identify variables that affect passengers' satisfaction; clean unpolluted environments and sun-sea-sand continue to be the top variables affecting tourists' satisfaction in the Caribbean. Based on these findings recommendations are made to the cruise companies and Caribbean governments in order to have more effective marketing campaigns and to retain and/or attract cruise passengers through the offering of positive means in the cruise experience.

Authors: Bardelle, C., and Lashley, C.

Year: 2015

Title: Pining for home: Studying crew homesickness aboard a cruise liner

Journal: Research in Hospitality Management

Volume: 5

Issue: 2

Pages: 207-214

Abstract: Most people can experience homesickness at some time, when they move away from their home base. The experience of working onboard a cruise liner can intensify these feelings, because of the enclosed and controlled nature of work and living space. This study reports on the incidence of homesickness where the crewmembers originate from very different cultural contexts than the one in which they work. Findings in this research suggest that whereas a large number of crew experienced homesickness sometimes, a substantial minority feel homesick very often, frequently or always. Crew homesickness should be seen as important by both shipboard and liner company management because it can ultimately impact on customer service experiences, and can be ameliorated by sensitive management policies and practices.

Authors: Barron, P., and Greenwood, A. B.

Year: 2006

Title: Issues determining the development of cruise itineraries: Aa focus on the luxury market

Journal: Tourism in Marine Environments

Volume: 3

Issue: 2

Pages: 89-99

Abstract: While the cruise industry has been identified as an ever increasingly important aspect of the wider tourism industry, this sector remains relatively under researched. Cruises have shown strong year on year growth and, in 2004, was the holiday of choice for more than 12 million tourists worldwide. Challenges facing the industry are concerned with market segmentation and the development of new and exciting ports of call. This research focuses on one aspect of the luxury cruise industry: That of the development of cruise itineraries. Specifically, this research will identify the itinerary planning process in the luxury cruise industry, determine the main issues and challenges faced when developing itineraries and finally present an overview of the influences that might shape luxury cruise itinerary planning in the future.

Author: Barthelmess, K.

Year: 2007

Title: The commencement of regular Arctic cruise ship tourism: Wilhelm Bade and the “Nordische Hochseefischerei Gesellschaft” of 1892/1893

Journal: Tourism in Marine Environments

Volume: 4

Issue: 2-3

Pages: 113-120

Abstract: The opening of tourism in northern Norway in the 1870s coincided with the emergence of Tromsø as a port for Arctic research expeditions, as well as with the founding of modern whaling stations along the North Norwegian coast, tourist attractions themselves. One of the first entrepreneurs of tourism to northern Norway was a German by the name of Captain Wilhelm Bade. He was the first to regularly accompany cruise tourists to the Arctic Svalbard archipelago (Spitzbergen). Bade was a survivor of an 8-month drift on an ice floe after the wreck of a German polar expedition ship in 1869/1870. As a result of this experience he propagated

an image of a friendly Arctic yielding sustenance to its human inhabitants as well as profit to non-native entrepreneurs. In 1892, Bade cofounded the "Nordische Hochseefischerei Gesellschaft" (Nordic Sea Fisheries Company) in Mülheim an der Ruhr, a centre of the German industrial mining area. Arctic coal mining was one of the business purposes of the company, which had leading German industrialists on board. The other purposes were whaling and Arctic tourism. A tourist steamer went to Spitzbergen in company of a whale catcher. Passengers could board the whaler to witness a whale hunt. Mining efforts by the company failed, as did fishing attempts and whaling. The company went into liquidation after its first season, but Spitzbergen tourism had proved its economic potential, attracting immediate competition, while Bade and Sons continued chartering cruise ships to Spitzbergen until 1908.

Authors: Beckley, L. E., Fisher, E. A., and Davies, H.

Year of Conference: 2015

Title: Cumulative visitation by expedition cruise vessels along the remote Kimberley coast, northern Australia

Conference Name: The 8th International Congress on Coastal and Marine Tourism

Conference Location: Kailua-Kona, Hawaii

Page: 6

Abstract: Adequate management of the coastal waters of the remote, tropical Kimberley region in northern Western Australia requires knowledge of the spatial and temporal extent of human use by the various sectors of the economy (commercial, recreational and traditional). Vessel-based expedition cruising is popular along the central and eastern Kimberley coasts where the flooded ria coastline, remarkable geology, enormous tides, noteworthy marine and terrestrial biodiversity, and indigenous cultural assets attract discerning visitors. In order to investigate the extent of the expedition cruise industry, a desk-top study was undertaken to quantify the numbers, and passenger capacity of, expedition cruise vessels advertising voyages along the Kimberley coast, details of their itineraries and the types of shore-based and water-based activities offered to the passengers. The cruise vessels operate in the coastal waters of the Kimberley mainly during the dry season from April to September between the ports of Broome and Wyndham though some include visits to Darwin in the adjacent Northern Territory and neighbouring countries such as East Timor or Indonesia. Eighteen cruise vessels (12-103 m in length) operated in the Kimberley in 2013 and 80% of these vessels carried less than 40 passengers. In the itineraries, more than 110 sites were listed as places visited by the cruise vessels although one third of the listed sites were visited less than 20 times during the season and then, only by the smaller vessels. Excluding the port of Broome, Montgomery Reef (275 vessel visits with 7,382 passengers), Horizontal Falls (260 vessels visits with 7,068 passengers), Raft Point (250 vessel visits with 6,786 passengers), Prince Regent River (235 vessel visits with 6,308 passengers) and Talbot Bay (211 vessel visits with 6,176 passengers) were the most frequently visited sites. Much of the area frequented by the expedition cruise vessels is encompassed by the newly proclaimed Lalang-gurram Camden Sound Marine Park and the designated Horizontal Falls and Northern Kimberley Marine Parks. Activities at the sites usually included small boat excursions to the shore for picturesque visits to waterfalls, wildlife spotting (e.g., crocodiles), historical sites and Aboriginal rock art as well as walking, swimming in waterholes, fishing and scenic helicopter rides. The entire Kimberley coastline was also surveyed by two observers in a Cessna 210 light aircraft during the peak tourist season over four consecutive days in July 2013 to verify the actual locations and activities of expedition cruise vessels in the region. Results of this survey showed high concurrence with the advertised itineraries. Despite the many limitations of this desk-top study, the cumulative estimates of visitation to the Kimberley coast provide managers and traditional owners, particularly the

Dambimangari, Unguu and Wunambal Gaambera people, with an indication of where potential impacts may occur and where future monitoring and management might be necessary.

Authors: Beerman, N., and Höltkemeier, K.

Year: 2014

Title: Case study: Onshore power supply facility at the cruise terminal Altona in Hamburg

City/State: Hamburg, Germany

Institution: TEN-T and the North Sea Region

Date: November 2014

Abstract: Freight and passenger transport is continuously growing. Furthermore, cruise tourism is an increasing business field for ports and cities that generates an additional income for the city and related economic sectors. However, anchoring ships also have an enormous energy demand. Looking at the cruise industry, this energy demand currently is generated with diesel engines onboard which results in harmful emissions for residents, staff and the environment. Hence, especially ports located near to areas of high population density see themselves confronted with new tasks in regard to reduce ships' emissions.

This case study will present a pilot project from the Port of Hamburg where the problematic situation of the cruise ships' emissions while anchoring has been analysed and an innovative onshore power supply concept has been evaluated. The case study will analyse the project itself including its needed infrastructure, involved actors and stakeholders, the legislative framework which should be respected, funding possibilities and similar projects.

The case study collects fruitful information in terms of projects for reducing ship emissions during their anchoring time which also contributes to reach the European aims towards a sustainable and energy efficient transport.

Author: Bennett, M.

Year: 2016

Title: Competing with the sea

Journal: Performance Research

Volume: 21

Issue: 2

Pages: 50-57

Abstract: In response to the global movement of neoliberal values, the rise of mega-ships has produced a shift towards a vacation trend that is promoted as offering everything you could need ... for any age, style or mood. These extravagant floating cities package a vacation where you can be everywhere and nowhere simultaneously. In addition to borderless onboard multisensory shops, theatres, wine cellars, bars, spas, pools, fitness centres, symphonies, libraries, art galleries, eclectic restaurants, display of rooftop grassy parks and crew 'from every corner of the world', passengers also consume offshore itineraries at multiple ports of call. This market-driven industry of cultural fantasy tourism is what Andrew Wood calls an 'omnitopia', defined as 'an architectural and perceptual enclave whose apparently distinct locales (and locals) convey inhabitants to a singular place' (Wood 2005: 318). These lavish omnitopian palaces are ideal spaces for fuelling unreflexive consuming behaviours that evoke Mikhail Bakhtin's ideas of an atmosphere of carnival, especially during ocean crossings (and repositioning itineraries) that have many sea days and minimal ports of call. With a participant-observation trajectory, this article will use Celebrity Cruises as a case study to consider the temporal carnivalesque nature of ocean crossings and examine how the brand's 'Modern Luxury' and 'Starring You' mandate is manifested onboard through the lavish design and star treatment and through performance events that offer passengers opportunities to enact the fantasy of celebrity status. These onboard amenities are programmed to distract passengers from

the existential experience of being at sea and the potential for boredom. However, crossings are rarely smooth sailing despite the cruise lines' attempts to relegate the natural environment to the background so that the manufactured environment can function proficiently. With increased number of days at sea, less ports of call and a higher risk of rough seas and storms, the ocean is impossible to ignore.

Author: Berger, A. A.

Year: 2004

Book Title: Ocean travel and cruising: A cultural analysis

Publisher: The Haworth Hospitality Press

Abstract: A one-of-a-kind analysis of ocean cruising, where Berger turns his critical eye to the phenomenon of ocean cruising. This book brings a multidisciplinary cultural studies approach to the subject, examining ocean cruising from economic, semiotic, sociological, psychoanalytic, and marketing perspectives, and offering insights not provided by the more traditional sociological approaches to the subject. It explores cruise demographics, the relationship between cruising and gender, the sociology of dining on cruise ships, hedonism and pleasure seeking, the "compulsion to cruise," consolidation in the industry, the exploitation of workers on cruise ships, and a great deal more.

Authors: Bien, A., Pratt, L., Seidl, A., Lopez, C. A., and Obando, A.M.

Year: 2007

Title: Cruise tourism in Costa Rica and Honduras: Policy recommendation for decision makers

City/State: Washington, DC

Institution: Inter-American Development Bank

Date: January 2007

Abstract: The Center on Ecotourism and Sustainable Development (CESD, based in Washington, DC and at Stanford University), the Central American Institute of Business Administration (Instituto Centroamericano de Administración de Empresas – INCAE), based in Costa Rica, together with the support of Netherlands–IDB Partnership Program in Environment (NPE) carried out a field study between October 2005 and March 2006 and research, analysis and report preparation through December 2006 on the positive and negative impacts – environmental, social and economic – of cruise ship tourism in Central America. The emphasis was on Honduras and Costa Rica as case studies and paradigms for the rest of Central America. An analysis of the behaviour and expenses of passengers and crew members was performed in Roatán, Honduras and Limón and Puntarenas in Costa Rica, as well as a competition analysis of the destinations and the relationship between conventional tourism and cruise ship tourism. An aspect of great importance was the comparison between the impacts in a small, fragile destination (Roatán), with the urban ports of Limon and Puntarenas.

The economic study took place during the high season for cruise ships in 2005-2006 (December-March). During this period, a minimum of 500 surveys for passengers and 250 for cruise ship crew members were given in each of the three ports, giving a total of 2,436 valid survey responses. The surveys were complemented by interviews of port and tourism authorities and businesses. The combined effort produced primary data about the income to the two countries from expenditures in-port by passengers, crew members, and cruise lines. This permitted comparisons between the destinations, as well as with expenditures by conventional tourists who stay overnight in each country.

Simultaneously, qualitative studies of the environmental, sociocultural and economic effects of cruise ship tourism were carried out at national levels, with 78 in-depth interviews in Honduras and 98 in Costa Rica. For this part of the study, numerous individuals were interviewed, ranging

from industry professionals to ordinary citizens affected by cruise ship tourism. This methodology allows the collection of information on social and environmental impacts that has been accumulated over a long period by experts and affected persons.

The relatively new cruise port of Roatan is unlike the old, urban ports of Limon and Puntarenas. At the same time, the environmental and social fragility of the sites visited by cruise passengers is also quite dissimilar. These circumstances permit one to extrapolate from the examples of these three ports lessons that can be used for the generation of strategy and policy recommendations. Based on the primary data from this research, as well as research in secondary sources, the authors have proposed a series of recommendations for regional strategies and policies that can favor the sustainable development of cruise tourism in Central America.

Authors: Bonilla-Priego, M. J., Font, X., and Pacheco-Olivares, M. D. R.

Year: 2014

Title: Corporate sustainability reporting index and baseline data for the cruise industry

Journal: Tourism Management

Volume: 44

Issue: -

Pages: 149 - 160

Abstract: Sustainability policies and corporate reports demonstrate the impacts cruise companies acknowledge as their responsibility, and the actions put in place to address them. This paper develops a corporate social responsibility index based on the Global Reporting Initiative, with industry specific additions including labour and human rights, health and safety, and environmental and economic aspects. Companies disclose more management than performance data, which is typical of early stages of development. Companies disclosing less information and focus on soft indicators which are easy to mimic and demonstrate posturing. Items disclosed tend to be marginal to the core of the business, have a positive economic impact or pre-empt sector regulation. Reports echo the voice of the corporations and not the demands of stakeholders. Institutional isomorphism has not influenced a homogenisation in reporting, with only the largest firms reporting at this stage.

Authors: Bowen, C., Fidgeon, P., and Page, S. J.

Year: 2014

Title: Maritime tourism and terrorism: Customer perceptions of the potential terrorist threat to cruise shipping

Journal: Current Issues in Tourism

Volume: 17

Issue: 7

Pages: 610-639

Abstract: Maritime terrorism is a neglected area of research in tourism, particularly the use of scenario planning to understand potential threats to the cruise industry. Since the events of 9/11, terrorism, and the threat of terrorism, has become a major concern within the tourism industry. This article analyses tourist perception of perceived terrorist threats given that many ships are American owned. Using the scenario analysis presented by Greenberg, Chalk, Willis, Khilko, and Ortiz, this study suggests that an attack on a cruise ship is a distinct possibility. Indeed, 44% of respondents questioned perceived the possibility of a terrorist attack on a cruise ship to be likely despite the fact that safety and security is seen by the industry as a 'hallmark' of cruising. Differences in attitude among potential passengers revealed a high level of confidence in the cruise ship companies. This finding is particularly marked among more experienced cruise ship passengers. However, this did not necessarily preclude the possibility of security

measures being improved. All passengers appeared generally resigned to the fact that risk is associated with travel in the twenty-first century and welcomed any efforts by cruise shipping companies to improve safety and security.

Author: Branchik, B.

Year: 2014

Title: Staying afloat: A history of maritime passenger industry marketing

Journal: Journal of Historical Research in Marketing

Volume: 6

Issue: 2

Pages: 234-257

Abstract: The purpose of this paper is to recount the history of the marketing of the maritime passenger industry (known today as the cruise industry). This is a unique industry that has survived and thrived for almost 175 years despite dramatic environmental changes. This history focuses on passenger shipping in and out of the USA first from/to European ports, later focusing on cruises from the USA to the Caribbean, today's most popular cruise destination. This study adapts the Hollander et al. (2005) approach and incorporates primary data such as fare lists, advertisements and promotional materials, as well as secondary data from a variety of expert works and government reports. Branchik finds that the industry's marketing history can be divided into six periods or phases: Immigration and luxury (mid-nineteenth century to 1914); World War I (1914-1918); tourism, alcohol and luxury (1918-1939); World War II (1939-1946); jet age emergence (1946-1970); and cruising for all (1970 to the present day). Continuing industry growth; increasing focus on new geographic, and every-smaller demographic and psychographic markets; promotional emphasis on cuisine and activities; and positioning as a mass-consumed luxury are trends for the future. Space constraints limit the information mostly to Europe-to-North America sailings of British and German transatlantic lines early in the paper, and to USA-to-Caribbean cruises in later phases. This study illustrates how an industry can completely reinvent all elements of its marketing strategy in response to changing social and technological forces. It adds to a growing body of industry marketing histories. Although much has been written about maritime history, no known work has examined the history of the marketing of the maritime passenger industry. Consequently, this paper augments the growing body of industry-specific marketing histories.

Authors: Brandajs, F., and Russo, A. P.

Year: 2019

Title: Whose is that square? Cruise tourists' mobilities and negotiation for public space in Barcelona

Journal: Applied Mobilities

Volume: Advance online publication

Issue: -

Pages: -

Abstract: This paper investigates how different human mobilities negotiate public space and with which results. The case in point is that of cruise tourism in Barcelona, a city where the relentless growth of visitors and the expansion of accessibility gateways like the cruise port may well be behind the rise of "anti-tourism" voices in social and political circles. This paper focuses on the transits of cruise passenger groups in two exemplary public spaces of the city, analysing how they come to fence off, engage with, or feed the mobility of other collectives. This research provides fresh insights on the processes that may generate disaffection among different "place users", eliciting a revision of the expectations on the quality of public space. On a more technical level, this paper introduces a complex but cost-effective methodology, involving a

mix of geo-analytic and qualitative methods, which manages to track the “mobility clash” in public space and make sense of the response tactics.

Authors: Brida, J. G., Bukstein, D., and Tealde, E.

Year: 2015

Title: Exploring cruise ship passenger spending patterns in two Uruguayan ports of call

Journal: Current Issues in Tourism

Volume: 18

Issue: 7

Pages: 684-700

Abstract: The cruise industry has become a significant component of the Uruguayan tourism economy in the last few years. The present study aims to provide a better understanding of the cruise industry by considering the expenditure of cruise ship passengers disembarking at the ports of call of Montevideo and Punta del Este as a key variable in the economic analysis of the costs and benefits. The authors estimate two cross-sectional regression models for cruise passenger expenditures, and show that the size of the group the visitors travel with and visitor mobility within the country are the most important variables to explain individual expenditure behaviour. They also include some management recommendations that policy-makers could implement in order to improve the economic profits from cruise ship tourism.

Authors: Brida, J. G., and Coletti, P.

Year: 2012

Title: Tourists’ intentions of returning to a visited destination: Cruise ship passengers in Cartagena de Indias, Colombia

Journal: Tourism in Marine Environments

Volume: 8

Issue: 3

Pages: 127-143

Abstract: This study contributes to the growing literature on repeat visitation by examining the factors that affect a cruise ship passenger’s stated likelihood of returning to a visited port as a stayover tourist. Results from a survey on cruise ship passengers that stopped in Cartagena de Indias (Colombia) during the second semester of 2009 suggest that about one half of the respondents plan a return trip to the area. Brida and Coletti show that the probability of returning to the destination depends positively on the residence geographic area, on the level of satisfaction declared by the passenger, on the time spent out the ship, and especially on whether the tourist usually travels in cruises. The average visitor wanting to return as stayover tourist is thus male, lives in the Caribbean area, is highly educated, young, on his first cruise, on a self-organised visit, and has spent a lot of time in port and experienced satisfactory services and security.

Authors: Brida, J. G., Del Chiappa, G., Meleddu, M., and Pulina, M.

Year: 2012

Title: Cruise tourism externalities and residents’ support: A mixed approach

Journal: Economics: The Open-Access, Open-Assessment E-Journal

Volume: 6

Issue: 2012-40

Pages: 1-26

Abstract: This paper investigates residents’ preferences of investment in cruise tourism, taking its externalities into full account. The research involved data collection in the port of call of Messina (Sicily, Italy), during the peak cruise season in 2011. A mixed generalised ordered

logit analysis, based upon a correspondence analysis, is run to examine what factors influence residents' perceptions about investing in cruise tourism. Potential positive and negative externalities produced by this economic activity, as well as socio-demographic and economic determinants are taken into account. Overall, residents in Messina, treated as a composite stakeholder, would invest a very high level of resources in cruising if their income depends on the cruise activity, if they had a cruise trip in the past, if they belong to a family with a high number of components, and if they believe this activity to exert positive welfare, cultural and social externalities. Conversely, residents in Messina are likely to prefer a low, or very low level of investment the farther they live from the port, if they are female, retired and if they perceive a deterioration of the environment. Implications for policy makers are drawn from these empirical findings.

Authors: Brida, J. G., Garrido, N., and Devesa, M. J. S.

Year: 2012

Title: Cruise passengers' satisfaction: Cartagena de Indias

Journal: Benchmarking: An International Journal

Volume: 19

Issue: 1

Pages: 52-69

Abstract: The purpose of this paper is to explain the onshore satisfaction of cruise passengers, in the port of call of Cartagena de Indias. A questionnaire was given to 1,361 passengers of 28 cruise ships during October and November of 2009, then factor analysis and cluster analysis were employed. The results suggest that although visitors held a high overall satisfaction of the onshore experience, there are two dimensions that require the attention of tourist policy makers: The city infrastructure (traffic, noise, cleanliness and infrastructure) and the general shopping experience. In particular, the worst experience seems to be related to street vendors. Moreover, there is evidence that tourists from the USA are more exigent of being fully satisfied. The survey was only conducted in the months of October and November. Future research can also include the repetition of the study in different seasons to compare results. The study shows that there is a good potential for the growth of tourism activity of the destination because over 52 per cent of the participants declared their intention of return to the city as land tourists and more than 60 per cent will recommend the destination to their friends. The paper applied known methodologies to an emergent destination, in which many stakeholders are involved and concerned about cruise tourism evolution and its effects on the destination.

Authors: Brida, J. G., Lanzilotta, B., Moreno, L., and Santiñaque, F.

Year: 2018

Title: A non-linear approximation to the distribution of total expenditure distribution of cruise tourists in Uruguay

Journal: Tourism Management

Volume: 69

Issue: -

Pages: 62-68

Abstract: This study contributes to the literature on the determinants of tourism spending on cruises at a microeconomic level, through the application of innovative methodologies framed within the machine learning literature. The objective is to study the distribution of the total expenditure of cruise passengers in Uruguay, using data of the 2016–2017 cruise season survey (collected by the Ministry of Tourism of Uruguay). Due to the nature of this variable, the authors implement a two stages modelling strategy. In the first stage, they model the probability of spending, and in the second, the strictly positive spending. The paper analyses the distribution

of conditional expenditure to a set of sociodemographic, travel, contextual and satisfaction variables applying non-linear regression techniques with Lasso penalty and nonparametric techniques such as Random Forest. The empirical results show that the key variables that determine the average spending of cruise tourists are their residence and the port of arrival of the cruise. The analysis of the predictive performance of the models (applied through a training sample and a test sample) shows that Random Forest method has the greater predictive capacity. Finally, the importance variable is analysed by Random Forest.

Authors: Brida, J. G., Pulina, M., Riaño, E., and Zapata-Aguirre, S.

Year: 2012

Title: Cruise visitors' intention to return as land tourists and to recommend a visited destination

Journal: Anatolia

Volume: 23

Issue: 3

Pages: 395-412

Abstract: This study analyses cruise visitors' travel experience, their intention to return to a destination as land tourists, and the probability to recommend the destination to others. Consumer's satisfaction is evaluated by taking into account the economic production factors, human and physical capital. "Satisfaction with prices" is also included to evaluate the monetary value of the overall purchasing experience. Safety in the harbour is considered as a further attribute. The empirical data were collected via a survey of cruise ship passengers that stopped in Cartagena de Indias (Colombia) during 2009. A structural equation model is developed in order to test whether the hypothesised model is consistent with the collected data. The findings reveal that overall satisfaction positively influences customers' loyalty. Loyalty is also positively influenced by prices but negatively by an unsafe perception. Finally, loyalty positively affects both the intention to return as land tourists and to recommend, though with a different magnitude.

Authors: Brida, J. G., Pulina, M., Riaño, E., and Zapata Aguirre, S.

Year: 2013

Title: Cruise passengers in a homeport: A market analysis

Journal: Tourism Geographies

Volume: 15

Issue: 1

Pages: 68-87

Abstract: The aim of this study is to examine cruise passengers' characteristics, preferences and their overall experience in a port of call. Based on 1,361 survey data collected from passengers in the port of call of Cartagena, during the third quarter of 2009, a three-step multivariate market segment analysis is employed. First, a correspondence analysis is run to reveal the underlying factors in the data; second, based on the correspondence analysis, a hierarchical cluster investigation is performed to segment the sample into homogeneous groups; third, a decision tree is computed to characterise each group. The cluster analysis identifies six distinct market segments differentiated by nationality, satisfaction, safety perception and expenditure. The findings imply several policy directions. In particular, institutions should enhance the perception of safety in Cartagena to guarantee repeated visits, an ad hoc marketing policy may encourage revisit by young South Americans, and managers should extend the inland visiting time that is likely to produce local multiplier effects.

Authors: Brida, J. G., and Risso, W. A.

Year: 2010

Title: Cruise passengers' expenditure analysis and probability of repeat visits to Costa Rica: A cross section data analysis

Journal: Tourism Analysis

Volume: 15

Issue: 4

Pages: 425-434

Abstract: The present article considers the cruising expenditure in Costa Rica as a key variable in the economic analysis of the cost and benefits associated with the cruise industry. Brida and Risso applied a rarely accessible and very good quality database collected by the Costa Rica Tourism Board (ICT) to estimate the utilised econometric models used in this study. They estimate a cross-sectional regression model for the cruising expenditure, showing the existence of different tourist profiles that are related to the expenditure levels. In particular, heavy spenders are distinguishable from the other segments in terms of age, hours spent out of the ship, nationality, income levels, and their spending pattern. In addition, the authors also use the data to analyse the determinants of the probability of returning. They show that this probability depends positively on the level of satisfaction declared by the passenger and the number of hours spent off the ship, among other variables. Brida and Risso also show that older visitors are more likely to return than younger ones; first-time visitors are also more likely to return than repeat visitors and tourists whose income is larger than US\$41,000 are more likely to return than other visitors. Finally, men are more likely to return than women.

Authors: Brida, J. G., Scuderi, R. & Seijas, M. N.

Year: 2014

Title: Segmenting cruise passengers visiting Uruguay: A factor-cluster analysis

Journal: International Journal of Tourism Research

Volume: 16

Issue: 3

Pages: 209–222

Abstract: The study aims to provide a better understanding of cruise travel from passengers' characteristics and experience in two ports of call in Uruguay. A multivariate market segmentation analysis was used, on the basis of 5151 survey data collected during the 2008–2009 and 2009–2010 seasons. A correspondence analysis revealed the underlying latent factors in the set of variables. A hierarchical clustering from correspondence analysis segmented the sample into homogeneous groups. Finally, a decision tree highlighted the most predictive variables for each cluster. The study identifies distinct segments by country of residence, occupation, locations visited in Uruguay, satisfaction and previous visits to the country.

Authors: Brida, J., and Zapata, S.

Year: 2010

Title: Economic impacts of cruise tourism: The case of Costa Rica

Journal: Anatolia

Volume: 21

Issue: 2

Pages: 322-338

Abstract: This paper provides an overview of the different impacts of cruise tourism in Costa Rica. The purpose of the study is to provide information, based on primary investigation collected by the Costa Rican Tourism Institute during the period 2006—2008, to help the decision making process and the establishment of policies and strategies for cruise ship tourism.

The authors focus on cruise passenger demographic characteristics, preferences and expenditure behaviours, and compare the expenditures of the average cruise passenger with the average land tourist that visits the country. Brida and Zapata show that Costa Rica's cruise tourists tend to visit the same attractions at the same time as the land tourist. They show that cruisers are older and less wealthy, and spend less time and money than the average tourist, raising some concerns as to whether cruise tourism in Costa Rica should be encouraged.

Authors: Brida, J. G., and Zapata, S.

Year: 2010

Title: Cruise tourism: Economic, socio-cultural and environmental impacts

Journal: International Journal of Leisure and Tourism Marketing

Volume: 1

Issue: 3

Pages: 205-226

Abstract: Cruise tourism generates an estimated \$18 billion a year in passenger expenditure and has been the fastest growing sector of the travel industry over the last years. Arrivals in the Caribbean region increased from three million in 1980 to more than 25 million in 2007. In this paper the authors describe the evolution of the cruise industry and review the experiences of different cruise destinations. They also describe different activities associated to the cruise ship industry to identify costs and benefits for the actors of the local economies.

Author: Brownell, J.

Year: 2008

Title: Leading on land and sea: Competencies and context

Journal: International Journal of Hospitality Management

Volume: 27

Issue: 2

Pages: 137-150

Abstract: The purpose of this study is to identify the competencies hospitality unit leaders perceived to be most critical for career development, and to determine whether perceptions of the importance of various skills and attributes/abilities varied when leaders worked in different organisational contexts. Leaders from two hospitality segments, land-based hotels and ocean-based cruise ships, participated in the study. Findings indicated notable differences between the two samples on a number of items. A background of relevant research on hospitality leadership competencies is provided. Contextual variables are examined as they contribute to better understanding differences in perceived competency requirements between land-based and ship-based leaders. Four contextual dimensions (staff composition, task requirements, organisational structure, and the external environment) are explored. A conceptual model is presented that illustrates the posited influence of organisational context on hotel and ship leadership competencies as they impact both selection processes and development activities. Results of this opinion-based study suggest that, while senior hotel and ship practitioners share a need for certain core competencies (positive attitude and effective listening), organisational context likely influences the relative importance of specific skills and attributes/abilities required for effective leadership in each industry segment. Findings support previous research and have implications for educators, practitioners, and researchers.

Author: Brownell, J.

Year: 2014

Title: Managing context to improve cruise line service relationships

Journal: Cornell Hospitality Report

Volume: 14

Issue: 22

Pages: 6-16

Abstract: Interactions between customers and service employees have a strong influence on customers' perceptions of service quality and their overall satisfaction. During service encounters, both physical and social dimensions of the service environment affect interpersonal dynamics and the subsequent relationships that develop. The study described here focusses specifically on the cruise experience and the distinct passenger-service employee relationships that develop during a cruise. An extensive review of related research combined with interviews and observations on six cruises suggests a framework of four specific role relationships: the passenger as expert, the passenger as manager, the passenger as friend, and the passenger as a team member. By focussing on dimensions of the context in which service occurs, managers can anticipate the types of relationship that develop. They are then better prepared to address the service challenges most likely to occur as they strive to enhance service delivery.

Authors: Burc, K., Vanblarcom, B., and Klein, R. A.

Year: 2018

Title: Overstating cruise passenger spending: Sources of error in cruise industry studies of economic impact

Journal: Tourism in Marine Environments

Volume: 13

Issue: 4

Pages: 193-203

Abstract: Countless studies present measures of cruise passenger spending and make claims about economic impact; however, with careful examination the source of the disparity between reported findings and actual passenger spending can be discerned. Drawing on data for Halifax, Nova Scotia the study shows how cruise passenger spending is overstated by the cruise industry in part because of failure to use appropriate methods of probability sampling. This sampling bias impacts overall measures of passenger spending and economic impact. In addition, the research illustrates the importance of considering market segments, weather conditions, and demographic characteristics as factors in analysing cruise passenger spending.

Authors: Business Research & Economic Advisors

Year: 2001

Title: The contribution of the North American cruise industry to the U.S. economy in 2000

City/State: Exton, PA

Institution: International Council of Cruise Lines

Date: October 2001

Abstract: Business Research and Economic Advisors (BREA) was engaged by the International Council of Cruise Lines (ICCL) to conduct an analysis of the economic impact of the North American cruise industry on the United States economy during 2000. This analysis updates similar studies for 1997 and 1999. The analysis shows that the North American cruise industry maintained its strong growth and continued to expand its contribution to economic growth in the United States.

Authors: Buzova, D., Cervera-Taulet, A., and Sanz-Blas, S.

Year: 2020

Title: Exploring multisensory place experiences through cruise blog analysis

Journal: Psychology Marketing

Volume: 37

Issue: 1

Pages: 131–140

Abstract: The multisensory approach to understanding consumer behaviour has received increasing attention as a factor shaping individuals' perception, attitude, and behaviour. However, previous studies have scarcely investigated the role of senses on destination experiences as places of consumption. The aim of the research is to uncover tourists' meaningful multisensory place perceptions by analysing cruise travel blogs. The study conducted a thematic content analysis of 248 blog entries on Mediterranean port of call experiences using the text analytics software Leximancer. The results show a convergence between visual, gustatory, olfactory, and haptic impressions, while auditory perceptions are scarce and refer mainly to the presence/absence of noise. Interestingly, unlike past multisensory studies that reported haptic perceptions as the least salient sensory dimension in tourist experiences, the research identified three haptic themes associated with cutaneous, hedonic-elicited, and somatic touch. The research yields a threefold contribution: (a) It provides empirical evidence for the relevance of multisensory perceptions on tourists' evaluation of place experiences; (b) a novel methodological approach to assessing sensory impressions is used by analysing tourists' freely written online narratives; and (c) the research broadens the scope of existing multisensory literature by assessing urban/coastal travel destination experiences.

Authors: Buzova, D., Sanz-Blas, S., and Cervera-Taulet, A.

Year: 2019

Title: Does culture affect sentiments expressed in cruise tours' eWOM?

Journal: The Service Industries Journal

Volume: 39

Issue: 2

Pages: 154-173

Abstract: This study aims to examine the sentiment differences in the content of cruise tour online reviews across North Americans and Europeans, as representing the two largest cruise markets. Dictionary-based sentiment analysis has been carried out on 1127 reviews on guided tours retrieved from TripAdvisor. The results indicate significant differences in the sentiment score of the reviews, with North Americans' texts being more emotionally charged than the European ones. In addition, North Americans' reviews conveyed a more positive affect and had a more subjective and intimate tone, while those written by Europeans contained a smaller amount of sentiment-bearing words and their tone was more objective. The study's contribution lies in (i) providing evidence for the influence of culture on electronic word-of-mouth communication in terms of varying sentiment expression, (ii) demonstrating the effectiveness of sentiment analysis for recognising cultural differences and (iii) enhancing the current understanding of cruisers' tour experience.

Authors: Buzova, D., Sanz-Blas, S., and Cervera-Taulet, A.

Year: 2019

Title: 'Tour me onshore': Understanding cruise tourists' evaluation of shore excursions through text mining

Journal: Journal of Tourism and Cultural Change

Volume: 17

Issue: 3

Pages: 356-373

Abstract: The aim of this paper is to shed light on the elements underlying cruise tourists' evaluation of shore excursions, approaching them as an interaction of expressive and instrumental components. To fulfil the aim of the investigation, a thematic content analysis of 1296 online reviews was conducted using the text-mining software Leximancer. The results of the study revealed that cruise visitors with different overall satisfaction with their guided tour focus the narrative of their opinion on different tour attributes. Thus, the dominant themes of the cruise passengers delighted with their tour included the performance of the tour guide, the arrangement of the tour, as well as the cruise destination sightseeing. On the other hand, instrumental components such as crowded bus tours, limited time at the port of call, and inadequate excursion design appeared to be the main aspects appointed by those unsatisfied with their onshore experience. Furthermore, the study assessed and compared the perceptions of the tour experience across cruise passengers from the contemporary, premium and luxury cruise line segments.

Authors: Bystrowska, M., and Dawson, J.

Year: 2017

Title: Making places: The role of Arctic cruise operators in 'creating' tourism destinations

Journal: Polar Geography

Volume: 40

Issue: 3

Pages: 208-226

Abstract: This paper investigates how Arctic expedition cruise operators 'create' tourism destinations and diversify tourism space through itinerary making. The study proposes a typology of perceived values of a tourism destination and explores what value dimensions are critical in deciding on cruising locations. The typology helps to explain why certain locations became popular tourism destinations and why tourism space in the Arctic is so diversified. The analysis shows that 'creation' and distribution of Arctic expedition cruise destinations is dominated by functional costs and benefits, related mostly to sailing conditions and shipping logistics. Emotional costs (e.g. perceived risks) also play significant roles and prevail over emotional benefits (e.g. perceived achievement) and social factors, which were found least important.

C

Authors: Caber, M., Albayrak, T., and Ünal, C.

Year: 2016

Title: Motivation-based segmentation of cruise tourists: A case study on international cruise tourists visiting Kuşadası, Turkey

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 101-108

Abstract: This study segments cruise tourists by their travel motivations. Two groups were obtained by cluster analysis from the sample of international cruise tourists visiting Kuşadası Harbour, Turkey. The first group members were named as *Variety Focussed*, while the second group members were named as *Utilitarian and Ambitious* tourists, according to their motivations. *Variety Focussed* people are mostly the elderly, social, and repeat cruise tourists who are motivated by escaping needs from their normal environment and routine daily life. *Utilitarian and Ambitious* people are the tourists at different age groups, who are socially active and benefit seeking. By knowing the main motivations of tourist segments, cruise companies may generate specific services to meet the needs and expectations of the customers.

Authors: Cajaiba-Santana, G., Faury, O., and Ramadan, M.

Year: 2020

Title: The emerging cruise shipping industry in the arctic: Institutional pressures and institutional voids

Journal: Annals of Tourism Research

Volume: 80

Issue: Advance online publication

Pages: -

Abstract: Arctic cruise shipping is an emerging tourism sector subject to fast growth. Eight countries surround the Arctic, which implies that the governance and policymaking occurs in a complex, and multi-jurisdictional regulatory context. According to the authors, there is an incomplete understanding of how such emerging sector is structured and evolve. Institutional analysis provides a rich theoretical framework to address this gap. According to institutional theory, organisations are embedded in an institutional environment that guides behaviour by shaping interactions between organisations, individuals and stakeholders. The authors analyse the three sources of institutional pressures—coercive, normative, and mimetic—on cruise ship organisations in the Arctic to understand how they influence the way this sector is structured, to identify institutional voids, and to point out implications for governance and policymaking.

Authors: Calza, F., Pagliuca, M., Risitano, M., and Sorrentino, A.

Year: 2020

Title: Testing moderating effects on the relationships among on-board cruise environment, satisfaction, perceived value and behavioral intentions

Journal: International Journal of Contemporary Hospitality Management

Volume: 32

Issue: 2

Pages: 934-952

Abstract: This study aims to investigate both the relationships among the on-board environment, overall satisfaction, perceived value and behavioural intentions and the

moderating effects of gender, employment status, group composition and the propensity to stay on board in the context of cruise experience. Relationships among constructs were tested on the basis of 417 surveys collected and analysed with the structural equation modelling approach of partial least squares path modelling. A multi-group analysis was used to test the moderating effects. The research findings suggest that on-board environment is a good predictor of behavioural intentions, but that the relationship is strongly mediated by satisfaction and perceived value. Moreover, the multi-group analysis of moderating effects indicated various differences that offer interesting insights for segmenting passengers; these insights have substantial implications for future studies and cruise line companies alike. This study offers useful insights for managers who want to differentiate their value proposition with ship-centred elements. This study contributes to the literature by providing a theoretical framework and empirical evidence for analysing the role of the perceived on-board environment in passenger experience. From a managerial perspective, the moderating effects offer new insights for targeting and customising the cruise experience value proposition.

Author: Carić, H.

Year: 2010

Title: Direct pollution cost assessment of cruising tourism in the Croatian Adriatic

Journal: Financial Theory and Practice

Volume: 34

Issue: 2

Pages: 161-180

Abstract: Cruise tourism is one of the fastest growing sectors of the tourism industry and one that has significant environmental, economic and social impacts on target destinations. Yet, tourism decision makers, developers and managers rarely incorporate or estimate environmental impacts in their tourism development planning. Indeed, the analysis of the resulting resource exploitation is rarely undertaken until carrying capacity is breached and attractiveness diminished. In this article an assessment is offered that determines, quantifies and financially estimates emissions and waste streams so they can be compared with the direct income generated to the local economy by cruising tourism. It is applied to the Croatian part of the Adriatic and financially evaluates environmental impacts, arguing that they are negative externalities due to inappropriate internalisation and management. The purpose of the assessment is to give a “snapshot” of the situation, and also to create the groundwork for a model that will assist decision makers and stakeholders, at different levels and of different interests, to prevent and reduce the ecological, health and economic risks associated with dead-end tourism development.

Author: Carić, H.

Year: 2011

Title: Cruising tourism environmental impacts: Case study of Dubrovnik, Croatia

Journal: Journal of Coastal Research

Volume: 61

Issue: 10061

Pages: 104-113

Abstract: Cruise tourism is new economic, social and environmental phenomenon with potential serious impacts on the three pillars of sustainability. This paper will look into the environmental impacts in order to disclose potential hazards in port of Dubrovnik. Subsequently, existing mechanisms to deal with the hazards will be analysed to determine their effectiveness to mitigate the impacts. This process will use direct pollution costs calculations to enable cost-benefit analysis. Other impact analysis will be conducted in form of environmental

(pollution) footprinting that compare environmental loads of cruise tourist versus local inhabitants. The two (cost-benefit analysis and environmental footprinting) analyses will provide information on general aspects of cruise tourism carrying capacity and its current direction of development. Finally, the discussion will point to key pollution management issues, possible solutions to some of the pollution aspects, and stress other direct ecological threats.

Author: Carić, H.

Year: 2016

Title: Challenges and prospects of valuation-cruise ship pollution case

Journal: Journal of Cleaner Production

Volume: 111

Issue: Part B

Pages: 487-498

Abstract: Negative externalities and natural resource valuations play an important role in the debate and analysis of sustainable development. However, as yet, they have not been included extensively in tourism research or planning. As a result limited progress has been made to improve environmental management and address resource management challenges. This paper seeks to stimulate the discussion over the advantages, disadvantages, failures and successes of selected economic and development discourses. Valuation methodologies are discussed and placed within a pollution valuation impact model to identify opportunities to assess the impact of pollution and the value of natural capital in the tourism context. Cruise tourism is used to demonstrate the model due to its rapid growth and the potential for intense pollution outputs. It is considered in the context of a developing and transition state, one which sees tourism as a panacea to the problem of accessing international currency. By employing cross disciplinary research and applying valuation logic the paper aims to contribute to the decision making process in tourism.

Authors: Carić, H., Jakl, Z., Laurent, C., Mackelworth, P., Noon, V., Petit, S., Piante, C., and Randone, M.

Year: 2019

Title: Safeguarding marine protected areas in the growing Mediterranean blue economy. Recommendations for the cruise sector

City/State: Ocean & Coastal Management

Institution: Marseille, France

Date: August 2019

Abstract: The Mediterranean is the world's leading destination for coastal and maritime tourism, attracting about one third of all global visitors. Within this, the cruise sector is particularly fast-growing: In 2007 there were 8.7 million cruise passengers in the Mediterranean, by 2018 there were more than 25 million. Cruise tourism is also rapidly changing as ships have evolved from an average capacity of less than a thousand people in the 20th century to today's mega-cruisers that can hold more than 6,000 guests and 2,000 crew. Their environmental impact is growing in volume and intensity.

One of the sector's main impacts is from the discharge of waste, which occurs mainly, and most intensely, on the open sea: This has broad implications for the environment as a whole, and regions with low water exchange in particular. The cruise sector also affects Marine Protected Areas (MPAs), where it can have a major impact on sensitive species and habitats. These MPAs are often very important conservation sites whose environmental riches attract visitors to the region, thereby sometimes undermining their original conservation objectives.

The consumptive level of each passenger on board a cruise ship is much higher than that of people in local hosting communities, so this form of nautical tourism has the potential to

overwhelm the regions where it takes place, with potential spillover effects on MPAs. In Croatia, a study of cruise tourism found that environmental costs are up to seven times higher than the economic benefits received by local communities. This ratio may be even higher in some sensitive areas. Given that cruise tourism is promoted as contributing to economic stability, it is crucial to attempt to disclose its hidden environmental and social costs.

Unless there is greater regional coordination towards implementing regulatory measures, the environmental impacts of the cruise sector's continuing expansion will keep growing. Sustainable cruising practices – based on integration with local economies and communities, respecting MPAs – should be supported. Short-term and opportunistic exploitation should be discouraged.

States in the region need to cooperate to address transboundary pollution from cruisers. Mechanisms such as the Particularly Sensitive Sea Area (PSSA) of the International Maritime Organisation (IMO) can offer a level of control. Other policy initiatives promoting environmental, social and economic sustainability – such as the EU's Blue Growth initiative and the Horizon 2020 programmes – provide vehicles for research and coordination. Other ongoing regional efforts including the Ecologically or Biologically Significant Areas initiative (EBSAs) of the Convention on Biological Diversity may also be relevant.

MPA managers often play a leading role in establishing protective legislation for their local areas, but the willingness of the cruise industry to comply with regulations is questionable and enforcement remains a challenge.

Finally, a lack of transparency in the cruise industry makes it difficult to accurately estimate its environmental impact in different regions. Further research should include investigations into on-board practices, emissions and the development of technologies geared to reducing impacts on sensitive MPAs and neighbouring areas. Closer analysis of existing initiatives from around the world, such as the US Clean Cruise Ship Act initiative, could provide insights into a more sustainable future for the industry in the Mediterranean.

Authors: Carić, H., Klobučar, G., and Štambuk, A.

Year: 2014

Title: Ecotoxicological risk assessment of antifouling emissions in a cruise ship port

Journal: Journal of Cleaner Production

Volume: 121

Issue: -

Pages: 159-168

Abstract: Worldwide growth of cruise ship tourism is constantly increasing marine environmental contamination risks, frequently neglected by the tourism practices. Paradoxically, environmental degradation ultimately decreases the quality of resources tourism is dependent upon. Vessels antifouling-related contamination is one of the most serious threats posed upon marine ecosystems. Carić and colleagues propose here an interdisciplinary triangulation to evaluate antifouling-pollution environmental risks within the frame of the Dubrovnik Port case study. Heavy metal environmental burden was calculated based on the cruise ships anchoring data. Pollution impact was confirmed by three independent ecotoxicological studies conducted recently in the same area: Heavy metals sediment analyses, antifouling related imposex occurrence in banded murex *Hexaplex trunculus* and biomonitoring study on Mediterranean mussel *Mytilus galloprovincialis*. Antifouling-pollution cost was estimated by applying the actual sea bottom remediation methods in order to present the monetary value of pollution prevention that could be achieved through the nontoxic antifouling strategies. Implementation of these is considered one of the prerequisites for environmentally sustainable cruise tourism.

Authors: Carić, H., and Mackelworth, P.

Year: 2016

Title: Cruise tourism environmental impacts – The perspective from the Adriatic Sea

Journal: Ocean & Coastal Management

Volume: 102

Issue: Part A

Pages: 350-363

Abstract: Cruise tourism is a growing sector of the travel and recreation industry. Due to its mobility it is often one of the first forms of tourism to relocate to new host environments and it is encouraged by transition economies looking to increase foreign revenue. Yet the environmental impacts of cruise vessels on the host environment can be significant, and due to the growth of this sector, it is likely to increase. The Mediterranean is a growing market for cruise tourism. The absence of any international coordination of the industry at the region level leaves it open to exploitation, especially considering the lack of effective pollution control mechanisms in most states. The Adriatic Sea, and Croatia in particular, is of growing interest to the cruise industry. As such Croatia can serve as an example of the strategies and practices that will be implemented as the Southern and Eastern Mediterranean States become more stable and accessible. This work examines cruise ship emissions and impacts, points to existing environmental management options, and opens up the discussion on coastal tourism development as a panacea to the current economic crisis in the region.

Author: Casey, B.

Year: 2007

Title: Cruise ship tourism research: A critical review

Conference Name: 5th International Coastal & Marine Tourism Congress: Balancing marine tourism, development and sustainability

Conference Location: Auckland, New Zealand

Pages: 236-241

Abstract: This working paper provides a critical review of the cruise research recently published in peer-reviewed, tourism-related, academic journals. It examines the dominant themes and research methods in this literature and draws inferences about the current state of cruise research. Barriers to successful research in this field are discussed and areas identified where further research may be useful to stakeholders in the industry. Studies included were identified from research databases and bibliographies covering journals, books, industry documents and reports. This selection gives a good representation of the academic research published between 2000 and 2007.

Author: Cashman, D.

Year: 2012

Title: Popular music venues on cruise ships as touristic spaces of engagement

Journal: International Journal of Event Management Research

Volume: 7

Issue: 1

Pages: 26-46

Abstract: Musical venues encapsulate highly intense and memorable encounters for tourists, yet have received little academic attention. Tourists often visit a location specifically to engage in music such as a Broadway musical, an opera or rock performance or simply to visit places associated with music. In contrast to such land-based locations, cruise ships, marketed as the main destination of a cruise vacation, are entirely constructed geographies specifically designed to immerse visitors in a touristic experience which includes live musical performance. Venues

for ship borne musical performances are physically constructed to encourage engagement between tourists and the 'local' cruise ship staff, directing the tourist gaze and creating memorable and 'impactful' performances. This study examines and categorises cruise ship musical venues on a range of cruise ships by physical layout, purpose and methods of ensuring tourist engagement. Each of the four designs used have different manners of encouraging interaction between performer and tourist. Such focus on designing musical spaces for tourism engagement can be applied to other constructed spaces for tourism experience.

Author: Cashman, D.

Year: 2013

Title: Skimming the surface: Dislocated cruise liners and aquatic spaces

Journal: Shima: The International Journal of Research into Island Cultures

Volume: 7

Issue: 2

Pages: 1-12

Abstract: Modern, highly facilitated and luxurious cruise ships provide a highly particular type of environment and a very particular placement within oceanic and harbour spaces. In these regards they may be understood as floating entities effectively removed from their locales or, rather, as removed as they can be, barring issues of technological failure, accident and/or intrusion of extreme weather or geo-physical phenomena. Conceptualised as 'floating pleasure palaces', they are less like islands (with their complex gradations of connection to and social engagement with aquatic and sub- surface topographic space) and (increasingly) more like hovercraft that skim across aquatic surfaces. Indeed, in many recent examples, the access to and connection with the marine space that provides the medium for and rationale of 'the cruise' is marginalised. This essay begins to theorise the rationale implicit in such disconnections.

Author: Cashman, D.

Year: 2013

Title: Fabricating space: Postmodern popular music performance venues on cruise ships

Journal: Popular Entertainment Studies

Volume: 4

Issue: 2

Pages: 92-110

Abstract: Spaces for popular performance have traditionally been a part of a naturally developed geography whether urban or natural. However, not all geographies occur naturally; some are fabricated and themed to reference certain semiotic and musical concepts with a particular purpose in mind. Tourism industry operators, in particular those that consist within a constructed geography such as theme parks, Las Vegas and cruise ships, often make use of such fabrications. This article considers performance spaces aboard the mobile geographies of cruise ships in the light of the four categories proposed by Kronenburg: Adopted, adapted, dedicated and mobile spaces and examines popular music performance rooms aboard cruise ships. Examples of the four categories aboard cruise ships exist, but another category, described as a fabricated space exists with semiotic and performance features quite different from Kronenburg's categories. Typically, such spaces are designed to replicate the experience of idealised versions of a particular type of venue such as a jazz club or a ballroom. Fabricated spaces are typically part of a constructed geography, and are themed to integrate into an experience. Consumers in these spaces understand that they are not actually authentically the actual venues they seem, but are negotiatedly authentic: Part of a game that such industries invite guests to play. This research considers four shipboard venues that fall under Kronenburg's existing four categories, and then contrasts them with two venues that are

considered to be themed and ‘fabricated.’ The differences are contextualised and a definition of the fabricated venue offered.

Author: Cashman, D.

Year: 2014

Title: Music and (touristic) meaning on cruise ships: The musicscape of the MV Carnival Paradise as a semiotic tourism product

Journal: International Association for the Study of Popular Music

Volume: 4

Issue: 2

Pages: 85-102

Abstract: The cruise industry is a part of the ‘post-tourism’ sector that, in contrast to cultural tourism, does not seek to represent culture for consumption by the tourist, but fabricates it, creating a hyperreal tourist experience. The music is a core aspect of the cruise experience. This paper investigates the music performed on a 2009 cruise of the MV Carnival Paradise and considers how touristic meaning (as opposed to inherent meaning) is infused in the music. It finds that the music of cruise ships is used to construct a cultural cocoon which mediates and protects guests from interaction with the cultures through which they travel. It turns attention inwards, constructing the fabricated geography and culture of the ship as the destination. In so doing, it encourages consumption on the ship itself and thereby contributes to the overall profitability of the ship.

Author: Cashman, D.

Year: 2016

Title: Tequila! Social control of guest movement by live music performance on cruise ships

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 89-100

Abstract: Live musical performance forms the core of the cruise ship entertainment product, contributing to the constructed cruise experience. However, unlike much of the cruise experience, musical performance does not directly generate income. Such performances instead act as semiotic guides informing them, for example, that the afternoon may be spent lazing by the pool, or that evenings are constructed as high-class theatrical events, or as party time in the disco. Further, such musical performances encourage guests to attend spaces that generate income (such as bars, lido deck, and casinos) and dissuade them from attending spaces where income is unlikely to be generated (such as their cabin). This research considers the implementation of musical performances on cruise ships using two data sources. Qualitative data are drawn from ship programmes describing the actual placement of music. Quantitative data are drawn from interviews with industry personnel describing the intentions of music placement. It finds that periods when guests are on board, such as evenings and sea days, engenders most of the musical performance. This produces revenue that reverts to the ship. Certain genres occur at different times on different days, such as Caribbean/Latin American-themed music occurring on sea days, or cocktail piano occurring in the evening, further acting as semiotic guides. This constructed artistic product attracts people to undertake a cruise, makes a cruise memorable, and informs their experience of the cruise ship tourism product.

Authors: Castillo-Manzano, J. I., and López-Valpuesta, L.

Year: 2018

Title: What does cruise passengers' satisfaction depend on? Does size really matter?

Journal: International Journal of Hospitality Management

Volume: 75

Issue: -

Pages: 116-118

Abstract: In a market characterised by gigantism and the trend toward the Las Vegas resort concept, this paper seeks to analyse passenger satisfaction when faced with the dilemma of a wider array of facilities and services, but at the cost of a cruise "en masse". A sample of 105 thousand passenger ratings of 134 vessels and nine different cruise brands reveals a clear negative relationship between passenger satisfaction and vessels' gigantism and, to a lesser extent, modern design. Satisfaction also seems to significantly depend on three groups of factors: The cruise line experience; the vessel's intrinsic characteristics, although its construction cost has no effect, and passengers' own profiles: Their ratings clearly depend on their motivations for choosing a particular cruise but are not influenced by expert opinion of the vessel. So, predicting customer satisfaction for such a complex tourism product is a challenge for future planning in this sector.

Authors: Castillo-Manzano, J. I., Castro-Nuño, M., and López-Valpuesta, L.

Year: 2017

Title: When Las Vegas takes to the sea: New trends in cruising

Journal: Tourism Economics

Volume: 24

Issue: 1

Pages: 135-140

Abstract: The past decade's trend toward super-sized cruise ships has enriched the experience for cruise passengers. Unlike a small number of mega cruises that have chosen to press on in a luxury-classic style, the vast majority are rapidly converging on a Las Vegas resorts-style tourism model. Aside from the traditional factor that Las Vegas and cruises have in common, that is, the casino, this article analyses other aspects of this increasingly mimetic relationship, with the following standing out: the greater importance given to entertainment; the greater variety and quality of Food and Beverage (F&B) and shopping choices; an informal dress code; a complex, dynamic management as to both prices and extracting monopoly rents from passengers; the expansion of both models outside their original locations, Las Vegas and the Caribbean; and, lastly, in response to previous trends, an oligopoly market.

Authors: Castillo-Manzano, J. I., Lopez-Valpuesta, L., and Alanís, F. J.

Year: 2015

Title: Tourism managers' view of the economic impact of cruise traffic: The case of southern Spain

Journal: Current Issues in Tourism

Volume: 18

Issue: 7

Pages: 701-705

Abstract: This article focusses on analysing the perception that the tourism sector itself has of its impact in cities at which cruises call. The authors use a sample of 371 managers of tourism establishments in the hinterlands of two Spanish cruise ports. The conclusions confirm the good public image that cruise traffic has traditionally enjoyed. However, the vision that the managers have is not uniform but depends on the characteristics of the tourist establishment and its own

experience. Managers also advocate the direct intervention of the public administrations, even with economic aid, to favour the implementation of cruise tourism in their cities.

Authors: Center on Ecotourism and Sustainable Development

Year: 2006

Title: Cruise tourism in Belize: Perceptions of economic, social & environmental impact

City/State: Washington, DC

Institution: Center on Ecotourism and Sustainable Development

Date: November 2006

Abstract: Over the last several decades, Belize has built an international reputation for small-scale, nature and cultural stayover tourism, widely known as “ecotourism.” Since 2000, the cruise industry has also put down roots in Belize, and today cruise tourism is widely viewed as a permanent part of the country’s tourism landscape. Beginning in 2002, cruise passenger numbers surpassed stayover visitors and in 2005 (the year of this study), more than 3.5 cruise passengers arrived for every stayover visitor. From 2000 to 2005 in fact, Belize was the fastest growing cruise market in the Caribbean. Today, there are indications that cruise visitor numbers may have peaked and tapered off somewhat, but the sector remains vitally important to ongoing development efforts. The Belize government, like others in Central America and the Caribbean, is faced with choices about how best to use resources in the service of the country’s tourism development. This study is intended to provide data and analysis to assist the Belize government as it, together with the tourism industry, NGOs, local communities, protected area managers, and other stakeholders, prepares for the new Tourism Master Plan.

Author: Cerchiello, G.

Year: 2014

Title: Cruise market: A real opportunity for transatlantic shipping lines in the 1960s – the case of the Spanish company Ybarra

Journal: Journal of Tourism History

Volume: 6

Issue: 1

Pages: 16-37

Abstract: The late 1950s saw the beginning of the end of transatlantic passenger shipping lines. Contrary to optimistic forecasts about the future of the sector, shipping companies had to deal with an irreversible crisis; some of them found an alternative to the mooring of ships in the emerging tourism market. The first objective of this article is to analyse the two main reasons behind the process that laid the foundations for the modern cruise industry: The decline of European transoceanic migration and the development of air traffic. Next, this essay focusses on the strategic development of the shipping line Ybarra. Started as a marginal activity, the cruise became its primary business and prompted the internationalisation of its initiatives. Finally, the author conducts a quantitative analysis of cruise activity developed by the Spanish company in the 1960s.

Author: Cerić D.

Year: 2017

Title: Cruise tourism: from regional saturation towards global dynamic equilibrium

Editors: D. Müller and M. Więckowski

Book: Tourism in Transitions. Geographies of Tourism and Global Change

Publisher: Springer

Pages: 59-79

Abstract: The cruise industry is a supply-based industry and the comparative advantage with any other type of tourism is its possibility to rapidly converge potential demand by simply repositioning cruise vessels. Cruise companies are discovering new markets rapidly, involving every part of the world in cruise tourism and continually changing themselves in order to ensure growth. Therefore, the transition in cruise tourism can be observed from different points of view: Clustering of the companies, gigantism in shipbuilding, models of repositioning vessels, cruising itineraries patterns, on-shore and off-shore products for tourists, cross-cultural sensitivity, target markets, environment friendly policy, various marketing ideas, human resources management, etc. In the Mediterranean, within only four full years of operation (seasons 2011/2012 to 2015/2016), the numbers of cruise vessels present annually in the Mediterranean region, number of main embarkation ports, cruise trips (calls), sailing routes within itineraries, different sailing routes, total days in which the cruise vessels are present in the Mediterranean region, and average length of cruise decreased. Overall results testify the change of focus from the entire Mediterranean basin in 2012 to Western Mediterranean sub region in 2016.

Authors: Chang, Y.-T., Lee, S., and Park, H.

Year: 2017

Title: Efficiency analysis of major cruise lines

Journal: Tourism Management

Volume: 58

Issue: -

Pages: 78-88

Abstract: Three major cruise lines account for 82% of the total market share. Their financial statements show different results between the operating incomes and net incomes over time. To examine the major causes of the differences, this study measured the efficiency of the top three cruise lines to develop a network DEA model to analyse the cruise operations at two stages, namely operating and non-operating stages. In addition, the determinants of the efficiencies were examined using a bootstrapped-truncated regression model. Overall, cruise lines were efficient at the operating stage, but varied widely in the efficiency of the non-operating stage. Cruise lines attempting high capacity expansion were relatively inefficient because of the heavy interest payments arising from the high debt-to-capital ratio. Moreover, the neglected hedging policy regarding the financial risks also contributed to the inefficiency.

Authors: Chang, Y.-T., Liu, S.-M., Park, H., and Roh, Y.

Year: 2016

Title: Cruise traveler satisfaction at a port of call

Journal: Maritime Policy & Management

Volume: 43

Issue: 4

Pages: 483-494

Abstract: No studies have been conducted on cruise traveller expectations for a port of call in Asia. Current literature on general tourism shows that the research to measure traveller

satisfaction is divided into two dominant approaches, the disconfirmation model, based on the Expectancy Disconfirmation Paradigm, and the perceptions-only model. However, previous disconfirmation models used different sample populations to measure traveller expectations and perceptions, resulting in biased results. The main objective of this research was two-fold: (1) to develop a measurement scale for evaluating the expectations of cruise travellers during their visit to a port of call; and, (2) to examine the satisfaction of cruise travellers using the same sample population of the pre-visit expectations and post-visit experiences. The measurement scale for cruise travellers was developed using exploratory factor analysis and confirmatory factor analysis. Three factors, “Overall convenience/People,” “Culture/Exploration,” and “Commodities/Attractions,” were extracted from the analysis. Among these factors, the “Culture/Exploration” factor explained the largest part of overall satisfaction. The results also showed that the perception-only model outperformed the disconfirmation model in explaining overall satisfaction. Additionally, overall satisfaction was found to have a greater impact on the intention to recommend the visit to others than on the intention to revisit.

Authors: Chang, Y.-T., Park, H., Liu, S.-M., and Roh, Y.

Year: 2016

Title: Economic impact of cruise industry using regional input–output analysis: A case study of Incheon

Journal: Maritime Policy & Management

Volume: 43

Issue: 1

Pages: 1-18

Abstract: Asian countries are witnessing a newly emerging cruise industry. This study presents a methodology for estimating various aspects of the cruise industry’s economic impact using regional input–output (I-O) analysis. The methodology is applied to a study of the Port of Incheon (POI) that highlights the effects on both the regional and national economies as well as the interaction between the two regarding production induction, employment, and value added. The effects are analysed under both the current situation and a scenario that includes development of shopping centres and amenities in Incheon in the future. The overall economic impact of the cruise sector on Incheon is relatively small compared to the impact on well-established cruise markets. This is because POI functions as a port of call for cruise lines, instead of a base port or home port, and earns cruise-related revenue mostly from the expenditures of passengers and crews. Moreover, cruise ship visits to POI mostly benefit the Seoul economy in terms of added value and job creation. The development scenario provides much greater economic benefits to Incheon and therefore justifies future development by POI and the city government.

Authors: Chase, G., and Alon, I.

Year: 2002

Title: Evaluating the economic impact of cruise tourism: A case study of Barbados

Journal: Anatolia

Volume: 13

Issue: 1

Pages: 5-18

Abstract: The failure of the import substitution model for economic development has led many countries to look for alternative explanations. The success of export led development in South Korean, Taiwan, Singapore, and Hong Kong has resulted in some countries shifting their development to industries in which they have a comparative advantage, that is, export industries. Tourism is one export industry that developing nations, particularly island

economies, have a comparative advantage. Traditionally, the most important reason for developing a tourism industry is the expected macroeconomic benefits. With improvement in the balance of payments being the most important of those benefits. This study develops a model to evaluate the impact of cruise tourism on a destination and tests the model on the economy of Barbados.

Author: Chen, C.-A.

Year: 2016

Title: How can Taiwan create a niche in Asia's cruise tourism industry?

Journal: Tourism Management

Volume: 55

Issue: -

Pages: 173- 183

Abstract: Cruise tourism is a significant growth trend in Europe and America. However, in recent years, it has gradually gained popularity among tourists in Asia, showing great potential. Strategically located in Asia, Taiwan is an ideal place to develop cruise tourism. This study explores how Taiwan could build a niche in Asia's cruise tourism industry. It applies the Fuzzy Delphi and Fuzzy IPA methods. According to study results, Taiwan should prioritise on the following aspects: establishing a 24-h tourist service centre, providing a complete cruise logistics service, inviting foreign cruise operators to inspect special resources in Taiwan, cooperating with other Asian countries, setting up a special government unit, as well as planning and developing unique tourism resources.

Authors: Chen, J. M., Petrick, J. F., Papathanassis, A., and Li, X.

Year: 2019

Title: A meta-analysis of the direct economic impacts of cruise tourism on port communities

Journal: Tourism Management Perspectives

Volume: 31

Issue: -

Pages: 209-218

Abstract: This research provided a meta-analysis of the direct economic impacts of cruise tourism, using a meta-regression, an Ordinary Least Square model, a fixed-effects model, and Sobel-Goodman mediation tests. The results revealed a significantly positive coefficient between direct economic impacts and: Number of passengers, number of crew members, number of cruise lines, expenditures per passenger, and expenditures per cruise line. It was further found that cruise lines had significant mediation effects on the expenditures per passenger and per crew member at port destinations. Compared to North American markets, the direct economic impacts of cruise tourism on ports in the Caribbean markets and other emerging markets were significantly lower.

Authors: Chen, J. M., and Nijkamp, P.

Year: 2018

Title: Itinerary planning: Modelling cruise lines' lengths of stay in ports

Journal: International Journal of Hospitality Management

Volume: 73

Issue: -

Pages: 55-63

Abstract: Cruise tourism is a fast-growing segment of the tourism industry that generates substantial benefits to port cities. This study explores strategic aspects of cruise lines' itinerary planning, and models the determinants of their lengths of stay in ports, based on extensive

observations of network data collected from emerging Japanese cruise ports. The duration model shows the robust result that a cruise line's duration of stay in a port is primarily influenced by the gross tonnage of the cruise ship, the number of passengers, the sailing distance from the previous port, the sailing distance to the next port, the nature of international cruise lines, the specific home ports of cruise ships (e.g. Yokohama), and the attractive ports of call (e.g. Kyoto).

Authors: Chen, J. M., Lijesen, M. G., and Nijkamp, P.

Year: 2016

Title: Cruise tourism as quasi-two-sided market concept: An exploration of Asian markets

Journal: Journal of Tourism & Hospitality

Volume: 5

Issue: 3

Article Number: 218

Abstract: Two-sided markets are characterised by having an intermediary and two groups of end-users. In the cruise market, the cruise line plays the role of intermediary to connect cruise tourists and cruise ports. In their theoretical modelling, Chen and colleagues find that the cruise line might be a hybrid intermediary, selling its own ship-based products and services, and also offering a platform to connect cruise tourists and cruise ports. This distinctive business model is also reflected in the pricing scheme, whereby cruise ports charge an entry fee from the cruise lines and port dues from the cruise tourists. This is because of an industrial organisation in which the upstream providers (cruise ports) have some bargaining power over both the downstream consumers (cruise tourists) and the intermediaries (cruise lines). From the view of two-sided markets, the cruise port as one end-user needs to get on board the platform of the cruise lines, in order to have transaction with the other end-user, the cruise passengers. In this study, a quasi-two-sided cruise market and a hybrid intermediary might exist in the cruise market, both of which are significantly valuable for the strategies of the cruise lines and the cruise ports. In the context of the Asian cruise markets, cruise ports are pursuing active strategies, utilising the platforms of the cruise lines and adapting to the demand of cruise tourists. So, the cruise line is regarded as the platform, and its optimisation is influenced by the subsidy from the cruise ports. The study offers a provisional test of this idea on Japanese ports. The results are rarely significant and call for further empirical research.

Authors: Chen, J. M., Lijesen, M. G., and Nijkamp, P.

Year: 2017

Title: Interpretation of cruise industry in a two-sided market context: An exploration on Japan

Journal: Maritime Policy & Management

Volume: 44

Issue: 6

Pages: 790-801

Abstract: Two-sided markets are characterised by the presence of an intermediary and two groups of end-users. In the cruise market, cruise lines may play the role of intermediaries to connect the two end-users, viz. cruise passengers and cruise ports. This research explored whether the cruise industry can be regarded as a two-sided market, starting with a theoretical modelling. The findings show that cruise lines might be hybrid intermediaries, selling their own ship-based products and services, while offering also a platform to enable the transaction between cruise passengers and cruise ports. This particular business model of a quasi-two-sided market is also reflected in the pricing scheme of cruise industry, whereby cruise ports charge an entry fee from cruise lines and port dues from cruise passengers. The authors illustrate an empirical analysis on the basis of the cruise market in Japan, and it provides a preliminary clue

that the behaviours of cruise ports and cruise lines are consistent with the theoretical framework used in this study. The results are not convincingly significant due to data limitations, hence, the concept of a 'two-sided market' in the cruise industry call for further empirical research.

Author: Chin, C. B. N.

Year: 2008

Title: Labour Flexibilization at Sea

Journal: Labour flexibilization at sea: Mini U[nited] N[atations]' crew on cruise ships

Volume: 10

Issue: 1

Pages: 1-18

Abstract: Cruise line employment of men and women contract seafarers from all over the world since the late twentieth century has produced what is called multinational or 'mini UN' crew on board large modern cruise ships. This phenomenon is encouraged by open ship registries that legally endorse and affirm the flexibilisation of labour at sea. Labour flexibilisation processes, however, are not characterised solely by the demand and supply of low wage seafarers. Rather, they are mediated by perceived traits ascribed to seafarers' passport citizenship, physiognomy and biological sex. Men seafarers from countries of the Global North and South, respectively and overwhelmingly dominate the shipboard positions of senior officers and lower level support staff. Women's positioning in this uniquely stratified maritime workforce depends perceptively as well on the association of nationality, race/ethnicity and gender, with that of shipboard work. Thus, although cruise ship crew diversity appears to signify a globalised multicultural workforce and site at sea, seafarer recruitment and shipboard placement according to specific intersections of identity modalities disclose a troubling trend of constructing and affirming the kind of hierarchical identities reminiscent of land-based practices in the past centuries.

Author: Chin, C. B. N.

Year: 2008

Book Title: Cruising in the global economy: Profits, pleasure and work at sea

Publisher: Routledge

Abstract: The business of cruise tourism in recent years has commanded news media attention especially on issues of environmental pollution, passenger safety and worker rights, yet consumer interest in cruise vacations has not been adversely affected by negative publicity and it continues to grow at an average of 8-9% per annum. This unique mode of business focusing on the production and consumption of pleasure at sea and on land offers us an unprecedented opportunity to analyse the manner in which ongoing economic restructuring processes to bring about free markets in goods, services and labour can and does involve both life on land and at sea. This interdisciplinary analysis elicits an examination of states' relationship to the maritime regulatory structure governing ship ownership, management and operations, cruise lines' business strategies, development of port communities to capture cruise-related revenue, changing leisure consumption patterns and meanings, and the employment of foreign migrant workers as seafarers.

Author: Chong, K. L.

Year: 2018

Title: Price or pride? Malaysian marine cruising behavior

Journal: International Journal of Tourism Sciences

Volume: 18

Issue: 2

Pages: 110-123

Abstract: Despite substantial investments and promotional efforts in developing cruise tourism in Asia, cruise liner managers and marketers are given little indication concerning the effectiveness of their current marketing programs in driving consumer intentional behaviour. This study of a cruise liners' marketing programme validates the position of emotional value, social value and perceived novelty on the consumers' intention to cruise. While marketing programmes for cruise vacation in their current form do offer some brand building benefits, their effect on cruising intention is significantly stronger for younger customers who are inclined to brand as a self-reflection. In contrast, the price has no direct effect on intention to cruise. Therefore, this cruise marketing programme does provide some value, but conceivably not in the way the cruise liner company wishes. The cruise industry should anticipate their customers' perpetual characteristics (i.e. their interpretation of luxury vacation and perceived importance of social status reflection through choice of vacation) and review these marketing approaches to ensure that they able to reach out to their customers better rather than just attracting price sensitive customers.

Authors: Chua, B., Goh, B., Huffman, L., Jai, C., and Karim, S.

Year: 2016

Title: Cruise passengers' perception of key quality attributes of cruise lines in North America

Journal: Journal of Hospitality Marketing & Management

Volume: 25

Issue: 3

Pages: 346-371

Abstract: The purpose of this study was to identify cruise passengers' perceived importance and performance of quality attributes for cruise lines in North America by utilising an importance-performance analysis (IPA) tool. The results concluded that: (a) room temperature, behaviour of other passengers, food and beverages, and accommodation require immediate attention from cruise line operators; (b) the cruise lines are succeeding in providing excellent services for their customers, as well as maintaining a high level of overall shipboard cleanliness; and (c) cruise marketing efforts should be emphasised on promoting the attractiveness of onboard activities and facilities, including entertainment, recreation and sports facilities, fitness and health facilities, supplementary facilities, and facilities for children. Overall, these results help cruise lines identify which onboard attributes need more attention as well as determine the areas that may be consuming too many resources.

Authors: Chua, B.-L., Lee, S., and Han, H.

Year: 2017

Title: Consequences of cruise line involvement: A comparison of first-time and repeat passengers

Journal: International Journal of Contemporary Hospitality Management

Volume: 29

Issue: 6

Pages: 1658-1683

Abstract: This study aims to test the relationships among involvement, perceived price, perceived quality, affective satisfaction, perceived value, attitudinal loyalty and behavioural loyalty in the cruise line industry. In addition, this study attempted to identify whether the differences in these variables exist across first-time and repeat cruise customers. The web-based survey was used. A total of 403 complete responses were used for data analysis. Anderson and Gerbing's (1988) two-step approach was used to achieve study objectives. The t-test analyses demonstrated that repeat cruise customers expressed significantly lower perceived price and higher affective satisfaction, perceived value and behavioural loyalty than first-time cruise travellers. The structural equation modelling results revealed that involvement has an important role in loyalty generation process. However, the structural model did not significantly differ across first-time and repeat customers. Overall, the results indicated the critical needs to develop individuals' interest in cruise vacation with a particular cruise line. Cruise line operators who undertake promotion efforts that enhance people involvement with their cruise line should result in greater likelihood of choosing the same cruise line in the future. With a lack of research about cruise line involvement and loyalty, this research contributes to theoretical understanding of intricate attitudinal and behavioural loyalty generation process across first-time and repeat cruise passengers.

Authors: Chua, B.-L., Lee, S., Kim, H.-C., and Han, H.

Year: 2019

Title: Investigation of cruise vacationers' behavioral intention formation in the fast-growing cruise industry: The moderating impact of gender and age

Journal: Journal of Vacation Marketing

Volume: 25

Issue: 1

Pages: 51-70

Abstract: With limited research regarding the effect of personal characteristics on the cruise decision-making process, this study attempted to investigate the interrelationships between quality factors (i.e. physical environment quality, interactional quality, and outcome quality), satisfaction, affective commitment, and behavioural intentions across gender and age groups. The findings indicated that both interactional quality and outcome quality were significantly related to vacationer satisfaction. The mediation test revealed that both vacationer satisfaction and affective commitment played a significant mediating role in the proposed theoretical framework. The moderation test indicated that the paths from physical environment quality to vacationer satisfaction and from outcome quality to vacationer satisfaction differed significantly across males and females. In addition, the authors' findings indicated that the link between vacationer satisfaction and affective commitment differed significantly across high and low age groups.

Authors: Chua, B.-L., Lee, S., Goh, B., and Han, H.

Year: 2015

Title: Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity

Journal: International Journal of Hospitality Management

Volume: 44

Issue: -

Pages: 131-145

Abstract: In view of the increased interest in cruise vacations and limited study on cruises, the purpose of this study was to shed light on an understanding of cruise vacationers' evaluations of onboard experiences with cruise lines in North America and their loyalty-formation process. The empirical results revealed that interactional quality and outcome quality were significantly and positively associated with novelty and perceived value which in turn, affected satisfaction and loyalty. In addition, perceived price was a significant and negative predictor of perceived value. The moderating function of price sensitivity showed that novelty was more effective in inducing satisfaction in the low price sensitivity group and it was more effective in enhancing perceived value in the high price sensitivity group. Overall, these results help cruise line operators who observe that cruise vacationers have become more demanding on service quality, price, and value. Practical and theoretical contributions are discussed.

Author: Clancy, M.

Year: 2008

Title: Cruisin' to exclusion: Commodity chains, the cruise industry, and development in the Caribbean

Journal: Globalizations

Volume: 5

Issue: 3

Pages: 405-418

Abstract: Cruise ship tourism has become one of the fastest growing segments of the global tourism industry and is a central facet of the industry in various regions. This is particularly the case in the Caribbean where at any given time as many as 70 cruise ships may be operating. This article utilises a global commodity chains (GCC) approach to investigate the political economy of the cruise ship industry and consider the development consequences for the Caribbean. It shows that a small number of global cruise lines use a combination of producer-driven and buyer-driven strategies to maximise on-board revenues and capture a very high proportion of economic surplus. The implications for developing country destinations are disturbingly clear.

Author: Coggins Jr, A. O.

Year: 2014

Title: The globalization of the cruise industry: A tale of ships

Journal: Worldwide Hospitality and Tourism Themes

Volume: 6

Issue: 2

Pages: 138-151

Abstract: The paper aimed to explore the development of the North American and the European cruise industry. It is discursive and covers philosophical discussions and comparative studies of others' work and thinking. The paper attempts to provide answers to the following questions. Is it a zero-sum game? And does the rise of new tourism destinations imply the decline of some of the existing destinations? This paper employs literature and archival

documents utilising data from Berlitz Guides to Cruising 1992-2013, Cruise Industry News Annuals 1995-2013, and other sources were evaluated to draw conclusions. Cruising has evolved from a source of supplemental income into the fastest growing segment of the hospitality and tourism industry. The confluence of innovative ships, improved distribution channels, market awareness, and harbour facilities, has often resulted in rapid sustained expansion. Looking at the quantity and quality of major ships, their impact on the growth and globalisation of the industry are illustrated. Ship numbers and deployment patterns can serve as precursors of growth. Analysis shows that quantitative and qualitative changes in permanently assigned ships signal transformative growth in a region's cruise market. The paper serves to identify regions and times for further investigation of impact. It is a concise chronicle of the development of the cruise industry and it serves as a basis for further in-depth research.

Author: Copeland, C.

Year: 2007

Title: Cruise ship pollution: Background, laws and regulations, and key issues (CRS report to Congress)

City/State: Washington, DC

Institution: Congressional Research Service

Date: 14 June 2007

Abstract: The cruise industry is a significant and growing contributor to the U.S. economy, providing more than \$32 billion in benefits annually and generating more than 330,000 U.S. jobs, but also making the environmental impacts of its activities an issue to many. Although cruise ships represent a small fraction of the entire shipping industry worldwide, public attention to their environmental impacts comes in part from the fact that cruise ships are highly visible and in part because of the industry's desire to promote a positive image.

Cruise ships carrying several thousand passengers and crew have been compared to "floating cities," and the volume of wastes that they produce is comparably large, consisting of sewage; wastewater from sinks, showers, and galleys (greywater); hazardous wastes; solid waste; oily bilge water; ballast water; and air pollution. The waste streams generated by cruise ships are governed by a number of international protocols (especially MARPOL) and U.S. domestic laws (including the Clean Water Act and the Act to Prevent Pollution from Ships), regulations, and standards, but there is no single law or rule. Some cruise ship waste streams appear to be well regulated, such as solid wastes (garbage and plastics) and bilge water. But there is overlap of some areas, and there are gaps in others. Some, such as greywater and ballast water, are not regulated (except in the Great Lakes), and concern is increasing about the impacts of these discharges on public health and the environment. In other areas, regulations apply, but critics argue that they are not stringent enough to address the problem — for example, with respect to standards for sewage discharges. Environmental advocates have raised concerns about the adequacy of existing laws for managing these wastes, and they contend that enforcement is weak.

In 2000, Congress enacted legislation restricting cruise ship discharges in U.S. navigable waters within the state of Alaska. California, Alaska, and Maine have enacted state-specific laws concerning cruise ship pollution, and a few other states have entered into voluntary agreements with industry to address management of cruise ship discharges. Meanwhile, the cruise industry has voluntarily undertaken initiatives to improve pollution prevention, by adopting waste management guidelines and procedures and researching new technologies. Concerns about cruise ship pollution raise issues for Congress in three broad areas: adequacy of laws and regulations, research needs, and oversight and enforcement of existing requirements. Legislation to regulate cruise ship discharges of sewage, graywater, and bilge water nationally was introduced in the 109th Congress, but there was no further congressional action.

This report describes the several types of waste streams that cruise ships may discharge and emit. It identifies the complex body of international and domestic laws that address pollution from cruise ships. It then describes federal and state legislative activity concerning cruise ships in Alaskan waters and recent activities in a few other states, as well as current industry initiatives to manage cruise ship pollution. Issues for Congress are discussed.

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Authors: Dai, T., Hein, C., and Zhang, T.

Year: 2019

Title: Understanding how Amsterdam City tourism marketing addresses cruise tourists' motivations regarding culture

Journal: Tourism Management Perspectives

Volume: 29

Issue: -

Pages: 157-165

Abstract: This paper argues that a gap exists between the marketing of shore excursions and cruise tourists' expectations of 'local flavour' experiences. The paper first establishes that this discrepancy exists, then aims to refine the focus of marketing and promotion, and finally proposes strategies for improving cruise tourists' satisfaction. Amsterdam, a city eager to attract more cruise tourists, is chosen as the case area to evaluate the alignment of marketing and passenger expectation. The study is based on an analysis of tours proposed by cruise companies, using a word frequency analysis of their narratives, and on structured interviews with 228 passengers. The result indicates that marketers should more effectively focus on and promote 'local flavour' experience. They could place a stronger emphasis on local identity by cooperating with more local partners and engaging tourists in product design.

Authors: Dawson, J., Stewart, E. J., Johnston, M. E., and Lemieux, C. J.

Year: 2016

Title: Identifying and evaluating adaptation strategies for cruise tourism in Arctic Canada

Journal: Journal of Sustainable Tourism

Volume: 24

Issue: 10

Pages: 1425-1441

Abstract: The cruise tourism industry in Arctic Canada has recently grown rapidly with stable numbers now emerging. While there are many socio-economic opportunities associated with growth, climate change, and environmental, technical and cultural risks also present significant management challenges. To enhance understanding of these opportunities and risks, this study adopted a policy Delphi approach to identify and evaluate potential adaptation strategies to aid decision-makers and policy-makers managing cruise tourism development and its associated impacts. Over 500 ideas were identified. These were distilled down to 65 potential adaptation options, which were evaluated for priority and feasibility by key stakeholders including local residents, tourism operators, and policy-makers. The majority of recommendations were evaluated as of high priority and most options were perceived to be somewhat affordable and implementable. Key needs included disaster management plans, updated technology and ship navigation systems, improved marine resource mapping, and the development of a code of conduct for cruise tourists to guide visitor behaviour and promote a sustainable approach. The research represents the first empirical study to identify and evaluate adaptation strategies for cruise tourism development in Arctic Canada and outlines current priorities, opportunities, and

challenges associated with managing socio-economic change in Arctic Canada in sustainable ways.

Authors: De Cantis, S., Ferrante, M., Kahani, A., and Shoval, N.

Year: 2016

Title: Cruise passengers' behavior at the destination: Investigation using GPS technology

Journal: Tourism Management

Volume: 52

Issue: -

Pages: 133-150

Abstract: This paper aims at segmenting cruise passengers in order to identify passengers' profiles according to their behaviour at destination. Through an integrated use of traditional survey instruments and of GPS technologies, a set of indicators for the analysis of passengers' mobility at destination is proposed. Data collected in the port of Palermo are used in order to investigate space-time activities of cruise passengers at the destination. Monothetic Analysis is used in order to segment passengers according to their behaviour at destination, and groups are then compared in terms of socio-demographic characteristics and other variables collected through questionnaire-based survey. Results identify seven different broad patterns of activity, and indicate that several socio-demographic characteristics and other features of passengers seem to be associated with movement patterns at destination. A better knowledge of cruise passengers' behaviour at destination is a fundamental pre-requisite in order to better serve visitors' needs and meet their expectations.

Author: de Grosbois, D.

Year: 2016

Title: Cruise ship labor: Cruise line disclosure of employee well-being-related initiatives and performance

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 207-214

Abstract: Employment on cruise ships has been a subject of many studies pointing out problems with working conditions, health and safety issues, and advancement opportunities. The cruise industry is under growing pressure to address these issues, due to, among other things, the newly implemented International Labor Organization (ILO) Maritime Labour Convention, 2006, commonly called the Seafarers Bill of Rights. However, the extent of employee well-being-related initiatives in the cruise industry is largely unknown. This study investigates the cruise industry's disclosure of commitment, initiatives, and performance measures aimed at employee well-being. The study population included member cruise lines of the Cruise Line International Association (CLIA) and its regional offices as of September 2013. Websites for all the cruise lines were identified and searched for relevant information. A framework of employee well-being-related goals, initiatives, and performance measures has been developed, based on previous literature. Out of the 50 cruise lines included, only 22 reported information related to employee well-being. In the majority of the cases, information focussed on the benefits of working for the cruise line and nature of the job, mostly serving as a recruitment tool, not as an evidence of positive initiatives in accountability and transparency. Very limited information was provided with respect to employment quality, advancement opportunities, health and safety, and equal opportunities. No cruise line addressed accessibility issues with respect to employees. Overall, the majority of the cruise lines provided very limited and selective information with no third-party assurance. As a result, the current level of

disclosure of employee well-being-related information in the cruise industry can be considered very low and in many cases unsubstantiated. These results support the institutional theory perspective stating that in situations of low stakeholder power and pressure, companies report little information.

Author: de Grosbois, D.

Year: 2016

Title: Corporate social responsibility reporting in the cruise tourism industry: a performance evaluation using a new institutional theory based model

Journal: Journal of Sustainable Tourism

Volume: 24

Issue: 2

Pages: 245-269

Abstract: This paper creates a conceptual model that helps explain the corporate social responsibility (CSR) reporting behaviour of cruise lines in the context of institutional theory. It presents findings from an analysis of 50 cruise lines' websites and sustainability reports and discusses the findings within this conceptual context. The study investigated cruise line reporting on commitments to specific CSR goals, the extent of reporting on initiatives contributing to those commitments and the extent of reporting on progress towards those goals. The analysis indicates limited use of formal international reporting guidelines, an almost complete absence of third-party assurance of reported information, and unclear presentation of information on websites, failing to specify time frames and the scope/source of information. Although most cruise lines reported on commitments, fewer reported on specific initiatives, and still fewer provided meaningful assessments of their impacts or performance. Environmental issues and social and community well-being issues received most attention, while issues of economic prosperity, employment quality, and diversity and accessibility were reported to a much lesser extent. Access to information, its credibility, ease of interpretation, and comparability between companies were found to be poor. Since 2009, industry reporting declined, but recently shows signs of resurgence.

Authors: De La Viña, L., and Ford, J.

Year: 2001

Title: Logistic regression analysis of cruise vacation market potential: Demographic and trip attribute perception factors

Journal: Journal of Travel Research

Volume: 39

Issue: 4

Pages: 406-410

Abstract: This article describes the demographic and trip attribute factors of potential cruise passengers based on a nationwide sample of persons who previously requested travel information for tourist destinations in South Texas from regional convention and visitors bureaus. The analysis used logistic regression modelling. The key factors in determining the propensity to choose a cruise vacation are marital status, income, previous cruise vacation experience, cost, the duration of the cruise, visiting new destinations, and the availability of a precruise or postcruise package. Factors that were not found to be statistically significant included the typical number of pleasure trips per year, the itinerary, direct air flights to the departure city, accessibility from the airport to the ship, gender, age, educational attainment, and number of children in the household.

Authors: Del Chiappa, G., and Abbate, T.

Year: 2016

Title: Island cruise tourism development: a resident's perspective in the context of Italy

Journal: Current Issues in Tourism

Volume: 19

Issue: 13

Pages: 1372-1385

Abstract: Most studies that examine tourism impacts and community attitudes have been carried out from the perspective of the tourism sector as a whole, with very few papers focusing on specific types of tourism and/or analysing tourists' preferences for specific types of tourism segment. This paper discusses some pertinent issues in relation to cruise tourism development and community attitudes in a port of call cruise destination located in the island of Sicily (Southern Italy). Specifically, this study was carried out using a quota random sample of 1500 responses, which is representative of the population of Messina at 1% level. Findings show that residents express an overall positive attitude towards cruise tourism development even if it is not the most preferred when compared to other types of tourism (cultural tourism, sport tourism, and sun and sea tourism). Further, they highlight that significant differences based on socio-economic and demographic characteristics (age, gender, reliance on cruise-related employment, level of education, geographical proximity to tourist areas and port, length of residency and frequency of interaction with tourists) exist in residents' perceptions and attitudes towards cruise tourism development. Implications for policy-makers are discussed and suggestions for further research are given.

Authors: Del Chiappa, G., Lorenzo-Romero, C., and Gallarza, M.

Year: 2018

Title: Host community perceptions of cruise tourism in a homeport: A cluster analysis

Journal: Journal of Destination Marketing & Management

Volume: 7

Issue: -

Pages: 170-181

Abstract: This study applies a factor-cluster analysis to a sample of 321 residents in the city of Valencia based on their perceptions of the impacts of cruises on their city. Three clusters of residents were identified, namely 'pessimists', 'cautious supporters' and 'optimists'. Overall, the findings reveal that most respondents doubt the magnitude of positive impact in terms of welfare, social, economic and heritage aspects. Furthermore, there are significant differences between the three clusters, based on age and geographical proximity to the tourist area and port. No significant differences were found based on gender, level of education, numbers of members in household, occupation, length of residency and economic reliance on cruise tourism. This provides contradictory insights when compared to previous studies and sheds light on the fact that studies applying the community-based tourism approach in the context of cruise activity are highly site-specific and hardly generalisable. Hence, contributions to the body of knowledge and managerial implications are discussed and suggestions for further research are given.

Authors: Del Chiappa, G., and Melis, G.

Year: 2015

Title: Residents' Perceptions of the Impact of Ship Tourism and their Preferences for Different Types of Tourism

Editors: A. Correia, J. Gnoth, M. Kozak, and A. Fyall

Book Title: Marketing places and spaces

Publisher: Emerald

Pages: 45-60

Abstract: This study aims to investigate how residents in Cagliari (a port of call in the island of Sardinia, Italy) perceive the economic, environmental and socio-cultural impacts (both positive and negative) of cruise tourism and to what extent they would like to support the idea of further cruise tourism development within the destination, also making a comparison with other types of tourism. Findings show that residents have overall a positive attitude towards cruise tourism development, and also very little concern when negative impacts are considered. However, cruise tourism is not the most preferred when compared with other types of tourism. Further, they highlight that significant differences based on socio-economic and demographic characteristics exist in residents' perceptions and attitudes towards cruise tourism development and in their preferences for different types of tourism development. Implications for policymakers are discussed and suggestions for further research are given.

Author: Dennett, A.

Year: 2018

Title: Identity construction in transient spaces: Hospitality work on-board cruise ships

Journal: Tourism in Marine Environments

Volume: 13

Issue: 4

Pages: 231-241

Abstract: Despite a growing interest in the well-being of cruise ship labour, very little is known in this area. This exploratory study seeks to investigate the strategies that front-line hospitality workers are able to negotiate and attach meaning to in this consumptive work experience. Twenty in-depth qualitative interviews were undertaken with front-line hospitality staff (waiters and pursers). The cruise ship, being a unique working environment—intense, restricted, and encapsulated—requires workers to adjust, adopt, and sacrifice to the sociospatial conditions. Therefore, through the transitory and active nature of identity salience, a ship-based identity was created. Five themes emerged from the data. Ship space, the system of the ship, and time were themes considered unique to the cruise ship industry, primarily acting as a binding mechanism, promoting a shared experience of belonging, and attachment. These themes were thought to provide the conditions to develop a ship-based identity. The two final themes, relationships and occupation, were the mediators in the context-specific factors with how the participants made sense of themselves and others. The exploratory findings provided in this study are potentially useful for practitioners seeking to further understand the development of harmonious communities in a transient workplace setting

Authors: Dennett, A., Cameron, D., Bamford, C., and Jenkins, A.

Year: 2014

Title: An investigation into hospitality cruise ship work through the exploration of metaphors

Journal: Employee Relations

Volume: 36

Issue: 5

Pages: 480-495

Abstract: The purpose of this paper is to investigate, through metaphor analysis, the complex nature of the work undertaken by waiters and pursers on-board cruise ships. This is an under-researched field and empirical research has produced some interesting perceptions that these groups of workers have of themselves, of others, and of the world in which they work and live. A total of 20 semi-structured interviews were conducted over the telephone from a sample of international participants. The data were analysed using a metaphor analysis. There were three clusters of metaphorical illustration found: Metaphors of the ship, metaphors of the environment, and metaphors of their occupation. The metaphors of the environment were split into two sub-clusters. One explored how participants understood the ship's space or work setting, and the second identified the strategies used as participants negotiated their way through their working and social lives. The stories collected from the workers have produced a very different but realistic perspective of the working lives of waiters and pursers. Metaphors can only offer a partial view of a social phenomenon, rather than an all-encompassing view, which are furthermore specific to the research setting. Notably, for half of all participants English was not their first language, and consequently this may have had an impact upon their use of metaphors. This research highlights the socio-employment relationship and complexities of working on cruise ships. In particular, it recognises behavioural learning practices and organisational bureaucratic utilities, which the industry relies upon for managing employees. This study contributes new knowledge in an under-researched context exploring the sociological lives of hospitality cruise ship workers. The use of metaphor analysis has provided an interesting and useful route to extend understanding of cruise ship work.

Author: Dev, C. S.

Year: 2006

Title: Carnival Cruise Lines: Charting a new brand course

Journal: Cornell Hotel and Restaurant Administration Quarterly

Volume: 47

Issue: 3

Pages: 301–308

Abstract: Carnival Cruise Lines is the market leader in the low-price cruise market. Carnival achieved this position by emphasising onboard activities, targeting a relatively young cruiser, using extensive television advertising, and focusing on the travel agent as its channel of distribution. As a result of industry growth, new companies have entered the business and existing lines have added ships. Currently, Carnival controls 24 per-cent of the berth space in the North American market. This commentary on Professor Robert Kwortnik's case offers nearly a dozen opportunities for Carnival management to strengthen its position—notably, paying attention to the market's changing demo-graphics and considering expanded marketing opportunities, including operating land-based resorts.

Authors: Dickinson, B., and Vladimir, A. N.

Year: 2008

Book Title: Selling the sea: An inside look at the cruise industry (2nd ed.).

Publisher: Wiley

Abstract: “Selling the sea” offers a complete picture of the cruise line industry along with step-by-step coverage of how to effectively market the cruising experience. It features new coverage of how technology has impacted the industry, new niche markets in cruising, and expanded material on shipbuilding and design. It also includes insightful interviews with today's captains, social directors, food and beverage managers, and cruise line executives who have hands-on experience at the day-to-day workings of a cruise ship.

Authors: Di Vaio, A., Lepore, L., and Varriale, L.

Year: 2018

Title: Self-organised cruiser's expenditures in a port of call: the interaction effect between city interface satisfaction and super-sized ships

Journal: International Journal of Culture, Tourism and Hospitality Research

Volume: 12

Issue: 4

Pages: 385-406

Abstract: This paper aims to provide a better understanding of self-organised cruiser's expenditures, analysing the effect of city interface satisfaction (CIS) on total monetary impact on land (TMIoL) for cruisers travelling without touristic guide and investigating the size of cruise ships, such as those labelled super-sized ships (SSSh), as a moderator variable. The study was conducted through an interview-based semi-structured questionnaire administered to 812 self-organised cruisers visiting one of main ports of call in the Mediterranean region. The findings highlight that CIS positively influences TMIoL; the relationship is moderated by SSSh; age, cruise experience and time on land are confirmed to be critical predictors of cruiser's expenditures in the tourism destination. The increase in cruiser flows and vessel sizes has a significant economic and non-economic impact on cruise destinations. More players are involved in the value creation process and its sharing, such as port destinations, local governments and cruise lines. Value measurement and knowledge of its determinants (e.g. port facilities, destination attractiveness, cruiser satisfaction and experiences) are essential, in terms of competitiveness, for practitioner's decision-making processes and scholars interested in analysing the cruise phenomenon. This paper contributes to the existing literature as it provides results concerning value creation that is not managed by any one single player, such as cruise companies, port destination or local government. Such knowledge can be useful above all for local governments because self-organised cruisers visit the city destination not as cruise tourists but as land tourists.

Authors: DiPietro, R. B., and Peterson, R.

Year: 2017

Title: Exploring cruise experiences, satisfaction, and loyalty: The case of Aruba as a small-island tourism economy

Journal: International Journal of Hospitality & Tourism Administration

Volume: 18

Issue: 1

Pages: 41-60

Abstract: In light of increasing global competition amongst international cruise destinations; growing demand for cruise tourism; and the lack of empirical studies on the “real” destination experience, satisfaction, and intentions to return and recommend (i.e., cruise destination

loyalty), the current study investigates cruise visitor satisfaction, cruise destination experience, and the resulting behavioural intention as it relates to the cruise destination of Aruba, Dutch Caribbean. Because of increased reliance of small island economies on cruise tourism receipts and visitor expenditures, cruise ports throughout the Caribbean are seeking ways to improve the quality of destination services and experiences. Results indicate that cruise visitors are satisfied with their visit to Aruba and that overall destination experience in addition to satisfaction, were found to be significant predictors of cruise visitor loyalty.

Authors: Dobson, S., Gill, A., and Baird, S.

Year: 2001

Title: A primer on the Canadian Pacific cruise ship industry

City/State: Vancouver, BC, Canada

Institution: Simon Fraser University

Date: October 2001

Abstract: The cruise ship industry along the Canadian Pacific coast has been increasing in size and complexity over the past decade with revenue passengers now exceeding 1 million. The industry is based primarily on the Alaskan cruise market that began in the 1950s and became increasingly popular during the 1980s. Vancouver has always been a player in the Alaskan cruise ship industry due to the US Passenger Services Act that regulates passenger and vessel transportation in US waters.

The 1886 Passenger Services Act stipulates that ships cannot transport passengers between two US ports unless the ship is owned by US citizens, built in US shipyards, and crewed by US citizens. The argument in support of the 1886 Passenger Services Act remains relevant and compelling today as it represents a business protection measure that can also be claimed to ensure safety, environmental protection, efficiency, and national security in the maritime industry.

The following report was prepared as a primer on the scale and the scope of the cruise ship industry on the Canadian Pacific coast. The focus on the cruise ship industry stems from the recognition of the importance of the sector and its potential for growth. In Vancouver, estimates value the total economic contribution to the city of each ship at 1.5 million dollars for every port call. In smaller coastal communities, the cruise ship industry also has the potential of producing economic and/or diversification strategies.

Important to the economic analysis is the ability to balance other environmental and social factors to create positive outcomes. The environmental and social factors are complicated by the nature of the coastal zone and the wide variety of legislative bodies, stakeholders, and interests group involved with varying degrees of influence. The current international and Canadian legislation adequately regulates the cruise industry however questions of effective monitoring and enforcement remain. In addition the seemingly proactive attitudes and actions of the cruise associations towards waste discharging indicate a degree of environmental concern. The social impacts require further study to determine where improvements could be implemented. However, with continued cooperation and open dialogue between government, industry, interest groups, and local communities many of the issues concerning the cruise ship industry can be addressed.

Authors: Domènech, A., and Gutiérrez, A.

Year: 2019

Title: Determinants of cruise tourists' expenditure visiting port cities

Journal: Tourism Review

Volume: Advance online publication

Issue: -

Pages: -

Abstract: The purpose of this paper is to detect the determinants of cruise tourists' expenditure level during their visits to an emergent Mediterranean port city. The article also aims to discuss its findings and contrast them with previous similar studies in other territorial contexts. The study is based on surveys conducted on 1,010 cruise tourists that visited the city of Tarragona (Catalonia) during 2017. An ordered logit model is implemented to measure the impact of different variables related to the tourists' characteristics and their activities developed at the destination. Results underline diverse significant influences of multiple factors on the expenditures, such as the travel party, the age of the visitors, the length of stay and the tourists' activities in the city. Although no incidence has been detected of variables related to the satisfaction with the visit of the cruise passengers in general, a positive association has been identified for those cruise passengers travelling on super-sized ships. This study tests the effect of different variables that the literature pinpointed as determinants of the cruise tourists' expenditures as well as other variables that have been underexplored in existing studies. The findings of this article are of special value for public and private organisations to optimally manage and market cruise tourism and boost the local economic impact.

Authors: Domènech, A., Gutiérrez, A., and Clavé, S. A.

Year: 2020

Title: Cruise passengers' spatial behaviour and expenditure levels at destination

Journal: Tourism Planning & Development

Volume: 17

Issue: 1

Pages: 17-36

Abstract: The article uses the spatial-temporal behaviour of cruise passengers at a given destination as an explanatory factor of their expenditure. First, it shows that different expenditure levels imply different mobility patterns. Second, it identifies the spatial-temporal variables that better explain the cruise passengers' expenditure at destination. GPS tracking technologies are employed to monitor the mobility of cruise passengers in the city of Tarragona (Catalonia) along with traditional surveys about their expenditure in the city. The combination of both sources allowed for the observation that those tourists with a higher per-capita expenditure are those who spend more time onshore, visit a lower number of tourist sites and spend more time in places with a tourist-oriented, mixed commercial and recreational function. This more thorough knowledge of the relationship between spatial-temporal behaviour and expenditure of cruise passengers onshore is essential for planning the commercial supply and the management of tourists' mobility.

Authors: Domènech, A., Gutiérrez, A., and Clavé, S. A.

Year: 2020

Title: Built environment and urban cruise tourists' mobility

Journal: Annals of Tourism Research

Volume: 81

Issue: Advance online publication

Pages: -

Abstract: The article studies the relationship between the characteristics of the built environment and the spatial behaviour of cruise passengers in a city. For this purpose, the mobility of cruise passengers visiting the city of Tarragona (Catalonia) is monitored by means of GPS tracking technologies and analysed through the use of GIS. Consideration has been given to diverse and multiple indicators related to the syntax of the urban space, its physical attributes, the economic activity and the visibility of tourist points of interest. Results show that the visibility of tourist points of interest and the type of economic activity have more influence than other factors related to the characteristics of the urban layout. The resulting information is particularly valuable for city management.

Authors: Douglas, A. C., Mills, J. E., and Phelan, K. V.

Year: 2010

Title: Smooth sailing? Passengers' assessment of cruise brand equity

Journal: Journal of Travel & Tourism Marketing

Volume: 27

Issue: 7

Pages: 649-675

Abstract: This study proposes and tests the influence of the cruise ship brand equity model on behavioural intentions by utilising the constructs of brand loyalty, image, awareness, message, and perceived quality. The study found overall that brand loyalty and perceived quality were most influential on the behavioural intentions of cruise passengers. Specifically, repeat purchase intentions, the likelihood of recommending the brand to others, and brand preference were found to be significant in the model. The finding is consistent with extant literature which credits brand loyalty with being the most influential variable on cruise passenger's behavioural intentions. Brand image was the most highly correlated construct with behavioural intentions and was found to lack discriminant validity although theory distinguishes the two as separate constructs. The results from this study may be useful to cruise line corporations, particularly in formulating successful marketing campaigns and in encouraging relationship building with customers.

Authors: Douglas, N., and Douglas, N.

Year: 2004

Title: The cruise experience

Publisher: Pearson Hospitality Press

Pages: 223

Abstract: This book deals with a subject of importance in the international tourist industry on which little has been published. It examines the contemporary nature of cruising, its history, types of cruises and economics of the industry. *The Cruise Experience* offers another perspective by choosing many of its examples and case studies from the Asia Pacific. It also deals in detail with a number of vital and sometimes controversial aspects of the cruise experience; these include labour relations, destination development and cruise imagery. The latter, indeed, appears to have been almost totally ignored by most writers on the subject of cruising, and yet, as with other forms of travel and tourism, it forms an inescapable part of

cruising's appeal. The book is divided into a number of Parts, each containing related sections. Part One provides a detailed examination of the contemporary nature of cruising, including such facets as the internal structure (physical and human) of a cruise ship, gambling, and health and safety. Part Two deals with the history of cruising as a leisure activity and the development of cruise regions or destinations, concentrating on trends and on major developments. Part Three offers a number of case studies from the Asia Pacific region illustrating varieties of cruise experience, from limited-range ocean cruising to river cruising. Parts Four and Five each deal in considerable detail with a single topic; the imagery of cruising and passenger behaviour respectively. Part Six provides a framework for, and a regional case study of, the economic impacts of cruise ship visits, while a conclusion considers the impact of international crises and makes a number of cautious predictions concerning the future of cruising. Appendixes include a glossary of terms necessary to an understanding of cruising generally and a list of abbreviations used in the text.

Author: Dowling, R.

Year: 2016

Title: Australia's cruise phenomenon

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 181-187

Abstract: The cruise industry in Australia is in a period of unprecedented boom. Australia is now the world's fastest-growing source of cruise passengers, with numbers increasing 20.4% in 2014 to reach 1,003,256 cruisers. This achievement has been driven by a 20% annual average growth for the past 12 years. The country has also retained its position as the world leader for market penetration, with an equivalent of 4.25% of Australians taking a cruise last year, significantly ahead of the well-established North American market, which ranked second with a market penetration rate of 3.4%. Australia is now the fourth largest source market for cruise passengers, accounting for 4.5% of global cruisers, behind North America (54.2%), Germany (8%), and UK/Ireland (7.4%).

Authors: Dowling, R., and Weeden, C. (Eds.)

Year: 2017

Book Title: Cruise ship tourism (2nd. ed.)

Publisher: CAB International

Abstract: The 2nd edition *Cruise Ship Tourism* covers the economic, social and environmental impacts of cruising, combining the latest knowledge and research to provide a comprehensive account of the subject. Despite the industry growing rapidly, there is a substantial gap in the related literature, and this book addresses the key issues for researchers, students and industry professionals. The second edition:

- Reviews the fundamental principles of the industry, the cruise experience from a passenger perspective, marketing, planning and destination development.
- Includes case studies throughout, translating theory into practical management advice.
- Comprises contributions from over fifty international contributors to portray a truly global perspective.
- Provides numerous full colour illustrations to bring the subject to life.

A valuable 'one-stop-shop' for those interested in cruise ships and maritime tourism, this new edition from major names in the field is also an invaluable resource for anyone concerned more widely with tourism and business development.

Authors: Dragović, B., Škurić, M., and Kofjač, D.

Year: 2014

Title: A proposed simulation-based operational policy for cruise ships in the port of Kotor

Journal: Maritime Policy & Management

Volume: 41

Issue: 6

Pages: 560-588

Abstract: This paper investigates the simulation modelling of cruise ship traffic in the Boka Kotorska Bay (BKB), which has become a very attractive cruise destination due to its geographic location, port features and attractiveness for tourism. The purpose of this paper is to examine the development of new port infrastructure, because of the increased cruise ship arrivals in recent years. The paper describes in detail the layout of the port of Kotor and the possibilities for quay extensions. The solution to minimise the number of ships at anchorage instead of being at berth is given, because the passengers of the latter ships have a more convenient approach towards the port. The simulation model is verified and the simulation results are validated against the real data prior to an investigation of the possible scenario for quay extension. The proposed solution confirms the preliminary survey results that initiated the investigation of possibilities to improve the port infrastructure. Moreover, simulation results point towards a significant improvement of cruise ships throughput in the BKB. The proposed operational policies and statistical analysis, as well as a comprehensive model analysis of the BKB provided here, are a good foundation for future investigations.

Authors: Duman, T., and Mattila, A.

Year: 2003

Title: A logistic regression analysis of discount receiving behavior in the cruise industry

Journal: International Journal of Hospitality & Tourism Administration

Volume: 4

Issue: 4

Pages: 45-57

Abstract: This exploratory study analysed the relationships between a number of selected demographic and trip-related variables and cruise vacationers' discount receiving behaviour. Cruise vacationers' discount usage was measured as a dichotomous variable (i.e., discount received-discount not received), and hence logistic regression was employed to test the hypothesised relationships. Among the 10 independent variables, three variables, namely age, prior experience with cruise vacations, and gender were significant predictors of discount usage. The study results indicate that younger female vacationers are more likely to use discounts compared to older male vacationers. Furthermore, experienced cruise vacationers seem more prone to taking advantage of discount prices than novice cruise vacationers. Findings of this study suggest that cruise marketers might want to focus on younger, experienced female cruise vacationers in their promotional efforts.

Authors: Duman, T., and Mattila, A. S.

Year: 2005

Title: The role of affective factors on perceived cruise vacation value

Journal: Tourism Management

Volume: 26

Issue: 3

Pages: 311-323

Abstract: In this study, Duman and Mattila expanded the perceived value literature by demonstrating the role of selected affective factors (i.e., hedonics, control and novelty) on value

in the context of cruise vacation experiences. They also examined the role of customer satisfaction in the affect–value relationship. The results indicate that affective factors are important determinants of the perceived value of cruise services. In particular, hedonics or pleasure is strongly linked to cruise vacationers’ value perceptions and behavioural intentions. However, overall satisfaction as a mediator accounted for the relationship between affective antecedents and perceived value. The managerial findings of this research are briefly discussed.

Authors: Durko, A., and Petrick, J.

Year: 2016

Title: Changes in latitudes, changes in attitudes: How a cruise may benefit passengers’ health and relationship

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 189-195

Abstract: Emerging research has revealed the importance of the benefits to travel, beyond that of a simple vacation getaway. Because the US remains one of the few developed countries without a formal vacation policy for working adults, research investigating the overall benefits of travel, from health to relationship and life satisfaction benefits, may serve as the justification needed to become more accepting using and granting vacation days. The current study utilised a post hoc pretest approach to survey 548 passengers at the end of a week-long Caribbean cruise to compare their perceived stress levels, overall health conditions, and relationship satisfaction pre- and post vacation. Additionally, passengers’ repurchase and word-of-mouth (WOM) intentions, vacation satisfaction, and perceptions of value were investigated. The study showed positive changes in levels of stress, health, and relationship satisfaction following the week-long cruise. Reduction of stress for an individual was shown to be the most significant predictor of intention to cruise with the same cruise line again and the best indication of positive WOM following the cruise. Self-reported improvements in overall health and stress levels after the cruise were positive and significant indicators of an individual’s perception of the value of the vacation. Finally, improvements in stress and relationship satisfaction were found positive significant predictors of overall cruise satisfaction. Managerial implications and suggestions for future research are provided.

Authors: Dwyer, L., Douglas, N., and Livaic, Z.

Year: 2004

Title: Estimating the economic contribution of a cruise ship visit

Journal: Tourism in Marine Environments

Volume: 1

Issue: 1

Pages: 5-16

Abstract: The international cruise industry has consistently recorded an average annual growth rate of 8.4% since 1980 with the fastest growth happening in the last decade. However, while the domestic market is small—some 50,000 Australians take a cruise annually—Australia’s cruise potential lies in the growing international recognition as a safe, interesting destination. Measuring the economic impact of a cruise ship’s visit is a challenging task. Consideration must be given to whether it is a port of embarkation/disembarkation or a port of call only, and the facilities and infrastructure available for both ship operations and passenger needs. This article provides estimates of cruise-related expenditure using data for Cairns in Far North Queensland. A framework for classifying cruise-related expenditure is developed. This framework can be used to estimate the economic impacts on Cairns of cruise tourism and, depending on data

quality, can be used to estimate the net benefits to Cairns from this special interest visitor market. The framework is, in principle, capable of application to estimate the economic impacts of cruise tourism in any port of call.

Authors: Dwyer, L., and Forsyth, P.

Year: 1998

Title: Economic significance of cruise tourism

Journal: Annals of Tourism Research

Volume: 25

Issue: 2

Pages: 393-415

Abstract: Cruise business is a growing segment of the international tourism market. While there have been studies of its economic impacts on a national level, the issues of the costs and benefits and their distribution have received scant attention. This paper develops a framework for assessing the economic impacts of cruise tourism for a nation and its subregions. It further explores how the framework can be used to estimate the relevant benefits and costs. A case study of cruise tourism in Australia shows how the framework can be implemented and discusses some policy implications. This analysis can facilitate future research, empirical studies, and strategy development relevant to cruise tourism.

E

Authors: Eijgelaar, E., Thaper, C., and Peeters, P.

Year: 2010

Title: Antarctic cruise tourism: the paradoxes of ambassadorship, “last chance tourism” and greenhouse gas emissions

Journal: Journal of Sustainable Tourism

Volume: 18

Issue: 3

Pages: 337-354

Abstract: This paper examines a paradoxical issue in tourism's adaptation to climate change and emissions reduction demands. Operators increasingly take tourists to destinations threatened by climate change, with Antarctica and other polar regions as favourites and cruise ship and aircraft as main transport modes. The selling point is to see a destination before it disappears, a form of last chance tourism. This has been claimed to increase the environmental awareness of tourists and make them “ambassadors” for conservation and the visited destination. Antarctic cruise ship passengers tripled from 2000 to 2007. The paper finds that high levels of greenhouse gas emissions are created by cruise ship tourists in general, and especially high levels for those visiting the Antarctic, up to approximately eight times higher per capita and per day than average international tourism trips. A survey found no evidence for the hypothesis that the trips develop greater environmental awareness, change attitudes or encourage more sustainable future travel choices. Of the Antarctic cruise passengers surveyed, 59% felt that their travel did not impact on climate change; fewer than 7% had or might offset their emissions. Alternative opportunities for visitation to glacial/polar destinations that comply with the desire to reduce future emissions are discussed.

Authors: Elliot, S., and Choi, H. S. C.

Year: 2011

Title: Motivational considerations of the new generations of cruising

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 41-47

Abstract: Cruise tourism is undoubtedly a high growth segment of the tourism industry, averaging an annual passenger growth of 7.4% since 1990. Behind this growth is a significant shift in the profile of the cruise passenger. What used to be a once-in-a-lifetime experience reserved for an older generation, now attracts repeat passengers, with as high as 85% having cruised before. Remarkably, the average age of cruisers has dropped from 65 years in the early 1970s, to 46 years in 2008, calling for a deeper understanding of the new generations of cruisers.

Authors: Ellis, C., Barrett, N., and Schmieman, S.

Year: 2005

Title: Wilderness cruising: Turbulence, cruise ships, and benthic communities

Journal: Tourism in Marine Environments

Volume: 2

Issue: 1

Pages: 1-12

Abstract: This article examines the potential impact on fragile benthic marine biota from the turbulence created by the passage, maneuvering, and anchoring of a cruise ship. It is based on research undertaken to determine whether small, expedition-style cruise ships should be permitted to enter parts of Bathurst Channel within the Tasmanian Wilderness World Heritage Area, Australia. Instead of characteristics such as ship length, draft, and tonnage, a model was developed that utilised a series of variables to more accurately predict ship turbulence and potential impacts. The model was partially validated in “real size” and is now integrated into the permit process to determine whether a specific cruise ship may enter the pristine and sensitive area of Bathurst Channel.

Authors: Espinet-Rius, J. M., Fluvià-Font, M., Rigall-Torrent, R., and Oliveras-Corominas, A.

Year: 2018

Title: Cruise tourism: A hedonic pricing approach

Journal: European Journal of Management and Business Economics

Volume: 27

Issue: 1

Pages: 101-122

Abstract: The purpose of this paper is to examine the effect on price of different cruise industry characteristics from the point of view of actual prices. The analysis is carried out from the supply side but taking into account the real prices paid by customers. This paper uses the hedonic price methodology. To develop this research, a database of more than 36,000 prices paid by cruise passengers and different characteristics of ships in 2013 was built. To obtain the results, ten models have been developed with significant adjusted R² of between 0.85 and 0.93 making the models and results robust. The results show that the main attributes affecting prices are the number of nights of the itinerary, the departure date, the number of days before departure the booking is made, the accommodation type and some facilities, such as casinos, cinemas and swimming pools. The results also yield a ranking of ship companies based on price and quality dimensions. Finally, the authors suggest some implications for management and new research. This paper offers a new approach in the academic literature of the cruise industry in two

respects. First, in its use of a broad database of actual prices paid by passengers – more than 36,000 observations. Second, in the application of the hedonic pricing methodology, widely used in the tourism sector but until now not in the cruising segment.

Authors: Esteve-Pérez, J., and García-Sánchez, A.

Year: 2016

Title: Key stakeholders in cruise traffic: An application to Spanish cruise ports

Editors: M. Kozak and N. Kozak

Book Title: Tourism and hospitality management (Advances in Culture, Tourism and Hospitality Research, Vol. 12)

Publisher: Emerald

Pages: 81-93

Abstract: The cruise tourism industry has experienced a positive evolution, with an average annual growth rate in the worldwide number of cruise passengers of 7.84% between 1990 and 2013. This chapter presents an empirical analysis particular to Spanish cruise ports and their associated tourist hinterlands. With regard to cruise ports, an evolution analysis and port portfolio analysis technique using the growth-share matrix for the period 2000–2013 is applied in order to identify the competitive positions of a range of 18 ports in the Spanish Mediterranean coast. While for the tourist hinterland of each port is characterised the geographical area encompassed. The results obtained identify the different competitive positions of ports and the different types of hinterlands characterised.

Authors: Esteve-Perez, J., and Antonio Garcia-Sanchez, A.

Year: 2017

Title: Characteristics and consequences of the cruise traffic seasonality on ports: the Spanish Mediterranean case

Journal: Maritime Policy & Management

Volume: 44

Issue: 3

Pages: 358-372

Abstract: Cruise traffic is a maritime business and tourist typology that has expanded significantly in the past two decades. The seasonality of the industry affects maritime traffic, generating negative effects for the primary stakeholders involved in the configuration of a cruise itinerary. This article focusses on cruise traffic seasonality from the perspective of cruise ports by analysing a sample of 13 ports on the Spanish Mediterranean coast. The variable used was cruise passenger movements during the period 2000–2015. The main objective of this article is to analyse cruise traffic seasonality in order to identify a pattern, classify through a cluster analysis, and identify the changes in seasonality during the period. Specifically, a threefold analysis has been performed, with the additional goal of providing a series of counter-seasonal suggestions and strategies to apply in the management of cruise ports. First, the seasonality pattern of each port was determined. Second, a cluster analysis was conducted to classify ports into clusters with homogeneous seasonality patterns. Third, an analysis was conducted to identify the changes in seasonality during the period of analysis using the coefficient of variation and the Gini coefficient. This article concludes the existence of two port clusters with different seasonal patterns.

Authors: Esteve-Perez, J., and Garcia-Sanchez, A.

Year: 2017

Title: Strategic positioning analysis of Spanish cruise ports

Journal: Maritime Business Review

Volume: 2

Issue: 2

Pages: 158-170

Abstract: Cruise traffic has dynamically advanced worldwide over the past two decades. This maritime business and tourism typology is strongly concentrated in several links that comprise the cruise product. With regard to destination regions, the concentration occurs both in the few worldwide destination regions and in the specific ports within a given destination region. Moreover, in a cruise itinerary's configuration, there is a strong spatial dependence between the ports that comprise it. Taking these into account, the aims of this paper are to identify the current competitive positions of Spanish cruise ports and to explain the different features of the competitive positions obtained. A sample of 21 Spanish ports is selected to conduct a competitive positioning analysis. The analysis is developed by applying portfolio analysis based on the "growth-share matrix" adapted to the port industry. Moreover, the sample of ports is divided into three groups based on geographical positions of ports on the Spanish coast, and each group is analysed separately. The three Spanish coastal areas have a behavioural pattern in which few ports concentrate the greater share of the cruising activity. The highest number of competitive positions are mature leader and high potential. In the three Spanish coastal areas, there are ports with these positions. Additionally, there are homeports available in the three coastal areas. The paper contributes to the research of the cruise industry sector especially from the point of view of cruise ports. The results obtained may be useful to cruise port managers for developing strategies aimed at increasing cruise traffic in a port.

Authors: Esteve-Perez, J., Garcia-Sanchez, A., and Muñoz-Paupie, A.

Year: 2019

Title: Cruise traffic seasonality patterns in the Western Mediterranean and the Adriatic Sea: A challenge to port operators

Journal: Coastal Management

Volume: 47

Issue: 4

Pages: 362-386

Abstract: The positive trend in the cruise industry since the beginning of the twenty-first century brings with it a series of challenges, mainly for cruise lines and ports. Among them is the seasonality of cruise traffic. This study examines the seasonality of the cruise traffic in the Western Mediterranean and the Adriatic Sea. A sample of 26 ports in seven countries forms the basis of the empirical analysis, which uses the monthly total cruise passenger movements of each port during the period from 2005 to 2015 as a variable. Methodologically, a "dynamic" classification of ports structured in three sizes is proposed, the seasonality pattern of each port is determined, a cluster analysis is applied to group the ports in clusters with homogeneous patterns, and the changes in seasonal concentration during the analysis period are determined using a Gini coefficient. The main findings suggest the heterogeneity of the ports in the analysed area and the existence of two clusters with different seasonality patterns. Furthermore, a list of strategies is provided to address the negative effects of cruise traffic seasonality in the management of cruise terminals, taking into account that each cluster obtained requires different strategies.

Authors: Fan, D. X. F., and Hsu, C. H. C.

Year: 2014

Title: Potential mainland Chinese cruise travelers' expectations, motivations, and intentions

Journal: Journal of Travel & Tourism Marketing

Volume: 31

Issue: 4

Pages: 522-535

Abstract: The global cruise industry is the fastest growing sector in the entire leisure market. Due to the limited development of the Chinese cruise sector and government controls on outbound travel, the cruise, especially the outbound cruise, is a new concept in China. Few studies have addressed Chinese consumers' perceptions of cruises. This study aimed to explore the preferences of potential Chinese cruisers and their expectations, motivations, and intentions in relation to taking an outbound cruise. This study also proposed and tested a conceptual framework: The Expectation, Motivation, and Intention (EMI) Model. Data were collected in Beijing and Shanghai; 242 valid responses were received. The results partially supported the proposed model. The theoretical and practical contributions of the study are discussed.

Authors: Fan, D. X. F., Qiu, H., Hsu, C. H. C., and Liu, Z. G.

Year: 2015

Title: Comparing motivations and intentions of potential cruise passengers from different demographic groups: The case of China

Journal: Journal of China Tourism Research

Volume: 11

Issue: 4

Pages: 461-480

Abstract: The cruise industry is the fastest growing leisure market in the world. As an essential component, the cruise market in China has been growing rapidly over recent years with the introduction of favourable government policies, new cruise terminals, and increased cruise awareness of customers. Unfortunately, only a few studies have investigated the perceptions of Mainland Chinese consumers toward such an industry. Hence, by adopting qualitative and quantitative research methods, this study explores how the motivation and intention of potential cruise consumers differ in terms of their demographic background. Travelers of different ages, incomes, and marital status groups demonstrate varying cruise motivations and intentions. The influences of motivation factors on the cruise intention of consumers were also explored. Both the theoretical and practical contributions of the study were proposed accordingly.

Authors: Fernández Gámez, M. A., Sánchez Serrano, J. R., Callejón Gil, A., and Cisneros Ruiz, A. J.

Year: 2019

Title: Cruise passengers' intention and sustainable management of cruise destinations

Journal: Sustainability

Volume: 11

Issue: 7

Article: 1929

Abstract: Recent tourism studies have shown that cruise passengers' intention can be used as a tool to evaluate the sustainability of port of call destination. However, studies on this topic remain scarce and only offer an initial conceptualisation of this issue. Hoping to help fill this void, the present research proposes a robust model for the analysis of the cruise passengers'

intention as assessed by Partial Least Squares. Data were collected in the port of Malaga (Spain), between January and December 2018. The results showed that reputation and familiarity are the best explanatory factors of the cruise passengers' intention with a port of call destination. Also, cognitive perception and affective evaluation are the antecedents of reputation and familiarity.

Authors: Fernández-Morales, A., and Cisneros-Martínez, J. D.

Year: 2019

Title: Seasonal concentration decomposition of cruise tourism demand in Southern Europe

Journal: Journal of Travel Research

Volume: 58

Issue: 8

Pages: 1389-1407

Abstract: This article analyses cruise tourism seasonality in Southern Europe, assessing the seasonal concentration levels by means of the Gini index. The additive decomposition of this index is used to evaluate the contribution of each port to the global seasonal concentration in the regions where they are located. It also allows the estimation of marginal relative effects to identify the most propitious ports for reducing seasonality within the Mediterranean regions. The analysis is complemented by estimating the seasonal patterns of each port. Given the significant heterogeneity revealed in the regions analysed, a bootstrapped bagged clustering is applied to classify the ports into homogeneous groups according to their seasonal patterns. The techniques used form a methodological framework that serves as a control and monitoring tool for measuring seasonal concentration levels in cruise tourism, allowing for policies against seasonality to be tailored for this segment.

Authors: Ferrante, M., De Cantis, S., and Shoval, N.

Year: 2018

Title: A general framework for collecting and analysing the tracking data of cruise passengers at the destination

Journal: Current Issues in Tourism

Volume: 21

Issue: 12

Pages: 1426-1451

Abstract: Cruise passengers' behaviour at the destination is a rather poorly investigated phenomenon. The single exit/entry point and the relatively brief visiting time, which characterise cruise passengers' experience at their destinations, make the use of GPS technology particularly suitable for the analysis of such a relevant phenomenon. The aim of this research is to propose a general framework for collecting and analysing GPS tracking data relating to cruise passengers' behaviour at their destination. The main prerequisites and research stages for the implementation of surveys on cruise passengers will be described and a set of tools and measures for the analysis of GPS tracking data will be proposed, together with their potential applications. As examples of case studies, two surveys performed in the ports of Palermo and Dubrovnik will be described and the main results of the collated information will be presented. Improving our understanding of the behaviour of cruise passengers at their destination is particularly relevant for the management of tourism destinations, given the challenges that this growing phenomenon is posing for many port destinations in the Mediterranean.

Authors: Fisher, J. J., Almanza, B. A., Behnke, C., Nelson, D. C., and Neal, J.

Year: 2018

Title: Norovirus on cruise ships: Motivation for handwashing?

Journal: International Journal of Hospitality Management

Volume: 75

Issue: -

Pages: 10-17

Abstract: The cruise industry is the fastest growing segment of the travel industry. Concurrent with its growth is the challenge of mitigating the risk associated with illness outbreaks onboard ships. Norovirus is the leading cause of shipboard illnesses. This study examined the efficacy of the protection motivation theory (PMT) for predicting passengers' intentions toward handwashing in the context of norovirus disease incidence. The results of this study indicated that people were willing to engage in protection motivation in order to avoid the communicated threat. The threat appraisal construct and coping appraisal construct were both analysed. Overall, the protection motivation theory explained 58% of the variability in handwashing intention. The coping appraisal construct significantly predicted handwashing intention. The strongest predictor for handwashing intention was cost. Furthermore, this study revealed a need for continued educational efforts directed at passengers because almost one-third of respondents indicated that they had no prior knowledge of norovirus.

Authors: Font, X., Guix, M., and Bonilla-Priego, M. J.

Year: 2016

Title: Corporate social responsibility in cruising: Using materiality analysis to create shared value

Journal: Tourism Management

Volume: 53

Issue: -

Pages: 175-186

Abstract: Creating shared value hinges on the interdependence between a company's success and social welfare, and also the identification and expansion of connections between that company and society. Because critics say the concept is counterproductive, in that it focuses too narrowly on the company's economic value creation, the authors take a materiality analysis approach of corporate social responsibility (CSR). This approach provides evidence of what is important to stakeholders and promotes meaningful corporate disclosure, central to the Global Reporting Initiative. This study reports on a materiality analysis of the cruise industry, comparing stakeholder concerns/demands with both the relevant literature and existing CSR reports to determine to what extent the current industry definition of its social responsibility matches the expectations of its stakeholders, and subsequently, to theorise reasons for the patterns found. Results evidence that cruise companies tend to both over-report immaterial issues and under-report material issues, without responding to stakeholders' requests.

Authors: Forgas-Coll, S., Palau-Saumell, R., Sánchez-García, J., and Caplliure-Giner, E.

Year: 2014

Title: The role of trust in cruise passenger behavioral intentions: The moderating effects of the cruise line brand

Journal: Management Decision

Volume: 52

Issue: 8

Pages: 1346-1367

Abstract: The purpose of this paper is to develop and test a framework to investigate the relationship between perceived value, satisfaction, trust and behavioural intentions and the moderator effect of the cruise line on cruise passengers' perceptions. A structural model was developed. In order to verify the hypotheses, a total of 729 cruise passengers were sampled. The study of the data used structural equation models by means of a multi-group analysis. The results of this study suggest significant paths to increase behavioural intentions: Perceived service quality? satisfaction? trust? In addition, it has been proved that the cruise line moderates the relationships between constructs in most of the relationships in the two cruise lines analysed. The differences in the relationships of perceived service quality with overall satisfaction, trust and behavioural intentions suggest that one of the cruise lines analysed ought to make decisions to improve the installations and the services on board the ships. These decisions involve substantial investments which affect, as well as the marketing management regarding the design of the product, the financial management and also the CEO. Unlike earlier studies of cruise tourism carried out in Caribbean and Asian destinations, this study empirically tested a model of the formation of behavioural intentions which incorporates trust as a mediator variable between satisfaction and behavioural intentions and between perceived service quality and behavioural intentions in the Mediterranean. Also tests the moderator effect exercised by the cruise line on the consumers' perception on the way to behavioural intentions.

G

Authors: Gabe, T. M., Lynch, C. P., and McConnon, J. C.

Year: 2006

Title: Likelihood of cruise ship passenger return to a visited port: The case of Bar Harbor, Maine

Journal: Journal of Travel Research

Volume: 44

Issue: 3

Pages: 281-287

Abstract: Cruise ship visits provide an often overlooked benefit of showcasing port communities to thousands of potential repeat tourists. Using data from a survey conducted in 2002, this study examines the factors that affect a cruise ship passenger's intention of returning to Bar Harbor, Maine. Survey results indicate that one-third of the respondents plan to return to town in the two years following their cruise ship visit. Empirical results suggest that the distance between a respondent's place of residence and Bar Harbor has a negative effect on the likelihood of return. The total number of visits a passenger has made to Bar Harbor and the amount of time spent in port during the one-day visit have a positive effect on the likelihood of return. Finally, household income and the experience of taking a cruise-line-sponsored tour do not have a significant effect on a passenger's intention of returning to a visited port.

Authors: Garay, L. A., Cànoves, G., and Prat, J. M.

Year: 2014

Title: Barcelona, a leader destination in cruise-passenger tourism: Keys, impacts and facts

Journal: International Journal of Tourism Sciences

Volume: 14

Issue: 1

Pages: 23-49

Abstract: The aim of this research is to estimate the economic and social impacts of cruise tourism. This paper explores the boom in cruise-passenger tourism in the city of Barcelona in recent decades. After many years as a marginal source of tourism activity, cruise ships have become one of the symbols of the city's tourism development, especially since the 1992 Olympic Games. The cooperation between public and private institutions has been a key factor. This study included a survey conducted with local residents in order to estimate the social and economic impact of cruise ship tourism. This paper examines the combination of appropriate collaboration between public and private institutions, the appropriate promotional efforts of the Barcelona Tourism consortium, and the ongoing investments made in recent years to improve the city's urban and cruise-port infrastructure. These were the fundamental elements in the spectacular surge in this type of tourism, which has positioned Barcelona as a world leader in this sector. Finally, the study shows how residents also reported the positive impact of cruisers and their passengers, which is very important for drafting the strategic direction for cruise tourism development already under way in Barcelona.

Author: Garin, K. A.

Year: 2005

Title: Cruise tourism in Svalbard – A risky business?

Publisher: Plume

Abstract: In this terrifically entertaining history, journalist Kristoffer A. Garin chronicles the cruise-ship industry, from its rise in the early sixties, to its explosion in the seventies with the hit show *The Love Boat*, to the current vicious consolidation wars and brazen tax dodges. Entrepreneurial genius and bare-knuckle capitalism mate with cultural kitsch as the cruise lines dodge U.S. tax, labour, and environmental laws to make unimaginable profits while bringing the world a new form of leisure. A colourful and compelling behind-the-scenes narrative, *Devils on the Deep Blue Sea* is a definitive look at the industry and its robber barons who created floating empires.

Editor: Geitz, M.

Year: 2004

Title: Cruise tourism in Svalbard – A risky business?

City/State: Oslo, Norway

Institution: WWF International Arctic Programme

Date: 2004

Abstract: Cruise tourism is big business on Svalbard, providing tourists with close-up experiences of unique and vulnerable arctic nature. Many operators offer their guests high quality information along the way, and by that contributing to more awareness about the arctic environment and at best, creating “ambassadors” for conservation. However, Norwegian authorities, environmental organisations and parts of the cruise industry itself are concerned that the existing cruise tourism management regime does not appropriately address current and potential impacts of cruise traffic on Svalbard's vulnerable arctic environment.

This report addresses some of these issues, but it cannot provide final solutions to eliminating the environmental risk associated with cruise traffic around Svalbard. It does, however, raise

questions to stimulate discussion, and hopefully action, which will reduce the risks and uncertainties associated with such activities. Though WWF recognises some of the positive effects cruise activities can have on awareness building and in communicating the values of Svalbard's wilderness, it was beyond the scope of this particular assignment to include a full analysis of the socio-economic benefits of cruise tourism versus the environmental impacts.

Cruise tourism is by no means the only, or even the single biggest threat to Svalbard's environment. Climate change, toxic pollution, and destructive and excessive fishery activities will continue to have greater impacts on the archipelago and its biodiversity. Nonetheless, cruise tourism is a major activity, and one in which ships and passenger groups of all sizes are brought to remote and pristine areas of the archipelago during a short and vulnerable summer season. Government and tourism industry have repeatedly stated their ambitious goals for Svalbard, and this report provides recommendations on how these goals can be pursued and achieved.

Ship-based tourism has a long history on Svalbard, but it was not until 2001 that reporting statistics for the two main cruise activities – overseas cruises and coastal cruises – were combined and gave a picture of overall cruise traffic. In 2003, 69,691 passenger landings were made by 28,190 passengers. The number of sites where cruise tourists went ashore has increased from 138 in 2001 to 162 in 2003. What does this mean for the environment? While impacts on a particular landing site, depending on its vegetation, might be small, the increase in the number of sites visited is an indication of the spreading 'footprint' of cruise tourism.

The biggest single threat posed by ship-based activities on Svalbard is from a major oil spill. Cruise ships can carry substantial volumes of fuel for their own use. Those fuels are often heavy oils, the most toxic, polluting, and potentially environmentally damaging fuels if released into the environment. Svalbard's characteristics, its climate and remoteness, make it extremely difficult to counter an oil spill before it does significant damage. Oil response capacity, provided by the authorities on Svalbard, is also limited. Cruise ships mainly operate close to the shore and during the most productive season, thus increasing the likelihood of severe environmental damage if an accident occurs.

Norwegian authorities should address the risks presented by cruise tourism through a precautionary approach, which involves closing high-risk and high-value areas, demanding the use of best available fuels and other technologies, and matching oil spill response capacity to the increasing cruise traffic around Svalbard.

Other environmental threats from cruise tourism are based on cumulative impacts: Sites visited by cruise ships over a number of years show signs of degradation, both of cultural and historical remains, as well as vegetation. Wildlife disturbances are harder to quantify, but in the harsh arctic climate, where other factors increasingly challenge a species' survival, strict and precautionary measures must be taken to avoid negative impacts.

In addition, cruise ships also represent a source of pollution in pristine areas that are not otherwise directly affected by air emissions or waste discharges. The energy requirements of cruise ships, together with their function as floating hotels, means the vessels produce considerable amounts of emissions and large quantities of sewage, garbage and waste water. The extent to which such discharges cause pollution depends on a number of things, among them technical equipment and a ship operator's policy and practices.

Many of the measures that could be introduced to improve cruise management are realistic. The single most important one in the short-term is to reduce the risk of major oil spills from cruise ships and other vessels. The simplest and most effective way of achieving this is by closing valuable and vulnerable areas completely. Reducing the negative impacts of cruise tourism on Svalbard must also be seen in a wider context. The number of ships and passengers visiting Svalbard is likely to increase because cruise tourism is a booming business globally. A proactive cruise tourism management regime must be established on Svalbard to cope with further increases and diversification in ship-based tourism activities. Svalbard authorities and industry

are in a unique position: the time is ripe for the establishment of a “best practice” cruise management regime on Svalbard, which can set the standard not only for the rest of the Arctic, but also the rest of the world.

Author: Genç, R.

Year of Conference: 2017

Title: Environmental sustainability and the future of cruise tourism

Conference Name: International Congress on Coastal and Marine Tourism

Conference Location: Gothenburg, Sweden

Page: 21

Abstract: In order to succeed in developing a sustainable cruise tourism, environmental considerations need to be investigated. However, previous studies have been limited to first-order effects on the ecosystem, but the second phase of the research linking these impacts to tourism does not exist. Cruise tourism creates a number of environmental problems that communities are already unable to deal with. Yet, no further research has been done to explain the impacts of these environmental problems created by cruise tourism on the future of cruise tourism itself. The paper aims to fill this gap by focusing on the environmental degradation regarding to second-order effects of cruise industry and the results of this environmental degradation on the future of cruise tourism.

The author’s previous studies about cruise tourism with the consideration of related articles and books will be taken into account. Moreover, a naïve model will be developed in order to discuss the effects of environmental sustainability on the future of cruise tourism in a quantitative sense. The model will include variables derived from previous research, which are likely to affect environmental degradation, such as education level of locals or power of local municipalities on environmental issues.

The study aims to find that second order effects of cruise tourism are as significant as first order impacts. In other words, polluted oceans and extinct natural beauty as a result of previous cruise tourism activities would exponentially decrease the efficiency of the tourism industry in the next step. Taking the time variable into consideration, the paper intends to reveal how serious the case has turned out compared to previous research that merely describes the possible threats of cruise tourism on the environment on the basis of first-order effects. Sustainability of the cruise tourism industry is directly linked to sustainability of the environment itself since second-order effects of the cruise industry are more severe than the first-order effects. Therefore, government, local authorities and stakeholders should act together to overcome the initial threats of environmental degradation as a result of cruise tourism activity.

The cruise tourism industry has to deal with environmental problems urgently, since, in the end, these environmental problems significantly affect the future of cruise tourism itself. Sustainability of the environment is not only necessary for providing the future generations a better world, but it is also crucial for the future of economic activities, which are not restricted to short-run gains, and they should also be maintained in next periods.

Author: Gibson, P.

Year: 2008

Title: Cruising in the 21st century: Who works while others play?

Journal: International Journal of Hospitality Management

Volume: 27

Issue: 1

Pages: 42-52

Abstract: The cruise industry is growing in scale and importance annually. Influences such as multiculturalism, globalisation, the increase in numbers of mega-cruise ships and changing

passenger demography, suggest that the work environment is not as it might once have been and yet there is very little research to reveal insights into this complex and seemingly unique world. This paper aims to find out what it is like to work and live on a modern cruise ship by examining the views of employees across a number of cruise brands.

Authors: Gibson, P.

Year: 2012

Title: Cruise operations management: Hospitality perspectives (2nd ed.)

Publisher: Routledge

Pages: 328

Abstract: This book provides a comprehensive and contextualised overview of hospitality services for the cruise industry. As well as providing a background to the cruise industry, it also looks deeper into the management issues providing a practical guide for both students and professionals alike. Since the first edition of this book, there have been many important developments in the industry and this new edition features revised chapters on: Contemporary cruise operations cruise geography itinerary planning health, safety and security maritime issues and legislation. In addition, there is a new chapter on cruise management resources, intended to be of benefit to research students. *Cruise Operations Management* presents a range of issues illustrated by a number of case studies that encourage the reader to examine the often complex circumstances that surround problems or events associated with cruise operations. The case studies are contemporary and are constructed from first hand research with a number of international cruise companies providing a real world insight into this industry. They include 'Roles and Responsibilities on a Cruise Ship', 'Customer Service Systems and Passenger Profiles' and 'Managing Food and Drink Operations Onboard'. Each case study is followed by questions that are intended to illuminate issues and stimulate discussion. The structure of the book is designed so the reader can either build knowledge cumulatively for an in-depth knowledge of managerial practices and procedures onboard a cruise ship, or they can 'dip in' and make use of specific material and case studies for use within a more generic hospitality or tourism learning context.

Authors: Gibson, P., and Bentley, M.

Year: 2007

Title: A study of impacts — cruise tourism and the South West of England

Journal: Journal of Travel & Tourism Marketing

Volume: 20

Issue: 3-4

Pages: 63-77

Abstract: This study draws upon research carried out in 2003, which had the primary purpose of examining the perceived social impacts associated with increased levels of cruise tourism for a major port of call in the South West of England. A survey approach was employed focusing on the town of Falmouth in Cornwall. Data were collected from residents using email and face-to-face street surveys. The results suggest that there is a predominantly positive view of cruise tourism in Falmouth, in respect of perceived impacts. In addition, there is clear recognition within the research population that growth has resulted in an increase in job opportunities, produced financial benefits and led to the development of increased tourist attractions and facilities. There was little to no evidence in the results of negative impacts, including such events as increased levels of crime and overcrowding that are often associated with increased tourism to a destination. The results provide interesting prompts for further research.

Authors: Gibson, P., Lim, W. M., and Holmes, M.

Year: 2011

Title: Keeping the customer happy: The importance of morale on cruise ships

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 137-146

Abstract: Cruise businesses face unique challenges in providing vacations at sea. For a start, the business model is predicated upon the establishment and operation of a floating resort with guests enjoying high levels of service against an ever-changing backdrop. This article considers how perceptions of crew morale impact guest satisfaction with their cruise vacation. The research project reflected on theories concerning perceptions of service quality, the notions concerning service experience as theater, performativity and emotional labour, and the rather under researched focus on the meaning and implication of morale. An online survey, completed by over 800 respondents, confirmed the importance that guests capture an impression that crew are happy in their workplace. There is a connection between an impression of high morale with guest satisfaction, both in terms of service quality and the overall cruise experience. This research draws attention to the challenge of maintaining high levels of performance for lengthy contracts. It also demonstrates that most cruise passengers are aware of, and sensitive to, crew morale.

Authors: Gibson, P., and Perkins, L.

Year: 2007

Title: A question of equilibrium: Cruise employees at sea

Journal: Tourism in Marine Environments

Volume: 10

Issue: 3-4

Pages: 255-265

Abstract: This article investigates the effect that extended social interactions, found among the crew on board cruise ships, has on workplace engagement. Extended social interactions relate to the relatively lengthy contracts that are experienced by seafarers and the resultant implications of working and socialising in close proximity with colleagues. The project reflected on the limited context-specific literature that focussed on job satisfaction, engagement, and occupational communities and more generic theory relating to managing employment relations, employee engagement, and employee commitment. An online survey was used to identify crewmembers' perceptions of the extended social interaction. The article concluded that the extended social interactions found on board cruise ships had a largely favorable impact on workplace engagement. Furthermore, respondents were overwhelmingly positive when considering the effect that their working relationships had on the professional setting.

Author: Gross, S.

Year: 2009

Title: Low-cost cruises: A business model analysis of easyCruise

Journal: Tourism in Marine Environments

Volume: 6

Issue: 1

Pages: 11-24

Abstract: The low-cost strategy has revolutionised European airlines in the past 10 years. In response there has been a tendency towards low-cost practices in other transport industries. Specifically, the cruising industry has changed substantially from being the exclusive domain

of the privileged, to being more accessible to the masses. This is partly due to the growing range of convenient cruising choices: from “mega-cruisers” to low-cost cruise ships. Launched in 2005, easyCruise has redefined budget cruises by providing a “no frills” option. This report will use the example of easyCruise to explore the low-cost concept in the cruising business. It will address both the factors for its success as well as the risks and opportunities that it presents.

Authors: Gui, L., and Russo, A. P.

Year: 2011

Title: Cruise ports: a strategic nexus between regions and global lines — evidence from the Mediterranean

Journal: Maritime Policy & Management

Volume: 38

Issue: 2

Pages: 129-150

Abstract: Tourism global value chains connect strategically to local operations; in the case of cruise lines, where most part of the experience happens in a ‘placeless’ environment, cruise ports embody this singular but fundamental connection. However, a third stakeholder should be taken into account in cruise product design, and it is the destination region. This article introduces an analytic framework that connects the global structure of cruise value chains to the regional articulation of land-based cruise services, and reflects upon strategies by which local agents can enhance the generation of value at the local level. After discussing the possible strategies of port regionalisation, the authors present a general framework to assess the competitive position of a cruise destination. A case study of Catalonia and its three main ports is used as an illustration.

Authors: Guo, W., Zhong, M., Chen, D., and Yang, Z.

Year: 2019

Title: Itinerary planning and cabin pricing of coastal short-term cruise tourism for local Chinese cruise companies

Journal: Maritime Policy & Management

Volume: Advance online publication

Issue: -

Pages: -

Abstract: Coastal short-term cruise products are matched with Chinese consumer demand characteristics. Launching coastal short-term cruise products can help local Chinese cruise companies change the monopoly status of foreign cruise companies in China. This paper builds a two-stage optimisation model to provide a decision-making method for local Chinese cruise companies. The first stage determines the itinerary scheme, with the goals of minimising the cost and maximising the potential demand. The second stage determines the cabin price, with the goal of maximising the profit of the cruise company. The model considers the competition of cruise products and their alternative products based on consumer preferences. In the case study, the authors take Dalian Port as the home port for the numerical analysis. The results show that coastal cruise products with journey times of 2-3 days have the highest market penetration and are more profitable.

Authors: Hall, C. M., James, M., and Wilson, S.

Year: 2010

Title: Biodiversity, biosecurity, and cruising in the Arctic and sub-Arctic

Journal: Journal of Heritage Tourism

Volume: 5

Issue: 4

Pages: 351-364

Abstract: The Arctic and sub-Arctic are increasingly subject to environmental change. An important component of such change is biological invasion in which tourism and related transport is increasingly significant. The expansion of the cruise ship and marine expedition market poses substantial threats as a potential vector of invasive species. This study examines cruise operators in the Arctic and high-latitude North Atlantic. Many operators are not members of the Association of Arctic Expedition Cruise Operators. An analysis is provided of the environmental and biosecurity communications of cruise operators in the region to identify if appropriate information to reduce the likelihood of biological invasion is being provided to consumers. It is concluded that the great variability in information suggests a significant gap in the biosecurity regime for the region.

Authors: Han, H., Hwang, J., and Lee, M. J.

Year: 2018

Title: Antecedents of travellers' repurchase behaviour for luxury cruise product

Journal: Current Issues in Tourism

Volume: 21

Issue: 7

Pages: 821-841

Abstract: This study proposed and tested a theoretical model in which image congruence, affect, satisfaction, switching costs, and trust have an influence on travellers' decision to repurchase a luxury cruise product by considering the moderating impact of conspicuousness. The model was evaluated using a quantitative approach. The original model included a satisfactory fit and prediction power. The results of the structural analysis revealed that the hypothesised associations between the study variables were generally supported, and such variables had a significant mediating role. In addition, conspicuousness of product use had a moderating impact on the affect–satisfaction–switching costs linkages. Moreover, the prominent role of satisfaction and trust was identified. The findings of this study extended the understanding of the complex of the relationships among study variables in forming luxury cruise passengers' repurchase intention.

Authors: Han, H., Hwang, J., Lee, M. J., and Kim, J.

Year: 2019

Title: Word-of-mouth, buying, and sacrifice intentions for eco-cruises: Exploring the function of norm activation and value-attitude-behavior

Journal: Tourism Management

Volume: 70

Issue: -

Pages: 430-443

Abstract: The theoretical framework presented in this paper was designed to explain passengers' decision-making process for environmentally responsible cruise products. Specifically, the goals of this study were to investigate passengers' decision formation by

employing the Norm Activation Model (NAM), to extend it by integrating the value-attitude-behaviour cognitive hierarchy, emotional process, and normative procedure, and to test the moderating impact of non-green alternatives' attractiveness in a cruise context. The measurement quality was found to be adequate. The prediction power of the proposed framework was superior to the original NAM. Findings from the structural model revealed that the hypothesised associations relating study variables within this proposed theoretical framework were generally supported; personal norm acted as significant mediators; and the role of personal norm and social norm in building intentions was salient. Additionally, the hypothesised moderating impact of alternatives' attractiveness in determining intentions was supported.

Authors: Han, H., and Hyun, S. S.

Year: 2018

Title: Role of motivations for luxury cruise traveling, satisfaction, and involvement in building traveler loyalty

Journal: International Journal of Hospitality Management

Volume: 70

Issue: -

Pages: 75-84

Abstract: Given the lack of empirical research explicating luxury cruise travellers' post-purchase behaviour, the present study attempted to test the relationship between cruise travel motivations and satisfaction, and to identify the impact of such association on traveller loyalty by considering the moderating effect of traveller involvement. Measurement instruments for study variables were identified to include a sufficient level of validity and reliability. Results of the structural model assessment generally supported the hypothesised associations. The theoretical model had a satisfactory level of prediction power for loyalty. Each research variable played a crucial role either as a predictor or mediator. Traveller satisfaction was of utmost importance in building loyalty. Findings from the structural invariance assessment supported the moderating impact of traveller involvement on satisfaction and loyalty. This relationship was stronger when luxury cruise travellers' involvement level was high. Implications for cruise practitioners and researchers are discussed.

Authors: Han, H., and Hyun, S. S.

Year: 2019

Title: Cruise travel motivations and repeat cruising behaviour: Impact of relationship investment

Journal: Current Issues in Tourism

Volume: 22

Issue: 7

Pages: 786-805

Abstract: Passenger retention is undoubtedly one of the major challenges for cruise lines. Given that little is known about passengers' post-purchase behaviour in the luxury cruise sector, this study addressed this omission by empirically verifying the imperative role of motivations, values, image, desire, and relationship investment in generating repeat cruising intentions. The proposed conceptual framework comprising these triggers was in general supported. In addition, its prediction ability for repurchase decision was sufficient. Specifically, the empirical findings demonstrated the adequacy of the higher order structure of cruise travel motivations that considerably increase hedonic and utilitarian values. The results further identified the comparative importance of overall company image in determining intention. The mediating role of the study variables was also found. Lastly, the results of the metric-invariance model

assessment revealed that relationship investment significantly moderated the value–image–desire linkages. Implications for tourism academics and cruise practitioners and future research directions are discussed.

Authors: Han, H., Lee, M. J., and Hwang, J.

Year: 2016

Title: Cruise travelers' environmentally responsible decision-making: An integrative framework of goal-directed behavior and norm activation process

Journal: International Journal of Hospital Management

Volume: 53

Issue: -

Pages: 94-105

Abstract: Building on theories with pro-social and self-interest motives, the authors developed a new model that comprehensively explains travellers' pro-environmental decision-making process in an environmentally-responsible cruise context. Results of an online survey and structural model revealed that the theoretical framework of this study which merged a Model of Goal-directed Behaviour (MGB) and Norm Activation Model (NAM) had satisfactory accountability for pro-environmental intentions. Its prediction power was greater than that for the MGB and NAM. Findings also showed that integrating the sequential model of the NAM into the model was more effective in explicating an eco-friendly decision-making process than incorporating the alternative moderator model of the NAM. A salient role of personal norm in determining intention was identified; this personal norm and desire were significant mediators. This study is the first to provide a conceptual framework merging the MGB and NAM in the domain of pro-environmental behaviour.

Authors: Han, H., Lee, M. J., and Kim, W.

Year: 2018

Title: Antecedents of green loyalty in the cruise industry: Sustainable development and environmental management

Journal: Business Strategy and the Environment

Volume: 27

Issue: 3

Pages: 323-335

Abstract: As there is a lack of understanding about cruise travellers' eco-friendly behaviours and knowledge about eco-friendly cruises, this study attempted to examine the role of green value, satisfaction, desire, and internal and external normative factors in building passengers' green loyalty for environmentally responsible cruises. A survey methodology and structural equation modelling were utilised to achieve the research purpose. Data quality assessment revealed that all measures for variables included an adequate level of reliability and validity. Results of the structural analysis indicated that the proposed theoretical framework had a sufficient level of anticipation power for loyalty. The proposed associations among study variables were generally supported. The significant indirect influence of green values and social norms on loyalty was identified. Moreover, the magnitude of the total influence of social norms on loyalty was the greatest among the study constructs. Overall, the findings offer valuable and meaningful insights for cruise researchers and practitioners.

Authors: Han, H., Olya, H. G. T., Kim, J., and Kim, W.

Year: 2018

Title: Model of sustainable behavior: Assessing cognitive, emotional and normative influence in the cruise context

Journal: Business Strategy and the Environment

Volume: 27

Issue: 7

Pages: 789-800

Abstract: There is a lack of published research on individuals' decision-making for pro-environmental behaviours while travelling on cruise ships. This study included the cognitive, affective and normative processes related to this, and considered their interrelations in the prediction model of passenger cruising intention in an environmentally responsible way. The authors estimated the proposed theoretical framework using structural equation analysis. The final model was generated by altering the proposed model. The findings indicated that the proposed conceptual framework had a sufficient level of anticipatory power for green intention and that moral and subjective norms were the most influential determinants of intention. The important interrelationships among these cognitive, affective and normative factors were identified. Moreover, anticipated emotions and moral norms were significant mediators. The results of this study supported the proposed theoretical framework comprising the intricate associations among study variables. The implications for tourism research and cruise practitioners are discussed.

Authors: Han, H., Yu, J., Koo, B., and Kim, W.

Year: 2019

Title: Vacationers' norm-based behavior in developing environmentally sustainable cruise tourism

Journal: Journal of Quality Assurance in Hospitality & Tourism

Volume: 20

Issue: 1

Pages: 89-106

Abstract: The cruise industry has faced the greening issue. The present research was designed to explicate cruise travellers' decision formation for choosing an environmentally responsible cruise product rather than a conventional cruise. To achieve the research purpose, the authors employed a norm activation theory (NAT) and extended it by including social norms and anticipated feelings. An online survey was used as survey methodology. The validated measures in the previous studies were used. Results of the measurement model assessment revealed that the utilised measures contained a satisfactory level of reliability and validity. Findings from the modelling comparison showed that the proposed extended model included a better ability to predict passengers' pro-environmental intentions than the original NAT. The findings further indicated that personal norm and ascribed responsibility played a crucial mediating role; and personal norm has the greatest criticality in the process of generating passengers' intentions for selecting an environmentally responsible cruise. In sum, the study objectives were sufficiently obtained. The findings provided tourism researchers and cruise practitioners with a sufficient understanding of passengers' eco-friendly decision-making process related to a cruise product.

Authors: Harkison, T., and Barðadóttir, Þ.

Year: 2019

Title: Are we poles apart? Stakeholders' cooperation and decision-making in on-land cruise tourism in Iceland and New Zealand

Journal: Research in Hospitality Management

Volume: 9

Issue: 2

Pages: 99-108

Abstract: The rapid growth of the global cruise ship industry in tourism has been evident in New Zealand in the southern hemisphere and Iceland in the northern hemisphere, where both countries have experienced a substantial increase in cruise ship arrivals at a growing number of ports. Although the two countries are geographically very far apart, they do share various similarities in their tourism. Within the framework of stakeholder theory and using an interpretivist, case-study methodology, the aim of this research is to explore similarities and differences in the issues facing stakeholders in on-land cruise services in New Zealand and Iceland, and to evaluate stakeholders' levels of participation in decision-making in their respective cruise sectors. The population of Napier is 61,100, whereas Akureyri's population is merely 18,500. However, both destinations receive similar numbers of cruise passengers, or around 100,000 in the 2016/2017 New Zealand season, and 2017 Icelandic season. Findings provide general insights into on-land cruise services, and the co-existence of land-based tourism and cruise tourism in rural and urban areas. Furthermore, the overall research findings indicate that although the two destinations differ in their population, main attractions and geographical location, they seem not that far apart in the opportunities and challenges facing the local stakeholders and the decision-making processes of their cruise sectors.

Authors: Henry, J., Hamlin, R., and Simpson, E.

Year: 2009

Title: The local and long-haul cruise passenger market segments: What are the implications of their emergence for cruise destinations?

Journal: Tourism in Marine Environments

Volume: 10

Issue: 3-4

Pages: 159-175

Abstract: This article investigates the emergence of two distinct segments in the global cruise market: The local passenger, who lives within the region that they cruise to take a cruise, and the long-haul cruise passenger, who flies from their region to take a cruise in another region. The research examined the relative prior cruise behaviour and relative intention of passengers to return to New Zealand as a destination. Four hundred and seventy-nine cruise passengers from nine cruise ship arrivals were interviewed in a single destination, Dunedin, New Zealand. Three hundred and sixty-four were local to the Australasian region, and 115 were long-haul arrivals, primarily from North America and the UK. The research revealed very large differences in prior behaviour and future intentions between the two segments. Long-haul passengers were typically much more experienced cruisers and had a very much lower intention to return than did their local equivalents. These findings are consistent with cruise berth providers' expectations that the industry is developing into a global industry with multiple significant passenger source/destination regions and two distinct global mass cruise passenger segments: Long haul and local. The implications for cruise destinations and direction for further research are discussed.

Author: Henthorne, T. L.

Year: 2000

Title: An analysis of expenditures by cruise ship passengers in Jamaica

Journal: Journal of Travel Research

Volume: 38

Issue: 3

Pages: 246-250

Abstract: A study of 1,500 cruise ship passengers in Jamaica was conducted during a 5-year period to determine buying habits and influences. The results generally reinforce long-standing commonly held beliefs that vendors who are perceived as friendly, helpful, and knowledgeable fare better than those who come across as manipulative and aggressive, and that older consumers can be expected to spend more in port than their younger counterparts.

Authors: Henthorne, T. L., George, B. P., and Smith, W. C.

Year: 2013

Title: Risk perception and buying behavior: An examination of some relationships in the context of cruise tourism in Jamaica

Journal: International Journal of Hospitality & Tourism Administration

Volume: 14

Issue: 1

Pages: 66-86

Abstract: Cruise tourism continues to grow substantially, even as many other forms of travel stagnate. In this era of increasing worldwide violence against tourists, safety, security, and risk abatement are becoming principal components in travellers' decision-making processes. This work examines the issue of perceived risk and safety and what impact these perceptions have on shopping behaviour. The research takes place in Jamaica, a country with a reputation for aggressive vendors. Findings indicate that those visitors who travelled with others spent more time shopping and purchased more. Additionally, it was found that first time visitors express higher levels of discomfort with their surroundings than did repeat visitors, thus inhibiting purchase behaviour. Finally, it was found that levels of perceived risk and security did have an impact on a traveller's intention to return to Jamaica.

Author: Herz, M.

Year: 2002

Title: Cruise control: A report on how cruise ships affect the environment

City/State: Washington, DC

Institution: Cruise New Zealand

Date: May 2002

Abstract: Cruise ships are big business. In 2000, the cruise ship industry contributed almost \$18 billion to the U.S. economy, generating more than 257,000 jobs. Moreover, the industry has been growing 10 percent annually over the past five years, and almost 17 percent in 2000, doubling the previous high water mark set in 1986. Between 2000 and 2005, the 16 largest cruise ship companies alone plan to bring into service more than 49 new ships costing about \$15 billion, with some 30 additional vessels in the planning stage.

Cruise ships are literally floating cities. The largest, 1,017 feet in length, carries more than 5,000 passengers and crew and has its own zip code. It is larger than the U.S. Navy's largest aircraft carrier and holds five restaurants, seven bars, a conference center, three swimming pools, a 1,350-person theater, and an array of shops, stores, and entertainment facilities.

The impact of these floating cities – in both economic and environmental terms – is huge. In 1998, 223 cruise ships carried some 10 million passengers to and through some of the world's

most beautiful and sensitive ecosystems. At least half of these trips occurred in North America. Some of the pollutants generated by these giant ships daily include as much as 37,000 gallons of oily bilge water; 30,000 gallons of sewage (or black water); 255,000 gallons of non-sewage wastewater from showers, sinks, laundries, baths, and galleys (or gray water); 15 gallons of toxic chemicals from photo processing, dry cleaning, and paints; tens of thousands of gallons of ballast water, bearing pathogens and invasive species from foreign ports; seven tons of garbage and solid waste; and air pollution from diesel engines at a level equivalent to thousands of automobiles.

Although cruise ships generate a tremendous amount of waste from the thousands of people on board, they are not subject to the same wastewater regulations that govern municipalities of comparable size. Under the Clean Water Act, cities must treat their wastes, limit the amount of pollution they discharge, and monitor and report on discharges from sewage treatment facilities. Yet cruise ships are not required to obtain Clean Water Act discharge permits, nor to monitor or report on their discharges. Gray water from on-board laundries, galleys, baths, and showers is essentially unregulated. And even where regulations are in place, enforcement is lax.

Given the phenomenal growth in the industry and the potential for increasing impacts on the marine environment, the author believes that it is time to strengthen regulations for wastewater, garbage, and airborne discharges from cruise ships; to monitor compliance; and to strengthen enforcement to bring the industry in line with accepted pollution control practices. The purpose of this report is twofold: to call attention to the issues posed by a growing and largely unregulated industry and to suggest solutions that will protect valuable marine resources, both in U.S. waters and abroad.

Authors: Hosany, S., and Witham, M.

Year: 2010

Title: Dimensions of cruisers' experiences, satisfaction, and intention to recommend

Journal: Journal of Travel Research

Volume: 49

Issue: 3

Pages: 351-364

Abstract: In the past decade, Pine and Gilmore set out the vision for a new economic era, the experience economy, in which consumers are in search for extraordinary and memorable experiences. Since then, a rich body of research on applications of the experience economy concepts have appeared in the marketing literature. However, academic investigations on the measurement of tourism experiences are very recent. The purpose of this article is twofold: To identify the underlying dimensions of cruisers' experiences and to investigate the relationships among cruisers' experiences, satisfaction, and intention to recommend. Overall, findings of this study enhance the theoretical progress on the experiential concept in tourism and offer important implications for cruise marketers.

Authors: Hritz, N., and Cecil, A. K.

Year: 2008

Title: Investigating the sustainability of cruise tourism: A case study of Key West

Journal: Journal of Sustainable Tourism

Volume: 16

Issue: 2

Pages: 168-181

Abstract: This qualitative research examines cruise ship tourism through a case study of Key West, Florida, exploring its perceived benefits and drawbacks. It outlines the growth of the industry, the issues raised by that growth, and uses the land-use tourism model developed by

Rebollo and Baidal (2003) to probe those issues. The results illustrate how mature cruise tourism destinations such as Key West fear continued growth and loss of sustainability, but have mixed emotions about future quantitative and qualitative growth.

Authors: Hsu, C. H. C., and Li, M.

Year: 2017

Title: Development of a cruise motivation scale for emerging markets in Asia

Journal: International Journal of Tourism Research

Volume: 19

Issue: 6

Pages: 682-692

Abstract: Cruise travel has attracted the attention of researchers because of its rapid development. However, the literature lacks a reliable and valid measurement tool for constructing cruise motivation. The only available scale developed in the North American context, where the cruise industry is considerably mature, may be inapplicable to emerging markets due to cultural and experiential differences. To address this research gap, a measurement scale for cruise motivation in emerging markets, with Mainland China and Hong Kong as samples, was developed by following rigorous procedures that used both qualitative and quantitative methods. This study offers both academic and operational implications.

Authors: Hu, M., and Cai, W.

Year: 2020

Title: Evacuation simulation and layout optimization of cruise ship based on cellular automata

Journal: International Journal of Computers and Applications

Volume: 42

Issue: 1

Pages: 36-44

Abstract: This paper focusses on the pedestrian evacuation simulation and layout optimisation of the cruise ship on the basis of cellular automata. The deck is meshed, and coordinate difference method is used to obtain the distance from cell to the exit and influencing factors of the static floor field for pedestrian. Influencing factors of the dynamic floor field are also obtained with the attraction of mainstream crowd for pedestrians and mutual exclusivity of pedestrians taken into account. The transition probability of pedestrians is calculated by weighting influencing factors of the static floor field and the dynamic floor field and then establishing attraction factors for the global cell. The evacuation process is simulated with VC++, and the total of evacuation time steps is obtained. Based on this, cabins are converted to layout modules, and different attribute values are assigned to different types of modules. With changing positions of modules, new layout schemes are developed using genetic algorithm, and meanwhile, attraction factors of cells are updated. The layout scheme is optimised for smallest total of evacuation time steps which is 14.5% smaller than the original scheme. Furthermore, the influence of different factors on the evacuation efficiency is discussed.

Authors: Huang, J., and Hsu, C. H. C.

Year: 2009

Title: Interaction among cruise passengers: diverse experiences and impacts

Journal: Journal of Travel & Tourism Marketing

Volume: 26

Issue: 5-6

Pages: 547-567

Abstract: By employing a social-psychological approach to the study of tourist experience, the present study investigated the social interaction between fellow cruise passengers and the impact of such interaction on cruise vacation experience as perceived by the customers. Results based on content analysis of interviews and virtual focus group discussions showed that cruise passengers had diverse experiences meeting fellow passengers, which were categorised into three broad scenarios. The levels of interaction among passengers generally followed Levinger and Snoek's (1972) model of relationship development, starting from unilateral impression, through surface contact (superficial and role-bounded interaction), to increasing mutuality (relationship beyond that demanded by externally structured role prescription). Apparently, interaction among fellow passengers only entails special meaning when it exceeds the common role script for unacquainted travellers, and interactional partners identify each other as unique individuals. This exploratory study demonstrated that the social dimensional approach of studying tourist behaviour was able to unfold a neglected aspect of the tourist experience, i.e., how interaction between tourists encountered in the tourism space contributed to the cruise experience to various extent.

Authors: Huang, J., and Hsu, C. H. C.

Year: 2010

Title: The impact of customer-to-customer interaction on cruise experience and vacation satisfaction

Journal: Journal of Travel Research

Volume: 49

Issue: 1

Pages: 79-92

Abstract: While the role of customer-to-customer (C2C) interaction in shaping service experience has been recognised in the services marketing literature, empirical examination of this issue is limited. Similarly, investigation of tourists' social contacts has mainly focused on the tourist—local community and tourist—service personnel dyads, while much less is known about tourist-to-tourist interactions. To fill this knowledge gap, this study has examined interaction between tourists on cruise vacations and its impact on the cruise experience and vacation satisfaction. An online survey is conducted with an American online panel (n = 613). The findings reveal that the quality of C2C interaction has positive direct impacts on the cruise experience as well as indirect effects on vacation satisfaction, mediated by cruise experience. Moreover, the quality of C2C interaction has suppressor effects on the quantity of C2C interaction. The results call for the incorporation of C2C interaction as one component of the relationship marketing theory.

Authors: Huang, L., and Yang, J.

Year: 2019

Title: Location-distribution of cruise ship supply logistics distribution centre considering time window

Journal: Systems Science & Control Engineering

Volume: 7

Issue: 1

Pages: 338-345

Abstract: According to the characteristics of cruise ship supply logistics, using a mixed-integer linear programming model (MILP), Huang and Yang describe the location-distribution and time utility requirements, in which the capacity constraints of the distribution centres and time window are considered, in order to minimise the sum of fixed cost, variable cost, distribution cost between nodes and time penalty cost. Further, a ‘two-stage’ method is suggested to solve the MILP problem. In the first stage, the Benders decomposition algorithm is adopted to determine the location of the distribution centres, flow allocation and shipment sizes on each link. Then IBM ILOG CPLEX optimisation studio software is used to get the optimal value of the distribution schedule of ship suppliers in the second stage. Finally, the proposed method is verified by a study simulation.

Author: Huijbens, E. H.

Year: 2015

Title: Cruise tourism in Iceland and the North Atlantic: Gateways to the Arctic and the challenges to port readiness programs

Journal: Tourism in Marine Environments

Volume: 10

Issue: 3-4

Pages: 241-254

Abstract: This article details the findings of research undertaken on cruise ship operations around Iceland and in the North Atlantic in the year 2013 and until the end of the summer season 2014. The focus of the research was on the socioeconomic impact of cruise ship arrivals on small and/or peripheral destinations in Iceland, set within the context of cruise tourism development in the North Atlantic and the Arctic more broadly. The article details who can expect to receive benefits from cruise ship arrivals in a peripheral destination in Iceland. The findings demonstrate that Iceland is largely dependent on big cruise ships for the accrued benefit, yet opportunities exist for smaller harbors to cater to expedition-type vessels, vessels that are indeed doing arctic exploration, and Iceland could function as the gateway harbor, with well-developed infrastructure for these purposes.

Authors: Hung, K., Wang, S., Guillet, B., and Liu, Z.

Year: 2019

Title: An overview of cruise tourism research through comparison of cruise studies published in English and Chinese

Journal: International Journal of Hospitality Management

Volume: 77

Issue: -

Pages: 207-216

Abstract: The concept of cruise tourism should be examined given the rapid growth of this segment of travel worldwide. Rapid increases in cruise tourists and port construction have been observed in China, but systematic research on cruise tourism in China remains unavailable. Hence, this study conducts a thorough review of cruising studies published in top English

tourism and hospitality journals and eminent Chinese journals. A content analysis of 62 cruising studies in English and 26 cruising-related articles in Chinese identifies trends in research and methodology and the differences between English and Chinese cruise tourism literature. Significant research topics and methodology trends are discussed and future research directions are also presented.

Author: Hung, K.

Year: 2018

Title: Understanding the cruising experience of Chinese travelers through photo-interviewing technique and hierarchical experience model

Journal: Tourism Management

Volume: 69

Issue: -

Pages: 88-96

Abstract: North America has long been the centre of cruise business, followed by Europe. However, the increasing interest of Asian travellers in cruises and their affordability motivated destinations to actively develop cruise terminals to accommodate mega cruise ships. Cruise vacation appeals to the Chinese travel population as an attractive travel alternative. However, the mindset of Chinese travellers should be explored further, which is important in the effective design of targeted, attractive, and appealing cruise products. This study photo-interviewed 20 Chinese cruisers from four major cities in China to understand their cruising experience. The hierarchical experience model is proposed based on interview data. The study offers an alternative view of travel experience, which has theoretical and practical significance.

Authors: Hung, K., Huang, H., and Lyu, J.

Year: 2020

Title: The means and ends of luxury value creation in cruise tourism: The case of Chinese tourists

Journal: Journal of Hospitality and Tourism Management

Volume: 44

Issue: -

Pages: 143-151

Abstract: China's consumer culture has been changing recently owing to the growth of the Chinese middle class, promotion of the Chinese cruise market, and Chinese consumers' emerging interest in pursuing luxury experiences. However, research on luxury consumption has traditionally focused on luxury goods; how luxury value can be created in luxury experience consumption, and what the outcome of luxury value creation may be, remains unknown. Taking cruise tourism as the research context, this study explored the links among cruise experience, luxury value and loyalty. Two survey rounds were conducted in Mainland China (N = 1200). Results reveal a hierarchical structure of cruise experiences, offering a unique perspective compared with conventional investigations of the tourist experience. Moreover, a comparison analysis was performed involving first-time and repeat cruise passengers. The findings also highlight the prominent role of quality perception rather than agentic feeling, in forming consumer loyalty; thus, cruisers appear mostly rational in determining their loyalty.

Authors: Hung, K., Lee, J.-S., Wang, S., and Petrick, J. F

Year: 2020

Title: Constraints to cruising across cultures and time

Journal: International Journal of Hospitality Management

Volume: 89

Issue: Advance online publication

Pages: -

Abstract: Cruise tourism is permeating the global arena. With companies developing new ships/itineraries for the U.S. and China markets, understanding constraints to cruising for different cultures carries significant value for cruise tourism development. This study adopted longitudinal and cross-cultural approaches to validate constraint measures. Data were collected in the U.S. in 2008 and 2017 and in China in 2017, using the same set of constraint measures across different times and cultures. This multi-dimensional triangulation approach was deemed important for testing the robustness of a measurement scale and is believed to be the first of its type. Findings validate the cruising constraint instrument across time and cultures and provide theoretical and practical implications.

Authors: Hung, K., and Petrick, J. F.

Year: 2010

Title: Developing a measurement scale for constraints to cruising

Journal: Annals of Tourism Research

Volume: 37

Issue: 1

Pages: 206-228

Abstract: Constraints to participating in leisure activities have been extensively studied. Yet, while increasing attention has been paid to this topic, little effort has been invested in understanding the factors limiting people's decision to take a cruise vacation, or to develop a measurement scale for constraints to travel. The study adopted the comprehensive procedures of measurement scale development recommended by Churchill (1979) and derived a measurement scale for constraints to cruising. The resulting measurement scale demonstrates acceptable reliability and validity. Implications related to the developed scale are discussed both in terms of their implications for theory and for management.

Authors: Hung, K., and Petrick, J. F.

Year: 2011

Title: The role of self- and functional congruity in cruising intentions

Journal: Journal of Travel Research

Volume: 50

Issue: 1

Pages: 100-112

Abstract: This study proposes a theoretical model that integrates two streams of research, congruity and destination image, in one conceptual framework to explain travel intentions. Applying this model in the context of cruise tourism, the study investigated the influences of self-congruity and functional congruity on cruising intentions. Preliminary interviews were conducted with both cruisers and non-cruisers to generate measurement items for the constructs of interest. A panel study was then used to examine the hypotheses, which were supported by the data. Both theoretical and managerial implications are discussed.

Authors: Hung, K., and Petrick, J. F.

Year: 2011

Title: Why do you cruise? Exploring the motivations for taking cruise holidays, and the construction of a cruising motivation scale

Journal: Tourism Management

Volume: 32

Issue: 2

Pages: 386-393

Abstract: The purposes of this study were to develop a measurement scale for motivation to cruising and to examine the role of cruising motivation on intention to cruise. The motivation measurement scale was developed by following the procedures recommended by Churchill (1979). The scale was tested and found to be both reliable and valid. The role of cruising motivation on intention to cruise was tested with an online panel survey and it was found that cruising motivation has a positive influence on cruising intention. Based on the study results, some marketing implications were provided to the cruise industry.

Authors: Hung, K., and Petrick, J. F.

Year: 2012

Title: Comparing constraints to cruising between cruisers and non-cruisers: A test of the Constraint-Effects-Mitigation model

Journal: Journal of Travel & Tourism Marketing

Volume: 29

Issue: 3

Pages: 242-262

Abstract: This study empirically tested the constraint-effects-mitigation model (Hubbard & Mannell, 2001) across cruiser and non-cruiser groups to understand constraints to cruising. Both qualitative and quantitative methods were utilised to develop appropriate measurement scales and to test the constraint model. The model was found to have an acceptable fit to the data, which provided evidence for validating the constraint-effects-mitigation model. While the factor structure of the constraint-effects-mitigation model was found to be similar, the mean values of all measurement items and factors and some regression paths were found to be different across the two groups. More specifically, cruisers had fewer constraints to cruising, higher travel motivations and intention, and were more likely to negotiate their constraints to travel. Based on the study results, both theoretical and practical implications were recommended. It is suggested that further investigation is needed to validate the model in other study contexts.

Authors: Hung, K., Wang, S., Guillet, B. D., and Liu, Z.

Year: 2012

Title: An overview of cruise tourism research through comparison of cruise studies published in English and Chinese

Journal: International Journal of Hospitality Management

Volume: 77

Issue: -

Pages: 207-216

Abstract: The concept of cruise tourism should be examined given the rapid growth of this segment of travel worldwide. Rapid increases in cruise tourists and port construction have been observed in China, but systematic research on cruise tourism in China remains unavailable. Hence, this study conducts a thorough review of cruising studies published in top English tourism and hospitality journals and eminent Chinese journals. A content analysis of 62 cruising

studies in English and 26 cruising-related articles in Chinese identifies trends in research and methodology and the differences between English and Chinese cruise tourism literature. Significant research topics and methodology trends are discussed and future research directions are also presented.

Authors: Hwang, J., and Han, H.

Year: 2014

Title: Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry

Journal: Tourism Management

Volume: 40

Issue: -

Pages: 244-259

Abstract: The purpose of this research was to examine the antecedents and consequences of brand prestige in the luxury cruise industry in order to provide luxury cruise managers with practical strategies for maximising and utilising brand prestige. Based on the existing theoretical background, it was hypothesised that eight types of cruise experience factors influence the formation of brand prestige: Food quality, service quality, staff/crew attractiveness, entertainment, ship facilities, ports of call, programmes/places for children, and cabin quality. In addition, it was proposed that brand prestige can result in three managerial outcomes: Well-being perception, customer brand identification, and brand loyalty. A conceptual model was developed and tested using the empirical data collected from 330 U.S. luxury cruise passengers. The results showed that all of the proposed hypotheses were statistically supported. The key theoretical/managerial implications that were derived from the analysis are presented and discussed in the last part of the article.

Authors: Hwang, J., and Hyun, S. S.

Year: 2016

Title: Perceived firm innovativeness in cruise travelers' experience and perceived luxury value: The moderating effect of advertising effectiveness

Journal: Asia Pacific Journal of Tourism Research

Volume: 21

Issue: (sup1)

Pages: S101-S128

Abstract: This study examines the role of perceived firm innovativeness in forming cruise travellers' experience and perceived luxury value. Based on a literature review, perceived firm innovativeness was expected to have positive effects on cruise travellers' experience related to education, entertainment, aesthetics, and escapism. In addition, cruise travellers' experience was hypothesised to influence perceived luxury value. Furthermore, this study proposed the possible moderating role of advertising effectiveness (AE) in the relationship between cruise travellers' experiences and perceived firm innovativeness. The proposed hypotheses were tested using data from 315 luxury cruise travellers in the USA. According to the results, perceived firm innovativeness was an important factor influencing the formation of cruise travellers' experience, and this experience had a significant effect on perceived luxury value. Finally, AE had a moderating effect on the relationship between cruise travellers' experience and perceived firm innovativeness. The results have important theoretical and managerial implications.

Authors: Hyun, S. S., and Han, H.
Year: 2015
Title: Luxury cruise travelers: Other customer perceptions
Journal: Journal of Travel Research
Volume: 54
Issue: 1
Pages: 107-121

Abstract: The purpose of this study was to understand the role of other customer perceptions (OCP) in the formation of luxury cruise travellers' social value, brand attachment, and willingness to pay a price premium. Based on a literature review, theoretical causal relationships between study variables were proposed. During the theory-building process, it was hypothesised that travellers' face-consciousness levels could play a moderating role in the relationship between OCP and social value. The proposed hypotheses were empirically tested using data collected from 342 U.S. travellers who had taken a luxury cruise. Based on the results of data analysis, it was found that all three dimensions of OCP are critical factors in the formation of social value. More importantly, it was revealed only face-conscious travellers feel social value when they identify with the other upper-class passengers on a luxury cruise. The managerial implications of these findings are discussed.

Authors: Hyun, S. S., and Kim, M. G.
Year: 2015
Title: Negative effects of perceived crowding on travelers' identification with cruise brand
Journal: Journal of Travel & Tourism Marketing
Volume: 32
Issue: 3
Pages: 241-259

Abstract: The purpose of this study is to examine the effects of perceived crowding on cruise ships on passengers' perceived luxury brand value and brand identification. Based on the results of previous studies, Hyun and Kim propose some causal relationships and test their proposed hypotheses using empirical data collected from 342 luxury cruise passengers. The results indicate that perceived crowding has a negative effect on perceived luxury brand value, thereby hindering brand identification. In addition, a psychological variable – the need for uniqueness – moderated the relationship between perceived luxury brand value and brand identification. The authors conclude by delineating important theoretical and managerial implications.

I

Authors: Ioana-Daniela, S., Lee, K.-H., Kim, I., Kang, S., and Hyun, S. S.
Year: 2018
Title: Attitude toward luxury cruise, fantasy, and willingness to pay a price premium
Journal: Asia Pacific Journal of Tourism Research
Volume: 23
Issue: 4
Pages: 325-343

Abstract: This study applies the functional theory of attitudes in examining the structural relationships among the social-adjustive, value-expressive, hedonic, and utilitarian functions of attitudes, fantasy, and willingness to pay a premium. This study also identifies the moderating roles of sensory innovativeness and maximisation in the relationships between the four functions of attitudes and fantasy. An online survey (N = 543) was conducted to collect data from American respondents. Structural equation modelling analysis was conducted to test

proposed hypotheses. Results showed that the four functions of attitudes had significant positive effects on fantasy. In subsequent process, fantasy had a significant positive effect on willingness to pay a premium. Sensory innovativeness moderated the relationship between value-expressive function and fantasy, and maximisation moderated the relationship between fantasy and willingness to pay a price premium. Given these findings, valuable theoretical and practical implications are discussed regarding the role of fantasy in luxury cruise decision-making.

Author: Irandu, E. M.

Year: 2004

Title: The potential for cruise tourism in Kenya

Journal: Anatolia

Volume: 15

Issue: 1

Pages: 69-86

Abstract: Today, cruise tourism is the fastest developing one in the travel and tourism industry. Yet, it is a neglected area with limited coverage in contemporary tourism literature. Cruise tourism has been concentrated in the Caribbean and the Mediterranean regions. However, operators in these regions are now facing stiff competition and are looking for alternative and more exciting destinations. The Kenyan coast and the rest of the Eastern African Coast provide such possible alternative destinations. The purpose of this paper is to critically examine the potential for cruise tourism in Kenya. The paper is intended to provide valuable information to operators willing to develop cruise tourism in the region. It relies heavily on interviews, library research and personal observations in the field. In this paper, cruise tourism is considered as a system and Leiper's Tourism System Model is used as the main theoretical framework. The model helps in the understanding of various elements involved in cruise tourism. SWOT analysis is used to discuss the current situation in the industry. From the discussion, it is apparent that a lot of potential for cruise tourism exists in the study area.

J

Authors: James, L., Olsen, L. S., and Karlsdóttir, A.

Year: 2020

Title: Sustainability and cruise tourism in the arctic: stakeholder perspectives from Ísafjörður, Iceland and Qaqortoq, Greenland

Journal: Journal of Sustainable Tourism

Volume: 28

Issue: 9

Pages: 1425-1441

Abstract: This paper compares two Arctic cruise destinations – Ísafjörður in Iceland, and Qaqortoq in Greenland – focusing on stakeholders' perceptions of the sustainability of cruise tourism, and how they are managing the development of the industry in the context of imbalances in power between place-bound local stakeholders and global cruise lines. Drawing on interviews with local stakeholders, the paper argues that destination development stage and the relative importance of land-based tourism frame the ways in which stakeholders perceive the sustainability of cruise tourism. While there were differences in the emphasis placed on environmental, socio-cultural and economic aspects of sustainability in each destination, there were similarities in the ways in which stakeholders conceptualised relations between the different aspects in terms of trade-offs and competition, together with a lack of a holistic perspective and concern about economic dependence on global cruise lines. The findings

suggest that intergovernmental agreements are needed to address regulatory issues and that national coordination may help to improve collaboration between destinations.

Authors: Jansen, J. K., Boveng, P. L., Dahle, S. P., and Bengston, J. L.

Year: 2010

Title: Reaction of harbour seals to cruise ships

Journal: The Journal of Wildlife Management

Volume: 74

Issue: 6

Pages: 1186-1194

Abstract: The largest aggregations of harbour seals (*Phoca vitulina*) in Alaska, USA, haul out on floating ice in tidewater glacial fjords. Seals use these fjords in peak numbers during the critical periods of pupping, breeding, and molting when visits by tour ships also peak. Documented and suspected declines of harbour seals in fjords with rising vessel traffic underscore the need to better understand possible impacts, particularly in areas where ship visits have risen substantially in the past two decades. Jansen and colleagues examined the interruption of haul-out bouts of harbour seals due to approaching cruise ships in Disenchantment Bay, Alaska. They conducted observations from cruise ships and focused on disturbance of seals as evidenced by seals flushing into the water from the floating ice on which they rested. The authors investigated rate of flushing in relation to vessel distance, approach angle, group size, and seal type (mother, pup, or other). Using a survival-regression analysis, they found that the risk of disturbing harbour seals increased when ships approached within 500 m; seals approached as close as 100 m were 25 times more likely to enter the water than seals 500 m from a ship. Seals were four times more prone to enter the water when ships were approaching directly rather than passing abeam. Seals responded similarly regardless of group size or seal type. Energetic models indicated a potential to disrupt energy balance and cause thermal stress in disturbed pups if they spent >50% of their time in ice-chilled water. Studies at non-glacial sites suggest that pups spend 40–70% of their time in the water. Voluntary guidelines for approaching seals in Alaska recommend that cruise ships approach ≥ 91 m (100 yards), a distance at which the authors show 90% of seals would flush into the water. The findings indicate a need to develop regulations to maintain a 500-m separation between cruise ships and seals in all Alaskan glacial fjords.

Author: Jennings, G. R.

Year: 1997

Title: The travel experience of cruisers

Editor: M. Oppermann

Book Title: Pacific rim 2000: Issues, interrelations, inhibitors

Publisher: CAB International

Pages: 94-105

Abstract: The similarities and differences between cruisers and special interest tourists, and cultural tourists in particular, are considered. The discussion is based on data collected in an ethnographic study of 130 long term ocean cruisers during 1993 and 1994 at ports and locations along the eastern and western seaboard of Australia. The data were collected using semi-structured interviews which were supplemented by questionnaire-based material relating to cruising and yachting inventories, as well as tourism activities and budgetary items. Similarities and differences between cruisers and special interest tourists are considered with regard to each of the phases of the total travel experience: Planning and anticipation; travel to site or destination; on-site experiences and activities; return travel; and recollection. It is concluded that for both the cruiser and the special interest tourist, the planning and preparation phase is

pervaded by the special interest. In the next phase, the interest, sailing, is also the transport mode and consequently remains the focus of this phase of the experience, while for special interest tourists, it is merely the means to reach the location where the interest may be pursued. In the next stage, the on-site experience, the activities are still linked to the interest as the yacht provides accommodation, transportation for excursions, entertainment and hospitality. The return home phase is also differentiated by the cruisers interest in sailing, while the special interest tourist becomes preoccupied with the desire to return home and return to normality. In the final phase, recollection, similarities exist in that both the cruiser and the special interest tourist focus on their special interests which may initiate further planning and anticipation of a further travel experience. Thus, to conclude the main difference between cruisers and special interest tourists related to the all-pervasive influence of the cruisers' special interest within the entire travel experience compared to the phase specific role of the interest for the special interest tourists. Cruisers are less reliant on the external tourist system, as all the experiences/facilities they require are provided on the yacht, whilst the special interest holiday maker is reliant on the tourist industry for the provision of transport, accommodation, and entertainment.

Authors: Jeon, J.-W, Duru, O., and Yeo, G.-T.

Year: 2019

Title: Cruise port centrality and spatial patterns of cruise shipping in the Asian market

Journal: Maritime Policy & Management

Volume: 46

Issue: 3

Pages: 257-276

Abstract: This paper investigates the centrality of cruise ports in the Asian cruise shipping market while proposing the hubs and authorities centrality (HACC) metric as a directional synthesis of the hubs centrality and authorities centrality to explore cyclical and directional features of centrality in the cruise shipping network. With the development of the cruise shipping industry, research has been actively conducted with a particular focus on identifying the characteristics of hub ports. This paper employs social network analysis to investigate the HACC which is originally developed for analysing the cruise port centrality problem. The empirical study implies that Ho Chi Minh City, Hong Kong, Nagasaki, Penang, Phuket, Port Klang, Shanghai, and Singapore (in alphabetical order) reflects particulars of cruise hub ports. One of the exceptional results of this paper is Ho Chi Minh City, Penang, Phuket, and Port Klang have demonstrated high HACC (refers to hub ports) while limited degree and betweenness centrality. In contrast, Busan and Keelung are not classified as hub ports.

Authors: Jeong, J. Y., and Hyun, S. S.

Year: 2019

Title: Roles of passengers' engagement memory and two-way communication in the premium price and information cost perceptions of a luxury cruise

Journal: Tourism Management Perspectives

Volume: 32

Issue: Advance online publication

Pages: -

Abstract: The luxury cruise line is considered to be one of the most promising target markets because of its tremendous growth potential. However, because the service is expensive, the establishment of an effective price strategy is necessary. This study empirically demonstrates cruise passengers' engagement roles in the perception of two-way communication with employees, which relates to passengers' price and information cost perceptions. Passengers' engagement is measured in terms of five dimensions: Identification, enthusiasm, attention,

absorption, and interaction. Structural equation modelling is used based on questionnaire data. The findings of this study suggest an alternative price strategy to alter passengers' price perceptions.

Author: Johnson, D.

Year: 2006

Title: Providing ecotourism excursions for cruise passengers

Journal: Journal of Sustainable Tourism

Volume: 14

Issue: 1

Pages: 43-54

Abstract: The aim of this paper is to argue that destinations can do more to offer coastal ecotourism experiences for cruise passengers, and in doing so they may secure a more sustainable product. An analysis of shore-side excursions currently available to P&O passengers in the Caribbean is presented. Excursions are classified against textbook tourism-type definitions. Time constraints imposed by cruise operators and an emphasis on selling rather than education are suggested as key factors that mean the limited number of existing ecotourism excursions were categorised as 'soft' rather than 'hard' ecotourism. Solutions demand concerted effort from all parties. Flexibility from cruise operators; political will and product development from destinations, and investment of time and energy from the tourists themselves. Ultimately, ecotourism excursions must embrace brand management, creating and delivering well-defined promises, so that cruise passengers can make intelligence-led decisions. In the Caribbean this requires a paradigm shift by the cruise operators in order to establish a meaningful and effective dialogue with groups such as the Caribbean Tourism Organisation.

Authors: Jones, P., Hillier, D., and Comfort, D.

Year: 2017

Title: The two market leaders in ocean cruising and corporate sustainability

Journal: International Journal of Contemporary Hospitality Management

Volume: 29

Issue: 1

Pages: 288-306

Abstract: The purpose of this paper is to provide a commentary on the sustainability reports published by the two market leaders in ocean cruising industry. The paper begins with short reviews of the growing interest in the commitment to corporate sustainability and of the growth and market structure of the ocean cruising industry by way of setting the context for the commentary. This commentary is based on a review of the most recent sustainability reports published by the two leading ocean cruising companies which account for almost 75 per cent of total industry revenues. The findings of the paper reveal that the two major ocean cruising companies, namely, Carnival Corporation and Royal Caribbean Cruises, published extensive sustainability reports covering a wide range of environmental, social, economic and governance issues. The other leading ocean cruising companies posted limited information on their approach to sustainability on their corporate websites and some posted no information on sustainability. However, the authors suggest that given that the two major cruising companies account for 70 per cent of ocean cruising passengers, the industry compares favourably in its sustainability reporting with other players in the hospitality industry and the service sector. That said, the authors also suggest that approaches to sustainability within the cruising industry, which are based on continuing growth, present testing management challenges for the leading cruising companies. The paper provides an accessible commentary on current approaches to sustainability in the ocean cruising industry, and as such, it will interest professionals working

in the cruise industry and more generally in the hospitality industry as well as academics and students interested in hospitality management and sustainability.

Author: Jones, R. V.

Year: 2011

Title: Motivations to cruise: An itinerary and cruise experience study

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 30-40

Abstract: As worldwide cruise passenger numbers demonstrated a trend towards a maturing industry in recent years (passenger numbers still increasing but at a declining rate), this study was undertaken to investigate the motivations influencing cruise tourists' decision to cruise. Motivation data are vital for cruise companies to plan for the future. The study provides a valuable and timely insight into the motivations of 306 North American cruise tourists. A structured questionnaire was conducted on board a cruise ship operated by a major cruise company serving ports-of-call along the Eastern Atlantic Seaboard and the Caribbean. Data were collected on six cruise itineraries for a 6-week period from May 31 to July 6, 2008. Three aspects of potential tourist motivation were explored using 7-point Likert scales, including, information sources, vacation attributes, and motives derived from the Leisure Motivation Scale. The analysis is structured in relation to the respondents' cruise itinerary and cruise experience. The influence of tested motivations varied with cruise experience but not cruise itinerary. For cruise tourists, personal- and Internet-based information sources are deemed most influential, and their desire to cruise is primarily driven by the need for stimulus-avoidance. Some significant implications for cruise companies have emerged.

Authors: Jordan, E. J., and Vogt, C. A.

Year: 2017

Title: Residents' perceptions of stress related to cruise tourism development

Journal: Tourism Planning & Development

Volume: 14

Issue: 4

Pages: 527-547

Abstract: Stress is one potential impact that can affect tourism host community residents through tourism development activities. Stress is experienced through an increase in daily hassles, which, with long-term exposure, can result in negative health and behavioural outcomes and decreased quality of life. The community of Falmouth, Jamaica recently hosted the development of a new cruise port, and is now one of the busiest ports in the Caribbean. A random sample of Falmouth residents were qualified for a study on stress and then asked to complete a survey. Seventy-eight percent (n = 362) of survey respondents perceived stress related to development of the new cruise port, while 22% reported no stress. Thematic analysis revealed unmet expectations, crowding/congestion, increased cost of living, pollution, police harassment, displacement, and overused utilities were causes of stress. Post-hoc chi-square tests revealed significant differences in perceived stressors by those with differing levels of education. This research provides insight into an intangible psychological impact of cruise tourism development, one element of host community resident quality of life.

Author: Jordan, L.-A.

Year: 2013

Title: A critical assessment of Trinidad and Tobago as a cruise homeport: Doorway to the South American cruise market?

Journal: Maritime Policy & Management

Volume: 40

Issue: 4

Pages: 367-383

Abstract: The Caribbean is the number one cruise region in the world, and given the cruise industry's continued growth, the Government of Trinidad and Tobago (GOTT) has earmarked cruise tourism as a niche market to be developed. Reports indicate that there is an increased interest in the South American market by the cruise ship industry, which presents an ideal opportunity for Trinidad and Tobago, given its geographical location, to be considered a cruise hub in the southern Caribbean. This article analyses the potential of Trinidad and Tobago as a cruise homeport and seeks to determine if it can be a gateway to the South American cruise market. Using specific criteria for homeports as identified from existing cruise research, respondents were asked to rate the port in Port of Spain, Trinidad, as a potential homeport. Research findings indicate that, at present, the destination is not prepared to be a homeport given its inadequate facilities and infrastructure. Respondents' recommendations included the need to develop basic infrastructural facilities to accommodate mega cruise ships, greater incentives to cruise companies in order to start homeport operations as well as the development of a National Cruise Tourism Policy.

Authors: Josiam, B. M., Huang, T.-Y., Bahulkar, G. A., Spears, D. L., and Kennon, L.

Year: 2012

Title: Segmenting Taiwanese travelers on cruises in North America: Comparing the involvement and cluster approach

Journal: Journal of China Tourism Research

Volume: 8

Issue: 1

Pages: 78-96

Abstract: The cruise industry is the fastest growing category within the leisure market. Asia is a large market and a potential growth area for the cruise industry. Within Asia, the Taiwanese cruise market has grown substantially since 1997. The involvement construct is an important psychographic facet of consumer behaviour. Involvement is defined as a person's perceived relevance of the object based on inherent needs, values, and interests. Past research has linked the level of involvement to travel motivation for leisure choices, including travel. Cluster analysis is a classic market segmentation approach that has been extensively used in the tourism literature. The cluster approach has been used to understand travel motivations, satisfaction, dining choices, etc. However, no studies have presented a comparison of the two methods. There are only a few research studies on cruise vacations. Furthermore, no studies have identified the involvement levels of Taiwanese cruisers and segmented the Taiwanese cruise market to offer valuable marketing insights. This study aims at filling these gaps in the literature. Data were collected from 352 Taiwanese cruisers. The questionnaire was developed in English and translated into Chinese. This study found only two distinct categories of high and medium involvement cruisers. The cluster segmentation approach resulted in two distinct clusters, each with its own characteristics. Analysis showed that cluster segmentation provided a more nuanced definition of the segments in the context of Taiwanese cruisers.

Authors: Josiam, B. M., Huang, T.-Y., Spears, D. L., Kennon, L., and Bahulkar, G. A.

Year: 2009

Title: Understanding ethnic Chinese travelers on North American cruise tours: Motivations, perceptions, and satisfaction of cruisers

Journal: Journal of China Tourism Research

Volume: 5

Issue: 1

Pages: 77-101

Abstract: Cruise travel has become more popular than ever, and the numbers of cruise vacations are growing worldwide at a high rate. The cruise industry is the fastest growing category within the leisure market. International travel within, into, and out of Asia and the Pacific has experienced strong growth. Asia is a large market and a potential growth area for the cruise industry. Increasing numbers of Asians are availing themselves of cruise vacations in Asia. This generates awareness and interest in cruise travel, providing opportunities to promote cruises in Europe, Australia, or North America to Asians. There are large communities of ethnic Chinese all over Asia, including Taiwan. Taiwanese travellers are becoming increasingly sophisticated in their travelling standards and they seek to enrich their experiences by taking trips abroad. Cruise trips have become a favourite of the Taiwanese. The Taiwanese cruise market has grown substantially in the past decade. There are only a few research studies on travellers' motivations to experience a cruise vacation and their subsequent satisfaction with that experience. Because Asian travellers are an emerging segment of the cruise industry, there is need for cruise operators to better understand the needs of the ethnic Chinese segment and the Taiwanese traveller in particular. The purpose of this article is to address this gap in the literature. The study surveyed 400 Taiwanese travellers who have been on North American cruise ship tours in the past 10 years. Both genders were evenly represented. An overwhelming majority of the respondents were over 40 years old. About half of the respondents had Bachelor's degrees or higher. Over 75% were first-time cruisers, with approximately 85% reporting vacation/leisure as their primary trip purpose. Alaska was the cruise destination of choice for over 60% of respondents. Push motivational factors were identified as discovery, enjoyment, social/esteem needs, escape, and family time. Pull motivations were unifactorial. Respondents were influenced by recommendations from media and from family, friends, and colleagues. Respondents were satisfied with tangibles, cleanliness, food choices and selection, and responsiveness of staff. They were less satisfied with the entertainment, Chinese food, and communication skills of the staff. An overwhelming majority of the respondents would revisit and recommend the cruise experience to others. Implications for researchers and practitioners are suggested.

Authors: Juan, P.-J., and Chen, H.-M.

Year: 2012

Title: Taiwanese cruise tourist behavior during different phases of experience

Journal: International Journal of Tourism Research

Volume: 14

Issue: 5

Pages: 485-494

Abstract: This study examined the influences on the decisions and experiences of Taiwanese cruise tourists during different phases of leisure experience. The study results demonstrated that trip price and duration were the two main influences on tourist decisions during the anticipation phase of planning their trip. During the on-site experience phase, the determinants of tourist reasons for using different services during their cruise varied. Notably, price only slightly

influenced total tourist satisfaction and re-purchase intention during the recollection phase, whereas service quality exerted a major influence.

K

Author: Kang, J.

Year: 2020

Title: Identifying antecedents and consequences of well-being: The case of cruise passengers

Journal: Tourism Management Perspectives

Volume: 33

Issue: Advance online publication

Pages: -

Abstract: Although recent studies have focussed on the role of well-being in tourism, there is limited knowledge about its specific contribution for marketing practitioners. This study focusses on how cruise companies can develop a solid relationship with their passengers by examining four dimensions of experiential value and their impact on well-being and passengers' value co-creation behaviour. Experiential value consists of four dimensions: Playfulness, aesthetics, consumer return on investment, and service excellence. A structural equation model delineating relationships among experiential value, well-being, and value co-creation was developed and tested with 292 luxury cruise passengers. Well-being was found to play a significant role in linking the theoretical concepts of experiential value and value co-creation, with brand prestige playing a moderating role.

Authors: Kang, J., Manthiou, A., Kim, I., and Hyun, S. S.

Year: 2016

Title: Recollection of the sea cruise: The role of cruise photos and other passengers on the ship

Journal: Journal of Travel & Tourism Marketing

Volume: 33

Issue: 9

Pages: 1286-1308

Abstract: This study examines (1) which cruise experience induces the recollection of the cruise trip, (2) the role of recollection in cruisers' future behaviours, and (3) the moderating roles of photo purchases and interactions with other cruisers in the formation of recollection. This study analysed empirical data collected from 300 luxury cruisers. The results indicate that four dimensions of cruise experiences (education, entertainment, aesthetics, and escapism) generated the cruiser's recollection. In addition, photo purchases and interactions with other cruisers had significant moderating effects on the relationship between education and recollection. Finally, a cruiser's recollection enhanced behavioural intentions.

Authors: Kang, J., Kwun, D. J., and Hahm, J. J.

Year: 2020

Title: Turning your customers into brand evangelists: Evidence from cruise travelers

Journal: Journal of Quality Assurance in Hospitality & Tourism

Volume: Advance online publication

Issue: -

Pages: -

Abstract: This study suggests that building long-term relationships between a cruise brand and its passengers through brand experience is more important than the standard offerings. This study applies the framework of consumer-brand relationship on brand evangelism and

incorporates a relatively new approach on consumer referral behaviour: (1) the effect of brand experience on the creation of brand attachment and brand distinctiveness and (2) the influence of attachment and distinctiveness on cruise travellers' positive and oppositional referral intentions. The findings provide a foundation for effective marketing strategies and help brand marketers better predict company benefits through the creation of enthusiastic consumer groups.

Authors: Karlis, T., and Polemis, D.

Year: 2018

Title: Cruise homeport competition in the Mediterranean

Journal: Tourism Management

Volume: 68

Issue: -

Pages: 168-176

Abstract: This paper evaluates the competitiveness of homeports in the Mediterranean in the period between 2011 and 2016. It employs the shift-share technique that includes the competitive and allocation effects to evaluate the competitive advantage and specialisation of the top home ports in the Mediterranean area. The West and East Mediterranean areas indicate different growth rates with the ports on the East side operating in a more turbulent environment. Also, certain ports apply a specialisation strategy that is not in line with their competitive advantages or suitable to address their disadvantages. The research provides an insight of the competitive forces in the cruise port market of the Mediterranean Sea which is particularly useful for investment decision making and marketing strategies of ports and prospective destinations.

Authors: Karlsdóttir, A., and Olsen, L. S.

Year of Conference: 2017

Title: Arctic communities' dilemma with cruise tourism and its regional implications – a case from Iceland and Greenland

Conference Name: International Congress on Coastal and Marine Tourism

Conference Location: Gothenburg, Sweden

Page: 22

Abstract: This paper aims to contribute to the, to date, limited research on the challenges posed to local communities and governments by cruise tourism. Cruise tourism has a number of implications in terms of sustainable tourism development, a concept which has been defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, environment and host communities" (UNEP and UNWTO, 2005, p.24). The goal is that all forms of tourism from mass tourism to special interest tourism develop sustainably. Cruise tourism is primarily a form of mass tourism and because of the sheer numbers has more propensity of being unsustainable compared to other less intensive types of tourism. It often results in large groups of people visiting natural and cultural sites, which lead to crowding of remote peripheral communities. Conversely, the remoteness, isolations, small populations and lack of infrastructure makes some Arctic destinations difficult to develop, and cruise tourism can be seen as a supplement to small destinations that are not yet mature to fully support land-based tourism. Studies have found that while cruise tourism brings in more visitors, the economic impact is often relatively small and concentrated to a few actors. Particularly in remote destinations, where job opportunities are limited, communities are at risk of becoming economically dependent on cruise tourism. Impacts from cruise tourism from the perspective of the port community has been said to become increasingly significant as ships get larger and the number of visitors is increasing. Some local stakeholders might benefit, while others will not. In this study, a comparative case

study approach is adopted in order to identify how conflicts about the sustainability of cruise tourism are addressed through stakeholder collaboration in the destinations of Ísafjörður in Iceland and Qaqortoq in Greenland. The two destinations are at different development stages and demonstrate different challenges concerning sustainable development. One case involves stakeholder conflicts concerning who will benefit from the limited tourism in the area, while the other involves issues arising with an extensive increase in tourism. Discussions to limit growth are meant to be initiated by local government, but are not actioned because Ísafjörður municipality has become economically dependent on the income from cruise companies. The study suggests that certain stakeholders may play a particularly important role to support local collaboration for more balanced sustainable development.

Author: Karlsdóttir, A.

Year: 2017

Title: Cruise port

Editor: L. L. Lowry

Book Title: The SAGE international encyclopedia of travel and tourism

Publisher: SAGE

Volume: 1

Pages: 313-314

Abstract: A cruise port is a port that receives calls from cruise ships. In many places, it has specifically been constructed for receiving those calls. Often, however, a predominantly industrial harbour is changed to accommodate various sizes of cruise liners and the leisure needs of passengers. These ports can range from landing piers to cruise terminals of various sizes. Cruise ports are located on rivers, lakes, and seas. Many port authorities around the world have become heavily dependent on income derived from servicing cruise ships. Cruise tourism and the cruise industry have been on an exceptional rise since 2002.

Author: Kizielewicz, J.

Year: 2017

Title: Methods of raising funds for purchasing of new cruise ships by international corporations

Journal: International Journal of Management and Economics

Volume: 53

Issue: 2

Pages: 69-83

Abstract: The world's cruise corporations regularly purchase large, luxurious cruise ships. In accordance with the Cruise Line International Association, 33 new ocean cruise ships will be available on the market by 2020. These types of capital expenditures are associated with large financial outlays of up to \$1 billion. The leading cruise corporations are not able to finance purchases of new units with their own resources and therefore look for different solutions. Available publications focus mainly on issues related to purchasing cargo ships, not cruise ships. The objective of the article is to identify sources of funding of new cruise ships. The analysis identifies the average capital expenditure associated with purchasing new cruise ships and factors that influence it. The most popular methods for raising such capital are also provided. The research methodology of this study relies on data exploration method, a desk research method and comparative analysis.

Author: Kleeman, G.
Year: 2014
Title: Global cruise industry
Journal: Geography Bulletin
Volume: 46
Issue: 1
Pages: 28-32

Abstract: The cruise industry is one of the fastest growing sectors of the global tourism industry. In 2013 the industry generated revenues of \$36.2 billion and the growing fleet of cruise ships carried 20.9 million passengers. The world's fleet of 283 ships had a total capacity of 438,595 in 2013.

Author: Klein, R. A.
Year: 2001
Book Title: Death by chocolate: What you must know before taking a cruise
Publisher: Breakwater

Abstract: The book the cruise industry does not want you to read. A must read for anyone who has taken a cruise, is thinking about a cruise, or who works in the industry. If you are interested in information that is not contained in any guidebook, and the cruise industry would prefer you not have, you must read this book.

Author: Klein, R. A.
Year: 2002
Book Title: Cruise ship blues: The underside of the cruise ship industry
Publisher: New Society Publishers

Abstract: Cruising is one of the fastest growing industries in the world. Attracting more than 12 million passengers a year, cruise ship companies are merging to become behemoths. And cruise ships themselves have swollen dramatically in size, now sometimes carrying more than 5,000 people on board. Not surprisingly, this growth is causing huge problems - problems that the industry would rather not acknowledge, and the potential cruiser would have a hard time discovering. *Cruise Ship Blues* reveals the dark underside of this industry. Klein first examines the contrast between passenger expectations of luxury and romance fostered by rosy advertising, and the seedier reality of meals, accommodations, and facilities on board. He then explodes the myth of the cruise as an all-inclusive vacation, demonstrating that the industry's expectation is to generate an additional \$200+ per day per person; examines cruise ship safety, ringing the alarm about accidents at sea, passenger security (including the incidence of sexual assault), on-board illnesses, and medical services; juxtaposes the industry's environmentally friendly image against its actual behaviour; and the difficulties of effective regulation exposes the workers' experience in these "sweatshops at sea" contrasts the industry's consumer-friendly façade with its attitude that "everything would run smoothly if it were not for the passengers." Concluding with a discussion of what can be done to make the cruise business socially and environmentally accountable, *Cruise Ship Blues* offers a harsh critique as well as a call to political action. It will appeal both to those considering a cruise vacation, as well as to activists and students.

Author: Klein, R. A.

Year: 2003

Title: Cruising – out of control: The cruise industry, the environment, workers, and the Maritimes

City/State: Halifax, NS, Canada

Institution: Canadian Centre for Policy Alternatives – Nova Scotia

Date: March 2003

Abstract: The Port of Halifax is set to welcome 180,000 cruise ship passengers in 2003 – a four-fold increase since 1998. To date, there has been a focus on attracting cruise ship visits. Very little attention has been given to the costs associated with these visits. This paper begins with an overview of the cruise industry and its place in the Maritimes. It then proceeds to discuss issues relevant to local concerns. There are three main areas of interest. The economics of the cruise industry and the economic relationship between cruise lines and ports is one. Of relevance is how the cruise industry makes its money and how this influences the division of income between onshore businesses and the cruise industry – often to the disadvantage of onshore tour operators and merchants – and the tendency for ports to see the cruise industry as a “cash cow.” A second area of concern is the volume of waste produced by a cruise ship and the environmental practices of the industry as it deals with these wastes. There are problems with accidental discharges of sewage, waste water and oil. And there are issues around the fact that a cruise ship produces air emissions equivalent to 12,240 automobiles, 20 tons of solid waste per day, and as much as 15 gallons of toxic waste per day. The third area of concern is social in nature. This relates to the sweatshop-like work conditions onboard many cruise ships as well as the threshold for the number of cruise ship visitors that can be accommodated by a community without it having a negative effect.

The paper concludes with recommendations in each of these areas. It encourages communities and ports to work cooperatively in the face of cruise industry efforts to divide and conquer, and suggests that the region consider a cruise passenger head tax. It advocates environmental regulations that include zero discharge of waste within 12 miles of the port, use of low sulphur fuel in order to reduce air emissions, and a ban on incinerator use in port. It cautions against the use of a *voluntary* Memorandum of Understanding between the Government of Canada and the cruise industry or the use of “Environmental Guidelines” as a means for dealing with cruise ship discharges and emissions. And it reminds ports not to forget the crew. Port cities are well placed, on the one hand, to advocate for improved working conditions on ships, and on the other hand, to realise the economic value of crew members, both indirectly by what they say to passengers and directly in terms of what they spend in port.

Author: Klein, R. A.

Year: 2005

Book Title: Playing off the ports: BC and the cruise tourism industry

City: Vancouver, BC, Canada

Publisher: Canadian Centre for Policy Alternatives

Abstract: The dynamics of the cruise ship industry in BC have changed in recent years. While Vancouver has long been a “home port” for cruises to Alaska, faster ships are increasingly leaving instead from Seattle. Between 2000 and 2004, Seattle’s cruise passenger numbers increased 362 per cent, while Vancouver’s decreased 12 per cent.

BC ports, however, are indispensable to cruise lines due to US cabotage laws that require non-US registered ships visiting multiple US ports to either include a foreign port in their itineraries or to embark and/or disembark passengers at a foreign port (cruise lines use foreign-flagged ships as a means of dodging US taxes and labour standards). To get around this, cruise ships

have historically used Vancouver as a home port, but ships leaving Seattle can just as easily make a stop at any other BC port to satisfy the cabotage requirement.

Luring cruise ships has thus become a *de facto* industrial policy for many coastal communities in BC, one that is facilitated by federal and provincial governments. Attempts to draw cruise ships are seen as an economic driver for communities. Substantial sums of public money are being invested to provide the infrastructure for cruise ship operations, in the hopes that a stream of economic benefits will flow from cruise ship passengers to local businesses and communities. But without a coordinated plan, ports risk being played off one another – a common scenario in the Caribbean and Mediterranean. Ports around BC, such as Nanaimo, Campbell River and Prince Rupert, are spending millions of dollars to build facilities for cruise ships, while also competing with each other to provide low port use fees, all of which benefit an industry that is notoriously footloose.

There are substantial risks in making these public investments that a cruise line may choose another port offering a better deal (as happened recently when Campbell River poached ships for 2006 that are currently docking in Nanaimo) or may limit their stop to a “technical call” in which passengers do not disembark the ship (this happened recently to Prince Rupert).

To avoid being played off of one another, the same structure of port charges and per-passenger taxes for cruise ships is needed for all BC ports. There are regional precedents for such moves. Several Alaskan ports have raised per-passenger taxes in recent years and Alaska is contemplating a state-wide passenger tax that would be shared with communities impacted by cruise tourism.

BC also risks becoming the toilet of the Pacific Northwest, as it is far behind neighbouring US jurisdictions in setting and enforcing environmental standards for the cruise industry. Alaska, California and Washington states have all made moves to protect their marine environments, and have been successful in reducing environmental impacts. BC waters, on the other hand, are under federal jurisdiction, and Transport Canada says it will be 2010 or later before mandatory regulations governing cruise ship discharges are implemented.

The pressing question is how BC and its ports can maximise the economic value of cruise tourism and at the same time preserve BC’s value as a destination for tourists arriving by and staying on land. The key to maximising the benefits of cruise tourism is to avoid competition between ports.

The provincial government should create a provincial Cruise Ship Authority to ensure an equitable distribution of ships between ports and avoid the costs associated with ports undercutting each other (with cruise lines exploiting these differences). The authority could develop a passenger tax, not unlike that being considered in Alaska, whereby cruise passengers landing in BC or traversing BC’s waters are levied a flat fee. A portion could be distributed to each port, whether or not they receive cruise ships that year.

Ports themselves need to make conscious decisions about the nature of cruise tourism they want. They need to ensure a return on investment when contemplating or building expensive new terminals and piers to attract larger or more ships. Ultimately, there needs to be a balance between income and growth on the one hand and preservation of local heritage and beauty on the other.

Ports also should not underestimate the economic value of small cruise ships. They have higher per diems than most mainstream cruise lines and cater to a different clientele – one that prefers ports “off the beaten track” and away from the masses and crowds that characterise cruise tourism. It is also a clientele likely to spend larger sums of money per person on local products and services and have a larger proportion of people likely to return to BC.

Small ports can afford to maintain their beauty and charm and to sell the characteristics that make them attractive. They can afford to resist incentives that would otherwise make them just another port along BC’s Inside Passage. For example, the ports served by Port Alberni-based

M/V Lady Rose and *M/V Francis Barkley* (Bamfield, Kildonan, Sechart, Ucluelet) could all benefit from small-ship cruise tourism. This sort of sustainable development should be supported but requires the coordination a provincial Cruise Ship Authority could provide. BC can and should do better to capture the economic benefits of the cruise industry. Working collectively, and in recognition of BC's role under US cabotage laws, the province's ports can all participate in and make money from cruise tourism.

Author: Klein, R. A.

Year of Conference: 2007

Title: Protecting paradise: Minimizing the downside of cruise tourism

Conference Name: 5th International Coastal & Marine Tourism Congress: Balancing marine tourism, development and sustainability

Conference Location: Auckland, New Zealand

Pages: 242-257

Abstract: As the cruise industry grows and expands, port cities increasingly come to view cruise ships as cash cows and believe industry claims that cruise tourism can be an economic boom. As a result, many ports spend significant resources on working to attract cruise ships and their passengers. Unfortunately, their enthusiasm about all of the money to be made often overshadows an objective view of the industry and they ignore the downside of cruise tourism, especially related to environmental and economic issues. On the environmental side there is a tendency to believe what the cruise industry says it does; to perceive it as "green," despite empirical data that suggest otherwise. On the economic side, there is again a tendency to accept, uncritically, cruise industry claims about the amount of money to be made from ships and their passengers; claims that are often overblown and inaccurate. Using case examples from different world regions and countries, this paper illustrates concerns governments and citizens should have when considering development, expansion, or maintenance of cruise tourism in their community(ies) and it provides advice on how to build cruise tourism while at the same time avoiding the most common problems associated with cruise ships and the business model they follow.

Author: Klein, R. A.

Year: 2008

Book Title: Cruise ship squeeze: The new pirates of the seven seas

Publisher: New Society Publishers

Abstract: This book is about modern pirates: Those who sail huge cruise ships from one port to another, offloading thousands of visitors a day. While the industry rakes in billions of dollars a year, paying virtually no income tax, the ports that ships visit are left with relatively few crumbs. It exploits workers onboard ships, uses graft from its deep war chests to shape political decisions and influence media, and bullies administrations into accepting, for example, that Carnival's 50 percent-plus market dominance is not anti-competitive, or that its abysmal environmental and health practices are responsible. It represents capitalism at its worst.

Cruise Ship Squeeze focuses on the politics and economics of an industry that is continually subsidised by ports and by local, regional, and national governments and which runs roughshod over environmental and other laws and regulations. Through confidential documents and meetings with port officials, corporate executives, politicians, and industry insiders, cruise specialist Klein includes information never previously reported on:

- Campaign contributions (1997–2004)
- Health outbreaks (2002–2004)
- Money spent on lobbyists (1997–2004)
- Donations from industry-sponsored and -funded foundations (1996–2004)

A detailed and alarming exposé of the injustices of cruise tourism, the book's concluding chapter examines social and political action that has been directed toward the cruise industry, identifies key organisations and groups that have been effective and that have maintained their integrity, and calls on readers to help contain the industry through grassroots activism so that it becomes environmentally, socially, economically, and politically viable.

Author: Klein, R. A.

Year: 2009

Title: Cruising without a bruising: Cruise tourism and the Maritimes

City/State: Halifax, NS, Canada

Institution: Canadian Centre for Policy Alternatives – Nova Scotia

Date: March 2009

Abstract: Cruise tourism in the Maritimes has grown exponentially over the past decade. The Maritimes experienced an 1800 percent increase in cruise passenger numbers between 1990 and 2008. In 2008, the ports collectively welcomed more than 550,000 cruise passengers. In 1990, four ports combined (Halifax, Sydney, Saint John, and Charlottetown) received less than 30,000 passengers with Saint John receiving only 1,800 passengers and negligible traffic to Charlottetown and Sydney. Halifax and Saint John have experienced huge growth in the number of cruise passengers in recent years. The pace of growth is similar in Sydney and Charlottetown. Between 2007 and 2008 alone, Charlottetown saw an increase of 197 percent, Sydney 107 percent, Saint John 38 percent, and Halifax 29 percent. The cruise industry is obviously a significant part of the Maritime economy. However, while cruise ships can have positive economic impacts, they also have their problems.

The Canadian Centre for Policy Alternatives has published three previous reports on this subject: *Playing Off the Ports: How BC Can Maximize its Share of Cruise Tourism, Charting a Course: The Cruise Industry; The Government of Canada, and Purposeful Development*; and *Cruising — Out of Control: The Cruise Industry, The Environment, Workers, and the Maritimes*. This report builds on earlier ones, though each of the reports provides background, as well as a fuller discussion and analysis of some of the issues raised here.

Author: Klein, R. A.

Year: 2009

Title: Getting a grip on cruise ship pollution

City/State: Amsterdam, Netherlands

Institution: Friends of the Earth

Date: 1 December 2009

Abstract: Protecting the nation's oceans from pollution discharged by ocean-going vessels is a serious challenge to policy makers and to industry. The cruise industry is of particular concern given the size of today's ships — the newest (i.e., Royal Caribbean's *Oasis of the Seas*) accommodating as many passengers and crewmembers as live in a small American town like Corning, NY; Grinnell, Iowa; Astoria, Oregon; or Winslow, Arizona. A ship such as Royal Caribbean International's *Explorer of the Seas* produces every day more than 40,000 gallons of sewage, over 450,000 gallons of grey water, 4,000 gallons of oily bilge water, and as much as 19 tons of solid waste. Much of this waste is discharged into the environment directly, or indirectly as incinerator smoke and ash. In addition, a cruise ship, like all ocean going vessels, produces significant air emissions from burning large amounts of fuel and contaminates waters through ballast water that introduces non-native species into America's waters. Each of these waste effluents presents issues for the environment. Even when treated, the results are shameful. Treatment of wastewater – sewage and grey water – has been found by the U.S. Environmental Protection Agency to not adequately meet even water quality standards set for onshore sewage

treatment plants. The problem is made more serious by loopholes in the Clean Water Act. The Act fails to classify sewage from cruise ships as a pollutant for permitting purposes, and fails to apply water quality standards to ships traversing U.S. coastal waters beyond three nautical miles. While the cruise industry has introduced initiatives to better deal with cruise ship waste streams, these measures often fall short.

Some states in the U.S. have taken bold steps to deal with pollution from cruise ships. Alaska sets explicit standards for wastewater discharged into state waters, regularly monitors air emissions when ships are in port, and employs onboard observers to ensure compliance with state regulations. Maine prohibits discharge of grey water and treated sewage into state waters; Casco Bay (Portland) is proclaimed a no discharge zone. Washington State, through a memorandum of understanding with the cruise industry, prohibits discharge of sewage sludge within twelve miles of the shore and within the whole Olympic Coast National Marine Sanctuary and, except from advanced wastewater treatment systems, outlaws the discharge of treated and untreated sewage and grey water into state waters. And California not only bans the discharge of all wastewater, sewage sludge, and oily bilge water into state waters, but also requires use of low sulfur fuels within 24 nautical miles of its coast, bans the use of onboard incinerators in state waters, and has progressive rules for ballast water. The result is a few patches on an otherwise outdated and overwhelmed system of pollution controls for U.S. waters. There is urgent need for a minimum set of regulations across U.S. territorial waters. State initiatives provide some direction. The cruise industry - if its public commitments to be responsible stewards of the marine environment are to be believed - appears ready to comply with regulations that protect and preserve the marine environment. Though responsibility has economic costs, these are modest for an industry that earns billions of dollars in net income each year – Carnival Corporation alone earned more than \$9 billion net profit over the past four years and, as a foreign registered corporation sailing foreign registered ships, pays virtually no corporate taxes to the U.S. other than that paid for its tour operations in the Pacific Northwest and Alaska.

Author: Klein, R. A.

Year: 2011

Title: Responsible cruise tourism: Issues of cruise tourism and sustainability

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 107-116

Abstract: Cruise tourism is the fastest growing segment of leisure tourism. With its growth has come concern about the impact of cruise tourism on coastal and marine environments, local economies, and on the sociocultural nature of port communities. These three areas are key elements in analyses focussed on responsible tourism, and form a critical base from which to consider strategies to ensure the sustainable development of cruise tourism. The goal of this article is to illustrate how a responsible tourism lens measures the impact of cruise tourism and, with its focus on the perceptions of host communities, more effectively addresses grassroots concerns. Case examples are used to identify and describe challenges faced by governments, communities, and the cruise industry. Analysis of these issues and challenges gives direction for how cruise tourism can grow in ways that are both sustainable and responsible.

Authors: Klein, R. A., and Sitter, K.

Year of Conference: 2015

Title: The politics of activism related to the cruise industry and cruise tourism

Conference Name: The 8th International Congress on Coastal and Marine Tourism

Conference Location: Kailua-Kona, Hawaii

Page: 38

Abstract: Based on analysis of case studies this paper adds to the literature on social and political challenges to the development of cruise tourism, building most directly on Klein's (2007) study of activism around environmental issues and factors influencing success and failure of the challengers and of the industry. In this study, nine cases where grassroots groups have challenged the development and expansion of cruise tourism in their locale are identified; each commenced in 2005 or later and all but one continues in 2015. Two of these groups were involved in environmental activism and included in the previous study. The case studies include: Save Our Spit (Gold Coast, Australia), Stop Cruise Ship Pollution (Sydney, Australia), No Grandi Navi (Venice, Italy), Last Stand (Key West, USA), Charleston Communities for Cruise Control (Charleston, USA), No Mass Cruise Ship Tourism in Southern Belize (Placencia, Belize), James Bay Neighbourhood Association (Victoria, CANADA), Responsible Cruising in Alaska (Juneau, USA), and KAHEA: The Native Hawaiian Environmental Alliance (Honolulu, USA). Data for case studies are gathered from media sources, from key actors involved in each association or organisation, and through the author's participation with each of the groups. Each case is described and then analysed with a view toward identifying elements internal to each case and elements or themes that cut across cases. The analysis of case studies will in this regard identify factors related to success of the challenge to the cruise industry (such is the case twice in a decade with Save Our Spit) and will also look factors that are related to failure to succeed (such as the five year battle over construction of a cruise terminal in Charleston, South Carolina). It clearly distinguishes three types of factors: Factors related to the nature and constituents of the challenger, factors related to the cruise industry (including mobilisation of diverse allies), and factors related to the political and social dynamics separate from either the challenger or the cruise industry. The study finds that groups with a broad base of supporters and a strong centralised coordination have the best chance of success in challenging the cruise industry, however this success may be mediated by the breadth and depth of allies mustered by the industry. Organisations that fail to coordinate its constituents are less likely to succeed. As well, organisations that base their confrontation on science and on sound research (such as James Bay Neighbourhood Association and Save Our Spit) increase their stature and their likelihood of success. These findings will be of interest to both activists and cruise industry insiders, and will also interest students and researchers of cruise tourism and the cruise industry. It also adds to a base of knowledge about the success and failure of activism in relation to the cruise industry.

Authors: Klein, R. A., and Poulston, J.

Year: 2011

Title: Sex at sea: Sexual crimes aboard cruise ships

Journal: Tourism in Marine Environments

Volume: 7

Issue: 2

Pages: 67-80

Abstract: Incidents of sexual assault and sexual victimisation are significantly more common on cruise ships than on land. Analysis of data from three major cruise lines, comprising more than 50% of the North American-based cruise industry, reveals that perpetrators are most often male crewmembers, victims are most often female passengers (over 17.5% younger than age

18), and that the assaults occur almost anywhere, though most frequently in passenger cabins. This article examines factors that may be related to the incidence of sexual assaults on cruise ships and concludes with a discussion of the steps cruise lines can take to address the problem.

Authors: Kleinbort, T. A., and Powell, R. B.

Year of Conference: 2015

Title: Marine tourism in the Galapagos Islands: Analysis of participant reflections using Kellert's typology of environmental values

Conference Name: The 8th International Congress on Coastal and Marine Tourism

Conference Location: Kailua-Kona, Hawaii

Page: 103

Abstract: The Galapagos Islands are rich in endemic flora and fauna and have the potential to provide tourists with a unique experience. This study investigated how visitation to the Galapagos Islands could affect environmental ethics and values of tourists participating in a one-week cruise. Two tour operators that conducted cruise tourism participated in the study. Kleinbort and Powell asked tourists from these tours to complete a questionnaire at the end of each trip. Fifty-seven respondents completed the post voyage questionnaire, a 93% response rate. For this analysis the authors asked tourists to respond to the question: How did this tour affect you? Kleinbort and Powell adapted Kellert's Typology of environmental values as a framework for categorising the responses provided by each respondent. Results suggest that 36% of the participants had a humanistic (strong emotional appreciation) response, 42% a scientific, 32% a moralistic and 21% a naturalistic during their tour. It was also found that 19% of respondents could be categorised as having a utilitarian response to their voyage. These results demonstrate that the tourists on these two vessels experienced an elevated appreciation for nature, scientific information and value of the environment.

Authors: Krieger, B., Moskowitz, H., and Rabino, S.

Year: 2005

Title: What customers want from a cruise vacation: Using Internet-enabled conjoint analysis to understand the customer's mind

Journal: Journal of Hospitality & Leisure Marketing

Volume: 13

Issue: 1

Pages: 83-111

Abstract: This paper deals with the features of a cruise vacation, evaluated and optimised through conjoint measurement on the Internet. The paper demonstrates that the researcher can study large sets of offerings for a cruise, thus improving the likelihood of identifying offerings that drive customer acceptance. Internet interviewing coupled with conjoint measurement yields easy-to-interpret, cost-effective results. Segmentation attached to the conjoint analysis results reveal segments with homogeneous mind-sets that are easy to satisfy with targeted offerings, thus increasing the likelihood of success.

Authors: Kriwoken, L., and Hardy, A.

Year: 2018

Title: Neo-tribes and Antarctic expedition cruise ship tourists

Journal: Annals of Leisure Research

Volume: 21

Issue: 2

Pages: 161-177

Abstract: Recent research has explored the size and nature of the cruise ship industry and to a lesser extent the impacts of social interaction upon the experiences of individuals while cruising. However, there is little research that examines the performative aspects of social groups that form as a result of social interaction. Using a neo-tribal lens, Kriwoken and Hardy examine this phenomenon in the context of passengers on board an Antarctic expedition cruise ship. The neo-tribal lens offers insights into the lifestyles, sense of belonging, rituals and meeting places that form amongst groups of passengers. This research progresses the conceptualisation of neo-tribes by suggesting that neo-tribes are a phenomenon that may occur in confined, liminal places. In doing so it advances an understanding of the outcomes of the cruise ship experience by looking past individualistic outcomes, to the behavioural aspects that can result from undertaking a cruise ship holiday in Antarctica.

Authors: Kwortnik Jr., R. J.

Year: 2006

Title: Carnival Cruise Lines: Burnishing the brand

Journal: Cornell Hotel and Restaurant Administration Quarterly

Volume: 47

Issue: 3

Pages: 286-300

Abstract: The case of Carnival Cruise Lines chronicles the company's birth and development as it redefined the leisure cruise industry. With a theme of "Fun Ships" and low pricing, Carnival appealed to a diverse market. Under the pressure of increasing competition, Carnival was challenged to refine its Fun Ships brand without damaging the considerable equity contained in that brand. In particular, as cruise lines became less differentiated in the customers' view, Carnival sought to set itself apart with upgraded product features, service, and other guest amenities, as well as a more sophisticated brand message.

Author: Kwortnik, R. J.

Year: 2008

Title: Shipscape influence on the leisure cruise experience

Journal: International Journal of Culture, Tourism and Hospitality Research

Volume: 2

Issue: 4

Pages: 289-311

Abstract: The purpose of this paper is to examine the leisure cruise service environment – the shipscape – and its effects on cruisers' emotions, meaning-making, and onboard behaviour. This paper uses qualitative data from 260 cruise customers that were mined from archived online discussion boards. Data were analysed based on grounded theory and interpretive methods to derive an understanding of shipscape meanings and influences from the cruiser's perspective. The findings extend Bitner's servicescape framework and reveal novel atmospheric and social effects that influence cruise travellers' experience. Given the exploratory research objective and interpretive methodology, generalisability beyond the cruise context is limited. However, research findings suggest not only that ambient shipscape conditions influence cruisers'

pleasure, but also that ship layout, décor, size, facilities, and social factors influence the meanings cruisers attach to cruise brands and to the overall cruise experience. This paper explores atmospheric effects on consumer behaviour in a context as yet examined by tourism and hospitality scholars.

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Author: Lallani, S. S.

Year: 2017

Title: Mediating cultural encounters at sea: dining in the modern cruise industry

Journal: Journal of Tourism History

Volume: 9

Issue: 2-3

Pages: 160-177

Abstract: Before the mid-twentieth century, cruises were largely the preserve of elites. However, by 1970 there was a dramatic shift toward a predominantly middle-class customer base; this change generated a need to revamp menus to satisfy the tastes of a new type of client. The mass-market cruise lines that dominate the modern era of cruising – from 1970 – increasingly offered passengers cuisine marketed as exotic – in ways that evoked ethnic or geographic ‘Others’. Companies used food as a way of mediating encounters between passengers and foreign cultures. Marketing plays a key role in determining the place of a dish in the familiar/exotic binary. In mediating cultural encounters, cruise lines demonstrate how they want passengers to conceptualise racial, social, and cultural Others. Today, cruise ships contain ethnically themed foods, spaces of consumption, and culinary service. Cruise lines offer these immersive ethnic themes to tourists on platforms that are constantly mobile, resulting in a fundamentally unique business model. In performing this combination, companies encourage tourists to immerse themselves in as many different cultures as possible, though in expedited ways that are inherently and intensely mediated.

Author: Lallani, S. S.

Year: 2019

Title: The world on a ship: Producing cosmopolitan dining on mass-market cruises

Journal: Food, Culture & Society

Volume: 22

Issue: 4

Pages: 485-504

Abstract: This article analyses how mass-market cruise lines mobilise food, labourers, and built environments to offer passengers cosmopolitanism with the purpose of maintaining a unique business model. It is argued that while companies target a growing demand for culturally immersive dining experiences, they do not seek to offer complete immersion in any one culture but cosmopolitanism through a combination of multiple themed establishments on a mobile platform. Culinary themes are installed using labour and built environments, for instance through the placement of visual and material culture in eateries. While some onboard dining experiences are themed around the cultures of nations on the ship’s itinerary, many evoke international cultures. In studying how mass-market cruise ships as mobile spaces of containment combine both international and localised dining experiences to offer the “world on a ship,” scholars of tourism can better understand how touristic companies produce cosmopolitanism at destinations.

Authors: Lamers, M., and Pashkevich, A.

Year: 2018

Title: Short-circuiting cruise tourism practices along the Russian Barents Sea coast? The case of Arkhangelsk

Journal: Current Issues in Tourism

Volume: 21

Issue: 4

Pages: 440-454

Abstract: The growth and popularity of polar cruise tourism in the Arctic region have raised expectations about the opportunities in this part of the world. However, the existing academic literature has never ventured further than to recall these expectations and opportunities, which means that there is hardly any insight into what is actually happening in Russian Arctic cruise tourism. This paper aims to provide a practice-based perspective with a special focus on performed and integrated practices in the production of cruise tourism along the Russian Barents Sea coast. Semi-structured interviews with key actors involved in the production of cruise tourism serve as the main source of information along with observations made during fieldwork in the Arkhangelsk region. Cruise tourism practices are facing a number of challenges in their reproduction and lack both consistency and regularity. The practice-based perspective helps to reveal how groups of actors collectively produce activities and itineraries for cruise tourists despite the structural constraints. Moreover, the paper shows how local private entrepreneurs are actively trying to configure and connect the constituting cruise tourism practices.

Authors: Langenfeld, J., and Li, W.

Year: 2008

Title: Price discrimination and the cruise line industry: Implications for market definition, competition, and consumer welfare

Journal: International Journal of the Economics of Business

Volume: 15

Issue: 1

Pages: 1-25

Abstract: This article extends the price discrimination literature and applies it to market definition and competitive effects analysis in recent mergers in the cruise line industry. In that industry, short run output is fixed. If firms want to increase price and restrict output to price-insensitive customers, they have to increase the output and lower price to the price-sensitive customers. The authors show that with fixed output (1) it is in firms' interest to engage in price discrimination, (2) firms have increased ability to engage profitably in price discrimination as the intensity of competition decreases, and (3) the average price of price-sensitive and -insensitive consumers increase with reduced competition. Unlike the economists at the Federal Trade Commission, this analysis suggests that cruise lines engage in third-degree price discrimination. Moreover, the cruise industry could be a separate market and a reduction in the number of competitors might raise average prices.

Authors: Larsen, S., Marnburg, E., and Øgaard, T.

Year: 2012

Title: Working onboard - Job perception, organizational commitment and job satisfaction in the cruise sector

Journal: Tourism Management

Volume: 33

Issue: 3

Pages: 592-597

Abstract: This paper focuses on the perceived work environment and its influence on organisational commitment and job satisfaction in the cruise sector. Two focus group interviews were conducted in addition to one survey among the crew in an upmarket cruise line. The focus groups elicited responses concerning crew experiences of working onboard. Based on this information, a questionnaire was constructed to measure job perceptions among crew members. The results indicate that all of the experience domains were related to job commitment and job satisfaction, but that the strongest effects were found to be perceived “Respect”, the “Social atmosphere”, and “Food and living quarters”.

Authors: Larsen, S., and Wolff, K.

Year: 2016

Title: Exploring assumptions about cruise tourists' visits to ports

Journal: Tourism Management Perspectives

Volume: 17

Issue: -

Pages: 44-49

Abstract: This paper examines assumptions that cruise tourists spend more if opportunities arise, and are likely to return later and make positive recommendations about a destination. Using data collected in 2012 and 2013 from cruise passengers landing at Bergen, Norway — which data includes patterns of visitation, past and present, and expenditure estimates, a comparison is made between cruise and land-based tourists. It was found that cruise tourists did not spend more when more opportunities arose, that cruise tourists had lower inclination to revisit a destination when compared to land-based tourists, while no significant difference as to willingness to recommend the trip to others was observed.

Authors: Larsen, S., Wolff, K., Marnburg, E., and Øgaard, T.

Year: 2013

Title: Belly full, purse closed: Cruise line passengers' expenditures

Journal: Tourism Management Perspectives

Volume: 6

Issue: -

Pages: 142-148

Abstract: Few studies have compared cruise passengers to other tourists in terms of various behavioural variables. The present study focuses on cruise passengers' expenditures while visiting a harbour. As part of three larger studies, cruise passengers and other tourists were interviewed about their expenditures while visiting western Norway. Study 1 was performed during the summer of 2010 (N = 1,891 tourists of whom 9% (165) were cruise passengers). Respondents were asked about their estimated total expenditures on the day they were interviewed. Study 2 was performed during the summer season of 2011 (N = 2,478, of whom 388 (15.8%) were cruise passengers). Respondents were interviewed about their expenditures (total amount today), and about how they spend their money while visiting the current destination “today”. The data for Study 3 were collected during the summer of 2012 in a study

of 4,002 respondents of whom 18.9% (756) were cruise tourists, basically addressing the same issues. Results indicate that cruise passengers spend significantly less at their destinations than other tourists. In addition, the data indicate that cruise tourists overestimate their expenditure to a higher degree than other tourists. Some possible implications are indicated.

Authors: Le, T. H., and Arcodia, C.

Year: 2018

Title: Risk perceptions on cruise ships among young people: Concepts, approaches and directions

Journal: International Journal of Hospitality Management

Volume: 69

Issue: -

Pages: 102-112

Abstract: Cruising is becoming a more popular form of tourism, leading to the increasingly sophisticated demand and expectations of cruise passengers and the growing number of young cruise passengers. Therefore, it is essential that cruise operators develop a thorough understanding of their customers and determinants influencing the decision-making process. Risk perception plays a key role in affecting purchase intention and retention, and shaping consumer experiences and satisfaction. This paper synthesises the existing knowledge on the role of risk perception in cruising, explores theories underpinning risk perception and its measurements, and identifies key factors influencing risk perception. The paper offers a comprehensive conceptual framework for risk perception on cruise ships, and identifies knowledge gaps that have not yet been explored in the extant cruising literature. This paper contributes to the advancement of risk knowledge in cruise ship behaviour, and allows cruise operators to better understand customer behaviour, especially the youth.

Authors: Lee, G., and Lee, M.-K.

Year: 2017

Title: Estimation of the shore excursion expenditure function during cruise tourism in Korea

Journal: Maritime Policy & Management

Volume: 44

Issue: 4

Pages: 524-535

Abstract: Recently, the number of foreign tourists to Korea via cruise ships has increased dramatically. Lee and Lee attempted to estimate the shore excursion expenditure function during cruise tourism in Korea. To this end, they collected data from a survey of foreign tourists who visited Korea via cruise ships and conducted the ordered probit model with sample selection to correct for the sample selection bias. Statistical tests indicate that the sample selection model provides unbiased estimates of the ordered probit model. The estimation results reveal that the coefficients of the experience of visiting Korea, job status, annual income, and nationality have statistically significant relationships with shopping expenditure. Further, it is likely that Chinese and Japanese passengers spend more money on shopping than passengers from other countries. This study is expected to provide the Korean government and port authorities with useful information for targeting passengers with high shore excursion expenditure. From a management perspective, the results of this analysis will enable cruise operators to design shore excursion programs that meet travellers' needs.

Authors: Lee, M.-K., and Yoo, S.-H.

Year: 2015

Title: Using a choice experiment (CE) to value the attributes of cruise tourism

Journal: Journal of Travel & Tourism Marketing

Volume: 32

Issue: 4

Pages: 416-427

Abstract: Recently, cruise tourism has drawn public interest in the Republic of Korea. In this study, Lee and Yoo attempt to analyse people's preferences regarding the attributes of cruise tourism, such as duration, accommodation, services, and cost. Thus, they applied a choice experiment (CE) to measure the marginal willingness to pay (MWTP) for each attribute. The results show that the coefficients of the attributes of onboard activities are positive and statistically significant. MWTPs for increasing the cabin level from an inside to an ocean view and for increasing the level of onboard services from 4-star to 6-star are South Korean Won (KRW) 1,095,760 (USD 954.8) and KRW 671,264 (USD 584.9) respectively. Comparison of all the MWTP estimates indicates that people prefer onboard activities rather than visiting foreign ports of call above all other attributes. This study is expected to provide tourism managers with useful information for designing cruise tourism products that meet travellers' needs.

Authors: Lee, S., Chua, B.-L., and Han, H.

Year: 2017

Title: Role of service encounter and physical environment performances, novelty, satisfaction, and affective commitment in generating cruise passenger loyalty

Journal: Asia Pacific Journal of Tourism Research

Volume: 22

Issue: 2

Pages: 131-146

Abstract: This research developed a theoretical model explaining the relationship between service encounter performance, physical environment performance, novelty, overall satisfaction, and loyalty in the cruise context. The results of structural equation modelling (SEM) analysis showed that service encounter performance and physical environment performance were significant predictors of novelty, which in turn affected overall satisfaction and loyalty. The mediation test indicated that novelty significantly mediated the effect of service encounter performance and physical environment performance on satisfaction; and overall satisfaction significantly mediated the relationship between novelty and loyalty. The relationship between physical environment performance and novelty and the relationship between novelty and overall satisfaction were significant in the high affective commitment group. In addition, the relationship between novelty and loyalty was only significant in the low affective commitment group.

Authors: Lee, S., and Ramdeen, C.

Year: 2013

Title: Cruise ship itineraries and occupancy rates

Journal: Tourism Management

Volume: 34

Issue: -

Pages: 236-237

Abstract: Do the different cruise line itineraries have an effect on cruise ship occupancy rates? This paper attempts to answer this question by examining occupancy rates of almost 30,000

cruise ship voyages, that set sail on fifteen different cruise ship itineraries. All of the voyages investigated disembarked in U.S. homeports, and include voyages to the Caribbean, Bahamas, Bermuda, Alaska, Mexico, Hawaii, and even cruises to nowhere. The researchers performed a linear regression analysis of the data and reported that cruise itineraries do have a significant effect on cruise ship occupancy rates, and the regression model explained a significant proportion (23%) of the variance in occupancy rate.

Author: Lee-Ross, D.

Year: 2008

Title: Occupational communities and cruise tourism: Testing a theory

Journal: Journal of Management Development

Volume: 27

Issue: 5

Pages: 467-479

Abstract: This study aims to advance and test an argument for the existence of a particular type of organisational culture on board cruise tourism vessels known as an occupational community. The paper used a questionnaire instrument developed from earlier related studies. A strong occupational culture was identified for hospitality workers (n=72) amongst a sample of cruise ships. These communities were found to be more acute on longer duration voyages than day trips with individuals being attracted to opportunities for socialisation provided by the work situation rather than the occupation itself. Cruise directors/hospitality managers will need to understand how occupational communities and espoused organisational cultures impact on each other to maintain positive on-board employee attitudes, effectiveness and efficiency. The novel occupational view of on-board hospitality work could provide a much-needed new understanding of employee attitudes and behaviours in the twenty-first century.

Author: Lemmetyinen, A.

Year: 2009

Title: The coordination of cooperation in strategic business networks – the cruise Baltic case

Journal: Scandinavian Journal of Hospitality and Tourism

Volume: 9

Issue: 4

Pages: 366-386

Abstract: The purpose of this study was to analyse the coordination of cooperation in strategic business networks in the tourism industry. The various facets of the coordination are explored in an intensive single case study on Cruise Baltic. The data include the narrative accounts of 22 actors in the case network, a strategic network promoting cruise tourism in the Baltic Sea region. The study reveals different forms of coordination which enhance network development. Through the adoption of the strategic network approach it offers a current and fresh perspective on destination management and marketing. Furthermore, it pinpoints the need for coordinative activities on the different levels and dimensions of cooperation.

Authors: Lemmetyinen, A., Dimitrovski, D., Nieminen, L., and Pohjola, T.

Year: 2016

Title: Cruise destination brand awareness as a moderator in motivation-satisfaction relation

Journal: Tourism Review

Volume: 71

Issue: 4

Pages: 245-258

Abstract: The aim of this study is to examine cruise destination branding as a new resource for a region to promote an area as a differentiated cruise destination. The authors specifically study how the perceived brand awareness of a destination moderates the relation between cruisers' motivation and destination satisfaction and word-of-mouth (WoM). A statistical model was adapted from relevant literature and applied in the context of cruise destination branding. The model was tested by measuring Cronbach's alpha coefficients and the fit of the model through confirmative factor analysis. Hierarchical regression analysis and moderated regression analysis were also conducted. The sample consisted of British cruisers (n = 182) visiting the city of Pori in Finland. The findings suggest that factors that impel people to take cruises (social recognition, self-esteem, discovery, socialisation, convenience and value) have a significant impact on satisfaction with the destination, whereas brand awareness is recognised as a moderator in the relation between social recognition and destination satisfaction and WoM. Research findings provide a framework to discuss and analyse the cruise tourism business in a holistic way. Whereas the earlier studies have focused on onboard experiences, in this study, the focus of attention is on the onshore experiences of the cruisers. The study is focused on one Baltic Sea cruise destination, the British Cruise Company and a limited segment of senior British passengers. By measuring cruisers' internal travel motives and their perceptions of the brand awareness of the port-of-call during the cruise, or the destination, the results offer destination marketing organisations valuable information to develop their offerings to meet the needs of future travellers and visitors. This study contributes to the cruise destination literature by linking the perceived brand awareness of a destination to motivational factors of the tourist and further to destination satisfaction and WoM behaviour specifically in the context of onshore experiences.

Author: Li, B.

Year: 2014

Title: A cruise line dynamic overbooking model with multiple cabin types from the view of real options

Journal: Cornell Hospitality Quarterly

Volume: 55

Issue: 2

Pages: 197-209

Abstract: The fundamental booking decision for a cruise line involves how many reservations to accept to avoid two outcomes—either sailing with empty cabins or denying some customers' bookings. Cruise lines accept reservations that overbook a cruise because they anticipate a number of cancellations and no-shows. The question is how many overbooked reservations to accept such that no one is denied boarding. This article applies a real options approach to formulate a risk decision model for cruise line dynamic overbooking. The analysis includes multiple cabin types and allows upgrading to reduce and avoid the two reservation risks. This article illustrates the way to find the best overbooking level vector. The analysis models a series of real options contained in the joint overbooking decision. Furthermore, the dynamic joint overbooking decision is analysed and discussed from the view of various types of real options.

Finally, numerical examples are used to demonstrate how to solve the joint overbooking problem with two given decision schemes using the real options analysis (ROA) in real-time.

Author: Li, N.

Year: 2019

Title: Mainland Chinese cruise passengers' onshore experience

Journal: Tourism Recreation Research

Volume: 44

Issue: 2

Pages: 217-231

Abstract: This study explores the onshore experience of mainland Chinese cruise passengers on three international cruise ships departing from Shanghai to Japan and South Korea. Using a qualitative research method, the author collected data in the form of participant observations, casual conversations, and face-to-face interviews with 76 mainland Chinese passengers. Onshore time was split among visits to shops, visits to sites and attractions, and bus travel to and from each stop. Time was heavily weighted toward visiting shops. Passengers viewed the travel time between shops and visits to shops selling similar products as wasted time. Tour group members' tardiness had a further impact on time and experience. Passengers also had to spend considerable time queuing at customs desks where overcrowding always occurred. Passengers were able to have only a superficial look at sites and frequently made comparisons between the sites visited and similar sites in China. While participants had negative perceptions of their onshore tour, some participants' perceptions of the destination were positively impacted as a result of the cultural contact.

Author: Li, N.

Year: 2020

Title: Onboard activity choice of Chinese cruise tourists

Journal: International Journal of Culture, Tourism and Hospitality

Volume: Advance online publication

Issue: -

Pages: -

Abstract: The purpose of this study is to explore the onboard activity choice of Chinese cruise tourists on three international cruise ships departing Shanghai, China. A qualitative research method was adopted for this study. Data were collected using participant observation, casual conversation and semi-structured in-depth interviews from 76 Chinese cruise respondents. The data were analysed using thematic analysis. Chinese cruise tourists were offered various onboard activities, most of which were Western. Booking these activities involved tourists searching information and assessing and choosing what appealed to them. They chose these activities according to the consumption values, and their decision was influenced by both context-dependent variables—the variety and style of the activities and their capacity to appeal, and the personal variable—age. Chinese tourists were satisfied with the array of onboard activity options and viewed them as an opportunity to experience Western culture. However, when they were unfamiliar with or did not understand some activities, they preferred Chinese activities. This study formulates propositions to underlie a conceptual framework of how cruise tourists choose an onboard activity. The findings derived from the data will be valuable to cruise lines seeking to better manage tourists' onboard experiences.

Authors: Li, N., and Fairley, S.

Year: 2018

Title: Mainland Chinese cruise passengers' perceptions of Western service

Journal: Marketing Intelligence & Planning

Volume: 36

Issue: 5

Pages: 601-615

Abstract: The purpose of this paper is to empirically examine the service perceptions of mainland Chinese passengers on three international cruise ships. Participant observation and casual conversations were conducted on three international cruise ships departing from Shanghai. Additionally, semi-structured in-depth interviews were conducted with 76 mainland Chinese cruise passengers over the three cruise trips. The results suggest that mainland Chinese cruise passengers continually made cultural comparisons between Eastern and Western service. A preference for Western service was expressed, which passengers likened to luxury service that one would receive in China. In contrast to what they would expect to experience in China, passengers viewed cruise staff as polite and attentive, egalitarian, sincere and patient, interactive and engaged with the passengers, and committed to cleanliness. Although some passengers believed that the provision of more Chinese-speaking staff would improve the experience, most passengers did not perceive the ratio of Chinese-speaking staff to passengers to be an issue and were satisfied with the efforts of non-Chinese-speaking staff to provide high-quality service. Understanding the service perceptions of mainland Chinese cruise passengers provides insights to cruise companies and travel agencies that service Chinese passengers. Limited research has examined how mainland Chinese cruise passengers perceive Western service on cruise ships. This study provides insight into how to improve the service experience and enhance satisfaction of cruise passengers from mainland China.

Authors: Li, Y., and Kwortnik, R.

Year: 2017

Title: Categorizing cruise lines by passenger perceived experience

Journal: Journal of Travel Research

Volume: 56

Issue: 7

Pages: 941-956

Abstract: In the travel and hospitality industries, categorisation of products, brands, and experiences permits efficient comparison and evaluation that aids decision making—from consumer choice to organisational strategy. However, categories often involve self-categorisation (e.g., marketer defined) that may not reflect the reality of dynamic markets and industries. In this study of the cruise industry, the authors derive a new categorisation approach using consumer perceptions of their cruise experiences to challenge a long-standing industry typology. Results using a variety of statistical tests of J.D. Power data from more than 3,000 cruisers yield a new and more informative category structure and assignment of cruise lines to it. Analyses reveal differences between the new cruise categories in terms of determinants that influence customer choice. Discussion highlights benefits to travel practitioners of using dynamic and customer-based categories, as well as to researchers of applying advanced statistical techniques to expose unexpected and insightful patterns in secondary data.

Authors: Liu, B., Pennington-Gray, L., and Krieger, J.

Year: 2016

Title: Tourism crisis management: Can the Extended Parallel Process Model be used to understand crisis responses in the cruise industry?

Journal: Tourism Management

Volume: 55

Issue: -

Pages: 310-321

Abstract: The purpose of this paper was to understand the effect of crisis communication on people's risk perception attitude, perceived safety, and cruise travel intentions. Specifically, this study was concerned with the emerging health issues of Norovirus outbreaks on cruise ships. A between-subjects experiment was conducted. Responses were collected from 169 participants after presenting them with different crisis communication messages. Drawing on the Extended Parallel Process Model, the findings revealed that perceived threat directly affected respondents' attitude towards the involved cruise line, while perceived efficacy moderated the relationship between perceived threat and perceived safety of cruising. Additionally, the results of this study indicated that perceived safety mediated the relationship between perceived threat and cruise travel intentions, and this mediating relationship was moderated by perceived efficacy. This study's findings suggest new theoretical approaches for understanding tourism crisis communication and recommend an audience-centred paradigm in communicating health crisis issues in tourism and travel.

Author: Liu, C.-H.

Year: 2018

Title: Schemes for enhancing Taiwanese cruise PAK relationships using the hybrid MADM model

Journal: Tourism Management

Volume: 69

Issue: -

Pages: 510-522

Abstract: Because of the emerging cruise travel market, major Taiwanese travel agencies have promptly formed PAK to distribute cruise sales nationwide. However, few studies have discussed this issue or proposed empirical schemes to help enhance relations inter-alliances. The purpose of this study is to address this problem within the theoretical framework of trust-commitment theory. The method of hybrid MADM (multiple attribute decision-making) is used to manage multi-variant problem and produce optimal enhancing models. The result shows that trust and commitment mediate the relation, as found in previous studies, but unveils that antecedents can also directly influence relational outcomes, such as from opportunistic behaviour to propensity to leave. Notably, trust and commitment play the leading roles to reach the aspired relation. The findings are integrated into a useful scheme index for decision-makers to enforce the on-going relational exchange to reach the common goal of PAK.

Authors: Liu, S., and Yeo, G.-T.

Year: 2020

Title: A study of concentration and deconcentration development for cruise ports in Mediterranean Sea

Journal: Journal of Digital Convergence

Volume: 18

Issue: 7

Pages: 37-46

Abstract: The aim of this research is to analyse the concentration and deconcentration development of cruise ports in the Mediterranean area by utilising the concentration ratio (CR), the Herfindahl-Hirschman Index (HHI), the Gini coefficient, and shift share analysis (SSA). The results of analysis indicated a concentration trend in the West Mediterranean. The cruise ports located in Venice, Piraeus, Naples and Livorno in the Adriatic and East Mediterranean regions lost cruise passengers, while the those in West Mediterranean gained the passengers and showed a trend of concentration. This paper discusses the shifting of passengers between cruise ports that indicates the competitiveness of cruise ports for industrial stakeholders to better understand the cruise ports such as tourist boards, ship agents, and port agents.

Authors: Liu, Y., Dong, E., Li, S., and Jie, X.

Year: 2020

Title: Cruise tourism for sustainability: An exploration of value chain in Shenzhen Shekou Port

Journal: Sustainability

Volume: 12

Issue: 7

Article: 3054

Abstract: Based on the support of governmental policies and the rapid growth of China's economic development, residents' living standards, and tourism consumption demand, cruise tourism has continuously developed and its service level has gradually improved, which have become the main driving forces for the sustainable growth of China's cruise tourism industry. This paper took Shenzhen Shekou Port (SSP) as a research site and used an online text analysis method by Rost Content Mining 6 software to analyse 2552 Ctrip travel network, and then did further study through face to face interviews from the perspective of "tourists source" and "procurement" in the value chain theory. Only by understanding the developing trend of cruise tourists can we cultivate cruise culture, expand cruise tourism market, and finally realise the benign development of cruise tourism. The research results show that the cruise business in Shenzhen should strengthen the senior citizens market and marketing to children and parents, and improve the satisfaction of cruise passengers in terms of enriching entertainment facilities, elevating service quality, and upgrading duty-free shopping centres. This paper not only focussed on the study of cruise tourists in Southern China, but also enriches the research of the cruise value chain.

Authors: Liu-Lastres, B., Schroeder, A., and Pennington-Gray, L.

Year: 2019

Title: Cruise line customers' responses to risk and crisis communication messages: An application of the risk perception attitude framework

Journal: Journal of Travel Research

Volume: 58

Issue: 5

Pages: 849-865

Abstract: The main purpose of this study was to test cruise line customers' responses to risk and crisis communication messages addressing health-related incidents on cruise ships. This study used norovirus infections as the context and the Risk Perception Attitude framework as the conceptual foundation. An experiment was conducted to test how communication messages affected cruise line customers' information search behaviour, safety perceptions, and cruise travel intentions. A total of 240 responses were included and analysed. The results revealed group differences on the three outcome variables. The results also showed that safety perceptions mediated the relationship between participants' RPAs and cruise travel intentions. Based on the findings, this study provided practical implications on how to develop effective risk and crisis communication messages. This study also highlighted the need for more empirical and theory-driven research in the area of tourism crisis communication.

Authors: Lloyd, N., Henry, J., and Thyne, M.

Year: 2011

Title: Do passengers listen to their crew? The use of word-of-mouth recommendations on board a cruise ship

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 88-94

Abstract: This research seeks to determine the perceived role that cruise ship crew play in regards to providing cruise passengers with word-of-mouth (WOM) information in respect to the activity/attraction choices at a destination. In-depth interviews were conducted with crew members in New Zealand and cruise passengers aboard three cruise ships voyaging between Australia and New Zealand. The findings from this research indicate that the crew members believe they play an influential role in providing passengers with WOM information. However, this finding was not supported by the cruise passengers, given that they most often used WOM information sources that were perceived to be independent of the cruise line.

Author: Lobo, A. C.

Year: 2008

Title: Enhancing luxury cruise liner operators' competitive advantage: A study aimed at improving customer loyalty and future patronage

Journal: Journal of Travel & Tourism Marketing

Volume: 25

Issue: 1

Pages: 1-12

Abstract: The services marketing literature focusses on the measurement of service quality and its impact and consequences on businesses. How service quality affects behavioural outcomes such as repeat purchases and loyalty continues to be debated. This study examines how service quality operates in the cruise liner industry—an industry that is now facing overcapacity. Based on data collected from travellers of a luxury cruise liner in Singapore, this study analysed

relevant dimensions of service quality and their relationships on overall satisfaction level. Additionally, it investigated details of cruise travellers' behavioural outcomes. The analysis revealed gaps in several service quality attributes. Overall customer satisfaction had a relatively strong relationship with all the three variables of behavioural intentions. The implications of the results of this study to the services marketing literature in general and to the cruise liner industry in particular are discussed.

Authors: Lois, P., Wang, J., Wall, A., and Ruxton, T.

Year: 2004

Title: Formal safety assessment of cruise ships

Journal: Tourism Management

Volume: 25

Issue: 1

Pages: 93-109

Abstract: This paper examines the applicability of formal safety assessment to the cruise industry. Formal safety assessment and its development in the cruise shipping industry are described. Cruise ship accident statistics are studied and discussed. This is followed by an analysis of cruise ship characteristics and a proposed formal safety assessment methodology for cruise ships. A case study is carried out in order to demonstrate the proposed methodology. Further development in formal safety assessment in the context of cruise ship safety is finally discussed in detail.

Author: London, W. R.

Year of Conference: 2015

Title: Cruise infrastructure development: a social network approach

Conference Name: 2nd Symposium of the Transport and Tourism Special Interest Group (CAUTHE)

Conference Location: Auckland, New Zealand

Page: 20

Abstract: The number of ships and cruise ports worldwide continues to grow, thereby requiring more cruise infrastructure. However, despite this growth, there appears to be little research or analysis relating to how stakeholders collaborate within social networks to shape proposals for cruise infrastructure. This growth places pressure on existing ports compelling redevelopment of existing cruise infrastructure, leading to the often speculative and contested development of new cruise terminals. This presentation outlines the approach being taken to explore (a) how social networks influence proposals for cruise infrastructure development; and (b) the power relationships within these networks. This research is viewed to be useful to communities who wish to avoid, mitigate or at least explain some of the risks they confront in developing cruise infrastructure. The case of cruise development in New Zealand was selected, with a specific focus on Auckland. This study site was in large part selected because governance is relatively strong, the relevant network is modest in size, and there are existing relationships between the author and key network members. It is hoped that this research will (a) open the potential for collaborative approaches to be adopted to better shape and promote cruise infrastructure development; and (b) provide opportunities for further work to identify the risks present in cruise infrastructure development proposals and more broadly, understand the political and social processes of large transport infrastructure projects.

Authors: London, W. R., and Lohmann, G.

Year: 2014

Title: Power in the context of cruise destination stakeholders' interrelationships

Journal: Research in Transportation Business & Management

Volume: 13

Issue: -

Pages: 24-35

Abstract: The growth of cruise tourism worldwide presents cruise destinations with many challenges, including the need for substantial investment in cruise infrastructure. This paper reviews the role and manifestations of power among a wide range of cruise destination stakeholders and the cruise lines with respect to the commercial and political negotiations that arise in relation to this investment. The framework for this review considers (a) type of port (e.g. home/turnaround port or port-of-call); (b) the stakeholders who have an interest in cruise destinations or are impacted by the activities related to them; (c) the cruise destination's stage of development (i.e. proposed, mature or declining); (d) port characteristics and (e) a determination of whether it is the cruise line or the cruise destination who initiates the proposal for cruise infrastructure development. This review makes evident that power is a complex factor, which can be exercised or received, by any of the stakeholders and that power is influenced by a variety of factors and interests.

Authors: London, W. R., Moyle, B. D., and Lohmann, G.

Year: 2017

Title: Cruise infrastructure development in Auckland, New Zealand: a media discourse analysis (2008–2016)

Journal: Asia Pacific Journal of Tourism Research

Volume: 22

Issue: 6

Pages: 615-633

Abstract: The deployment of mega cruise ships is putting pressure on ports to redesign or construct new infrastructure. However, there is limited research which considers the media discourse surrounding this development over a longitudinal period. The aim of this paper is to explore how the media portrays the cruise infrastructure debate in the complex and highly contested political environment of Auckland, New Zealand. Thematic analysis was used to determine the most salient themes found in 103 published articles. Results revealed the media shaped the debate, focusing on a volatile political environment characterised by distrust, a lack of transparency and differing objectives among key stakeholders. An outcome of this research is a rich, in-depth case study of cruise infrastructure development presented through the lens of media discourse. According to the authors, future research should focus on the perceptions of decision-makers, stakeholders and the community using hedging and framing to probe the media discourse surrounding cruise infrastructure development.

Authors: Lopes, M. J., and Dredge, D.

Year: 2017

Title: Cruise tourism shore excursions: Value for destinations?

Journal: Tourism Planning & Development

Volume: 15

Issue: 6

Pages: 633-652

Abstract: Very complex yet highly integrated business logics characterise cruise tourism with shore excursions frequently identified as a key source of value. This paper presents a case study

of cruise tourism and shore excursion planning in Copenhagen, Denmark. The aim of this paper is to investigate the characteristics of cruise tourism, itinerary and shore excursion planning with a view to understanding the value generated from cruise tourism shore excursions. The authors argue that economic value is a blunt measure, and there are other types of value, positive and negative, that are also generated. This research reveals that a range of local conditions and structural characteristics create barriers and opportunities for generating different types of value. Using a case study of shore excursions in Copenhagen, the Baltic's most important port, this paper explains the dynamics between cruise tourism and shore excursions. The study highlights that destination managers and port authorities cannot assume the monetary and non-monetary value generated from shore excursions automatically flows on to, and throughout, destinations. Destination managers can make better decisions and engage in more targeted and informed strategies to optimise value for local destinations if they understand these dynamics.

Authors: Lück, M., Maher, P., and Stewart, E.

Year: 2010

Book Title: Cruise tourism in the polar regions: Promoting environmental and social sustainability?

Publisher: Earthscan Publications

Pages: 272

Abstract: Cruises are the primary form of tourism in the Polar Regions and cruise ship tourism in both the Arctic and Antarctic is expanding rapidly. The industry has moved beyond its infancy, and is now entering a maturing phase with increased numbers and types of vessels, more demanding routes, and more regular and predictable patterns of activity. The increase in cruise activities, and the associated risks of accidents, as well as the potential and actual impacts of the large numbers of tourists in the polar regions bring with it management challenges for sustainable use of these regions. This book discusses critically the issues around environmental and social sustainability of the cruise industry in Polar Regions. Authors from Canada, USA, Europe, Australia and New Zealand are experts in their respective fields and take an innovative, critical and at times controversial approach to the subject.

Author: Lütgenhaus, C.

Year: 2020

Title: Work-life balance on board cruise ships: A survey on crew members' well-being

Journal: Tourism in Marine Environments

Volume: 15

Issue: 2

Pages: 73-83

Abstract: The cruise industry is a still-growing tourism sector in need for many personnel. However, criticism regarding the working and living conditions on board cruise vessels is a frequently seen topic in the news as well as in research literature. The well-being of the people running the floating hotel resorts is a critical success factor for the industry. Recently, the topic of employee well-being is bonded to concepts of work-life balance. There is rarely any literature on this topic with regard to the cruise industry. This research aims at examining whether the concept of work-life balance is applicable to working and living on board, as well as finding out the extent to which the critically discussed characteristics of this unique environment relate to well-being. To meet the aim of this study an online survey was conducted. It was spread on social networks to reach former and current employees of different cruise lines and was closed with a sample of 212 respondents. The study revealed that all chosen factors, including the ones often criticised, are related to the work-life balance of crew members on board. The only factor that was not a significant predictor of well-being was the multicultural

environment employees are living and working in. The overall work–life balance on board was positively rated by the survey's participants.

Authors: Lusby, C., and Anderson, S.

Year: 2010

Title: Ocean cruising – a lifestyle process

Journal: Leisure/Loisir

Volume: 34

Issue: 1

Pages: 85-105

Abstract: Cruisers have made a conscious decision to quit their land-based life to lead a more self-determined lifestyle. They own their own boats, live aboard, and are constantly on the move. An interpretive research paradigm was used to investigate this alternative lifestyle. Through in-depth, semi-structured interviews with 25 cruisers, three categories of questions were represented in the data collection: Motivation for cruising, relationship with the marine environment, and flow. Using the method of constant comparison, themes were constructed from these categories and a grounded theory model of the cruising lifestyle was developed. Cruising was found to be a vehicle to experience freedom, travel, and love of the ocean. Mother Ocean, spirituality/healing, and beauty were three themes connecting the participants to the marine environment. Cruisers were found to experience characteristics of flow.

Authors: Lusby, C., Autry, C., and Anderson, S.

Year: 2012

Title: Community, life satisfaction and motivation in ocean cruising: Comparative findings

Journal: World Leisure Journal

Volume: 54

Issue: 4

Pages: 310-321

Abstract: This quantitative study aims to build upon previous qualitative research on ocean cruisers. Ocean cruisers have made a conscious decision to lead a more self-determined life on the ocean, often cutting all ties with the life they left back on land. “Cruisers” were defined by the following criteria: They owned their own boats, lived aboard and were on the move. Using quantitative methods, 243 cruisers completed an online survey focusing on motivations for cruising, satisfaction with life and sense of community. Results showed cruisers were genuinely happy with their lives, scoring higher than the average for happiness in industrialised nations. Descriptive statistics revealed cruisers experienced a great sense of community. Further tests showed life satisfaction was significantly related to sense of community, living aboard, centrality of cruising to lifestyle and level of development. Sense of community was significantly related to satisfaction with life, boat racing and boater courses. Motivations for going cruising, as well as implications, are also discussed.

Authors: Lynn, M., and Kwortnik, R. J.

Year: 2015

Title: The effects of tipping policies on customer satisfaction: A test from the cruise industry

Journal: International Journal of Hospitality Management

Volume: 15

Issue: -

Pages: 15-18

Abstract: Many in the media have called for the abolition of the practice of tipping and at least some resorts, private clubs, hotels, and restaurants have replaced tipping with automatic service

charges or service inclusive pricing. Particularly notable in this regard is the cruise industry, where several of the largest brands have switched to an automatic service charge system. Given the popularity of tipping and its perceived role as an incentive/reward for service, such moves to replace tipping with service charges seem likely to have negative effects on customer satisfaction. The authors test this expectation by examining the effects of Carnival Cruise Line's tipping policy change in the early 2000s on its customers' evaluations of their cruise experience. After controlling for the effect of ship and review date, Lynn and Kwortnik found that Carnival Cruise Line's guests rated their cruise more positively when they sailed under a voluntary-tipping policy than when automatic service charges were added to their onboard bills. However, this effect was small and need not deter firms from replacing voluntary tipping with service charges. Discussion of this finding focuses on ways services marketers might be able to mitigate this modest negative effect of service charges.

Authors: Lynn, M., and Kwortnik, R. J.

Year: 2020

Title: Tipping policy effects on customer satisfaction: An informative failure to replicate

Journal: International Journal of Hospitality Management

Volume: 86

Issue: Advance online publication

Pages: -

Abstract: Analysis of online reviews indicates that Royal Caribbean's abandonment of tipping on March 1, 2013 had no reliable effect on its customers' ratings of either the overall cruise experience or the cruise service/staff. This finding stands in opposition to previous studies which reported that customer satisfaction and service ratings fell after organisations abandoned voluntary tipping policies in contexts where tipping is normative. Since tipping is no longer common in the cruise industry, the failure to replicate suggests that earlier effects were probably caused by people's subjective preference for the tipping policies they were used to in those contexts rather than by tipping's actual effects on service delivery.

Authors: Lyu, J., Hu, L., Hung, K., and Mao, Z.

Year: 2017

Title: Assessing servicescape of cruise tourism: The perception of Chinese tourists

Journal: International Journal of Contemporary Hospitality Management

Volume: 29

Issue: 10

Pages: 2556-2572

Abstract: This study aims to develop a comprehensive framework for assessing servicescape of cruise tourism and provides practical suggestions to improve the perception of Chinese tourists toward cruise servicescape. A multistage mixed-method design was used in the sequence of in-depth interviews (n = 18), expert panel (n = 5), on-site survey (n = 317) and online survey (n = 300). Grounded theory, exploratory factor analysis and confirmatory factor analysis were used to assess cruise tourism servicescape. The cruise tourism servicescape construct was identified with six dimensions: Facilities and décor, natural scenery, onshore excursions, onboard entertainment, social interactions and dining services. These dimensions were in the order of importance, as perceived by Chinese tourists. Cruise lines operating large ships can be more attractive to Chinese consumers than luxury cruise lines operating smaller vessels. Cruise operators can enhance perceived servicescape by integrating natural and built environments, such as air, sea and on-shore tours. Services provided by foreign crew members may serve as a strong selling point for Chinese tourists. Consumer-to-consumer activities may be introduced into the Chinese market. Cruise operators may also provide quality meal service

in terms of variety, quality and flexibility. Considering that minimal research has been conducted on cruise servicescape scale development, this study serves as the first empirical research effort in this regard. The findings also identify the specific needs of Chinese tourists, which is a fast-growing market in the cruise industry.

M

Authors: Ma, M.-Z., Fan, H.-M., and Zhang, E.-Y.

Year: 2018

Title: Cruise homeport location selection evaluation based on grey-cloud clustering model

Journal: Current Issues in Tourism

Volume: 21

Issue: 3

Pages: 328-354

Abstract: The cruise industry has presented an active and rapid development over the recent years. Due to the rich tourism resource and potential tourism market, China has become the core component of the Asian market. Identifying factors that affect cruise homeport selection systematically and designing a scientific evaluation system are the keys to selecting the optimal cruise homeport location. Ma and colleagues analysed the influence factors motivating the cruise liner companies to select a specific port as the cruise homeport and designed an index system that includes both quantitative and qualitative indices following the basic principles of index selection. In order to resolve the problem of incomplete information and randomness of the decision-making process, the grey-cloud clustering model was used for evaluation of cruise homeport selection. Further, the authors conducted a case study to evaluate whether or not nine cruise ports, such as Shanghai, Tianjin, Shenzhen and Sanya, are eligible to be homeports in China. Finally, several suggestions to improve the chance of being selected as a cruise homeport were recommended from viewpoints of port facilities, services and policy conditions. The results show that the model can reasonably and effectively help decision-makers to facilitate the homeport selection in real operations.

Authors: MacNeill, T., and Wozniak, D.

Year: 2018

Title: The economic, social, and environmental impacts of cruise tourism

Journal: Tourism Management

Volume: 66

Issue: -

Pages: 387-404

Abstract: MacNeill and Wozniak use a unique multi-method natural experiment to measure economic, social, and environmental impacts of cruise tourism on a local community. Through the measurement of multidimensional indicators before and after the opening of a cruise ship port, and using control groups, they compare community impacts with greater detail and control than previous studies. Although theory and industry multiplier estimates predict gains in employment, income, and related measures, the authors find little evidence of improvement. The ability of the local population to provide for necessities and obtain sufficient food worsened, corruption increased, and there were substantial negative environmental impacts. One observed benefit to communities was a decrease in crime due to an increase in government expenditure on policing. The results show that in low taxation and regulation environments with an absence of community development and involvement initiatives, large cruise tourism projects can fail to provide benefits for local populations.

Author: Madsen, E. L.

Year of Conference: 2017

Title: Generation of value at the local level from cruise tourism: Example from the Norwegian coast

Conference Name: International Congress on Coastal and Marine Tourism

Conference Location: Gothenburg, Sweden

Page: 20

Abstract: Recently, the growth in cruise tourism has generally been higher than other forms of tourism both worldwide and in Norway. Cruise tourists represent a significant resource for innovation and value creation in land-based tourism along the Norwegian coastline. However, tourism stakeholders may have to collaborate and work smarter to maximise revenues. The research question in this study is: How can cruise tourism contribute to the larger perennial regional and national value creation on land through better organisation and development of sub-contractor systems?

The cruise industry is dependent upon having good offers for their passengers. This sets demands on the tourist agencies' products along the sailing route, both in terms of product quality and organisation (product packaging, information, transport). Along the Norwegian coast, there is a large potential linked to the development of niche products related to exploring tourism, adventure and nature-based tourism, where the interaction between nature and culture also is an important element. The cruise lines, ports and cities/towns are strongly associated with each other regarding tourism, where the cruise industry presents a challenging relation between local and global, uniqueness and standardisation. However, few if any studies have looked into what destinations and small and medium sized businesses can do to create and increase value from cruise arrivals.

A total of 15 interviews among ports, tourist firms, cruise networks and destinations are completed and analysed. These interviews are combined with quantitative data from a survey concerning value creation, innovation, and cooperative activity. Businesses are recruited from the forty destinations/ports of call, in total around 1000.

This study will provide novel insights into the different aspects of how cruise tourism can contribute to the larger perennial value creation on land through better organisation and development of sub-contractor systems. The interaction between industry actors (cruise companies, ports, tourism enterprises) is emphasised and supported by new insights about cruise tourists' preferences. Thus, Madsen seeks to generate knowledge relevant to practitioners such as managers of tourist firms/sub-contractors, ports, and cruise companies; policy makers, such as tourism authorities and agencies, county and municipality administrations and others wishing to increase the possibility for more successful exploitation of ports of call by cruise ships.

Authors: Madsen, E. L., Wigger, K. A., and Vinogrado, E.

Year: 2018

Title: Collaboration, intentions, and local value creation from cruise arrivals

Journal: Tourism in Marine Environments

Volume: 13

Issue: 4

Pages: 205-216

Abstract: The cruise experience is cocreated between local cruise suppliers (e.g., tourism attractions, ports, and transportation companies) and global cruise liners. Therefore, cruise suppliers' intention to continue delivering services to cruise lines is a key prerequisite for local value creation from cruise arrivals. Given the involvement of multiple stakeholders in the collective creation of value, the authors elaborate on the relationship between collaboration (both at the port of call and between channel members) and local firms' intentions regarding

continued cruise supply. Madsen and colleagues conducted a survey to learn more about Norwegian cruise suppliers and how collaboration influences their intentions for value creation. The data demonstrates that a high level of channel cooperation and high cooperativeness at the destination are positively associated with the firms' intentions for cruise supply continuation. Based on their findings, the authors suggest that a high degree of collaboration, which stimulates the suppliers' intentions to provide services, positively influences local value creation from cruise arrivals.

Authors: Mahadevan, R., and Chang, S.

Year: 2017

Title: Valuing shipscape influence to maximise cruise experience using a choice experiment

Journal: International Journal of Hospitality Management

Volume: 67

Issue: -

Pages: 53-61

Abstract: While many studies have identified the important aspects on the ship to cruisers, none has evaluated these attributes to determine cruisers' willingness to pay for each attribute. This paper is the first to use a choice experiment to unbundle the overarching cruise price to explore the preferences of cruisers. The absence of a status quo effect suggests that cruise passengers are novelty lovers who welcome innovative offerings apart from those who cruise specifically to "get away". Overall, males, Gen X-ers and first timers were willing to pay the most for a cabin with a view while the desire to be pampered influenced preferences for cabin comfort and shore excursion choice. Concern over value for money explained whether a respondent would be more prone to choosing the new options presented instead of remaining with the status quo.

Authors: Mahoney, I., and Collins, V. E.

Year: 2020

Title: The capitalist voyeur: Commodification, consumption and the spectacle of the cruise

Journal: Leisure Studies

Volume: 39

Issue: 2

Pages: 280-293

Abstract: This article explores the pervasive forms of consumerism which underpin the cruise experience. Drawing upon Baudrillard, among others, Mahoney and Collins examine the process of 'magical thinking' utilised by passengers to mask the hidden social, economic, environmental, and cultural harms that surround the international cruise industry and which in turn serves to reinforce inequalities and structural harms between the Global North and South, particularly in developing and 'exotic' destinations. In doing so the authors aim to unpack the construction of leisure cruising in contemporary western society, arguing that it has become the epitome of the normalisation of banal capitalist consumption which underpins the current global neoliberal capitalist system.

Authors: Manthiou, A., Kang, J., and Hyun, S. S.

Year: 2017

Title: An integration of cognitive appraisal theory and script theory in the luxury cruise sector: The bridging role of recollection and storytelling

Journal: Journal of Travel & Tourism Marketing

Volume: 34

Issue: 8

Pages: 1071-1088

Abstract: This study aims to integrate cognitive appraisal theory (CAT) and script theory with the bridging role of recollective memory and storytelling. CAT includes travellers' subjective judgments and emotions, while script theory includes recollection, storytelling, and consequent behaviour. The relationships between the constructs included in these two theories as they relate to the luxury cruise trip experience were assessed. Based on a literature review, 14 theoretical hypotheses were derived and a structural equation model was developed. The proposed hypotheses were tested using data collected from 300 luxury cruise passengers. The findings confirmed the successful integration of the two theoretical aspects. The study provides guidance to cruise industry practitioners in developing managerial and marketing strategies. The results enrich the theoretical body of CAT and script theory.

Author: Marcussen, C. H.

Year: 2017

Title: Visualising the network of cruise destinations in the Baltic Sea – a multidimensional scaling approach

Journal: Scandinavian Journal of Hospitality and Tourism

Volume: 17

Issue: 2

Pages: 208-222

Abstract: This paper takes a cross-table with the call frequencies of more than 80 cruise ships to each of more than 20 cruise ports in the Baltic Sea in 2014 in its cells as its starting point. Correlations and proximities between the different ports are then established. This is visualised using a multidimensional scaling (MDS) technique, and groups of cruise destinations (ports) are developed by using factor analysis, which eases the interpretation of the MDS diagram. While many position studies in marketing and tourism use attitudinal data from surveys as input data for the MDS analyses, this study uses numeric data from secondary data sources as input. The aims and contributions of this study are twofold: Firstly, it contributes insights into the relative positions of the cruise destinations in the Baltic Sea. Secondly, in doing so, it demonstrates how MDS, in combination with factor analysis, can be used not only for traditional position analyses but also as analytical options in the context of two separate network analysis traditions, namely the industrial marketing and purchasing tradition and the social network analysis tradition.

Author: Market Economics Ltd.

Year: 2013

Title: Economic impact of the New Zealand cruise sector

City/State: Auckland, New Zealand

Institution: Cruise New Zealand

Date: August 2013

Abstract: The cruise industry has firmly established itself in New Zealand as a major component of the tourism sector and contributor of economic value. More than just floating hotels, cruise ships have the unique ability to provide a town or city with anything from 100 to

over 3,500 new tourists for a day (or more) in one visit. Many of these visitors come ashore with the intent to explore and experience the attractions, shopping and culture of that town, city or region, and are prepared to pay well to do so. This report discusses these economic impacts of the cruise industry on New Zealand regions for the recent 2012-13 season and provides estimates for the upcoming 2013-14 season. The key economic measure of concern is the industry's contribution to value added (synonymous with GDP). Expenditure and total employment are also covered.

Author: Marsh, E. A.

Year: 2012

Title: The effects of cruise ship tourism in coastal heritage cities: A case study of Charleston, South Carolina

Journal: Journal of Cultural Heritage Management and Sustainable Development

Volume: 2

Issue: 2

Pages: 190-199

Abstract: The purpose of this paper is to explore the introduction of cruise ship tourism into historic urban centres, and the mitigation policies that can be implemented to encourage sustainable development of this relationship. The paper focuses on the unique aspects of cruise tourism that differentiate it from other forms of mass tourism. Using the specific example of Charleston, South Carolina, it explores the difficulties that cruise tourism present to local residents and policymakers. It looks at different mitigation policies that have previously been implemented in cruise destinations around the world, and analyses which have been the most effective. Cruise ship tourism is the fastest growing segment of the tourism industry, and it is an issue that many coastal heritage destinations will soon face. Uncontrolled tourism from cruise ships is unsustainable, and strong government intervention is needed to maintain heritage cities. This paper provides compelling evidence that cruise ship tourism presents an immediate threat to sustainable tourism in urban heritage centres, and provides policy recommendations for lawmakers.

Author: Marti, B. E.

Year: 2005

Title: Cruise line logo recognition

Journal: Journal of Travel & Tourism Marketing

Volume: 18

Issue: 1

Pages: 25-31

Abstract: The North American cruise industry is experiencing a period of globalisation and contraction. This study, via a survey instrument, tests the hypothesis that cruise line logos are not well recognised. It identifies factors that could lead to higher recognition rates, and discusses the importance of brand marketing as an industry matures. An analysis and interpretation of the results support the hypothesis. Major findings of the analysis were that a combination of specific logo characteristics and a respondent's familiarity with a particular cruise line or the overall cruise industry contribute to higher recognition rates.

Authors: Marušić, Z., Horak, S., and Tomljenović, R.

Year: 2007

Title: The socio-economic impacts of cruise tourism: a case study of Croatian destinations

Conference Name: 5th International Coastal & Marine Tourism Congress: Balancing marine tourism, development and sustainability

Conference Location: Auckland, New Zealand

Pages: 258-274

Abstract: The aim of this research was to estimate the economic, promotional and socio-cultural impact of cruise tourism to Croatian destinations, as with its anticipated growth worldwide and, especially, in the Mediterranean, it is becoming an increasingly important issue in terms of appropriate planning of cruising tourism on the local level. The study reported here included the survey of cruise ship passengers and crew members in order to estimate their on-land expenditure, survey of hotel guests aimed to estimate the impact of cruise experience on repeat, land-based, visits and survey of local residents aimed to estimate the socio-cultural impact of cruise ship tourism. The study found that, in terms of the passenger and crew related expenditure, cruise passengers were relatively good spenders. They spent between 34 and 82 Euro, depending on the port of call. In terms of the value of cruising upon the return visit to a destination, the survey revealed that only between 1.5 and 3% of cruise passengers who visited Croatian destinations in the 2000-2006 period have returned in 2006 as the land-based visitors. In destinations with frequent cruise ship calls the negative impact on destination attractiveness is already present. Land-based tourists were disliking seeing cruisers/cruise passengers in destination (23%), and were complaining of the noise generated by the cruise ships. Finally, residents were also reporting the adverse impact of cruisers and their passengers relating mostly to the excessive crowdedness created in the short time. However, they still supported cruise tourism albeit advocating an urgent need to improve the traffic and visitor flow management. With an understanding of the economic value of the cruise industry and the range of the impact that it creates on the land-based tourists and residents community, the results are very important for drafting the strategic direction for the cruise tourism development already under way in Croatia.

Authors: Matuszewski, I., and Blenkinsopp, J.

Year: 2011

Title: 'New kids on the ship': Organisational socialisation and sensemaking of new entrants to cruise ship employment

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 79-87

Abstract: Drawing upon the organisational socialisation and sensemaking literatures, this article examines the implications of potential mismatches between prospective cruise workers' perceptions and their subjectively defined reality of working on board. The study reveals how individuals make sense of this mismatch and how they define their onboard experiences. Participants, who were former cruise ship workers, were asked about their perceptions and expectations relating to working on board — before joining the ship, while on board and after returning home. Though claiming to have few prior expectations, direct questions about surprises when joining the ship highlighted that participants had tacit expectations. Participants differentiated between working and living on board, and although their expectations of work were realistic, their expectations of life on board proved unrealistic. Their awareness of being in an unusual working environment led them to describe the cruise ship as another world, which was described as impossible for people who had not lived in that world to understand. The

liminality of their situation, betwixt and between two social worlds, appeared an important feature of their sensemaking, although in many cases it was not until they returned home that they fully recognised this. This revealed a mismatch not only between their tacit expectations and experienced reality, but also between the cruise ship workers and their peers and family back on land. Reflecting on their return home, participants displayed a degree of nostalgia for working on board, and romanticised about cruise ship life which was portrayed as carefree and secure, involving both freedom and captivity.

Author: McCarthy, J.

Year: 2003

Title: The cruise industry and port city regeneration: The case of Valletta

Journal: European Planning Studies

Volume: 11

Issue: 3

Pages: 341-350

Abstract: Port cities in the Mediterranean and elsewhere are increasingly seeking to encourage tourism-related development, and the cruise industry is a significant potential source of revenue for such cities. Consequently, there is competition between port cities for infrastructure that allows increased cruise tourism, and many cities have encouraged the development of new cruise passenger terminal facilities. While such schemes have clear economic benefits, there are associated problems that may become evident only in the medium- or long-term. The case of the Valletta Waterfront Project illustrates a range of resulting issues and tensions, and indicates the need to more sensitively evaluate cruise tourism-related development proposals.

Author: McCarthy, J.

Year: 2018

Title: Maximising cruise tourism outcomes in small-medium cruise ports: Lessons from Atlantic Canada

Journal: Urban Research & Practice

Volume: 11

Issue: 4

Pages: 289-313

Abstract: There has been significant growth in cruise ship tourism in recent decades, leading to benefits and problems for host ports, with most growth concentrated in small-medium cruise ports, and these have sought to develop policy and practice solutions which maximise net benefits from cruise tourism. The experience of the Atlantic Canadian ports of Halifax, Sydney and Saint John is illustrative in this context, for instance, via the application of institutional partnership, appropriate infrastructure provision and management practices, and a diversity of uses close to the cruise terminal area. Such elements have implications for cruise ship tourism in other contexts.

Author: McCarthy, J.

Year: 2018

Title: Responsible cruise tourism and regeneration: The case of Nanaimo, British Columbia, Canada

Journal: International Planning Studies

Volume: 23

Issue: 3

Pages: 225-238

Abstract: Cruise ship tourism continues to grow faster than other tourism sectors globally, with increasing potential benefits for cruise destinations, which seek to boost tourism revenue for instance by developing passenger terminals and associated infrastructure. However, there is a growing awareness of the need for 'responsible cruise tourism' in view of the costs of cruise ship tourism to host communities. The case of Nanaimo in British Columbia, Canada, illustrates these issues in terms of the management of cruise ship tourism and associated socio-economic benefits and costs, with implications for policy and practice in other contexts.

Authors: McCarthy, J. P., and Romein, A.

Year: 2012

Title: Cruise passenger terminals, spatial planning and regeneration: The cases of Amsterdam and Rotterdam

Journal: European Planning Studies

Volume: 20

Issue: 12

Pages: 2033-2052

Abstract: Recent growth in the cruise tourism industry has been accompanied by the development of new cruise passenger terminals in many port cities, in part to assist aims for spatial planning and urban regeneration. Such terminals can bring specific benefits but also problems, though application of spatial planning and related policy can help to maximise benefits and ameliorate or mitigate problems. The cases of cruise terminal developments in Amsterdam and Rotterdam in the Netherlands are illustrative in this context, and offer lessons for spatial planning and regeneration involving cruise tourism elsewhere.

Authors: McCaughey, R., Mao, I., and Dowling, R.

Year: 2018

Title: Residents' perceptions towards cruise tourism development: The case of Esperance, Western Australia

Journal: Tourism Recreation Research

Volume: 43

Issue: 3

Pages: 403-408

Abstract: Cruise tourism is a sector of the global tourism industry that is enjoying rapid growth. New itineraries and ports-of-call are developing to cater to the growing demand and attract growing market interest. The perceptions of local residents as a major stakeholder are crucial to determine the success of future tourism development. Studies of residents' perceptions towards tourism development are widespread in the tourism literature but few focuses on the special nature of cruise tourism. Through in-depth interviews with local residents in Esperance, Western Australia, it was found that residents have a generally positive perception of, and are supportive towards, the presence of cruise tourism in the town. The findings also reveal resident dissatisfaction with the current organisation and management of cruise ship visits to the town and with the cruise lines conduct towards local tourism business. The results of this study help

us to understand the impact of cruise tourism on local residents. Understanding dissenting attitudes will allow the stakeholder groups responsible for cruise tourism development in Esperance and other similar ports-of-call to take action to mitigate negative sentiments within their community as well as formulate a localised strategy for the better management of present and future cruise visits.

Author: Miles, S.

Year: 2019

Title: Immersive narratives of ‘self-work’ in an experience society: Understanding the cruise ship experience

Journal: Leisure Studies

Volume: 38

Issue: 4

Pages: 523-534

Abstract: Commentators have long argued that cruise ship tourism is a highly rationalised form of mass consumption, a ‘total institution’ in which consumption defines and controls the individual’s experience. Arguing that this represents a simplification, this article suggests that a closer analysis of cruise tourism tells us something profound about the nature of what it means to be a consumer in a de-territorialised age. Specifically, the article explores the suggestion that the cruise experience represents a mode of consumption in which the consumer effectively becomes the product. Through the deployment of an autoethnographic investigation of the cruising experience the paper seeks to shed light on the relationship between the tourist experience and notions of self, while making a case for a re-conceptualisation of consumption as self-work. In this light, the contention is made that the ideological power of consumption is intensified by tourism’s emphasis on the experience of the consumer as part of a broader process in which there has been a shift away from the specific consumption of products towards consumption as a temporal-partial process of self-endowment.

Author: Millar, M.

Year: 2009

Title: Internet recruiting in the cruise industry

Journal: Journal of Human Resources in Hospitality & Tourism

Volume: 9

Issue: 1

Pages: 17-32

Abstract: The cruise line industry is expanding rapidly. Recruitment within the industry will be an endless task and the cruise lines will need to explore every avenue possible to recruit new employees for each new contracted ship. The purpose of this study is to examine the Web site of each major cruise company to determine if they are utilising their website to recruit employees. In total, 33 attributes relating to e-recruiting method, function, content, and job search tools were analysed. The results of the content analysis revealed that, although the cruise lines are using e-recruiting methods, they are not using the methods to their fullest capability.

Authors: Miller, A. R., and Grazer, W. F.

Year: 2003

Title: Complaint behavior as a factor in cruise line losses

Journal: Journal of Travel & Tourism Marketing

Volume: 15

Issue: 1

Pages: 77-91

Abstract: This paper examines the complaint behaviour and financial loss to a cruise line that result from brand switching by their most loyal customers. These effects are based on the fact that passengers can be classified by their type of brand loyalty. Based upon the previously published works of Jones and Sasser (1995) and validated by Cartwright and Baird (1999), the following classification is used in this paper. "Apostles" are the most brand loyal customers who also bring in additional cruise passengers. "Loyalists" are considered highly satisfied customers. They are also repeat passengers, but do not bring in as many additional cruise customers as Apostles. "Mercenaries" are driven by price. This group is only loyal so long as that cruise line maintains the cheapest price. The fourth group, "Hostages," is loyal to the cruise line because there is no viable alternative. The final group in this classification is "Guerrillas" who are Apostles who have been scorned. An Apostle becomes a Guerrilla because of an inappropriate response by the cruise line to complaint behaviour. Classifications of brand loyalty will be discussed leading to the development of the five types of cruise passengers. This paper will show that inappropriate responses to complaint behaviour can result in the loss of over \$1,775,000 to the cruise line.

N

Authors: Navarro-Ruiz, S., Casado-Díaz, A. B., and Ivars-Baidal, J.

Year: 2019

Title: Cruise tourism: The role of shore excursions in the overcrowding of cities

Journal: International Journal of Tourism Cities

Volume: 6

Issue: 1

Pages: 197-214

Abstract: The purpose of this paper is to provide a deeper understanding of the relevance of shore excursions in the distribution of cruise passenger flows; an approach which has been overlooked by many studies on cruise tourism. Specifically, the paper focuses on two destinations: Barcelona, a mature cruise destination suffering from the impact of overcrowding; and Valencia, an emerging cruise destination facing the risk of future (similar) impacts. The method used is multiple-case study with replication logic. First, web content analysis is conducted of shore excursion descriptions of the destinations selected so as to identify the itineraries, as well as the municipalities and the specific tourist attractions included in the tours. Then, word-processing tools are used to create a regional and local data set to arrange the narrative data. Finally, density maps are drawn in order to examine the different visitor flows within the tourist hinterlands from the supply perspective. The results indicate that most shore excursions are concentrated in the port cities. Comparing the two destinations, the paper argues that the redistribution within the cities is not equally balanced. Nevertheless, the results also reveal that the excursions offered by local shore tourism operators (TOs) in both destinations have contributed to the expansion of the cruise tourist hinterland over a wider regional area. This paper evaluates the visitor flow distribution from a supply perspective. Hence, future studies should examine the demand dimension in order to gain a deeper understanding of the concentration intensity. Additionally, it would be worth examining not only visitors taking

guided tours but also the independent ones (those who visit the destination on their own). Despite the growing importance of cruise tourism, research on the role of local shore TOs in this sector is quite limited. One element that deserves more research attention is related to the role of shore excursions in the spatial configuration of the cruise tourist hinterland. Finally, the results obtained could also have significant implications for policy makers developing and promoting effective measures to prevent overcrowding.

Authors: Ng, I. and Yip, N. T. K.

Year: 2011

Title: Mechanism design in an integrated approach towards revenue management: The case of Empress Cruise Lines

Journal: The Service Industries Journal

Volume: 31

Issue: 3

Pages: 469-482

Abstract: This paper investigates an integrated form of revenue management through the case of Empress Cruise Lines (ECL). The case highlights a multidisciplinary approach towards how demand and supply factors should be integrated in the form of four decision sets in revenue management decisions – the value set, the segmentation set, the sensitivity set and the forecasting/allocation set. Also, the use of mechanism design allows the firm to separate markets for better forecasting of revenue from each segment. The case also shows that segments could be incentivised to behave differently, and to behave in alignment with ECL's policies so that capacity could be optimally allocated and revenue maximised.

Author: Ng, I. C. L.

Year: 2007

Title: Establishing a service channel: A transaction cost analysis of a channel contract between a cruise line and a tour operator

Journal: Journal of Services Marketing

Volume: 21

Issue: 1

Pages: 4-14

Abstract: The purpose of this paper is to highlight why service firms have difficulty in establishing channels and how transaction costs increase as a result. The paper shows how such difficulties may be overcome a mechanism that uses service capacity strategically. The paper uses a case study approach, and conducts a transaction cost analysis of the archival data of a cruise line along with the contract between the cruise line and a tour operator. The results show that service intermediaries are not able to take inventory and are unable to demonstrate their commitment. Consequently, both parties would be unwilling to establish a contract. However, commitment can be achieved through the intermediary investing in relationship-specific assets that it could recover, subject to performance. Similarly, the firm could pledge its capacity for its investment in the specific assets. Such a mechanism aligns the interests of both. This case analyses an actual contract between two service firms and the issues surrounding it. As contracts and actual company data of this nature are usually confidential, this paper is useful to provide insights into the process of deliberation and formation of service contracts.

Authors: Niavis, S., & Tsiotas, D.

Year: 2018

Title: Decomposing the price of the cruise product into tourism and transport attributes: Evidence from the Mediterranean market

Journal: Tourism Management

Volume: 67

Issue: -

Pages: 98-110

Abstract: The price composition of the cruise product is described by a high level of complexity, since it incorporates both tourist and transport dimensions. Despite that research on cruise sector is advancing, the international literature still lacks of studies focusing explicitly on the composition of cruise product's price. Within this concept, this paper decomposes the price of cruise packages into tourism- and transport-driven characteristics and it builds on the established method of hedonic price modelling (HPM), which is applied on data drafted from the scheduled trips of two contemporary cruise lines for the Mediterranean, to measure their contribution in the final formation of the offered price. The overall analysis validates that the contribution of tourism attributes outweighs this of transport attributes, whereas a high proportion of price variability is also attributed to the different marketing targets adopted by companies, even for those belonging to the same class.

Authors: Niavis, S., and Vaggelas, G.

Year: 2016

Title: An empirical model for assessing the effect of ports' and hinterlands' characteristics on homeports' potential: The case of Mediterranean ports

Journal: Maritime Business Review

Volume: 1

Issue: 3

Pages: 186-207

Abstract: The significant benefits associated with cruise tourism have mobilised port industry, as progressively, a large number of ports are developing cruise operations. Although increasing cruise traffic is a major goal for cruise ports, homeporting constitutes a strategic target of the majority of ports due to its greater economic benefits for both the port itself and its hinterland. The establishment of homeport traffic in a cruise port is subjected to a variety of port internal and external factors. Taking these into account, the paper aims at defining elements that affect the potential of a cruise port to become a homeport. A sample of 47 Mediterranean ports is selected to form the basis for the implementation of an ordinal regression model which links the likelihood of ports to attract homeport traffic with seven explanatory variables which emerged from relevant literature and are split in the main categories of ports' and hinterlands' characteristics. To fit the model into the paper's data, ports are divided into three categories based on their homeport cruise traffic. The results of the empirical model signify that both internal and external factors affect the potential of a port to become a cruise homeport. Concerning the internal factors, adequate infrastructure allowing the facilitation of the last generation of cruise ships and the presence of a private enterprise in ports' operation seems to foster homeport traffic. Additionally, efficiency in operations seems to be a crucial element. On the other hand, the connectivity of ports; hinterlands, tourist infrastructure and the level of economic growth are proved to be the hinterlands' elements which increase the likelihood of a port to attract additional homeport traffic. The model forms a comprehensive evaluation basis for whether a cruise port should intensify its pursuit of homeport traffic, as the estimated coefficients could support port and local authorities to understand their competitive position against other ports and spot their strengths and weaknesses. The paper contributes in the

research dealing with the identification of crucial elements of homeporting from the port's point of view. Although, it should be mentioned that previous efforts targeting on revealing the characteristics affecting the homeporting potential of ports mostly have been based on questionnaires and expert judgements or empirical models in which the total – and not the homeport traffic – was used as the dependent variable. With the proposed empirical model, home-porting choice analysis is transferred, on the one hand, from the stated preferences level to the revealed preferences level and, on the other hand, from an indirect to a direct approximation of the issue.

O

Author: Orams, M. B.

Year of Conference: 2015

Title: Does it make a difference? Exploring the potential effects of youth expedition to New Zealand's sub-Antarctic

Conference Name: The 8th International Congress on Coastal and Marine Tourism

Conference Location: Kailua-Kona, Hawaii

Page: 65

Abstract: Coastal and marine tourism occurs in a wide variety of contexts. Tours or voyages to remote islands across the seas are increasingly popular. In particular, there are a growing number of offerings for cruises and tours to polar regions. Many of these tours promote their experiences as educational, 'once in a lifetime' experiences that can be transformative and even 'life-changing'. One aspect of such activities are programmes that directly target youth. The contention that nature-based wilderness experiences are transformative for young people has been widely argued. There are numerous organisations worldwide that have, as their primary purpose, the provision of programmes and opportunities based in nature that target adolescents' growth and development (eg. Boy and Girl Scouts, Outward Bound, YMCA, Semester at Sea, outdoor pursuits, adventure and leadership centres etc.). Furthermore, many of these programmes seek to build self-esteem, confidence, environmental awareness and leadership skills. In many cases significant resources and effort are put into the provision of these opportunities. However, while there have been a range of studies that have explored outcomes from structured outdoor education programmes there are no published works which have empirically examined the outcomes for adolescents involved in programmes based on remote marine or coastal locations. More specifically, the effects of expeditions to remote polar regions on the young people involved has not been undertaken, despite over a decade of youth-based programmes being offered in both the Arctic and Antarctica. This paper reports on in-depth qualitative exploratory research into the experiences of 12 New Zealander teenagers who were selected to participate in the 2014 Young Blake Expedition to the sub-Antarctic Auckland Islands. The research uses participant observation, semi-structured face-to-face interviews and auto-driven photo-elicitation to provide insights into the most important experiences of these young people. Findings reveal that five inter-related themes emerged from the data; experiential learning, uniqueness of the setting, uniqueness of the experience, sharing with others and adventure and sense of accomplishment. These findings are consistent with other research on the experiences of adolescent participants on other wilderness-based outdoor education programmes. However, the findings are the first reported empirical evidence on the experiences of adolescents involved in an education-focussed expedition to remote islands in polar regions.

Authors: Óskarsson, G., and Georgsdóttir, I.

Year: 2017

Title: Marketing communication towards cruise ship passengers: The implications of market segmentation

Journal: Research in Applied Business and Economics

Volume: 14

Issue: 1

Pages: 43-77

Abstract: Tourism in Iceland has been growing incredibly fast during the past years; for example, the cruise industry has grown at a rapid rate, as Iceland continues to gain popularity as a cruise destination. Although a certain amount of research has been conducted in this sphere, it does not cover all of the important issues, including a better insight into clustering of cruise ship passengers, who differ from other tourists in a number of ways, and marketing communication towards them regarding product and services offered at the point of destination. The main objective of this research is to examine factors that have an impact on potential segmentation of cruise ship passengers coming to Iceland and learn about marketing communication practices used by local companies offering them products and services. Qualitative research was used as an approach and personal interviews chosen as a means of collecting information. Interviews were taken with 10 people from different companies who interact with cruise passengers on a regular basis at their workplace. The main findings reveal that participants note the strongest difference between cruise passengers of different nationalities, passengers coming on different ships (size and type), and passengers arriving at different times of the year. Concerning marketing communication towards cruise passengers, the results indicate that it is almost exclusively carried out through the Internet; a reliable website, search engine optimisation and word-of-mouth. This research provides a contribution by deepening understanding of approaches that may be effective in market segmentation in this particular section of the tourism industry and identifying effective ways to reach potential customers. This research thus provides a significant addition to marketing knowledge for an increasingly important sector of the tourist industry.

Authors: Ozturk, U. A., and Gogtas, H.

Year: 2016

Title: Destination attributes, satisfaction, and the cruise visitor's intent to revisit and recommend

Journal: Tourism Geographies

Volume: 18

Issue: 2

Pages: 194-212

Abstract: The cruise industry has seen its revenues more than double since the year 2000. Hence, it has become even more important for planners and managers to pinpoint those destination attributes that make a difference in satisfying cruise ship passengers. This is especially crucial since the extant literature established that visitors' overall satisfaction with the destination strongly influences intent to return or recommend the destination to others. The purpose of this paper is to explore how the satisfaction of cruise visitors regarding various destination attributes may relate to their satisfaction with the destination and how this may influence declared intent of repeat visits or intent to recommend the destination to those within their social and professional networks. This study is based on the data collected for the island of Oahu in 2013 in Honolulu, Hawaii. The analysis makes use of the logistic regression, and results indicate that distance deters passengers from repeat visits, whereas the influence of satisfaction with the destination is positive not only for revisits, but also for word-of-mouth

recommendations. Satisfaction with attributes such as transportation, safety and prices strongly influences satisfaction with the destination, whereas satisfaction with other attributes such as on-shore activities or sightseeing tours were found not to be as influential. The results delineate the factors planners and managers should focus on in their efforts to increase visitor satisfaction with a destination and thereby increase the likelihood of repeat visits and positive word of mouth.

P

Authors: Paananen, K., and Minoia, P.

Year: 2019

Title: Cruisers in the City of Helsinki: Staging the mobility of cruise passengers

Journal: Tourism Geographies

Volume: 21

Issue: 5

Pages: 801-821

Abstract: International cruise passengers moving in urban destinations have particular time limitation that can make enabling and disabling elements of mobility meaningful on the quality of their visit. Identifying these elements is essential to improve their independent movement. Based on a staging mobilities framework that considers the dimensions of physical settings, material spaces, design (PMD), social interactions (SI) and embodied performances (EP) in situ, the research has analysed location-specific information in Helsinki, a popular port of call in the Baltic Sea. The study has used go-along observations and mobile application in data collection. The produced dataset was analysed by combining GIS-methods and content analyses. As a result, five categories were identified under the dimension of PMD: Wayfinding tools, unexpected situations, lack of rest spots and walkability. Categories identified under the dimension of SI were local people, service providers and travel companions, and other tourists. Categories identified under the dimension of EP were traffic behaviour, occasioned activities, sense of direction, planning, and time-related anxiety. Urban destinations such as Helsinki can apply these results in practice, to make the movement of independently moving cruise passengers as effortless as possible, contributing to a better experience of the city space for both tourists and other city users. The proposed methodology could also be used to analyse other mobility-related phenomena.

Authors: Paiano, A., Crovella, T., and Lagioia, G.

Year: 2020

Title: Managing sustainable practices in cruise tourism: The assessment of carbon footprint and waste of water and beverage packaging

Journal: Tourism Management

Volume: 77

Issue: Advance online publication

Pages: -

Abstract: This aim of this paper is to present an analysis of the carbon - dioxide emissions and waste associated with water and beverage packaging. The assessment of the packaging's carbon footprint (CF) and waste is also considered for all passengers who visit Italian ports on cruise ships. These factors are considered at two points in time (2010 and 2018) to allow for the evaluation of changes due to technological innovations in the packaging sector. Finally, a best-case framework scenario for the management of water and beverage packaging materials is identified to evaluate whether the use of appropriate strategies can reduce CF and waste in this

sector. The results indicate that adequate changes in packaging can minimise waste and reduce the consumption of materials and energy resources in the packaging production cycle, thus creating environmental benefits.

Authors: Pallis, A. A., Arapi, K. P., and Papachristou, A. A.

Year: 2019

Title: Models of cruise ports governance

Journal: Maritime Policy & Management

Volume: 46

Issue: 5

Pages: 630-651

Abstract: This study examines the forms of cruise ports governance, the structures, and strategies that are applied with the aim of matching the needs of a changing cruise industry. Introducing the conceptual ‘matching framework’ approach of port governance, Pallis and colleagues study the configurations of cruise ports strategies and structures in the case of the second biggest market of the world, the Mediterranean and its adjoining seas. A database detailing the features observed in cruise ports in 18 different countries forms the backbone of the empirical analysis. Performing a Categorical Principal Components Analysis (CATPCA), that seeks correlations between four categories of variables (port type, port location, port structure, and port strategy) and cases, enables to detect whether there are distinctive patterns of governance regimes applied in different groups of cruise ports. The results identify four models, i.e. configurations of the environment-structure-strategy-contextual environment relationship triangle, marked, inter alia, by different roles of the managing entities – active leader, investor, marketer, and passive, respectively—and associated with the different roles of port authorities.

Authors: Papaefthimiou, S., Maragkogianni, A., and Andriosopoulos, K.

Year: 2016

Title: Evaluation of cruise ships emissions in the Mediterranean basin: The case of Greek ports

Journal: International Journal of Sustainable Transportation

Volume: 10

Issue: 10

Pages: 985-994

Abstract: In this article a bottom-up methodology based on in-port ships activity has been applied to calculate exhaust pollutant values (NO_x, SO₂, and PM_{2.5}) during moving/maneuvering and while hotelling for international cruise ship journeys to and from 18 ports of Greece during 2013. The estimated emissions were analysed in terms of gas species, seasonality, and activity. In terms of the total in-port inventory for cruise shipping, NO_x is dominant (2487.9 tons), followed by SO₂ and PM_{2.5} (995.3 and 121.3 tons respectively), while the total emissions of greenhouse gases (GHG) were 124,767.8 tons CO₂-eq (for CO₂, N₂O, and CH₄). Emissions during hotelling corresponded to 89.2% of total, and significantly outweighed those produced during the vessels’ maneuvering activities (10.8% of total). Seasonality was found to play a major role, as summer emissions and associated impacts are more profound. In almost all major ports, an extension of the tourism season to October and November has been observed, leading to increased autumn emissions. The estimated inventory indicates the necessity of measures for careful control over the emissions produced by cruise ships in port cities through effective environmental policy making.

Author: Papathanassis, A.

Year: 2012

Title: Guest-to-guest interaction on board cruise ships: Exploring social dynamics and the role of situational factors

Journal: Tourism Management

Volume: 33

Issue: 5

Pages: 1148-1158

Abstract: Cruise ships are increasing in size, itineraries are becoming more standardised, and new customer segments are emerging. These factors induce a new social reality and represent a potential differentiator for the production and offering of cruise experiences. In this light, the study of guest-to-guest interactions will expectedly gain importance over time for cruise planning and operations. This explorative-interpretative study is divided into two phases. First, a survey of 173 randomly-selected respondents aimed at comparing the significance of social interaction on board, with that of other cruise product features. Social interaction emerged as a secondary issue and no significant differences were identified between customer categories. However, a deeper exploration of the collected data questioned this finding. Subsequently, the analysis of 76 semi-structured interviews resulted to a tentative model of factors affecting satisfaction with the interaction between guests on board. Finally, suggestions for further research and practical implications are discussed.

Author: Papathanassis, A.

Year: 2016

Title: Cruise business development

Publisher: Springer International Publishing

Abstract: This book addresses innovation management and product development in the cruise tourism industry. It explains how experience management has evolved from a strictly company-level, product- or service-focussed tactical task to an industry-wide strategic challenge, and analyses the role of intangible reputational aspects of cruise experiences, as well as peripheral components and stakeholders, as increasingly important factors for customer acquisition and retention. Safety and risk issues are a central theme, as well as the cruise sector's environmental and socio-economic impacts. Lastly, the book considers the increasing size of cruise vessels and the accompanying standardisation of facilities and itineraries, in conjunction with the hybridisation of cruise passengers in connection with expanding the competitive boundaries and intensity of competition in the cruise sector. The book approaches these issues as more than a mere public relations campaign, recognising the fact that they have since become the very essence of strategic cruise business development.

Author: Papathanassis, A.

Year: 2017

Title: Cruise tourism management: State of the art

Journal: Tourism Review

Volume: 72

Issue: 1

Pages: 104-119

Abstract: Cruise tourism is a dynamic, growing segment of tourism that has long ceased to represent a mere niche and is slowly but steadily entering the domain of mainstream tourism. Yet, cruise tourism represents a minor fraction of tourism-related literature and research. This study aims to examine the main trends and state-of-the-art developments in cruise tourism. The intension is to provide a starting point, a basis for non-specialists in this area, for further

interdisciplinary research. Using the author's previous research and expertise over the past decade, this paper aims at providing a concise overview of the key perspectives and concepts in cruise tourism, whilst highlighting the current and future challenges faced by the sector and its stakeholders. In this context, the potential of information and communication technologies for cruise tourism development and research (e-cruising) is underlined. Finally, this paper offers a comprehensive systemic definition of cruise tourism and the corresponding Cruise Entities, inter-Relationships and Themes (CruisERT) framework, highlighting relevant areas and questions for further research.

Author: Papathanassis, A.

Year: 2019

Title: The growth and development of the cruise sector: A perspective article

Journal: Tourism Review

Volume: 75

Issue: 1

Pages: 130-135

Abstract: The cruise sector has undergone a significant transformation over the past decades, rendering it amongst the fastest growing tourism segments. Nevertheless, cruise holidays represent a relatively small fraction of the entire tourism sector; and so do their economic impacts and externalities. The cruise business has emerged as a result of technological developments in passenger air-transportation and the resulting decline of passenger-shipping. While the increased visibility and over-exposure of its market and product developments may have enabled the re-invention and growth of the cruise sector, they are also amplifiers for its economic and sustainability risks. The purpose of this paper is to relativise both the potential risks and benefits to contribute to more pragmatism in future destination development investments and policies. Based on a brief historical analysis of cruising and current trends, a realistic future is painted where the passenger and capacity growth rates of cruise tourism gradually level out. Moreover, the cruise business becomes increasingly technologically driven to maintain profitability and establish its position in the wider experience portfolio of holiday consumers. Traditionally, the relevance argument for cruise tourism research is based on the reported sector's growth rates and corresponding impacts, positive and negative, on destinations. Yet, the mere reproduction of growth rates and passenger numbers in isolation may well foster a misconception and even an overstatement of the cruise sector's significance and role within the wider tourism context. Arguably, the historical analysis and the comparative statistics contained in this paper paint a much-needed realistic picture and contribute to a deeper understanding of the sector's current dynamics.

Author: Papathanassis, A.

Year: 2019

Title: Current issues in cruise tourism: Deconstructing the 6th International Cruise Conference

Journal: Current Issues in Tourism

Volume: 23

Issue: 14

Pages: 1711-1717

Abstract: This is a report synthesising and discussing the key outcomes of the 6th International Cruise Conference (abbr. ICC6), which was held in Bremerhaven (Germany) in June 2019. In line with the character of the ICC Conference Series, the 6th edition of the conference addressed the visible issues and current challenges facing the cruise sector employing a variety of disciplinary perspectives and methods. A total of 75 speakers and participants from nine

different countries engaged in an open and intense discussion of highly relevant topics, including: Cruise sector sustainability, safety, technology diffusion, human resources and education, as well as cruise destination development and governance. Following a thematic analysis of the conference's submissions and presentations, a number of somewhat unanticipated, yet highly relevant, areas of discourse emerged and are briefly discussed in this report. The speaker contributions, as well as the derived themes, diverged from the mainstream marketing- and economic-related focus dominating cruise tourism research. The emergence of practically-relevant, under-researched areas can be attributed to the specifics of the conference's format and the corresponding participant composition and their interactions.

Authors: Papathanassis, A., and Beckmann, I.

Year: 2011

Title: Assessing the 'poverty of cruise theory' hypothesis

Journal: Annals of Tourism Research

Volume: 38

Issue: 1

Pages: 153-174

Abstract: The field of tourism has been described as pre-paradigmatic and multidisciplinary. The acclaimed 'poverty of tourism theory' is attributed to the fragmentation, managerialism and lack of unifying theoretical perspectives characterising empirical research. Constituting a sub-category of tourism, cruise research is presumably subject to similar criticism. The niche character of the cruise sector implies a limited amount of domain-specific research, possibly exacerbating the relevance and intensity of those issues. Mainstream bibliographic databases were systematically queried, resulting to a collection of 145 cruise-related academic publications published between 1983 and 2009. The identified publications were analysed in terms of their content and meta-data. Apart from providing a comprehensive analysis of cruise research, the validity and relevance of the posed hypothesis are also challenged.

Authors: Papathanassis, A., and Bundă, N. R.

Year: 2016

Title: Action research for sustainable cruise tourism development: The Black Sea Region case study

Journal: Tourism in Marine Environments

Volume: 11

Issue: 2-3

Pages: 159-177

Abstract: Tourism in general, and cruise tourism in particular, constitute an attractive developmental option for emerging, postcommunist, and/or postindustrial economies. Yet existing tourism-related literature on destination development focuses on rather generic theoretical concepts (e.g., Butler's Tourism Area Life Cycle, 6As, and Cluster Theory) coupled by an array of explorative case studies. From a policy-making perspective, bridging the gap between operationalising generic theoretical/analytical frameworks while generalising from a fragmented case study body of knowledge to plan meaningful action, represents a challenge. Within the context of an EU-funded cruise tourism development project for the Black Sea region, this article utilises action research to meet this challenge and subsequently proposes complementary (to the analytical existing frameworks) organisational concepts and implementation guidelines. The aim here is to provide a more complete, applicable set of tools for destination development practitioners. Moreover, in terms of facilitating destination development, this research proposes a modified role for higher education institutions, which

extends beyond merely that of a "labour supplier" to that of a driver for the "learning destination."

Authors: Papathanassis, A., Lukovic, T., and Vogel, M.

Year: 2012

Book Title: Cruise tourism and society: A socio-economic perspective

City: Heidelberg, Germany

Publisher: Springer-Verlag

Abstract: The growth and increased popularity of cruises is accompanied by a number of sustainability issues concerning the environment, the port economies and societies; on board and at shore. The sustainability imperative ultimately leads to operational, economical as well as image-related challenges for the sector's decision-makers and stakeholders. This collection of peer-reviewed papers, presented during the 3rd International Cruise Conference (Dubrovnik, Croatia), seeks to address those issues and contribute to their management in the mid-term.

Authors: Papathanassis, A., Matuszewski, I., and Havekost, K.

Year: 2013

Title: 'Short of a picnic?': Reconsidering sandwich-programmes in cruise education

Journal: Journal of Hospitality, Leisure, Sport & Tourism Education

Volume: 13

Issue: -

Pages: 47-59

Abstract: Internships are regarded to be essential and complementary to cruise (and tourism) curricula. Yet, their relevance remains largely unquestioned. This paper aims at exploring the internship-related perceptions of: Cruise-employers, students and educators, whilst highlighting and interpreting potential misalignments. The methodological paradigm of this paper is explorative-qualitative, utilising primarily content analysis complemented by semi-structured interviews. Students' perceptions are derived through a systematic coding of 34 internship reports, whilst those of educators and employers extracted by 15 semi-structured interviews. General morphological analysis and cross-consistency assessment were applied to compare the different worldviews, followed by a discussion of implications and recommendations for tourism/cruise curricula.

Author: Park, S.-Y.

Year: 2011

Title: Examining potential for cruise business in the American-affiliated Pacific Islands

Journal: Asia Pacific Journal of Tourism Research

Volume: 16

Issue: 1

Pages: 1-19

Abstract: Tourism plays a significant role in the economies and residents' lives in the American-affiliated Pacific Islands (AAPI) region. Considering the region's location, tourism resources, limited access by air and the cruise industry's need for new product development for rising demand, cruise business may be a viable option for the region. This study aims to evaluate the potential of the cruise business in the AAPI by consolidating information about the AAPI and profiles of cruise companies and their products, which is essential knowledge for new product development by cruise companies, for tourism planning by island governments and for entrepreneurs' investment decisions. Findings suggest that cruise tourism could bring about positive impacts on the AAPI if this region were to enhance tourism management systems,

infrastructure and collaboration among islands, and to manage tourism resources so that the cruise business benefits were permeated throughout the host communities.

Authors: Park, S., Ok, C., and Chae, B.

Year: 2016

Title: Using Twitter data for cruise tourism marketing and research

Journal: Journal of Travel & Tourism Marketing

Volume: 33

Issue: 6

Pages: 885-898

Abstract: The need to understand how social media affect the hospitality and tourism field has increased. This paper discusses and demonstrates social media analytics using Twitter data referring to cruise travel. This research also includes an in-depth analysis of tweets by three types of user groups: commercial, news/blogs, and private. The results show that not only were words related to travel, destination, industry, and emotion most frequently used in composing tweets, but celebrities, professional bloggers, cruise lines, and travel agencies actually led major subgroups on cruise topics on Twitter. Based on such findings, this study provides feasible marketing strategies.

Authors: Parola, F., Satta, G., Penco, L., and Persico, L.

Year: 2014

Title: Destination satisfaction and cruiser behaviour: The moderating effect of excursion package

Journal: Research in Transportation Business & Management

Volume: 13

Issue: -

Pages: 53-64

Abstract: Cruise passengers provide a destination with both monetary and non-monetary benefits. Along with monetary value released by cruisers, port destinations inserted in a cruise itinerary showcase their highlights to tourists, who can decide to return or recommend the destination to others. The paper investigates how destination satisfaction contributes to create value in port destinations, by influencing passengers' behaviour. In particular, expenditures, intention to return and Word-of-Mouth (WoM) attitude are considered in the analysis. Besides, for the first time, the purchase of an excursion package is tested as a moderator of the interaction between destination satisfaction and cruiser's behaviour. The study is conducted by administering and processing structured questionnaires to passengers of Costa Crociere (Carnival Group) experiencing a West Med service. Research hypotheses are tested on 748 destination opinions by performing regression analysis. Empirical outcomes contribute to the academic debate on the impact of cruise tourism on the local community, by introducing and assessing an all-embracing conceptual model. Moreover, the manuscript brings a number of practical implications as it provides to policy makers and destination managers information to develop marketing strategies for keeping loyal tourists and capturing additional potential visitors.

Authors: Penco, L., and Di Vaio, A.

Year: 2014

Title: Monetary and non-monetary value creation in cruise port destinations: An empirical assessment

Journal: Maritime Policy & Management

Volume: 41

Issue: 5

Pages: 501-513

Abstract: The cruise tourism industry has been the fastest growing segment of the global travel sector over the last decades. Due to its dramatic expansion, this sector has recently attracted an increasing interest from researchers and practitioners. Despite this attention, however, some literature gaps still persist. Indeed, extant contributions facing the cruise tourism (positive) impact on the local community neglect to investigate the potential overall value disruption caused by cruise traffic diversion towards other destinations. Therefore, this paper measures the overall value potentially generated for the territory by a cruise company, which is not a shareholder of the facility in a port of call. The monetary and non-monetary values are estimated using empirical data collected from 208 cruise passengers and 64 crewmembers. The results show the total amount of passenger, crew and cruise-line expenditures (i.e., monetary impact), as well as the non-monetary effect triggered by word-of-mouth behaviour. The main findings yield several implications for academics, managers and policymakers.

Authors: Penco, L., Profumo, G., Remondino, M., and Bruzzi, C.

Year: 2019

Title: Critical events in the tourism industry: Factors affecting the future intention to take a cruise

Journal: International Journal of Contemporary Hospitality Management

Volume: 31

Issue: 9

Pages: 3547-3566

Abstract: In recent years, critical events have heavily affected the cruise industry. Such events may variously influence customers' intention to take a cruise in the future depending on different factors. This paper aims to study such factors, in particular the emotions related to the event, the prior corporate reputation and the use of social media in the corporate communication strategies followed during the crisis. The study is based on the development of a structured questionnaire submitted online via blogs and other social media. Overall, 572 cruiser opinions were used to test five research hypotheses by performing logistic regression analysis. The degree of anger increases the likelihood of a critical event influencing the intention to take a cruise in the future. On the contrary, a former excellent corporate reputation reduces that likelihood and the high importance placed by potential customers on information about the critical event transmitted via social media does not have any influence. The study has several managerial implications, as it identifies and analyses the variables cruise company managers should consider when dealing with critical events. Despite the relevance of this topic, no studies have yet focused on how (and by which factors) a critical event may influence customers' intention to take a cruise in the future.

Authors: Perea-Medina, B., Rosa-Jiménez, C., and Andrade, M. J.

Year: 2019

Title: Potential of public transport in regionalisation of main cruise destinations in Mediterranean

Journal: Tourism Management

Volume: 74

Issue: -

Pages: 382-391

Abstract: The cruise industry has become a significant component of the Mediterranean tourism economy over the past several years. The use of a tourist destination region calls for an increase in the number of medium-distance trips from the ports of call to the tourist attractions of the hinterland; thus, its accessibility should acquire a relevant role for its enhancement and viability. The development of a sustainable model of tourist mobility requires analysing the potential use of public transport by cruise passengers to access the hinterland. This paper proposes a model of estimated times using the Google Maps platform to compare public transport with traditional 'tourist buses' and cars. The results confirm the potential of regionalisation of main cruise destinations, and promoting bicycles for tourist use is recommended as a key strategy to increase the use of public transport.

Author: Peters, J. E.

Year: 2020

Title: Nakreu: Evaluations of cruise passengers' attitudes towards sustainability in cruise contexts

Journal: Tourism in Marine Environments

Volume: 15

Issue: 2

Pages: 111-121

Abstract: In the pursuit of sustainability in tourism, a rethink is necessary. The individual decision-making process merits more attention, because it is decisive for sustainable behaviour both in a regulated environment as in noncodified contexts. This is particularly true in those areas that are experiencing high growth rates and are thus developing rapidly—partly controlled, partly uncontrolled—as can currently be observed in the cruise segment. Attitudes are to be understood as the basis for decisions. Once one has gained an understanding of these, one knows starting points for tapping sustainability potentials. Because little attention has been paid to this connection so far, this research note is primarily intended to present the theoretical background considerations of the "NaKreu" study, which was carried out in cooperation with TUI Cruises in 2019 in order to explore the attitudes of cruise passengers towards sustainability. In this, sustainability potentials in the segment are attributed to an interest in change, an ability to change, and structural factors. Additionally, sustainability is discussed as a quality facet of cruises. The present contribution introduces the methodical procedure of the project and gives an insight into its first results: By applying a mixed-methods approach, it can be shown that the attitudes of cruise passengers are generally neutral positive, but at the same time are permeated by strong skepticism. It is concluded that customers face the dilemma of a double claim. The results are to be interpreted as representative for the concrete project context; a transfer from the German-centred perspective of the project is still pending.

Author: Petrick, J. F.

Year: 2004

Title: The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions

Journal: Journal of Travel Research

Volume: 42

Issue: 4

Pages: 397-407

Abstract: The purpose of the current study was to examine the relationships between satisfaction, perceived value, and quality in their prediction of intentions to repurchase and positive word of mouth publicity. These constructs have been examined from three distinctly different perspectives, resulting in three competing models. Thus, the satisfaction model, perceived value model, and quality model were utilised to assess which one best explains cruise passengers' behavioural intentions. Results revealed that the quality model most accurately fit the data and that quality was the best predictor of intentions to repurchase. Quality was found to have both a moderated and direct effect on behavioural intentions. Specific theoretical and managerial implications are discussed.

Author: Petrick, J. F.

Year: 2005

Title: Segmenting cruise passengers with price sensitivity

Journal: Tourism Management

Volume: 26

Issue: 5

Pages: 753-762

Abstract: It has been suggested that discounted cruises have degraded the industry's standards (Berlitz Guide to Cruising and Cruise Ships, Berlitz, Princeton, NJ, 1994), and that value-oriented cruise lines are gaining a competitive advantage over "high-end" cruises (<http://www.cruisinformationsservice.co.uk/press/factsheetdetail.aspx?id=45>). This use of price discounting has created new challenges for the cruise industry, as they have attracted a more price-sensitive market than they have in the past. Thus, the purpose of the current study was to segment cruise passengers based on their price sensitivity to determine if price-sensitive markets are desirable. Results revealed that less price-sensitive visitors are more likely to spend more, while visitors who were more price sensitive were more likely to positively evaluate their experiences. Both theoretical and managerial implications are discussed.

Author: Petrick, J. F.

Year: 2011

Title: Segmenting cruise passengers with perceived reputation

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 48-53

Abstract: Research has found that corporate reputations are particularly important for service firms. Yet, extant, similar research has not been conducted in the tourism sector where customers typically purchase complex bundles of services. Hoping to assist in filling this void, the purpose of this study was to segment cruise passengers based on their perceptions of a cruise line's reputation and identify differences between the resultant reputation groups. Data were collected on two separate 7-day Caribbean voyages, on board the same Holland America Line (HAL) ship. Vast differences were found between reputation groups and their perceptions of

prior experiences. It was further revealed that reputation has a great influence over cruise passengers' perceptions of price sensitivity, monetary price, behavioural price, quality, value, satisfaction, word of mouth, and repurchase intentions. Theoretical and managerial implications are discussed.

Authors: Petrick, J. F., Li, X., and Park, S.-Y.

Year: 2007

Title: Cruise passengers' decision-making processes

Journal: Journal of Travel & Tourism Marketing

Volume: 23

Issue: 1

Pages: 1-14

Abstract: While various models for understanding tourists' decision-making processes have been conceptualised, few studies have attempted to examine them. This study, guided by Crompton's choice set conceptualisation, utilised qualitative methods (focus groups) to investigate the role of choice sets while examining the underlying reasons and social influences for passengers' cruise vacation choice. Findings of the study suggest the existence of two groups of cruisers: Those who go through complex decision making and those who are brand loyal. Further theoretical and managerial implications were discussed.

Authors: Petrick, J. F., Tonner, C., and Quinn, C.

Year: 2006

Title: The utilization of critical incident technique to examine cruise passengers' repurchase intentions

Journal: Journal of Travel Research

Volume: 44

Issue: 3

Pages: 273-280

Abstract: Recent passenger figures suggest that although the cruise industry is growing, so is the competition. This growth has made it imperative for the industry to retain its current clientele to thrive. Research has revealed that service experiences can be severely altered, either positively or negatively, by one single "moment of truth." This study examined cruise passengers' moments of truth using critical incident technique to better understand cruise passengers' overall satisfaction, perceived value, word of mouth, and repurchase intentions. Results imply that analysing critical incidents can be an effective management tool for cruise line management and that these "moments of truth" are relevant to visitor retention. It was also found that negative incidents have a much greater effect on cruise passengers' post hoc cruise evaluations than positive incidents. Opportunities for future research are also discussed.

Author: Peisley, T.

Year: 2012

Title: Cruising through the perfect storm (A Seatrade research report)

Institution: Seatrade Communications Ltd

Abstract: Will draconian new fuel regulations in 2015 change the cruise industry's business model forever? *Cruising Through the Perfect Storm* is a worldwide analysis of the cruise industry, including almost 200 tables of statistics and data. Containing analysis and focuses on: The current and prospective orderbooks of cruise shipbuilders and a forecast for the future involvement of Asian shipbuilders; the financial performances of the major cruise companies; key brands and trends; current, new and emerging source markets; economic impact studies for destinations worldwide; global infrastructure development both ongoing and planned; product

development and new revenue streams on-board ships; fuel emission regulations; new technology; river cruising; China and its potential to become a huge new market for cruising and safety and navigation procedures post-Costa Concordia.

Authors: Phillips, W., and Geddie, M.

Year: 2005

Title: An analysis of cruise ship meetings

Journal: Journal of Convention & Event Tourism

Volume: 7

Issue: 2

Pages: 43-56

Abstract: Cruise ships have become one of the many options for corporate meeting planners when faced with a decision regarding a destination for meetings and incentives (employee rewards). In the past five years, all major cruise lines have unveiled mega cruise ships to attract a piece of the more than \$20 billion corporate meeting and incentives market. But how much interest really exists among the meeting planners in holding their meetings aboard cruise ships? Are cruise ship meetings really comparable to meetings planned in land-based meeting facilities? This paper explores the meeting planners' perceptions and interests in cruise ship meetings.

Authors: Pino, G., and Peluso, A. M.

Year: 2015

Title: The development of cruise tourism in emerging destinations: Evidence from Salento, Italy

Journal: Tourism and Hospitality Research

Volume: 18

Issue: 1

Pages: 15-27

Abstract: This study aimed at identifying the factors that likely favour or hinder the development of cruise tourism in an emerging Southern Italian tourist destination. Pino and Peluso conducted semi structured interviews with key players in this business, showing that the following are relevant enablers of cruise tourism development: The accessibility of tourist resources, the supply of integrated services to cruise lines and their passengers, cooperative relationships among private and public operators, and the creation of a distinctive image. However, cruise tourism development can be inhibited by poor professionalism on the part of tourist firms, the lack of a clear tourist regulatory framework, the fragmentation of the shore-based offer, and the risk of environmental degradation. The study thus contributes to the research on cruise tourism development, which is still in its infancy, and provides policymakers and practitioners with suggestions for facilitating the emergence of the cruise industry.

Author: Pinnock, F.

Year: 2014

Title: The future of tourism in an emerging economy: The reality of the cruise industry in Caribbean

Journal: Worldwide Hospitality and Tourism Themes

Volume: 6

Issue: 2

Pages: 127-137

Abstract: In the face of newly industrialised nations, there is the tendency that there will be a shift or redirect of tourists from old tourism destinations to the newly industrialised ones. While

there has been a consistent growth in cruising to the Caribbean, the question is whether the growth in cruise ship calls and increase in cruise passenger arrivals to the Caribbean translate into greater development for the region ' s stakeholders or whether this just creates increased profits for the cruise lines, and whether there will be a shift from the Caribbean to the newly industrialised nation in years to come. This paper seeks to address these issues. This research employed mixed methods approach to answer the research question. The nature of the question and data necessary to answer the question led to the choice of qualitative and quantitative techniques. According to the author the findings will serve as a guide for Caribbean nations to develop a better strategy to cope with the cruise tourism industry; an approach based more along the lines of inter-island collaboration as opposed to competition. Lack of ample data on cruise tourism in the Caribbean was one of the limitations of the study. Another drawback involved the high level of secrecy which surrounds the industry and the unwillingness of cruise lines and their associates to provide access to operational data, which they regard as confidential. The Caribbean, particularly Caribbean governments, will benefit from a greater understanding of the power relations among the cruise tourism stakeholder chain and the profile of costs and benefits associated with the industry. Over the years, the Caribbean has relied solely on the economic impact surveys produced by Florida Caribbean Cruise Association (FCCA) and Cruise Lines International Association (CLIA), both of whom represent the cruise lines, in order to make projections and development plans for the industry.

Author: Preble, C.

Year: 2017

Title: Cruise lines

Book: The SAGE international encyclopedia of travel and tourism

Volume: 1

Pages: 308-312

Abstract: Cruise lines are companies that operate cruise ships. Carnival Corporation & plc, the world's largest cruise ship corporation, operates nine cruise lines globally with four headquartered in the United States. These four U.S.-headquartered cruise lines represent Carnival Corporation & plc's North American segment: Holland America Line, Carnival Cruise Lines, Princess Cruises, and Seabourn Cruise Line. As the example of Carnival Corporation & plc's North American market illustrates, cruise lines operate in geographical segments, each segment consisting of its own unique branding. This branding schema is tailored to fit unique socioeconomic markers of these geographical segments. Cruise lines function directly with the consumer, the cruise ship tourist, in selling cruise ship vacations as well as ensuring customer loyalty with each brand of cruise line.

Author: Preble, C.

Year: 2017

Title: Cruise Lines International Association

Book: The SAGE international encyclopedia of travel and tourism

Volume: 1

Pages: 312-313

Abstract: Cruise Lines International Association (CLIA) is the cruise ship industry's largest trade and travel consortium, with headquarters in Washington, DC. CLIA primarily promotes and advocates on behalf of the North American cruise ship market. CLIA works on behalf of cruise lines and travel agents for research and marketing communications purposes and lobbies for legislation to benefit the cruise ship industry. In 2015, the CEO of CLIA since 2010, Christine Duffy, left to become president of Carnival Cruise Line, the world's largest cruise line. As of 2016, Cindy D'Aoust was president and CEO of the organisation. CLIA began with

approval from the U.S. Federal Maritime Commission as a special-interest lobby group in Washington, DC, on July 7, 1965.

Q

Authors: Qu, C., Wang, G. W. Y., and Zeng, Q.

Year: 2019

Title: Modelling the procurement process and production disruption of a multilayer cruise supply chain

Journal: Maritime Policy & Management

Volume: 47

Issue: 4

Pages: 435-455

Abstract: The cruise service supply chain is integrated with cruise lines and cruise ship service suppliers to provide the seamless transition and to enhance the best possible customer experiences. Due to the short resupply window for the cruise ship and possible conflicts of self-interests with suppliers, it is crucial for cruise lines to establish the long-term reliable relationships with service providers. However, disruptions caused by weather issues or inaccurate estimations of onboard consumption are rather common. The authors study a cruise supply chain with customised contingent plans to investigate how effective incentive mechanisms work to create a win-win situation. Game theory is applied to model a cruise supply chain with the consideration of possible adverse selection and moral hazard. Customised incentive mechanisms are further developed for various suppliers with unique industry features. Results show that initial order quantity of onboard supplies only depends on the reliability of high-flexible suppliers and onboard consumption patterns. If the natural disasters affect the reliability of highly flexible suppliers, the cruise line could increase the wholesale price to create a competitive local market. Seasonal contracts are highly recommended to cruise lines with the consideration of various supply categories.

Authors: Qu, H., and Ping, E. W. Y.

Year: 1999

Title: A service performance model of Hong Kong cruise travelers' motivation factors and satisfaction

Journal: Tourism Management

Volume: 20

Issue: 2

Pages: 237-244

Abstract: The objectives of this study were to find the Hong Kong cruise travellers' profile, motivation factors, and satisfaction level, and to assess the important determinants and the probability of cruise travellers joining cruise travel again. A structured personal interview was conducted and a systematic sampling approach was used to select 330 respondents from five vessels. A service performance model was adopted and descriptive and logistic regression analysis was employed. The results indicated that the major traveling motivation factors were "Escape from normal life", "Social gathering", and "Beautiful environment and scenery". Travellers reported a high satisfaction level with food and beverage facilities and quality and staff performances. However, they were dissatisfied with the factors of "Attractiveness, variety and organisation of entertainment", "Sport/fitness, shopping and child care facilities", and "Seating space in F&B outlets". The most important determinants of joining cruise travel again were "Accommodation", "Food and beverage" and "Entertainment".

Authors: Quartermaine, P., and Peter, B.

Year: 2006

Book Title: Cruise: Identity, design and culture

Publisher: Laurence King Publishing.

Abstract: *Cruise* delightfully recalls a time of gracious travel, as well as the modern-day evolution of cruising at sea. It explores the design and culture of cruise ships from the golden age of the interwar period, up to the present when cruise ships have come to embrace "entertainment architecture." Packed full of illustrations of all aspects of cruise ship design—interiors, entertainment, travel posters, and other ephemera—this book also documents the current renaissance in cruise vacations. Travelling by cruise ship, especially between the wars and into the 1950s, was the most luxurious and stylish form of transport available. Many of the greatest liners were built during that time, including France's Normandie, whose Art Deco interior was one of the most lavish—and beautiful—ever created. This up-to-date visual history of ocean travel, complete with full illustrations and a lively survey of every aspect of sailing on the high seas, will appeal to and delight a broad audience including cruise ship enthusiasts, designers, and nostalgia buffs.

R

Author: Radić, A.

Year: 2015

Title: Crisis management in cruise tourism: A case study of Dubrovnik

Journal: *Academica Turistica – Tourism and Innovation Journal*

Volume: 8

Issue: 2

Pages: 29–44

Abstract: The main purpose of this research was to investigate the existence of crisis management within Dubrovnik stakeholders of cruise tourism. In this paper, the author decided to use two paradigms: Pragmatism and positivism, which are usually followed by quantitative techniques of data collection. A structured questionnaire enabled the author to collect quantitative data that were processed by descriptive statistics. From this research it was determined that most of the Dubrovnik stakeholders of cruise tourism do not have a developed system of crisis management and have not developed leadership in crisis management either. Taking into account the information that was obtained in this study, the author's opinion is that it is necessary to offer a strategic framework of leadership in crisis management that could be used by small and medium-sized cruise tourism stakeholders in Dubrovnik. The main limitations of this research paper were that only one cruise company was interviewed and that the author was not able to verify whether there was indeed a crisis management strategy in the organisations that claimed to have one. This paper depicts current trends in crisis management among Dubrovnik stakeholders of cruise tourism and offers a strategic framework for leadership in crisis management that could be used by small and medium Dubrovnik stakeholders of cruise tourism.

Author: Radić, A.

Year: 2016

Title: Motivations of North American tourists from cruisers to visit cultural-historical destination (Dubrovnik/Croatia)

Journal: International Scientific Journal - Turizam

Volume: 20

Issue: 1

Pages: 23-32

Abstract: The key to understanding motivation of tourists from cruisers who are visiting Dubrovnik is to understand their needs and wants for consuming history and culture as tourism products. The purpose of this paper is to assess the motivations of North American tourists visiting Dubrovnik on their cruises around the Mediterranean. In this paper, the author decided to use two paradigms: Pragmatism and positivism, which are usually followed by quantitative techniques of data collection. A structured questionnaire enabled author to collect quantitative data that were processed by descriptive statistics. The paper introduces new perspective on motivations of North American tourists who visit Dubrovnik on their cruises around the Mediterranean. The findings indicated that cultural component was the most important dimension perceived by North American tourist, for choosing cruises with Dubrovnik as one of port of calls on their itinerary. Main limitations of this paper were relatively small sample size and participants from only one cruise company. The article depicts motivation of North American tourists from cruise ships that choose to visit cultural-historical destination (Dubrovnik).

Author: Radić, A.

Year: 2017

Title: All hands on deck: Employee engagement on cruise ships

Journal: African Journal of Business Management

Volume: 11

Issue: 6

Pages: 117-126

Abstract: The present in-situ study examined employee engagement of a cruise ship workforce. A total of 246 crew members and officers in different departments on board a contemporary market cruise ship filled in a questionnaire during their voyages. Exploratory factor analysis was applied to test factors of engagement and findings indicated that a four-factor solution (Communication and progress, Capacity to engage, Engaged behaviour, Trust and feeling of freedom) is the best explanation. Furthermore, an IPA matrix outlined areas for improvement. The study has found that there is an opportunity for cruise organisations to increase the engagement of their employees by improving factors related to Communication and progress, Capacity to engage and Engaged behaviour. These findings have important implications for cruise tourism theory and practice.

Author: Radić, A.

Year: 2017

Title: What's eating cruise ship employees: Exploring dimensions of engagement

Journal: Australian Journal of Maritime & Ocean Affairs

Volume: 9

Issue: 3

Pages: 182-190

Abstract: The purpose of this paper is to assess the dimensions of employee engagement of a cruise ship work force. This study is based on qualitative research and as such is associated with

the nomothetic (associated with the law) explanation. Employees were asked questions from a questionnaire which covered the dimensions of engagement on the basis of existing scientific literature. Observing employee engagement on a cruise ship, this study showed that Communication and progress, Capacity to engage, Engaged behaviour and Trust and feeling of freedom are dimensions that have influence on the employee engagement of a cruise ship work force. The generalisation of the findings is limited and it is not possible to derive a general conclusion due to the sample profile (single cruise company). This research, in the author's best knowledge, is a pioneering work. So, further testing and improvement are necessary.

Author: Radić, A.

Year: 2018

Title: Exploring the building components of on-board cruise experience

Journal: Australian Journal of Maritime & Ocean Affairs

Volume: 10

Issue: 2

Pages: 134-147

Abstract: In the last six years, cruise tourism growth has slowed down considerably. Bearing in mind that competitiveness of cruise companies is based on the successful delivery of high-quality cruise experiences, the aim of this study is to explore the components that have a positive impact on the on-board cruise experience. An inductive approach based on the interpretivist paradigm was adopted due to the explorative nature of this study. The results suggest that passengers co-create their onboard cruise experience through dynamic interactions with employees, other guests and the service ambience of the cruise ship. In addition, the on-board cruise experience is significantly impacted by service quality, experienced emotions and four realms of experience. It is this author's hope that this study will not only expand the current theoretical understanding of the onboard cruise experience, but that it will also provide valuable managerial insights on cruise experiences.

Author: Radić, A.

Year: 2019

Title: Towards an understanding of a child's cruise experience

Journal: Current Issues in Tourism

Volume: 22

Issue: 2

Pages: 237-252

Abstract: The current studies on cruise tourism lack an exploration of children's cruise experiences. The aim of this article is to obtain a deeper understanding of children's cruise experience in the following phases: The pre-cruise decision and planning phase; the on-board engagement phase; and the reinterpretation and evaluation phase. Following an inductive qualitative approach, three sets of interviews (one for each phase) were conducted with 12 children (aged 4–14 years). The findings revealed that children play a very important role in choosing the cruise company and that while on board children want to have a certain level of autonomy so that they can co-create their own memorable cruise experience. This study contributes to the overall theory of children's tourism experience. The managerial implications for cruise companies are outlined.

Author: Radić, A.

Year: 2019

Title: Occupational and health safety on cruise ships: dimensions of injuries among crew members

Journal: Australian Journal of Maritime & Ocean Affairs

Volume: 11

Issue: 1

Pages: 51-60

Abstract: Work-related injuries on cruise ships have profound adverse consequences on employee engagement and the work environment, creating among crew members a perception of unattractive and unfavourable working conditions. The purpose of the present study is to outline the dimensions of injuries among crew members on board cruise ships. In-depth interviews with open-ended questions were conducted with 39 crew members who work on cruise ships. Dimensions of injuries among crew members on board cruise ships were: (1) slipping, stumbling, and falling; (2) body moving with or without any physical pressure, and (3) contacts with physical objects or liquid substances. Occupational and health and safety on cruise ships is still an uncharted field of science. To the best of the author's knowledge, this is only the second study that deals with crew injuries on cruise ships.

Authors: Radić, A., Ariza-Montes, A., Hernández-Perlines, F., and Giorgi, G.

Year: 2020

Title: Connected at sea: The influence of the Internet and online communication on the well-being and life satisfaction of cruise ship employees

Journal: International Journal of Environmental Research and Public Health

Volume: 17

Issue: 8

Pages: 2840

Abstract: This study aims to elucidate the idiosyncratic effects of the Internet and online communication on the well-being and life satisfaction of cruise ship employees. Cross-sectional surveys and covariance-based structural equation modelling tools were used. In addition, univariate variance analysis was used to address the effects of socio-demographic variables (years of service on a cruise ship, working department on a cruise ship, gender, age, educational level and place of residency) on latent variables of the conceptual model. The conceptual model draws on existing theory and previous research and was empirically tested on a sample of cruise ship employee internet users. Results show that while being onboard a cruise ship, employees experience strong social pressure to be constantly available and they fear of missing out on important information and life events. Thus, relatedness to friends and family needs satisfaction is of paramount importance for cruise ship employees because they are fully aware that they are dispensable and replaceable to cruise ship companies, however to their friends and family, they are indispensable and unique. Moreover, employees who engage in other tasks/activities while taking part in online communication with friends and family exhibit reduced performance, which leads to poor interaction and social dissatisfaction. Lastly, employees experiencing under-reciprocating exchanges show significant negative effects on their well-being. Overall, the results provided several important theoretical and practical implications relevant to cruise tourism and human resource management.

Authors: Radić, A., Arjona-Fuentes, J. M., Ariza-Montes, A., Han, H., and Law, R.

Year: 2020

Title: Job demands–job resources (JD-R) model, work engagement, and well-being of cruise ship employees

Journal: International Journal of Hospitality Management

Volume: 88

Issue: Advance online publication

Pages: -

Abstract: This research aims to shed new light on peculiar on-board working conditions by adopting the widely recognised and well-established job demands–job resources theory and extending its model to the work engagement and well-being of cruise ship employees. A cross-sectional survey and partial least squares path modelling tool are used. Results confirm that job demands negatively affect cruise ship employees' well-being. This finding is important because it demonstrates how the negative effect of job demands on work engagement is buffered by cruise ship employees' individual strategies such as coping, recovery from work-related effort, and optimisation and compensation. By contrast, job resources positively affect work engagement and well-being, and work engagement exerts a positive effect on well-being. This study successfully consolidates the literature on job demands, job resources, work engagement, and well-being to determine the complex essence of the work engagement and well-being of cruise ship employees.

Authors: Radić, A., Björk, P., and Kauppinen-Räsänen, H.

Year: 2019

Title: Cruise holidays: How on-board service quality affects passengers' behaviour

Journal: Tourism in Marine Environments

Volume: 14

Issue: 1-2

Pages: 45-59

Abstract: This study examines the relationships between the perceived service quality and satisfaction on on-board spending and behavioural action, while it also explores differences in on-board spending. Survey data were collected from 649 cruise ship passengers. A partial least square structural equation modelling was used to test the conceptual model and analysis of variances to explore the influence of passengers' demographic characteristics. Results show a positive link between service quality and satisfaction, and satisfaction and behavioural actions. Spending behaviour has a moderating effect on behavioural actions, and is influenced by gender and travel frequency. Investing in the quality of cruise ships is vital, as it influences satisfaction and positive word-of-mouth. How to increase on-board spending, is more complex. On the one hand, the findings show that increased customer satisfaction does not habitually mean increased revenue. On the other hand, the results imply that passengers' on-board spending vary across customer segments.

Authors: Radić, A., and Lück, M.

Year: 2018

Title: (Don't) blame it on the weather: The impact of weather on cruise tourism service quality perception and satisfaction

Journal: Australian Journal of Maritime & Ocean Affairs

Volume: 19

Issue: 4

Pages: 205-221

Abstract: Millions of passengers choose to cruise every year, and weather conditions may be a factor that could influence service delivery and consumer satisfaction. This paper empirically examines the impact of (un)favourable weather conditions on perceptions of service quality and overall satisfaction amongst cruise passengers. This quantitative study was conducted with 257 respondents who cruised during favourable and unfavourable weather conditions in the Caribbean. Partial least square path modelling analysis was used to examine the direct impact of (un)favourable weather conditions on service quality and overall satisfaction. The results obtained show that weather perception have a positive impact on perceived service quality.

Authors: Radić, A. and Popesku, J.

Year: 2018

Title: Quality of cruise experience: Antecedents and consequences

Journal: Teme

Volume: 42

Issue: 2

Pages: 523-539

Abstract: This article evaluates a conceptual model, drawn from the literature, of the quality of cruise experience based on hypothesised relationships between eight components; namely, employees, guests, service setting, and service quality as antecedents of cruise experiences, and emotions and their impact on satisfaction and future behaviour (consequences). Hypothesised relationships were further tested on the sample of 306 guests cruising on a contemporary cruise ship. The structural equation modelling was applied to verify the conceptual model and the results confirmed that employees, guests, service setting, and service quality are the antecedents of cruise experience and emotions; however, only emotions positively influenced satisfaction and future behaviour. The findings have valuable practical and theoretical contributions to this fast growing cruise tourism industry.

Authors: Ramoa, C. E. d. A., Flores, L. C. d. S., and Herle, F. B.

Year: 2019

Title: Environmental sustainability: A strategic value in guiding cruise industry management

Journal: Journal of Hospitality and Tourism Insights

Volume: 3

Issue: 2

Pages: 229-251

Abstract: In a systemic approach, a ship is a system in which people and organisations interact directly and indirectly in all processes from construction, during the route and at the destination, throughout its useful life, until eventual scrapping or disposal process. The purpose of this paper is to take on the UN 2030 Agenda – Goal 14 to propose a management model that meets environmental guidelines for assessing impacts caused by the cruise ships. To verify the proposed model, a quantitative survey using non-probability purposive sampling was conducted among ports, environmental sustainability experts and ocean cruise companies. The empirical data were analysed using descriptive statistics and structural equation modelling. Findings have

confirmed five environmental requirements that shipping companies must manage on their cruise ships to meet Goal 14: Input management, waste management, air quality, energy management and water management. Adopting and disseminating sustainable development models provides transparent information about actions taken and results of environmental management, and it may change the perception of the organisation's image, which is relevant to win and maintain environment-friendly customers, adding intangible value to the tourism product. One of the limitations of the study is the research sample, especially ocean cruise companies, which can have biased results, as they are potential sources of environmental impacts. However, this was not the case, since the answers were similar to those of the other two groups surveyed. The originality of the study is justified by researchers who argue that information provided by shipping companies on sustainability is very limited, as according to previous research, the convergence between strategy formulation model and environmental sustainability as a principle to be incorporated into the management of oceangoing vessels has not been studied.

Authors: Rankin, J. R., and Collins, F. L.

Year: 2017

Title: Enclosing difference and disruption: Assemblage, heterotopia and the cruise ship

Journal: Social & Cultural Geography

Volume: 18

Issue: 2

Pages: 224-244

Abstract: The cruise ship is as much a process as an object. Indeed, while the ship appears stable in its material and affective form, this state is maintained only through the interventions of a vast array of human and non-human agencies. The cascading affects flowing from these interactions allow for alternative sociomaterial orders to be established through the suspension and splintering of fixed notions of time and space. This paper brings the theories of heterotopia and assemblage together, through a speculative realist ontology, to explore these temporal and spatial discontinuities, and the way they can create a sense of enclosure amongst passengers on-board. This theoretical approach is utilised to examine articulations of the cruise ship in the self-solicited blog entries of passengers that demonstrate both the mutable and emergent qualities of the ship and the way in which its seeming enclosure is subject to constant disruption. Rather than a static reading of the ship as a heterotopic 'other space', the authors propose that these spatial configurations are vulnerable to entropic forces and unruly agencies that frame the cruise ship as an emerging, rather than realised object, affording it the potential to enact alternative sociomaterial orders.

Authors: Raub, S., and Streit, E. M.

Year: 2006

Title: Realistic recruitment: An empirical study of the cruise industry

Journal: International Journal of Contemporary Hospitality Management

Volume: 18

Issue: 4

Pages: 278-289

Abstract: To report on the results of an empirical study on recruitment practices in the cruise industry and interpret these results from the perspective of theory on "realistic recruitment". Research was carried out in a two-step approach. In the first step, semi-structured interviews were conducted with recruitment specialists at seven cruise lines and recruitment agencies. Based on these qualitative results, a survey questionnaire was sent to recently hired employees of a European cruise line. A total of 60 completed questionnaires were used for the analysis.

The study provides support for the existence and importance of a “realistic” recruitment approach in the particular context of the cruise industry. Recruiters possess extensive knowledge about the companies and jobs for which they recruit and systematically communicate negative information about difficult living conditions and work contexts on board through a variety of media. Candidates ranked the importance and usefulness of different media in the recruitment process and assessed their satisfaction with information received during recruitment. Both samples – for the qualitative and the quantitative part of the study – are relatively small. The fact that the authors focused on employees of a European cruise line may limit the generalisability of results. Realistic recruitment can have a positive impact on turnover and job satisfaction. Raub and Streit provide recommendations for implementing a realistic recruitment approach in the cruise industry. The realistic recruitment approach is uniquely suited for the particular context of the cruise industry. To the authors’ knowledge this is the first empirical study on this topic in the context of the hospitality industry.

Author: Rink, B.

Year: 2020

Title: Liminality at-sea: Cruises to nowhere and their metaworlds

Journal: Tourism Geographies

Volume: 22

Issue: 2

Pages: 392-412

Abstract: The concept of liminality informs the experience of tourism, yet little is known about how liminality is performed in the context of ‘cruises to nowhere’ that sacrifice terrestrial destinations for endless ‘seascapes’ of liminality. Fuelled by alcohol, round-the-clock parties and endless buffets, cruises to nowhere are an increasingly popular addition to the Southern African cruising season. Understood through a sample of South African based multi-day ocean-going cruises without a destination, results take literally the notion that tourist liminality involves boundary crossing into the unknown on the limitless horizon of the high seas. Using netnographic methods, boundary crossings are traced through the intended and practiced activities on-board cruise-to-nowhere experiences. Involving a mix of sun, sea, sex and especially alcohol, cruises to nowhere engineer the destination-free seascape as a liminoid playground. Reflecting on South African-based cruises to nowhere offered during the southern hemisphere summer cruising season, the findings of this research call for a more deliberate focus on the liminal aspects of ship-based tourism. At the same time, conclusions chart a course for what may be termed debauchery tourism. Building from work in cruise tourism geographies, alcotourism and party tourism, findings do not intend to moralise debaucherous shipboard tourism, but rather to explore the liminal setting of the cruise ship and the sea where cruises to nowhere offer round-the-clock drinking and partying as a liminal destination in and of itself.

Authors: Robles, L. T. Galvão, C. B., and Pereira, S. R.

Year: 2015

Title: Cruise shipping in Brazil: An emergent or established market?

Journal: Tourism Management Perspectives

Volume: 16

Issue: -

Pages: 298-305

Abstract: In Brazil, the cruise shipping industry has shown remarkable growth by expanding and diversifying routes, and incorporating bigger, more luxurious ships, thereby establishing cruising as the equivalent of more conventional destination based tourism. Initially the cruise shipping companies started activities in the Brazilian market to optimise fleet utilisation during

the Northern Hemisphere winter season. However, while for more than a decade the Brazilian market achieved double-digit annual growth, after 2011 the numbers of passengers, ports visited and ships used have declined. This paper contends that Brazil is a mature cruise market in its own right and examines the industry in terms of both itineraries being offered and the role of Brazilian cruising in fleet deployment.

Authors: Rocha, A., da Rocha, A., and Rocha, E.

Year: 2016

Title: Classifying and classified: An interpretive study of the consumption of cruises by the “new” Brazilian middle class

Journal: International Business Review

Volume: 25

Issue: 3

Pages: 624-632

Abstract: This paper seeks to make a contribution in addressing a theoretical gap related to how emerging middle-class consumers utilise consumption as a classificatory practice. Rocha and colleagues adopted an interpretive approach and used the method of participant observation combined with in-depth interviews. Drawing from Bourdieu and Veblen, two main categories were used to explain the use of cruises as a means of classification: Distinction and conspicuous consumption. It was found in addition to consumers classifying themselves in relation to others, they classify the time spent, space, artifacts, and the very experience of the cruise itself. The cruise simulates, for a short period of time, the life of the “leisure class,” with its attendant conspicuous consumption and waste.

Authors: Rocha, A. R. C., da Rocha, A., and Rocha, E.

Year: 2017

Title: Rituals of cruise consumption and the 'new' middle class: Desiring and 'devouring' maritime cruises

Journal: Leisure Studies

Volume: 36

Issue: 4

Pages: 468-480

Abstract: The consumption of maritime cruises is one of the most striking facets of the phenomenon of a new middle-class emergence in Brazil. This study investigates the use of maritime cruises by emerging middle-class consumers to enact their new social status. Specifically, the research looks at ritualistic behaviour performed by consumers before, during, and after a cruise. The research uses a multi-method design characterised by a combination of ethnography and group discussions. The study contributes to enlarge McCracken’s typology of consumption rituals, showing how emerging consumers use the cruise as a rite of passage, during which they perform rituals of preparation, production, possession, and divestment. It also sheds light on specific rituals performed by consumers in order to transfer meanings from the cruise to their own selves. Finally, the findings suggest that consumption rituals in the context of social ascent may not have the transformative power of traditional rites.

Authors: Rodrigue, J.-P., and Notteboom, T.

Year: 2013

Title: The geography of cruises: Itineraries, not destinations

Journal: Applied Geography

Volume: 38

Issue: -

Pages: 31-42

Abstract: The cruise industry is a highly concentrated business in terms of players and markets. Vessel deployment strategies and itinerary design by cruise operators are primordial and are affected by market and operational considerations. This paper focusses on capacity deployment and itineraries in two major cruise markets: The Caribbean and the Mediterranean. The authors argue that the cruise industry sells itineraries, not destinations, implying a level of flexibility in the selection of ports of call, but still bound to important operational considerations. The paper also reveals that the two cruise markets are not functioning independently but are interconnected in an operational manner, particularly through the repositioning of vessel units to cope with variations in seasonal demand among the regional markets.

Authors: Romano, P., Formentini, M., Bandera, C., and Tomasella, M.

Year: 2010

Title: Value analysis as a decision support tool in cruise ship design

Journal: International Journal of Production Research

Volume: 48

Issue: 23

Pages: 6939-6958

Abstract: In the cruise ship industry product development and production activities are complex and must follow strict rules imposed by naval registries. Designers are frequently required to choose among several alternative solutions (e.g., materials, components, layouts, etc.). Because of time constraints, as a matter of fact, design decisions are made fast and in a reactive way, according to the particular case, without considering decisions made in the past and without using specific decision support tools. The final choice is often left to a single designer's experience, whose selection criteria are unknown and not formalised. As a consequence, there is no shared knowledge justifying the reason why a design solution has been chosen and whether it is the best one. The authors developed and implemented in Fincantieri S.p.A. – a leading company in the cruise ship industry – an original decision support tool, based on value analysis, designers can use to document and formalise their choices. Value analysis is a well-known structured method to increase product value and/or cut costs, thus supporting the selection of the most valuable solution by means of objective parameters. Romano and colleagues demonstrate that the proposed tool can also facilitate reuse of the available knowledge base on decisional criteria, increase interactions between people (design staff, buyers, shipyard personnel, etc.) involved in different stages of different value analysis projects, and reduce decision time.

Author: Ronzoni, G.

Year: 2016

Title: Vacation experiences begin at home: A cruise line example

Journal: Journal of Global Scholars of Marketing Science

Volume: 26

Issue: 4

Pages: 318-321

Abstract: A cruise ship passenger is asked to complete a customer satisfaction survey a few days after returning home from her vacation. The passenger details a nightmarish ordeal concerning her departure day experiences and comments that while her experience on the ship met her expectations, the moments that stand out most in her mind are those of travelling to the ship and reaching her cabin for the first time. While she acknowledges that the cruise line was not directly responsible for most of her misery, she asks that the managers of the cruise line do what they can to mitigate these problems.

Authors: Rosa-Jiménez, C., Perea-Medina, B., Andrade, M. J., and Nebot, N.

Year: 2018

Title: An examination of the territorial imbalance of the cruising activity in the main Mediterranean port destinations: Effects on sustainable transport

Journal: Journal of Transport Geography

Volume: 68

Issue: -

Pages: 94-101

Abstract: The increase in cruise activity in Mediterranean port cities is overwhelming historic centres and tourist resources with implications in traffic congestion. Mobility is an important criterion for cruise destinations, besides being an economic resource for the city. The massification of destinations is forcing the adoption of sustainable approaches based on public transport. Starting with a comparative study of the main Mediterranean cruise ports, the authors define four indicators to identify different levels of the pressure range relating the volume of passengers to the local population, the level of port infrastructure, and the condition of the homeport. The results are classified into four settings, whose geographical distribution confirms the inherent imbalance of cruise ship activity in the Mediterranean. The dependence of a port on its status as a tourist destination, in addition to its geographical and urban conditions, facilitates the development of sustainable public transport as compared with the main destinations.

Authors: Ros Chaos, S., Pallis, A. A., Sauri Machán, S., Pino Rocha, D., and Sánchez-Archilla Coneja, A.

Year: 2020

Title: Economies of scale in cruise shipping

Journal: Maritime Economics & Logistics

Volume: Advance online publication

Issue: -

Pages: -

Abstract: The cruise industry has evolved rapidly over the past decades, with the building and operation of ever-larger cruise ships being a key factor in this growth. This study examines whether the observed increases in vessel size are supported by the fundamentals of economies of scale, as allegedly occurs with container ships; in other words, the authors inquire whether increases in ship size imply decreases in the average costs per passenger. Ros Chaos and colleagues attempt this by developing a detailed cost model for cruise ships, distinguishing

among three types of costs: capital costs, operating costs and voyage costs. The quantification of these costs allows the determination of potential savings due to the presence of scale. In parallel, the authors analyse the sensitivity of each cost category to parameters such as sailing speed and distance travelled. The research provides an assessment of the direction the cruise industry is heading, as regards the scale of vessels in operation: The findings suggest that economies of scale are realised only up to a certain ship size, which today stands at 120,000 gross tons. For larger cruise vessels, average costs (per passenger) increase and dis-economies of scale start to set in.

Authors: Ryschka, A. M., Domke-Damonte, D. J., Keels, J. K., and Nagel, R.

Year: 2016

Title: The effect of social media on reputation during a crisis event in the cruise line industry

Journal: International Journal of Hospitality & Tourism Administration

Volume: 17

Issue: 2

Pages: 198-221

Abstract: This research evaluates social media's role in shaping perceptions of reputation during crisis management in a cruise line setting. Data were collected from respondents in the United States and Germany (N = 334) to explore the influence of speed and clarity of corporate response, brand familiarity, and cultural values on the perception of corporate reputation of a cruise line experiencing a crisis. Results indicated that speed of response using social media, brand familiarity, and cultural values of the respondent affected perceptions of corporate reputation of a cruise line after a crisis.

S

Authors: Sanz-Blas, S., Buzova, D., and Carvajal-Trujillo. E.

Year: 2019

Title: Familiarity and visit characteristics as determinants of tourists' experience at a cruise destination

Journal: Tourism Management Perspectives

Volume: 30

Issue: -

Pages: 1-10

Abstract: The main aim of this study was to examine the differences in the interrelationships between destination image-satisfaction-behavioural intention across cruise tourists with varying visit characteristics (length of stay and type of visit arrangement) and familiarity. The data for the study were obtained through interviews with cruise passengers visiting a major Spanish port of call. The results revealed that both familiarity (informational and behavioural) and type of visit arrangement (excursion versus independent visit) moderated the hypothesised structural relationships. The moderating role of length of stay onshore was only demonstrated on the impact of satisfaction on behavioural intentions. The findings make several contributions to the current literature on cruise tourist behaviour.

Authors: Sanz-Blas, S., Buzova, D., and Carvajal-Trujillo, E.

Year: 2017

Title: Investigating the moderating effect of information sources on cruise tourist behaviour in a port of call

Journal: Current Issues in Tourism

Volume: 20

Issue: 2

Pages: 120-128

Abstract: The aim of the study is to examine how destination knowledge acquired by cruisers through different information sources (online versus others) can moderate destination image formation and the relationship of image–satisfaction–behavioural intentions in a port of call. A multiple group analysis with partial least square method was carried out using data collected from a major tourism destination in Spain: Valencia. The findings revealed knowledge acquired through different information sources is a moderator of the image–satisfaction and satisfaction–behavioural intention relationships. The destination image formation is also significantly different from one group to the other. The findings of this study have a number of practical implications.

Authors: Sanz-Blas, S., Carvajal-Trujillo, E., and Buzova, D.

Year: 2017

Title: Assessing cruise port of call performance: A passenger-based approach using PLS modelling

Journal: Maritime Policy & Management

Volume: 44

Issue: 8

Pages: 967-980

Abstract: In the present context of booming cruise demand, the study aims to advance the knowledge on port of call performance from cruise passengers' perspective. The aim of this investigation was twofold: (1) to examine the structural links among port of call perceived quality–satisfaction–future intentions (revisit and word-of-mouth (WOM) behaviour); and (2) to test the moderating effect of cruisers' motivation (push versus pull factors) to visit the port of call on the proposed structural links. Partial least squares path modelling was used to test the proposed model with a sample of 492 cruise passengers at a Mediterranean port of call. The findings revealed that port of call quality has a positive impact on port of call satisfaction, which in turn, strongly affects revisit and WOM intention. Besides, the results of the multi-group analysis indicated that the links between port of call quality–satisfaction and port of call satisfaction–WOM are moderated by cruisers' motivation. Implications for port authorities and cruise lines are discussed.

Authors: Satta, G., Parola, F., Penco, L., and Persico, L.

Year: 2015

Title: Word of mouth and satisfaction in cruise port destinations

Journal: Tourism Geographies

Volume: 17

Issue: 1

Pages: 54-75

Abstract: In addition to a short-term economic (monetary) value, cruise activities can also provide a destination with an additional (non-monetary) value, 'showcasing' the tourist attractions to several visitors, who, after the cruise experience, may potentially recommend the same destination to relatives, friends and colleagues. This paper contributes to the theme of the

cruise tourism impact on the local community, assuming a long-term perspective, and investigates the effect of overall destination satisfaction on cruiser's word-of-mouth (WoM) attitude in three Italian ports. The study analyses the relation between port-related satisfaction attributes and overall destination satisfaction. The empirical findings confirm the positive association between overall destination satisfaction and WoM attitude. In particular, the outcomes on port-related satisfaction attributes demonstrate the key role of the availability of well-designed and comfortable shopping areas and the endowment of properly organised and reliable ground transportation services as antecedents of the overall destination satisfaction. The results are consistent with and add to the academic literature. It is recommended that public policy makers (e.g. Port Authorities, Municipalities, etc.) should play a more significant role as stakeholders' coordinators, to facilitate the dialogue between the various private actors affecting overall destination satisfaction and long-term value creation.

Authors: Scherrer, P., Smith, A. J., and Dowling, R. K.

Year: 2011

Title: Visitor management practices and operational sustainability: Expedition cruising in the Kimberley, Australia

Journal: Tourism Management

Volume: 32

Issue: 5

Pages: 1218-1222

Abstract: The expedition cruise industry along the remote 3000 km Kimberley coast in Australia's northwest draws on the area's environmental and cultural assets for its tourism product and provides the main means of access for visitors. Cruises involve frequent on-shore excursions to attractions including rock pools, rock art and historic sites. This study used visitor observations and stakeholder interviews to examine potential impacts on environmental and cultural site assets, and visitor safety and experience. Visitor management practices varied strongly between operators, with vast room for improvement by some operations. Inconsistent visitor management practices contributed to a high level of avoidable risks in terms of visitor safety and negative cultural and environmental impacts. Findings from this study highlight the central role of tour guides and operational procedures for improving visitor management practices.

Authors: Seabra, F., Beck, A. L., Manfredini, D., and Muller, M.

Year: 2020

Title: Do tourist attractions of an itinerary pull cruise ship lines? A logit model estimation for Southern Hemisphere destinations

Journal: Tourism Planning & Development

Volume: 17

Issue: 1

Pages: 37-45

Abstract: Cruise ship tourism is a growing industry and the major destinations are the Caribbean, Europe and North America. The study analyses the reallocation of ships from the Northern to the Southern Hemisphere during the off-season period and the variables that influence the itinerary choice. The two main destinations in the Southern Hemisphere are South America and Oceania. Based on descriptive analysis and a Logit model, Seabra and colleagues evaluate the main hypothesis that the itinerary along with its tourist attractiveness matter to the ship owner's decision. The results based on a 2017–2018 data base indicate that a variable for tourist attractiveness, given by a TripAdvisor score, is found to be highly significant even controlling the results for port calls and for cruise ship capacity. The authors further found that

South American itineraries are more responsive to positive changes in ship capacity measures and Oceania destinations are preferred based on superior port infrastructure.

Authors: Sehkaran, S. N., and Sevcikova, D.

Year: 2011

Title: 'All aboard': Motivating service employees on cruise ships

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 70-78

Abstract: There have been numerous studies on employee motivation and satisfaction in the hospitality industry but there appears to be a lack of research regarding employment on cruise ships. Cruise ship employees are expected to provide high-quality services that could influence the quality of the tourist experience and the competitiveness of the organisation. Therefore, the level of employee motivation is a critical success factor for this industry. This research aims to contribute to this relatively under-researched area by evaluating the motivational factors for customer-facing service employees on cruise ships. In-depth semi-structured interviews were conducted with 16 past and present employees from various cruise ships. The data gathered were analysed using template analysis. The study revealed employees were mainly motivated to work for the money saving opportunities, the desire to travel and meet new people, as well as learning aspirations and the attractive lifestyle the employment offered. The study found that the unique environment of working is important on cruise ships and has been worthy of close attention due to its influences on employee motivation.

Authors: Seidl, A., Giuliano, F., and Pratt, L.

Year: 2007

Title: Cruising for colones: Cruise tourism economics in Costa Rica

Journal: Tourism Economics

Volume: 13

Issue: 1

Pages: 67-85

Abstract: This study provides an overview of cruise tourism economics in Costa Rica. Seidl and colleagues focus on cruise passenger demographics, preferences and purchase behaviour, and crew purchase behaviour juxtaposed against information from the broader Costa Rican tourism sector. Costa Rica's cruise tourists are motivated by similar features as are other tourists and tend to visit at the same time as the broader tourism industry peaks. They are older and less wealthy, and spend less time and money than the average tourist, raising some concerns as to whether cruise tourism in Costa Rica should be encouraged.

Authors: Severt, D. E., and Tasci, A. D.A.

Year: 2020

Title: Cruising back to the basic needs

Journal: International Journal of Culture, Tourism and Hospitality Research

Volume: 14

Issue: 2

Pages: 173-187

Abstract: Tourism activities inherently include the liminoid state of mind that impels people to go out of ordinary behaviour, some of which is inversionary. The purpose of this paper is to explore travellers' cruise behaviour as related to their needs while entering and experiencing a cruise trip. A total of 395 vacationers were sampled and surveyed about their selected top three

factors for cruising, motivations for cruising and needs while cruising. The sample was grouped into inversioners and rejuvenators to see if there was any evidence of liminoid behaviour in cruising needs and what they may be. The results show that the important reasons to choose cruises for vacation are aligned with past literature showing that people choose cruises for vacation mostly for the good value of the food and beverage bundled with good climate, entertainment appropriate for quality time with family and for rest and relaxation. In addition, the results on motivations to go on a cruise show that lower-level needs on Maslow's hierarchy of needs have more importance than the higher-level needs. The current study was conducted on an online platform. Future research with panels of cruise travellers across all the stages of liminoid behaviour, before, during and after a cruise trip, may provide valuable findings in terms of changes in needs and motivations. The inversionary tendency of cruise travellers implies for the cruise industry the need to create an alternative (or inversionary) routine restoring the basic needs, while still providing enough opportunities for self-actualisation that may foster balanced travel experiences for human growth and development. Providing a more balanced product and service offering may be strategic for the cruise companies because the activities geared for higher-level needs may provide memorable experiences and hence induce consumer loyalty after the trip is completed. The focus on eating and drinking during cruises may be providing cruise travellers with instant gratification during the span of the cruise. However, the consequences for the individual travellers, the industry, destinations and the environment may not be as gratifying. For a more responsible tourism, cruise travel may need an image makeover highlighting different packages within a cruise to better align with the desired needs of different segments of cruisers. The study contributes to the understanding of the second or "transition" stage in liminal theory in tourism and is one of the first to examine the liminoid state of mind using a basic-needs approach for studying cruise traveller needs. Further, it contributes by exploring liminoid behaviour of a group of people in the context of the same type of travel, cruise, rather than investigating liminoid behaviour across different types of travel, thus allowing segmentation possibilities for the cruise industry.

Authors: Shahijan, M. K., Rezaei, S., and Amin, M.

Year: 2018

Title: Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention

Journal: International Journal of Quality & Reliability Management

Volume: 35

Issue: 10

Pages: 2304-2327

Abstract: The purpose of this paper is to investigate the qualities of delighted cruise travelling experience and proposed cruisers' experience, service convenience and perceived overall value as the drivers of cruisers' satisfaction and revisit intention. Thus, the attributes of an effective cruise-marketing strategy in formulating consumer's recreational experiences are examined. A total of 287 questionnaires were collected and structural equation modelling technique was used to analyse data obtained from cruise travellers. The empirical results indicated that service convenience and cruisers' experience significantly influence perceived overall cruisers' satisfaction and revisit intention, whereas perceived overall cruise value influences perceived overall cruisers' satisfaction but not cruisers' revisit intention. Furthermore, empirical assessments support that service convenience is a higher-order model (reflective-reflective) consisting of decision convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience. This research is among ongoing attempts that have been carried out regarding the qualities of cruise satisfaction and revisits intention and uncovers recreational experiences to propose an effective cruise-marketing strategy.

Author: Sharples, L.

Year: 2019

Title: Customer experience management in cruise pre-consumption

Journal: International Journal of Culture, Tourism and Hospitality Research

Volume: 13

Issue: 2

Pages: 235-243

Abstract: This study aims to apply the relatively new concept of customer experience management (CXM) to the pre-consumptive stage within a cruise tourist's journey. The work will apply CXM to the tourism sector and, in particular to the cruise market. Academics have noted how CXM needs to take a holistic integrated approach and focus on the complete customer experience. The cruise sector has been selected for this research because, it is the fastest growing tourism sector globally and the pre-consumption stage for cruise passengers is longer than for other vacation types. This study has shown how CXM has emerged from the more traditional marketing concept of relationship marketing and has highlighted its relevance within the tourism industry, in particular, the cruise sector. In addition, the work has shown how adapting CXM to the pre-consumptive phase more fully will enhance consumer relationships and improve business performance. This work is conceptual. It is proposed that the research propositions should be verified within the pre-consumptive stage of cruise passenger journeys. Another limitation is that the focus has been solely on the cruise sector and future research could be extended to other tourism service industries. This work will provide tourism and other service industry managers with a new strategy to enhance consumer experience and improve business performance in the pre-consumptive stage and extend academic understanding within this stage of a cruise tourist's vacation. This research is significant because CXM is a model, which has been used within service businesses, but had a limited application to the cruise sector and to the pre-consumption timeframe. It is important to understand cruise passengers in this time-frame to encourage positive relationships, to potentially increase revenue opportunities and provide an overall improved consumer experience.

Author: Sheppard, V. A.

Year: 2005

Title: Ethics, tourists, and the North American cruise ship industry: A comparison study of the ethical standards of Alaskan and Caribbean cruise ship tourists

Academic Department: Faculty of Applied Health Sciences, Recreation and Leisure Studies

University: Brock University

Thesis Type: Master of Arts

Abstract: Although a great deal of research has already been conducted on businesses and environmental ethics, little research has been undertaken in the area of ethics and tourism-related businesses. Even less research has been undertaken in the area of ethics and tourists. The cruise ship industry is a sector of the tourism industry that has been fined millions of dollars in penalties for its seemingly lack of an environmental ethic. Yet, the cruise industry is the fastest growing sector of the tourism industry, with 8.4% growth each year since 1980. In North America the growth rate has been a staggering 15% per year since 1998. While it would be easy to sit back and criticise the cruise ship industry for its lack of environmental concern, it is important to recognise that tourists may have a role in the industry's practices. Tourists support the industry and without them the industry would not have experienced the growth that it has achieved. Consequently, this research sought to examine the role of ethics in sustainability, particularly as it applies to the tourism industry and more specifically tourists. By examining the ethical standards and orientation of cruise ship tourists, it was anticipated that valuable

foundational knowledge would be gleaned on the role that tourists can be expected to play in sustainability. There were three objectives of this research. The first objective was to examine and compare the ethical standards and orientation of Alaskan and Caribbean cruise tourists. The second objective was to examine and compare Alaskan and Caribbean cruise tourists' level of acceptance of the environmental practices of the industry, while the third objective was to create awareness amongst cruise ship tourists of the impacts of the industry and, more importantly, their impacts as tourists. An extensive literature review was undertaken to examine ethical and moral theory, which led to the examination of business and tourism ethics, and ultimately environmental ethics and the cruise ship industry. Two research sites were chosen as representing two different cruise ship markets: Alaska and Cozumel. Data were collected in Skagway and Juneau, Alaska from August 22nd to August 30th, 2004 and in Cozumel, Mexico from January 13th to January 22nd, 2005, by means of a self-administered questionnaire. Overall, 237 surveys were completed in Alaska and 246 were completed in Cozumel. The use of the Multidimensional Ethics Scale (MES) in the questionnaire permitted an analysis of the ethical standard of respondents from these two different markets. Overall, Alaskan respondents were found to have a higher standard of ethical conduct than Cozumel respondents. Alaskan and Cozumel respondents differed on the type of ethical orientation they were likely to employ when judging the ethical MES scenario in the questionnaire. There were also significant differences between males and females in Cozumel regarding the strength of their ethical orientation, with female Cozumel respondents utilising a significantly stronger justice orientation than male respondents. The analysis also revealed that the majority of respondents found the environmental practices of the cruise ship industry unacceptable. However, females in both Alaska and Cozumel found the industry's practices to be significantly more unacceptable than did male respondents. An interesting finding revealed itself through the negative correlation between the number of cruises taken and how the Alaskan respondents reacted to two sections of the questionnaire. Specifically, the more cruises the Alaskan respondents had been on, the more likely they were to find the environmental practices of the industry acceptable, and the more likely they were to find the captain's behaviour to be ethical in the MES scenario.

Authors: Sheppard, V. A., and Fennell, D. A.

Year: 2005

Title: The Multidimensional Ethics Scale and cruise tourists: Testing the troubled waters

Journal: Tourism in Marine Environments

Volume: 5

Issue: 4

Pages: 259-270

Abstract: Reidenbach and Robin's Multidimensional Ethics Scale (MES), has been tested and employed in a number of applications. This study sought to test the ability of the MES to be extended to examine the ethical standards of cruise ship tourists in Alaska (USA) and Cozumel (Mexico). Based upon the findings of this research, the utility of employing the MES as an instrument to measure ethical standards of tourists may be problematic and, consequently, further testing of the scale is recommended. Overall, 22.4% of respondents ($n = 483$) did not respond, in part or in whole, to the MES section of the questionnaire. This article will discuss the in-field difficulties experienced by respondents in completing the MES section of the questionnaire.

Authors: Shim, C., Kang, S., Kim, I., and Hyun, S. S.

Year: 2017

Title: Luxury-cruise travellers' brand community perception and its consequences

Journal: Current Issues in Tourism

Volume: 20

Issue: 14

Pages: 1489-1509

Abstract: This study examines the roles of brand community and brand differentiation in the context of the luxury-cruise market. Employing a brand community integration scale, an online survey was conducted with 300 luxury-cruise customers in the USA. The results of structural equation modelling provided six findings as follows: (1) three of the four dimensions of brand community, namely the relationship with the cruise brand, the cruise product, and other cruisers, had positive effects on brand distinctiveness; (2) brand distinctiveness had positive effects on emotional brand attraction; (3) emotional brand attraction had positive effects on active engagement and repurchase intentions; (4) the corporate social responsibility image moderated the link between the relationship with other cruisers and brand distinctiveness; (5) customers' desire for unique products moderated the relationship between brand distinctiveness and emotional brand attraction; and (6) service-use self-efficacy moderated the relationship between emotional brand attraction and active engagement. The results provide a deeper theoretical and practical understanding of the luxury-cruise market.

Authors: Simonsen, M., Gössling, S., and Walnum, H. J.

Year: 2019

Title: Cruise ship emissions in Norwegian waters: A geographical analysis

Journal: Journal of Transport Geography

Volume: 78

Issue: -

Pages: 87-97

Abstract: Cruises are one of the fastest growing and most energy-intense tourism segments, accounting for significant emissions of greenhouse gases, as well as air pollutants such as nitrous oxide (NO_x) and particulate matter (PM_{2.5}). International measures to limit the sector's environmental impacts have so far had no significant effects. This highlights the importance of national, regional or port-specific policies, as implemented or in planning by countries such as Norway. In order to monitor and evaluate the effectiveness of such policies, it is necessary to better understand emissions. This paper models the amount of carbon dioxide (CO₂), NO_x, and PM_{2.5} emitted at sea and in port in Norwegian waters. Results show that 81 cruise ships of various sizes sailed Norwegian waters in 2017, consuming 129,798 t of fuel and emitting 0.4 Mt of CO₂, as well as 7184 t of NO_x and 132 t of PM_{2.5}. About 14.6% of these pollutants are deposited in ports, particularly Bergen, Oslo and Stavanger. Findings also confirm considerable differences in the environmental performance of cruise ships, and can be used to design maritime policies forcing cruise operators to introduce cleaner technologies and to rethink operational practices.

Author: Singh, A.

Year: 1999

Title: Growth and development of the cruise line industry in Southeast Asia

Journal: Asia Pacific Journal of Tourism Research

Volume: 3

Issue: 2

Pages: 24-31

Abstract: Southeast Asia is emerging as one of the fastest growing cruise regions in the world. Historically, strong economic growth, and increases in disposable incomes and leisure time, have led to an increase in the popularity and affordability of the cruise product. This paper presents an overview of the trends in the growth and development of the cruise line industry in Southeast Asia. Despite the challenges posed by the current economic crisis, there are still excellent prospects for future growth. The viability and future success of the cruise industry will be largely dependent on the cooperative endeavours shown by the public and private sectors in each Asian country to overcome the challenges and to sustain growth.

Author: Singh, A.

Year: 2000

Title: The Asia Pacific cruise line industry: Current trends, opportunities and future outlook

Journal: Tourism Recreation Research

Volume: 25

Issue: 2

Pages: 49-61

Abstract: The Asia Pacific cruise line industry has emerged as one of the fastest growing cruise regions in the world. The popularity and affordability of cruising has increased and the Asian cruise industry continues to maintain growth, although from a small base. Growth has been fuelled by the economic recovery, rebound in international tourism, introduction of new itineraries, and a favourable exchange rate that has made Asia a cruise value destination. There has been a dramatic growth in fleet capacity, entry of new cruise operators, expansion of port infrastructure, and a significant increase in cruise passengers. International marketing segmentation, innovative product differentiation strategies, and cooperative marketing will be key factors in ensuring the future growth and viability of the Asia Pacific cruise line industry. This paper provides a general overview of the current trends and opportunities, and future outlook of the cruise line industry in the Asia Pacific region.

Author: Skaalvik, H.

Year: 2011

Title: Service failures in a cruise line context: Suggesting categorical schemes of service failures

Journal: European Journal of Tourism Research

Volume: 4

Issue: 1

Pages: 25-43

Abstract: This paper reports a study on service failures carried out on the prestigious Norwegian Coastal Voyage (NCV) or the Hurtigruten, which is the brand name. Service failures are studied from the perspective of the service employees. Seven tour conductors participated in the study and in the research personal, face-to-face, in-depth interviews were carried out using an interview guide as a data collection tool. The respondents provided descriptive accounts of 51 service failure incidents which were used to develop a classification scheme of service failures. The service failure classification scheme consists of two main categories: 1.

Service failures on excursions; 2. Service failures on the ships (while at sea or at harbour). The paper describes and discusses a set of sub categories within the main categories. The case study may advance the knowledge field of service failures particularly relevant for a high contact service like a cruise operation.

Authors: Slabbert, E., van der Merwe, P., and Schoeman, K.

Year of Conference: 2017

Title: Perceived value predictions of loyalty and satisfaction in cruise tourism

Conference Name: International Congress on Coastal and Marine Tourism

Conference Location: Gothenburg, Sweden

Page: 19

Abstract: The cruise industry is one of the most important growth sectors in the tourism market and has seen impressive growth over the past 30 years, with an average growth rate of 7% per year since 1980. Over \$117 billion (US Dollars) in revenue was generated from cruise tourism in 2014. South Africa, which has a high potential for a cruise industry, only saw 0.72% of this global share in the same year. Perceived value has been seen as the most important indicator for future purchase behaviour of services, such as a cruise experience and is key to growing this market. By understanding the way in which cruise passengers perceive the value they receive, or lack thereof during a cruise experience, managers can enhance their cruise offering and ensure return visitation. Few studies have examined value predictors of loyalty and satisfaction in cruise tourism, which is the aim of this study. An online quantitative study was conducted during the 2014/15 cruise season by means of a post-cruise survey (n=497). An exploratory factor analysis revealed the value dimensions that were used as determinants of satisfaction and loyalty in a multiple regression analysis. Some variables make a statistically significant contribution to loyalty (less than .05), and satisfaction of which perceived service and quality value serves as the most important predictor of both loyalty and satisfaction. In the case of loyalty, perceived recreational value also serve as a predictor and in the case of satisfaction perceived package and money value serve as a predictor. To improve high levels of loyalty and satisfaction managers mainly need to focus on the services and quality provided during the cruise. The results show the importance of exceeding tourists' perceptions of service and quality.

Author: Smith, S. H.

Year: 1988

Title: Cruise ships: A serious threat to coral reefs and associated organisms

Journal: Ocean & Shoreline Management

Volume: 11

Issue: 3

Pages: 231-248

Abstract: Qualitative and quantitative observations were made under cruise ships anchored over disturbed and undisturbed sections of reef off Grand Cayman Island, West Indies. Measurements showed 3,150 m² of previously intact reef destroyed by one cruise ship anchoring on one day. Follow-up observations were made after cruise ship departure and additional data from below other cruise ships were collected for comparison. Recovery periods of more than fifty years are postulated. The effects of increasing numbers of cruise ships and live-aboard dive cruisers on corals, fisheries and tourism are discussed, and some solutions are proposed.

Authors: Song, D., Chen, J. S., and Dong, K.

Year: 2018

Title: Competitiveness analysis of cruise ports: A case in China

Journal: *Advances in Hospitality and Leisure* (*Advances in Hospitality and Leisure*)

Volume: 14

Issue: -

Pages: 75-91

Abstract: Given the rapid growth of the Chinese cruise market, several Chinese cities are attempting to become a hub for cruise ships. The aim of this study is to evaluate the competitiveness of those cities with regard to hosting cruises. It employs a cloud model that transforms the qualitative description of competitive indicators into quantitative measurement and assesses the competitive advantage and specialisation of the top homeports in China. Questionnaires were delivered to experts from eight cruise ports in China and the cloud model based on 14 evaluation factors is used to analyse the competitiveness of the ports under investigation. The result shows that the city's scale, population, and development have been the main factors for assessing the competitiveness of port cities. The research provides insight about the Chinese cruise port cities' competitiveness, which is particularly useful for future development decision and marketing strategies of ports and prospective destinations.

Authors: Soriani, S., Bertazzon, S., DI Cesare, F., and Rech, G.

Year: 2009

Title: Cruising in the Mediterranean: Structural aspects and evolutionary trends

Journal: *Maritime Policy & Management*

Volume: 36

Issue: 3

Pages: 235-251

Abstract: In recent years the Mediterranean has grown so markedly within the global cruise market that it now ranks second in the world. Demand growth rates are constantly positive. Supply is steadily growing; major world companies are deploying more vessels in the area; many passenger terminals and ports are undergoing infrastructural modernisation. Overall, the entire Mediterranean cruise sector holds a far greater appeal than in the recent past. Vertical integration processes have played a major role in increasing the dynamism of the sector and in affecting the competition among ports. In this context, Barcelona and Civitavecchia have emerged as the top ranking ports. Continued growth in the Mediterranean market can be expected in the near future; the main challenges are continued terminal and service modernisation, geopolitical stability, particularly in its central-eastern part, and effective marketing strategies integrating port activity with inland resources.

Authors: Sorrentino, A., Risitano, M., Del Chiappa, G., and Abbate, T.

Year: 2019

Title: Profiling cruise passengers in a Mediterranean port-of-call

Journal: *Anatolia*

Volume: 30

Issue: 2

Pages: 279-290

Abstract: This study profiles cruise passengers based on their perceived satisfaction with their experience. Exploratory factor analysis (EFA) and K-means Cluster Analysis were applied to a sample of 419 cruise passengers interviewed in the period March–April 2013 at the port-of-call of Messina (Italy). The main factors that influenced destination satisfaction were: Onshore shopping experience, transportation and tourist services, security perceptions, port-related

factors, length of stay, and aesthetic perceptions of the destination. Furthermore, two clusters were identified: “Independent passengers” and “organised passengers”. Contributions to the body of knowledge and managerial implications are discussed and suggestions for further research are given.

Authors: Stewart, E. J., Dawson, J., Howell, S. E. L., Johnston, M. E., Pearce, T., and Lemelin, H.

Year: 2013

Title: Local-level responses to sea ice change and cruise tourism in Arctic Canada's Northwest Passage

Journal: Polar Geography

Volume: 36

Issue: 1-2

Pages: 142-162

Abstract: This article examines the interactions between sea ice change and patterns of cruise ship tourism through the Northwest Passage of Arctic Canada and how local communities are responding to this change. During the period 2006–2010, the Passage has emerged as the most popular expedition cruise area in the Canadian Arctic with an increase in planned cruises by 70%. This dramatic increase in cruise traffic has been, in part, facilitated by improved access as a result of decreases in sea ice. Since 1968, total sea ice area in northern route of the Northwest Passage has decreased by 11% per decade and total sea ice area in the southern of the Northwest Passage has decreased by 16% per decade. Integrating research from both social and geophysical science, this article presents an analysis of changing cruise tourism patterns through the Northwest Passage and analyses resident responses from Passage communities including Ulukhaktok, Gjoa Haven, and Pond Inlet. Discussion is focused on issues associated with infrastructure, security, protection of the marine environment, human safety, and search and rescue. This research is important to help prepare communities, policy makers, as well as the cruise sector itself, to be responsive to change in these remote locations.

Authors: Stewart, E., Dawson, J., and Johnston, M.

Year: 2015

Title: Risks and opportunities associated with change in the cruise tourism sector: Community perspectives from Arctic Canada

Journal: The Polar Journal

Volume: 5

Issue: 2

Pages: 403-427

Abstract: Environmental, sociocultural, political and economic changes are ever present in the Arctic and these have immediate and wide-ranging consequences for the people who live there. In Arctic Canada, cruise ship tourism has emerged as an important sector that simultaneously contributes to, and is influenced by, wider forces of change. Growth in cruise traffic has in part been facilitated by improved access as a result of decreases in sea ice. This paper reports on research using a systems framework to understand how residents in three coastal Inuit communities located along the Northwest Passage view these changes and how they are adapting to developments in the cruise sector. Interviews were conducted in Ulukhaktok (n = 22), Gjoa Haven (n = 52) and Pond Inlet (n = 47). Each of the three communities has experienced different levels of exposure to the cruise sector, and each demonstrates a variety of risks and opportunities. Future actions and strategies they have, or plan, to adopt are explored. This research is important to help prepare communities, policy-makers, as well as the cruise sector itself, to be responsive to change in these remote locations.

Author: Sthapit, E.

Year: 2018

Title: Exploring the antecedents of value no-creation: Cruise tourists' perspective

Journal: Anatolia

Volume: 29

Issue: 4

Pages: 617-619

Abstract: The present study explores specific value dimension(s) that generate one type of value outcome as a result of interactive value formation (IVF) – value no-creation – in a cruise service context. Using netnography, customer-generated content on TripAdvisor was analysed. Five keywords “ok”, “average”, “standard”, “decent” and “not good not bad” were linked to value no-creation outcome of IVF. Out of total 2667 online reviews, the data analysis consisted of 165 neutral reviews of tourists' cruise experiences with two major cruise service providers in Helsinki, Finland (Viking Line and Tallink Silja). A grounded theory approach was used to analyse the data. Two value dimensions resulted in value no-creation outcome: Cruise ship cabin and buffet. Future studies should incorporate the third outcome of value no-creation for a holistic and realistic understanding of the value concept.

Authors: Suárez, E., Susaeta, L., and Babinger, F.

Year: 2020

Title: Organization and challenges of the human resources function in a cruise ship company

Journal: Tourism in Marine Environments

Volume: 15

Issue: 2

Pages: 65-71

Abstract: Since the Maritime Labor Convention (MLC) came into force, cruise line companies have been required to make human resource (HR) organisational changes in order to comply with the corresponding rules on employees' rights. This article offers an overview of the role and organisation of HR in the Spanish cruise line company Pullmantur. This research suggests that cruise HR managers face greater challenges, compared to those of other sectors, not only because of the specific regulations affecting cruise line companies, but also because of the complexity of the processes from recruitment to incorporation. Pullmantur's case illustrates a particular way of organising the HR planning and assignment of its personnel, reflected in their Crew Cycle Life (CCL). After having reviewed different documents as well as interviews carried out with Pullmantur's HR management, this article describes and examines the different positions, functions, and responsibilities of HR "on ship and shore." It concludes that HR's function within a cruise ship company is more stressful and complex, but at the same time, more vibrant and challenging than in other industries.

Authors: Sun, H., Zeng, Q., Xiang, H., and Chen, C.

Year: 2019

Title: Competition model of cruise home ports based on the cruise supply chain – based on China cruise market

Journal: Maritime Policy & Management

Volume: 46

Issue: 3

Pages: 277-294

Abstract: This paper addresses issues of cruise home port competition based on the cruise supply chain. A pricing model of the cruise market is developed considering the competitive

cooperation behaviours of the participants in the cruise supply chain. Furthermore, a model of cruise home port competition is developed to investigate the impacts of subsidy participants in the cruise supply chain on cruise home ports. The results indicate that subsidy policies change the market equilibrium, promote the upstream and downstream integration of cruise supply chain, and enhance cruise home port competitiveness. Subsidies to cruise line increase the payoffs of cruise supply chain and ports' profit. Subsidies to travel agency decrease passenger costs and improve all ports' profits. For the long-term development of cruise home port, the consequents can be used as policy suggestions.

Authors: Sun, X., Feng, X., and Gauri, D. K.

Year: 2014

Title: The cruise industry in China: Efforts, progress and challenges

Journal: International Journal of Hospitality Management

Volume: 42

Issue: -

Pages: 71-84

Abstract: The cruise industry has evolved considerably and in recent years emerged to become one of the most rapidly developing segments of the global tourism industry, with millions of passengers cruising each year. On a global basis, the cruising sector is overwhelmed by North America. During recent years above average growth rates are reported in emerging cruise markets in the Asia Pacific region. As one of the core elements of the Asian cruise market, China is undergoing rapid growth in terms of both cruise ship visits and cruise tourists. However, limited research has been undertaken in regard to growth of cruising industry in China. The purpose of this article is to report current development of the cruise industry in mainland China. First, Sun and colleagues briefly provide an overview of the worldwide cruise industry. Then, they summarise the history and the growth of the cruising sector in China; report characteristics of Chinese cruise passengers and compare them with others; highlight information on geographical distribution, berthing capacity and cruise business performance of each cruise port along China's coastlines; and introduce various cruise policy documents issued by Chinese governments. Finally, the authors discuss some issues, challenges and relevant managerial implications for developing this niche form of tourism in this country.

Authors: Sun, X., Jiao, Y., and Tian, P.

Year: 2011

Title: Marketing research and revenue optimization for the cruise industry: A concise review

Journal: International Journal of Hospitality Management

Volume: 30

Issue: 3

Pages: 746-755

Abstract: This paper presents a concise review of the cruise industry mainly from marketing research and revenue optimisation prospects. In recent years, the cruise industry has experienced an exciting growth. However, as one of the fastest growing and most profitable categories in the entire leisure market, this industry has hardly received any research attention. Given the limited academic articles, this paper presents a concise review about this budding research topic. First of all, a discussion about global cruise industry is conducted. Then, academic studies of the cruise industry on general marketing research, revenue management, itinerary design/optimisation, optimal market segmentation, demand infiltration and economic issues are reviewed. Finally, some promising directions for future research are presented.

Authors: Sun, X., Kwortnik, R., and Gauri, D. K.

Year: 2018

Title: Exploring behavioral differences between new and repeat cruisers to a cruise brand

Journal: International Journal of Hospitality Management

Volume: 71

Issue: -

Pages: 132-140

Abstract: The modern leisure cruise industry is one of the most dynamic and profitable sectors of the global tourism industry. However, the cruise industry has entered a maturity stage in North America, the largest cruise market in the world, as growth of the new-to-cruise segment diminishes. Industry analysts emphasise that cruise lines need to not only attract new customers, but also to motivate existing ones to repurchase. Achieving these dual goals demands a better understanding of the differences between these market segments. This study used proprietary reservation data containing more than one million individual records of cruisers' demographic and behavioural information. Analysis showed that compared with new cruisers, repeat cruisers to a cruise brand are less price sensitive, live closer to embarking ports, are more likely to choose longer cruises and better cabin types, and to book cruises further out from the sailing date; in addition, there are notable behavioural differences between first-time and multi-time repeat cruisers.

Authors: Swain, R. A., and Barth, J. E.

Year: 2002

Title: An analysis of cruise ship rating guides

Journal: International Journal of Hospitality & Tourism Administration

Volume: 3

Issue: 4

Pages: 43-60

Abstract: Cruise vacations are a relatively new tourism product that has evolved from the maritime passenger transportation industry. An introduction to the cruise industry is followed by an analysis of cruise guides with star ratings, which are widely available in bookstores and libraries. Although these appear well researched including a tremendous amount of information, each guide's rating system is different and can confuse readers' considering a vacation cruise. A linear regression of the star ratings for each of four popular guides shows that as much as 70% of the ratings are explained by only two variables: Year of launch and space/passenger ratio. It was found that consumers who wish to compare ships efficiently could do so by simply dividing the space/passenger ratio by 10.

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Author: Tan, R.

Year: 2016

Title: Summary report: Economic impact of the 2015-2016 cruise sector in New Zealand and forecasts to 2018

City/State: Auckland, New Zealand

Institution: Cruise New Zealand

Date: 2016

Abstract: New Zealand delivered its largest ever season on record in the 2015-2016 cruise season. New Zealand welcomed not only nine ships new to New Zealand in the 2015-2016 season, but also received 254,409 passengers and 91,900 crew who visited New Zealand across 138 voyages making a total of 703 port visits. The economic activity generated by passengers,

crew and ship totalled a direct spend of NZD 645 million which contributed NZD 484 million to New Zealand's GDP and supported 8,748 jobs.

This represented a growth of 26% in passenger arrivals and 22% in crew arrivals, with a corresponding growth of 18% in passenger port days and 7% in crew port days, which collectively generated an increase of 11% in value added from the season before.

The 2016-2017 cruise season will welcome eleven ships new to New Zealand but will contract by 8% in passenger numbers, albeit with minimal impact on value added (+1%). This is due to the exit of *Pacific Pearl's* winter cruising programme, which has traditionally carried New Zealanders, who have a comparatively low spend profile.

At the time of analysis, the 2017-2018 season was scheduled to welcome another four ships new to New Zealand, and rise to a new record, with 11% growth in passenger numbers and 11% growth in value added, on the 2015-2016 season.

Forecasts to 2018 do illustrate good growth but the rate of growth is slowing. Previously accounting for a growth rate of 5 times over the last ten years, it is now growing at a rate of 4 times over the last ten years. Despite the record forecasts for the 2017-2018 cruise season, the rate of growth will reduce to three times over the previous ten years.

Continuing to be a good story for New Zealand is that cruise is not only the third largest holiday arrivals market to New Zealand, behind Australia and China (IVA YE June 2016) generating a direct spend that supersedes that of the German market (IVS YE June 2016), but also distributes the economic impact well throughout New Zealand's regions. A typical cruise itinerary around New Zealand calls into at least six ports and facilitates regional dispersal to smaller, less frequented regions by tourists, allowing a passenger to see the length of New Zealand in a week. Currently, there are 17 cruise regions that contribute to 16 Regional Tourism Organisation (RTO) territories (including inland RTOs of Rotorua, Hamilton & Waikato and Queenstown). Cruise New Zealand works with the regions to entice cruise lines to explore new destinations, and this will come to fruition in the 2016-2017 season with small ship visits scheduled to Kapiti Island and Whitianga, New Plymouth and Whangaroa in the 2017-2018 season. Tourism 2025, New Zealand's tourism growth framework, identified cruise as a sector of value that should be endorsed, especially when looking through the lens of the regions.

Authors: Tao, S., and Kim, H.-S.

Year: 2019

Title: Cruising in Asia: What can we dig from online cruiser reviews to understand their experience and satisfaction

Journal: Asia Pacific Journal of Tourism Research

Volume: 24

Issue: 6

Pages: 514-528

Abstract: In the e-tourism era, online customer reviews with pictures, textual comments, etc. have become a significant information source affecting customers' purchase intention and behaviour. Big data analytics with text mining, semantic network analysis and factor analysis, and regression analysis were applied to help understand cruiser experience and its relationship to cruiser satisfaction in the Asian cruise market through online cruiser reviews. Research results confirmed the dimensions of cruise experience from previous studies, while more importantly, "onshore attributes" were explored in this study using the insight of big data, which was never investigated as a facet of cruise experience previously.

Authors: Taylor, A. R., Barðadóttir, Þ., Auffret, S., Bombosch, A., Cusick, A. L., Falk, E., and Lynnes, A.

Year: 2019

Title: Arctic expedition cruise tourism and citizen science: A vision for the future of polar tourism

Journal: Journal of Tourism Futures

Volume: 6

Issue: 1

Pages: 102-111

Abstract: The purpose of this paper is to provide a conceptual framework for using citizen science – defined as a data collection method through which non-professionals engage in contributing to authentic scientific inquiry – within the expedition cruise industry to contribute significantly to the collection of environmental data from hard-to-access Arctic areas. The authors review trends in Arctic expedition cruise tourism and current needs in Arctic research and monitoring, and clarify where the expedition cruise tourism industry could have the most impact by providing data to the scientific community. Taylor and colleagues also compare the regulatory context in the Antarctic to that in the Arctic and discuss how these differences could affect the widespread use of citizen science. At last, the authors describe some general principles for designing citizen science programmes to be successful on board, and highlight several existing programmes that are being recognized for their contributions to a greater scientific understanding of the Arctic. The authors find that citizen science data from the expedition cruise industry are underutilised as a tool for monitoring Arctic change. Numerous examples illustrate how citizen science programmes on-board expedition ships can successfully collect robust scientific data and contribute to enhancing the knowledge and stewardship capacity of cruise passengers. Inclusion of citizen science data from the expedition cruise industry should be considered a critical part of international Arctic observing networks and systems. Active participation in Arctic citizen science by tourists on expedition cruise ships has many potential benefits beyond the collection of high quality data, from increasing passengers' knowledge and understanding of the Arctic while on board, to affecting their attitudes and behaviours after they return home. The potential for tourism to contribute to Arctic observing systems has been discussed previously in the scientific literature; the authors narrow the focus to citizen science programmes in the expedition cruise industry, and provide concrete examples, in the hope that this will streamline acceptance and implementation of these ideas by researchers and tourism practitioners.

Author: Terry, W. C.

Year: 2009

Title: Working on the water: On legal space and seafarer protection in the cruise industry

Journal: Economic Geography

Volume: 85

Issue: 4

Pages: 463-482

Abstract: With a focus on Filipino seafarers, the largest cohort of workers on cruise ships, this article argues that recent legal decisions in U.S. courts on the employment and protection of international cruise ship workers have repositioned the historical relationships between seafarers and their employers and have created a new extraterritorial legal space in which seafarers' rights are diminished. In this context, Filipino seafarers find themselves embedded in a dynamic transnational system that facilitates their entry into the cruise industry yet structures a diminution of their protection under the law. This process represents a rollback of historical protections that have favoured seafarers in U.S. courts. This case calls into question how laws

and legal framings serve to buttress labour relationships between people and places, thereby shaping economic geographies. Thus, this article illustrates the power of a legal geographic framework to examine economic relationships and therefore to shed light on how economic globalisation is facilitated and shaped at multiple scales. It offers a geographic perspective on how the legal and the economic are implicated in one another and suggests that further attention to legal geographic aspects of economic and labour geographies would be useful for analysing the maintenance of inequalities in the global system.

Authors: Terry, W. C.

Year: 2014

Title: The perfect worker: Discursive makings of Filipinos in the workplace hierarchy of the globalized cruise industry

Journal: Social & Cultural Geography

Volume: 15

Issue: 1

Pages: 73-93

Abstract: Filipinos are by far the largest nationality represented on cruise ships despite the fact that cruise lines can hire from wherever they choose. The reasons for this phenomenon lie in a mélange of political, economic, and cultural factors, yet when polled, industry insiders repeatedly cite well-worn Filipino stereotypes as the primary cause. This reflects a system in which discourses surrounding workers become fixed in ways that ideologically frame Filipinos as docile and compliant yet industrious and inexpensive. Filipinos are thus constructed as readymade workers for subordinate positions rather than for roles as leaders on the ship. This case shows the subtle ways that labour becomes stratified along ethnic lines and how discourses become the fault lines that define and reproduce the great inequalities between different groups of workers. The task of this article is to understand the ways that discourses relate to the workplace positioning of Filipino seafarers and reinforce a reading of 'Filipino-ness' that marks them as the perfect sort of worker for the cruise lines. It is further suggested that such framings are subject to revision via worker agency and changing socioeconomic labour market conditions.

Author: Testa, M. R.

Year: 2001

Title: Predictors of service effort

Journal: Journal of Quality Assurance in Hospitality & Tourism

Volume: 2

Issue: 1-2

Pages: 11-27

Abstract: Improving service quality will continue to be a vital goal for hospitality and tourism organisations in the new millennium. As service worker performance directly impacts customer's evaluation of quality, further investigation of methods of improving performance are necessary. Service effort is a construct that has received little attention in the literature, but may be a significant factor in linking employee attitudes and customer perceptions of service quality. This exploratory study tested three popular managerial constructs to determine the extent to which they predict service effort. Using data from 331 service workers from two cruise line operations organisations, motivation, organisational commitment and job satisfaction were regressed against service effort. Results indicate that organisational commitment was the greatest predictor of service effort, followed by motivation. One dimension of job satisfaction (satisfaction with company), failed to yield a significant relationship with service effort, while

satisfaction with supervisor yielded a slightly negative coefficient. Implications for hospitality and tourism managers and organisations are discussed.

Author: Testa, M. R.

Year: 2002

Title: Leadership dyads in the cruise industry: The impact of cultural congruency

Journal: Hospitality Management

Volume: 21

Issue: 4

Pages: 425–441

Abstract: Multiculturalism continues to permeate the management literature as an imperative issue in today's workplace. The cruise industry is highly diverse, with leaders often interacting with subordinates whose national origin is different from their own. Past research suggests that differences in national culture may significantly impact the process of leadership evaluation and subsequently how subordinates respond to their leaders. The purpose of this investigation was to determine if such a process takes place in the cruise industry. Using a diverse sample of cruise line managers (n=367), a comparison of congruent and incongruent leaders/subordinate dyads was conducted. Multivariate analysis of variance was used to determine how cultural congruence impacted perceived leadership style (consideration and initiating structure), trust, satisfaction and commitment to the leader. The results indicate that subordinates in congruent dyads evaluated their leaders significantly higher on consideration behaviours, and reported higher levels of trust and satisfaction with their leader, than those in the incongruent group. These findings suggest that national culture systematically impacts how subordinates within the studied sample evaluate, and subsequently feel about their leaders. The results are discussed and recommendations are made for leaders within the cruise environment.

Authors: Teye, V., and Leclerc, D.

Year: 1998

Title: Product and service delivery satisfaction among North American cruise passengers

Journal: Tourism Management

Volume: 19

Issue: 2

Pages: 153-160

Abstract: Although researchers have, during the past decade, become increasingly interested in customer satisfaction and service quality issues, very little of the research has been devoted to the tourist industry. The cruise line industry, which is among the fastest growing sectors of the leisure market, has hardly received any research attention. This paper discusses the importance of the cruise product and service delivery within the context of some of the unique characteristics of the cruise line industry, and presents the results of an exploratory study which examined passengers' satisfaction with a number of cruise product and service delivery components. The results of the study show that, overall, passengers' expectations were met or exceeded but there were key product and service delivery areas which provided cruise ship guests with the most satisfaction.

Authors: Teye, V., and Leclerc, D.

Year: 2002

Title: The white Caucasian and ethnic minority cruise markets: Some motivational perspectives

Journal: Journal of Vacation Marketing

Volume: 9

Issue: 3

Pages: 227– 242

Abstract: There is substantial research that profiles the nature of tourists and the motivations that underlie their general travel behaviour. Travel research on racial and ethnic minority groups is very limited, however. Furthermore, hardly any work exists on the travel motivations of cruise tourists in general. Based on a survey of North American cruise passengers, this paper compares the motivations of white Caucasians and ethnic minority passengers for taking a cruise vacation. The results indicate that while there are many similarities, a number of important differences exist to warrant strategies for attracting more minority passengers to take cruise vacations.

Authors: Thureau, B. B., Carver, A. D., Mangun, J. C., Basman, C. M., and Bauer, G.

Year: 2007

Title: A market segmentation analysis of cruise ship tourists visiting the Panama Canal Watershed: Opportunities for ecotourism development

Journal: Journal of Ecotourism

Volume: 6

Issue: 1

Pages: 1-18

Abstract: The area that surrounds the Panama Canal, known as the Panama Canal Watershed (PCW) encompasses approximately 283,000 hectares of land that is home to some of the most biologically diverse tropical forests and globally important cultural heritage sites. With the recent creation of three cruise ship ports in the Republic of Panama, tourism activities in the PCW are expected to increase rapidly. The purpose of this study was to determine cruise ship tourists' underlying travel preferences of ecotourism opportunities in the PCW. A three-step, multivariate market segment analysis was employed utilising (1) factor analysis (to determine the underlying travel preferences); (2) cluster analysis (to identify potential market segments); and (3) chi-square analysis (to develop travel profiles of each of the market segments, and to determine the statistically significant demographic variables among markets). Factor analysis revealed five main travel preferences: 'Learning', 'socialising/entertainment', 'action/adventure', 'security/preservation' and 'nature/escape'. Cluster analysis identified four distinct market segments: Cultural Discovery Tourists, Action Adventure Tourists, Conventional Tourists and Natural Discovery Tourists. Results of this study show that cruise ship tourists prefer ecotourism opportunities more so than previously expected, and that marketing and services should be redirected toward sustainable, human-scaled ecotourism opportunities.

Authors: Tiago, F., Couto, J., Faria, S., and Borges-Tiago, T.

Year: 2018

Title: Cruise tourism: Social media content and network structures

Journal: Tourism Review

Volume: 73

Issue: 4

Pages: 433-447

Abstract: The purpose of this paper is to present knowledge acquired through examining three cruise lines' social media strategies over a three-year period, analysing the network structures involved and demonstrating the value of the STAR (storytelling, triggers, amusement and reaction) model for enhancing social media activity. This study gathered data from three cruise lines' official websites and Facebook and Twitter accounts, examining variables such as internet presence, engagement and fans/followers. Furthermore, the work also addresses several issues that researchers encounter when using the STAR model. Digital activity was found to vary significantly between the three cruise lines' websites and Facebook and Twitter accounts, with the companies adopting different approaches and obtaining different results. Each company tended to have its own base of fans and followers, who shared a common language, reflected in the hashtags they used. The results show that cruise lines wishing to develop a content-oriented strategy that maximises engagement in social media should share rich multimedia content that supports storytelling values and can be used on multiple platforms. This work can be of interest to practitioners aiming to use a comparison and assessment tool for their digital activity. It could also assist future researchers focusing on cruise line activity, as few researchers have analysed the online content strategies of cruise lines, particularly on Facebook and Twitter.

Authors: Toh, R. S., Rivers, M. J., and Ling, T. W.

Year: 2005

Title: Room occupancies: Cruise lines out-do the hotels

Journal: Hospitality Management

Volume: 24

Issue: 1

Pages: 121-135

Abstract: The cruise industry, which is essentially a North American phenomenon, is the most successful and fastest growing sector of the tourism industry, carrying nearly 8 million North American passengers in 2003 and achieving an 8.4% annual growth rate since 1980. Yet, there is a dearth of published literature on it. This paper seeks to describe how cruise lines go about managing their cabin inventory with regard to the acceptance and cancellation of reservations, collection of deposits, and dealing with no shows, overbooking, over-sales, upgrades, auctions, and walks (with compensation). Individual as well as group bookings will be analysed. In 2003, with an average of more than 95% cabin occupancy rate, the North American cruise lines have out-performed the hotels, which have an average room occupancy rate of only 59%. The authors advance 13 reasons why the cruise lines have out-done the hotels in cabin/room occupancy rates, grouped into three categories: Inherent structural advantages, idiosyncratic marketing conditions, and proactive management initiatives. But the most unexpected discovery of the study is that the cruise industry has made travel agents an important and essential arm of their cabin-inventory management strategy, from making individual as well as group reservations, collecting the deposits and full payments, tracking down late arrivals, and conducting silent auctions when the system breaks down and the cruise ships are oversold.

Authors: Tree Bolt, E. E., and Lashley, C.

Year: 2015

Title: All at sea: Insights into crew work experiences on a cruise liner

Journal: Research in Hospitality Management

Volume: 5

Issue: 2

Pages: 199-206

Abstract: This research explores employee experiences of working on board a cruise ship. Cruise liners have been described as floating hotels; but increasingly they are more like floating resorts, embracing passenger and crew populations as big as small towns. In addition to the usual service sector experiences and emotional labour requirements of service jobs in the hospitality sector, the shipboard context in which employees live and work put considerably further constraints and pressure on crew. This paper reports on these crew experiences, informed by both participant observation and semi-structured interviews with a stratified sample of frontline hotel services staff. For most crew, the relative value of earnings on the cruise helped compensate for being away from home in challenging working and living conditions and work relationships involving colleagues from diverse national and linguistic backgrounds.

Authors: Tsai, F. M., and Bui, T.-D.

Year: 2020

Title: Impact of word of mouth via social media on consumer intention to purchase cruise travel products

Journal: Maritime Policy & Management

Volume: Advance online publication

Issue: -

Pages: -

Abstract: Social media has changed how tourists source and assess information about tourist products and destinations. Tourists can now easily share their travel experiences through text-based posts, photographs, and real-time videos on social media. Such word of mouth (WOM) allows tourists to focus on and develop an interest in diverse tourism experiences and efficiently interact with other travellers as reliable information sources. However, studies on the cruise industry remains scarce in this issue. Thus, this study examines the impact of travel information sourced from social media on consumers' purchase intentions with WOM (WOM praise and WOM activities) as a mediating factor. The analysis employs a value-based adoption model derived from prospect theory and mental accounting theory from the perspective of benefit maximisation (information reliability and enjoyment). Empirical data are collected (n = 305) using a survey. Structural equation modelling reveals that social media users' WOM significantly influences consumers' purchase intentions. That is, WOM increases the benefits of sourcing information on cruise travels from social media. Further, experience sharing through WOM significantly impacts consumers' decision making. The study concludes with theoretical and practical implications.

Authors: van Bets, L. K. J., Lamers, M. A. J., and van Tatenhove, J. P. M.

Year: 2017

Title: Governing cruise tourism at Bonaire: A networks and flows approach

Journal: Mobilities

Volume: 12

Issue: 5

Pages: 778-793

Abstract: Conceptual approaches to thoroughly study governance of cruise tourism are lacking in the literature. Relying on Castells' network society, van Bets and colleagues analyse how two interconnected flows of cruise ships and passengers are governed by a marine community of users and policy makers. Bonaire is used as a case study. Research shows that the transnational cruise ship flow increasingly determines the local passenger flow at Bonaire. Therefore, the marine community increasingly connects with and adapts to the requirements of the transnational cruise network. Moreover, unequal power relations between cruise networks and flows prioritise the economy over the environment at Bonaire.

Authors: van Bets, L. K. J., Lamers, M. A. J., and van Tatenhove, J. P. M.

Year: 2017

Title: Collective self-governance in a marine community: Expedition cruise tourism at Svalbard

Journal: Journal of Sustainable Tourism

Volume: 25

Issue: 11

Pages: 1583-1599

Abstract: Collective self-governance is gaining attention in the literature for maintaining the quality of key attractions and promoting sustainable tourism. The long-term success of collective self-governance is dependent on both its internal organisation and its embeddedness in external state and non-state regulations. This paper presents the marine community concept, consisting of a policy and a user community, as a framework for investigating the internal and external dynamics of collective self-governance and its ability to steer toward sustainable cruise tourism. As methodology, a case study design was chosen which was primarily studied by means of interviews with a spectrum of relevant actors concerning expedition cruise tourism at Svalbard. By applying the marine community to Svalbard expedition cruise tourism governance, the authors draw the following conclusions: (1) collective self-governance complements governmental regulation through access to knowledge, conflict resolution and rule-compliance based on disclosure, traceability and trust; (2) collective self-governance's increasing role in the policy community alienates the expedition crew from the user community; and (3) informational overflow by co-existence of collective self-governance and state-governance challenges sustainable cruise tourism. Collective self-governance would, therefore, benefit from reflection, especially regarding the role of the user community that functions as an intermediary between state and self-governance regulations.

Authors: Vayá, E., Garcia, J. R., Murillo, J., Romaní, J., and Suriñach, J.

Year: 2017

Title: Economic impact of cruise activity: The case of Barcelona

Journal: Journal of Travel & Tourism Marketing

Volume: 35

Issue: 4

Pages: 479-492

Abstract: This article shows the methodology and the main figures of the local and regional economic impact generated by cruise activity. This article is pioneering in combining different issues: Estimating the impact of the cruise port activity, presenting these impacts disaggregated at a sectoral level, using a rigorous methodology and carrying out extensive fieldwork. It is demonstrated that all sectors, not just traditional tourism-related sectors, benefit from cruise tourism. In order to test and apply this methodology the authors focus the analysis on the Port of Barcelona, which has become the leading cruise port in the Mediterranean area.

Authors: Vega-Muñoz, A., Arjona-Fuentes, J. M., Ariza-Montes, A., Han, H., and Law, R.

Year: 2020

Title: In search of ‘a research front’ in cruise tourism studies

Journal: International Journal of Hospitality Management

Volume: 85

Issue: Advance online publication

Pages: -

Abstract: This article aims to provide a critical view of the global scientific production involved in cruise tourism study. Global references in this field were identified and emphasised for managing existing data to establish ‘bridges’ among researchers. Scientometric analysis was conducted on publications about cruise tourism in mainstream journals integrated into Web of Science. This methodology enabled us to identify current topics, relevant journals, authors, institutions, profitable countries, ‘visible’ and ‘invisible’ collaborative colleges and the research areas considered as the epicentre of the cruise tourism debate. A significant contribution of this work is the use of indicators at the three levels of scientometric complexity, i.e. scientific activity, impact and relational character.

Author: Verbitsky, J.

Year: 2015

Title: Antarctic cruise tourism: A taxing issue?

Journal: The Polar Journal

Volume: 5

Issue: 2

Pages: 311-333

Abstract: Antarctic tourism numbers have expanded greatly over the last quarter century. With the additional interest generated by the recent International Polar Year, tourism numbers are expected to increase into the foreseeable future. At the same time, negative anthropogenic effects upon the silent continent are becoming more apparent. Tourism is one of the contributors to the human footprint in Antarctica, and its potential to exacerbate that footprint is compounded by the laissez-faire approach to tourism policy and limited tourism policy framework established by the continent’s decision-makers, the Antarctic Treaty Consultative Parties. This raises issues about what interventions may be undertaken to help reduce the burdens imposed on the Antarctic environment, a critical component of the global ecosystem. Because it is both practically unfeasible to ban Antarctic tourism, and would be extremely difficult to limit tourist numbers via extant Antarctic Treaty System regulations and measures, one possibility is to

introduce an Antarctic tourism tax on commercial cruise operations. This article examines the idea of an Antarctic cruise tourism tax, why a tax has not been previously introduced, and the advantages and disadvantages of an Antarctic cruise tourism tax. The uses to which revenue generated through commercial cruise tourism could be put, including recovery of costs incurred through tourism and revenue generation for research and education about Antarctic tourism, are also considered.

Authors: Vereda, M., and Cohen, C.

Year of Conference: 2017

Title: The travel experience in a coastal resort. Exploring perspectives on cruise visitors in Ushuaia, Argentina

Conference Name: International Congress on Coastal and Marine Tourism

Conference Location: Gothenburg, Sweden

Page: 32

Abstract: Ushuaia (Argentina) located at the southern tip of South America, on the Beagle Channel northern coast, has been a cruise destination since the early 20th century, when several shipping companies started sailing across the Fuegian Channels with their huge liners. As a consequence of the development of trips to remote areas and tourists interested in wild places to perform nature-related activities, Ushuaia and its surroundings have ranked as a very interesting destination within the itineraries cruise liners have commercialised in South America. A total of 325,000 tourists visited Ushuaia during the 2014/2015 Austral summer season; of these, 90,276 arrived to the city on-board a cruise ship. Among cruise visitors, two categories are identified: on the one hand, Antarctic visitors who embark and/or disembark at the port of Ushuaia, the most active gateway for shipborne Antarctic tourism. This group accounts for 40% of the cruise passengers. On the other hand, there are the cruise passengers who visit Ushuaia as part of a longer voyage in South America or even a more extensive itinerary, totalising 53,651 visitors (60% of the total number of cruise visitors). This study focusses on this last group.

Even though Ushuaia receives an important number of cruise visitors on itineraries that connect the Pacific and the Atlantic oceans through the Beagle Channel each season, little attention has been paid to the motivations, perceptions and satisfaction of cruise visitors in regard to Ushuaia as a destination. Therefore, this study addresses the question: What kind of experience do cruise visitors achieve during their stay in Ushuaia? This examination provides an opportunity to look into the different dimensions of the tourist experience in Ushuaia.

The study was carried out in Ushuaia during the 2015/2016 Austral summer season. A survey was conducted, gathering a total of 300 forms from cruise passengers who travelled through the local port while they were undertaking different activities. Results show that natural and cultural resources such as flora and fauna at Tierra del Fuego National Park and museums in the city are very important components that attract the interest of cruise visitors. Main motivations are specially related to knowing Patagonia while Ushuaia is highly appraised for its landscape and the idea of the 'end of the world'. Besides, visitors accomplished a high level of satisfaction. These findings provide decision-makers in the local tourist sector with ideas on how to improve products and services in order to not only cater for, but also benefit from the cruise industry by meeting visitors' needs.

Authors: Véronneau, S., and Roy, J.

Year: 2009

Title: Global service supply chains: An empirical study of current practices and challenges of a cruise line corporation

Journal: Tourism Management

Volume: 30

Issue: 1

Pages: 128-139

Abstract: This research paper examines solutions to the complexity of global cruise ship supply chain management through a field study of a large Florida-based global cruise company's practices in re-supplying ships globally. This field study focusses on the key characteristics of a cruise ship supply chain and the best practices in managing that global service supply chain. The methodology used for this study is a 24-month field study equally divided between time on cruise ships and time at the head office, complemented by 19 formal semi-structured interviews of directors and managers within the supply chain management department of the cruise company. The findings of this study have implications for the management of complex global service supply chains in such settings as humanitarian/emergency supply chains, and resort/tourism supply chains.

Authors: Véronneau, S., Roy, J., and Beaulieu, M.

Year: 2015

Title: Cruise ship suppliers: A field study of the supplier relationship characteristics in a service supply chain

Journal: Tourism Management Perspectives

Volume: 16

Issue: -

Pages: 76-84

Abstract: Given the significance of the service industry, the role of global service supply chains is becoming an important new area of research. This paper examines the ways suppliers positively contribute to service quality in the cruise industry and defines the nature of the relationships between a major cruise line corporation and its suppliers. The data stem from a 4-year field study of a large cruise line corporation and twenty-one semi-structured interviews conducted on board and shore-side with senior management. Additionally, logistics processes were observed and analysed through an ethnographic lens. The characteristics of the relationship are described and hence enabling a better understanding of the service quality creation among suppliers. The results have implications for service and hospitality supply chains in such settings as large resorts and humanitarian logistics.

Authors: Vicente-Cera, I., Acevedo-Merino, A., López-Ramírez, J. A., and Nebot, E.

Year: 2019

Title: Use of AIS data for the environmental characterization of world cruise ship traffic

Journal: International Journal of Sustainable Transportation

Volume: 14

Issue: 6

Pages: 465-474

Abstract: Cruise tourism industry has experienced significant global growth in recent years in terms of new passengers, fleet size, ports visited, and economic value. Therefore, the main environmental impacts resulting from this activity such as exhaust emissions, wastewater discharges, and solid waste should be researched since most of them can be released directly into the ocean and atmosphere. This study develops a methodology that combines automatic

identification system (AIS) data as well as reports belonging to different companies and environmental agencies, in order to assess environmental pressures related to global cruises' traffic along their paths. Three innovative indexes are proposed to help assess environmental impacts of world cruise fleet (equivalent fulltime navigation vessel, areal cruise traffic pressure, and route cruise traffic pressure), displaying the most crowded routes by unit of length and water masses by unit of area. This methodology can allocate hot spots of activity and quantify the production of waste and emissions worldwide. Moreover, the results from the proposed method allow calculating the world cruise fleet production (2015–2017), resulting in the last year studied in 23 Mt·year⁻¹ of CO₂ and 34 hm³·year⁻¹ of wastewater, in addition to many other calculated wastes.

Authors: Vogel, M., Papathanassis, A., and Wolber, B.

Year: 2012

Title: The business and management of ocean cruises

Publisher: CAB International

Pages: 296

Abstract: After decades of solid growth, the worldwide ocean cruise sector has become a noticeable economic factor and a significant employer. In the way it combines social, technological and natural systems to form its products, cruise tourism is an increasingly attractive area of study particularly with regards to the managerial challenges posed by the interaction of these systems. This book brings together industry know-how, managerial experience and academic rigor to cover some of the most important and interesting managerial challenges associated with ocean cruises.

Author: Vojvodic, K.

Year: 2012

Title: Educational cruises – tourism products promoting learning

Journal: Journal of International Scientific Publications: Educational Alternatives

Volume: 10

Issue: 1

Pages: 4-15

Abstract: Due to the intensified competition within the cruise industry, cruise operators offer a wide range of different cruise products. Their products have become more segmented in order to target new market segments and provide experienced cruisers with new specialised products. While the majority of research interest has been devoted to the traditional, mainstream cruising, educational cruising has been a neglected issue in the scholarly tourism literature. This specific niche segment is often regarded as an integral part of the adventure cruise market. However, there is no established classification of the niche market within this industry. This paper focuses on educational cruises as an aspect of educational tourism, i.e. tourism products promoting learning. Consequently, the main aim of the paper is to determine the main characteristics of the educational cruise niche within the adventure cruise market and to provide some further insights on this under-researched subject.

W

Authors: Wang, G., Chang, W.-H., Cui, Y., Qi, G., and Li, K. X.

Year: 2020

Title: Introducing an economic impact platform to navigate cruise value-added chain with environmental considerations

Journal: Marine Policy

Volume: 112

Issue: Advance online publication

Pages: -

Abstract: Economic impacts have been used to address the value of market players; however, there are some limitations. For example, the existing economic impact tools may not accurately capture the contribution of the cruise industry and the value added from the extended supply chain. Similarly, the impact studies in the literature also did not have the capability to assess relevant impacts to stakeholders, communities nearby, and/or to the natural habitats in the region. To fix it, Wang and colleagues proposed a measurement for sustainable cruise tourism and/or responsible cruising. This study developed a theoretical economic impact framework and quantitative metrics for cruise activities and the value-added service supply chain associated with it. Under this framework, the authors explored conceptually how environmental responsibility and social awareness, fostering responsible tourism and sustainable cruising, can be included in the impact calculation.

Authors: Wang, G. W. Y., Pallis, A. A., and Notteboom, T.

Year: 2013

Title: Incentives in cruise terminal concession contracts

Journal: Research in Transportation Business & Management

Volume: 13

Issue: -

Pages: 36-42

Abstract: Concession contracts are widely used to structure the relationship between public managing bodies of ports and entities that are granted the right to operate a terminal at a given port. This study initiates research on incentives in cruise port/terminal concession contracts by combining managerial insights with a more economic approach using game theory perspectives. It first outlines the conflict of interests between port authority and the contracting parties, demonstrating that, due to asymmetric information, a terminal operator might engage in activities that are undesirable from a port authority standpoint after the concession agreement is signed. Thus, incentives are needed to guarantee that the terminal operator does not only act on its own interest, but also take into account the managerial objectives of the port authority. A case-study of the Port of Galveston, Texas, is presented to provide an example of an existing incentive mechanism in place with provisions related to assignment and renewal of berth and terminal usage, fees, and the minimum passenger guarantees. Based on these managerial considerations, the case also points to key factors to be incorporated if cruise lines' behaviour and moral hazard problems are modelled following a more economic approach based on game theory.

Authors: Wang, G. W. Y., Zeng, Q., Qu, C., and Mileski, J.

Year: 2018

Title: A game theory application of a cruise value chain – the case of China

Journal: Maritime Business Review

Volume: 3

Issue: 2

Pages: 145-164

Abstract: Regardless of the facts showing a booming Chinese cruise market, cruise operations in China are very different from the current practices of the two major cruise markets – the US and the Mediterranean Sea. This study aims to quantify pricing strategies and possible incentive mechanisms of cruise operations in China. Using optimisation in economic-based game theory, the complexity of the pricing strategies and interaction and/or possible coordination within the cruise value-added chain can be captured. The results show that a coordinative pricing strategy with Shapley profit redistribution within the value-added chain offers benefits to both cruise passengers and service suppliers. With two subsidy scenarios, one to the passenger and the other to the travel agent, a cooperative pricing strategy outperforms other strategies and successfully increases market shares and total revenue. The advantages of coordination between participants in cruise value chain are quantified. Effective strategies for attracting players participating in cruise value chain are designed. According to the authors, this paper will provide market participants with strategies to enhance their decision-making processes.

Authors: Wang, G., Zeng, Q., and Ghoram, L. C.

Year: 2018

Title: The impacts of deviations from standard daily procedures on stock performance – a case study of Carnival Cruise Line

Journal: Maritime Business Review

Volume: 3

Issue: 1

Pages: 70-88

Abstract: In the USA, the cruise industry has generated more than \$42bn in total economic activities, involving over 356,000 jobs. The largest and most aggressive operator is acknowledged as Carnival Cruise Line (CCL), with a 48.3 per cent market share including all subsidiary companies in 2013. CCL has had a strong track record of reliability and high quality; however, within the past decade, there have been several deviations from standard daily procedure that have altered the way CCL does business. When trying to interpret changes in company performance, it is important to include other factors that may have contributed to changes at the time of any given deviation. The authors use time series empirical mode decomposition to visualise whether there are short- or long-term shocks to company performance in the wake of deviating events. Besides, a thorough analysis is carried out with multivariable linear regression to identify the factors that really impact CCL's performance. This case study shows the seasonal patterns of weather issues with the largest number of hurricanes and tropical storms taking place during the third quarter of each year. Empirical results will enhance understanding of the industry with regard to such events. It will provide shareholders information and opinions to enhance their decision-making processes.

Authors: Wang, K., Wang, S., Zhen, L., and Qu, X.

Year: 2016

Title: Cruise shipping review: Operations planning and research opportunities

Journal: Maritime Business Review

Volume: 1

Issue: 2

Pages: 133-148

Abstract: This paper aims to conduct a review on cruise shipping and the cruise shipping industry. The current trends are analysed for the industry, showing that this industry is still young and has great potential to boom. Meanwhile, the Asia market is the fastest growth region among the global, to which increasing cruise ships are repositioned by major cruise lines. However, for such a promising industry, the literature review on some state-of-the-art research works suggests that the research works that have been conducted for the cruise shipping are quite limited, and the majority of the works belongs to empirical and descriptive studies, which does not provide optimisation-based quantitative analysis on some operation planning problems. This paper conducts a review on cruise shipping and the cruise shipping industry. In reality, there are some important operation planning problems faced by cruise lines or cruise ships, and four of them are addressed in this paper in response to the fast growing trend. The addressed operation planning problems are cruise fleet management, cruise ship deployment, cruise itinerary design and cruise service planning. The importance and the attention for the research on the problems are also elaborated in the paper.

Authors: Wang, S., Wang, K., Zhen, L., and Qu, X.

Year: 2017

Title: Cruise itinerary schedule design

Journal: IISE Transactions

Volume: 49

Issue: 6

Pages: 622-641

Abstract: The Cruise Itinerary Schedule Design (CISD) problem determines the optimal sequence of a given set of ports of call (a port of call is an intermediate stop in a cruise itinerary) and the arrival and departure times at each port of call in order to maximise the monetary value of the utility at ports of call minus the fuel cost. To solve this problem, in view of the practical observations that most cruise itineraries do not have many ports of call, Wang and colleagues first enumerate all sequences of ports of call and then optimise the arrival and departure times at each port of call by developing a dynamic programming approach. To improve the computational efficiency, the authors propose effective bounds on the monetary value of each sequence of ports of call, eliminating non-optimal sequences without invoking the dynamic programming algorithm. Extensive computational experiments are conducted and the results show that, first, using the bounds on the profit of each sequence of ports of call considerably improves the computational efficiency; second, the total profit of the cruise itinerary is sensitive to the fuel price and hence an accurate estimation of the fuel price is highly desirable; third, the optimal sequence of ports of call is not necessarily the sequence with the shortest voyage distance, especially when the ports do not have a natural geographic sequence.

Authors: Wang, Y., Jung, K.-A., Yeo, G.-T., and Chou, C.-C.

Year: 2014

Title: Selecting a cruise port of call location using the fuzzy-AHP method: A case study in East Asia

Journal: Tourism Management

Volume: 42

Issue: -

Pages: 262-270

Abstract: Increasing income levels and greater leisure time give people the opportunity to pursue new types of tourism ventures. As one of the fastest growing areas in the leisure travel industry, the cruise industry is increasing rapidly. Due to the benefits that cruise tourism brings to each port of call and the hinterland, it is necessary to be able to analyse the factors that affect cruise lines' port selections. The main objective of this paper is to identify the main factors motivating cruise lines to select specific ports of call and to provide information to port operators that will enable them both to improve their management strategies and to attract more cruise ships, thereby contributing to the revenues of the port and regional economy.

Author: Weaver, A.

Year: 2005

Title: Spaces of containment and revenue capture: 'Super-sized' cruise ships as mobile tourism enclaves

Journal: Tourism Geographies

Volume: 7

Issue: 2

Pages: 165-184

Abstract: This paper explores the notion that cruise ships can be conceptualised as spaces of containment. The cruise ships that perhaps best exemplify containment are 'super-sized' cruise ships. In this paper, super-sized cruise ships are defined as vessels that can accommodate more than 2,000 tourists. These ships are built for the purpose of revenue capture. In fact, they could be viewed as travel destinations since they have become places where many tourists are inclined to spend their time and money. Tourists on board a super-sized cruise ship may also have the opportunity to spend time and money at a private island or beach operated by the cruise-ship company. There are several cruise-ship companies that have rented or purchased private islands and beaches in the Caribbean that serve as port destinations for cruise ships. These islands and beaches, similar to super-sized cruise ships, are spaces of containment. Tourists, it should be noted, are not the only individuals who experience containment. There are also cruise-ship employees to consider; cruise ships and private islands are contained and confined workplaces that operate in accordance with strict rules and restrictions. Perhaps the ultimate contained environment that is seaborne and built for pleasure travel is The World of ResidenSea, a recently constructed condominium cruise ship. That this ship represents an extreme mode of containment is discussed in this paper.

Author: Weaver, A.

Year: 2005

Title: The McDonaldization Thesis and Cruise Tourism

Journal: Annals of Tourism Research

Volume: 32

Issue: 2

Pages: 346-366

Abstract: This paper explores the extent to which current trends within the cruise ship sector exemplify the five core principles that underpin the McDonaldization thesis. There are some ships that possess attributes consistent with the core principles: efficiency, calculability, predictability, control, and the “irrationality of rationality”. However, these vessels also exhibit qualities that are, in certain ways, inconsistent with some of these principles. Risk and post-Fordist customisation, for example, have influenced cruise tourism in ways that are sometimes difficult to reconcile with McDonaldization thesis. This paper demonstrates that this thesis does not adequately speak to the nature of production and consumption on board “supersized” cruise ships.

Author: Weaver, A.

Year: 2011

Title: The fragmentation of markets, neo-tribes, nostalgia, and the culture of celebrity: The rise of themed cruises

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 54-60

Abstract: Theming provides coherence, pleasure, and fantasy to the enjoyment of goods and services. Although social scientists and tourism researchers have studied built environments that are themed, the theming of activities and special events has not been examined in great detail. Themed activities and events are an integral dimension of themed cruises and underpin the provision of experiences that are coordinated and organised around a particular hobby, pastime, or specialised interest. This article identifies and analyses a series of factors that have contributed to the rise of themed cruises. These factors are the fragmentation of markets, the rising importance of neo-tribal affiliations, the heightened sense of nostalgic identification with past eras, and the popularity of celebrities. Themed cruises serve a particularly important purpose for the cruise industry because they are used as a way of attracting both first-time and repeat passengers. Business imperatives are ultimately behind the structured ‘thematisation’ of consumption. The examples that complement the more theoretical components of the article were obtained from articles published in newspapers and travel-industry periodicals. A crucial notion addressed by this article is that the four factors responsible for the rise of themed cruises are interwoven and mutually reinforcing.

Authors: Weaver, D. B., and Lawton, L. J.

Year: 2013

Title: The cruise shorescape as contested tourism space: Evidence from the warm-water pleasure periphery

Journal: Tourism Management Perspectives

Volume: 24

Issue: -

Pages: 117-125

Abstract: Ocean cruising is an increasingly influential form of tourism generating each year tens of millions of excursionist visits to ports-of-call. This inductive multi-methods research presents the ideal type mature “cruise shorescape” that emerges in ports-of-call within warm water pleasure periphery regions such as the Caribbean where the sector is concentrated. Amalgamating and building on foundational studies of the tourist bubble effect and Caribbean urban tourism space, the shorescape innovates further by recognising the role of the non-urban hinterland in the cruise system, incorporating semi-core and semi-periphery gradations to the basic core and periphery components, and positioning this space as an arena of stakeholder contestation. Specialised cruise spaces and nomenclature are introduced accordingly. Toward maximising the beneficial outcomes for local port communities, the cruise shorescape contributes to the literature by providing a framework for investigating more systematically the localised economic impacts and spatial dynamics of destination-based cruise activity.

Authors: Webb, K. R., and Gende, S. M.

Year: 2015

Title: Activity patterns and speeds of large cruise ships in Southeast Alaska

Journal: Coastal Management

Volume: 43

Issue: 1

Pages: 67-83

Abstract: Webb and Gende characterised activity patterns of large cruise ships in Southeast Alaska, where there is considerable overlap with aggregations of endangered humpback whales and where lethal ship–whale collisions have been reported. Using Automatic Identification System (AIS) data from 451 voyages representing 26 cruise ships (= 270 m), the authors summarised traffic intensity, speed, and timing (day vs. night) for the 2012 summer cruise season in Southeast Alaska. Traffic intensity was found to exceed 700 transits in some areas, which constituted up to 10 ships transiting these areas per day during peak season. Throughout most of the study area (68% of 5 × 5 km cells) average ship speed was >16 knots, and often >18 knots. About half (47%) of the time spent cruising occurred at night when detection and avoidance of whales by ships is likely low. Although whales in Southeast Alaska were subject to low levels of shipping traffic relative to other major shipping routes, cruise ships transited throughout the majority of the study area at speeds where the probability for lethality, should a collision occur, is high, potentially offsetting the relatively low traffic levels. The results help identify areas of greatest relative risk to whales and locations where whale conservation measures may be most effective.

Authors: Weeden, C., Lester, J.-A., and Jarvis, N.

Year: 2016

Title: Lesbians and gay men's vacation motivations, perceptions, and constraints: A study of cruise vacation choice

Journal: Journal of Homosexuality

Volume: 63

Issue: 8

Pages: 1068-1085

Abstract: This study explores the push-pull vacation motivations of gay male and lesbian consumers and examines how these underpin their perceptions and purchase constraints of a mainstream and LGBT cruise. Findings highlight a complex vacation market. Although lesbians and gay men share many of the same travel motivations as their heterosexual counterparts, the study reveals sexuality is a significant variable in their perception of cruise vacations, which further influences purchase constraints and destination choice. Gay men have more favourable perceptions than lesbians of both mainstream and LGBT cruises. The article recommends further inquiry into the multifaceted nature of motivations, perception, and constraints within the LGBT market in relation to cruise vacations.

Authors: Weeden, C., Lester, J.-A., and Thyne, M.

Year: 2011

Title: Cruise tourism: Emerging issues and implications for a maturing industry

Journal: Journal of Hospitality and Tourism Management

Volume: 18

Issue: 1

Pages: 26-29

Abstract: Cruise tourism is increasingly recognised as a successful and dynamic subsector of the global tourism industry, with the major cruise lines occupying 'the highest ranks of the tourism and leisure sector, as measured by shareholder capital and annual profits' (World Tourism Organization [WTO], 2010, xi). However, while initially characterised by its rapid speed of development, and noted for more than two decades of high growth levels, more recently some markets have experienced demonstrably slower rates of growth. For example, the North American market, acknowledged to be the largest in the world, has lately undergone decline in its share of the global cruise activity in terms of both passenger numbers and spend. While this may be due in part to the economic volatility of key source markets during the second half of the last decade, it is clear that operators have for some time been keen to reposition ships in order to offer new destinations to additional geographic markets. At the same time, while recognising that regional markets may be in different stages of their life cycles, the sector has been placing greater emphasis on competitive pricing, sales promotions and onboard revenue maximisation. Not only do these activities illustrate the keenly competitive nature of the cruise business but they also serve as key indicators of market maturity.

Authors: Weeden, C., Woolley, J., and Lester, J.-A.

Year: 2011

Title: Cruise and learn: Reflections on a cruise field trip

Journal: Journal of Teaching in Travel & Tourism

Volume: 11

Issue: 4

Pages: 349-366

Abstract: This article reflects on the significance of field trips for undergraduate experiential learning. Experiential learning is critical to the development of managers as future reflective

practitioners, and this case study makes a significant contribution to debate about field trips at a time when UK university spending cuts threaten their future provision. Based on a qualitative study, this article highlights the experiential learning generated by an undergraduate field trip that took place on a 7-day cruise out of Southampton, UK, during March 2009. Students reflect upon their learning experiences, both personal and professional, and their perceptions of the value of such learning experiences for their knowledge and understanding of cruise management. The article also discusses associated benefits of field trips, such as student self-development, the facilitation of group cohesion, and the marketing opportunities for educational institutions. The implications of the findings are useful for educators as well as the wider cruise community.

Author: Whyte, L. J.

Year: 2018

Title: Eliciting cruise destination attributes using repertory grid analysis

Journal: Journal of Destination Marketing & Management

Volume: 10

Issue: -

Pages: 172-180

Abstract: As the North American cruise industry matures and becomes increasingly competitive, both cruise lines and cruise destinations need to look for new ways to retain current customers and attract new tourists. Currently the literature lacks significant examination of destination image related to cruise tourism, specifically from the perspectives of cruise passengers. Understanding how passengers perceive the cruise destination can provide cruise lines and destinations with valuable information to develop new tourism offerings and improve marketing communications. This study explores destination image in the context of cruise tourism with a focus on the cruise ship and ports of call as co-destinations. The personal constructs of cruise destination image are identified from the cruise passengers' point of view through the use of repertory grid analysis and open-ended questions. The resulting personal constructs represent the onboard and onshore cruise destination attributes that cruise tourists use to compare and differentiate between cruise lines, ships, and destinations in the decision-making process of a cruise vacation. Results provide a number of practical contributions related to improving the cruise experience for passengers, increasing the effectiveness of targeted marketing, and providing advances to the way cruise tourism research is conducted by using an unbiased passenger-based focus in understudied areas.

Authors: Whyte, L. J., Packer, J., and Ballantyne, R.

Year: 2018

Title: Cruise destination attributes: measuring the relative importance of the onboard and onshore aspects of cruising

Journal: Tourism Recreation Research

Volume: 43

Issue: 4

Pages: 470-482

Abstract: Cruise tourism is an increasingly popular and profitable industry where cruise lines have positioned the cruise ship as the focal point of a vacation. This has led to speculation regarding the relative importance of the ship and the ports of call as the primary destination of cruise tourism. This issue has implications for the decision-making process of cruise travellers, as well as cruise marketing, itinerary planning, shore excursions and ship design. This study introduces the concept of co-destination and develops a new quantitative measurement scale for cruise destination attributes that separates onboard (ship) and onshore (ports of call)

components. This instrument makes it possible to measure the relative importance of the onboard and onshore aspects in the decision-making process. Results confirm the scale's ability to reliably and accurately measure cruise destination attributes and answers the question of whether passengers perceive the cruise or the ports of call to be the primary destination.

Author: Wie, B-W.

Year: 2005

Title: A dynamic game model of strategic capacity investment in the cruise line industry

Journal: Tourism Management

Volume: 26

Issue: 2

Pages: 203-217

Abstract: In this paper, the cruise line industry is characterised as an oligopoly where a finite number of cruise lines compete to maximise their profits over a fixed planning horizon. The oligopolistic competition is modelled as a N-person nonzero-sum noncooperative dynamic game. The noncooperative Nash equilibrium capacity investment strategies of cruise lines are theoretically analysed under the open-loop information structure. The necessary conditions for an open-loop Nash equilibrium solution are derived using a Pontryagin-type maximum principle and the sufficient conditions are also established. The economic interpretation of the optimality conditions is given so as to demonstrate the difference between the static and dynamic oligopoly problems. The dynamic oligopolistic competition of three cruise lines in a hypothetical setting is also numerically analysed by using the iterative algorithm. Numerical results provide a number of important managerial guidelines for cruise capacity investment decisions. The paper concludes with a discussion on future research directions.

Author: Wilkinson, P. F.

Year: 1999

Title: Caribbean cruise tourism: Delusion? Illusion?

Journal: Tourism Geographies

Volume: 1

Issue: 3

Pages: 261-282

Abstract: Until recently, most Caribbean countries suffered from incomplete and unreliable tourism data focusing on simplistic measures (e.g. numbers of tourists) gathered over a short time-span, questionable analysis at a descriptive level, unrealistic predictions based on these data, and faulty assumptions — all leading to misinformed policy and planning decisions. One of the most striking aspects of this has been the preoccupation with increasing the numbers of cruise tourists. Yet, the benefits of the apparent growth in that sector have rarely been examined as to whether they are real or delusion. Indeed, is the growth an illusion? There are also questions about delusion and illusion related to the visitor's experience. Adequate data now exist to examine cruise tourism in a more informed light. Here, Wilkinson examines data from the Bahamas and suggests ways in which researchers can portray more accurate pictures of tourism and its impacts. When the negative environmental and social impacts of cruise tourism are added to this statistical information, the rationale for Caribbean governments' encouragement of cruise tourism is questioned.

Author: Wilson, R. H.

Year: 2012

Title: The legal strategy of the cruise line industry: An effective use of terms and conditions to manage disputes

Journal: Cornell Hospitality Quarterly

Volume: 53

Issue: 4

Pages: 347-356

Abstract: The three dominant North American cruise line companies have developed an effective legal strategy that provides a strategic, competitive advantage involving any dispute or litigation with a guest. All cruise guests are required to sign a contract containing similar terms and conditions that limit the loss for personal property, death, personal injury, emotional stress, and mental anguish; require written notice of claims; require filing of lawsuits within a specified shortened period of time; provide mandatory arbitration for certain claims; and waive class actions. The terms and conditions also take advantage of and conform to legislation affecting the maritime industry. At the heart of the strategy is the identical forum selection clause requiring all guests to initiate all suits in the U.S. District Court for Southern Florida. Because most litigation takes place in the same court, corporate counsel will have the benefit of being able to modify and update their terms and conditions to reflect the court's most recent decisions, even when they were not parties to the case. The ability of litigating in a location close to their home offices is also a huge convenience factor. Equally important, the forum may be one that is very inconvenient for the guest, a factor that may cause some cases to be settled early. The strategy of an industry-wide, comprehensive, and similar set of terms and conditions, anchored by a forum selection clause, is an effective litigation strategy that might be used as model by lodging companies as part of their online contracts.

Authors: Winter, S., and Papathanassis, A.

Year: 2020

Title: Sexual harassment during tourism and cruise internships: Exploring situational factors, causes and their implications

Journal: Tourism in Marine Environments

Volume: 15

Issue: 2

Pages: 85-94

Abstract: The goal of this study is to determine the factors influencing students' perception of sexual harassment during their tourism and/or cruise internship. Particular focus was placed on the role of organisational culture and work environment, as well on the effectiveness of anti-harassment company policies. For this purpose, a self-administered survey was distributed online, yielding 135 completed questionnaires. The analysis results underlined aspects of organisational culture/work environment as a reliable predictor of sexual harassment occurrences. More specifically, the degree of direct customer contact and the fluidity between private and public space, both foster sexual harassment occurrences. In this context, the particularities of the work environment and conditions on board cruise ships would be expected to result to relatively higher frequencies of sexual harassment incidents. Indeed, compared to the rest of the sample, the cruise interns reported higher frequencies of sexual harassment and were also less likely to receive support from their employers. Despite the small sample size, the study produced statistically significant results for tourism internships in general. Yet, the small proportion of cruise interns in the sample only allowed a nonrepresentative comparison (i.e., descriptive comparison of sample means). Nonetheless, these preliminary findings encourage a

more in-depth investigation in the cruise domain, underlining the relevance of this research note.

Author: Wood, R. E.

Year: 2000

Title: Caribbean cruise tourism: Globalization at sea

Journal: Annals of Tourism Research

Volume: 27

Issue: 2

Pages: 245-370

Abstract: Caribbean cruise tourism provides a particularly illuminating vantage point for understanding the processes of globalisation in the world today. After documenting the rapid expansion of this business, the paper explores three central manifestations of globalisation at work in the Caribbean cruise industry: The restructuring of the industry in the face of global competition, capital mobility, and labour migration; new patterns of global ethnic recruitment and stratification, including their incorporation into the product marketed to tourists; and deterritorialisation, cultural theming, and simulation. The paper asserts that this “globalisation at sea” illustrates the contradictions, ambiguities, and uncharted course of contemporary globalisation processes.

Author: World Tourism Organization (UNWTO)

Year: 2010

Title: Cruise tourism: Current situation and trends

Publisher: UNWTO

Pages: 279

Abstract: Tourist cruises are a relatively modern activity, originating in the early 1970s in Miami, United States of America for cruises throughout the Caribbean. Their development coincided with a transformation of the transatlantic passenger business resulting from competition with the airline industry. The cruise line industry has been able to create a new market where none existed before. Since that time, North American and subsequently global demand for tourist cruises has been growing at a very strong pace, accounting for robust annual growth of 8% over more than 20 years. The strength of this subsector is reflected in the fact that the largest cruise lines now occupy the highest ranks of the tourism and leisure sector, as measured by shareholder capital and annual profits. In a market where supply generates demand, supply has grown in parallel with demand, having exceeded 300,000 bed-places by 2006. This is roughly equivalent to half of all hotel capacity in Southeast Asia. It is as if a major destination could somehow become mobile and move from one place to another throughout the year. This makes it a delocalised and global business but with a tremendous impact in terms of rapid establishment, positioning and the image of a country or specific destination in world markets or at least in regional markets. This sector requires study not only because of its economic impact and growth, but also because of its complexity, since the marketing and organisational techniques applied revalidate its success year after year, in terms of reducing costs, improving service, and attracting new customers at a rate of nearly 30% per year – while also gaining the loyalty of repeat customers. Putting simple ideas into practice can produce enormous benefits. Accordingly, tourist cruises provide a source of lessons that can be meaningfully applied to other segments, such as hotels. The ability to maintain these rates of growth, without showing signs of fatigue, has been the result of decisive investments by cruise operators in innovation and constant improvement. Every year new ships enter into service, offering innovative activities and facilities, such as ice-skating. Every year brings significant changes in the business structure of this dynamic subsector, and marketing innovations to attract

more customers. The continuously dynamic character of the tourist cruise line business has made it necessary for the World Tourism Organization to undertake an updating and in-depth revision of the first edition of its study on cruises, which the UNWTO published in 2003. Along with these many changes, the activity has also seen a significant expansion in knowledge – particularly with respect to relations and interaction among cruise lines and tourist destinations, the two main protagonists in a cruise line’s itinerary. Following the excellent reception enjoyed by the first edition, UNWTO considered it necessary to respond to demand from the various National Tourism Administrations, who have sought greater knowledge about cruise lines as they relate to destinations. The results also include a specific survey designed for destinations, ports and cruise lines. In view of the increase in maritime traffic and security needs, a section has also been included on maritime regulations, prepared by the International Maritime Organization, the United Nations agency specialised in maritime affairs. In a similar vein, as part of the special attention given to relations between destinations and cruise lines, and given that a tourist cruise liner is in essence a marine resort, reference is made to some concrete cases in that regard, including Mexican public policy on cruises, the promotional activities of Barcelona and comprehensive economic analyses of Malta and Costa Rica. As these cases suggest, destinations and cruise lines need not necessarily be considered incompatible – on the contrary, there are significant areas for cooperation and mutual benefit. Detailed study is needed to identify and act on these appropriately, based on economic impact in affected destinations and rigorous analysis of the relationship between destinations and cruise lines. Examples of the great progress made over the last four years in that direction are provided in this study. The prospects for the future are excellent: The tourist cruise market has still not reached full maturity and is barely incipient in some regions of the world. It therefore seems safe to say that this growth will continue beyond 2010. The market is developing vigorously in Europe and is expected to do the same in Asia and the Pacific. This study describes the major forces that will shape development of the cruise market over the medium and long term.

Authors: Wu, H.-C., Cheng, C.-C., and Ai, C.-H.

Year: 2018

Title: A study of experiential quality, experiential value, trust, corporate reputation, experiential satisfaction and behavioral intentions for cruise tourists: The case of Hong Kong

Journal: Tourism Management

Volume: 66

Issue: -

Pages: 200-220

Abstract: The purpose of this study is to identify the dimensions of experiential quality and investigate the relationships among experiential quality, experiential value (emotional value and functional value), trust, corporate reputation, experiential satisfaction and behavioural intentions perceived by cruise tourists. A multi-dimensional and hierarchical approach is used to examine the relationships between these higher order constructs. Analysis of data from 677 respondents experiencing the cruise tour organised by Bauhinia indicates that the proposed model fits the data well. The results of this analysis contribute to the services marketing theory by providing empirically-based insight into the experiential quality and experiential satisfaction constructs in the cruise industry. This study will assist cruise management in developing and implementing a market-oriented service strategy to achieve a high quality of experiences, enhance cruise tourists’ experiential satisfaction and create their favourable future behavioural intentions.

X

Authors: Xie, H., Kerstetter, D. L., and Mattila, A. S.

Year: 2012

Title: The attributes of a cruise ship that influence the decision making of cruisers and potential cruisers

Journal: International Journal of Hospitality Management

Volume: 31

Issue: 1

Pages: 152-159

Abstract: A never ending challenge for the cruise industry is to convert potential cruisers to cruisers. Grounded in Attribute Knowledge Theory and studies on novelty seeking, this study addressed this challenge by examining the different attributes of a cruise ship that influence the decision making of cruisers and potential cruisers. Using a sample of cruisers and potential cruisers with similar socio-demographics, this study found that they perceive seven dimensions of onboard attributes, but attach different importance to some of them. These results, consistent with the theoretical prediction, provide evidence that the cruise industry should develop different marketing strategies for cruisers and potential cruisers.

Author: Xu, K.

Year: 2016

Title: China's cruise industry: Progress, challenges and outlook

Journal: Maritime Affairs: Journal of the National Maritime Foundation of India

Volume: 12

Issue: 1

Pages: 38-45

Abstract: China's cruise industry has been growing rapidly since 2006. In 2015, China's cruise market became the largest in Asia and the second largest in the world. This paper reviews the latest developments of China's cruise industry, analyses the challenges in cruise ports, cruise lines and law and regulations, and forecasts the trends of China's cruise industry. The paper concludes that China's cruise industry will enter into its golden years in the coming decades.

Y

Author: Yarnal, C. M.

Year: 2004

Title: Missing the boat? A playfully serious look at a group cruise tour experience

Journal: Leisure Sciences

Volume: 26

Issue: 4

Pages: 349-372

Abstract: This manuscript fuses play, repeat behaviour, and cruise tourism. First, Yarnal used a play lens to focus on an overlooked segment of the travel industry—mass cruise tourism. Second, she shifted the conceptual emphasis from the individual tourist to an exploration of why many members of a group cruise tour keep repeating the same experience. Third, in addressing the criticisms that most conceptualisations of tourism gloss over much of what is really going on for most people during the tourism process and empirical data on play are limited, Yarnal undertook a participant observation study of an annual group cruise tour. The author used a dialectical approach to capture the complexities of cruise tourism behaviour.

Authors: Yarnal, C. M., and Kerstetter, D.

Year: 2005

Title: Casting off: An exploration of cruise ship space, group tour behavior, and social interaction

Journal: Journal of Travel Research

Volume: 43

Issue: 4

Pages: 368-379

Abstract: Growth in tourism during the past 20 years means more people are using physical spaces away from home for vacation. Yet research on vacation spaces is noticeably absent. Focusing on a cruise ship, the primary purpose of this article is to draw attention to how social interaction in a group vacation context intersects with vacation experiences. A secondary purpose is to introduce space and how it can extend thinking about the role that tourism spaces play in the development of social interaction. The results indicate that individuals use cruise ships to feel at ease and comfortable with themselves, as well as in control and liberated. They also develop social interactions during a cruise and make “playful” spaces on the cruise ship. Using these themes, the authors highlight limitations in current conceptualisations of tourism behaviour. The authors also suggest how cruise lines might use the study to create more meaningful passenger experiences.

Authors: Yercan, F., and Bates, F.

Year: 2007

Title: Development of a supply chain model for the cruise industry

Conference Name: 5th International Coastal & Marine Tourism Congress: Balancing marine tourism, development and sustainability

Conference Location: Auckland, New Zealand

Pages: 275-290

Abstract: In parallel to recent developments in the cruise industry in the world, it could be noted that long have declarations of joint interests and comradeship between non-governmental organisations (NGOs) – such as Chambers of Commerce – and port city businesses at speech-giving events prompted applause and enthusiasm, with calls for continuing pursuits to identify further opportunities for the promotion of closer and productive relationships between the NGOs as suppliers of tourism customers for their port business customers as the recipients of the ‘production’ (tourism generation) capabilities of qualified prospects for businesses. By taking into consideration the rapid and increasing developments both in the number of vessels and on-board services provided by the cruise companies and operators positioning in the supply side of the cruise industry, very few studies have been made in terms of academic research. Therefore, this study aims to fill this gap and concentrates mainly on the development of a supply chain model for the cruise industry by also analysing one of the developing cruise ports, the Port of Izmir in Turkey in the Eastern Mediterranean. A service supply chain model is developed to illustrate connections between the Port City – Izmir, with businesses, Izmir Chamber of Commerce, the Port of Izmir, the cruise service operations to the port and cruise passengers. Consequently, perceptions and attitudes of cruise passengers arriving the Port of Izmir and receiving services in the city, i.e. touring, shopping, dining, site seeing etc are measured by applying surveys through questionnaires and are analysed by using the Multidimensional Scaling Technique based on the study of comparative behaviours. With this focus, the relationship and ‘work togetherness’ between Izmir Chamber of Commerce, the cruise operators and the Port of Izmir, are considered to be motivated mutually and to lead benefits and supports for the cruise industry contributing to the economy of the City of Izmir.

Authors: Yi, S., Day, J., and Cai, L. A.

Year: 2014

Title: Exploring tourist perceived value: An investigation of Asian cruise tourists' travel experience

Journal: Journal of Quality Assurance in Hospitality & Tourism

Volume: 15

Issue: 1

Pages: 63-77

Abstract: The present study explores Asian cruise travellers' perceived value of the travel experience and the effect of perceived value on satisfaction and behavioural intention. To measure Asian travellers' multi-dimensional perceived value, a cognitive-affective perceived value model was utilised. Survey items were adapted from cruise travel attribute items and SERV-PERVAL scales. Exploratory factor analysis was performed to identify travellers' cognitive and affective perceived value. Structural Equation Modelling (SEM) was conducted in order for researchers to examine how tourists' multi-dimensional perceived value construct affected travellers' satisfaction and behavioural intentions. Statistical results showed that Asian cruise travellers have four sub-dimensions of cognitive perceived value: 'Facility,' 'food & beverage (F&B),' 'entertainment,' and 'staff.' Affective perceived value was measured by emotional response measurement items. The current study indicated travellers' perceived value of the cruise experience affects travel satisfaction and travellers' behavioural intention.

Z

Author: Zbucheá, A.

Year: 2015

Title: Framing cruise tourism

Journal: Journal of Tourism Challenges and Trends

Volume: 8

Issue: 1

Pages: 9-26

Abstract: Cruise tourism is a relatively new form of tourism, but researchers in the field agree that this specific form of tourism is one of the most dynamics. They also remark that, despite this, the academic literature is rather poor and many relevant topics necessary for a good understanding of this phenomenon are not yet approached by researchers. The present paper aims to reflect the place of cruise tourism both in the frame of tourism sector, and in the academic literature on tourism. The investigation of the evolutions of tourism in the last years shows that the rhythm of development of cruise tourism slowed down compared with the growth of tourism sector in general. Since the 1980s, when the cruise tourism registered a significant growth, the academic interest also increased continuously. The current interest in cruise tourism is significantly smaller than in other forms of tourism. The paper investigates only the research included in high-impact academic journals on tourism. Most researchers investigating this specific form of tourism come from South East Asia (especially China and Hong Kong), followed by European researchers, despite that most of the cruise tourists come from the United States. The topics investigated in top-indexed tourism journals refer mostly to tourists' behaviour.

Authors: Zhang, Z., Ye, Q., Song, H., and Liu, T.

Year: 2013

Title: The structure of customer satisfaction with cruise-line services: An empirical investigation based on online word of mouth

Journal: Current Issues in Tourism

Volume: 18

Issue: 5

Pages: 450-464

Abstract: Given the importance of the cruise segment in the tourism industry and the limited number of prior studies in the area, this study empirically explores the structure of customer satisfaction with cruise-line services by evaluating the attributes of cruises that are significant to passengers. Using 44,993 voluntarily provided customer reviews published on a cruise guide website, a stepwise regression analysis is conducted to examine the effects of the attribute performance of cruises on customer satisfaction and dissatisfaction. The findings empirically confirm the validity of the two-factor theory of customer satisfaction in the cruise tourism context. The asymmetric relationship of some attributes makes it possible to identify dissatisfiers, satisfiers, and hybrid factors for the cruise industry overall and cruises on ships of different tonnage. The results can help managers in the cruise industry understand what aspects of cruises should be given more attention to improve their competitive edge. This study is one of the first to look separately at the determinants of customer satisfaction and dissatisfaction in the emerging cruise industry and proves that the two-factor theory is applicable in a new environment.



Paradise Beach and Atlantis Resort in Nassau (Bahamas) is a popular excursion for cruise passengers

4. ABOUT THE EDITORS

Dr Aleksandar Radić

Aleksandar is an independent researcher with more than 10 years of experience on 18 different cruise ships. He received his Ph.D. in Management and Business from Singidunum University, Belgrade. His research interests include cruise tourism, HR management, crisis management and occupational health and safety. He has also worked as a private consultant in the area of food safety and sanitation, management of environmental compliance and management of cruise experiences.



Dr Michael Lück

Michael is a professor in the School of Hospitality and Tourism at Auckland University of Technology, New Zealand. He has worked in Germany, Belize, Canada, and Scotland, and is founding co-chair of the International Coastal & Marine Tourism Society (ICMTS). Michael has more than 10 years' work experience in the tourism industry and his research interests include (marine) wildlife tourism, the cruise ship industry, ecotourism, interpretation and education on wildlife tours, the impacts of tourism, and aviation. He has published in a number of international journals, is founding editor of the academic journal *Tourism in Marine Environments*, Associate Editor of the *Journal of Ecotourism* and editorial board member of *Marine Policy*. Michael has edited or co-edited more than ten volumes on ecotourism, marine (wildlife) tourism, polar tourism, sustainable events, and low cost airlines, as well as the *Encyclopedia of Tourism and Recreation in Marine Environments* (CABI), and co-authored the introductory text *Tourism* (2nd ed., CABI).





Cruise Tourism

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