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REFLECTING ON THE DEVELOPMENT OF BRITISH OCEAN CRUISE

TOURISM: KEEPING THE ROMANCE AFLOAT

by

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AUTHOR'S DECLARATION

At no time during the registration for the degree of Master of Philosophy has the author been registered for any other University award without prior agreement of the Graduate Committee.

Work submitted for this research degree at the Plymouth University has not formed part of any other degree either at Plymouth University or at another establishment

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Reflecting on the Development of British Ocean Cruise Tourism: Keeping the Romance Afloat

Martin John Cholwill

<u>Abstract</u>

This study reflects on the development of the British ocean cruise industry. In taking a historical perspective this provides an opportunity to discover if, despite changes in social expectation and technological advance, an element of the value cruise passengers place on their experience has been lost. Equating the ocean cruise experience to passenger cumulative value, the study utilises a thematic approach to reviewing literature and relates this to philosophical perspectives in developing a research strategy. The research data collected provides an insight to cruise tourist expectation and their perception of cumulative value in providing conclusions of value to cruise planners and offering a foundation for further research.

Key Words: Historical, thematic, cumulative, value.

1) Introduction

This dissertation addresses ocean cruise product development and reflects on the evolution of the cruise business since its inception. Examining the development of the ocean cruise can give greater understanding if something tangible or intangible that may have been part of a standard offering for passengers in the past is no longer available currently. The reason this study is being conducted is to illustrate that discovering a missing element from the ocean cruise product can add to the cumulative value placed upon the experience by consumers. When designing future cruises if this lost element can be re-introduced by industry planners it will add benefit for future tourists and enhance market appeal. This addresses a knowledge gap that may have been overlooked as the cruise industry expanded. It is accepted that there may be no clear answer to the research question as limitations outlined later restrict the scope of the study. The challenge within this work is to seek a suitable research strategy from which to gather valid data and gain understanding from the outcome. The study will add to academic literature on the topic of tourism when considered in relation to ocean cruising. This being an area of tourism research that has still relatively limited reference material and this work will be of benefit to future research on the topic.

As already outlined, the problem being explored in this work is what element can be discovered from past ocean tourism experience which may have been subsumed over time, and if re-introduced, may add value for future cruise consumers. The term value as used in this work relates to cruise consumers' overall feeling of personal wellbeing formed from cumulative parts of their cruise experience (Arola & Suontausta 2005). In this study it is referred to as the cumulative value. The literature review is themed in order to both illustrate ocean cruise product development and to link key factors of the overall consumer experience to philosophical thinking. When considering societal change and technological advance in the last 60 years, it would be easy to assume everything in relation to, what is termed in this study cruise tourism, has improved. This work seeks to prove that there are challenges to sustaining a romantic image of ocean cruising and the past may hold a key to help sustain

popularity of the product in the future. The first stage in this process is to examine literature pertinent to the research project.

In the first section of the literature review the development of the ocean cruise product from its line voyage origins to the present modern cruise ships is illustrated. This reveals why by examining the way the ocean cruise offering has re-shaped this has presented the possibility that an element may have been lost that if re-introduced could influence cruise planners' choice when considering this factor in relation to the future development of the product. The option of a scheduled North Atlantic crossing remains from Southampton to New York but is a minor offering compared to the importance liners played in defining what later can be considered as cruise tourism. The transition of cruise tourism and the modern day cruise ships has taken many years. Owing much of its offering today to the style, luxury and romance of the liner era, the importance of their contribution and relevance to this study will be explored.

Although this study focuses on the British market it has to be acknowledged that the influence and acumen of North American business, notably Carnival Corporation, the world's largest cruise group, have been a major driving force in popularising cruise tourism internationally. From a relatively humble beginning as a one-ship company, the 'C' funnel logo of that ship *Mardi Gras*, the former *Empress of Canada*, started company cruises to the Caribbean in 1972 and soon the brand had become a familiar sight internationally. Within ten years Carnival Cruise Lines symbolised the establishment of mass cruise tourism (Watson 1988, Dickinson & Vladimir 1997, Garin 2005). Carnival had found a new way of attracting consumers with marketing designed to appeal to those for whom ocean cruising as a potential holiday had not been considered. The 'fun' concept stripped away the formality previously associated with ocean cruising and promised a new way of turning the ship in to a destination and subsequently a revenue centre with particular appeal to a younger cruise population. The

behavioural change encouraged by this lower priced lead-in product effectively created a new social order in cruise product consumption (Which 2011).

The second section of the literature review considers the influence of marketing and how it is aimed at various sectors of the potential cruise population. As will be discussed more fully marketing can be considered an exchange process. It encompasses the 'process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services' leading to satisfactory exchanges in meeting organisational or individual requirements Hoffman *et al* (2003:9). Current marketing places emphasis on the notion that the modern cruise ship offers the appeal of a moving stylish resort hotel with self-contained shops and entertainment, a destination in itself (Graves 2004). The popularity surge of this type of holiday is seemingly set to continue as new and often bigger ships are being added to the growing worldwide cruise ship fleet. Irrespective of ship size, the industry has grown and become identified by its global reach. The cruise industry is under-pinned by an international workforce that is conditionally required by the employers to comprise of capable personnel who are subject to perpetual relocation and replacement (Fletcher & Westlake 2006). The expansion of consumer choice often complicated by discounts and late or early booking offers has been complimented by the cruise and fly option. This has extended the range of cruises available but has added security issues and is not a popular choice with some travellers such as seniors or those who may be less abled. It is possible that saturation of the US market led to more European based ships where the market is still growing. British ports including; Dover, Southampton, Liverpool and Leith have benefitted from this migration and reduced the need for British travellers to fly to meet their ship. According to the Passenger Shipping Association (PSA), in 2012 there was a 10% rise in UK embarkations to 962,000, the fourth double- digit rise in seven years (PSA 2013).

The re-defining of the style and availability of on-board hotel accommodation has highlighted a crucial element of the cruise experience. Trading one's home for a period of time renting a ship's cabin, known more commonly today as a stateroom, presents the potential cruise tourist with one of their first choices. The experience is likely to be promised by the advertisers as completely different today than that defined by an early North Atlantic liner passenger, novelist Charles Dickens, who described his accommodation on board as a 'preposterous box' (Dawson 2005:17). Cruises P&O (Pacific & Orient Line) had offered in 1844 required passengers to take their pleasure voyage by switching between scheduled liner services as they transited various ports (Ulrich 1998). Modern mass tourists on board their luxurious floating hotels may find this notion strange. However, the luxury was significant in the development of the cruise industry. Within the literature review there is an exploration of the concept of experience and of what it may comprise to various people. The cruise experience is a core component in calculating the perceived cumulative value or feeling of wellbeing associated with this form of leisure pursuit.

In the third section of the literature review an understanding of how social groups interact within the cruise ship enclave is another of the key themes explored. The philosophical thinking of important figures associated with social study is discussed in relation to cruise communities. Understanding social interaction and human behaviour can provide a way forward in discerning why the influences of marketing, expectation and the impact of modern technology combine to add perceived cumulative value for the cruise consumer.

In the final section of the literature review, the author constructs a conceptual framework as a reflection of the discussion undertaken within the chapter. This framework helps to inform the research methodology and the research strategy. The methodology chapter discusses ontology and the epistemological consideration associated with developing suitable research

instruments. It reveals the importance of ethical consideration and value judgment associated with the research process. This leads to the choice of research method best suited to move the study forward to the data collection process.

The data gathering process is described and the outcome formulated in order to offer a clear collation to the research aim and objectives. Having gathered valid reliable data the analysis discussion follows and within this the limitations of the research are revealed. Conclusions are drawn within the final chapter and from these ideas are formulated for adapting and developing future research. These are discussed in line with the benefits drawn from the study.

This dissertation provides what the author believes is a much-needed insight into the way that the ocean cruise product has evolved. It explores how the cruise industry has developed against a background of social change and technical advance. How life on board ships for passengers has evolved from that experienced in the liner era to modern cruise tourism. It will seek to reveal if during the period of evolution some element of the experience for consumers may have been lost and could, if re-introduced, add value to the cruise product of the future. The following section sets out the aim and objectives of this research.

1.1) Aim & Objectives

AIM: To critically understand the value placed on traditional ocean cruise tourism by British tourists in the past and identify if there is a particular cruise element formerly valued that may have been lost through social change, technological advance and industry stratification that, if re-introduced, may be of value in the future to the industry.

OBJECTIVE (1): To relate sociological theory to the development of cruise tourism in order to understand how social interaction, expectation and marketing relate to the notion of cumulative value and lead to cruise passenger satisfaction.

It is suggested that wellbeing or cumulative value is the intended outcome of the overall leisure pursuit (Arola & Suontausta 2005). Whilst the term wellbeing can encompass general health and fitness, in this context it is a combination of all the other factors summarised leading to an overall satisfaction with the cruise product. For example changes in dining that now often include unrestricted times for lunch or dinner were a modern innovation that may have proved impractical for earlier era cruisers who expected greater formality. Improved fitness and leisure facilities, often available today at extra cost, could be considered much more advanced than those previously available.

OBJECTIVE (2): To review the impact of historical development of the ocean cruise market and how this may have helped re-shape the tourists' experience.

Taking a historical perspective provides an opportunity to compare specific periods in the development of the cruise industry and a method of comparing what comprises cumulative value for the tourist in each timeframe (Spalding & Parker (2007). An objective of this study will be to identify trend changes that might offer indicators adaptable for the future. The historical element of the study is grounded in the theory that past, current and future cruise tourists will be seeking personal wellbeing as an outcome of their holiday.

OBJECTIVE (3): To develop a suitable research strategy in order to gather the data necessary to validate and evaluate the information gathered in understanding what cruise tourists may consider to be a missing element of their experience. In order to assist cruise professionals with future planning creating and developing a research methodology that can be aligned with the conceptual frame of this study will provide the means to gather and test data in line with the research question and add value for those who may be considering choosing a cruise holiday in the future.

RESEARCH QUESTION: If accepting social change and technical advance has re-shaped the cruise experience over time has this involved the loss of the 'romance' of sea travel or some other element which could enhance and help sustain British ocean cruise tourism.

This summarises the aim and objectives outlined for this study. The exponential evolution of the cruise trade to the present has seen technological advances such as ship design and improved safety and pollution standards enhancement. However, has this been at the expense of replacement of traditional cruise values with those of pseudo-experiences focused on revenue enhancement? Is there romance afloat in the 21st century or has this been confined to the past?

At first glance a search through the plethora of modern cruise brochures would appear to offer a cruise to suit all tastes. Looking deeper beyond the glossy promises may reveal a missing element. Only those with ocean cruise tourism experience are best placed to understand what may have affected their experience. Is the cruise product portfolio of today meeting their expectations fully or do they recall something that might add that significant extra value for them? There is not necessarily a right answer as technical evolution and

revised social expectation has probably accounted for a blend of old in to new ways in defining the modern experience. The consumer has to take what is offered under a particular cruise style and accept things will not be as they were which in most cases is likely to be superior in any case. However, this does not suppose it to be a perfect cruise world and some basic difference may add significantly to the future consumer experience.

As previously suggested a historical perspective is to be used as a means to better understand the complexities associated with cruise tourism development. By reviewing associated literature, linking this with philosophical ideas and research based in real life experience this will provide clearer understanding of the topic. Reflecting on the combination of these resources will add value to debate and offer a pathway for future cruise industry planning and development. Each chapter will focus on a specific element of the study finally linking to analysis and discussion of data from which a conclusion may be drawn.

Summary

This introductory section has set out the rationale for this work and indicates the importance of understanding the development of the ocean cruise industry and its relevance in relation to social change. It sets out the aim, objectives and research question to set the path through the literature review, methodology, research approach and analysis finally leading to a conclusion. In the next chapter the author will present a discussion relating to the literature associated to this dissertation.

2) Literature Review

Introduction

In this chapter the literature will be examined by reflecting on three broad themes. These are social interaction, marketing and experience. Social interaction can be described as the way humans act and react to one another in public situations (Craib 1992). This can be in the course of verbal exchange or by adoption of physical indicators such as smiling or gesturing. Marketing can be considered a process of exchange intended to satisfy consumer expectation (Hoffman et al 2003). Experience may be viewed as the perceived value of a product or event when compared to motivation and expectation. This can be a current value, cumulative feeling of wellbeing or perception based for example, on nostalgia. These themes are key to developing this work because they define the elements of major importance to ocean cruise tourist travel. The theory underpinning these themes, include the ideas of prominent social philosophers such as Michael Foucault and Erving Goffman. Their theoretical perspectives are discussed in relation to historical time frames and social behaviour respectively. On boarding a cruise ship tourists are joining in with forming a social community that once at sea is then confined leading to increased social interaction and observable behaviour patterns. How tourists arrived at their choice of cruise holiday and what they might expect from it fall within the marketing theme. The promises made in promotional material may or not be delivered and there are critical elements in the cruise context, such as influence of service factors, needing closer examination. The overall value or feeling of enhanced wellbeing associated with the cruise tourist experience, as defined by Arola & Suontausta (2005: 41),

'is built from the accumulation of such influences and may comprise those expected, perceived or reflected upon later.' The way social expectation has in line with technology developed provides a platform from which this study evolves.

It is important for this work to examine the development of cruise tourism and relate this to academic discussion, as this will provide a frame for the study. Although the focus of this work is the British cruise consumer, it is important to acknowledge the influence of other nationalities in the re-shaping of the industry. Why people choose a cruise is vital to the industry and whilst some of the academic literature may not be related directly to tourism it does provide an insight to social interaction, marketing and consumer experience. These are the three key themes examined, as these are important in the presentation of the cruise product. They will offer an important insight in order to achieve the aim and objectives of this study.

The ocean cruise has developed as a form of tourism over many years (Cartwright & Baird 1999). It is defined as cruise tourism in the context of this study, because consideration is given to the way ships have become the vehicle for touristic activity whilst in modern times also being self-contained resort-style tourist destinations. Some of the most modern cruise ships are designed to cater for several thousand guests. These ships would appear to be marketed as offering everything the guest might desire including family orientated entertainment of the kind technically or physically impossible to deliver on smaller vessels. Despite the promise of a complete package it is a central question of this research to develop an understanding if there is a missing element from the past cruise experience that if re-introduced could add value for the future. Those with the experience of past cruises are best placed to offer answers and that is why a focus of this work is the classic style of cruise aimed at the British consumer market. The traditional cruise market may be considered as

those seeking a type of product modelled on the romantic image, style and service historically associated with classic liner voyages.

Foster's (1986) social observation of a small cruise ship was probably one of the first academic contributions to the current paucity of such literature on the topic. There is a plethora of other non-academic work readily available with the Berlitz guide series among the most popular (Ward 1985-2013). Guide author Douglas Ward was a musician working on early cruise ships and developed his observations to become a respected reviewer of cruise industry ship standards. This kind of authoritative writing is ideal for first time cruisers but other books cover many aspects of cruise development. The ships and their design are important together with cuisine and entertainment. How the cruise product has developed is critical to this work as the associated literature can provide a key insight to social change and expectation. These aspects being crucial in helping identify historical shift trend data.

The first section of the literature review considers the development of the ocean cruise from its line voyage origins. Relating to the first key theme of the review, expectation, it demonstrates that what began as a mixture of commercial and social expectation influences continue to drive change. Marketing of the ocean cruise, the second key theme is considered in the next section and reflects on the influence of nostalgia and hospitality services. Changing perception of the ocean cruise as an affordable holiday has become vital to widening its appeal. The third section reviews the theme of social interaction and its importance in relation to the topic. It considers philosophical ideas and demonstrates how these can be related to cruise tourist interaction. The fourth section draws together aspects of the literature review and leads to the development of a conceptual framework. Within this frame it is illustrated that the key themes when combined lead to the consumer perceived cumulative value of their ocean cruise experience. Adding to this a potential missing element

could further enhance the cruise cumulative value or feeling of wellbeing associated with the holiday. Discovering if there is a missing element is the central focus of this work. The chapter is summarized by illustrating how the literature review has illuminated the work by providing the foundation in enabling formation of the philosophical concept allowing development of the rationale and research strategy for the ensuing methodology chapter.

2.1) Evolving Social Expectations from Liners to Cruise Ships

The first key theme is expectation and is described in this section in relation to development of ocean sea travel from liner services to cruise ships. In the United Kingdom the liner services followed from what were often sporadic and unreliable sailing trade ships. The reliability of steamships capitalized on growth in trade following the Napoleonic wars in the 1830's and 1840's and it became possible, with the assistance of Government mail contracts, to establish regular passenger and cargo services between fixed points known as liner routes (Dyos & Aldcroft 1974). Early steamships followed the model of their sailing predecessors by accommodating small numbers of saloon passengers in cabins arranged on an enclosed upper deck. The small cabins were arranged on opposite sides of the ship and the space between them formed the dining and limited social area called the saloon (Dawson 2005). With the award of transatlantic mail contracts to Samuel Cunard on the basis of a three-ship service he determined to offer uniformity in style and service that would symbolize the Cunard brand. The first of the Cunard fleet in 1840 *Britannia* had cabin accommodation for 115 passengers on the main deck arranged in front of and behind the machinery space. The saloon area was placed on the above deck in the same configuration and use as previously (Dawson 2005). Cabin accommodation was reasonably comfortable for the age if less luxurious than on some sailing vessels. Fitted with two berths, upholstered sofa bench, washstand and clothes pegs on the sidewalls, cabins were tiny with the added impracticality of available luggage storage space. Introduction of American competition on the North

Atlantic routes brought innovations such as steam heating and cabin steward call bells (Dawson 2005).

The evolution of technology and sociological study are encapsulated in the history of ocean liners and the development of the cruise (Kludas 1984). British built ships classed as 'luxury liners' were among the pioneers of transatlantic travel in 1888 and set a standard that was quickly followed by other European countries. Corporate rivalry and politics drove production of larger, faster ships such as the German 14,000 ton *Kaiser Wilhelm der Grosse* which in 1897 was the largest liner afloat. This ship wrested the coveted Blue Ribband prize for the fastest North Atlantic crossing from British domination. National and industrial pride was at stake and the British government pressed Cunard Line to commission two ships *Lusitania* and *Mauritania* to successfully challenge the Germans in 1907. The Blue Ribband was successfully regained and held until 1929 by *Mauritania*. The *Lusitania* was sunk by torpedo in 1915 during the First World War leaving only the *Mauritania* of the two to survive the hostilities intact. Having arrived at New York on her first visit at the beginning of the 20th century in November 1907 *Mauritania* signalled the arrival of a new era for powered shipping (Lewis & O'Brien 1969). This illustrates how it was during the first decade of the 20th century the shift towards designing ships for a particular trade began to accelerate.

The prestige liners of this era were opulent. Materials used were of the finest quality but their use confined to the First and Second class passenger areas. Profits were derived from the Third class and steerage passengers seeking transit to a new life in North America. It is believed an excess of 1.2 million immigrants arrived by ship at New York in 1907 with over a million per year until 1921 and the tightening if immigration laws (Miller 1984, Server 1996). This period signalled the impact of ocean travel not only on communication and commerce. It was effectively acting as a catalyst for social change as emigrants brought with them new ideas and the entrepreneurial spirit symbolic of the social aspiration term

'American dream.' Other emigrants, albeit in lesser numbers at that time took their essential skills and headed for Asia, Africa and Australasia where European Empires, notably the British, were still prevalent (Server 1996). For passengers using liners for business or leisure it afforded an opportunity for those with means to display their importance by travelling in the higher-class areas of ships. This display of wealth commanded respect from those considered labouring or working class with low income and this kind of overt display of opulence was termed 'conspicuous consumption' by philosopher Thorstein Veblen (1899:52). The importance of service standards was matched by the advances in ship interior design that evolved in parallel with social expectation.

Ocean cruising may have been considered the preserve of the wealthy. The traditional liner passage was class divided and promoted the image of romance and glamour associated with monetary wealth (Server 1996). In the early 1930's economic depression there was an increase in British cruising. Britain was not as badly affected as the United States but the downturn in the need for North Atlantic liners and redundant ships resulted in them being utilised for cruises as a way to salvage the vessels and their crew's jobs. This miniature boom lasted only a few years as the threat of war and economics of keeping ships maintained outweighed income (Kohler 2004). In Britain austerity associated with recovery from the Second World War put cruising for pleasure in the category of 'impossible dream' for many. For example, wartime rationing continued post conflict with food ration coupons not being withdrawn in the UK until 1954. The war years had resulted in many shipping loses. The government had requisitioned a number of ships for military use such as troopships and the shipping companies needed to re-build their fleets (Cartwright & Harvey 2004). During the Second World War Cunard liner *Queen Mary* had been used as a troopship and adapted accordingly following UK Government requisition (Harding 2007). After the war she was returned to North Atlantic line voyage service. Other ships such as Italia Line's *Rex* had been destroyed in the conflict. Although affected by the war, the previous liner routes returned to

service but things were soon to change. Following the Second World War the influence of air travel became more important.

Until the introduction of inter-continental scheduled air services in 1958 passenger-cargo sea travel was the accepted form of international transportation. For those wishing to make a passage for primarily non-leisure purposes sea travel was the only option. Indeed the prominent liner companies made their profits from First Class passengers. These were the first to switch to expensive air travel across the North Atlantic and hence speed the decline of liner trade in this area. Liner traffic on longer distance routes to South Africa and Austral-Asia for example, continued for ten years after the jet service to the USA began. The Dutch with a purpose built liner *Rotterdam* adaptable for cruising realised that the liner trade was being consigned to history (Liners BBC 2012). Ship design for the many new ships being built in Britain and elsewhere in the 1950's reflected a combination of passenger-cargo capability with cruise ship characteristics (Cartwright & Harvey 2004).

Passenger numbers on the North Atlantic line route began to dwindle following the introduction of regular jet airliner services across the North Atlantic in the late 1950s. Liner passengers were willing to abandon more opulent surroundings by switching to the quicker option rather than face days at sea. As in the 1930's surplus liners were utilized as cruise ships to try and sustain their financial viability. Empty cabins were not good business as unlike an aircraft seat, they stay empty for days and secondary income from ship-board purchases is also lost (Papatheodorou 2006). Ironically the jet was in one respect the catalyst for the decline in ocean liner trade but later gave a boost to the growing cruise industry as it offered a cheap way to join a cruise. This also offered an option to save time and potential discomfort crossing the Bay of Biscay to join a Mediterranean cruise.

In an era where the fly-cruise package was not an option social expectation in relation to institutions and ways of life was at a different level than that of the present day. Ship design

and passenger numbers were much lower in the early 1950's but the idea of cruising for leisure was about to evolve. Possibly by learning from history in the early part of the century there was once again an economic necessity to design purpose built cruise vessels starting in the early 1970's (Quartermaine & Peter 2006). Perhaps surprisingly, early cruise ship design development through the 1960's and 1970's had been based on Scandinavian and European ferry experience rather than ocean liners (Dawson 2000). Norwegian influence was important in funding and badging new cruise companies. A strong merchant shipping fleet and oil revenue provided financial rigour. Fred Olsen being one example of a current Norwegian family owned company. Businessman Knut Closter was another Norwegian entrepreneur involved in both the development of Carnival and later Norwegian Caribbean Line (Garin 2005). There was scepticism that cruise tourism had a future within the industry at the time but the conversion of the former ocean liner *France* to cruise ship *Norway* in 1979 began to reassure there was potential for further growth in the market (Bannerman1982, Dawson 2000). *France* had been controversially withdrawn from service in October 1974 by the French Government because of the huge losses incurred by taxpayers (Martin & Bennett 1977). The British QE2 built in1968 was constructed as a North Atlantic liner and cruise ship and this proved a key factor in her longevity as she remained in regular service for 40 years.

Ocean liner interiors began developing in 1930 from the earlier revivalist style to evolve in the next decade to become more modern and contemporary. There was often a blend of Art Deco and Modernist styling linked with humorous streamlining to add glamour and a feeling of luxury (Ocean View 2012). Mussolini created Italia Line in 1932 as part of an industry modernization and centralization strategy. Interior design took inspiration from the German ship *Bremen* and the French also moved to more modern styling. The British were less eager to embrace modernism preferring instead a more quintessential style (Ocean View 2012). Developments ashore began to impact on the expectations of sea passengers through the 1920's and 1930's. Imperial travellers demanded higher standards in rail travel and hotels.

Americans expected en-suite facilities and British ships took many years to meet the demand for required higher standards (Quatermaine & Bruce 2006). Ironically the German Third Reich popularized cruises in the 1930's by building ships under the 'strength through joy' concept in providing affordable holidays for the masses. Several ships including the *Robert Ley* were built for this purpose and inadvertently set a classless standard later to be more widely embraced in the cruise industry.

The freedom offered to cruise ship designers by the dissolution of the class system was enormous. Not having to provide for separate spaces formerly dictated by class offered the opportunities for designers to use more imagination when creating ideas for the use of public areas. Cabins although small when compared with hotel rooms ashore, were made to appear bigger by innovative use of modern materials (Cartwright & Baird 1999). Ignoring the association of the sea with sickness and discomfort a more pleasant image of ocean travel became important and was emphasized in advertising. The experience of sea travel has associations with 'glamour, excitement, romance and prestige' Graves (2004:207). These associations with line voyages and the upper classes were transferred to the ocean cruise holiday market together with the notion of sea cruising being expensive, formal and oriented towards rich seniors (Sharpley 2002). Features included dining options and basic entertainment often created by the passengers themselves with assistance from the ship's officers and crew (Edington 2005). Excursions ashore were often lead by ships officers. The basic shore excursion was later developed to become a much more commercially important part of a modern cruise package. Modern tours ashore were increased in variety and taken from officer control to be managed by dedicated teams. The cruise tourists in the 1960s were more used to being resourceful, adaptable and accepting of the limits of the traditional cruise ships at that time. However, the embedded social definitions of traditional cruising provided the foundation for what modern cruise product consumers experience today.

The leisure package incorporates the promise of convenience, professionally delivered hospitality, entertainment and adventure (Crang 1997). The modern fleet of mega-sized cruise ships has proved popular with many consumers but bring with them social, health, welfare and environmental concerns (Weaver 2005). Designed as revenue capturing floating resorts the ships have become self-contained destinations with ports of call of largely secondary importance (Dickinson and Vladimir 1997, Weaver 2005). The global ocean cruise market is currently dominated by three major corporations with Carnival the largest, and together with Royal Caribbean International and Star Corporation of Malaysia, operates ships which, in 2006, comprised approximately 86% of the world cruise market (Page 2008). Defining British cruise tourism in this respect is not straightforward. Cunard and P&O cruises are marketed towards British consumers although both companies form part of globalized corporations. Smaller companies such as Swan Hellenic and Hebridean, both part of the UK based All Leisure Group can claim they are truly British owned and operated although crews are international.

By virtue of the geographic spread, international customers and multi-national crew, cruise tourism can be considered as symbolic of a mass-tourist globalized industry. The globalization phenomenon is complex, being multi-dimensional, but can be considered as a process of global economic, political and cultural imposition leading to partial re-shaping of local systems and networks (Wood 2000). A plethora of on-board attractions reduce the incentive for cruise tourists to spend ashore. There is nevertheless, competition to attract cruise ships by global ports of call as cruise tourists are perceived to be big spenders ashore (Klein 2008). This is challenged in studies of individual passenger spread and their expenditure away from their ship whilst ashore in Mexico, Jamaica and the Bahamas (Jaakson 2004, Henthorne 2000, Wilkinson 1999). Their dining, entertainment and accommodation are included in the cruise cost with other facilities such as beauty salons and fine dining, together with many other options available at extra cost (Weaver 2005). Operating ships in whichever region of the world they like provides structural mobility,

economy of scale and flexibility to be able to tap new markets. Carnival Corporation, consisting of eleven separate brands, can move ships and brand to wherever is perceived the most profitable region in the world. Proactive management also adds to the reasons cited why cruise-lines outperform traditional shore-based facilities (Toh et al 2005). As a revenue centre a cruise ship, according to Weaver (2005:166), can be viewed as a 'tourism enclave' that may offer some employment to a local community to which it touches through short visits but generally retains the bulk of generated wealth which is subsequently channelled to the international parent company. In some cases cruise ships do not call at ports at all but stop at islands or resort areas to which the cruise company has exclusive access through ownership or lease. In such instances there is no benefit to local communities as profits are exclusive to the cruise company (Wilkinson 1999, Wood 2006).

In summary, the evolution from dedicated line voyage to ocean cruise with no set destination and corporate owned or leased ports of call has brought with it vastly increased passenger numbers. Social evolution has resulted in increases in disposable income spent on leisure pursuits of which ocean cruising forms a part. Technological change has included, sectional building of ships rather than welded plate rivets and 'stretching' existing ships by cutting and adding a section in the middle, modern materials, better communications, increased standards of accommodation and on-board activities. This has kept the cruise industry in line with evolving social expectation. However, with all these changes it is feasible some element of the cruise experience has been lost. Whilst casualties of change may not prove significant the purpose of this study is to understand if this is actually the case.

2.2) Marketing to Cruise Consumers

Within this section a second key theme, marketing is discussed in relation to the cruise industry. Tourism in the form of an ocean cruise is now a mass-market holiday sector and has become a major contributor to world trade. The topic of cruise tourism is still in the formative period of academic interest. Study of tourism as a social science has only become more widely developed since the 1970's (Dann & Cohen 1991). This development mirrors the period of growth of the cruise industry as it grew exponentially to become the present-day mass-market product. Parallel can be drawn with the way tourism has gradually been split into segments and researched in more detail, to the stratification of the cruise industry, as it has developed to satiate diverse market sectors.

While his work considers the British cruise market the fact that it has grown to its current size with the strong influence of North American controlled corporations cannot be ignored. To illustrate the growth of the UK market, according to P&O in 1974 150,000 passengers cruised whilst 1.7 million UK residents took a cruise in 2011. The latter showing 5% rise compared with 1.62 million in 2010. Nearly 700,000 of these were first time cruise tourists (PSA 2012). In real terms average annual income in the UK in 1952 was £728 compared with £24,336 in 2012 (Carey 2012). An important enabler to cruise tourism growth has been the increasing size of ships. Another factor is accessibility to cruise terminals. Many people have become reluctant to fly owing to terrorist threats following 9/11 USA. This has led to a greater emphasis on security leading to time lost through security checks at airports, tighter immigration control, limitation of baggage carried and rising costs. This includes various flight related surcharges although in the cruise industry rising fuel costs have attracted a surcharge (Cruise & Maritime 2012). Those with limited mobility find cruising more convenient as accessibility is an enabler appreciated by many senior citizens in particular.

Proportionally the cost of cruising has reduced and attractive pricing for accommodation and food included is proving appealing. The cruise industry responded to growing interest in Europe during the summer season 2012 by offering 206 ships, 20 of which being new, operated by 64 lines, serving 528 destinations (CLIA 2012)

Primarily a floating hotel the cruise ship has, as already discussed developed from the traditional line voyage and its associated glamour. Gradually with the onset of mass-tourism and mega-ships the cruise emphasis has changed from that of destination orientation to the ship being the central focus. The cruise ship is a floating community with all the land-based issues associated with a small town those of which are not left behind when the vessel leaves port (Klien 2002). It is a hotel, dining, entertainment and from an industry perspective, revenue centre all presented as a safe package to potential tourists. Although these things have remained consistent, the way the cruise model has been presented has changed over time. This may provide some guidance to why people take a cruise holiday but as will be discussed the drivers for making this form of holiday their choice are more complex. One influential factor in offering a chance to 'escape the everyday norm' may be marketing and hospitality.

Marketing has been defined as 'identification and profitable satisfaction of customers needs' Davies and Davies (1992:7). This definition has been expanded to: 'a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others' Armstrong and Kotler (2000:5). Within these definitions 'need' is used as a general term, it is not referenced in context to consumer experience, which is reviewed in this thesis with respect to its relevance to cruise tourism. The concept of 'the experience economy,' as advocated by Pine and Gilmore (1999) in their work of this title, suggests marketing has reached beyond the traditional model that incorporates product, price, promotion and place. The relationship of this marketing

viewpoint is reviewed in considering the cruise holiday product that offers the prospect of new or unusual experiences. Purchasers are buying intangibles such as service and experience contained within the cruise package product. Part of this package may include shore excursions and this element can be reviewed in relation to further study of responsible cruise tourism. The aim is to reconcile cruise guests' experience, which could be determined to include their spiritual needs, with those of their hosts by looking at ways forward in developing socially responsible shore excursion products. In pursuit of their shore experience there is a need to ascertain if cruise tourists comprehend the social impact of their presence on their hosts. According to Pine and Gilmore (1999), experiences should carry a premium but in this suggestion they fail to account for potentially associated social costs. Further research is needed in order to reconcile social obligations associated with responsible tourism in line with marketing concepts reviewed in this work.

Conceptual aspects of marketing are 'needs' and 'wants' with respect to human requirements (Jefkins 1993:5). Needs may be defined as life staples such as food and shelter whereas wants comprise goods or services which are dependent on demand (Jefkins 1993). Wants can become 'demands' dependent on consumer resources (Armstrong & Kotler 2000:5). Goods comprise commodities or raw materials and are therefore usually considered tangible or physical items. Often goods have associated services, for example an item's delivery mechanism which could be a person delivering the good(s). Services are more usually considered as a sector that offers intangible value tailored to customer demand. In their work titled 'The Experience Economy' Pine & Gilmore (1999) suggest that customized service has moved to a different sphere and resulted in an experience dimension within which companies' stage or need to dramatize offerings in order to gratify customers. In their view experiences are memorable and are often valued higher than the product price tag. The theatrical stage is used to illustrate the Pine and Gilmore view and in this way draws a parallel with sociologist Erving Goffman's (1959:70) use of theatrical 'performance' analogy expanded as 'staged authenticity' by MacCannell (1999:91). The theatrical play analogy

identifies the need for good 'actors' or the employees of the company who make the initial contact with the prospective client. The contact with the company is often with those working at its lowest level and this introduces a potential failing (Baum 2002). Whilst Pine and Gilmore understand the 'actors' role they focus on training but appear to ignore human nature. They also fail to acknowledge cultural differences such as religious beliefs and service standard expectation that may vary internationally. Whilst training may be perceived as first class any ambiguity in delivering the company 'message' owing to cultural differences, as Pine and Gilmore (1999) indicate, could prove disastrous to the service experienced by the consumer.

Services as part of the experience economy include a hedonistic spiritual dimension that requires additional skills to deliver expectations. Applying this need in particular to the hospitality sector, Baum (2006:124) suggests adding a new dimension, 'Experiential Intelligence.' This, he argues, is in recognition of the wide variety of services and global variation within the hospitality industry. The strong North American focus implied by Pine and Gilmore (1999) overlooks international company ownership within which working conditions and ideals may vary globally. Unlike their counterparts in the USA or Europe, workers from less developed countries may not have had the opportunity to be a customer receiving similar services to those they provide (Baum 2006). This disadvantage leads to a particular knowledge deficiency requiring additional skills to address the problem and this may prove difficult to reconcile even with appropriate training. Cultural or political reasons could be a factor, as could identification of the appropriate skills. The globalised nature of the cruise industry relies heavily on hospitality staff from a range of economically challenged country background and provides an illustration of the broad skills requirement. Multi-national ship crews provide hospitality services to international cruise tourists. It is common for a gratuity to be included in the cruise price or implied as being expected in recognition of good service on-board. It could be argued that this gratuity is a tangible recognition by the

consumer of intangible services received which draws the interaction between servant and guest into a two-way incentivized experience.

Hospitality services on a cruise ship could be seen as an example of where a company is offering a series of staged memorable events creating in the process experiences purchased by the consumer (Pine & Gilmore 1999). Cruise ship service is promoted as part of the marketing tool-kit by cruise and other companies to enable the management of consumer experiences (Armstrong & Kotler 2009). Companies also manage their employees by creating the script for their actors. Once in the role the actors are subject to pressures put upon them by the demands of the role. They may operate at the edge of their capability and not be able to deliver the services expected. The script may change, roles revised, and the actor may find they are out of character. Prescriptive management can stifle creativity and innovative ideas. Re-organisation or re-structuring a company to stratify it in order to widen appeal may offer the illusion of improvement for example, the introduction of successively bigger ships such as Cunard company *Queen Mary 2,* but could risk the negative re-shaping of the consumer experience for some guests. Pine & Gilmore (1999:81) suggest there could be service-'sacrifice' with the customer having to settle for a compromise. Empowerment of the first line service provider allows the server the freedom to offer alternatives and thereby enhance the guest experience and not diminish it because choice is improved not depleted (Ryan 2002). Self-service restaurants, an idea developed by food chains, may appear to demand a service-sacrifice by making the customer work but is a popular option on cruise ships for those preferring casual rather than formal dining (Ritzer 1996).

The 'Experience Economy' advocated by Pine & Gilmore (1999) is not gender specific nor offers any indication of a socially responsible marketing strategy. The experience offered may have a negative effect on others or other businesses (Armstrong & Kotler 2009). As final anticipated experience choice rests with the purchaser, the provider having outlined the various productions or potential services available, the consumer subsequently may not receive their perceived want or need if misled by marketing material (Lovelock & Wirtz

2007). The material may direct the person to choose the 'wrong' (for them) segment of the organisation. In the case of an ocean cruise it could mean joining a ship with a theme aimed at a different demography or an unsuitable type of on board ambiance. In the theatrical context, as parts of the overall experience may be delivered by various companies of actors, poor performers in one of the productions could lead to disappointment with the show. In making a choice preparing for the cruise can involve research that has become increasingly more readily accessible without the need to physically visit the traditional travel agent.

A technological example of this is the computer and the Internet both of which provide added value in this way. Using the web for planning and or booking a trip can provide huge pleasure and an experience that can be remembered after the holiday and lead to similar future enjoyment (Shaw & Williams 2002). Immersion in a virtual world is not confined to computers but also visitor attractions providing themed surroundings (Bryman 2004). Technology is not only used to provide elements of the themed experience but also to control it by influencing the imagination (Bryman 2004). Themed cruises, such as those offered by Disney, allow the cruise tourist to be escapist with the experience comprising play, self - actualization and social license to relax in a fully 'limonoid' state Ryan (2002:3). The progress and effect of the growth in information technology can therefore be seen to have the power to transform booking a holiday into a tourist's hedonist experience outcome. The reach of companies to their customers has been electronically extended not only to market an experience but also to include gathering information about their needs (Sawhney 2004). Equally technology advancement has placed pressure on traditional travel agents who have had to adapt their service to be able to compete with and also use the Internet together with other electronic media such as booking search engines (Weber & Roehl 1999). It is contended there has not been a clear indication by Pine & Gilmore (1999) of what element contained within a product constitutes a defined commercial experience that can identify why this would give it an advantage over similar offerings by competitors (Poulsson & Kale 2004). This is important because it also indicates areas of weakness regarding the social

responsibility associated with that experience. It is suggested that consumers may choose a product that promises a particular experience and if that has clearly defined environmental impact ratings, this may prove a useful selling point. An example of this is shore excursions offered by cruise companies. Currently there is no reliable indicator of the likely social impact of these tours. It is not clear if cruise guests are aware of, or even consider, their own impact as there is no clear evidence tourists actively campaign for environmental improvement (Johnson 2002). Shore excursions are revenue generating and offer another dimension to the cruise experience (Gibson 2006). With careful management there are opportunities to increase their value monetarily and holistically.

The consumption of services aimed at offering extraordinary experiences for pleasure seekers is developed as a concept termed the 'tourist gaze' in his book Urry (2002). His adaptation of Foucault's (1976) medical observation analogy to a tourism context can be related to the cruise tourist shore excursionists who are intent on viewing and photographically capturing new scenes. The provision of a shore excursion programme needs to include allowance for a safe environment or 'bubble' (Cohen 1979; Jaakson 2004) to provide a suitably secure platform from which to view the unfamiliar (Cartwright & Baird 1999). Whilst there is a charge for this particular experience opportunity in line with Pine and Gilmore's (1999) ideal, early cruise excursionists were not widely welcomed because of their perceived impact on the local population (Douglas & Douglas 2004). Equally cruise tourists outside their secured vessel can feel threatened by the unfamiliar environment including risks of crime or poor facilities for disabled passengers ashore (Douglas & Douglas 2004). Cruise passenger numbers have increased as they have had their attention drawn by extensive marketing aimed at primarily promoting the newest and larger vessels (Ward 2008). Potential guests are tempted by the promise of adventure and excitement whilst embraced within a secure environment. The cruise ship offers the appeal of a moving stylish resort hotel with self-contained shops and entertainment, comprising what may be considered a destination in itself (Graves 2004). The popularity surge is seemingly set to continue as new and often bigger

ships are being added to the growing worldwide cruise ship fleet. Grandly designed, if less

stable in rough seas than older vessels, the mega-sized ships such as Royal Caribbean's

Freedom of the Seas at 158,000 GRT offer a wealth of facilities on-board for 4,370 guests

(Ward 2008). Interestingly, the introduction of a concierge lounge only for suite occupants

on this vessel has re-introduced a class system that in theory has turned back the clock to

earlier days of ocean travel and seemingly reversed the trend over a number of years toward a

single class design. The re-defining of the style and availability of on-board hotel

accommodation has highlighted a crucial element of the cruise experience. Trading one's

home for a period of time renting a ship's cabin, known more commonly today as a

stateroom or suite, presents the potential cruise tourist with one of their first choices.

Compared to the vastness of the oceans any cruise ship becomes insignificant and this factor

makes the sheer wonder of this form of travel more romantic. 'There is often an awareness of

the past, of seafaring through the ages, and of the timeless traditions of the sea' Miller

(1999:45).

2.3) Marketing Nostalgia

The prospect of days at sea with time to think clearly adds emotional value by allowing time

to reflect on the past. There is a risk that this romantic form of nostalgia can become

subsumed within the plethora of activities offered to guests on modern cruise ships. Some

recognition of the need to retain a link with the past remains but whether this can be

sustained remains questionable. New generation tourists start from a different perspective of

the cruise that is far removed from its traditional roots.

In some cases larger vessels operated by cruise corporation companies may include service elements with nostalgic connotations designed to appeal to those preferring a traditional cruise experience. An example of this is Cunard Line's marketing of what is termed 'White Star Service,' (a reference to the former shipping company of that name subsumed by Cunard), that comprises a quintessentially British tradition of taking afternoon tea served by white-gloved waiters (Cunard 2009). Service encounters such as those between waiter and passenger demand an additional dimension, such as that of expressing emotions expected by the customer. This has been defined as 'emotional labour' and requires the server to deliver a performance specific to the type of encounter (Lovelock 1995:214). Encounters could be 'nonverbal…the significant acts exchanged can be gestures' (Goffman 1963:90). Effectively the consumer expects certain behaviours in the encounter and an exchange or demand for a service can be conducted without words. An example would be a waiter who is familiar with a particular passenger's drinks preference responding to the lifting of a glass by bringing a refill without discourse. Smiling is valuable and other facial and body movements are important in delivering customer satisfaction (Gahagan 1994). In societies non-verbal cues play essential roles. Whilst at leisure it may be when dancing where direction is determined through non-verbal interaction between couples (Argyle 1969).

Cunard, whilst marketed as a British based company although part of the North American Carnival Corporation, do not underestimate these emotional encounters. In what it terms its 'cornerstone statement' it outlines the importance to the company reputation of face to face encounters between staff and passengers. As part of the '12 points of White Star service' listed in a on board guest publication it states: 'we smile, we are always in the spotlight…we use correct body language…we exceed our guests' expectations' Cunard (2009). The acknowledgement by a large cruise company of traditional practices is in line with that company's focused marketing promotion of 'The Timeless Cunard Legacy' Cunard (2000). It does however, contrast to other less traditional service offerings by the same company

which include casinos, fitness suites and other modern facilities all of which are operated in a very similar way to those offered by other cruise lines. The subsuming of a tradition within the framework of a modern mega-ship highlights that these staged inauthentic reflections of traditional cruising are merely marketing promotional by-products designed to sell an experience illusion (MacCannell 1999). However, promoting a certain traditional style of service that can evoke feelings of nostalgia may offer appeal, particularly to brand loyal consumers, many of which are likely to be within the senior age sector. Seniors, or those above 50 years old, have become hugely important to the cruise industry because of their increased level of disposable income, increased active life and flexibility in holiday time taken (Sellick 2004; Harvey & Cartwright 2005). Nostalgia is, among other factors such as attachment seeking and general kinship, a travel motive among seniors as revealed by studies of this demography (Shoemaker 1989; Kim et al 1996; Cleaver et al 1999). Whilst nostalgia may not be limited to a particular demography it has associations with a longing for what is perceived to have been lost or may be destroyed or rendered obsolete (Crang 1997). An example of this was the announcement of the closure of a cruise company, Swan Hellenic in 2007. The news caused an outrage and an outpouring of emotional comment from brand loyalists (The Oldie Annual 2008). Ships have often stirred emotions and are usually referred to as 'she,' a title which humanizes a product formed from inanimate raw materials. The cruise liner *QE2*, now retired, is an example of emotional attachment of this kind. Following withdrawal from service in November 2008 an indeterminate number of previous guests lost an intangible experience but retained an emotional attachment to the vessel based on their nostalgic recollection of wonderful time on-board. This, the last cruise-liner to be built on the Clyde in Britain, had exemplified a design style and superb craftsmanship reflecting the age in which she was built (Daily Telegraph October 3 2009). This reflection on another age is picked up by MacCannell (1999:3) who considers 'moderns' as having concern for 'naturalness' in their quest associated with a nostalgic search for authenticity.

Mentally returning to a cherished period in the mind allows an escape from the normal everyday existence. Remembering the positive experiences associated with good times promotes a sense of wellness. Although a feeling of nostalgia is associated with the recall of an experience it can be said to express lack of satisfaction with the present (Szita 2012). In fact it can be argued that it provides a means of comparison to the present. It has been argued that nostalgia in relation to postmodernism has lost its equation to authentic history (Brooker 2003). This is perhaps reference to remembering the nicer elements and constructing in the mind a pleasant period or experience which ignores the collective reality at that time. Postmodernists would argue the experience is 'comprised of distinctive qualities dependent on gender' (Burgess & Parker 2000:200). Nostalgic reminiscences can be shaped in the mind to turn a difficult period into a fond memory. Recording events is based on a particular view at the time and this makes historical record subject to conjecture. A diary of events can itself lead to nostalgic thought but anything beyond the written account is likely to be coloured partly by life experience. Philosopher Soren Kierkegaard (1813-1855) is credited as observing that our lives are lived looking forward but we can only really understand them by looking back (Long 2012). Business tends to look forward because rather than benefit from hindsight it is perceived that predicting consumer trend can give a market advantage. However, souvenirs such as postcards, photographs and other memorabilia are linked to nostalgia and provide a market associated with the actual time of the event. Even the use of photography is considered not the directly experienced reality but a representation of the time and place (Urry 2002:78). Commercial images can give an impression of reality to emphasize an attraction that becomes a representation of the true scene (Urry 2002). By inference nostalgia can be shaped by association with representation rather than reality. Could it be that nostalgia is a realization that something good has come to an end and we seek to recreate in the belief we can return to how it was which in Baudrillard's view is futile (Horrocks 1999).

Constructing a version of the past in order to re-create in the mind an event resulting in a

feeling of nostalgia could be the result of a combination of influence by a series of social factors. We can invent or fabricate those experiences in explaining to others how good it was at the time of an event or experience. In this way we present ourselves in a manner of our own choosing (Ward 1997). Determination of self through social influence or self-representation through personal will or selfhood would be seen as combined factors if using a postmodern approach. The notion of a divided approach in the theory of selfhood as comprising self-will or determination by virtue of social structure are instead seen by postmodernists as interactive (Ward 1997). Agency is the term used in sociology as a descriptor that can refer to an individual but more specifically to purposeful choice made by people in determining their actions (Taylor 2000). This approach can be represented by the term 'constructionism.' Construction theory can be divided into two versions. One version is that owing to social factors we are constructed by these and not born with pre-disposed substance, the opposite being we do self-determine our own identities and present them as desired (Ward 1997). The postmodernist approach would not accept a single theory of selfhood but review how the determined and self- actualized constructions react with each other and in accordance with social change (Ward 1997). Interactionism stresses the human agency aspect whilst Marxism and structural functionalism place greater emphasis on the influence of wider society on peoples' behaviour (Ward 2000).

In summary, this section has reviewed marketing in relation to the cruise product. It has revealed how technology including the Internet has revolutionized how cruise holidays can be researched, selected and booked. It has highlighted the importance of hospitality services to the cruise consumer experience. There has been evaluation of what constitutes the association of romance, nostalgia and tradition with an ocean cruise and the likelihood of this being sustained. The next section considers the importance of social interaction in the cruise context.

2.4) Social Interaction

The final key theme, social interaction, is explored in this section. The cruise ship provides a community situation that offers opportunity to a researcher for social observation. Why this may prove important is explored through reference to the ideas of key social thinkers. It is arguable that sociologist Erving Goffman was a postmodernist as his observations of social personal interaction suggested a distinctive a model of society. His social action theories are different from the structuralist modernist view but still represent an elitist perspective locked to a similar ideal and this runs contrary to postmodernist thought (Swingewood 2000). Whether considered postmodernist or not Goffman sought to distance him-self from traditional interpretive sociology in preferring to adopt his own form of 'Frame Analysis' (Williams 1998). Using a dramaturgical model to represent the metaphorical social actor, in *The Presentation of Self in Everyday Life* Goffman (1959), explores ways in which humans present themselves to others (Edgar & Sedgwick 2002). Goffman's metaphorical examination of social life is divisible into two sectors, strategic game and ritual. His work is influenced by Durkheim whom he quotes to substantiate his own views in suggesting the self as central to interpersonal relationships in modern life (Lemert & Branaman 1997). Goffman tends to construct his ideas on societal interaction based by his own admission on his personal experience of mainly middle-class America (Goffman 1963). This does not place his views outside the scope of this study as many of his observations help better understanding of cruise community behaviour. The expectations and structure of the temporary cruise community can be related to Goffman's ideas. He suggests human experiences are contained or 'framed' within two primary frameworks, natural or 'fixed' over which we have no influence, and the social which provides humans with the basis of understanding what is happening (Goffman 1974). The social framework is based on cultural predisposition or life experience and in the cruise ship context allows guests to settle into the on-board routine. Potentially if this is correct it would place the cruise tourists at a disadvantage when subject to different cultures whilst on shore excursions in unfamiliar territory. In his seminal work

The Tourist Dean MacCannell draws on Goffman's work. He argues that the modern man cannot truly make evaluations or comparisons with his own ideals but needs to seek authenticity (MacCannell 1999). He examines tourist behaviour using postmodernist ethnography in describing the tourists' quest for authentic experiences. MacCannell (1999:94) in adopting Goffman's dramaturgic metaphor suggests that many tourists are in fact trying to look behind the scenes to find the 'back regions' or real social drivers of the experience. MacCannell (1999:9) had suggested 'it is intellectually chic nowadays to deride tourists' as he considered it was a way of describing those looking for inauthentic experiences which was becoming increasingly prevalent, even among tourists themselves. This was a 1970's view shared by intellectuals who believed tourists had a negative impact on culture. This dismissive approach to the tourist was shared by Boorstin (1964); Barthes (1972); Turner and Ash (1975), with Boorstin's view criticised by MacCannell as elitist rather than intellectual (Uriely 1997). However, it had been recognised by the beginning of the 1980's that there were many different forms of tourism and with this a variation in impact (Shaw & Williams 2004). The multi-faceted subject of tourism may be considered as consisting of many cultural and social elements (Urry 2002). The pivotal factor of most tourism is a notion of departure from the ordinary in order to experience the extraordinary which may on occasion be in liminal form (Urry 2002). This follows the early conceptualism of tourism as distinctive from the normal or everyday life in what Cohen (1972:19) describes as 'a quest for strangeness.' Turner & Ash (in Uriely 2005) regard tourists as suspending their norms to 'view society from a different perspective.' The postmodernist perspective of tourism (Lash and Urry 1994; Munt 1994; Urry 1990) challenges the notion of departure from the norm to seek new experiences as no longer distinctive because technology has changed the perspective (Uriely 2005). It is no longer necessary to visit a particular place to go sightseeing, as this is available from home. Virtual reality has provided the option of replacing the need to visit and meet new cultures. Places have changed to become less distinctive as they have modernised and souvenirs representations of something that no longer exists. By introducing internet access on cruise ships for example, for those choosing

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to travel it has meant the link with home is not broken having reached the point where there is facility for constant access to actually see what is happening in real time from anywhere in the world. Jean Baudrillard uses the term 'simulation' in describing the way modern communications have evolved to generate and organise sign systems to not only conceal reality but to provide a version of it (Horrocks 1999). Baudrillard suggests the media has re-ordered our sense of time and space to delete contact with the world and replace it with a vision of it through television which creates a hyper-reality, simulacrum or copy with no original (Sarup 1993). In this way there is a postmodern presentation of 'historicity' otherwise the past that is converted to become an everlasting present (Sarup 1993).

It can be seen from the selection of philosophical insight that there is justification for why people chose a cruise and this reasoning appears to have matched the timelines of the theorists and increasing popularization of cruise holidays. Postmodernist ideas symbolise a freedom of thinking that departs from classical sociological ideology. Freedom for forward-looking approaches, include an adaptation to the new possibilities presented by modern technology that has revolutionized on-board ship facilities. History and why it may hold a significant key for future cruise industry development is key in understanding what feature if any may have been subsumed by social and technological trend shift. Yesterday is history but what we learned may be significant in the future.

According to Baudrillard history is simulated, a representation of time for which the concept of an end is essential (Horrocks1999). German philosopher Hegel, who greatly influenced the work of Karl Marx, expressed the view that history is built from the realization of human spirit or gaining gradual rational control of the world through using reason, albeit following a non-linear path (Hughes et al 1995). These thoughts are considered as being central to Marx's work in which history is summarized as a staged dialectical process. Human beings are said to be, at first shaped by nature's power, then struggle to gain control and finally they

achieve it. This staged process is criticized because it is not possible to contrast periods of history or social change in such a deterministic form (Hughes et al 1995). Marxist transition between modes is related to the transition to capitalism with historical representation in his conceptual view of the change in mode of production from feudal to capitalist (Brooker 2003). According to Baudrillard it is a pointless exercise trying to analyse modern social order using Marxist theories of class division (Bogard 1990). Baudrillard acknowledges a form of social structure did historically exist but has subsequently disappeared through its evolution from ideology to simulation or simulacra. Thus closing down the need for social theorizing as modern culture is linked to living one's life influenced by electronic imagery (Bogard 1990). Another French sociological thinker was Michel Foucault who was influenced by the work of Friedrich Nietzsche whose genealogical theory suggested human morality had a specific history. Foucault's analysis of a disparate range of topics among which is genealogy, were backed by a practical approach to his research. This differed in style to that of Baudrillard (Barth 1998). Discourse can be considered the basis of Foucault's theory of social structure being linked to power. He links knowledge and power as in his view the control of knowledge is power but knowledge is controlled by those in power which can be said is a feature of the modern state (Slattery 2003). However, Foucault saw power as a liberating force enabling people to take responsibility and free them to make choices. His view of history was one of a disorderly power struggle underpinning control and order in society. He became equally critical of Marxism and capitalism (Slattery 2003). Foucault highlighted that power is just as important in normal social discourse as in the higher order of society and in this way his views draw some parallel with the work of Pierre Bordieu whose own conception of society links specific fields. In Bordieu's theory agents hold dominant hierarchical positions they seek to defend. What he terms 'habitus' refers to the enablement of agents to interpret and understand the order of a particular field. Agents become adept by gaining creative skills rather than be shaped by pre-determined social rules (Swingewood 2000). The concept of habitus can be criticized for its basis of self-interest in gaining status within a field. Bordieu's work can be considered as an advance on that of others such as

Anthony Giddens whose structuration theory is based on considering agents as knowledgeable and capable of reflexive monitoring of their own actions in being creative. In this way social practice is constantly being reviewed and reformed according to changing knowledge (Sklair 2000).

It has been argued by Stearns (2012) that happiness has been a factor in shaping Western culture. Milestones of changing attitudes towards happiness can be traced from 1800's religious beliefs through 19th century improvements in earnings and social mobility. In the 20th century business opportunities were realised with products linked to happiness (Stearns 2012). This historical insight to what may have invoked a shift in social trend illustrates it is possible to complete a similar exercise in investigating trends in the cruise tourist concept of well-being or cumulative value associated with the cruise through the 20th century to the present. One method is the social constructionist 'sociology of knowledge' approach Elkins (2011) uses to understand the historical development of jazz music and adapt this approach towards cruise tourism. George Herbert Mead was considered a pragmatic sociologist (Jenkins 2004). Mead's (1929) view is summarised by Elkins (2011:46), as 'reality is always rooted in the present and with each new present the possibility of new pasts will arise.' Effectively the present is always the reference point for historical interpretation and we can draw meaning about the future from the same reference point. This infers historical accounts are subject to conjecture as they are interpretations of what was the present at the time of the account and referenced by the reporter to the social situation at that time. An example is when William Makepeace Thackeray helped popularise cruise tourism in 1844 by giving a positive account of his P&O sponsored Mediterranean cruise which was in fact a series of regular line voyages. Thackeray used the pseudonym Michael Angelo Titmarsh and neglected to mention his and fellow passengers suffered from being seasick (Graves 2004). This is example of how fact at the time of writing can be blurred for commercial or other reasons. Historical facts are therefore malleable but can be challenged by cross-reference to

other works (Wright Mills 1959).

Michel Foucault can be credited for taking a historical perspective in his examination of aspects of social change. Some of his work is relevant to psychiatric study and charts different ways human madness has been dealt with at various stages in history. For example, his sequential reference of dates leading to the creation of the asylum and how the insane were to become confined from society rather than be free-roaming within it (Foucault 1971:15). He also traces the changing attitudes toward sexual behaviour beginning from the 17th century to the present. Within this he highlights the 17th century trend shift in the way the topic was considered describing it as a 'chronology of techniques' Foucault (1978:115). He provides historical observation of a genealogical evolution of human sexual behavioural practice and acceptance. In similar fashion Foucault asks how human knowledge can be ordered. He reviews how aspects of history relating to diverse areas such as natural history and language can be divided into a sectional recollection of events or attitudes in what may be considered an arbitrary way (Foucault 1974). In his study of madness he suggests that the medical and psychological concept of insanity was effectively removed from having historical meaning to be regarded as a moral criticism of those afflicted because of 18th century fear of the condition (Foucault 1972:378). Foucault was considered to have written his own work in separate segments termed his genealogical and archaeological periods. In the genealogical period he related historic values to those of today. His archaeological period was concerned with modes of classification (BBC Radio 4 2013). Foucault's work illustrates the importance of relating to history. Sociology can be considered bound to history as this encompasses the attempts to understand society. It follows that the cruise ship communities formed each time a ship sails can therefore be reviewed in a similar way.

Learning through history has to be considered a useful opportunity to understand what drives change. In a currently uncertain political world international economic turmoil has created particular challenges. We look at history being created. By the end of the 20th century there had, in general terms, been increases in leisure time and opportunities for travel at relatively low cost (Falk et al 2011). In 2003 cruise prices (in real terms) fell to some of the lowest ever (Piesley 2003). This resulted in the widening of the market by introducing many first time British cruisers. The relative formality of dressing smartly for dinner was allegedly challenged by those more used to less formal holidays (Piesley 2003). This is perhaps symbolic of the social change to more casual dining taking place ashore. The perceived de-valuing of the total cruise experience by others more used to ship custom would have impacted on their personal cumulative value for those cruises. This could be true for senior cruisers who will increase in sheer numbers faster than the younger categories over the next decade. This is because of the numerous 'baby-boomers' in Europe and USA (Marrel 2006).

'Baby-boomers' are classed as born after World War Two up to the early 1950's and Saga Shipping Company started a cruise business in 1997 to cater for the over 50's using relatively small ships (Saga 2014). Modern mega-cruise ships are designed with Fordism mass-consumption as a characteristic of the product offering with the cruise tourist experience 'McDisneyfied' (Shaw & Williams 2004). This being a long way from the 'potato-and-spoon' races circa 1938 with which passengers on a liner entertained themselves (Maxtone-Graham 2000). Instead the appeal is likely to be to 'Baby Busters' or those born between 1964-1980. During this period the birth rate fell. Standards fell in line with a rise in the cost of living. It became much more common for both parents to work. There is a tendency for Baby Busters to be well educated, hard working, being selfishly determined to be financially successful (Blyth 2008). One of the largest markets consists of 'Woopies' or well off older people. Many of these have substantial pensions and savings and are prepared to spend above average amounts on holidays. Many are highly educated former doctors, teachers, middle or

upper managers (Blyth 2008). These are the kind of tourists cruise companies like Swan Hellenic offer an adventurous childfree niche market.

From the theories of the sociological thinkers as discussed it can be seen that the way agents interact to form society has been the subject of wide ranging debate. There is no real answer to emerge from these theories as it is accepted there may also be no clear answer to the objective of this work. It is certain that societal trends have changed and this is likely to have influenced cruise passengers expectations.

Postmodernists may disregard a conventional approach to sociological development but it is important to look at historical development in seeking to identify specific triggers whether they are those of commercial interest or changes driven by perceived social need. This approach offers the opportunity not only to describe the past but also to equally understand the value of learning from history (Spalding & Parker 2007). In this way it may be possible to influence an aspect of the future of the cruise industry. There are no historic documents that can reveal more than the author thought, interpreted or chose to record and this is why it is necessary to decipher the facts and process them to become useful data (Carr 1961).

As has been discussed we can consider two views of social constructionism. The first suggests humans are not born with certain ideals but become what we are by the construction imposed though social convention. The second presents an opposing view that we are free to self -determine and choose the way we present ourselves. By merging these views the apparent tension between them is diffused into the personality of the individual (Ward 1997). Taking the past as a construction it can be argued that the tensions and conflict between social constructs and those of the cruise industry have resulted in the modern ocean cruise

product. Whether social demand or industry need has driven change is an interesting question. Certainly technological advance has created new opportunities and played a part as a catalyst for change.

Using technology to construct the cruise ideal has presented an opportunity via the Internet to create a package within which expectation; motivation and prospective cumulative value are contained. From study conducted in New Zealand the Internet is considered most suitable for booking flights and that although many people research holidays electronically they tend to book via traditional channels (Tan & Pearce 2004). The Internet does offer cruise providers a major marketing opportunity either directly or via agencies. The romantic ideal can be presented via electronic devices in the form of videos or special offers. The constructed cruise world can be held in the hand; the dream in one's head, the realisation is the present, memories become nostalgia; overall the cumulative value. There may still be a missing element from the equation that is either tangible or intangible and this is the central focus of this study.

This section has reviewed social interaction and drawn from the work of Erving Goffman, Michel Foucault and other philosophers in seeking the critical elements which, if adapted in the cruise ship context, can assist in building a way of understanding some of the key reasons people choose to cruise, how they interact and what they seek in obtaining their personally judged value of the cruise product. Set against an historical viewpoint philosophical thought provides an insight to the way aspects of social agency have been perceived. From this it is possible to develop a research strategy that incorporates observation of cruise passenger behaviour, and seek to discover what may add value for them to future cruises.

Summary

This literature review has demonstrated the influences of social and technological change on the development of ocean cruise tourism. It has compared the ideas of key philosophers with the factors included within the literature themes of expectation, marketing and social interaction and confirmed a way forward in developing a suitable research strategy. This study will build a methodology influenced by history and the ideas of philosophers to review cruise tourism from a new perspective and to generate new understandings for this setting. This approach allows the researcher to develop this form of philosophical thought to test a concept. By reviewing the time period reaching back into the history of cruising the researcher can, identify social trend shifts in relation to cruise tourism and identify the most appropriate research population. Primarily, this methodological approach offers a window to scan for an element from past cruises that may be missing today, but if re-introduced could be of value to the future of the industry. This missing element may be tangible or intangible but could add to the cruise consumer's perception of cumulative value. By developing a conceptual framework this will help orientate the research and locate the literature themes already reviewed in relation to consumer cumulative value. In order to enhance cumulative value the focus of the research will be aimed at discovering if there is a missing element. As has been reviewed there have been many social and commercial drivers leading to the present cruise products on offer. Reflecting on these changes is important as is developing the research strategy most appropriate to enable meaningful conclusions to be drawn

2.5) <u>Research Concept</u>

The conceptual framework presented below (Fig.1) draws together the various strands of the topic. The reflective process begins by examining the elements that comprise the concept of consumer perceived cumulative value or overall feeling of wellbeing they associate with the

cruise product. The missing element is the potentially missing key value that is highlighted as the central part of this figure.
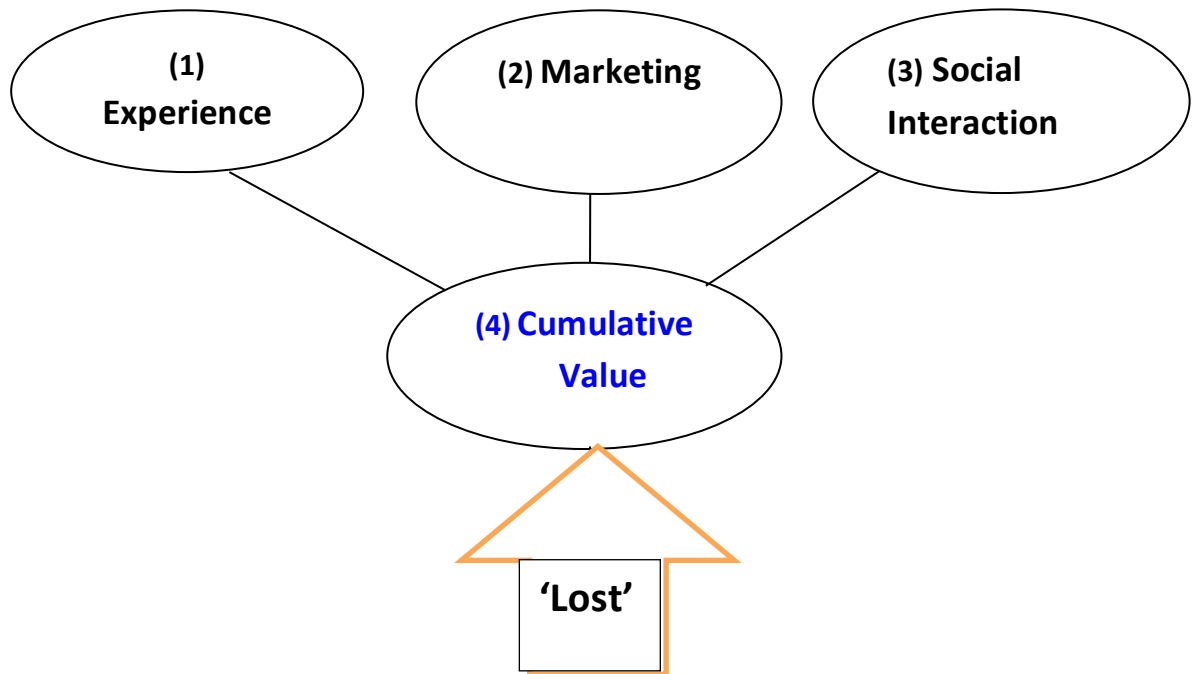
Fig.1 Cumulative Value Concept

Each element of the framework can be explained by considering the following discussion concerning theoretical perspectives. For example, the notion of the tourist experience (1) has been categorized as the 'tourist gaze' (Urry 1991). Within this frame it is suggested tourists in general seek to escape normal routine to experience the extraordinary (Urry 1991). In respect of tourist motivation (need)–this can be coupled with expectation (want) (Gnoth 1997) so as to offer informed consumer choice.

Choosing a cruise instead of another type of holiday became a more realistic choice as living standards improved post the Second World War. The concept of 'push' and 'pull' is a method used to examine socio-psychological motivation, the first from within the tourist the latter the

attraction or destination (Goossens 2000). Tourist expectation comprises elements such as personal liminal escape, service, hospitality and authenticity (Ryan 2002, Cohen 1979). In terms of both perception and marketing (2) - cruise brands can be used to reflect a retro nostalgia invocation and provide a platform for perceived elevated social status because of the idea cruises are still a luxury (Olins 2003). There is a belief that using retro marketing to emphasize a brand's history is a way to consolidate consumer perception of a product. The recall of past times as 'the good old days' places re-emphasis on what can be regarded as simpler times with associated fond memories placing a positive retro label on a modern product (Sullivan (2009).

The importance and type of social interaction (3) adds to the cumulative value by building on the captive cruise community idea. In accepting a new cruise community is formed when the ship initially sails, the way social 'actors' relate to one another and the environment in which they find themselves adds another dimension to their experience. Interaction extends to the ships' crew including hospitality staff and to observance of rules both social and those required by the captain to operate the ship.

Finally value (4), in the context of this study, relates not specifically to cost but the perceived cumulative gain from the cruise. This could be considered to include social capital personal mental and physical stress relief from normal daily life. To what extent cruise tourist agency is impacted by brand practices is a matter of conjecture. The power dominance of consumer versus provider is subject to debate in marketing literature (Korkman 2006). As was discussed previously, value may not necessarily lay within the product offered but inside the persons' own self or their spiritual centre. This sense of value has longevity and is not necessarily the result of a tangible experience (Pine & Gilmore 1999). Experience is

inherently personal because no two people share exactly the same feelings about an event and is dependent on the individuals' frame of mind during the period (Pine & Gilmore 1999).

The next chapter sets out the research strategy and methodological approach for the study in determining the potentially 'lost' element. It defines why particular methods are adopted and the ethical consideration associated with those choices. It moves the conceptual idea forward by relating the methodological approach to the key themes of expectation, marketing and social interaction already identified. In this way the research can be more focused and lead to a viable outcome.

3) <u>Methodology</u>

<u>Introduction</u>

In the previous chapter the literature review was developed and examined by focusing on three themes, expectation, marketing and social interaction that defined the construction of a research concept appropriate for this work. This was the first stage in developing a suitable research strategy. Whilst it would appear appropriate to look at suitable methods of data collection at this point this would be an error. As Saunders et al (2007:102) demonstrate with their research 'layered onion' model, it is first necessary to develop knowledge leading to data collection and analysis. This chapter reviews each layer of the research process and outlines at each stage how this moves the study forward.

Social science has many philosophies associated with the way of thinking about the research process. The literature review examined not only the tangible changes in cruise travel such as ship design but also the expectation and intangibles associated with these including service. These combined provide a world of cruise that brings humans together in a captive situation creating in the process a temporary social community. Initially it is important to understand what is known about how the social world is understood and viewed. This can be considered the epistemology, or that considered acceptable knowledge and ontology, a perspective on social factors created independently. These are important theories concerning what is real and existing May (2001:22). How reality is viewed can be considered as being in either an objective or interpretive way. Research philosophy can in this way be reflected via a positivist stance or interpretive perspective. These two research theories are explored more fully as they were key factors when applied to the decision making process in developing a suitable research strategy for progressing this work.

3.1) <u>Positivism and Interpretivism</u>

Positivism can be considered an epistemological stance in applying natural science methods when studying social reality (Bryman 2004). Positivism is based on the idea that as thoughts, feelings and emotions are mental states, they are not measureable in the same way as things that can be objectively observed (Haralambos & Holborn 2000). This perspective when extended to collection of social world data requires objective impartial observation of social facts and correlation of relationships between them. It also provides a basis to examine if there is a phenomenon causing one to affect the other (Haralambos & Holborn 2000). Positivism takes no account of the way individuals may understand their own situation (Marsh 2000). Positivism is a belief in studying the social world in the same way as the real natural world. Philosophising in an abstract way is rejected in favour of empirical rigorous testing of hypothesis (Slattery 2003). Research methods include the use of larger-scale surveys and structured interviews.

Another theoretical perspective to become dominant in addition to positivism is that of interpretivism. Interpretivism may be considered a term providing an epistemological contrast to positivism. It advocates a position based on a view fundamentally different to that of research based on the natural sciences. Instead the logical research procedure is reflective of the distinctiveness of human behaviour in contrast to the natural order (Bryman 2004). Interpretive social science research seeks to provide an understanding of the reasons why individuals construct their lives and the meanings attached to the way they behave. It provides a basis for understanding people and what is subjective meaning within the way individuals behave including the emergence of social conventions. The term 'social actors' can be used to liken human behaviour to a theatrical stage production where everyone plays a role determined by themselves or as directed (Saunders et al 2007:106). Personal meaning assigned to these roles is used to interpret the roles of others in social situations. This reflects

earlier discussion within the literature review. Leading from this it becomes apparent that the interpretive approach when applied to this research is the more practical perspective and likely to provide the most reliable data when enveloped within the cruise ship setting. Qualitative research is commonly associated with interpretive research as it produces non-empirically based data and is usually presented in words. The objective of the analysis is to 'understand and interpret experiences and phenomena in ways that do not require detailed comparisons' (Marsh 2000:135). Research methods are typically ethnographic, participant observation and unstructured interviews and provide options for an achievable data gathering process within the confines of a relatively small cruise ship research population. This being a good way forward in finding what tourists consider adds to their cruise experience cumulative value. Following from this is an opportunity for the researcher to discover if a missing element retrieved from past cruise experience may add additional value in the modern day. Participation by the researcher within the cruise ship context allows the observer unique access to observe social interaction and gain valuable data.

Within the literature review there was discussion relating to symbolic interactionism, a philosophical idea based in the theory that all human thoughts experiences and actions involve others. Social encounters involve the sharing of interpretation through symbolic use of language, gestures or observation. In this way humans give meaning to emotion or inanimate objects (Slattery 2003). Symbolic interaction involves a continuous assessment of the social world owing to the need to interpret the situations in which humans find themselves. Interpretive researchers need to be empathetic to the point of view of those being studied in order to gain understanding of their world (Saunders et al 2007). As was illustrated in the literature review Erving Goffman's perspective of social interaction includes the study of human encounters and the symbolic interaction that ensues as people strive to meet expectations or norms in society (Gilbert 2001). Application of a research strategy incorporating participant observation in order to interpret interpersonal encounters of various types within the real time cruise setting was therefore deemed essential.

This section has focused on two research theories, positivism and interpretivism. These form part of the first layer in developing the research strategy. Ontology was reviewed as being associated with the nature of what is real and how the world operates. Ontological perspectives include objectivism and subjectivism. Objectivism was briefly reviewed earlier as being the perspective that the social world exists in reality beyond the influence of social actors. For example an organizational structure with fixed operating standards separate from those working to those procedures (Saunders et al 2007). Operational standards such as these can be associated with a cruise ship and the way it is organized and operated according to schedules and policy but separated from the crew and hospitality staff. Subjectivism is based on the actions and reactions of social actors engaged in the process of interaction and these situations are continuously changing. The terms constructionism or social constructionism are associated with interpretivism. These represent a view of reality being constructed by social actors owing to their interpretation of and reaction to various situations as they arise (Saunders et al 2007). In the context of an ocean cruise passengers can interpret and react to their own on board experiences including social interaction with other guests and crew. Participating and observing these interactions, as previously outlined forms an essential part of the research strategy as it provides an opportunity to determine what may be considered as providing additional cumulative value for cruise tourists or may be added to enhance their experience.

Whilst two epistemological perspectives have been reviewed there are others such as realism, functionalism, structuralism and pragmatism and these needed consideration. Realism can be associated with positivism as it shares a belief that reality exists separate from our description of it and by using a natural sciences approach when collecting data (Bryman 2004). Functionalism can also be related to positivism in that it asserts that 'society is a living entity' consisting of interdependent sub-systems with each of these contributing to the basic needs of society to enable it to function Slattery (2003:190). Structuralism represents a theory that human behaviour is not driven from within the individual but is dependent on 'fixed and

objective forces' that are beyond control Marsh (2000:112). Pragmatism represents the

choice between a positivist and interpretive approach to answering the research question.

The choice could be straightforward but a mix of the two perspectives may be appropriate

and could prove beneficial (Saunders et al 2007). In this respect when developing a research

strategy the researcher had to consider the practicalities in choosing suitable methods

appropriate to this study. Whatever the final methodological approach the influence of one's

own values at each stage are likely to affect the final data analysis. The next section reviews

ethical consideration together with the value judgments needing to be applied both as the

research develops and also in drawing conclusions. A clear understanding and awareness of

the skills required is essential as otherwise the outcome risks prejudice.

3.2) Ethics and Values in Research

Philosophically it can be said that values of something correspond to 'ought' statements

whereas where as facts can be equated to 'is' statements. Value judgments' can therefore be

described as expression of approval or disapproval May (2001). It is important to

acknowledge that collection and analysis of data is likely to be affected by the researcher's

own values. Commonly the code for ethical responsibility can be summarized as illustrated

by deVaus (2002:59):

Code of Ethics

    1) Voluntary participation

    2) Informed consent

    3) No harm

    4) Confidentiality

Voluntary participation in a research project can be established at the outset by the researcher in ensuring participants are aware of the purpose of the research. Also they are free to take part or refuse to offer answers to questions (Bell 1999). At one level it is a request for others to give their time in helping and at another could be invading their privacy by possibly seeking personal information (de Vaus 2002). Volunteers are more likely to give quality responses although there may be some risk of bias. Volunteers are entitled to withdraw from the research at any stage but it is accepted in some circumstances answers may refer to others who then participate involuntarily by default and not subject to the same exclusion option.

Informed consent involves the provision of information to those involved about the nature of the study and what it will comprise, including any benefits. This allows participants be they either individuals or organisations to give consent to their free participation. Typically information will include what the focus of the research is and the reason for doing it and how it is being done. Details of the data collection process and who else might be asked to participate (Miles & Huberman 1994). Information provided to participants does not need to be detailed especially as in depth knowledge of the theory being tested or technical aspects may prove discouraging (deVaus 2002). Informed consent can become complicated if it is not established at what stage it is obtained. Ideally this should be at the start of the project but there is difficulty obtaining written permission in all cases and this depends on the type of research. Some may prefer not to put consent in writing but are still happy to be involved. Clear explanation of how the data will be used is important in all circumstances. To summarize, gaining informed consent requires revealing the purpose of the study, clear information regarding any sensitive matters, likely benefits, who will be involved and basic information regarding the presentation of findings and research method. Offering to answer any questions will also give reassurance as will giving the researcher's name and any supporting body, for example an organisation or university. A concern for the researcher is

to ensure the participants are aware there is no intention that any aspect of the research will harm anyone.

Social research is based on mutual trust between researcher and respondents. The researcher has freedom with respect to the approach but this brings a risk that participant rights may be harmed by justification that the project may bring wider good following the outcome (Sarantakos 1998). Indiscrete use of confidential information is an example where harm may arise albeit unintentionally. Research by its nature is likely to be intrusive with some qualitative methods likely to delve deeper into private matters owing to the more enquiring process (Punch 1998). Ethics in considering the issues are therefore vital for the researcher to understand and adhere to a good code of practice throughout the process. Quantitative methods are equally subject to the same code and as with a qualitative approach by the researcher informing respondents about data ownership and where it will be published. Providing assurance of anonymity and that information will not be shared between participants in the research are important to ensure the confidentiality of those agreeing to be involved (Gilbert 2001).

Participant observation is an example of a form of research where it can be argued covert observance of others represents risk of individuals' privacy violation. However, where anonymity is preserved and research data does not identify individuals, harm is unlikely to result (Gilbert 2001). This does demonstrate the care required to avoid breaches of confidentially. Any research method will result in collection of data and securing this is very important to ensuring confidential material does not become generally available and result in harm.

To summarise why ethics and values are important in social research. Adopting the principles outlined earlier it can be seen rules (deontology) apply to gathering social research data. Researchers cannot expect access to the people or situations being studied as a right of freedom in progressing a project and need to be ethical in their approach and work within a

code of practice. It is important the research population are aware of the full reasons for the research and there are guarantees of privacy and anonymity. Participants need to have given their informed consent. Reporting of research data its confidentiality and ownership need to be clarified. Other considerations include the importance of honesty and trust between researcher and respondents. It needs to be clarified if any harm or benefit may result from the research for those involved, as it is essential privacy of individuals must be guaranteed with information not shared among participants (Punch 2000; Bryman 2004; Bulmer; 2001:46) summarises ethics as ' a matter of principled sensitivity to the rights of others.' Whilst this may limit a study it remains imperative to respect the dignity of those taking part. Research ethics are universal in form and have the intention of being adhered to wherever the place or circumstance. As identified by feminists and other critics it is not sufficient to be aware of values and ethics when doing research but they 'need to form part of research practice itself ' (May 2001:67).

So far in this chapter it has been established that moving straight to the data collection stage at the outset would be unwise. This has been illustrated by a discussion of epistemological perspectives and a link with the preceding literature review. The importance of ethics and values in any type of research approach has been reviewed together with the necessity to follow a code of practice to ensure informed consent, harm to individuals is avoided and there are no breeches of confidentiality. The next section moves to the next 'layer' of the research by discussing which research philosophy is to be applied to this study.

3.3) <u>Research Approach</u>

This section links the theoretical approaches previously discussed with the reasoning drawn from the literature review. As previously where specific themes were reviewed, two research approaches are examined in order to consider which is most suited to progressing this work. The idea is being able to generate theory from the work and produce data in order to explain the results of observations (May 2001). Earlier positivism and interpretivism were reviewed

as steps in moving towards building a research strategy. It is possible, in general not rigid terms, to associate with these paradigms two types of research approach, deductive and inductive. A deductive approach can be associated with positivism because it requires setting out the theory ahead of research then researching a particular aspect in order to produce empirical data that can subsequently be tested. Conversely, an inductive approach can be said to owe an association with interpretivism as in this case data is collected and then theory about an aspect of social life is developed from the results.

An inductive approach is likely to be particularly effective when studying a small sample population. It is particularly suited to the place where social events are in progress. This approach is usually associated with the gathering of qualitative data by a variety of methods (Saunders et al 1997). By using an inductive approach this allows data to be drawn from examination of more than one case and allows comparison of the observed relationships between them to construct a general theory about an aspect of social life (Gilbert 2001). From the literature review it is possible to see that by observing groups in a confined environment such as a cruise ship this can facilitate an inductive approach to observation and subsequent generation of theory. As previously discussed being a participant in the observation process need not be an inhibitor to building a collection of ethically managed data in this way. A number of case studies can be compared relating to the cruise research and comparative data obtained. Individual case studies will reveal common factors associated with the cumulative value placed on the cruise experience by respondents and importantly for this work what missing element if reintroduced may be an enhancement.

At this stage it can be seen that the process of developing a research strategy for this work is starting to take shape. It has been established that the literature review has provided important links to research paradigms such as social interaction. From this types of research and data collection strategies have been identified which link to positivist or interpretive theory. Understanding of the social situation being researched is important, as there are limitations that will apply and discretion essential when gathering data. The traditional style

of cruise ship rather than the modern 'mega-ship' provides scope for collecting data from a 'captive' small community and this has been recognized. A review of deductive and inductive approaches indicates the latter is most relevant to this work. Irrespective of which research method is adopted ethical considerations have to be applied. Ethics and values have been described and linked to the research process and how this has to be done has been outlined. The next section moves to another 'layer' in the research process. This examines research strategies that were considered when leading towards a research design appropriate for this work. As no research strategy is clearly better than another it is important to adopt one best suited to answering the research question and objectives associated with this study.

3.4) <u>Research Strategy</u>

As in previous sections a small number of research strategies were examined in order to establish the most applicable for this work. Strategy is the term used to describe the logical reason by which the study is intended to proceed (Punch 1998). Effectively this means designing a way of obtaining data that provides a meaningful outcome based on comparative data that is situated within the conceptual framework in order to answer the central research question. From the literature review it can be seen that consideration of the development of ocean cruise tourism is central to understanding some of the societal and technical changes that may have influenced consumer expectation. As this study has limitations, as will be described more fully later, it is necessary to look at targeting a relatively small cruise tourist population that will provide reliable, valid data. The following research strategies were considered in presenting the reasons for reaching a decision on that most relevant to this work: survey, case study, ethnography and comparative.

Surveys, which are a common data collection instrument, was the first strategy considered as they provide a deductive method of quantitative approach. Surveys allow large quantities of

data to be obtained from a large research population. Data gathered can then be analysed to seek commonalities between variables (Saunders et al 1997). One of the criticisms of surveys is they attempt to show causal relationships which do not account for human action. For example, because a person holds a view this may not be caused by being of a certain age (May 2001). The number of questions appropriate for the research limits surveys in the form of questionnaires. The reliability of respondents to answer all or some of the questions and to do so honestly is also a factor. Surveys do not make allowance for the process by which respondents reach a decision. Questions can be influenced by the predisposition of the researcher (May 2001). Use of surveys for this work was considered a possibility as they offer an opportunity to reach a target audience from a wide geography using electronic data gathering. A member-based organisation was approached for permission to canvas its members but declined. This led to a reappraisal of approach that resulted in consideration of a case study based strategy.

As case studies may involve research study of individuals, communities or social groups and organisations they provide individual researchers the opportunity to focus on an aspect of study within limited timescales (Haralambos and Holborn 2000). However, it is possible to carry out several studies over a longer period. Case studies are used to focus on interaction of events and frequently utilize interviews and observation to collect data (Bell 1999). Advantages of the case study approach are that it can be used for in depth study of a subject including practices and processes used in a particular social context. Limitations may be that the findings may not be generalised to other cases (Gilbert 2001). This type of research strategy is clearly applicable in a cruise ship context. The case study of a company and individual or collective groups of passengers offer a rich source of data obtainable through qualitative techniques such as unstructured interviews. It is possible to be part of a social group whilst making ethnographic observation using methods that are drawn from anthropology. Ethnography requires in depth participation in a particular context in order to interpret the perspectives of those forming part of the research population and have full

access to that group (Saunders et al 1997). Ethnographic research can typically be used for longitudinal qualitative study including interviews or document analysis. Comparative research design allows direct comparison between two or more cases and can comprise ethnographic or qualitative interviews (Bryman 2004). From the discussion there are research strategies that have emerged which fit the aims of this work. They offer achievable methods that provide within the limitations and scope of the work opportunity to gather viable data.

In summary this chapter so far has reviewed the epistemological stances of positivism and interpretivism as perspectives from which to build a research strategy. Different approaches were discussed, deductive and inductive. Ethics and values associated with a research project were examined and the importance of these linked to the research strategy. Various strategies were reviewed including surveys and case study. At each stage reference to the relevance with this work and its focus on the ocean cruise has been given. This leads to the next section that outlines why the research strategy and design for this work was chosen.

3.5) <u>Research Design</u>

As earlier detailed the research design approach has to lead to achieving the study objectives without pre-conception or assumption. In this work the primary objective is to uncover an aspect of cruise tourism from the past which may have been lost but if re-introduced could add cumulative value to the product in the future. At this stage it is not clear what this missing aspect or value may be or if it actually exists. This is the premier philosophical question and requires an assessment of suitable research techniques in order to seek answers from which to draw a conclusion that adds value to cruise literature. As has been revealed already, it is necessary to adopt a pragmatic approach in order to gather valid data and appropriate to adopt a number of research instruments.

Each research method will employ questioning in some part as a data-gathering instrument. Surveys as discussed earlier are a common form of social research with questionnaires used to solicit written and interviews for oral responses (Sarantakos 1998). One of the issues of

importance to this research is the limited access to the research population and particularly the inability to expand on an individual response. It would be difficult or impossible to obtain clarification from most respondents. This makes it crucial that questions are worked out fully in advance to reflect the requirement of the research problem (de Vaus 2002). It was felt that unstructured contact with respondents would be more suited to this research and could be incorporated in part as case studies. Case study being usually based on a location, organisation or community can provide a suitable focus for unstructured interviews (Bryman 2004). In view that some individual case study respondents would be experienced cruise tourists with possibly wide cruise knowledge, this population in particular, were deemed relevant and an appropriate sample as participants of the research process. These respondents would be well placed to recall what element from the past may be missing and that if re-introduced would add to their cruise cumulative value. Sampling can be considered as consisting of two types, random or probability and non-probability. Random sampling, although offering accuracy and representativeness of the population is dependent on a large sample size. Non-probability sampling presents the researcher with the opportunity to decide on the most appropriate sample unit and is commonly employed when doing exploratory or qualitative research (Sarantakos 1998). In relation to this research which as has already been indicated cannot reach a fully representative population, non-probability sampling was considered to offer the best way forward. In considering suitable procedure to be employed, the option of a judgmental or purposive sampling technique offered attraction. This technique presents the researcher with the opportunity to select subjects who may be considered particularly relevant to the research topic (Sarantakos 1998). In a simplified form it could be used for localised targeting of what may be considered a convenience sample. This is because of the way the technique can be targeted toward an easily accessible group who are likely to give a good response rate (Bryman 2004).

In view of limitations this research will target a representative sample population drawn from two distinct sectors of the market those who have mainly experienced cruising on larger

vessels and those drawn from those preferring the smaller traditional style of cruise. In line with the study objective to discover if there is a missing element which if re-introduced would to add future cumulative value to cruise tourism, each interview needs to be carefully reviewed. There is a risk that responses may be romanticised to some extent (Silverman 2004). This is because responses to questions may reflect a cultural perspective of events, or a nostalgic re-shaping of facts owing to passage of time. This construction of interviewees' experiences may have resulted from comments made by others in discourse and has helped form their view. Whilst it could be argued the influence of others detracts from a person's own subjective response it does effectively spread the research population by indirectly offering the consensus view of a wider research sample. For example, one may form a view about particular service on a ship. This may be considered perfectly satisfactory however, one or more other passengers comment negatively about some aspects of the same service and this may influence one's own view which on reflection may then be modified or produce a secondary response to questions.

Whilst some of the differences in historical trend have been broadly reviewed more detailed research is required to establish the time frame comparison necessary to produce useful results in a wider ranging study. Whilst a review of trade papers and company archive material would be desirable to provide greater depth of secondary material, literature already reviewed has provided a valuable insight to the general development of the cruise industry from the liner era to the present. Qualitative interviews with past passengers and crew will provide oral accounts of interest and illuminate the study with factual reference. The deployment of quantitative questionnaires would add value to the other data sources. However, although a questionnaire was devised, it was felt that informal interviews would provide a more valuable response, as these could be more specific to the research population. As outlined earlier it is essential all research needs to be conducted ethically and without bias.

3.6) <u>Research Plan</u>

Case study was chosen as a suitable data collection option for this study. This was felt more suitable than a focus group or quantitative survey owing to the research limitations discussed later in this study. As case studies can be used to examine social communities, companies and organizations this approach appeared an appropriate choice for this research. Narrowing the list of cruise companies to one where a study of that particular organization could be effective was important, as were the associated customers.

For this work it is proposed to examine Swan Hellenic, now part of the British company All Leisure Group, as a case study. Swan Hellenic operates a single small cruise ship *Minerva.* It tends to appeal mainly to more senior cruise tourists who retain a sense of discovery and adventure. This indicated the target population would be more likely to be experienced ocean cruise tourists. This would increase the probability of collecting valuable data through informal social interaction appropriate to this work. Participant observation was planned to offer insight within the main case study and offer a real-time tourist observation perspective.

In order to broaden the scope of the research it was felt appropriate to identify respondents who could provide oral informal responses comparative to but not associated with the Swan Hellenic case study. To achieve this objective respondents were drawn from other cruise lines and contact ashore. The research was planned to take a longitudinal view spanning a time period between December 2006-December 2013. This is in line with the sampling of different time periods in accord with the ocean cruise developmental aspect of the study and is intended to highlight any significant changes within the timescale that would inform the work.

Data has been gathered from travel as a cruise tourist on Swan Hellenic cruises: Central South America and Caribbean December 2006 - January 2007 (*Minerva 2*); Treasures of the

Near East 7th - 21st November 2012 (*Minerva*); Above the Arctic Circle 4th - 24th July 2013 (*Minerva*); Rhythms of Cuba and Caribbean 4th -19th December 2013 (*Minerva*). In addition: Cunard *QE2* Caribbean Celebration 16TH December 2007-6th January 2008: Cruise and Maritime *Marco Polo* Amsterdam and Antwerp Weekend 20th September 2012. One line voyage was also taken on Cunard QM2 August 2009 Southampton UK-New York.

By adopting the strategy of travelling on a mixture of modern and traditional style British ships of a size ranging from 12,500 -148,528 GRT as a participant observer this would present the opportunity to compare data across a wide spectrum. It was expected that the line voyage would offer an indicator of whether the romance and glamour associated with the liner era could still be discernable in the modern day. Notes were taken on each voyage and the idea of a case study of Swan Hellenic emerged as important owing to the proportion of the cruises taken with that company.

This was an ambitious plan that built research strategy around the limited time available to the researcher. It allowed for data collection by differing methods over a longitudinal timeline that mirrored the theoretical ideas of key philosophical thinking that were reviewed within the literature discussion. Ethics were carefully considered and to avoid embarrassment or concern relating to possible use of data obtained from respondents' names of individuals were changed. The next chapter reveals how the research was conducted and leads to the findings.

4) Data Collection

All interviewees were advised the purpose of unstructured informal interviews and were willing to agree that their comments could be used for analysis. Names of individuals were however to be excluded. Swan Hellenic gave written permission to be included in the case study and aware this would include some of their guests as respondents. Data was collected between 2006-2013. In the same period a number of new mega-cruise ships came in to service, bringing more bed-space to the market. During this period there was a world financial crisis. Also the '*Costa Concordia*' cruise ship disaster in January 2012. These events illustrated that cruise tourism could be vulnerable. Carnival Corporation forecast a three-year recovery period would follow for its Costa brand following the disaster (The Guardian 24 September 2013).

4.1) Case Study

As previously noted one research strategy that can provide a useful insight in to an organisation or social situation is case study. Using a case study approach will provide more information about how a traditional cruise company operates. The structure and complexity of an organisation can be examined to provide better understanding of current issues and future plans (Sarantakos 1998). The case study in relation to this work favours a qualitative method approach and uses participant observation and unstructured interviews as these are effective methods for offering an in depth insight of the case (Bryman 2004). The case study presents an opportunity to ask questions within the context of the topic, i.e., cruise tourism in real time situations on board ships. There is an element of longitudinal study associated with case study related to this research. Data needs to prove as reliable as possible and comparability over a time in which similar studies of the same type are carried out provide an opportunity to prove resilience of analysis. Design of the initial case study research for this work was based on four cruises with Swan Hellenic between 2006-2013. As a participant observer being a tourist among other tourists, it is important to remain objective and this is

not easy as familiarity with the setting and some crew over time can make this more difficult (Graburn 1974). Conversely by taking the longer view it is perhaps slightly easier to notice changes and contrast passenger views than it would be in a more compact study. The Swan Hellenic research began when the company was owned by Carnival Corporation but was still operating as an independent company that continued to market as a strong British traditional style brand product. The first work took place on-board *Minerva 2* that was approximately double the size of the current ship *Minerva.* This was controversial at the time, as some long-established repeat Swan Hellenic passengers did not like the larger ship. Subsequent developments are outlined later.

Prior to reflecting on the passengers views it was felt important to understand the Swan Hellenic Company and its brand values as viewed in its historical development. This is important for this study as it can be observed from the brand development some evidence of cruise trend shift in line with social change during the 60 years to the present since its inception. The very start of the company is perhaps owed to the social situation at the time as Britain began economic recovery from the Second World War and sterling currency restrictions for foreign travel were in place.

The following section presents a case study of the Swan Hellenic Cruise Company and describes the product model and why it was and still is relevant. It reviews the historic development of the company to the present and examines consumer perception, expectation and brand marketing.

Case Study – Swan Hellenic and Passenger Profile

Swan (Hellenic) Cruises developed from an idea by father and son, W.F. & R.K. Swan, in 1954. (Swan Hellenic 2013).

The Swan family ran a travel agent business at Tottenham Court Road, London. Their simple idea was to give people an opportunity to travel on voyages of educational value and discovery. They engaged noted archaeologist Sir Mortimer Wheeler as a lecturer and initially focussed on the Greek mainland and islands and also the Black Sea area. (Sir Mortimer was later to become a director of the company). The £50 UK currency restriction of the time spawned the idea of all-inclusive cruises where the main costs could be paid before leaving Britain (Boycott 2008). This concept survives to the present.

Swan Hellenic have generally operated single smaller traditional ships which tend to appeal to senior guests who are mainly well educated and still possess a sense of adventure and desire for discovery.

The first cruises were on *Miaoulis* but later in the 1950's cruising switched to the long-term chartered *Ankara* until 1974. *Orpheus* was then introduced and proved popular until replaced in 1996 by *Minerva*. In 1983 Kenneth Swan the owner sold the company to P. & O. They had converted *Minerva* from an unfinished USSR spy ship *Okeon* to a full time cruise ship. In 2003 Carnival Corporation subsumed P. & O. into its group and the larger former Renaissance Cruises *R8*, *Minerva 2* was introduced. It seemed the company was set to disappear in April 2008 with *Minerva 2* being transferred to another Carnival Company Princess cruises and re-named *Royal Princess*. (Cruise Critic 2013). There was a huge campaign to keep Swan Hellenic alive but the company did not fit Carnival's style at the time. No casino or children. However, regular Swan passenger and former P. & O. chairman Lord Stirling bought the brand name and transferred it to All Leisure Group Plc. *Minerva* was re-introduced and following refurbishment in 2010 continues to operate as the company's single ship. In 1988, with the acquisition by P. & O. of Sitmar Cruise International, founded in Italy in 1938, Lord Stirling had for a short time headed the largest cruise operator in the world (Howarth & Howarth 1994). He now plays a leading role for perhaps one of the worlds' smallest cruise operators.

Swan Hellenic trading as a small one-ship company are continuing to operate using a cruise product model that has worked well for 60 years. *Minerva* is a superb vehicle for facilitating participant observation. Perhaps one of the easiest tasks is spotting a 'Swan' as regular guests are affectionately named. 'Cygnets' being first time 'Swans'. The bright yellow hand luggage tags are sported by easily recognised, usually senior people who act in a similar way as they place themselves in readiness to join a cruise, either at the airport or pre-cruise hotel. The 'country house style' is promoted in marketing literature Swan Hellenic (2012) and a passenger list presented to guests on boarding. Lords, knights, doctors, famous authors and others from all walks of life mingle freely and dine together on board. The usual first question being have you cruised with Swan Hellenic before almost inevitably receiving a positive response.

Each cruise has a set of specialist lectures. Traditionally these have included among them a member of the clergy who also conducts church services on Sundays. Lectures form part of the entertainment on board and are usually well attended by guests with a thirst for knowledge. One lecturer remarked he had been warned members of his audience were likely to have more knowledge of his subject than himself but not to let it put him off. Guests are well travelled and it is common for them to talk easily of their experiences over a meal. It soon becomes obvious one will never feel boastful about having visited an unusual place as inevitably the destination will have been visited already often several times.

Entertainment is generally limited to classical concerts or Shakespearian performances, with a cocktail pianist and resident house band. The crew show being the fortnightly variant. However, with a predominantly senior guest list the dance band often play to few people after 09:30pm in the Orpheus Lounge as many drift off to bed early especially as many excursions require a relatively early start.

Excursions are managed by efficient staff usually with prominent yellow 'Swan' shirts whose task is to shepherd and cajole in a polite way despite inevitable grumbles about tenders, changed arrangements or lost tickets.

The ship's Captain heads a team of European officers. Hotel staff is also lead by a British manager but comprise mainly East Europeans. An English head chief leads kitchen staff. A Jordanian Maître D' controls the dining areas. Waiter and bar staff is from the Philippines. Despite the long hours, practice drills and limited shore time the Pilipino in general retain a pleasant demeanour. This extends to ushering guests off pitching tenders or ferry them by Zodiac for close-up views of icebergs.

Because of its relatively small size and draft *Minerva* can negotiate narrow passages and visit smaller ports which helps extend its appeal to the more adventurous cruise tourist who learn they also need to be good sailors even in moderate sea swell. People cruising with Swan Hellenic tend to be

determined, adventurous people who are young at heart even if as observed in Central America, they need to tow a large oxygen cylinder ashore with them.

It is contended the type of British traditional cruise offers the social situation within which the guest sub-culture forms. The process of bonding within a distinct social group shapes sub-cultures by those with common interests (Clark et al 1997). The floating island community brings with it the values and cultural artefacts associated with the parent culture. It also provides the common interest stimulus for mutual social interaction, for example that of the 'country-house style' Swan Hellenic (2010). This marketing description clearly defines the quintessentially British style and implied social status of those likely to favour this type of cruise product. These may not be specifically British nationals as there is an implied heritage connotation that has international appeal. It does however provide the signifier that those joining the ship are likely to feel more comfortable among others of similar intellectual, social and cultural status. Marketing is via web site, brochure and e-mail promotion to past passengers. A 5% discount on the brochure price is a minimum offered to past passengers. Extra discount is offered for bookings whilst on a cruise. In 2014 the addition of 'celebrity' lecturers is being offered as an incentive. These are well known British based news media, stage and television personalities.

The next section outlines the participant observation and a selection of unstructured interviews carried out whilst on-board four Swan Hellenic cruises. It describes the process of joining a typical cruise and follows this with participant observation of various aspects of the cruises monitored.

4.2) Participant Observation

The focus of enquiry of this study is to discover if an element of the cruise experience has been lost but if re-introduced could add value in the future. The following section of the research strategy demonstrates how participant observation was utilised to obtain qualitative data. Many Swan Hellenic passengers have cruised for a number of years and with a range of companies. They are well placed to have observed and observe change in the cruise industry. This is why this group presented a suitable research population for this work.

Informal unstructured interviews were carried out during four cruises. One cruise was on *Minerva 2* that has subsequently been re-named *Adonia* and still cruises under the P. & O. brand. This cruise was taken at the period just before Swan Hellenic was due to disappear as a brand following the decision to close it by the parent group Carnival Corporation. Other cruises followed the re-introduction of the brand following its acquisition by All Leisure Group and encompassed cruises to the Mediterranean, Suez Canal and Petra, Jordan. No- fly cruise from Portsmouth to Norway and Spitzbergen (Svalbard) and visiting the polar ice cap. Caribbean islands including three ports on Cuba.

The first voyage in December 2006-January 2007 on-board the then named *Minerva 2* began with a frenzied flight departure from London Heathrow airport to New Orleans USA. With arrival in the early hours immigration officials determined to meticulously do their duty met the patiently waiting arrival queue with indifference. The delay helped friendships form between passengers with some forced to use the floor as seating. Finally arriving at the quay the ship looked magnificent as its bright lights glowed invitingly in the darkness.

In the morning the first of the excursions departed on a 'dark tourism' visit to the devastated parts of the city destroyed by a recent hurricane and flood that had resulted from a breach in the famous levies. Swan Hellenic operated a system where tours are pre-booked and included in the cruise price. Those changing their mind left tickets for others to use. Returning from the tour tales of the witnessed devastation abounded. Many 'swans' had been to the city

before the crisis and comparatives became inevitable. Fortunately the afternoon tour revealed the French Quarter was unscathed and remained bathed in the sound of Jazz music. At dusk the ship sailed towards Mexico on the first stage of a Central South America cruise with ports of call in Belize, Honduras, Guatemala, Costa Rica Panama, Venezuela, and Margarita Island, Trinidad and Tobago concluding in Barbados. Apart from the UK departure the fly-cruises observed all followed a similar pattern at the outset. Interestingly people quickly made acquaintances following this experience and later on excursions or after being placed on the same table at dinner. After a few days others were recognised ashore, many carried yellow and blue 'Swan' labels on rucksacks or bags but also had a distinctive manner. People passed on tips about things to see or do and helped when anyone was lost.

Case study of the Swan Hellenic Company revealed the product model still works. This is confirmed in the following ways; the number of repeat cruise customers, the appeal to mainly senior intelligent people of both sexes who have what may be defined as 'spirit.' This is encapsulated in a determination to visit dispirit destinations for which this company provides a perfect vehicle; The ship offers a standard of comfort which may be an expected standard for those of reasonable means; guests enjoy the 'intimate atmosphere' offered by a small traditional style cruise ship; there is a like-minded desire to engage in conversation; many of the crew and tour staff are familiar faces and provide a 'feeling' of security in trusting their ability from past experience. The almost unanimous enjoyment of the formal dining events and comfort with the dress code expected was apparent-passengers know what they need to wear to 'fit-in' to the social structure. They accept the limited entertainment as many seniors retire early to their cabins; they appreciate the eminence of the lecturers but are often the keenest critics because of their own knowledge or experience, particularly of ports they may have visited.

Shore excursions that usually start early, are varied and mainly included in the package price. All gratuities including local guides and bus drivers which, particularly for British cruise tourists, avoids the embarrassment of how to monetarily value service not considered by

those from North America. Tours are well policed by yellow coated/shirted Swan staff who are always near at hand to offer directions, re-assurance or assistance in case of illness. Any passenger feeling unwell may be returned to the ship and the process is handled efficiently. A doctor, who is among the ships officers, accompanies every cruise.

Minerva's officers are European with a rotation of captains. The ship is staffed through an agency 'V Ships' a Monaco based company. The ship's bridge was opened to passengers at least once on each voyage with the captain and or officers available to answer what could be technical questions about cadence vibration, position of fresh water tanks, or if the ship was armed when in pirate waters off Somalia. The captain being very reserved in his response preferring to defer to talking about ships lighting and vigilance of the crew.

Hotel staff is immaculate, polite and attentive. Room stewards tend to be East European with the vast majority of the remainder from the Philippines. Excellent service in the dining areas is complemented by a good variety of food. Upon entry to all dining areas there are strategically placed hand sanitizers. The company make the point of advising passengers of their good hygiene record. It was observed some passengers were not so attentive to hygiene, this being disappointing. Public areas are kept clean and tidy with a regular routine of vacuuming and brass cleaning. This routine also applied to decks and lounger storage. The Zodiac boats, lifeboats and derricks and steamer chairs were also observed being maintained.

Lifeboat drills are compulsory under maritime law and were observed within the twenty-four hour window after boarding. It was noticeable that on the cruise after the *Costa Concordia* disaster the drill was quite stringent. The obligatory passenger drill was accompanied by a detailed description of the lifeboat and emergency rescue strategy. This drill was changed noticeably on later cruises. An assembly at muster stations being accompanied by a practice of putting on life jackets was all that was expected. This was sufficient for most passengers who were keen to return to less formal essentials.

Lectures follow a set programme and take place during the day on sea days with simultaneous broadcast to cabins. These are then available on replay as desired. Lectures in the main lounge are usually well attended and tend to relate to the cruise destinations. If a particular lecturer does not meet the 'Swans' expectations early in the cruise the empty seats in the lounge for subsequent lectures make this obvious. Intellectual enrichment is complemented by other activities such as Yoga classes, cookery demonstrations, theatre workshops, bird watching for early risers or 'scratch' choirs. Bridge playing and art classes also proved as popular as dinner.

Meals are at set times and have a dress code published in the daily programme. There was a split between those preferring the buffet dining in the informal dining room and the more formal main restaurant. Both had tables of various sizes so it was possible to meet new people each evening or dine as a couple if expressing your choice on entry. Complementary wine was provided on gala nights that were held early and late in the cruise. These were the captain's welcome and farewell parties respectively at which ship's officers and strategic staff were present and drinks offered to guests.

Bars are not well populated, as many passengers seem content to eat, possibly sit in the library and read or try to complete a jigsaw puzzle. In the evening some may dance or take a walk around the deck. Apart from when there is a classical concert or crew show the ship tends to fall quiet as many people return to their cabins. It was considered that the early breakfast and start to shore excursions may be a factor but from observation, the pattern was repeated even on full sea days. Upcoming ships events including excursions are listed in the daily programme sheet placed in every cabin. This was accompanied by a news-wire 'Britain Today' sheet. Significant news such as Test Match scores was announced via ship's loudspeaker system.

Whilst it became clear passengers like to be kept informed, they often didn't listen properly to announcements. Many claimed there was paucity of information but some were crass,

choosing to blame crew whilst ignoring their own lack of attention. However, whatever may be considered a social class division the genuine desire for interaction was evident. With only 350 passengers it is soon possible to strike passing acquaintances. Dining seating in the formal Swan restaurant promotes this although it is possible to remain separate on request. The social situation lends itself to unstructured interviewing but often questions are answered before asked owing to the experience of fellow travellers, who in the main, new what to expect before joining the ship and were satisfied it retains a no 'hard-sell' character. Many passengers did not appear keen to add to their on-board account.

There is a laundry on-board which is free to passengers and open all day. It is hot and frenetic at times but usually reasonably well mannered. Those new to the washing machines and dryers would stand puzzled by the programming but were soon helped by experienced passengers. Men and women used the facility that included two ironing boards. The laundry provided a good venue in which to exchange ship gossip. Often this included news of accidents, what had happened on past cruises or views on excursions the staff or crew.

The crew appear generally to be genuinely happy with nothing appearing to be much trouble. This included fielding politely what appeared to be banal questions. One said the company had staged a barbeque for crew and their families whilst on a call at Manila. This was much appreciated by the Filipino staff and was a huge morale booster. Many of the crew were offered repeat ten-month contracts but were receiving no income whilst at home meaning they needed to take loans to live. These loans were then re-paid during the first few months of the next contract. Hours are long and prospective free time ashore reduced or eliminated by boat drills or stores replenishment. They do have their own bar and one cabin steward remarked she was sometimes kept awake by fun and games played by the crew in the crew bar area.

Swan Hellenic cruises do not appear cheap but do include many of the extras charged by other companies. Sailing in the summer months from Portsmouth U.K., from observation,

was clearly attractive to the most senior passengers who wanted to avoid flying. However, one staff member admitted the need to incentivise bookings by offering to drop the single supplement, as the particular cruise was not selling well. There were noticeable age profile changes between cruises with a slightly younger percentage evident on the 2013 Caribbean cruise. There is no demographic data to support this but from observation and conversation, although many were retired, there were fewer elderly passengers on a cruise that required a long-hall flight to join and leave the cruise. This was in contrast with the Central South America cruise in 2006/7 that had a number of elderly people adding to a mixed demography on-board. On arrival at the ship guests are offered a daily programme of on-board facilities, events and meals.

Rather than base findings on assumption it was important to take a real time view of life as a modern cruise tourist moving among other tourists and experiencing similar choices (Graburn1974). This starts with the daily programme that is shown as a comparison in Table 1 with that of a traditional liner fifty-five years previous. Whilst not comprehensive as it excludes things such as gymnasiums and cinema/DVD, it does demonstrate as in Table 1 the basic offerings remain largely unchanged with the exception of sales promotion.

Modern Traditional Cruise Ship 2013   /   Liner '*France*' 1968

Morning

Future Cruise Sales	Calisthenics by the pool
Lecture (1)	Clay Pidgeon Shooting
Lecture (2)	Melodies for cocktail (Smoking Room)

Lunch

Afternoon

Social Bridge	Son et Lumiere spectacle The Chateaux de Blois
Art Workshop	Ping-Pong Tournament
Future Cruise Sales	Tea
Lecture (3)	

Evening

Dinner

Music by the Cocktail pianist	Dance Music
Music & Dancing with the Resident Band.	Dancing and Parlour Derby Races
	Midnight Cabaret

Table 1). (Swan Hellenic *Minerva* December 2013 & L'Atlantique *S.S. France* July 1968).

4.3) Passenger Case Studies

As suggested by Pine & Gilmore (1999:12) 'no two people can have the same experience period… each experience derives from the interaction between the staged event and the individual's state of mind and being…. experiences are inherently personal.

John a long-standing Swan Hellenic loyalist remembered having to take salt-water baths. He said whilst the modern ship offered much better facilities he did not like the larger ship as much as it felt less intimate than the smaller *Minerva*.

Another guest James said that the 'more you pay the more you sway.' This was in reference to the balcony suites being higher in the ship as this was the worse place to be in rough weather. Booking the lowest price cabin you always have a chance of an upgrade and are lower in the ship. He considered that pricing for single travellers is not fair, as the single supplement meant having to pay double the price for a cabin.

Another passenger Michael said he did not like the mega-ships. They are too impersonal. His wife disagreed as she felt the entertainment was too limited on the small ship. She likes the Far East and bigger ships with more entertainment.

Len said he set a per day budget then shopped around on the Internet for the best deal. He had gone for the lowest price cabin and matched it against places he wanted to visit. He had got the cheaper price then bought the extra cost excursions, as these were better. On their last trip they had picked up a deal with Holland America. A much bigger ship but that wasn't important it was price versus ports of call. The company choice was not relevant. His wife Ann agreed. They were keen walkers and had spent many holidays in Switzerland before turning to cruises a few years ago. She felt that this might be the last cruise as they had probably had enough. They had been with this company before but felt it was not as good as last time.

Peter and his wife Mary had chosen the particular cruise because he was a keen bird watcher and Norway and Svalbard presented opportunities to see different birds and other wildlife. They attended lectures but did not socialise much. Peter officially retired on the day the got back home.

Vastly experienced cruise tourist Doris preferred Fred Olsen cruises as she and her husband had become so well acquainted with the friendly staff and crew. She liked the personalization. In her view older people were leaving companies like Royal Caribbean, as they did not like being with so many children. She suggested the big ships were 'dumping' cabins at cheap prices and thereby attracting new 'non-cruiser types' and as a result bringing down the quality.

Sven and Carl is a Swedish couple that chose the cruise because of late price reduction and the itinerary. They said that as Sweden has no cruise base they trawled the Internet for a British departure as they could reach England easily by low-cost airline. As they are both fluent in English their only concern was they may find it difficult to be accepted on a traditional style British ship but this proved not to be an issue. As it was a three-week cruise this could have been difficult and isolating.

Stuart said he felt Swan Hellenic was best value for money. He had paid £2300 on *Thompson Celebration* with drinks and tours on top. A marine structural engineer had told him he wouldn't go on a big ship because they are unstable. *Minerva* is a proper ship.

In line with the research frame for this work the use of history and analysis of periods in time can be aligned with human recollection. To have 'lived' the present of a time frame provides an eyewitness account of what life on-board a cruise ship or liner was actually like. This can offer comparatives to the modern day. Whilst according to Marsh (2000:158) life histories can 'provide more detailed information than other methods of research' if taken in relation to social beliefs and expectation over time personal life may be affected by cultural belief, social status and other factors relating to personal development. They are not therefore

completely reliable, or more valuable in relation to this work than case studies, as accounts cannot be taken as a generalized view of cruise tourism. To remember may become easier if there are associated photographs or historic material associated with the experience. For example association with a special event, an old menu, retained tickets or cruise news sheets listing daily itineraries. It is accepted there is a view that it is not necessary to have lived a past to feel nostalgic about it (Chase & Shaw 1989). There is also a case for 'real' and 'simulated' nostalgia with the former lived experience and the latter drawn from photographs, books or possessions Baker & Kennedy (1994).

From personal experience the first cruise in the Eastern Caribbean on-board the NCL *Norway* in April 1997 proved to be particularly romantic and memorable as it was on this voyage I proposed to my now wife. The ship had been marketed as *'arguably the most beautiful cruise ship afloat'* NCL (1997) having previously been operated as a transatlantic liner (*SS France*). Bringing as it did the elegance and style of the largest cruise ship afloat at the time she was the essence of the liner era and this stimulated the senses of nostalgia even if one had never taken an original line voyage. A 1968 First Class dining menu from the 'Paquebot *France'* and 'L'Atlantique' the daily ships newspaper reinforce the ideal of what it used to be like on the ship. L'Atlantique containing the ships daily programme in French and English. This included the Ping Pong tournament final, dancing and Parlour Derby Races plus films on show at the cinema.

4.4) Individual Case Studies

Imagining what life was like on-board ships of the liner era and early modern times in order to add value to this study it was considered important to include further case studies. The following individual case studies also had accompanying photographic support together with written material that added provenance.

Case study (1) with Yorkshire based *Laura* (by 'phone) was unstructured with the exception that the individual was asked to give an account of her cruise experience beginning in the

1950's. This person had experience of regular ocean liner North Atlantic crossings to New York, usually the *Queen Mary,* owing to unspecified work commitments in the USA in the days before jet travel was available. She began by outlining the type of cruises she took circa 1954 onwards.

Primarily cruising on P&O *Iberia & Himalaya* Laura recalled the experience was not unlike being an A-B (liner) passenger in the summer on as two week Mediterranean cruises had only two ports of call. She felt that traveling mid-ship felt more nautical. Passengers were given a tour of the ship and made to feel part of the ship's company rather than visitors. All the crew came from England with exception of the cabin stewards who were from Goa. The stewards always wore national costume and made souvenirs, little lifebelts. They made good curries and were often older men. All the crew were male with one doctor on-board.

Laura said she had always liked the sea and was influenced by her mother from whom she had heard about it. She went on to describe how everything took place in the ballroom. For example, a race night with horses pulled using a wooden handle. Everything was so much smaller then and there was no casino. There was a Sunday service presided over by the ship's captain.

Laura said she was not sure she liked the new *Arcadia* or could be happy on that ship. She felt Safety was better in the old days. Looking at modern mega-ships she suggested three thousand people to try and organize to transfer into lifeboats too much. In the early days women and children were always first at the front during boat drill. She said she had taken seven cruises in the 1950's and 1960's to the Mediterranean and Atlantic, visiting the Azores before it became a tourist attraction.

On the first cruise, which cost £42 for an inside 6 berth cabin, she had shared with previously unknown other ladies. There was no en-suite bathroom and the facilities were reached by walking down the corridor. There were deck- games such as quoits and tennis. Games in the

swimming pool involved sitting on a greasy pole, you knocked out your opponent with a balloon.

Laura said that in her view everything stayed the same in the 1950's and 1960's. The first change came in 1971 when she stopped cruising because of her objection to the introduction of fruit machines on *Arcadia*. Previously there were no talks or lectures. There were films in the cinema. For dinner there were two sittings and a Captain's cocktail party. Officers were allowed to mingle with passengers when off-duty. All were on four-hour watches 2-6, 10-2. In port off-duty officers would accompany passengers on shore excursions.

Ships were small and suffered in bad weather. However, morale was much better. Officers scattered around the dining room. Litigation was not an issue. If you died you were buried at sea in the morning, as there was no storage for bodies. It was a younger age group than now. There were no disabled facilities. In more modern times *Arcadia* had much older passengers. There were so many wheelchairs she said she could hardly get around. Originally without thought of disability, on arrival in port there was just a gangplank no modern corridors. There was no security whatsoever. Sometimes a tender ashore was needed with a rope ladder to a motorboat. There were only a few hundred passengers to disembark in this manner.

There was wonderful cheap non-alcoholic 'Pimms' on deck with fruit. Canvas deck chairs stacked in piles. There were basket chairs – nothing was organized. Life rafts were left in a pile. Everything was more informal and much more fun. There was no pressure for tips and everyone paid as you went in sterling, as there were no credit cards in those days. Laura said she had to make fancy dress out of crepe paper. She feels cruising today is all about money. There is no sense of class that was not like it felt in the 1950's and 1960's. In her view today people only want food. There is no feeling of being close to the sea. She said they used to close the watertight doors when it was foggy weather and this was scary. Ships often stayed day and night in port and this meant you could go on long shore excursions.

Case study (2) contrasts the views of a passenger with those of a former cruise ship officer. His account reflects a period when there was a cross over between cargo carrying line voyages and ships built as adaptable for cruising. The ship design style was being transformed and *Canberra's* aft machinery had to be counterbalanced with concrete ballast at the front. The ship proved initially popular on line voyages to Australia but was affected by new long-haul jet services by air.

Brian is a former First Officer *(1987-91*) of the cruise-liner *Canberra.* He had also later cruised with his wife as passengers with P&O. He said he was later transferred to the cargo division and promoted when P&O re-organised to become Captain of a freighter.

Brian said that had he not been moving to his new role he could have died of alcohol poisoning as ship's officers were expected to socialise with cruise guests. This was later banned as it was considered passengers would perceive that drunkards were steering the ship and they were not going to happy about this situation. Brian noted that this signalled a shift in social acceptance and expectation. Brian confirmed that varying dress code has been a true reflection of a period in cruise tourism that began reflecting social change away from the more traditional values and expectations. As an officer Brian was later to be an off-duty cruise passenger himself. He noted that the Australians in particular resisted formality. He said ships' officers always dressed for dinner irrespective if was a formal occasion or not and were always expected to mingle with passengers. This included leading shore excursions as ships' officers were considered to have the knowledge of places necessary to ensure passengers had good value from the trips. This assumption was not necessarily the case but many had some knowledge and there were no problems. Passengers liked the security they perceived by an officer being with them. They were paying for the excursion and wanted full value from it.

Brian said fares for cruises were considered to be very reasonable for the time although many young people grouped together to share cabins and cut costs accordingly. He was aware that up until the early 1990's payments on board were in sterling and the waiters much preferred working in tourist class rather than in the first class areas as the wealthier guests were able to sign for services. This gave no opportunity for 'scams' that were likely to be practiced when money changed hands. Few people complained or actively sought compensation for any reason, as there was no litigation culture at that time.

Case study (3) was with *David* a retired former photojournalist with a UK daily national newspaper. David said he had cruised for 44 years on ships of three different companies. David said he had started cruising in 1963 on the maiden voyage of P. & O. *Canberra.* The ship had twin funnels and a steering wheel the size of a dinner plate. It was about 45,000 tons he estimated. It was the P. & O. flagship at the time. Food was in abundance and it was amazing to see other passengers eat all day and also in the evening. His first cruise started by sailing from Southampton eventually in to New York.

David said he and his wife had taken all their cruises with P. & O., Princess- the American arm or Cunard. In his view there is no doubt the standards are now lower. There were ice carvings that glazed after half-hour and were wonderful and champagne fountains in a pyramid.

There was more open deck dining. He said they had just been to the Caribbean on this ship (*QE2*) and in a warm climate was concerned that male passengers were still being asked to wear a tie at dinner. He felt this was unnecessary as it created a bad throat restriction in warm climates.

At the time of the meeting on-board Cunard (*QE2)* he felt the ship had reached the end of its service life. David acknowledged the ship could counter bad weather better than a more flat-bottomed (modern) cruise ship. One other criticism was that it was necessary to tender everyone ashore at ports of call too often. For example this resulted in a two and a half miles

trip to shore at Antigua. He accepted the ship's draft might have been a reason for not mooring closer to shore. He felt disabled passengers had been mislead as they could not use the tender at many ports and this had led to complaints. He felt the design of the *QE2* meant it was the last pretty cruise vessel, as it did not resemble a block of flats. He felt sad about the loss of shipbuilding skills in the UK. He pledged to continue cruising on smaller ships as he felt it was a better way to cruise. He believed new cruise company management had cut corners and were only concerned with making money. He did not consider Carnival is a good cruise company. They had bought P&O and Princess cruises resulting in degradation in meeting their standards. David predicted more people will however cruise in future as flying is not relaxing by comparison.

Case study (4) Linda is a senior lady who retired with her husband after owning a local Store and Post Office. Linda had cruised on ships in the 1980's-2009 initially with her husband but latterly with her daughter following the loss of her partner. She favoured P&O and had cruised on *Oriana* among other ships.

She said she had initially been attracted to ocean cruising as she thought it was a different type of holiday. Her very first cruise had been a surprise but she enjoyed the experience and looked for another cruise to follow.

Linda said life on-board a cruise ship is so relaxing and you can do what you want. Simply relax by the pool or not. She said she enjoyed the socialising with other guests and always looked to join a table for eight, as it is a good way to meet others and get to know them.

Talking about memorable cruise experiences Linda recalls leaving Southampton is always an emotional experience. She said the whole experience is what I like –it's just me.

Linda said she always takes excursions on every cruise and although she picked ports such as those she visited in Norway it was the cruise that was the most important not the destinations. Linda said she had enjoyed visits in the Caribbean, particularly St Kitts and a memorable visit to the rain forests where everything was dripping wet. This was something quite

different from other trips although she had also enjoyed viewing the magnificent boats at Monte Carlo.

Linda said they had been welcomed at each quayside usually by a steel band. At the time she had not thought about the impact of the ships visit on the environment or the local community at all. She had felt vulnerable on an excursion to Rome. Having taken a taxi rather than a guided tour. She felt this was not a safe option particularly if you do not know the language. She felt much more secure with someone guiding her around.

The following are a selection of additional unstructured interview comments. Cruise staff members in addition to guests were invited to make comment. Cruise staff was more reticent in expressing their opinion, as they advised, were not supposed to converse freely with guests.

'They do not dress up anymore.' This was the succinct comment made by a lady on board Cunard *QE2. (2007)*. Whilst this comment is precise and hits at the heart of the research question it is not a complete reflection of current dress code on all ships. Many cruise companies are phasing out formal dress code as casual attire is considered to have become socially acceptable. Some companies insist on smart casual or dress or lounge suits and ties are worn at special dinners. There has been notable resistance to wearing formal suits in hot climates, especially where the importance of weight restrictions apply when flying to meet the ship.

Richard is retired from a higher management role with the Greater London Council. He felt things had changed when they allowed children on board. Toddlers' used to pee in the swimming pool. He believed standards on-board had dropped now as everything is now focussed on making money and to the detriment of service. He said he had won a legal case against Cunard and won compensation for an unspecified reason.

Another retired businessman James had cruised with Cunard before and had been on the *QE2* in 1997. He had also cruised with P&O.

James said that he hard heard other people comment that standards had dropped. He had considered *QE2* was an old ship with small cabins not really suited to modern cruising. The new ships have balconies making them ideal on a lovely day when you can sit outside in the sun. He felt the entertainment on-board was inferior. He said the when travelling with P&O they employed entertainers who were recognisable and not 'C' rate unknowns. He was not sure if he would consider another cruise because he and his wife preferred organising their own trips in the belief that they obtained a better deal. He conceded modern ships have much better facilities and space but felt they looked like blocks of flats.

Jack is a businessman who retired early at the age of 54 years. He said this was his second cruise on the *QE2*. He had booked with his wife and family *Queen's Grill, (Highest Level)* staterooms and had last cruised 11 years ago. He felt standards had definitely dropped although he had no complaints about the Queen's Grill. Other guests insisted on ordering what they wanted not what was on the menu. For example: lobster thermadore or a meal cooked to a ladies own recipe. He said he watched as the kitchen tried but did not meet expectations with the lobster and that had been rejected.

Jack said he was not fond of cruising or ships in general but had come on the trip in line with his families' wishes. He said he and his wife would rather do something else for their next holiday.

Stephan is a Ukrainian waiter and spoke relatively freely about his life on-board Cunard *QE2* in January 2008. His first language is Russian. He found it not easy to understand Scottish people sometimes but getting used to it. He was self-taught English but found learning German was easier.

He said he was First waiter in the Mauretania dining room (lowest grade restaurant). Stephan said he had worked for other cruise companies but Cunard had the best conditions. *QE2* was an old ship so the crew areas were not as good as on the newer vessels. The crew dining area was small and he was expected to eat before the first Mauretania sitting at 6:30pm. The crew

restaurant was only open to coincide with this. He was experienced so could get food at other times. Officially the crew were not allowed to take food from the Mauretania restaurant. He believed this was not the case for the Caronia and Queen's Grill (middle and upper grade restaurants) waiters. Stephan said his basic pay was very low but guest tips supplemented this. The company also distributed gratuities automatically added to passenger bills. This was a fixed amount added to his pay each month. He wasn't sure if the same situation applied in the other restaurants. He said when tips used to be given at the end of a cruise in brown envelopes there was an incentive to wait table on as many guests as possible. Now tips are a guaranteed amount so it doesn't matter what the numbers are.

Stephan was used to working long hours; he was not supposed to talk to guests about the star performer awards advertised. This really meant nothing and there was no monetary or other reward. Guests were asked to rate crew poor, average, good or very good. He had got 9/10 very good and one good but did not win. It was good to be seen as a good performer by management. He could possibly earn extra time off with top ratings but did not stand much chance. The system varied dependent on management. Management would notice a poor performer and this could mean a contract not being renewed.

Stephan said he had applied for a transfer to another ship but was not keen on the *Queen Mary 2* as this was on regular runs to the US in rough weather across the Atlantic. He preferred the *Queen Victoria*. One of the crew had personal problems and wanted to leave the ship when it docked. The company said he could leave but there was no guarantee he could return.

Stephan said that Health and Safety rules meant food could not be passed on to the crew as used to happen. Waste in the restaurant business is inevitable and accepted. It is true a lot is thrown away.

Retired former educationalist Anne said he had regularly taken cruises with P. & O. Recently, having cruised mainly on the smaller ships she decided to try one of the new ones

Ventura. Unfortunately, having made the choice to try the bigger ship she did not like the experience. She felt that standards had dropped because the company had attracted a lot of young rowdy people on-board with lower-priced offers. This was definitely not the type of cruising she wanted. Normally travelling alone she had been cruising on P&O's smaller more traditional vessels at least twice per year for many years and had stayed with them as she previously enjoyed the type of cruise they offered. She was now probably not going to cruise again because of the bad cruise experience on her last trip.

Male communications company worker Trevor was clearly satisfied with the cruises he and his wife take and on this occasion were on-board a weekend cruise to Antwerp and Amsterdam. He said that being middle-aged he liked the traditional ships and he thought the Cruise & Maritime *Marco Polo* is great. He felt this was a great way to go cruising and they could do it more often because this deal he purchased was great value for money. Sailing from the UK port of Tilbury was important to them. The fact it was a older traditional style of ship did not concern them they just enjoyed the experience and thought it was good value and would definitely take a similar cruise in the future.

Male communications worker Tony said he had cruised a number of times with his wife and very young son. Usually a P. & O. cruise on large ships such as *Ventura* as his father-in-law had an extremely high income and paid for all the family to join him and his wife. He liked the range of facilities great for children, as there's plenty to do for them while he and his wife could relax and enjoy time together. He felt cruising is good value but as he was not paying was not sure if he would feel the same should he have to shoulder the cost in future.

'While the experience itself lacks tangibility, people greatly value the offering because its value lies within them, where it remains long afterward.'

<div align="right">Pine & Gilmore (1999:13).</div>

This chapter has summarised the research findings in the form of individual and company case study, participant observation and unstructured interviews. Observations and interviews were conducted in the course of a number of real-time cruises and combined with some shore-based. Data electronically recorded for transcription was with the respondents' permission.

5) <u>Analysis & Discussion</u>

This chapter relates the research to the philosophical ideas outlined in the literature review. It provides a meaning of the research elements and discusses issues in relation to the conceptual frame of the study.

In linking the literature review to the analysis of this work and the philosophical theoretical ideas of key thinkers, the starting point is considered to be Michel Foucault's historical perspective. Foucault's postmodernist, post-structuralism work can be linked with that of German philosopher Nietzsche (Craib 1992). Structuralism implies an order in society that is contrary to the postmodernist view. Foucault relates his work to history by examining time periods, for example in his study of sexual behaviour, by considering how humans behave today as a comparative to his repressive hypothesis of the Victorian era. He also considers the way power was perceived as top-down rather than his idea that it is within the sense of us and thus we control situations rather than being controlled. Foucault has been criticised for lacking historical depth but always considered his work as a vehicle for others to take from it what they wished rather than set direction himself (BBC Radio 4 2013). In line with Foucault's ideas, this work has endeavoured to review the history of the ocean cruise and provide a comparative to modern day in order to understand not only how technology and social change has affected the industry but also in an effort to uncover if some element has been lost in the process. Whilst Foucault's work cannot be considered a conventional historical account and was criticised for taking a romanticised view, this study has attempted to remain objective. The image of romance and glamour associated with the liner era has not necessarily been a priority for modern cruise companies in attempts at filling ever-increasing amounts of accommodation. For example, the 'fun' concept instigated by Carnival in the 1970's remains at the core of current advertising with the slogan 'switch on fun' in television ad social media advertising aimed at the younger market (Carnival 2014). The fact that despite the cruise market being dominated by a few giant corporations the benefits of segmenting cruise brands have been acknowledged. This means brands such as Cunard and

P&O retain an association with the past and in some respects seek to retain vestiges of service style formerly associated to the time when they were independent pioneering British owned companies. Smaller traditional companies also hold on to these values in many respects by offering a style of cruise that in effect can cater for a niche market. Cruise tourists are attracted by the intimacy offered by smaller traditional style ships and the appeal is marketed to a senior demography of which a number are single. There is comfort in knowing what may be on offer in advance as Erving Goffman identifies in his social symbolic interaction work. Others built on his dramaturgical theory such as MacCannell (1999) and Pine and Gilmore (1999) in illustrating the 'performances' or 'acts' in adapting oneself to social situations based on the work of Goffman (1959). Goffman (1961) studied an asylum as did Foucault, and presented the place as an institution where everything is planned and controlled in a particular arena. This can be compared with a cruise ship where although not patients in the same way as in an asylum, guests are in a controlled environment bound by rules some of which are tangible and others are not. For example the captain presides over the running of the ship and expects his officers and other staff and crew to follow the rules associated with their role. Uniforms are worn as an indicator of status. Lifeboat drills, cleaning and maintenance are carried out in a planned way. Passengers joining the ship already know and understand these rules with many being set out in literature before boarding. Once on-board passengers familiarise themselves with their surroundings and obey lifeboat drills and any other instructions such as smoking restrictions or dress requirements at dinner. The now re-named 'guests' suggests a behaviour pattern similar to an on-shore hotel. As interaction takes place guests invest in conversation in what can be considered a ritualistic way. Asking banal standard questions about having cruised before for example. Goffman (1963) suggests people help each other in developing understandings but this can go wrong. There is affirmation of status that is intangible rather than material. Occasionally the encounters do not go well because of something that does not fit the situation. This may be owing to incorrect dress code, shyness or simply not saying the right thing, resulting in awkwardness and probably avoidance of further encounters. On a larger scale there is

common understanding of emotional control. This can take the form of unified behaviour in knowing when to react to a stage performance or classical concert. Goffman has been criticised for ignoring large social structures such as religion in favour of micro behavioural analysis (BBC Radio4 2013). There is some similarity in Goffman's view that power is controlled through ones own mundane actions with Foucault's view that power comes from within our-selves. Goffman (1966) in focussing on individual and group behaviour makes no direct correlation with any larger social structure. It can be related to cruise tourism that whilst not a social structure in the sense of religion, it provides a collective term within which to review his ideas. Goffman (1959:114) discusses the 'backstage' a theatre analogy that can be related to tourists' desire to explore beyond that normally accessible and can be illustrated within the cruise ship context. The mundane such as engine maintenance or the type of crew quarters and off-duty behaviour within that area is hidden in the background. Opening the ship's bridge presents an opportunity to glimpse 'backstage.' Otherwise the officers and staff present a regulated performance that places them subject to judgement by their 'audience.' Observation of behaviour in the cruise ship setting provides a chance to witness 'captive' performances by all those in public view plus some glimpses of the 'back regions' MacCannell (1999:94). To the average cruise guest the behaviour they adopt, what they say or how they react is unlikely to figure in their thoughts as they board the ship. The obligatory security photograph followed by check in and escort to their cabin would not be considered exceptional but they have been instantly included in a well-rehearsed routine which sets the scene for on-going encounters aboard and ashore at ports of call. The desire of the tourist to seek new experiences does not mean they abandon their cultural 'centre' Cohen (1996:91). In fact taking a British orientated cruise places them within the familiar whilst presenting an opportunity to explore the unfamiliar in safety. This is a factor cited as important in this research, particularly for senior single travellers. Choosing the wrong type of cruise may mean being forced to join another culture such as American style or Italian and make the experience less appealing as a result for those more comfortable with British traditions. This illustrates the importance of research before taking a cruise as the value of the experience to

the individual can be diminished if there is no understanding or acceptance of a different way of presenting the product. Conversely acceptance of a different way of doing things can add value for those seeking new experiences. Seeking authentic experiences may not be a priority among all cruise tourists (MacCannell 1999). From observation on a traditional British ship, it was important for many to gain knowledge via fact-based lectures. Ashore the souvenirs and guide information may have been largely only representative and not always factually correct. Events may be simulated or representations of tradition such as local music or dance displays by people dressed in costume. The suggestion that we do not need to visit a place to know it because of Internet and media influence could be a factor. However, information can be 'lost' or become uncertain in media and present only a simulation of reality Baudrillard (2004:42). In practice visiting a place establishes the reality in the mind at the time that subsequently may be viewed as nostalgic especially if the memory is prompted by photographs. Expectation may be heightened by Internet research in advance and may influence choice or motivation to visit a particular area or port. Often the seed for an idea to visit a particular place may have lay in the mind for years and be fulfilled when an opportunity arises at an appropriate time. The idea that happiness may be the outcome of fulfilling the opportunity may increase a feeling of wellbeing. Having something to look forward to can be considered a key expectation factor and add to the ultimate cumulative value of a cruise. Looking back becomes important as past value can influence future judgements on taking further cruises or if this will be with the same company. 'Motivation…represents the whys and wherefores of travel in general, or of specific choice in particular' Parrinello (1993:233).

The influence of technical change cannot be ignored in considering expectation in relation to the cruise. Whilst technology does not determine social relations it can set the limits within which management policies are decided. It can change the type and allocation of work for captain and crew but for consumers the major change affects choice (Parker et al 1967). As has been discussed the influence of the Internet could not have been imagined as cruises

became more popular. Expectation of on-board facilities has risen in line with improved living standards post Second World War and an example being en-suite cabin facilities are now standard. Facilities for disabled people have improved opening a better choice for the physically challenged. The transition from egg and spoon races and other largely simple entertainments for passengers has been revolutionised on the mega-ships to include climbing walls and wave machines among others. This choice has brought with it an implied experience expectation. Currently the smaller ships provide a sanctuary for those preferring adult only company for example. When these traditional style ships reach their respective end of service life an element of choice may be a casualty. There may be an option for re-invention or adoption of ideas to mitigate this situation (Rogers 1983). Most modern cruise ships are adaptable to an international market with little need for change other than perhaps the logo. Designing a ship for a specific market requires detailed planning and ensuing cost (Cartwright & Harvey 2004). The repositioning of cruise ships from North America to Europe has therefore needed no major modification in order to cater for the British and other markets. The influx in recent years of the larger ships has inevitably brought with them associated concerns relating to congestion, pollution and terrorism. Introduction of better pollution control measures and greater fuel efficiency has helped mitigate fears. Cruising can still be considered a safe holiday option and important for those preferring not to fly as departures from UK ports provide this option with the advantage of no luggage restrictions and ease of joining the ship. Ease of passage is a key ingredient of the cruise and technology has assisted greatly in this especially as greater numbers of passengers have been joining ships. Electronic payments replaced sterling exchange on British ships and it is possible to stay connected to home via the Internet or phone when ashore or near land. Early cruise passengers would have relied on the traditional post card or letter for communication.

Whilst communication with home remains important the escapist cruise tourist is subsumed within the new community on the ship. Service and quality especially the food become prominent concerns. Liner menus became increasingly lavish following the Second World

War to the early 1960's when it became the norm to present them in French with an English translation. Typically there was a choice of nineteen main, five puddings and a huge cheese selection (Eddington 2005). In more recent times cruise companies are aware of the importance of the food and many have introduced special restaurants often promoted under the name of a celebrity chef. Food is commonly a subject of conversation and from observation frequently risks criticism. The menu is perhaps one aspect of cruise ship tradition that has remained consistent although not perhaps as lavish as in the liner era. Formality of dress may have varied and in some cases the dining arrangement largely made self-service or 'free-style' with no set meal times. In the serviced restaurants the service presentation and menu generally follow traditional practice. With service incentive through gratuities now converted to fixed income the food on offer is more likely to be a focus as waiting staff have no extra incentive to please guests. Service remains an essential intangible part of the cruise product and has a substantial effect on cumulative value. This service extends to the pre-booking and post booking phases of the cruise. Whilst many cruises are booked via agencies and discounts offered may vary as an incentive, a proportion is booked direct with the company. From observation work, in conversation, a number of guests had used favoured agencies and were keen to recommend them. Booking on-board direct with the company is an option and usually accompanied by an incentive. This may include a supplement to percentage reductions automatically offered to past guests of the same company or group of companies. Searching for the illusive best deal via the Internet has become a pleasurable addition to the cumulative cruise experience for some. It was not uncommon to hear grumbles about how cabin upgrades or late price drops had disadvantaged early bookers, especially single travellers. Here a promise made may-not have been fulfilled or if it was had taken considerable effort to achieve. In practice on ships with pricing not including excursions or some other services cabins can be sold very cheaply as companies know they will most probably make much more money from supplementary charges and drinks. One North American travel agent suggested this could represent as much as ten times the cost of a

stateroom on US ships. It follows this strategy is likely to be similar for other British based mega-ships.

5.1) Participant Observation Analysis

From the Swan Hellenic participant observation there were a number of often subtle but noticeable changes to the cruise product between cruises taken in the period 2006/7 and 2013/14. The size of ship reduced which is discounted because interest for this study focussed on expectation, marketing, experience and social interaction leading to passenger perception of their overall cumulative value or feeling of wellbeing associated with the ocean cruise.

In 1954 the Swan Hellenic Company was established to provide an inclusive cost product based on post Second World War austerity measures that included a sterling currency restriction. The product model was intended to appeal to a mainly well-educated middle-class British clientele who wanted to enhance their knowledge through travel and lectures by experts and under-pinned by a religious sobriety. In 2014 this formula largely remains. A small booklet has replaced the large cruise handbooks issued until the late 1980's that had contained detailed historical detail about ports of call and sites of archaeological interest, originally edited by Sir Mortimer Wheeler (1890-1976), that were supplied for every voyage. Today the booklets, issued about six weeks before a cruise, detail the list of excursions that may be pre-booked. The original handbooks did not list excursions. A cruise passenger list is issued on-board provided permission for an entry has been agreed in advance.

Participant observation changes noted were: although *Minerva* had undergone a re-fit in 2010 which added balcony suites, improved showers, the Orpheus lounge and up-graded deck area it remains an old ship with noisy air conditioning in cabins. Other changes listed:

1) Some cabins are untenable because of engine noise and vibration or water-tank over-fill causing obtrusive noise.

2) The quality of food is not as good on most recent cruises. This was a regular topic of conversation among passengers who had cruised with the company previously, often a number of times.

3) The variety of food is not as wide. This was again noted from conversations. Particular reference was made to the poor quality and lack of variety on gala nights.

4) Linen napkins replaced by paper. Despite resolving a water shortage, that had meant the laundry was out of use, paper napkins were still used instead of linen once the problem had been resolved.

5) No separate vegetarian menu is offered as it used to be. There used to be a long list of vegetarian alternatives that could be pre-ordered.

6) There is less scrupulous attention to passenger hygiene when visiting food areas. Previous higher profile attention to this was relaxed.

7) The Orpheus lounge is not popular, partly owing to its location in the front deck bow area that means you do not need to pass through it. On many evenings the resident band was only performing to a few people. It is mostly empty during the day even on sea days. One of the staff admitted at being perplexed by this and wondered how it could be made more popular.

8) Less shore excursions are included in the cruise price. Additional fee excursions tend to be better.

9) The shore excursion team are less accessible and helpful. Queries tend to be put on hold unless passengers press hard.

10) There was no engine safety cut out cord on the zodiacs used to ferry passengers ashore; One Zodiac suffered engine problems; there was false information suggesting guests were expected to step off Zodiacs into water on landing ashore leading to some people taking what may be considered bizarre precautions including one involving bin-liners around their legs.

11) The system of arbitrary cabin upgrades is baffling and annoying. No one had any idea how this works but were annoyed to find out they have been paying more for lower grade cabins in some cases.

Analysis related to the study concept drawn from the participant observation sector of the case study is shown in Table 2:

Conceptual elements:

Cumulative value remains almost the same but there is degradation in standards in some areas. Some of the Swan staff is retiring and their replacements are not quite as in tune with the original Swan model. This has been noted in observation and has resulted in a degradation of service standard also heard commented on by guests. One or two staff understands the ethos and strive to be involved in encouraging guests even when technically off-duty in the 'right' way. Others are more content to remain in the company of colleagues and openly enjoy themselves in their free time.

Experience: The whole package from booking to delivery needs to be considered. There are signs the original experience envisaged has already been compromised and whilst still fulfilling expectation, this is likely to become more difficult.

Expectation: With so many repeat bookings most know the ship and product well.

Marketing is no longer aimed solely at the Swan Hellenic ocean cruise brand but encompasses river cruising and the groups other cruise brands, 'Discovery' and Hebridean.' There is marketing on-board relating to future cruises with discount incentive for making a booking. However, this is a limited choice offer and also encompasses the other brands. Advice given on future cruises needs checking for accuracy as from experience this proved it

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could be misleading and risk damaging the brand.

Social Interaction: remains associated with the brand and knowing what you can expect from the product. Many people were previous customers and familiar with what they expected from the brand. This includes the social and intellectual standing of fellow guests. Ports of call remain important, as do the lectures associated to them. Moving away from the cultural 'centre' is not an issue so can be considered an incentive to join the familiar whilst still exploring the less familiar.

Perception is that of a mainly senior cruises passenger list comprising of those with a sense of adventure, in some cases, irrespective of disability. The marketing promotes the brand in a way likely to attract a particular group. Many of these being retired, well educated people.

The *'lost'* element could be *Minerva 2* the ship most capable of keeping the Swan's vision alive. This is not only a nostalgic view as from a business perspective it is likely to become increasingly difficult to sustain the current 'all-inclusive' pricing model with the smaller ship.

Table 2 Participant Observation Analysis

5.2) Passenger Case Study Analysis

Whilst drawn from a small sample of Swan Hellenic and other cruise guests it was possible to identify key words that provide pointers to aspects of a cruise that can be of value.

Value was expressed in terms of price, quality of facilities including accommodation and ports of call. Some passengers seek the best price and set a maximum cost per day and have destinations they wish to visit. There is no brand loyalty for these people who see value in the cheapest deal. The terms describing quality of experience are ambiguous. In defining that

standards have dropped this could relate to any aspect of a cruise and could mean anything from a lack of a chocolate on a pillow at night to less dining choice. The experience was affected by the presence of children and by choosing an adult only cruise this could add value for many. Entertainment is also a factor and the quality of this is important. Perception of the personalization associated with smaller ships was also a factor.

Analysis of the Cumulative Value as revealed through the passenger case studies is shown in Table 2.1.

Marketing: The Internet is a commonly used search tool when making cruise comparisons. There are brands that retain the British tag as an appeal. This is helpful in attracting mature travellers in particular. Sailing from UK ports is particularly attractive as it avoids flying and weight restrictions.

Experience: Value is a key driver and this is expressed in terms of cost versus value for money versus ports of call. Pricing needs to been keen as many have cruised previously and want price match with expectation. Cruise travel is still attractive but price-cutting is leading to attracting a younger boisterous type of passenger whom degrades the experience for others on the larger ships. Safety and security. Good quality of food and service. Accommodation to be of high standard. A good range of ports of call remains important. Personalization of service is appreciated and expected on smaller ships. Crew are not well paid and work long hours but are expected to deliver good service or risk losing a contract.

Social Interaction: Social interaction between guests is important in establishing common interests. Interaction with cruise personnel including waiter and bar staff is highly valued in what is effectively a small community. Being acknowledged or recognised by cruise staff creates the impression of being a valued customer.

Cumulative Value: There is a general perception that cruises still provide value for money. For those considering to have obtained a bargain that includes desired ports of call adds to the package even if this

includes acceptance of a lower grade or inside cabin.

Lost Element: An intangible perception that standards overall have dropped. This includes a lowering of dress standards.

Table 2.1 Participant Case Study Interviews Analysis

5.3) Individual Case Study Analysis

Towner & Wall (1991) in quoting Elton (1969) suggest 'history considers the transformation of things (people, places, institutions, ideas) through time, from one state to another… and is revealed by present evidence.'

The individual case study examples do reveal clear nostalgic reminiscence and highlight a consideration for safety and security in common with those considered earlier in this work. They represent contrasting views of cruise tourism, with preference for some the older style with the alternate view that of the more modern and comfortable with convenience and social interaction on-board. There was focus on the cruise itself rather than shore excursions.

Within the cruise ship dining was a focus for interviewees. For one the opportunity to mingle with ships officers in a more relaxed and informal way that extended to shore excursions. Another interviewee took a deliberate path to social interaction with other guests over a large dining table. 'Looking for something different' is in line with taking a cruise to escape from normal routine as previously discussed. The love of the sea and its connotation of separation from the everyday are clearly important in being both 'emotional' and 'relaxing.' Cumulative Value expressed through the life history exercise is as in Table 2.2.

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Marketing: Not so much an issue as respondents had clear cruise company preferences. This implied they already were aware of the product style and this fitted their requirements. The introduction of the 'fun' concept has resulted in larger ships and the need to sell cabin space using incentives. This has led to a degradation of the product for some seniors in particular.

Expectation: This was an awareness of a love for cruising and the opportunities to travel and see new places. Early excursions had a hint of pioneering which added excitement. A relaxing holiday in a secure environment is expected. This has remained constant since cruising has begun to grow more popular. The more simplistic entertainment and limited facilities have given way to an expectation of higher standards in all aspects of cruising. The experience is not vastly different throughout the last sixty years. Technological advances and modern facilities have modified the traditional cruise experience. Reduced officer involvement in excursions and entertainment has moved this responsibility to other professionals.

Social Interaction: An accepted essential to enhance the overall value. This includes interaction with other guests and cruise staff. Establishing protocol and social discourse in an established social setting created a feeling of security and commonality.

Table 2.2 Cumulative Value Analysis

The conclusion of the discussion leads to the correlation of the research findings balanced against philosophical perspective and in line with the conceptual framework leading to achieve the aim of the study. Fig.2 draws together the strands from which a 'lost' element can be located.

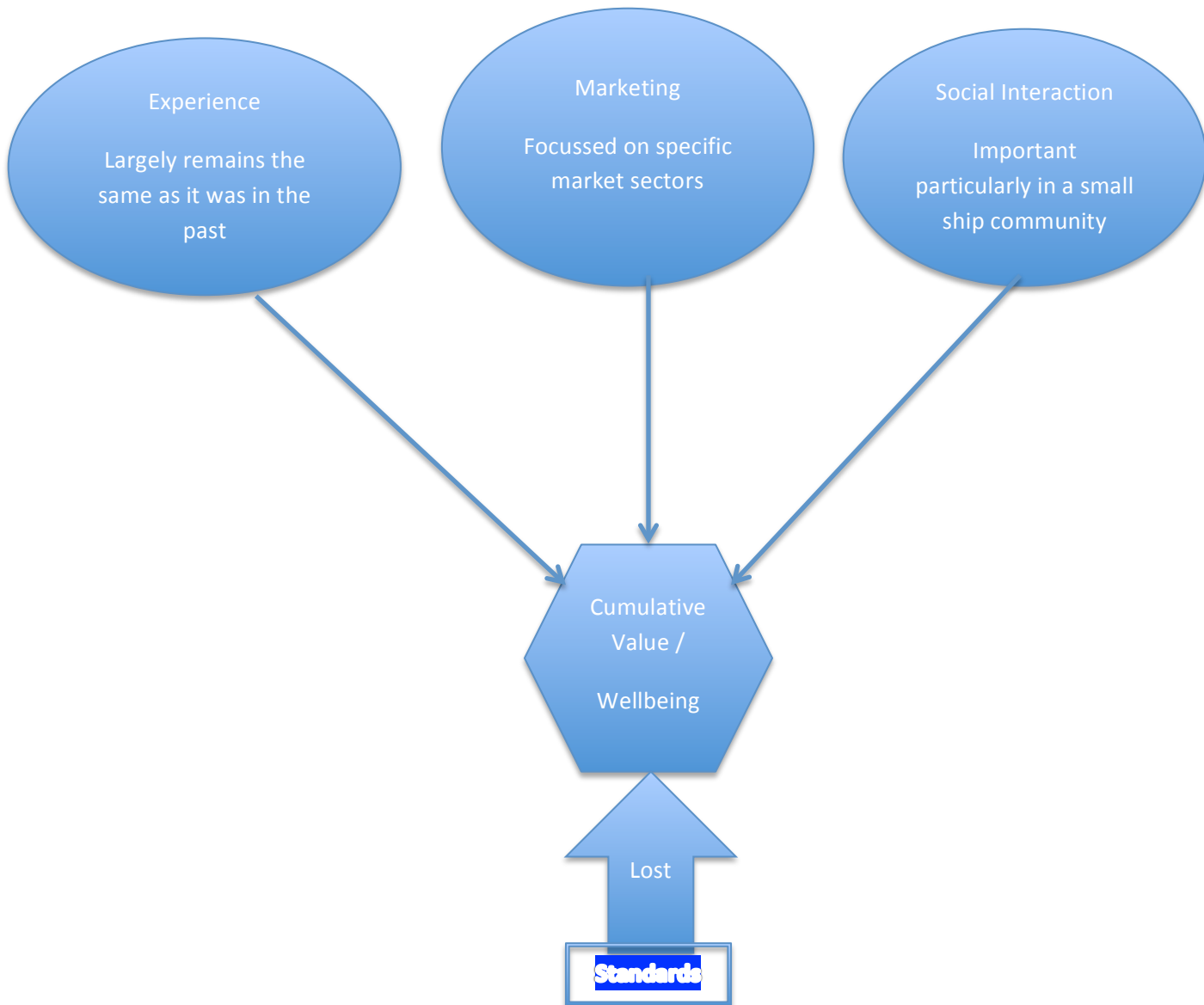## 5.4) Analysis, Findings and Concept

Fig. 2. Cumulative Value 'Lost' Element:

The aim of this study was to ascertain if there was a missing element from the cruise tourist experience which if reintroduced would add cumulative value. This would be of benefit in the future for the consumer and cruise industry. Whilst more research is needed utilizing a much larger cruise population it has proved the correlation between

the elements tested in the study concept. Cumulative value comprises many aspects of the cruise experience and within this work a number of these have been referenced to key philosophical thinkers, notably Michel Foucault and Erving Goffman. Participant observation provided the practical opportunity to see some of Goffman's (1963) social interaction ideas in effect. The dramaturgical analogy adopted by Goffman (1959) and used to illustrate the service interaction by Pine & Gilmore (1999) again proved important to this research. The desire to remain in a tourist 'bubble' by many whilst relocating their spiritual 'centre' remains, as it must have been in the liner era. Some of the glamour associated with earlier times may have faded with the introduction of the less formal style offered by mega-cruise ships but tradition remains an important factor for many senior British cruise tourists. The symbol of security and social behavioural style is important and still survives despite those who prefer self-service dining. Standards are slipping in terms of traditional style cruise values possibly because pressure on price and availability of increased hotel accommodation at sea has added to the more acute need to fill this capacity. Standards is a wide term and whilst some, particularly senior guests, may perceive some slippage compared to individual past experience whilst newer converts to cruise tourism would probably accept the modern day offering as a bench-mark for them. It is suggested by Baudrillard that 'certain values cannot be readily re-cycled' and quoted in Horrocks (1999). There was no desire to re-introduce old-style entertainments but the popularity of completing jigsaw puzzles, playing cards simply sitting quietly reading remains popular as does taking afternoon tea. Internet access is now a common, albeit expensive, option for guests but has not completely replaced the postcard to friends and family. By offering pre-booking of excursions from home

before the cruise does provide the opportunity for research of ports of call in advance of the trip.

The fixed price all-inclusive model does still present good value but those trawling the Internet for bargain deals may not factor in the extras associated with low pricing on many ships. The option to opt-out of paying daily fixed price gratuities is becoming less available. Other costs associated with joining a cruise cannot be ignored. However, most respondents talked of cruising with affection. Whilst guided by marketing their expectation, and perception in many cases previous experience, the acknowledgement that old standards are depleting was common. As a new generation join the ranks of their predecessors they are likely to preside over the demise of the traditional British cruise experience. The Fordist model has led to a standardised product symbolised by the mass consumption phenomenon. Here flexible products within an overall holiday package are well suited to mega-size cruise ships. For example, extra services like supplementary priced restaurants are additional to the basic offering (Shaw & Williams 2004). New standards will replace the 'lost' ones and become accepted as the norm. This does not mean the new generation of cruise tourists or the industry should ignore history. The future may still lie in what can be learned from the past. The philosopher Hegel set out to demonstrate that human history conformed to an underlying pattern. Human beings have increased their understanding and made it possible to reconcile the ideal with actuality (Hughes et al 2002). This means cruise tourists learn to compromise their expectations. Even those with recollections tinged with a sense of nostalgia learn to accept things change but do notice the differences. The cruise still brings with it a sense of anticipation and retains what can still be termed a romantic atmosphere. The freedom offered by vast oceans, the ports of call and opportunity for social and host-

guest interaction ashore are timeless. The cruise experience in this respect has not changed since the liner era.

<u>Summary</u>

Participant observation, case studies and unstructured interviews were used for data collection as it was felt this would offer opportunity to test the concept of this work. The informal nature of the research it was hoped would provide the right atmosphere to allow release of relevant data. Whilst much of the casework is generalised there are identifiable trends. However, more research is needed to balance expectations of the next generation of tourists against those with real experience from which to draw comparison.

6) <u>Conclusion</u>

This work set out to achieve three key objectives. These were firstly to relate sociological theory to the development of cruise tourism in order to understand how expectation, marketing and social interaction relate to the notion of cumulative value and lead to cruise passenger satisfaction. It has been illustrated how philosophical ideas can be related to modern cruise tourism. A conceptual framework of what constitutes the various elements leading to consumer conception of cumulative value or wellbeing associated with an ocean cruise was developed and tested.

The second objective was to analyse the impact of the historical development of the cruise market and how this may have helped re-shape the tourists' experience. There has been an historical evaluation of the development of the ocean cruise industry aligned with the philosophical ideas of Michel Foucault. The development of cruise tourism has been reviewed including the impact of technology such as changes in ship design and facilities plus the use of the Internet.

The third objective set out to develop a suitable research strategy in order to gather the data necessary to validate and evaluate the information gathered in understanding what cruise tourists may consider a missing element of their experience. In fulfilling this objective a research strategy was developed in line with the overall aim of the research.

In defining the research population, whilst it cannot be suggested nostalgia is the preserve of the senior demography of those taking an ocean cruise, as has already been stated, some of this sector are likely to have taken cruises spanning the period from the 1950's to the present. This means they are well placed to recall what cruise holidays were like as they gained popularity. The research data available from senior sources of this type was limited but valuable. Memories could be faded or embellished and facts distorted owing to the passage of time. It could also be argued that gender differences may lead to differing tourism perspectives (Wing Sun Tung & Richie 2011). In reviewing results obtained from research

comparison on cruise tourist demographic profiles in a study by Hung & Petherick (2010) , when compared to that reported by the Cruise Lines International Association (CLIA 2007), it could be illustrated there was a commonality in demographic which indicated cruisers responding to both parties were in general slightly older, wealthier and more educated with the majority married Caucasians. Defining the research 'population' for this study would appear to have been straightforward taking into consideration these findings. However, changes in social expectation would provide another limitation. Senior cruisers may have experienced what could be described as limited facilities on ships and effectively made their own experience. Younger tourists have, fuelled by technological advances, become used to more sophisticated amusements on-board modern ships. A straight comparison of views between age ranges is therefore unlikely to be possible. The 'population' needs to fall within a clearly defined set of limits from which to select a sample (Gilbert 2001). The rise in cruise popularity from less than 9 million in 2000 to 21 million in 2013 indicates the size of the industry internationally (BBC Radio 4 May 2013). It is possible to obtain responses from no more than a small fraction of this cruise population. This is why the chosen sample was critically important for this work. By adopting a case study approach was intended to be able to obtain a general idea of the issues and omissions associated with current cruise travel. By virtue of the type of cases under review it becomes more difficult to give a generalized result.

This work has highlighted some of the issues associated with the traditional cruise market consumer. The evolution and exponential growth of the cruise trade from the 1960s to present has seen technological advances such as ship design and safety and pollution standard enhancement. As ships have grown in size to cater for the transition to mass-tourism globalised status they have begun to marginalise what can be considered as the traditional cruise market consumer, many of whom are likely to be in the senior sector. It has been suggested that whilst some big ships offer a version of traditional cruise ideals they may at best be pseudo-authentic representations of a past liner era. This may present opportunities for marketing in order to invoke feelings of nostalgia to attract consumers. However, many

consumers may have experienced pre-mass market traditional cruises or liner voyages and would possibly prefer a more relaxed offering irrespective of 'neo-nostalgia.' Whilst some may be prepared to accept the re-shaping of their experience to a modern approach, the mega-ships can be overwhelming. Modern entertainment features may become neutralised by numbers too great to be accommodated without queues. This makes them less attractive as has been discussed in this work even the dining experience has been 'McDonaldised' (Ritzer 2000). The part played by technology in re-shaping cruise experience has been reviewed. The importance of service delivery to consumer experience has also been explored together with its relationship to the 'experience economy' defined in their work by Pine and Gilmore (1999).

There has been a stratification of the cruise market since its inception and this accelerated from the time the 'fun-ship' concept was introduced in the 1970's. In the latter part of the 20th century the advances in technology translated into construction of larger ships many of which are vast by comparison to their more humble predecessors. Smaller and more traditional style vessels remain popular as they offer appeal in niche markets such as exploration or discovery. Many of these such as Swann Hellenic's *Minerva* attract senior passengers who retain a sense of adventure, prefer low-key entertainment, and an all-inclusive excursion package. The conclusion is summarised in the following:

'Cruising appeals to both those with a spirit of adventure and others who are content to let the world come to them…living on a ship is a little like staying in an exclusive floating hotel, surrounded by blue sea and blue skies…(and there is)…the experience of sea travel itself with all its associations of glamour, excitement and prestige… it is a world unto itself, travelling across time zones to exotic places' Graves (2004:205).

From data analysis there is a more acute requirement for what is perceived as value for money. Even on older ships the rise in social expectation and ability to access a 'deal' via the Internet has put pressure on cruise companies to squeeze their prices. In some cases

something as simple as not putting a once traditional chocolate on a pillow at night is noticed as a symbol of degenerating standards. Some people set a maximum per-night cost they will pay but have no brand loyalty. Destinations do still make a difference and smaller, traditional size ships can still visit unusual or less accessible places. However, the drift towards adding additional cost shore excursions to all-excursion inclusive headline prices has been a noticeable feature.

The aim of this study was to understand if there is a missing element from modern cruising which, if re-introduced, could add cumulative value in the future for both cruise guests and the industry. It is not clear there is a missing element but there is a strong desire to seek value for money. This is dependent on the individuals' perception of cumulative value but usually focuses on cost. However, some will not cruise on mega-size ships irrespective of cost as they feel other guests perceived as socially less responsible or the presence of children and their associated noise demeans their pleasurable experience. The belief that opting for a more expensive cruise package offers the choice to avoid what they consider as socially unacceptable is in line with the concept of first or second-class liner division associated with the liner era. In the original liners the higher-class passengers were insulated and isolated from in other areas of the same ship. While Cunard still offers a form of segregation this is not so complete. Passengers mingle for entertainment and shore excursions for example.

Learning to be gained from this research includes the opportunity for cruise planners to avoid cruise tourist perception of lowered standards, particularly associated with smaller ships. This work has added to the body of academic literature on the topic and presents a platform from which to build further research projects based on a larger sample. This may require a quantitative approach or other selection of suitable research instruments dependent on the scope. From experience and observation of the reaction of others the 'feeling' of romance on the open sea under a full moon remains unchanged. The awe-inspiring vastness of the polar icecap or entering New York harbour at 4 am excites the senses in a way incomparable with taking another form of transport. The experience would have been similar whether last week,

ten, thirty or sixty years ago. The proposal to re-introduce regular line voyages from Southampton to Sydney, Australia suggests that the idea of returning to a romantic notion of leisurely sea travel is a genuine possibility (Telegraph 21 September 2013).

'Let's assume that the night is calm, dinner is long finished and the cabaret show is over. It's time for a nightcap and then a last stroll on deck. Perhaps there are stars overhead, the smell of the sea drifts on the air, the gentle purr of the ship's engines hardly disturbs one of the most peaceful places on earth it is possible to find.'

Edington (2005:45)

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