Quantitative analyses in cruise tourism studies

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Abstract

This paper investigates the analytical methods that are used in 125 quantitative and empirical cruise tourism studies published from 1984 until and including 2014, as well as the relationship between the applied methods. On average, two different methods were used per study (0.9 bi- or univariate and 1.1 multivariate), but with a slight trend from the former to the latter. During the latest five-year period, 2010–2014, which comprises almost two thirds or 82 of the identified studies, a regression analysis was used in 39%, a factor analysis in 27% and Structural Equation Modeling in as much a 21% of the studies. The relations between the methods are analysed via correlation and factor analysis, and the results are visualised in a multidimensional scaling (MDS) diagram.

Keywords: multivariate analytical techniques; factor analysis; correlations; multidimensional scaling; cruise tourism.

Introduction

This paper investigates the quantitative techniques, hereunder both multivariate and the more simple bivariate/univariate analytical techniques, that are used (and how frequently) in cruise tourism studies published in journals during the period of 1984–2014. In an earlier literature review covering the period until and including 2009, Papathanassis and Bechmann (2011) focused on theory in relation to all cruise studies. This paper focuses strictly on the use of analytical techniques in quantitative, empirical cruise tourism studies, so the thematic focus is more limited than in the mentioned earlier review study, but the time span covered is longer, i.e. until 2014. Across all themes, more cruise tourism studies have been published during the years 2010–2014 than in all earlier years combined.

The purpose of the paper is to investigate the statistical analytical methods that are used in tourism studies and the relationship between the applied methods. Emphasis is put on the period 2010–2014, but earlier years are also covered in this study. In line with the theme of this paper, a quantitative approach is adopted in the review where quantitative methods are applied. In terms of domain for the cruise-related studies included in this paper, emphasis is put on journals from the tourism domain, which will be explained further in the methodology section. After that will follow the results, discussion, and conclusion sections.

Methodology

In this methodology section, the methods for conducting the literature search will be explained. Also, by the end of this methodology section, a brief explanation of the sequence in the analyses undertaken in the results section will be given. The seach of quantitative, empirical, cruise tourism papers were undertaken in an iterative manner as follows:

1. Only studies published in journals are included, i.e. not (edited) books or conference proceedings, working papers or theses.
2. The papers should use at least one statistical analytical technique and be based on an empirical study.
3. Initially, only papers published during the period 2010–2014 were included, but eventually papers from earlier years were also included to give a full overview of the methods in quantitative cruise tourism studies and to give a larger basis for the statistical analysis.
4. Initially, the emphasis was on cruise papers published in tourism journals. The word “tourism” or any of its synonyms were used as seach terms (e.g. travel, hospitality, etc.) plus tourism related journals without the term tourism in the title e.g. Anatolia.
5. All journals with at least two cruise studies mentioned by Papathanassis and Beckmann (2011) were checked for cruise studies.
6. Initially, publisher-specific seach sites, such as sciencedirect.com, Taylor & Francis, sage.com (Tournal of Travel Research), ingentaconnect.com, onlinelibrary.wiley.com (International Journal of Tourism Research), were used. Furthermore, econbiz.de was checked, and one university’s search engine was used.

7. However, Google Scholar (scholar.google.com) eventually became the main and general search engine for cruise tourism articles. Both the general mode and the advanced search mode were used.

8. Initially, and almost throughout, for the period 2010–2014, the requirement that the terms “cruise(s)”, “cruising” or “cruisers” should be in the title of the study was kept. An exception was made in one case for a paper in a special issue about cruises that was published in a tourism journal that did not include the mentioned key term.

9. Eventually, a few further exceptions were made, but in those cases, the term “cruise(s)” was mentioned among the key words. Although more than 10 papers were identified after lifting the strict “cruise in title” requirement, very few of them were quantitative.

10. The abstracts of all papers mentioned in the comprehensive literature study by Papathanassis and Beckmann (2011) were read and the full papers for those studies, which appeared by be quantitative, irrespective of whether or not the term “cruise(s)” etc. was included in the title, were also read.

11. There were relatively few papers listed by Papathanassis and Beckmann (2011) that were from 2009, therefore high-ranking papers in Google Scholar searches were checked, including those without the “cruise in title” requirement.

12. Although the “cruise in title” requirement was lifted, it was hard to find additional cruise-relevant studies. It was the general impression that “cruise” tended to be mentioned in the title if “cruising” was a central theme in the paper rather than a side aspect.

13. Lists of high ranking tourism journals were noticed and we checked whether or not any major ones with special names that did not include the term “tourism” were missed.

14. Studies from certain foreign language domains were not included. It was generally not considered to be enougth that only the abstract was available in English.

15. The bibliographies of the most recently published cruise tourism papers (from the current year) were checked to see if the papers sited in these had been identified.

Online and national library sources, including all national university libraries, were used to get the article in full text, at least for those that appeared to be quantitative, based on the abstract and key words. In addition to the bibliographic information about the different publications, it was also noted

how many times that each article was cited, according to Google Scholar, cf. next section. For each of the empirical quantitative studies that could be sourced in full text, it was noted which statistical analytical technique(s) were used for each cruise study, as well as how many cases (respondents etc.) that each study was based upon, cf. Tables 1 and 2 in the next section. This is followed by a correlation matrix, Table 3, which is then illustrated visually in the multidimensional scaling (MDS) analysis in Figure 1.

The factor analyses form groups of variables (Table 4), which are then superimposed on the final MDS diagram (Figure 2). Obviously, the same sequence of analysis can be applied in other cruise-related contexts on other datasets. MDS has been applied in a cruise-related study only once before, in Moscardo, Morrison, Cai, Nadkami and O'Leary's (1996) work, i.e. a long time ago. Applications of MDS in tourism studies in general was reviewed by Marcussen (2014). Applications of MDS in tourism studies in general 108 was reviewed by Marcussen (2014), and an additional application if MDS combined with factor analysis - specifically in the context of cruise tourism – can be found in Marcussen (2016).

Results

The variables used are introduced in Table 1. The first column is the name of the variable, followed by a short description. The 125 studies (N) that are included in the analysis are from the period 1984 to 2014. "Yes" has been coded as "1" and "no" as "0". An average of 2.66 people were in the writing teams. In all, 91% of the 125 studies included variants of the term "cruise" in the title and 68% of the papers were from tourism journals.

Going down the list of variables in Table 1, it should be mentioned that "averages_CI" means that the paper gets "1" if it includes "confidence intervals" (CIs) or "standard deviations" (SDs). The two last lines are the number of citations mentioned in Google Scholar for that publication at the end of October 2014. Older publications tended to be cited more than did the more recent studies. Therefore, the weighted number of citations has been calculated as the actual number of citations for the paper divided by the average number of citations for all papers for the given year and multiplied by the average number of citations per paper for all years.

A brief mention of each of the techniques is considered appropriate, although the incumbent methods mentioned in this paper are explained in standard textbooks on the topic, e.g. Green, Tull and Albaum (1988) or other editions. SEM, Structural Equation Modeling (spelled Modelling in

British English, but the American variant dominates in literature about the technique) is a way of simultaneously analysing the relationship between multiple variables. Confirmatory Factor Analysis (CFA) and path analysis are some of the techniques that are closely associated with SEM, and therefore usage of CFA is recorded as SEM. There may be more than one dependent variable in SEM, unlike in simple or multiple regression analysis, which can have only one dependent variable (at a time).

Factor analysis, now sometimes referred to as Exploratory Factor Analysis (EFA), groups columns (variables) into a data matrix to differentiate it from CFA, whereas a cluster analysis groups lines (observations, respondents, etc.) into two or more groups. The ANOVA tests if there are significant differences in the means of several groups. The MANOVA (multiple analysis of variance) uses cross-tables rather than frequency-tables. T-tests are used to determine whether or not there is a significant difference between the means of two groups only (and not three or more groups like in ANOVA).

SEM, multiple regression, factor analysis, cluster analysis and MCA are multivariate techniques. Another multivariate technique is Multidimensional Scaling (MDS), which is a visualisation technique that can work on both continuous and categorical (0–1) variables. MDS is used later in this study. Likewise, a Multiple Correspondence Analysis (MCA) is, like MDS, a way of visualising the relationship between multiple variables, but MCA can only work on categorical data. MDS, on the other hand, works well both on both dummy-codes, 0–1, that are categorically-scaled variables and variables of other scaling levels.

Almost two thirds (or 82) of the 125 quantitative cruise studies are from 2010–2014, and one third, or 43, are from 2009 or earlier, cf. the last lines in Table 2, part B (and part C). In Table 2, “1” means yes and “0” means no. The authors of each cruise study are mentioned in the first column in Table 2, followed by the year of publication. The full bibliographic details of all of the publications listed in Table 2 are mentioned in the references.

Table 3 shows the correlations between pairs of variables. Comments shall be made method-by-method, with the most frequently-used methods mentioned first, based on the most recent five-year period. Only the main multivariate methods will be commented upon.

Tables 1 and 2 (final summaries at the end of the table in part B, and in less detail by the end of part C) show that for the period 1984–2014, under one, as well as for the latest 5-year period of 2010–2014, regression analyses in different variants are the most commonly used analytical technique, i.e. variants of the technique were used in about 38% of the studies. Regression

analysis does not have a significant positive correlation with any of the other techniques. Logistic regression (logit) is a variant of regression analysis requiring a categorically-dependent variable. Logistic regression (logit) is used rather frequently in the medical sciences, hereunder in studies reporting on the health aspects of cruise travel. Logistic regression is also being increasingly applied in marketing and tourism studies, including studies in cruise tourism (Qu & Ping, 1999; De La Vina & Ford, 2001; Brida & Risso, 2010; Elliot & Choi, 2011; Brida, & Coletti, 2012a; Brida, Bukstein, Garrido & Tealde, 2012b; Castillo-Manzano, Lopez-Valpuesta & Alanís, 2014; Brida, Bukstein & Tealde, 2014a).

Factor and cluster analyses are often used in the same studies (as indicated by the strongly significant correlation of 0.332 between the corresponding variables in Table 3), but a factor analysis is used twice as often in cruise-related studies than is cluster analysis, i.e. in 27% and 14% of the studies, respectively, for all years under one.

SEM in cruise studies is particularly associated with J.F. Petrick of the Texas A&M University. Out of the 25 SEM studies in cruise tourism, J.F. Petrick was involved in 12, i.e. three alone (Petrick, 2003, 2004a, 2004b), four with X. Li (Li & Petrick, 2008a, 2008b, 2010a, 2010b), and five along with K. Hung (Hung & Petrick, 2010, 2011a, 2011b, 2012a, 2012b). The first SEM study in cruising was, however, a rarely-cited study by Testa and Sullivan (2002). The most cited of any cruise tourism study is by Petrick (2004b), which focused on the satisfaction and loyalty of cruise passengers. These concepts (satisfaction and loyalty) have also been the main topics of most of the published cruise studies, and of tourism studies in general that apply SEM. Silvestre, Santos, and Ramalho's (2008) work is a European example of a cruise tourism study applying SEM that also focuses on satisfaction and loyalty.

As mentioned previously, Petrick authored or co-authored (together with either Hung or Li) 12 cruise studies that applied SEM. Following these 12 studies are four cruise studies that apply MANOVA analyses, invariably in combination with an ANOVA (Petrick, 2004a, 2005, 2011; Petrick, Tonner & Quinn, 2006). Finally Petrick and Sirakaya (2004) used a k-means cluster analysis in combination with t-tests. This brings the total number of quantitative cruise papers (co-)authored by J.F. Petrick to (at least) 17 until 2014. This far, this number has not been topped by anyone.

In all, 14 of the 17 studies utilised three surveys, with 792, 554 and 897 respondents, respectively. However, at least 15 quantitative cruise studies involve J.B. Brida of Italy, always with one, two or three co-authors (Brida et al. 2010, 2011, 2012a, 2012b, 2012c, 2012d, 2012e, 2012f, 2012g, 2013, 2014a, 2014b, 2014c, 2014d, 2014e). For a list of Brida's co-authors, see the references. Brida et al. used a factor analysis in eight of the 15 studies, and a cluster analysis in six, mostly in

combination. Five studies used regression analysis and one used SEM, cf. Table 2. Brida et al. and Petrick, Hung and Petrick and Li and Petrick thus account for as many as 32 (or 26%, more than one in four) of the 125 quantitative cruise studies identified, leaving 91 for all other authors.

The positive and negative correlations of Table 3 – or the corresponding proximities and distances – leads to Figure 1, which is a graphical representation of the results from Table 3. Fifteen of the variables from Table 3 are represented by one object point each in the MDS diagram of Figure 1. Those variables that are highly positively correlated are clearly positioned close together in Figure 1, and vice versa. Multidimensional scaling, MDS, is a descriptive technique that does not include any tests in itself, except for the overall fit measure, which is fine in Figure 1, of close to 95%. However, in Table 3, we have already noticed the correlations, pairwise, that are significant, positively or negatively.

In order to elaborate on the interpretation of Figure 1, a factor analysis is undertaken in Table 4. Six components, factors, or groups of variables are identified. Together, this explains 70.6% of the variation in the dataset of 125 cases and the 15 variables included in the factor analysis. (1) Factor analysis and cluster analysis are typical multivariate techniques that are often used in many cruise studies that were published by Brida et al. in 2010–2014. (2) Petrick, along and together with Li and with Hung, has used Structural Equation Modeling, SEM, in a dozen of his 17 quantitative cruise tourism studies published from 2003 until 2014. (3) ANOVA is sometimes supplemented with the use of the slightly more-advanced MANOVA technique. (4a) Regression analysis is not associated with any particular one of the other analytical techniques. (4b) Chi square and t-tests are typical bivariate techniques. (5) Averages with SD, standard deviation, or CI, confidence intervals, as well as correlations, are other typical uni- and bivariate techniques. (6) MCA, multiple correspondence analysis, is not grouped with any of the other techniques, and is rarely used in cruise studies. The groups identified in the factor analysis of Table 4 are, finally, superimposed on Figure 1, which is illustrated with circles in Figure 2, completing the analysis. The vertical axis in Figure 2 is the multivariate-univariate distinction.

Further analyses have been undertaken, although these are not presented in the tables. For example, a “K-means cluster analysis” was used to form two clusters of papers. Cluster one consists of 37 publications that either do not make use any multivariate techniques, or they use at least two bi-/univariate techniques. Cluster two consists of 88 publications, which all use at least one multivariate technique, and excludes all those from cluster one. This completes the explanation of the results and analyses undertaken.

Discussion

One might be curious about which of the included variables, if any, can explain the number of citations that each paper received. A step-wise multiple regression analysis was performed, based on 75 studies from the "tourism" domain only and only studies with the term "cruise" in the title. In this subsection of papers, it turned out that the two best techniques for gaining citations are SEM, Structural Equation Modeling, and the bivariate technique "correlations". Table 3, which is based on all 125 quantitative studies, shows the same: SEM correlates most significantly both with the absolute number of citations and with the number of citations adjusted for year of publication. In addition, "correlations" comes in second, cf. the two last lines in Table 3. Many other techniques, whether multivariate or bi-/univariate, do not appear to contribute positively to the number of citations, either before or after controlling for the time span since publication.

As a result, the same conclusions can often be reached by using simple techniques, such as correlations, chi-square or t-tests on one hand, and multivariate techniques, such as multiple regression analysis on the other. Therefore, it is argued that advanced techniques are not always superior to simple ones. But the most appropriate methods should be selected in each instance, probably starting with the simple ones and then elaborating on the analyses by using multivariate techniques. Many (cruise) tourism studies have used SEM and almost all of them focusing on variations and elaborations of the theme "satisfaction leads to loyalty". Although this is a very important theme, it is perhaps time that SEM also shows its applicability in other tourism and cruise-related contexts. Illustrating relationships between constructs in a conceptual model and testing these are not restricted to any specific technique. MDS or simple correlations can help to uncover which constructs are closely related, and may be helpful when designing conceptual models illustrating the relationships between constructs.

Conclusion

This paper identifies 82 cruise-related empirical and quantitative cruise tourism studies that were published during the period of 2010–2014, and makes comparisons with 43 similar papers published in 1984–2009. A structured review of the analytical methods used in all of these 125 studies, as well as the relationships between the methods, is undertaken. On average, two different methods were used per study (0.9 bi- or univariate and 1.1 multivariate), with four typically being the maximum, since only one study used five techniques. Only three of the 125 studies used more than two uni-/bivariate techniques, and only five of the 125 used more than two multivariate

techniques. During the latest period, 2010–2014, a regression analysis was used in 39% of the studies, factor analysis in 32% and structural equation modeling [modelling] in 22%. Cluster analysis was use in 14% of the studies, MANOVA in 7%, and Multiple Correspondence Analysis in 2%. Just one cruise-related study (1%) used MDS, multidimensional scaling, and it was almost 20 years ago (Moscardo et al., 1996). A correlation analysis, not including MDS due to its rare usage, is applied to explore the techniques thar are used together. Groups of techniques, along with selected authors, are formed through the use of the (exploratory) factor analysis, and finally a MDS diagram visualises the relationships between the different techniques.

Based on a factor analysis of 15 variables resulting in six factors, accounting for about 70% of the variation in the data set of 125 quantitative cruise studies, a short summary of this study is as follows: Factor analysis and cluster analysis are typical multivariate analyses often used by Brida et al. in cruise-related studies (14% of variation). Petrick et al. are the primary proponents of SEM in cruise studies (13% of variation). ANOVA and MANOVA are typically used in conjunction (12% of variation). Regression analysis is a multivariate analytical tool that may be used alone (6% of variation), whereas both chi-square and t-tests are typical simple analytical techniques (6% of variation). Averages with standard deviations (SD) or confidence intervals (CI) and correlations are other typical uni- and bivariate techniques (11% of variation). Finally, Multiple Correspondence Analysis, MCA, is rarely used in quantitative cruise studies (8% of variation). The mentioned relationships, i.e. the result of the factor analysis, are illustrated in a MDS diagram, by means of a multidimensional scaling technique, which, in this study, was used for the first time since 1996 in the context of quantitative cruise tourism analyses.

It cannot be concluded from this study that quantitative studies in general have become more popular in cruise tourism studies during the 2010–2014 period than in the previous period. However, within the quantitative, empirical, cruise tourism studies, there is a trend (but not strongly significant) towards an increased use of multivariate techniques, as indicated in the correlation analysis.

Table 1. Basic information about the study's variables

Variable	Description	Sum	Mean	Median	N	Min.	Max.	SD
Year	Year of publishing		2009.0	2011	125	1984	2014	5.64
Team	Persons in writing team	332	2.66	2	125	1	7	1.39
Cruise_title	Cruise is in title	114	91%	1	125	0	1	0.28
Tourism	Tourism journal	85	68%	1	125	0	1	0.47
Quant	Quantitative study	125	1.00	1	125	1	1	0.00
Cases	No of cases in the study	160828	1363	425	118	1	30422	3602
SEM	Structural Equation Modeling	26	21%	0	125	0	1	0.41
Regression	Multiple regression analysis	49	39%	0	125	0	1	0.49
Factor	Factor analysis	34	27%	0	125	0	1	0.45
Cluster	Cluster analysis	18	14%	0	125	0	1	0.35
MCA	Multiple correspondent ana.	2	2%	0	125	0	1	0.13
MANOVA	Multiple ANOVA	9	7%	0	125	0	1	0.26
ANOVA	Analysis of variance	19	15%	0	125	0	1	0.36
ttests	T-tests	16	13%	0	125	0	1	0.34
Correlations	Correlation analysis	24	19%	0	125	0	1	0.40
Chi_square	Chi square analysis	21	17%	0	125	0	1	0.38
Averages_CI	Averages with SD or CI	32	26%	0	125	0	1	0.44
Techniques	No. of analytical techniques	248	1.98	2	125	0	5	1.01
Multivariate	No. of multivariate techniques	138	1.10	1	125	0	3	0.80
Univariate	No. of bi- or univariate tech.	110	.88	1	125	0	4	0.87
Brida et al	Team includes J.G. Brida	15	12%	0	125	0	1	0.33
Petrick_Hung_Li	Team includes Petrick	17	14%	0	125	0	1	0.34
Count	Counter for observations	125	1.00	1	125	1	1	0.00
Cited_by	Citations, Google Scholar	3206	25.6	6	125	0	420	52.88
Cited_by_W	Citations, weighted, adjust.	3814	30.5	18	125	0.00	183	36.99

Table 2. Quantitative empirical cruise tourism studies and analytical techniques (Part A: 2012–2014)

Authors	Year	Team	Tourism	Cruise_title	SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi_square	Averages_Cl	Techniques	Multivariate	Bi_Univariate	Count	Cited_by	Cited_by_W
Bhadauria, A., Bhatnagar, An	2014	3		1		1										1	1		1	0	0.00
Bowen, C., Fidgeon, P., & Pa	2014	3	1	1										1		1		1	1	3	74.33
Brejla, P., & Gilbert, D.	2014	2	1	1									1			1		1	1	3	74.33
Brida, J.G., Bukstein, D., & T	2014a	3	1	1		1										1	1		1	0	0.00
Brida, J.G., Del Chiappa, G.,	2014b	4	1	1			1			1	1					3	2	1	1	4	99.10
Brida, J.G., Fasone, V., & Sc	2014c	3	1	1		1										1	1		1	2	49.55
Brida, J.G., Fasone, V., Scud	2014d	4		1			1	1								2	2		1	0	0.00
Brida, J.G., Scuderi, R., & Se	2014e	3	1	1			1	1								2	2		1	4	99.10
Castillo-Manzano, J.I., Lopez-	2014	3	1	1		1										1	1		1	0	0.00
Castillo-Manzano, J.I., Xavier	2014	3		1		1							1			2	1	1	1	0	0.00
Cuhadar, M., Cogurcu, I., & K	2014	3		1		1										1	1		1	0	0.00
Del Chiappa, G. & Abbate, T.	2014	2	1	1			1	1								2	2		1	1	24.78
Esteve-Perez, J., & Garcia-Sa	2014	2		1		1	1									2	2		1	0	0.00
Fan, D.X.F. & Hsu, C.H.C.	2014	2	1	1	1		1									2	2		1	1	24.78
Fernandes, E.G., de Souza, F	2014	7		1		1									1	2	1	1	1	0	0.00
Forgas-Coll, S., Palau-Saume	2014	4		1	1								1			2	1	1	1	0	0.00
Hwang, J., & Han, H.	2014	2	1	1	1										1	2	1	1	1	6	148.66
Lebrun, A.	2014	1	1	1					1	1	1					3	2	1	1	0	0.00
Satta, G., Parola, F., Penco,	2014	4	1	1		1							1			2	1	1	1	1	24.78
Schutz, L., Zak, D., & Holmes	2014	3		1											1	1		1	1	0	0.00
Wang, Y., Jung, K., Yeo, G.T	2014	4	1	1			1									1	1		1	1	24.78
Yi, S., Day, J. & Cai, L.A.	2014	3	1	1	1		1									2	2		1	1	24.78
Zhang, Z., Ye, Q., Song, H., &	2014	4	1	1		1									1	2	1	1	1	2	49.55
Baker, D.	2013	1		1							1				1	2		2	1	0	0.00
Brida, J.G., Pulina, M., Riaño	2013	4	1	1			1	1								2	2		1	7	98.66
Henthorne, T.L., George, B.P.	2013	3	1	1	1						1	1		1		4	1	3	1	2	28.19
Hyun, S.S., & Han, H.	2013	2	1	1	1											1	1		1	2	28.19
Kofjac, D., Škuric, M., Dragov	2013	4		1		1										1	1		1	0	0.00
Kuwornu, M.K.M., Rosecky, I	2013	3		1				1			1		1			3	1	2	1	0	0.00
Larsen, S., Wolff, K., Marnbur	2013	4	1	1								1	1	1	1	4		4	1	4	56.38
Lee, S., & Ramdeen, C.	2013	2	1	1		1										1	1		1	5	70.47
Papathanassis, A., Matuszew	2013	3	1	1									1			1		1	1	1	14.09
Pavlic, I.	2013	1	1	1		1										1	1		1	1	14.09
Pranic, L., Marušic, Z., & Sev	2013	3		1		1	1				1			1		4	2	2	1	0	0.00
Scott, L.	2013	1	1	1		1									1	2	1	1	1	0	0.00
Thomas, M., Bloor, M., & Litt	2013	3		1		1									1	2	1	1	1	0	0.00
Thurau, B., Seekamp, E., Car	2013	4	1	1			1	1						1	1	4	2	2	1	0	0.00
Beric, D., & Jovicic, A.	2012	2		1										1		1		1	1	0	0.00
Brida, J.G., & Coletti, P.	2012a	2	1	1		1							1	1		3	1	2	1	4	27.16
Brida, J.G., Bukstein, D., Gar	2012b	4	1	1		1										1	1		1	8	54.31
Brida, J.G., Del Chiappa, G.,	2012c	4		1		1	1									2	2		1	2	13.58
Brida, J.G., Del Chiappa, G.,	2012d	4	1	1			1			1						2	2		1	5	33.95
Brida, J.G., Garrido, N., & De	2012e	3		1			1	1								2	2		1	4	27.16
Brida, J.G., Pulina, M., Riaño	2012f	4		1		1	1	1			1					4	3	1	1	15	101.84
Brida, J.G., Pulina, M., Riaño	2012g	5	1	1	1											1	1		1	5	33.95
Cave, J.B.J., Lee, J., De Cote	2012	3	1	1							1	1		1	1	4		4	1	1	6.79
Hung, K., & Petrick, J.F.	2012a	2	1	1	1		1						1			3	2	1	1	7	47.52
Hung, K., & Petrick, J.F.	2012b	2	1		1										1	2	1	1	1	27	183.31

Authors	Year	Team	Tourism	Cruise_title	SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi_square	Averages_Cl	Techniques	Multivariate	Bi_Univariate	Count	Cited_by	Cited_by_W

Table 2. Quantitative empirical cruise tourism studies and analytical techniques (Part B: 2010–2012)

Authors	Year	Team	Tourism	Cruise_title	SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi_square	Averages_Cl	Techniques	Multivariate	Bi_Univariate	Count	Cited_by	Cited_by_W
Josiam, B.M, Huang, T., Bahu	2012	5	1	1				1								1	1		1	1	6.79
Juan, P., & Chen, H.	2012	2	1	1							1	1				2		2	1	2	13.58
Larsen, S., Marnburg, E., & Ø	2012	3	1	1		1	1						1			3	2	1	1	15	101.84
Lusby, C., Autry, C., & Ander	2012	3		1							1	1				2		2	1	0	0.00
Papathanassis, A.	2012	1	1	1							1					1		1	1	5	33.95
Perucic, D., & Puh, B.	2012	2	1	1										1		1		1	1	1	6.79
Petit-Charles, N., & Marques,	2012	2	1	1		1										1	1		1	2	13.58
Xie, H.J., Kerstetter, D.L., & M	2012	3	1	1			1					1				2	1	1	1	4	27.16
Bresson, G., & Logossah, K.	2011	2	1	1		1										1	1		1	19	51.70
Brida, J.G., Riaño, E., & Agui	2011	3	1	1				1								1	1		1	10	27.21
Elliot, S., & Choi, H.S.C.	2011	2	1	1		1	1	1								3	3		1	0	0.00
Hung, K., & Petrick, J.F.	2011a	2	1	1	1		1									2	2		1	20	54.42
Hung, K., & Petrick, J.F.	2011b	2	1	1	1		1						1			3	2	1	1	39	106.13
Jones, R.V.	2011	1	1	1								1				1		1	1	2	5.44
Meng, S., Liang, G., & Yang,	2011	3		1	1								1	1		3	1	2	1	25	68.03
Ng, I., & Yip, N.K.T.	2011	2		1		1										1	1		1	0	0.00
Papathanassis, A., & Brejla, I	2011	2	1	1									1		1	2		2	1	0	0.00
Paris, M. & Cody, T.V.	2011	2	1	1				1	1							2	2		1	1	2.72
Petrick, J.F.	2011	1	1	1				1		1	1			1		4	2	2	1	4	10.88
Sun, X., Gauri, D.K., & Webs	2011	3		1		1										1	1		1	11	29.93
Wikswo, M.E., Cortes, J., Ha	2011	7		1		1								1		2	1	1	1	25	68.03
Andriotis, K., & Agiomirgianak	2010	2	1	1			1									1	1		1	31	31.63
Brida, J.G., & Risso, W.A.	2010	2	1	1		1										1	1		1	7	7.14
Dahl, E.	2010	1		1										1		1		1	1	1	1.02
Diedrich, A.	2010	1		1											1	1		1	1	4	4.08
Douglas, A.C., Mills, J.E., & I	2010	3	1	1	1		1									2	2		1	1	1.02
Gian M. Novaro, Howard S. B	2010	7		1								1		1		2		2	1	7	7.14
Hosany, S.	2010	1	1	1	1	1							1		1	4	2	2	1	89	90.80
Huang, J., & Hsu, C.H.C.	2010	2	1	1	1											1	1		1	58	59.17
Hung, K., & Petrick, J.F.	2010	2	1	1	1		1						1			3	2	1	1	50	51.01
Jansen, J.K., Boveng, P.L., D	2010	4		1		1									1	2	1	1	1	13	13.26
Li, X., & Petrick, J.F.	2010a	2		1	1	1	1									3	3		1	17	17.34
Li, X., & Petrick, J.F.	2010b	2			1	1										2	2		1	16	16.32
Teye, V., & Paris, C.M.	2010	2	1	1			1									1	1		1	4	4.08
82 studies, 2010-2014		229	54	80	18	32	26	13	2	4	12	8	15	14	15	159	95	64	**82**	613	2490
43 studies, 1984-2009		103	31	34	8	17	8	5	0	5	7	7	8	7	17	90	44	45	**43**	2593	1324
125 studies, 1984-2009		332	85	114	26	49	34	18	2	9	19	15	23	21	32	249	139	109	**125**	3206	3814
223 other, 1983-2014		461	125	189															221	4414	3806
348 studies, 1983-2014		793	210	303															346	7620	7620
Percentages in the three lines below:																					
82 studies, 2010-2014		2.79	**66**	**98**	**22**	**39**	**32**	**16**	**2**	**5**	**15**	**10**	**18**	**17**	**18**	1.9	1.2	0.8		7.48	30.37
43 studies, 1984-2009		2.40	**72**	**79**	**19**	**40**	**19**	**12**	**0**	**12**	**16**	**16**	**19**	**16**	**40**	2.1	1.0	1.0		60.30	30.79
125 studies, 1984-2009		2.66	**68**	**91**	**21**	**39**	**27**	**14**	**2**	**7**	**15**	**12**	**18**	**17**	**26**	2.0	1.1	0.9		25.65	30.52
223 other, 1983-2014		2.09	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**					19.97	17.22
348 studies, 1983-2014		2.29																		22.02	22.02

Authors	Year	Team	Tourism	Cruise_title	SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi_square	Averages_Cl	Techniques	Multivariate	Bi_Univariate	Count	Cited_by	Cited_by_W

Table 2. Quantitative empirical cruise tourism studies and analytical techniques (Part C: 1984–2009)

Authors	Year	Team	Tourism	Cruise_title	SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi_square	Averages_Cl	Techniques	Multivariate	Bi_Univariate	Count	Cited_by	Cited_by_W
Lois, P.	2009	1	1	1								1			1	2		2	1	0	0.00
Pratt, S., & Blake, A.	2009	2	1	1		1										1	1		1	13	9.95
Semeniuk, C.A., Haider, W.,	2009	4				1									1	2	1	1	1	28	21.43
Testa, M.	2009	1	1				1			1		1				3	2	1	1	41	31.38
Li, X., & Petrick, J.F.	2008a	2	1		1	1							1			3	2	1	1	79	60.46
Li, X., & Petrick, J.F.	2008b	2	1	1	1	1	1									3	3		1	38	29.08
Brownell, J.	2008	1	1									1			1	2		2	1	33	25.26
Chimonas, M.-A., Vaughan, C	2008	6		1		1										1	1		1	25	19.13
Neri, A., Cramer, E., Vaughar	2008	5		1		1										1	1		1	24	18.37
Shaw, M., & Leggat, P.	2008	2										1				1		1	1	9	6.89
Sobotta, B., John, M., & Nitsc	2008	3		1											1	1		1	1	10	7.65
Jones, R.	2007	1		1			1	1					1		1	4	2	2	1	27	20.66
Thurau, B.B., Carver, A.D., M	2007	5	1	1			1	1						1		3	2	1	1	15	11.48
Cramer, E., Blanton, C., Blan	2006	6		1		1									1	2	1	1	1	39	29.85
Gabe, T., Lynch, C., & McCor	2006	3	1	1		1									1	2	1	1	1	45	34.44
Petrick, J.F., Tonner, C., & Q	2006	3	1	1						1	1	1				3	1	2	1	64	48.98
Duman, T., & Mattila, A.	2005	2	1	1	1								1			2	1	1	1	229	175.26
Kerstetter, D.L., Yin Yen, I., &	2005	3	1	1	1			1			1				1	4	2	1	1	16	12.25
Petrick, J.F.	2005	1	1	1			1	1		1	1			1		5	3	2	1	85	65.05
Petrick, J.F.	2004a	1	1		1						1					2	1	1	1	199	74.14
Petrick, J.F.	2004b	1	1	1	1								1			2	1	1	1	420	156.47
Petrick, J.F.	2004c	1	1							1	1	1				3	1	2	1	213	79.35
Petrick, J.F., & Sirakaya, E.	2004	2	1	1				1				1		1		3	1	2	1	67	24.96
Sirakaya, E., Petrick, J., & Cl	2004	3	1			1	1						1		1	4	2	2	1	79	29.43
Chase, G.L., & McKee, D.L.	2003	2	1	1		1										1	1		1	26	9.69
Cramer, E., Gu, D., & Durbin,	2003	3		1		1									1	2	1	1	1	38	14.16
Petrick, J.F.	2003	1	1		1	1										2	2		1	72	26.82
Testa, M.	2002	1	1	1						1	1			1		3	1	2	1	36	13.41
Testa, M., & Sullivan, K.	2002	2	1	1	1								1			2	1	1	1	3	1.12
Teye, V., & Leclerc, D.	2002	2	1	1			1									1	1		1	31	11.55
De La Vina, L., & Ford, J.	2001	2	1	1		1									1	2	1	1	1	61	22.72
Gahlinger, P.	2000	1		1		1										1	1		1	21	7.82
Henthorne, T.	2000	1	1	1		1	1						1		1	4	2	2	1	76	28.31
Miller, J., Tam, T., Maloney, S	2000	6		1										1		1		1	1	99	36.88
Qu, H., & Ping, E.	1999	2	1	1		1									1	2	1	1	1	119	57.24
Dahl, E.	1999	1		1										1		1		1	1	27	12.99
Testa, M., Williams, J., & Pie	1998	3	1	1									1		1	2		2	1	24	11.54
Teye, V., & Leclerc, D.	1998	2	1	1											1	1		1	1	93	44.74
Morrison, A.M., Yang, C.H., C	1996	4	1	1							1			1		2		2	1	21	10.10
Moscardo, G., Morrison, A.M.	1996	5	1	1												1	1		1	22	10.58
Marti, B.	1995	1	1	1											1	1		1	1	7	3.37
Marti, B.	1986	1	1	1											1	1		1	1	13	6.25
Molinero, C.M., & Mitsis, S.N	1984	2		1		1										1	1		1	6	2.89
82 studies, 2010-2014		229	54	80	18	32	26	13	2	4	12	8	15	14	15	159	95	64	**82**	613	2490
43 studies, 1984-2009		103	31	34	8	17	8	5	0	5	7	7	8	7	17	90	44	45	**43**	2593	1324
125 studies, 1984-2009		332	85	114	26	49	34	18	2	9	19	15	23	21	32	249	139	109	**125**	3206	3814
223 other, 1983-2014		461	125	189															221	4414	3806
348 studies, 1983-2014		793	210	303															346	7620	7620

Authors	Year	Team	Tourism	Cruise_title	SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi_square	Averages_Cl	Techniques	Multivariate	Bi_Univariate	Count	Cited_by	Cited_by_W

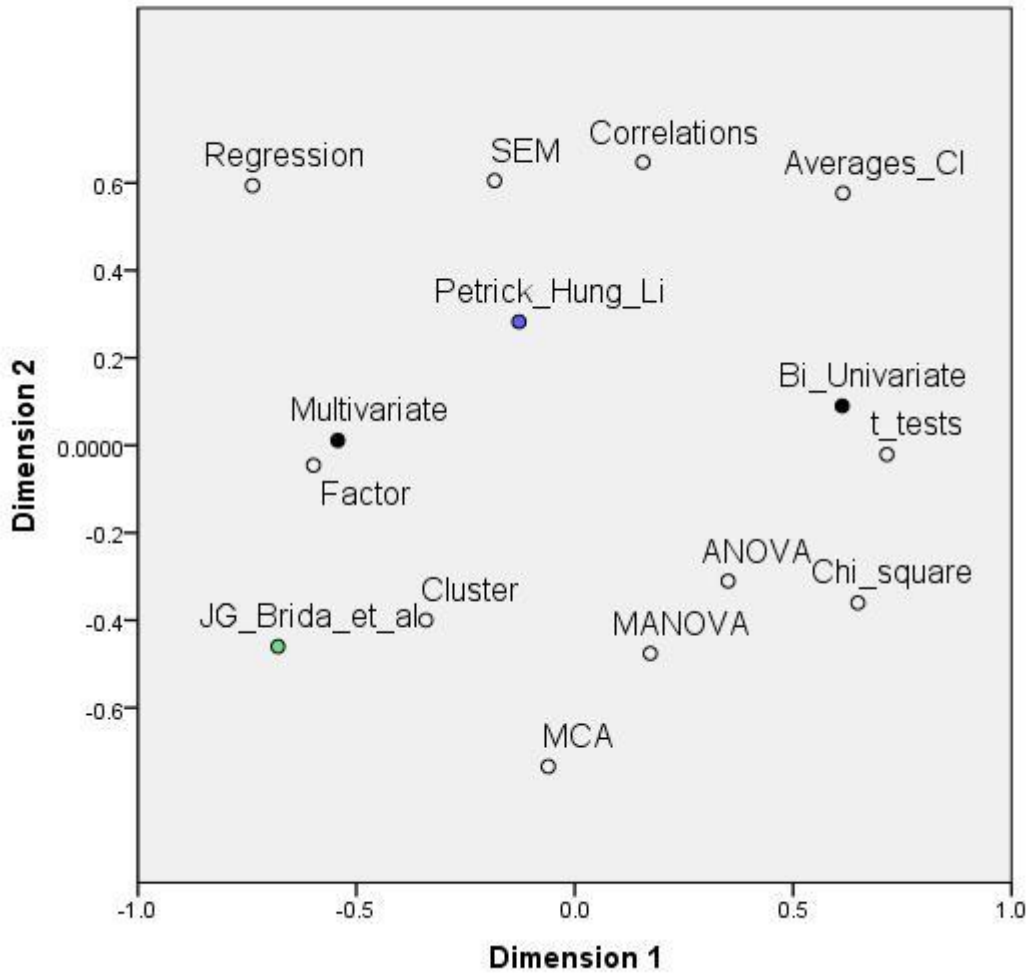
Table 3. Correlations between 11 analytical techniques and other selected variables

	Correlations	1	2	3	4	5	6	7	8	9	10	11	12	13
		SEM	Regression	Factor	Cluster	MCA	MANOVA	ANOVA	t-tests	Correlations	Chi square	Avera-ges CI	Multivariate	Bi- / Univariate
1	SEM	1	-.189*	.094	-.202*	-.065		-.095	-.126	.276**	-.122	-.154	.302**	-.093
2	Regression	-.189*	1	-.112	-.218*	-.101	-.221*	-.231*	-.293**	-.034	-.223*	.083	.272**	-.277**
3	Factor	.094	-.112	1	.332**	-.079	.106	-.050	-.119	.030	-.087	-.191*	.693**	-.187*
4	Cluster	-.202*	-.218*	.332**	1	.135	.068	.101	-.077	-.071	.131	-.124	.434**	-.025
5	MCA	-.065	-.101	-.079	.135	1	.211*	.129	-.048	-.062	-.058	-.075	.149	-.056
6	MANOVA	-.142	-.221*	.106	.068	.211*	1	.502**	.182*	-.135	.121	-.163	.206*	.185*
7	ANOVA	-.095	-.231*	-.050	.101	.129	.502**	1	.267**	-.140	.240**	-.134	.011	.486**
8	ttests	-.126	-.293**	-.119	-.077	-.048	.182*	.267**	1	-.115	.161	.013	-.295**	.515**
9	Correlations	.276**	-.034	.030	-.071	-.062	-.135	-.140	-.115	1	-.051	.058	.052	.359**
10	Chi_square	-.122	-.223*	-.087	.131	-.058	.121	.240**	.161	-.051	1	-.114	-.162	.516**
11	Averages_CI	-.154	.083	-.191*	-.124	-.075	-.163	-.134	.013	.058	-.114	1	-.257**	.430**
12	Multivariate	.302**	.272**	.693**	.434**	.149	.206*	.011	-.295**	.052	-.162	-.257**	1	-.284**
13	Bi_Univariate	-.093	-.277**	-.187*	-.025	-.056	.185*	.486**	.515**	.359**	.516**	.430**	-.284**	1
14	JG_Brida_et_al	-.126	.065	.214*	.283**	-.048	.086	-.014	-.139	-.115	-.103	-.216*	.210*	-.265**
15	Petrick_Hung_Li	.500**	.036	.245**	-.113	-.036	.251**	-.116	-.105	.186*	-.127	-.091	.365**	-.105
16	Year	.064	.045	.165	.124	.078	-.026	.018	.030	.012	-.041	-.194*	.183*	-.092
17	Cruise_title	-.196*	.012	.066	.126	.040	-.131	-.031	-.231**	.004	.142	-.081	-.037	-.077
18	Tourism	.178*	-.276**	.119	.027	.089	.195*	.042	.100	.110	-.054	-.037	.079	.063
19	Team	-.167	.169	.008	.064	-.107	-.156	-.130	-.051	-.092	.143	-.046	-.009	-.076
20	Cited_by	.289**	-.081	-.087	-.088	-.061	.129	.081	.029	.228*	-.047	.013	.047	.134
21	Cited_by_W	.401**	-.112	.095	-.002	-.102	.088	.019	-.068	.245**	-.069	-.023	.195*	.051

Table 3 (continued)

	14	15	16	17	18	19	20
	JG Brida et al	Petrick Hung Li	Year	Cruise title	Tourism	Team	Cited by
16	.228*	.057	1	.105	-.055	.186*	-.363**
17	.117	-.240**	.105	1	-.035	.189*	-.275**
18	.047	.062	-.055	-.035	1	-.308**	.177
19	.217*	-.133	.186*	.189*	-.308**	1	-.208*
20	-.145	.036	-.363**	-.275**	.177	-.208*	1
21	.141	.243**	.052	-.166	.312**	-.050	.530**

Figure 1. Multidimensional scaling (MDS) diagram with 15 object points (variables): 11 analytical techniques, the two categories “multivariate” and “bi-/univariate” and two constellations of authors



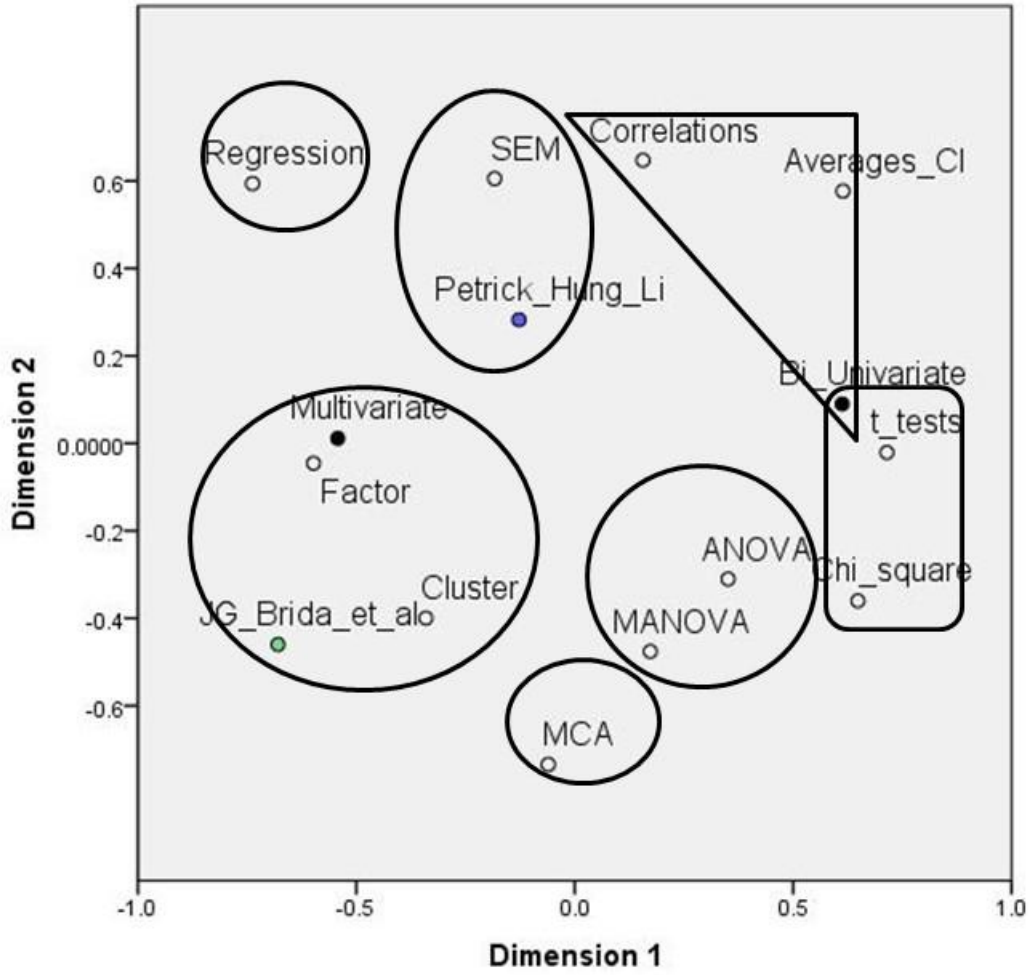
Note: Normalised Raw Stress=0.055. Dispersion Accounted For (DAF)=1–0.055=0.945.

Table 4. Factor analysis – rotated component matrix, six components

Variables	1	2	3	4	5	6
Factor	**.783**	.180	.000	-.056	-.074	-.106
Multivariate	**.765**	.375	.192	-.388	-.057	.080
Cluster	**.745**	-.172	.034	.268	.048	.204
Brida et al	**.514**	-.306	-.042	-.055	-.325	-.127
SEM	-.001	**.870**	-.185	.024	-.014	.014
Petrick_Hung_Li	.069	**.754**	.354	-.045	-.076	-.102
MANOVA	.130	.036	**.804**	.034	-.138	.167
ANOVA	.018	.006	**.765**	.282	.065	.065
Regression	-.074	-.162	-.020	**-.817**	.036	-.264
Chi_square	-.007	-.111	.209	**.617**	.003	-.225
t_tests	-.225	-.034	.393	**.470**	.134	-.152
Averages_CI	-.174	-.245	-.045	-.158	**.787**	-.028
Bi_Univariate	-.141	-.006	.406	**.517**	**.698**	-.139
Correlations	.106	.421	-.267	.111	**.588**	.031
MCA	-.001	-.056	.165	-.044	-.035	**.922**
% of variance	14.380	12.683	12.628	12.592	10.790	7.554
Cumulative %	14.380	27.063	39.691	52.283	63.073	70.626

Note: "Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization." Rotation converged in 12 iterations.

Figure 2. The result of the factor analysis superimposed on the multidimensional scaling (MDS) diagram with analytical methods



Note: Dispersion Accounted For (DAF)=0.945.

Note: Hu, H.H., Zhao, J., & Carter, C. (2003), Li, X. (2010), Krieger, B., Moskowitz, H., & Rabino, S. (2005), and Silvestre, A.L., Santos, C.M. & Ramalho, C. (2008) are acknowledged as being quantitative cruise studies and are therefore included in the references, but the writer did not identify them early enough for them to be included among the 125 publications in Table 2.- Surely others may have been missed, and this study makes no claim of being exhaustive. – Green et al. (1988) is a textbook, not a cruise study.

Some references not cited in the text were excluded from the final version of the manuscript.

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