

UPDATING CRUISE TOURISM THEME: A METHODOLOGY OF SYSTEMATIC LITERATURE REVIEW

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Abstract

The aim of this study was to synthesize the major themes of research studies conducted in the context of cruise tourism in the period of 2015–2023 in an international research database (Web of Science – ISI SSCI) to provide an up-to-date review of the relevant literature and identify any associated academic gaps for future research using a Systematic Literature Review (SLR) synthesis process method. The study's findings may be categorized into the following five major topics: 1) Customer Research, 2) Supply-Side Research, 3) Cruise Ship Research, 4) Overview Research, and 5) Employee Management Research. According to the results of the study, future research should look at the connection between cruise passengers' behavioral intentions and their perceptions of the value of their trip, their perceptions regarding cruise ports and destinations, and their overall satisfaction. For scholars, cruise destination managers, and decision-makers in the field of cruise tourism development, the findings offer both theoretical and practical insights and recommendations.

Keywords: Cruise Tourism, Systematic Literature Review, SLR, Research Theme

1. INTRODUCTION

A distinctive type of tourism that combines transportation, accommodation, and destinations, is cruise tourism (Kizielewicz, 2012; UNWTO, 2012a). It includes interdisciplinary and multifunctional elements including onboard entertainment, amenities, infrastructure, and onshore activities

(Gibson, 2006; Monpanthong & Choibamroong, 2016). Numerous studies have described cruise tourism as a form of tourism that prioritizes fun and safety as well as onboard amenities and shoreside activities (Dowling, 2006; European Commission, 2009; Gibson, 2006; Kizielewicz, 2012; Ogawa, Tanase, Nagayama, Higuchi, & Yoshida, 2009; UNWTO, 2012a; Willis, 2012). From the homeport (the beginning point), a

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cruise transports passengers to any ports of call that are scheduled (Monpanthong & Choibamroong, 2016).

Cruise tourism has developed into a sector of the tourism industry with constantly developing products and services. The cruise industry began to gain popularity in 1960 and was quite well-known in America and Europe by 1990 (M. X. Liu, 2006). With the number of tourists growing yearly, this sector of the tourism industry is now increasingly important. The cruise industry is expanding as a result of its high standard of customer service, stellar reputation, luxurious appearance, convenient design, reliability, safety, wide range of tourist attractions, and thrilling experiences. By supplying employment and revenue distribution, it is advantageous to both cruise lines and other stakeholders. Services with a good track record, luxury, distinctive style, convenience, trustworthiness, safety, a wide range of tourist attractions, and thrilling experiences are the main drivers of this expansion (Jones, 2011).

The global cruise industry has experienced annual expansion for more than 30 years. Since 2009, travelers from North America have been the primary market, accounting for approximately 10 million travelers worldwide, or 70% of all cruise passengers. Additionally, there has

been an increase in demand for cruise passengers, particularly in Asia, Australia, and Europe. A report from the Cruise Lines International Association, or CLIA, indicates that cruise travel has grown significantly during the past ten years. The number of cruise passengers increased from 17.9 million in 2009 to 28.5 million in 2018, a 60% increase that outpaced terrestrial tourism (CLIA, 2019a).

In addition, cruise companies now target families and people of working age as well as older passengers, which has led to a strong growth rate. As the industry changes, cruise companies are using the size of their ships to draw in new passengers by purchasing larger vessels like giant and mega cruise ships. Over 50% of the owned ships will accommodate extra passengers. A larger ship requires less management approval, which lowers the cost of the cruise and better fits the needs of the new target clients (Hull & Losekoot, 2012; Ministry of Tourism - Government of India, 2005; Pavlić, 2013). There will be an increase in cruise passengers globally, according to statistics on the growth rate of cruise tourism gathered over the previous ten years. Therefore, in order to construct topics of investigation for future research, this study will gather past research data from the ISI database using the term “cruise tourism”.

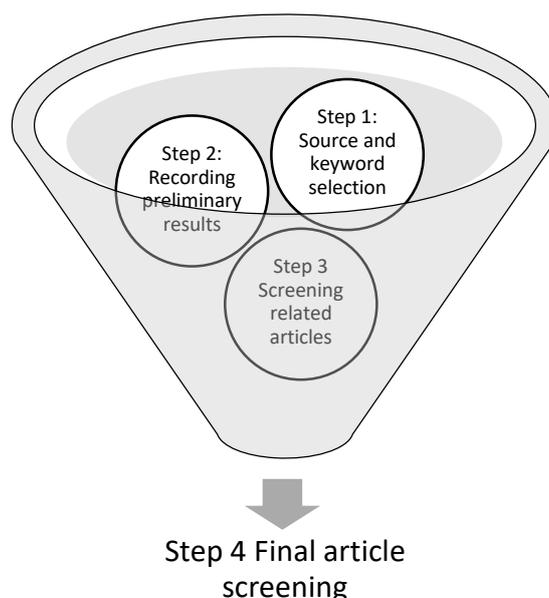


Figure 1 Conceptual Research Framework (Procedure for choosing articles and performing the study)

2. METHODOLOGY

A systematic literature review was used to synthesize prior research from 2015 to 2023 in order to identify any academic gaps. The Web of Science (ISI) database, an internationally renowned academic database, was used to search for the publication of research findings in international academic journals. Only relevant research studies were included in the Social Sciences Citation Index (SSCI) index for this purpose. Additionally, the index provides keyword definitions for the term “cruise tourism,” that is in the category of “Hospitality Leisure Sport and Tourism” providing its educational context. The diagram shown in Figure 1 explains the conceptual framework of the study.

The conceptual framework of the study (the procedure for choosing articles and performing the study), shown in Figure 1, is composed of the following 4 steps: Step 1 consisted of source and keyword selection, with the

Web of Science (ISI) database being used to provide a global scale. To set the index scope, searches were made for “Cruise Tourism” and under the specific category of “Hospitality Leisure Sport and Tourism” in the Social Sciences Citation Index (SSCI). The literature review considered all accessible publications from 2015 and 2023. Step 2 displayed the search results for all 168 articles from 25 journals as a consequence of step 1’s article selection process (details are displayed in Table 1.). Step 3 involved filtering the articles to synthesize various issue categories. Step 4 consisted of the outcomes of the selection of articles that were pertinent to the study’s topics. In total 168 articles were utilized to synthesize a systematic review in the specified context and generate an overview of the topic of study and the prior research in the context of cruise tourism from 2015 to 2023 as published in an internationally well-known and reliable database of research in accordance with predetermined research objectives.

Table 1 Journals and Articles Resulting from the 1st Step

| Journals | ISI Quartile | Articles | ISI Quartile | Articles |
|--|------------------|----------|----------------------|----------|
| | JCR | amount | JCR | amount |
| | Year 2015 - 2019 | | Year 2020 - May 2023 | |
| Tourism Management | ISI Q1 | 16 | ISI Q1 | 5 |
| Current Issues in Tourism | ISI Q1 | 13 | ISI Q2 | 6 |
| Tourism Economics | ISI Q4 | 8 | ISI Q2 | 2 |
| International Journal of Tourism Research | ISI Q2 | 7 | ISI Q2 | 3 |
| Journal of Travel & Tourism Marketing | ISI Q1 | 7 | ISI Q1 | 3 |
| Tourism Geographies | ISI Q2 | 7 | ISI Q1 | 3 |
| Journal of Sustainable Tourism | ISI Q1 | 6 | ISI Q1 | 6 |
| Tourism Management Perspectives | ISI Q2 | 6 | ISI Q1 | 4 |
| International Journal of Hospitality Management | ISI Q1 | 5 | ISI Q1 | 3 |
| International Journal of Contemporary Hospitality Management | ISI Q1 | 4 | ISI Q1 | 3 |
| Journal of Destination Marketing & Management | ISI Q1 | 3 | ISI Q2 | 4 |
| Journal of Travel Research | ISI Q1 | 3 | ISI Q1 | 1 |
| Tourist Studies | ISI Q3 | 3 | | |
| Annals of Tourism Research | ISI Q1 | 2 | ISI Q1 | 5 |
| Asia Pacific Journal of Tourism Research | ISI Q3 | 2 | ISI Q2 | 3 |
| Journal of Tourism and Cultural Change | ISI Q3 | 2 | ISI Q4 | 2 |
| Tourism Review | ISI Q4 | 2 | ISI Q1 | 2 |

Table 1 (Continued)

| Journals | ISI Quartile JCR | Articles amount | ISI Quartile JCR | Articles amount |
|--|---------------------|--------------------|-------------------------|--------------------|
| | Year 2015 - 2019 | | Year 2020 - May 2023 | |
| Journal of Hospitality & Tourism Research | ISI Q1 | 1 | ISI Q2 | 2 |
| Journal of Outdoor Recreation and Tourism Research Planning and Management | ISI Q3 | 1 | ISI Q3 | 1 |
| Journal of Vacation Marketing | ISI Q3 | 1 | ISI Q2 | 1 |
| Leisure Studies | ISI Q3 | 1 | ISI Q3 | 2 |
| Scandinavian Journal of Hospitality and Tourism | ISI Q2 | 1 | ISI Q2 | 1 |
| Journal of Hospitality and Tourism Management | | | ISI Q1 | 2 |
| Journal of Hospitality and Tourism Technology | | | ISI Q2 | 2 |
| Journal of Sport Social Issue | | | ISI Q4 | 1 |
| Sub-total | | 101 | | 67 |
| Total (2015 – May 2023) | | | 168 | |

Source: Adapted from Rungroueng (2020); Rungroueng (2023a); Rungroueng (2023b); and Rungroueng and Monpanthong (2021)

3. RESULTS AND DISCUSSION

In this section the outcomes of the study are demonstrated following the systematic literature review (SLR) method for synthesizing the literature and summarizing the issues covered in past studies. The preliminary details are shown in Table 1.

When prior research from 2015 to 2023 was compared, it was discovered that the volume of study on cruise tourism (Cruise Tourism) was rising, as shown in Table 2. This demonstrates that the cruise business has been expanding continuously for decades. On the other hand, from an academic standpoint, it also demonstrates an increased academic interest in the topic of cruise tourism due to the substantial amount of additional study. Considered annually, it can be noted that, as of 2015, there were only 12 research articles on the topic of cruise tourism published in

scholarly publications, with the number of publications nearly tripling from 2015 until 2019. A dip in publications after this year can be explained by the impact of the COVID-19 viral epidemic which is expected to impact publications in 2020 – 2022, as indicated in Table 2. It is expected that publications will now continue to rise.

The breadth of research that has taken place over the past several years can be divided into 5 primary themes. The most researched topics were, in order, consumer research or demand for cruise tourism (Customer Research), supply-side research for cruise tourism (Supply-Side Research), cruise line research (Cruise Ships Research), an overview of the cruise ship industry (Overview Research), and personnel research in the cruise industry (Employee Management Research). The subtopic analysis is depicted in Table 3.

Table 2 Article Distribution in 25 Journals from 2015 to 2023

| Journals | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | May 2023 | Total |
|--|------|------|------|------|------|------|------|------|----------|-------|
| Tourism Management | 2 | 5 | 1 | 7 | 1 | 1 | 3 | 1 | | 21 |
| Current Issues in Tourism | 4 | 1 | 1 | 3 | 4 | 1 | 2 | 3 | | 19 |
| Tourism Economics | | 2 | 2 | 1 | 3 | | 1 | 1 | | 10 |
| International Journal of Tourism Research | 2 | 1 | 2 | 1 | 1 | 1 | 2 | | | 10 |
| Journal of Travel & Tourism Marketing | 1 | 3 | | 2 | 1 | | 2 | 1 | | 10 |
| Tourism Geographies | 1 | 1 | | | 5 | 1 | | 2 | | 10 |
| Journal of Sustainable Tourism | | 4 | 1 | | 1 | 4 | 1 | | 1 | 12 |
| Tourism Management Perspectives | 1 | 1 | 1 | | 3 | | 3 | 1 | | 10 |
| International Journal of Hospitality Management | | | | 4 | 1 | 2 | 1 | | | 8 |
| International Journal of Contemporary Hospitality Management | | 1 | 1 | | 2 | 1 | 2 | | | 7 |
| Journal of Destination Marketing & Management | | | | 2 | 1 | 1 | 3 | | | 7 |
| Journal of Travel Research | 1 | | | | 2 | | | | 1 | 4 |
| Tourist Studies | | | 2 | | 1 | | | | | 3 |
| Annals of Tourism Research | | | 1 | | 1 | 3 | 2 | | | 7 |
| Asia Pacific Journal of Tourism Research | | | | 1 | 1 | | 2 | 1 | | 5 |
| Journal of Tourism and Cultural Change | | | | | 2 | 1 | 1 | | | 4 |
| Tourism Review | | 1 | | 1 | | 1 | | 1 | | 4 |
| Journal of Hospitality Tourism Research | | | | | 1 | 1 | 1 | | | 3 |
| Journal of Outdoor Recreation and Tourism Research Planning and Management | | | | | 1 | 1 | | | | 2 |
| Journal of Vacation Marketing | | | | | 1 | | | 1 | | 2 |
| Leisure Studies | | | | | 1 | 1 | 1 | | | 3 |
| Scandinavian Journal of | | | 1 | | | | | | 1 | 2 |

| Journals | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | May 2023 | Total |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|------------|
| Hospitality and Tourism | | | | | | | | | | |
| Journal of Hospitality and Tourism Management | | | | | | 1 | 1 | | | 2 |
| Journal of Hospitality and Tourism Technology | | | | | | | 1 | 1 | | 2 |
| Journal of Sport Social Issue | | | | | | 1 | | | | 1 |
| Accumulated Total | 12 | 20 | 13 | 22 | 34 | 22 | 29 | 13 | 3 | 168 |

Source: Adapted from Rungroueng (2020); Rungroueng (2023a); Rungroueng (2023b); and Rungroueng and Monpanthong (2021)

Table 3 Key Topics of Cruising Studies

| Key Topics (numbers) | Sub-Topics (numbers) | Sources |
|------------------------|---|--|
| Customer Research (76) | Expenditure, Spending Patterns, and Willingness-To-Pay (16) | (Banos-Pino, Boto-Garcia, Del Valle, & Zapico, 2023; Banos & Tovar, 2021; Brida, Bukstein, & Tealde, 2015; Brida, Lanzilotta, Moreno, & Santinaque, 2018, 2021; Cardenas-Garcia, Pulido-Fernandez, & Pulido-Fernandez, 2016; Casado-Diaz, Navarro-Ruiz, Nicolau, & Ivars-Baidal, 2021; J. M. Chen, Zhang, & Nijkamp, 2016; Domenech & Gutierrez, 2020; Larsen & Wolff, 2016; M. K. Lee & Yoo, 2015; Marksel, Tominc, & Bozicnik, 2017; Pino & Tovar, 2019; Stangl, Prayag, & Polster, 2019; Thurau, Seekamp, Carver, & Lee, 2015; Zopiatis & Pericleous, 2021) |
| | Cruise Passenger Behavior (13) | (Butler, Szili, Cutler, Hay, & Saikia, 2021; Buzova, Sanz-Blas, & Cervera-Taulet, 2019; Cooper, Holmes, Pforr, & Shanka, 2019; De Cantis, Ferrante, Kahani, & Shoal, 2016; Domenech, Gutierrez, & Clave, 2020; Ferrante, De Cantis, & Shoal, 2018; Jirasek & Hurych, 2019; Kang, Manthiou, Kim, & Hyun, 2016; N. Kumar, Trupp, & Pratt, 2022; Navarro-Ruiz, Casado-Diaz, & Ivars-Baidal, 2020; Paananen & Minoia, 2019; Radic et al., 2021; Sanz-Blas, Buzova, & Carvajal-Trujillo, 2017) |
| | Customer Loyalty (9) | (Ahn, 2019; Bruzzi & Benevolo, 2022; Castillo-Manzano, Castro-Nuno, & Pozo-Barajas, 2022; Han et al., 2019; Han & Hyun, 2019; Ozturk & Gogtas, 2016; Penco, Profumo, Remondino, & Bruzzi, 2019; Satta, Parola, Penco, & Persico, 2015; Zhang, Ye, Song, & Liu, 2015) |
| | Cruising Experiences (12) | (Hung, 2018; Hung, Huang, & Lyu, 2020; Hung, Liu, Zhang, & Guillet, 2022; Hung & Wang, 2021; Mahoney & Collins, 2020; Orams & Brown, 2021; Radic, 2019; Sanz-Blas & Buzova, 2016; Sanz- |

| Key Topics (numbers) | Sub-Topics (numbers) | Sources |
|---------------------------|--|--|
| | | Blas, Buzova, & Carvajal-Trujillo, 2019; Tao & Kim, 2019; Wang, Chu, Li, & Sun, 2022; Yin & Poon, 2016) |
| | Customer Satisfaction (2) | (Castillo-Manzano & Lopez-Valpuesta, 2018; Lemmetyinen, Dimitrovski, Nieminen, & Pohjola, 2016) |
| | Cruise Branding (2) | (Ahn & Back, 2019; Sun, Kwortnik, & Gauri, 2018) |
| | Perception (10) | (Castaldo, Penco, & Profumo, 2021; Gutberlet, 2022; Holland, 2023; Holland, Mazzarol, Soutar, Tapsall, & Elliott, 2021; Le, 2021; Le & Arcodia, 2018; Lyu, Hu, Hung, & Mao, 2017; Pan, Shu, Kitterlin-Lynch, & Beckman, 2021; Quintal, Sung, & Lee, 2022; Tapsall, Soutar, Elliott, Mazzarol, & Holland, 2022) |
| | Motivation (2) | (Dai, Hein, & Zhang, 2019; Whyte, 2017) |
| | Crisis Management (2) | (Liu-Lastres, Schroeder, & Pennington-Gray, 2019; B. J. Liu, Pennington-Gray, & Krieger, 2016) |
| | Over Tourism (1) | (Jacobsen, Iversen, & Hem, 2019) |
| | Sense of Responsibility (1) | (Walker & Moscardo, 2016) |
| | Cross Views (social representation theory) (1) | (Lebrun, 2015) |
| | Social Media (4) | (Y. Chen, Zhang, & Wang, 2022; Park, Ok, & Chae, 2016; Roth-Cohen & Lahav, 2022; Surucu-Balci & Balci, 2023) |
| | Food Waste (1) | (Li & Wang, 2020) |
| Supply-Side Research (59) | Destination Management (14) | (C. A. Chen, 2016; Dawson, Stewart, Johnston, & Lemieux, 2016; Del Chiappa & Abbate, 2016; Gutberlet, 2019; Jordan, 2015; Lamers & Pashkevich, 2018; Nelson, 2019; Perea-Medina, Rosa-Jimenez, & Andrade, 2019; Robles, Galvao, & Pereira, 2015; Romao, Palm, & Persson-Fischier, 2023; Tomej & Lund-Durlacher, 2020; Wall-Reinius, Ioannides, & Zampoukos, 2019; Whyte, 2018; Yu & Zhong, 2022) |
| | Positive and Negative Impacts on Destinations (19) | (Castillo-Manzano, Lopez-Valpuesta, & Alanis, 2015; Chanfon, Mohan, Strobl, & Tveit, 2023; J. M. Chen, Petrick, Papathanassis, & Li, 2019; J. S. S. Chen, Wang, Jensen, Kim, & Liu, 2021; Del Chiappa, Lorenzo-Romero, & Gallarza, 2018; Hillmer-Pegram, 2016; Jordan, Vieira, Santos, & Huang, 2023; Jordan, Vogt, & DeShon, 2015; Kim, Marshall, Gardiner, & Kim, 2021; Knight, Xiong, Lan, & Gong, 2020; N. N. Kumar, Chandra, & Patel, 2021; MacNeill & Wozniak, 2018; McFarlane-Morris, 2019; Shoval, Kahani, De Cantis, & Ferrante, 2020; Skrede & Tveteraas, 2019; Vaya, Garcia, Murillo, Romani, & Surinach, |

| Key Topics (numbers) | Sub-Topics (numbers) | Sources |
|----------------------------|--|---|
| Cruise Ships Research (14) | Sustainability and Green Tourism (8) | 2018; D. B. Weaver & Lawton, 2017; Yao et al., 2022; Yrigoy, Horrach, Escudero, & Mulet, 2023) (Dimitrovski, Lemmetyinen, Nieminen, & Pohjola, 2021; Gossling, Scott, & Hall, 2015; Guerra & Dawson, 2016; James, Olsen, & Karlsdottir, 2020; Lasso & Dahles, 2018; Lin, Yu, & Chang, 2018; Paiano, Crovella, & Lagioia, 2020; Van Bets, Lamers, & van Tatenhove, 2017) |
| | Cruise Port & Shore Excursions (6) | (Chaos, Roca, Marchan, & Conejo, 2018; Cusano, Ferrari, & Tei, 2017; Grifoll, Sanchez-Espigares, & Feng, 2021; Karlis & Polemis, 2018; Ma, Fan, & Zhang, 2018; Sun, Kwortnik, Xu, Lau, & Ni, 2021) |
| | Networks and Inter-Alliances (6) | (Cajaiba-Santana, Faury, & Ramadan, 2020; Choquet & Sam-Lefebvre, 2021; Chu & Hsu, 2021; Guedes & Rebelo, 2021; C. H. Liu, 2018; Marcussen, 2017) |
| | Constraints (1) | (Tang, Weaver, Shi, Huang, & Liu, 2019) |
| | Slow Tourism (1) | (Losada & Mota, 2019) |
| | Residents' Perception (1) | (Martin, Moreira, & Roman, 2019) |
| | Cruise Troubles (1) | (Ren, James, Pashkevich, & Hoarau-Heemstra, 2021) |
| | Adaptation Learning (Cruise group company organizing private tour) (1) | (Jaaron, Pham, & Cogonon, 2023) |
| | Competitiveness Index (1) | (Leon, Perez, Rubio, & Guerrero, 2021) |
| | Product Development (4) | (Cashman, 2017; Hung, Lee, Wang, & Petrick, 2020; Niavis & Tsiotas, 2018; A. Weaver, 2019) |
| | Cruise Lines' Efficiency (2) | (Chang, Lee, & Park, 2017; S. Lee & Brezina, 2016) |
| | Corporate Social Responsibility (2) | (De Grosbois, 2016; Font, Guix, & Bonilla-Priego, 2016) |
| | Cruise Lines' Marketing (2) | (Tiago, Couto, Faria, & Borges-Tiago, 2018; Vanolo & Cattan, 2017) |
| | Overview Research (12) | New Cruise Trends (1) |
| Cruise Itinerary (1) | | (J. M. Chen & Nijkamp, 2018) |
| Liminality (1) | | (Rink, 2020) |
| VR Technology (1) | | (Simoni, Sorrentino, Leone, & Caporuscio, 2022) |
| Cruise Tourism Demand (3) | | (Fernandez-Morales & Cisneros-Martinez, 2019; Gouveia, Rebelo, Lourenco-Gomes, & Guedes, 2017; Xie, Qian, & Wang, 2021) |
| Literature Review (2) | | (Hung, Wang, Guillet, & Liu, 2019; Koseoglu, Okumus, Putra, Yildiz, & Dogan, 2019) |
| Practice Theories (1) | | (Lamers, van der Duim, & Spaargaren, 2017) |
| Aggressive Hospitality (1) | | (Sorokina, Wang, & Cobos, 2018) |
| Current Issues (1) | | (Papathanassis, 2019) |
| Scientometric (1) | | (Vega-Munoz, Arjona-Fuentes, Ariza-Montes, Han, & Law, 2020) |

| Key Topics (numbers) | Sub-Topics (numbers) | Sources |
|----------------------------------|---|--|
| Employee Management Research (7) | Technology (1) | (Buhalis, Papathanassis, & Vafeidou, 2022) |
| | Mass Cruise Tourism (1) | (Renaud, 2020) |
| | COVID-19 (1) | (Gossling, Scott, & Hall, 2021) |
| | Job Motivation (1) | (J. S. Chen & Wang, 2015) |
| | Cruise Ship Experience (1) | (Miles, 2019) |
| | Career Choice - Brain Drain (1) | (Papathanassis, 2021) |
| | Dirty Workers (1) | (Harris & Pressey, 2021) |
| | LGBT (1) | (Jarvis, Weeden, Ladkin, & Taylor, 2022) |
| | Deceptive Behavior (1) | (Pressey & Harris, 2023) |
| Communication Skills (1) | (Sharples, Fletcher-Brown, Sit, & Nieto-Garcia, 2022) | |

Source: Adapted from Rungroueng (2020); Rungroueng (2023a); Rungroueng (2023b); and Rungroueng and Monpanthong (2021)

The information of prior studies was adapted to synthesize issues for future research projects based on Table 3. Following an examination of the literature, it was determined what Supply-Side Research was studied in the past. To evaluate Thailand’s potential for managing cruise tourism at any level in accordance with the opinions of the demand-side or passenger-side, future study should focus on the development and management sub-issues of destinations and cruise ports which require researching. The identification of associated hypotheses is made possible by synthesizing problems from earlier investigations, and this is linked to the degree to which each problem can impact the other 5 aspects, which will be latent variables in subsequent studies. The constructed table identifies searchable points. The solution reveals the elements that contribute to the success of each issue or aspect, using the study’s findings to analyze and develop a policy for Thailand’s cruise tourism based on the problems identified by the synthesis of prior research. This provides a direction for policy making decisions that cover all aspects and dimensions.

While reviewing studies based on their research methodology (Table 4), it was discovered that only a small number of studies could be identified as utilizing a mixed meth-

odology approach; this represents a gap in the current academic state. To close this academic gap and to make up for the lack of literature from this research technique, future studies should adopt a mixed method strategy, integrating both qualitative and quantitative methods to produce a stronger academic output.

While reviewing the literature based on the research method approaches, the quantitative analysis methods from prior research were synthesized as shown in Table 5, The qualitative analysis methods consisted of Thematic Analysis, Content Analysis, Open Space Methodology (OSM), Gioia Method, Coding Analysis, Link Analysis, Documentary Analysis, Critical Analysis of Discourses, Theory-driven Analysis, Sentiment Analysis, Topic Modeling, Semantic Network Analysis, Word Frequency Analysis, Leximancer Analyses, and Network Analysis.

There was no Thailand-related research among internationally available publications (table 6). As a result, future research in this area can add to the body of knowledge in the global academic community. However, no studies were identified as policy-related research, underscoring the significance of this field of research in closing the domestic and global academic divide.

Table 4 Research Method Approaches Applied in Prior Studies

| Approach (frequency) | Methods | Frequency | Percentages |
|---------------------------------|---|-------------------|--------------------|
| Quantitative | Survey | 51 | 30.36 |
| | Secondary data or Documentary | 23 | 13.69 |
| | Experiment | 3 | 1.79 |
| Qualitative | Interview | 22 | 13.10 |
| | Secondary data or Documentary | 20 | 11.90 |
| | Multi-stage | 8 | 4.76 |
| | Observation | 3 | 1.79 |
| | Ethnography | 1 | 0.60 |
| | Autoethnography | 1 | 0.60 |
| | Practice-based Approach | 1 | 0.60 |
| | PAR (Workshop) | 1 | 0.60 |
| | Case study | 1 | 0.60 |
| Mixed | Survey & Interview | 10 | 5.95 |
| | Survey | 2 | 1.19 |
| | Secondary data | 2 | 1.19 |
| | Survey & Secondary data | 1 | 0.60 |
| | Survey & Interview & Mindmaps | 1 | 0.60 |
| | Focus groups & Community meetings & Interviews & Survey | 1 | 0.60 |
| | Interviews & Secondary data & Survey & Case study | 1 | 0.60 |
| | Interview & Survey & GPS tracking | 1 | 0.60 |
| | Survey & Interview & Workshop | 1 | 0.60 |
| | Focus group & Survey | 1 | 0.60 |
| | Survey & Trip diary & GPS tracking & Interview | 1 | 0.60 |
| | Survey & GPS tracking | 1 | 0.60 |
| | Survey & Interview & Participant & Observation & Ethnographic | 1 | 0.60 |
| | Survey & Interview & Observation | 1 | 0.60 |
| | Other | Literature review | 7 |
| Research note | | 1 | 0.60 |
| Total | | 168 | 100 |

Source: Adapted from Rungroueng (2020); Rungroueng (2023a); Rungroueng (2023b); and Rungroueng and Monpanthong (2021)

Table 5 Summary of Data Analysis Methods of Quantitative Studies

| Data analysis methods | Frequency | Percentages |
|--|------------------|--------------------|
| Regression analysis (14) | | |
| Logistic regression analysis (logit model) (4) | | |
| Multinomial logit regression analysis (2) | | |
| Ordinary Least Squares regression (4) | 34 | 20.99 |
| Hierarchical-moderated regression analysis (1) | | |
| Non-linear regression (1) | | |
| Meta-regression (1) | | |

| Data analysis methods | Frequency | Percentages |
|--|------------------|--------------------|
| Quantile regression (1) | | |
| Ordered logit regression analysis (1) | | |
| Least Squares Support Vector Regression Model with Gravitational Search Algorithm (LSSVR-GSA) with big data analysis (1) | | |
| Tobit model analysis & Tobit model regression (Econometric Model) (2) | | |
| Vector Autoregression (VAR) model analysis (1) | | |
| A fixed-effects panel vector autoregression with an exogenous variable (VARX) (1) | | |
| Factor analysis (3) | | |
| EFA (6) | 24 | 14.81 |
| CFA (15) | | |
| Descriptive | 17 | 10.49 |
| ANOVA | 15 | 9.26 |
| SEM | 10 | 6.17 |
| Cluster analysis | 9 | 5.56 |
| PLS-SEM | 6 | 3.70 |
| Chi-squared analysis (2) | | |
| Chi-Square Automatic Interaction Detection (CHAID) analysis (1) | 3 | 1.85 |
| T-tests | 3 | 1.85 |
| PCA | 2 | 1.23 |
| MANOVA | 2 | 1.23 |
| ANCOVA | 2 | 1.23 |
| Correlation analysis (1) | 2 | 1.23 |
| Canonical correlation analysis (1) | | |
| Hybrid-fuzzy segmentation analysis (fuzzy-hybrid cluster) (1) | 2 | 1.23 |
| Fuzzy IPA (1) | | |
| Post-hoc analysis | 2 | 1.23 |
| Confidence-interval | 1 | 0.62 |
| Monothetic analysis | 1 | 0.62 |
| Hedonic Price Modeling (HPM) analysis | 1 | 0.62 |
| Materiality analysis | 1 | 0.62 |
| Shift-share technique analysis | 1 | 0.62 |
| Gravity model | 1 | 0.62 |
| Grey-cloud model | 1 | 0.62 |
| Efficacy coefficient method | 1 | 0.62 |
| Multidimensional scaling (MDS) analysis | 1 | 0.62 |
| Delphi | 1 | 0.62 |
| Meta-analysis | 1 | 0.62 |
| Fixed-effects model | 1 | 0.62 |
| Sobel-goodman mediation tests | 1 | 0.62 |
| Big data analytics | 1 | 0.62 |
| CONCOR analysis | 1 | 0.62 |
| Scientometric analysis | 1 | 0.62 |
| Conjoint analysis | 1 | 0.62 |
| Copula analysis | 1 | 0.62 |

| Data analysis methods | Frequency | Percentages |
|--|------------|-------------|
| Econometric analysis | 1 | 0.62 |
| SARIMA prediction model analysis | 1 | 0.62 |
| Mixed frequency cointegration analysis | 1 | 0.62 |
| Mixed frequency causality analysis | 1 | 0.62 |
| The goal programming synthetic indicator (GPSI) analysis | 1 | 0.62 |
| Data Envelopment Analysis (DEA) | 1 | 0.62 |
| Wind field model | 1 | 0.62 |
| Damage function | 1 | 0.62 |
| Diagnostic tests (stationarity and lag structure) | 1 | 0.62 |
| R package (quanteda) | 1 | 0.62 |
| McNemar test | 1 | 0.62 |
| Total | 162 | 100 |

Source: Adapted from Rungroueng (2020); Rungroueng (2023a); Rungroueng (2023b); and Rungroueng and Monpanthong (2021)

Table 6 Study Locations of Literature

| | North America | South America | Europe | Africa | Asia | Oceania | More than 1 continent | No-specific-place |
|---------------|---------------|---------------|--------|--------|-------|---------|-----------------------|-------------------|
| n=101 | 22 | 4 | 57 | 1 | 28 | 8 | 12 | 36 |
| (100%) | 13.10 | 2.38 | 33.93 | 0.60 | 16.67 | 4.76 | 7.14 | 21.43 |

*some articles could be categorized as based on a single area or country, while some articles studied more than 1 area or country.

| Area-based | Caribbean (5) | Arctic (4) | Asia (2) |
|------------|---------------|-------------------|----------|
| | | Mediterranean (6) | |
| | | Europe (2) | |
| | | Baltic Sea (2) | |

| Country-based | United States of America (17) | Uruguay (3) | Norway (8) | South Africa (2) | China (16) | New Zealand (3) |
|---------------|-------------------------------|-------------|--------------------|------------------|-----------------|-----------------|
| | Jamaica (3) | Brazil (1) | Finland (3) | Seychelles (1) | Indonesia (1) | Australia (6) |
| | Canada (3) | | Spain (20) | | Taiwan (3) | Tonga (1) |
| | Bahamas (2) | | Italy (6) | | South Korea (2) | Fiji (1) |
| | Panama (1) | | Denmark (1) | | Oman (1) | |
| | Honduras (1) | | Sweden (2) | | Singapore (1) | |
| | Greenland (1) | | United Kingdom (3) | | Turkey (1) | |

| North America | South America | Europe | Africa | Asia | Oceania | More than 1 continent | No-specific-place |
|---------------|---------------|-----------------|--------|--------------|---------|-----------------------|-------------------|
| | | French (2) | | Maldives (1) | | | |
| | | Austria (1) | | Malaysia (1) | | | |
| | | Portugal (5) | | Japan (2) | | | |
| | | Netherlands (1) | | Israel (1) | | | |
| | | Russia (1) | | Vietnam (1) | | | |
| | | Slovenia (1) | | Oman (1) | | | |
| | | Germany (2) | | Cyprus (1) | | | |
| | | Iceland (1) | | | | | |
| | | Croatia (1) | | | | | |

Source: Adapted from Rungroueng (2020); Rungroueng (2023a); Rungroueng (2023b); and Rungroueng & Monpanthong (2021)

4. CONCLUSION AND RECOMMENDATIONS

Results of this study employing the four phases of a systematic literature review, enable the subject (Theme) of research works in the context of cruise tourism from 2015 to 2023 to be summarized in the international research database. The present research can be divided into 5 main themes (as shown in Figure 2), specifically:

1. Customer Research
2. Supply-Side Research
3. Cruise Ship Research
4. Overview Research
5. Employee Management Research

Additionally, prior to the COVID-19 epidemic, only a small number of studies that combined factors in terms of total demand and supply in this context were conducted on cruise tourism. Past demand-side research in particular, aims to concentrate on the issue of boosting client retention and loyalty, which has been a significant focus for service providers for a long time, but is nevertheless fragmented (Toh, Rivers, & Ling, 2005). Data has shown that acquiring new consumers is three to five times more expensive than

keeping the ones you already have (Jang & Mattila, 2005; Kotler, Bowen, & Makens, 2003; Napontun & Senachai, 2023; O'Brien & Jones, 1995; Rungroueng & Suveatwatanakul, 2015b). Furthermore, Reichheld and Sasser (1990) explain that these cost advantages result from fewer service and marketing expenses. Decreased price sensitivity of the client, increased client spending, and word-of-mouth recommendations. As a result, maintaining clients, to cut expenses and increase revenue, has become crucial to the survival and success of service businesses in today's fiercely competitive market (Prawira, Susanto, & Prawira, 2023; Reichheld, Robert, & Hopton, 2000; Rungroueng, 2015, 2016; Rungroueng & Charoenbut, 2019; Rungroueng & Suveatwatanakul, 2015a; Varki & Colgate, 2001). Few studies, however, have looked at the supply side. There are especially few studies that have looked at both supply-side and demand-side factors. A goal of future research should be to close this gap in understanding by modeling the relationship between the perceived quality of cruise ports and destinations (supply-side variable), perceived value, and overall satisfaction

(Intermediate variable) and the behavioral intentions of cruise passengers or tourists (demand variable) (Praditbatuga, Treetipbut, & Chantarak, 2022; Rungroueng, 2020; Rungroueng, Chanthothai, & Namzuy, 2016; Rungroueng & Monpanthong, 2021; Terason, Tiwari, Pattanayanon, & Kulwanich, 2022; Vö, 2021).

According to the literature review, among the number of research publications in the Web of Science - ISI SSCI research database that had high impact factors, the variables employed in studies of cruise tourism consisted of the following: 1) Independent variables were Perceived Port Quality, and Perceived Destination Quality; 2) Intermediate variables were Perceived Value of Cruise Tourism, and Overall Satisfaction of Cruise Tourism; 3) Dependent variables were Behavioral Intentions of Cruise Passengers. Future studies should synthesize research findings using both

quantitative and qualitative research approaches. This represents a thorough study in both scope and depth, helping to fill the gaps in the academic and tourism sectors.

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| | |
|--|--|
| <p><u>Step 1: Source and keyword selection</u> Source: ISI Database – SSCI by Categories “Hospitality Leisure Sport Tourism” From: Jan 2015 – May 2023 (over 8 years) Keyword set: Cruise Tourism</p> | <p><u>Step 2: Recording preliminary results</u> Showing result 1st round from keyword search in the twenty-five journals</p> <p style="text-align: center;">Total = 168 articles</p> |
| <p><u>Step 3: Screening related articles</u> Articles were categorized into 5 groups:</p> <ol style="list-style-type: none"> 1. Customer Research (76 articles) 2. Supply-Side Research (59 articles) 3. Cruise Ships Research (14 articles) 4. Overview Research (12 articles) 5. Employee Management Research (7 articles) | <p><u>Step 4 Final articles screening</u> Selection of articles in category 1-5 for application in future research. The results were as follows:</p> <ol style="list-style-type: none"> 1) Independent variables were Perceived Port Quality, Perceived Destination Quality 2) Intermediate variables were Perceived Values of Cruise Tourism, Overall Satisfaction of Cruise Tourism Customers 3) Dependent variables were Behavioral Intentions of Cruise Passengers |

Figure 2 Conclusion

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