

Cruise Research... Or Researcher Cruising?

Assessing the 'Poverty of Cruise Theory' Hypothesis

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Cruise Research Society

Cruise science or cruise anecdotes?



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

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"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?



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?

'Social Cocooning'

- Attractive for case-study research
- Natural lab
- 'Gatekeepers' interests to gain access

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

RESEARCH METHODOLOGY

Systematic (Literature) Review

Stage 1 - Planning the review

- Set objectives of the review
- Define inclusion criteria
- Enable transparency

Stage 2 - Conducting the review:

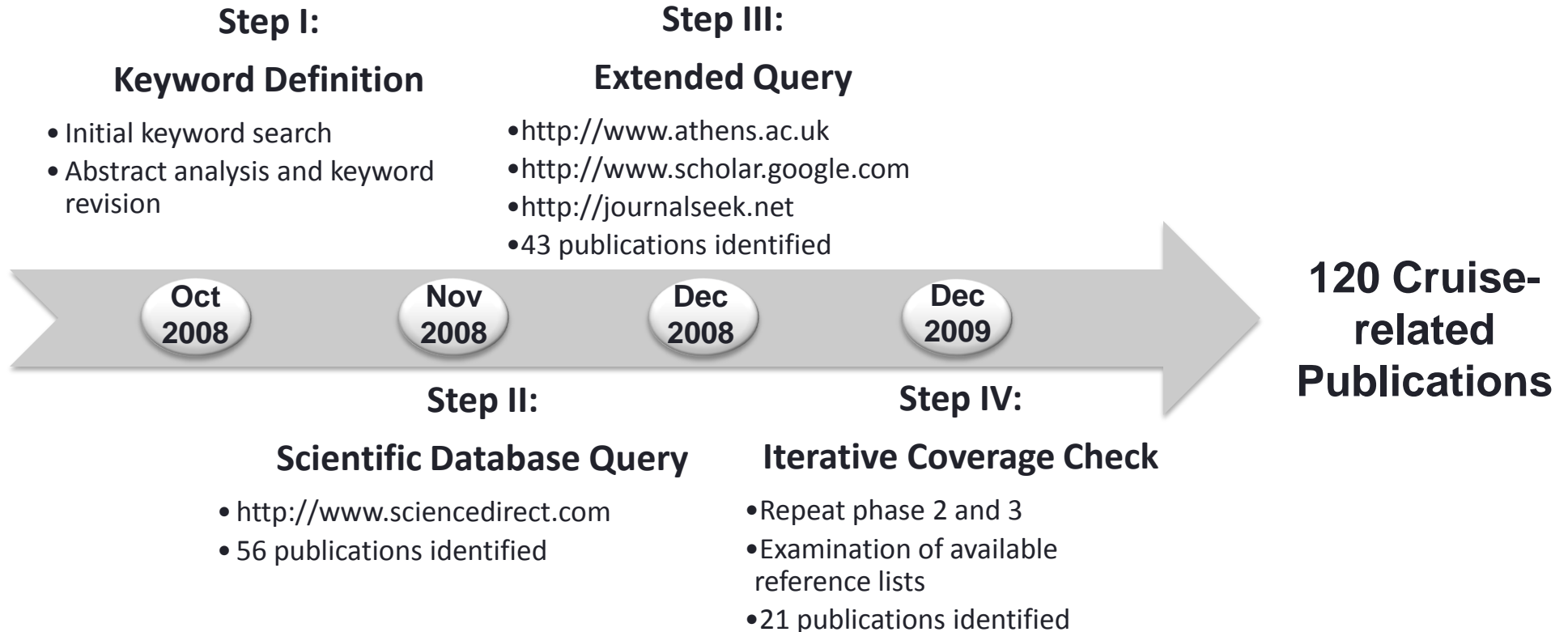
- Define keywords
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Systematic Review

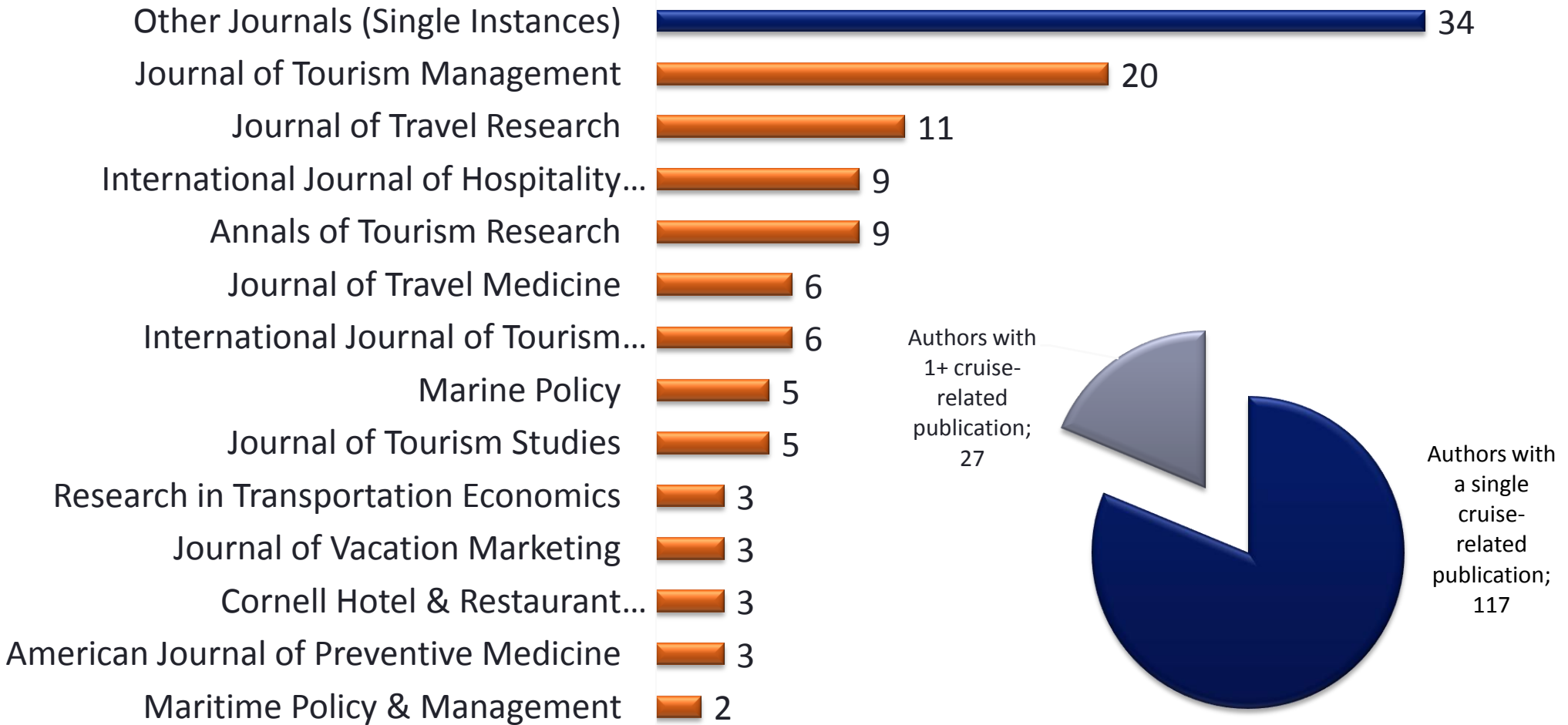
A research methodology adapted from medical science



The background of the slide is a grayscale photograph of ocean waves. The waves are breaking, creating white foam and spray. The image is slightly blurred, giving it a sense of motion. A dark blue horizontal band is superimposed over the middle of the image, containing the title text.

DESCRIPTIVE ANALYSIS

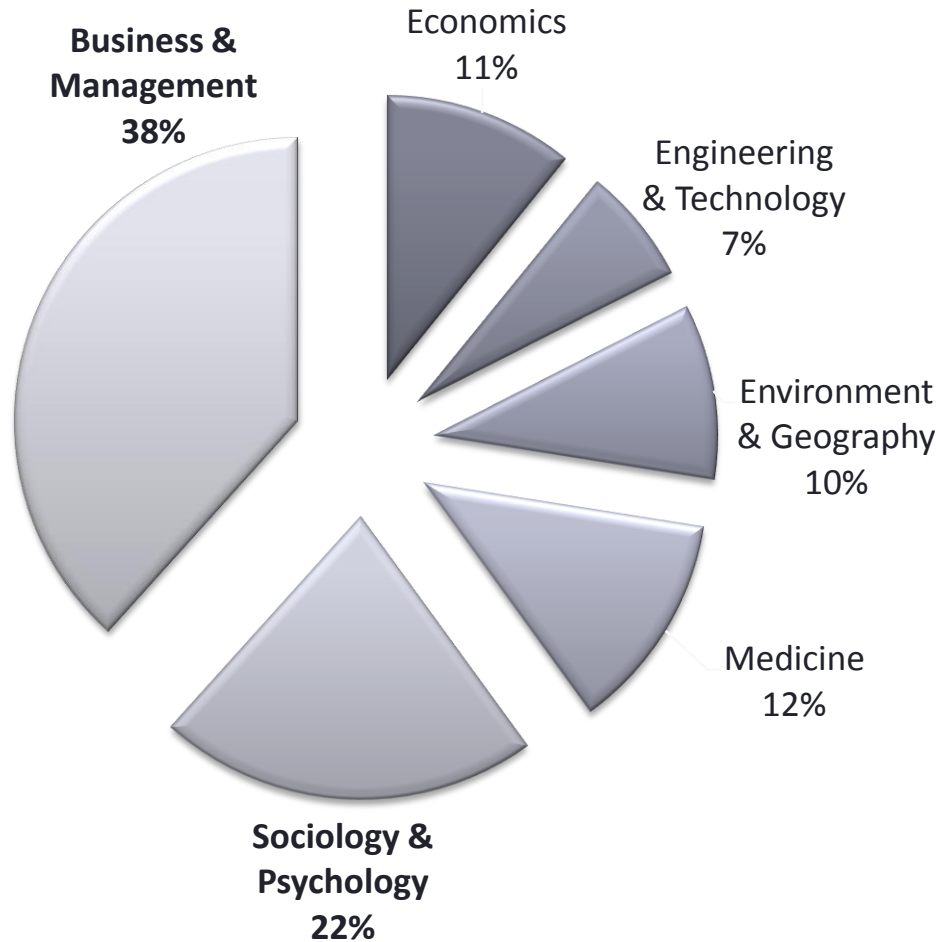
Distribution of cruise-related paper across peer-reviewed journals & authors



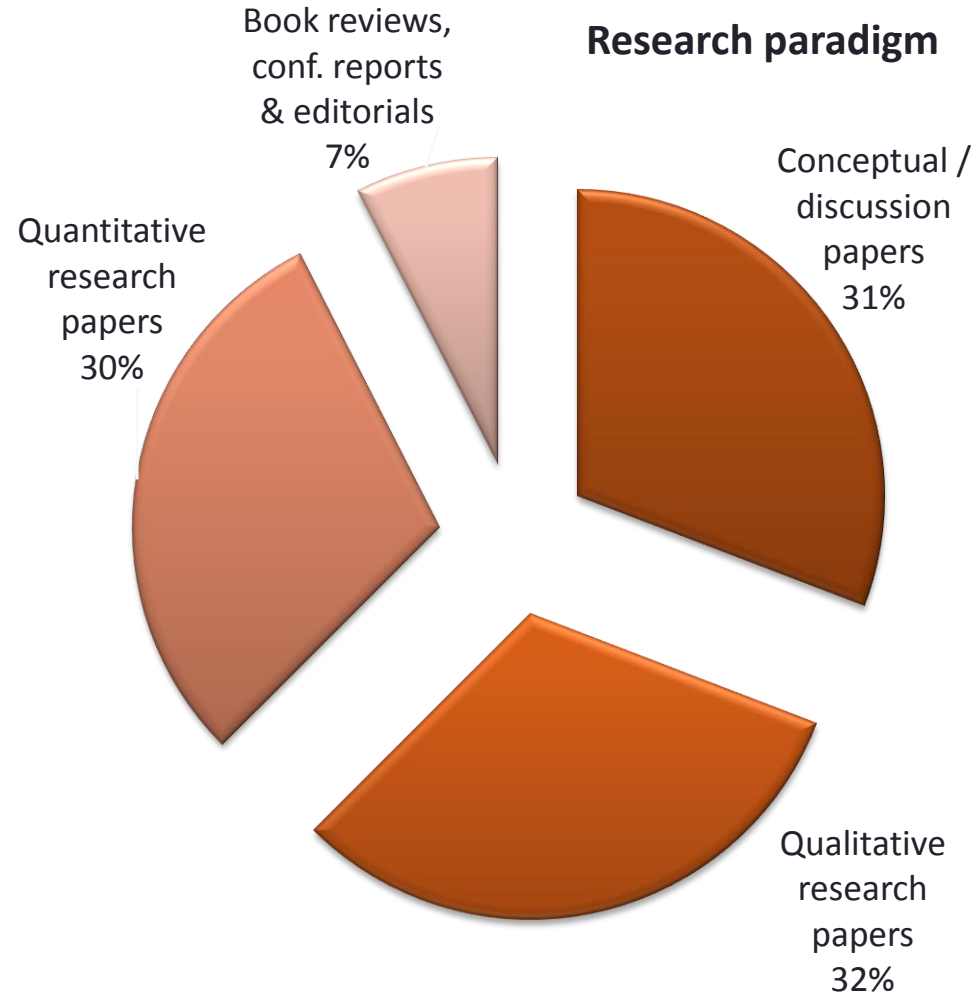
What & how?

Disciplinary scope & research paradigms employed

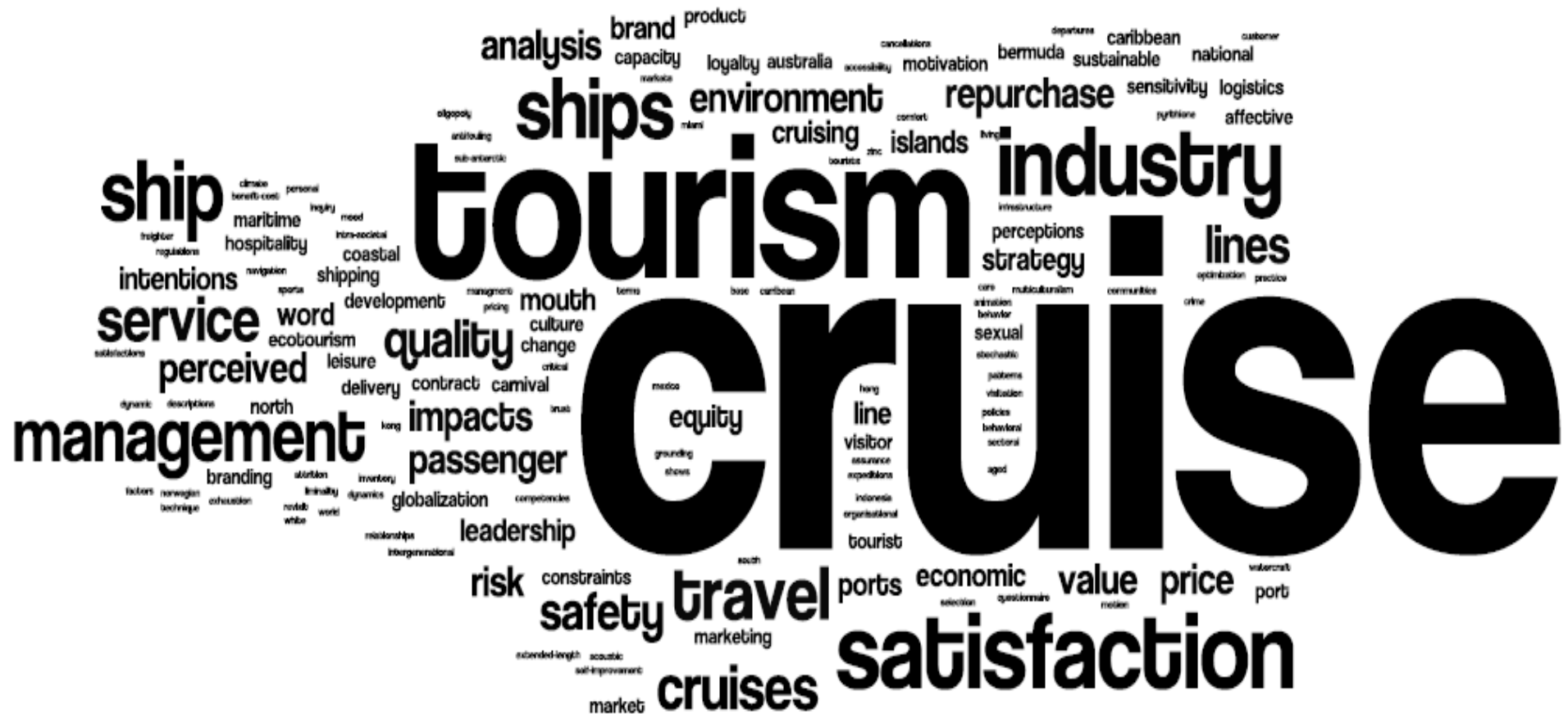
Disciplinary domain



Research paradigm



Not 'Managerialism'... But 'Marketism'

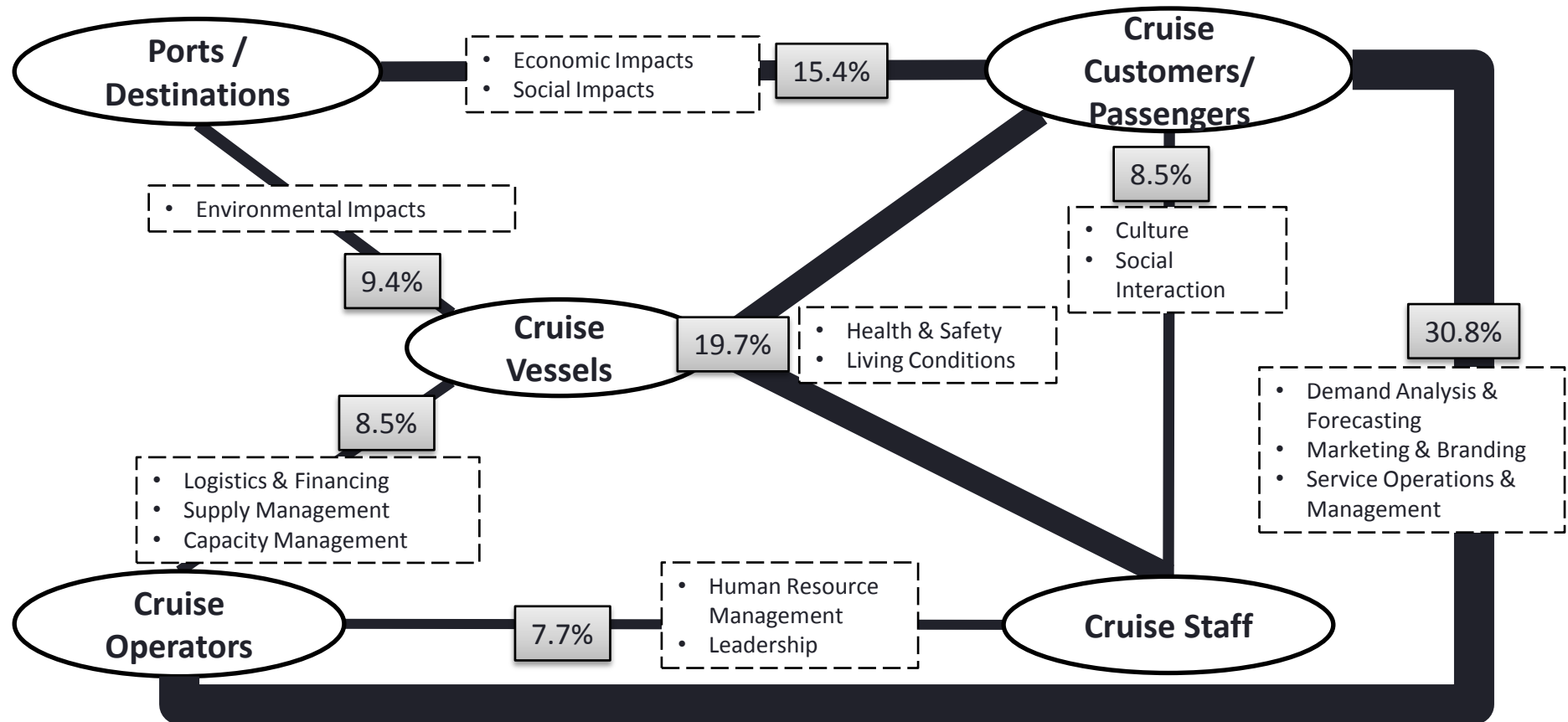


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THEMATIC ANALYSIS

LAND-BASED DOMAINS

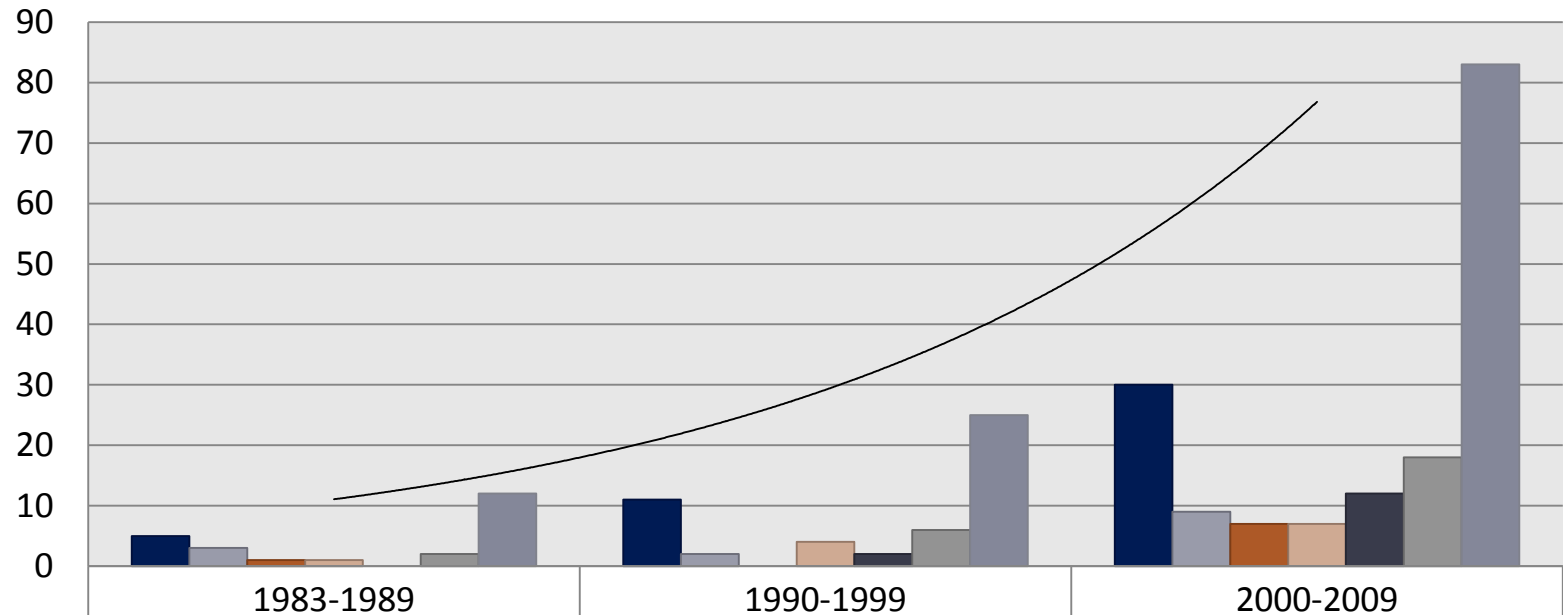
ONBOARD DOMAINS



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

Cruise research development

Number of published articles



■ Business & Management	5	11	30
■ Economics	3	2	9
■ Engineering & Technology	1	0	7
■ Environment & Geography	1	4	7
■ Medicine	0	2	12
■ Sociology & Psychology	2	6	18
■ Total	12	25	83

Novelty ≠ Poverty

“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