Cruise Research... Or Researcher Cruising?
Assessing the ‘Poverty of Cruise Theory’ Hypothesis

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Cruise science or cruise anecdotes?

“Must be one of those charter schools I keep hearing about.”

“He’s full of duty free liquor — should I declare him?”
What is actually an anecdote?
... Is it necessarily negative for a science to be anecdotal?

Aνεκδοτο
Pronounced ‘Anekdoto’
THE POVERTY HYPOTHESIS

Managerialism & Fragmentation

Stage 1 - Planning the review
- Set objectives of the review
- Define inclusion criteria
- Enable transparency

Stage 2 - Conducting the review:
- Define keywords
- Create search strings
- Enable replicability

Stage 3 - Reporting and dissemination:
- Descriptive analysis (i.e. publication meta-data)
- Thematic analysis (i.e. interpretative aggregation)
What is theoretical poverty?
And why is it particularly relevant for cruises?

**Niche character**
- Specialised domain (subcategory of tourism / shipping)
- Interdisciplinarity
- Are there many cruise professionals interested in academia?
- Are there many academics interested in cruises?

**Fragmentation**
- Tendency of tracking and recording industry developments
- Enormous record of instances, case-studies and variations
- Descriptive focus

**Managerialism**
- Focus on economic phenomena and their exploration from a managerial perspective
- Standardisation and reinforcement of a limited set of methodological approaches

**‘Social Cocooning’**
- Attractive for case-study research
- Natural lab
- ‘Gatekeepers’ interests to gain access
RESEARCH METHODOLOGY

Systematic (Literature) Review

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Systematic Review

A research methodology adapted from medical science

Step I:
Keyword Definition
- Initial keyword search
- Abstract analysis and keyword revision

Step II:
Scientific Database Query
- http://www.sciencedirect.com
- 56 publications identified

Step III:
Extended Query
- http://www.athens.ac.uk
- http://www.scholar.google.com
- http://journalseek.net
- 43 publications identified

Step IV:
Iterative Coverage Check
- Repeat phase 2 and 3
- Examination of available reference lists
- 21 publications identified

120 Cruise-related Publications
DESCRIPTIVE ANALYSIS
### Distribution of cruise-related paper across peer-reviewed journals & authors

<table>
<thead>
<tr>
<th>Journal</th>
<th>Number of Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Journals (Single Instances)</td>
<td>34</td>
</tr>
<tr>
<td>Journal of Tourism Management</td>
<td>20</td>
</tr>
<tr>
<td>Journal of Travel Research</td>
<td>11</td>
</tr>
<tr>
<td>International Journal of Hospitality...</td>
<td>9</td>
</tr>
<tr>
<td>Annals of Tourism Research</td>
<td>9</td>
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<tr>
<td>Journal of Travel Medicine</td>
<td>6</td>
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<td>International Journal of Tourism...</td>
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<tr>
<td>Marine Policy</td>
<td>5</td>
</tr>
<tr>
<td>Journal of Tourism Studies</td>
<td>5</td>
</tr>
<tr>
<td>Research in Transportation Economics</td>
<td>3</td>
</tr>
<tr>
<td>Journal of Vacation Marketing</td>
<td>3</td>
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<tr>
<td>Cornell Hotel &amp; Restaurant...</td>
<td>3</td>
</tr>
<tr>
<td>American Journal of Preventive Medicine</td>
<td>3</td>
</tr>
<tr>
<td>Maritime Policy &amp; Management</td>
<td>2</td>
</tr>
</tbody>
</table>

**Number of articles (published 1983-2009)**

Authors with 1+ cruise-related publication: 27

Authors with a single cruise-related publication: 117

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What & how?
Disciplinary scope & research paradigms employed

Disciplinary domain

- Business & Management: 38%
- Economics: 11%
- Engineering & Technology: 7%
- Environment & Geography: 10%
- Medicine: 12%
- Sociology & Psychology: 22%

Research paradigm

- Conceptual / discussion papers: 31%
- Qualitative research papers: 32%
- Quantitative research papers: 30%
- Book reviews, conf. reports & editorials: 7%
Keyword Analysis

Not ‘Managerialism’... But ‘Marketism’
THEMATIC ANALYSIS
LAND-BASED DOMAINS

- Ports / Destinations
  - Environmental Impacts
  - Logistics & Financing
  - Supply Management
  - Capacity Management

ONBOARD DOMAINS

- Cruise Vessels
  - Economic Impacts
  - Social Impacts
  - Environmental Impacts
  - Health & Safety
  - Living Conditions
  - Human Resource Management
  - Leadership

- Cruise Operators
  - Demand Analysis & Forecasting
  - Marketing & Branding
  - Service Operations & Management

- Cruise Customers / Passengers
  - Culture
  - Social Interaction

LEGEND:
- Percentage of total publications dealing with the research domain (also indicated by the thickness of the line)
- Research Themes

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Cruise research development

“The first trouble with tourism studies, and paradoxically also one of its sources of interest, is that its research object, ‘tourism’ has grown very dramatically and quickly and that the tourism research community is relatively new.

Indeed at times it has been unclear which was growing more rapidly – tourism or tourism research.”

(Franklin & Crang, 2001, p. 5)
The way forward

► Scientific worldview
  ▪ Do we have an explicit, unified perspective for looking at the cruise phenomenon?
  ▪ What is the potential value of research in this area for humans?

► Focus on methodology
  ▪ Methodological rigour and topic relevance... not visa versa

► Scientific community-building
  ▪ Consolidate dispersed network
  ▪ Provide dedicated publication platforms