Cruise Line Industry and Caribbean Tourism: Guests' Motivations, Activities and Destination Preference

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ABSTRACT

This study examines passengers' motivations for taking a cruise vacation, their travel-related activities while on vacation, and their preferences to return to each destination for a land-based vacation. The study is based on a survey of cruise passengers on a 10-day itinerary with 6 ports-of-call from Miami, Florida to the Caribbean. Five underlying dimensions of cruise passengers' motivations were found: Convenience/Ship Based, Exploration, Escape and Relaxation, Social, and Climate. The findings of the study indicate that while majority of respondents participated in shore excursions and a diverse range of activities in port, they had mixed rankings of destinations on the itinerary. Generally, passengers ranked the more developed destinations higher, spent more money in port, and traveled further from the port area. Furthermore, destinations that were ranked high were also those that respondents indicated preference to return for land-based holidays, suggesting that the satisfaction with a port destination and the activities participated in could influence passengers' intent to return.

Key words: Cruise destination, Caribbean, motivation, activities, land-based vacation, tourist satisfaction.

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Introduction

The cruise line industry is considered to be the fastest growing leisure sector in the travel, tourism and hospitality industries. Compared with other segments of the travel industry, the modern cruise industry is relatively young, but its growth rate has been almost twice the average rate of traditional land-based leisure travel. Data from the Cruise Lines International Association (CLIA, 2007) on the North American cruise industry indicates a growth rate of 2,100 percent between 1970 and 2006. Furthermore 68% of all cruises ever taken have been in the last ten years (CLIA, 2010). The cruise line industry has experienced an annual growth rate of over 7% a year. In 2010, there will be a projected 14.4 million cruise tourists (CLIA, 2010), generating expenditures in excess of $14.7 billion on goods and services, and contributing about 316,000 jobs in directly. Over the next 3 years an estimated 50 million people will cruise (CLIA, 2010). On the supply side, growth during the last 10 years has been explosive with a large number of luxury and mega-cruise ships entering service each year. For example, about 90 new cruise ships have entered service since 2000, and an additional 23 are contracted to enter service between 2010 and 2014 (CLIA, 2010). Some of these ships carry more than 7,000 passengers and crew members, making them truly mega-floating resorts with complex hospitality operations. A good example is the Royal Caribbean “Oasis of the Sea” that entered Service in the Caribbean Region in November 2009. The massive 220,000-ton ship has 2,700 staterooms with a capacity for 5,400 passengers, excluding almost 2,000 crew members. This ship will be followed by another Mega-cruise ship, the “Allure of the Seas” that will enter service in December 2010 with the same dimensions of weight and passenger capacity.

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The cruise line industry has a presence in every global region. The North American industry is principally concentrated in the Caribbean region where multiple and diverse island microstates have become major destinations for the industry catering mainly to the United States market. Caribbean countries are attracted to the cruise industry by the expenditure of cruise passengers that supplement revenue generated by land-based hotel and resort guests. Furthermore, cruise passengers are increasingly seen as "samplers" of destinations, making a cruise trip a precursor to an extended resort or land-based vacation. A recent study (CLIA, 2010) found that 80% of cruise passengers agreed that a cruise was a good ways to sample destinations, and 40% of those individuals actually did return for a longer land-based vacation. As a result, the industry has become competitive as new destinations, ports-of-call, and itineraries are being added from Mexico to Central and South America. The phenomenal growth of the cruise line industry in the last three decades has led to several recent studies that examine various aspects of the industry, including works by Dowling (2006) and Luck (2007a). This paper examines three aspect of the cruise line industry in the Caribbean. First, cruise passengers' motivations for taking a cruise vacation are explored in order to better understand the reasons why an increasing number of tourists are choosing cruise vacations. The second area of investigation was to examine cruise travelers' activities both on the cruise ship and at each port-of-call. Thirdly, the study assessed cruise ship guests' rankings of destinations in order identify the extent to which they would return to the destinations as hotel or resort "staying" visitors. The following section provides a review of relevant literature, starting with a brief review of the tourism and cruise motivation literature.

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Literature Review

Tourism motivation has been examined broadly with respect to traditional land-based vacation and other forms of travel but little is known about what motivates travelers to take a cruise ship vacation. General motivational studies have sought to find the compelling force behind all behavior (Berkman & Gilson, 1978), while others have analyzed tourists' motivations and their interplay with tourists' satisfaction and loyalty (Yoon & Uysal, 2003). Further studies have pointed out that emotions and feelings about destinations most likely motivate tourists to plan a trip to particular destinations (Goossens, 2000). Most of these discussions of tourism motivations have tended to revolve around the concepts of "push" and "pull" factors (Crompton, 1979). The basic concept of "push" is the internal and psychological desire to want to go on vacation. "Pull" factors on the other hand, tend to be the physical attributes of a destination that are likely to attract or "pull" potential visitors. This includes the attractions at a destination and all the amenities that it offers rather than internal and personal motives.

Building further on several studies, Yoon and Uysal (2003) developed a model that examines the structural, causal relationships among the push and pull tourist motivations, satisfactions and destination loyalty. They concluded that motivation influences tourists' satisfaction with travel experiences, which then affects destination loyalty. This suggests that a greater understanding of the cruise ship passengers' motivations to go on a cruise, and their resulting satisfaction with that travel experience could influence their destination loyalty. For cruise passengers, destination loyalty could be manifested by returning to a destination that was visited during the ships itinerary and through their loyalty to a particular cruise, as cruise ships can be considered a

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destination in their own right. The next section examines the potential cruise motivations, including the ‘pull’ motivations created by the cruise ship.

Cruise Motivations

While some aspects of the motivational theories may apply to cruise vacation, it is important to note that cruises have a number of attributes that make them uniquely different from land destinations. First, the ship itself may be a major motivational pull and for some, it could be a form of destination onto itself, due to the wide array of amenities and services that are available. Developments of new mega-ships have all the amenities and services of a destination and are designed to be ‘spaces of containment’ (Weaver, 2005) resulting in unique shipscapes (Kwortnik, 2008). Second, unlike most land-based vacations, cruise vacations are all-inclusive with about 90% of the products and services pre-paid and known ahead of time. The ease of a cruise vacation can be a motivating factor for many people, especially for older travelers over the age of 50 (Cartwright & Baird, 1999). Third, cruises usually involve multiple destinations rather than a single destination, allowing passengers to ‘sample’ multiple destinations (CLIA, 2010). The combination of destinations on a Western, Eastern or Southern Caribbean itinerary could be a major motivational “pull” factor. Finally, while most activities including shore excursions are pre-arranged for cruise passengers, they have the option not to go ashore. Indeed, some may elect not to “experience” a particular destination and simply stay on the ship because that may be their primary motivation. This last point relates to an emerging theme in cruise tourism, the old concept of “tourist bubble.”

The concept of the tourist bubble builds on the term “environmental bubble” (Cohen, 1972). Simply stated, mass tourists view the people, places, and culture of society through the protective walls of their familiar environmental bubble. In this case, the ship, its amenities, and services become the "bubble" or the cocoon that provides the comforts of home in the Caribbean, away from home back in the United States or the passengers' country of residence. Cruise tourists are content with being contained within the environmental bubble of the cruise ship, which can give them the option to stay on board and enjoy the comfortable amenities if unpleasant circumstances arise, such as poor weather or a late night enjoying the entertainment facilities on board the ship (Weaver, 20005). Given the large numbers of passengers on a modern-day ship, the short duration on land, and the tight schedules, cruise travel limits the amount of time each passenger can spend in port at each destination. As a result, the destination experiences of cruise passengers are often contained within a tourist bubble surrounding the port area (Jaakson, 2004), which can result in limited penetrability of the tourists and their expenditures to the rest of the destination (Douglas & Douglas, 2004; Dwyer & Forsyth, 1998; Jaakson, 2004; Wilkson, 1999). Indeed, cruise passengers may spend more time on board a ship than the combined time at a destination. This is especially true on itineraries that have several "days-at-sea."

Cruise passengers' motivations have received limited attention in the literature. Cartwright and Baird (1999) descriptively examined the differences in motivation of people by age. They found that motivations concerning climate, entertainment, and children's facilities were more important to passengers under 50 years of age. While passengers over 50 years of age placed more importance on safety, ease of travel, and pampering motivations. They also found that the main reasons for cruising instead of traveling on another type of vacation were the relaxation, safety and social aspects offered by the cruise vacation. Qu and Ping (1999) examined the motivations of Hong

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Kong cruise travelers. They found that the most frequent motivations for going on a cruise were escape from normal life, social gathering, environment and scenery, and cultural understanding. In another study, Teye and Declerc (2003) examined the difference in travel motivations between white Caucasian and ethnic minority passengers. While several differences in motivation between groups were evident, there were common motivations for both groups to go on a cruise. This study further contributes to the literature on cruise motivations by examining the underlying dimensions of cruise motivations. Developing a greater understanding of the motivations of cruise passengers is of growing importance as the industry continues its quick expansion. The following section provides more background on the industry.

The Cruise Industry and Caribbean Tourism

The cruise line industry is, undoubtedly, the most important and visible sector of nautical tourism. While the industry has expanded to become global (Charlier and Mccalla, 2006), the North American cruise region is the most significant with respect to passenger embarkations, disembarkations, ports of calls, diversity of cruise itineraries, and the number of vessels dedicated to the region (Miller and Grazer, 2006). This region had an annual growth rate of about 10 percent between 1980 and 2004, and 40% share of all cruises taken in the last 5 years (CLIA, 2010). As a result, the North American cruise line industry has been described in various ways as “the most exciting category in the entire leisure market,” “one of the most successful of all travel products,” and “the fastest-growing segment of the vacation business for the last decade, beating land-based resorts, theme parks and excursions.” (CLIA, 2000, p.1; Dickson and Vladimir, 1997, p.x ;Starr, 2000, p.175) The Cruise Lines International Association

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(CLIA, 2010) reports that 176 million total cruise passengers have taken deep-water cruises between 1980 and 2009, which is defined as cruises lasting 2 days or longer. While an estimated 14 million people in North America currently go on cruise vacations each year, the future market potential is enormous (CLIA, 2010). The cruise industry has traditionally utilized the strategy of increasing supply through expansion of its product capacity in order to stimulate demand or growth in passenger numbers (Piesley, 2000). This strategy has involved adding new destinations to cruise itineraries in the North American region as well as in Europe, Asia, South America and Africa; new ship design concepts; larger ships by Gross Registered Tonnage (GRT) and ships with higher passenger capacity (number of berths); more diverse on-board and on-shore activities; greater product segmentation; and new source markets. These strategies manifest themselves in the “neighborhood” concept of the Oasis Class ships of Royal Caribbean Cruise Lines, the “Freestyle” dining theme on Norwegian Cruise Lines, and traditional land-based attractions such as Ziplines on some new ships.

Nautical activities have historically played significant roles in the evolution and development of the Caribbean. While air transportation enhanced the establishment of the region’s tourism industry during the post-second world war period, the cruise line industry has become the visible manifestation of the tourism and hospitality industry since the early 1960s. Due to its geographical proximity to North America, the Caribbean region (Lawton & Butler, 1987) is closely integrated into the North American cruise line industry and the vast majority of the island destinations in the region have become heavily dependent on tourism, both air arrivals and via the cruise sector. Several of these islands that have small populations, limited land area and marginal natural resources have turned to cruise tourism in order to diversify their

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traditional hotel and air arrivals sectors. While there can be positive benefits of cruise tourism development in small island states, often times developmental decisions are based on an illusion and on limited data supporting the impacts (Wilkinson, 1999).

Given their short stay on an island as excursionists, their utilization of local resources, critical infrastructure and services, cruise passenger numbers can exceed the economic, social and ecological carrying capacity of the port district or even the entire island. This has led some to pose the question whether the cruise ship industry is a blessing or curse (Luck, 2007b). In recent years, several islands in the Caribbean region have invested heavily in cruise tourism infrastructure such as deep ports and support facilities in order to attract and accommodate mega-cruise ships each with a carrying capacity in excess of 3,000 passengers (Lester & Weeden, 2004). Development of sophisticated port facilities can have a significant impact on limiting the amount of economic leakage that occurs in the destination (Douglas & Douglas, 2004). Some of these islands include Antigua, Aruba, Cayman Islands, Dominica, Grenada, Isla de Margarita (Venezuela), St. Kitts and Nevis, St. Lucia and St. Maarten. During the peak season, it is common to find up to seven of these cruise liners docked in the ports on some of these small islands. Direct economic impacts of the cruise industry on small islands coincide with the level of development of the port facilities and surrounding area. Shopping, dining and the organization of independent activities are three areas which can be leveraged by destinations to maximize cruise passengers' expenditures during their relatively short time in port. (Douglas & Douglas, 2004)

Another residual economic impact of cruise tourism is the possibility of cruise passengers returning for a longer land-based vacation, which can have a much greater economic impact on the island. Satisfaction with the experience in a particular port could have a positive influence on the likelihood of passengers returning to the destination. The satisfaction of experience can be dependent on the facilities in port and throughout the destination, the friendliness of the local people (Douglas & Douglas, 2004), and the unique selling points of the destination. Destinations need to have at least one unique selling point both to provide cruise visitors with a satisfied experience and to pull them back to the destination in the future. Cartwright and Baird (1999) suggested that the main categories of unique selling points include scenery and wildlife, lifestyle, shopping, culture and history, and activities.

Building upon this background review of some of the key literature on the development of the cruise industry in the Caribbean and cruise passenger motivations, the purpose of this study was to examine cruise passengers' activities at destinations, their rankings of the destinations (ports of call), the destinations (countries) which they would like to return for a land-based holiday, and the underlying dimensions of their motivations to take another cruise vacation.

Methods

The study was conducted in January 2008 on board a Norwegian Cruise Lines (NCL) commercial cruise liner on a 10-day Caribbean itinerary that departed and returned to Miami (Florida). The ship had the following specifications: 93,503 Gross Registered Tonnage, 2,376 passengers double occupancy, and 1,154. crew, for a combined total of about 3,530 persons at full double occupancy. Built in 2005, just three years before the study was conducted, the ship has a wide range of modern amenities spread over all 15 decks. The accommodation facilities range from interior stateroom and ocean-view suites with balconies to 4,891 square foot 3-bedroom Garden Villas. Other key selling points are amenities and facilities that include 16 dining options, 13 bars and night clubs, as well

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meetings and conference facilities. These are in addition to the standard cruise ship amenities such as performing theatres, casinos, duty free shops, health and fitness centers, and multiple swimming pools. The five Caribbean ports on the itinerary were Samana in the Dominican Republic, the island of Tortola in the British Virgin Islands, Antigua, Barbados and St. Lucia. A self-administered survey was used and included questions on cruise motivations, demographics, activities, expenditure in port, distance traveled from port, destination ranking, and intent to return to the destinations on a land-based survey. Individuals' cruise motivations were measured using thirty five items developed from previous literature (Cartwright & Baird, 1999; Qu & Ping, 1999; Teye & Leclerc, 2003), the authors' previous research experience and observations while cruising, and a brief review of cruise advertisements. The sample size of 220 passengers or 10% total passengers was chosen based on the number of staterooms on each deck. One adult (age 18 or older) was asked to complete the survey which was given out on the second day of the cruise (a day at sea). The surveys were collected on the last day of the cruise after departure from the final port of call. A total of 173 surveys were completed, giving a response rate of 76.8%.

Of the 173 respondents, almost all were traveling in groups, with those whose party size consisted of 2 to 4 people making up 65.5 percent (Table 1). This underscores the importance of the group market to the growth and success of the cruise line industry.

INSERT TABLE 1 HERE

With respect to previous cruise experience, Table 1 shows that about 36.4 percent of respondents were on their first cruise while the remaining 63.6 percent had

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been on at least one prior cruise. This provides evidence of the significance of repeat cruise experience to the cruise line industry. Table 2 indicates that majority of respondents (76.9%) were from the United States followed by 15.6 percent from Canada for a total of over 90 percent for the two countries. These numbers support the assertion that the Caribbean cruise line industry is predominantly based on the North American market, particularly the United States and Canada (CLIA, 2010). Fortunes of the industry are closely tied to the performance of the economy of these two countries. It will be interesting to assess the impact of the current economic slowdown on the Caribbean cruise line industry, and indeed the effect on the whole tourism and hospitality sector of the Caribbean.

INSTERT TABLE 2 HERE

Majority of respondents had previously traveled outside their home country (90.8%) with only 5.8 percent traveling outside their country of origin for the first time (Table 1). With respect to educational level, 60.7 percent of respondents were college educated with a bachelor degree or higher (Table 2). A majority of the study participants were adults ranging from 21 to 70 in age. The largest age group was 21 to 30 (28.9%) followed by the 50-60 age group at 20.2 percent (Table 2). Table 1 also shows that most respondents had planned their cruise vacation within 2 to 12 months advance period with only 13.9 percent making their cruise reservation in less than 2 months. With respect to plans for a future cruise vacation within the next 2 years, more than a third of respondents (37.0%) indicated that they were already planning to take another cruise vacation.

Results

To assess and evaluate passengers' motivations for taking a cruise vacation in the Caribbean, respondents were asked to respond to 35 motivational items using a 5-point Likert-type scale ranging from 1 = *Not Important* to 5 = *Very Important*. The mean scores of these items are contained in Table 3. The principal motivations included: to have fun; be away from demanding work, relax, cruise in the Caribbean, experience nature and the outdoors, spend quality time with partner, and enjoy the interesting ports-of-call. The lowest ranked motivational items included: celebrating holiday season and New Year (January 2 cruise), previous experience with the same cruise line, shopping in new destinations, try new cuisines in different countries, recommendations by friend/relatives/travel experts, comfort and security from being with people with similar interests, get some exercise, and make new friends.

Principal component factor analysis (PCA) with varimax rotation was used on 30 motivational items. The Kaiser-Meyer-Olkin was meritorious (.852), indicating that it was acceptable to proceed with the PCA, as it was greater than the suggested 0.7 baseline (Ryan & Glendon, 1997). Five motivational items were dropped from the analysis as they loaded heavily on more than one of the resulting factors (Thurstone, 1947). These five motivation items included: celebrate the holiday season and the new year, get some exercise, engage in physical activities, try new cuisines of the different countries visited, experience nature, the outdoors, and beautiful scenery, and service, having everything needed readily available. Although the sample size was 173, it was large enough to carry out a 30 item factor analysis based upon the 5:1 subject-to-ratio, which suggests that the sample should be five times larger than the number of variables

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(Hatcher, 1994), and the sample should have a minimum of 100 subjects (Kline, 1979). The results of the motivational factor analysis are presented in Table 4. The analysis resulted in the following 5 factors:

(1) Convenience/ Ship Based: is based on the amenities, facilities and services provided by the ship and the cruise line

(2) Exploration: relates to opportunities offered by cruising to multiple destinations in the Caribbean, shore excursions, independent exploration, shopping, dining on land, experiencing different local cultures and meeting local residents.

(3) Escape and Relaxation: relates to slow pace of life, being catered to and entertained

(4) Social: refers to interactions among travel party, and social activities on the ship and ports-of-call

(5) Climate: relates to the warm tropical climatic conditions of the Caribbean in relation to the winter conditions back in respondents' countries of origin.

INSERT TABLE 3 HERE

INSERT TABLE 4 HERE

Table 5 presents the results of activities that respondents engaged in at each of the 6 ports. Except for Miami (port of embarkation and debarkation) where about 40 percent of respondents spent time at the port area, a fairly substantial percentage of passengers participated in diverse activities at each Caribbean port of call. These were either in the form of activities organized by the cruise line, independently, or a

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combination of both. In the more developed ports, shopping was listed as the activity with the highest participation rate.

INSERT TABLE 5 HERE

Table 6 shows the results of expenditure and distance travel beyond the port areas at each destination. Samana was the only destination that lacked a deep port to accommodate the large ship. Passengers that went to shore did so via tender boats. Miami experienced the highest maximum and mean expenditure followed by St. Lucia, Antigua, Barbados, Tortola, and Samana. With regard to spatial penetration, respondents also traveled a considerable distance away from the port areas either on shore excursions organized by the cruise line or independently arranged trips. Samana had the lowest mean expenditure and distance travelled from port. The port area was still under development while the whole town can be classified as at the inception stage of tourism development. It lacked adequate public transportation, had few good restaurants and shops.

INSERT TABLE 6 HERE

Results of respondents' ranking of their preferred destinations on this particular cruise itinerary are shown in Table 7 below. St. Lucia was ranked the highest, followed by Tortola, Antigua, Barbados, Samana and Miami.

INSERT TABLE 7 HERE

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Finally, respondents were asked to indicate which destination they would have liked to stay longer and rank those that they would like to return for a land-based holiday. The results are presented in Table 7. About half of the respondents (50.3%) would have liked to stay longer in Tortola (British Virgin Island), followed by St. Lucia (48.6%), Antigua (41%), Barbados (28.9 %), Samana (18.5%) and Miami (15%). With respect to destinations that they would like to return for a land-based vacation, nearly half of the respondents ranked St. Lucia first (49.1%), followed by Tortola (43.9%), Antigua (38.2%), Miami (18.5%) and Samana (12.1%).

Discussion and Conclusion

The findings from this study indicate that several factors motivated respondents' cruise vacation decision including the traditional push and pull factors. These included the factors to Escape/Relax and Social. However, there are also cruise-specific factors. Cruise tourism motivations differ from land-based motivations in that the cruise ship itself, the multiple destination itineraries, and the individual destinations themselves all can contribute as pull motivations. The findings of this study reflect this. The *Convenience/Ship-Based* factor reflects the pull motivations of the cruise ship itself and the cruising experience. The *Explore/Destination-Based* factor represents the pull motivations of traveling to multiple destinations. The opportunity to explore multiple destinations, cultures, and to sample destinations are strong motivating factors for those who go on cruises. The *Climate* factor is representative of the push/pull affect that climate can have at vacation destinations. The Caribbean is the largest cruise region, which can be partially attributed to the year round mild tropical climate and the close proximity to North America. The fact that winter period is the peak cruise season in the Caribbean can be attributable to the cold winter season in the countries of tourists' origin. This also constitutes a significant push motivational factor.

With respect to activities, the majority of respondents participated in similar activities in each of the destinations visited, with some exceptions. Shopping was the most participated activity in the most developed destinations that include Barbados, Tortola, St Lucia and Antigua. In the least developed destination (Samana), respondents shopped a lot less than at the other destinations. Samana also received the lowest percentage of respondents who dined in port. Both of these activities represent significant proportion of the economic impacts of cruise ships on local economies. The development of a good port area can have important benefits for a local destination. Barbados, for example, just completed a large scale redevelopment of the cruise terminal. It is not surprising that it had the largest percentage of respondents who stayed only in the port area. While a small percentage of respondents stayed just in the port area of the destinations, many ventured a significant distance geographically beyond the port areas at all the destinations.

While many of the activities participated in by respondents are similar in each destination, respondents had mixed rankings of the island destinations. For example, the more developed destinations received higher ranking. Samana, a developing new port in the Dominican Republic received the lowest ranking while the more developed destinations of St. Lucia and Antigua received higher rankings. St. Lucia also had the highest percentage of respondents that shopped, met local people, and went sightseeing. It was also ranked the highest, and had the highest average expenditure, with the exception of Miami. This could suggest that experience of cruise passengers at a port

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could be a result of the level of development of the cruise port infrastructure, the unique selling points of the country, and the brief host-guest interaction between cruise passengers and the residents of the country. The right mix of the three can have substantial economic benefits to the destinations. An important conclusion from this study is that: the higher the ranking of the destination, the greater the proportion of respondents that indicated preference to return for a land-based holiday. This supports the notion of a cruise vacation as a 'sampling experience' and a precursor for some travelers looking to discover destinations to return to for land-based holidays. This means that cruise tourists' experiences in destinations could have a future economic effect on the destinations they visit. Further, if passengers' perception of a destination is unfavorable, then they are less likely to return to that destination.

This study contributes to the cruise tourism literature through the examination of the motivations, activities, experience, and expenditure of cruise passengers in the Caribbean. In particular, it contributes to studies such as those by Teye (2006) and Wilkinson (2006) on the Caribbean cruise industry. Motivations were examined using the Push and Pull framework. Motivations for cruise vacations differ from land based vacations in that the ship itself, as a floating resort, is a pull factor and the cruise itineraries include the opportunity to conveniently sample multiple destinations. Cruise tourists participate in a wide variety of activities which can have large economic impacts on the destinations. Destinations that have a more developed infrastructure to receive cruise ships, as well as allow passengers to explore the attractions and activities of the destination are better equipped to reap these benefits. Further, the development combined with the short-term host-guest interaction could be influential in visitors' future decisions to return to the destinations for a longer land-based vacation.

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Future Research and Limitations

While this study contributed to the knowledge about cruise travelers and cruise destinations, it did have a few limitations. One limitation is that this study was conducted on one cruise ship, during one voyage, in one region, and the findings could have a greater generalization if it was repeated in different situations. Second, no causal relationships between the activities and expenditures and the likelihood of passengers to return were examined. This relationship would be very difficult to study as it would require a longitudinal framework to see if passengers actually do return to the destinations. Also this study briefly touched on the economic impacts of cruise visitors. Future studies should further examine the cruise passengers' social and environmental impacts on the destinations.

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Table 1: Party Size, Previous Travel Experience, and Future Cruise Plans

Party size	Number (%)	Previous Cruise Experience	Number (%)
Alone	4 (2.3%)	0	63 (36.4%)
2-4	113 (65.3%)	1-2	49 (28.3%)
5-7	17 (9.8%)	3-4	20 (11.6%)
8-10	15 (8.7%)	5-6	17 (9.8%)
11-14	4 (2.3%)	7-8	5 (2.9%)
15-18	2 (1.2%)	9-10	5 (2.9%)
19 or more	18 (10.4%)	11-12	3 (1.7%)
Total	173	More than 13	10 (5.8%)
		Total	172

First Trip outside Home Country	Number (%)	Planning to cruise in next 2 years	Number (%)
Yes	10 (5.8%)	Yes	64 (37.0%)
No	157 (90.8%)	No	27 (15.6%)
Not Sure	6 (3.6%)	Don’t know yet	82 (47.4%)
Total	173	Total	173

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Table 2: Sample Profile

Attribute	Number	Percentage (%)
Age (years)		
under 20	10	5.8
21-30	50	28.9
31-40	28	16.2
41-50	33	19.1
51-60	35	20.2
61-70	11	6.4
71-80	3	1.7
No Response	3	1.7
Education		
Up to high school	31	17.9
Associates degree (2 years college)	31	17.9
Bachelors degree (4 years college)	75	43.4
Graduate degree/post graduate degree	30	17.3
No Response	6	3.5
Origin/ Residence		
USA	133	76.9
Canada	27	15.6
Mexico	1	0.6
South America	1	0.6
UK	5	2.9
Other European country	5	2.9
Other Countries	1	.6

Table 3: Motivation Items

Factors	Number	Mean	Std. Deviation
Have fun and a good time	160	4.34	0.801
Get away from the demands of work and relax	161	4.14	1.196
Cruise in the Caribbean	165	4.13	0.957
Get away from everyday life, have a change of scenery	164	4.10	1.029
Experience nature, the outdoors, beautiful scenery	162	4.06	0.868
Spend time with others (spouse, friend, partner, or family)	163	4.02	1.063
Interesting ports-of-call	164	3.96	0.949
Enjoy mild tropical weather	162	3.96	1.133
Explore new sights in countries on this itinerary	165	3.93	0.957
Experience something entirely different, discover something new	164	3.87	1.048
Experience fresh clean air, water and environment	165	3.80	1.127
Do as one pleases	160	3.79	0.999
Ship Life	161	3.65	1.002
Experience the culture of countries while at the ports-of-call	165	3.63	1.138
Be entertained	163	3.59	1.195
Personalized, quality service, luxury of the ship itself	166	3.58	1.096
Enjoy the company of other people	161	3.58	1.110
Experience life in the countries visited	163	3.56	1.187
Improve mental state of mind	162	3.54	1.315
Fine dining opportunities	164	3.51	1.127
Most expenses prepaid, no worry about a hotel or dining bill	164	3.48	1.231
Experience many activities and events in a relatively short time	165	3.46	1.192
Sample each destination for possibility of returning later for an extended visit/holiday	163	3.45	1.233
Rest a lot and do very little	163	3.40	1.210
Escape from extreme weather (temperatures, humidity, snowstorms, thunderstorms)	164	3.38	1.433
Enjoy the cruise line’s organized guided tours while at ports of call	165	3.19	1.300
Diverse, organized activities	164	3.04	1.225
Make new friends	159	2.99	1.329
Get some exercise, engage in physical activities	163	2.98	1.305
Comfort and security from being with people of similar interests	164	2.88	1.276
Recommended by friends, family or travel expert	164	2.82	1.379

Try new cuisines at the different countries visited	164	2.80	1.254
Shop in new destinations while docked at the ports-of-call	165	2.65	1.286
Previous experience with the cruise line	157	2.55	1.554
Celebrate the holiday season and the New Year	162	2.15	1.293

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Table 4: Results of Factor Analysis of Motivation Items

Factors/Items	Loading	Eigenvalue	Variance Explained	Alpha
Factor 1: Convenience/Ship-Based		4.14	13.83	.837
Recommended by friends, family or travel expert	.728			
Diverse, organized activities	.699			
Comfort and security from being with people of similar interests	.689			
Enjoy the cruise line's organized guided tours while at the ports of call	.677			
Personalized, quality service; Luxury of the ship itself	.591			
Fine dining opportunities	.580			
Most expenses prepaid, no worry about a hotel or dining bill	.520			
Experience many activities and events in a relatively short time	.490			
Experience fresh clean air, water and environment	.434			
Shop in new destinations while docked at the ports-of-call	.384			
Factor 2: Explore/ Destination- Based		3.94	11.63	.781
Experience the culture of the countries while at ports-of-call	.855			
Explore new sights in countries on this itinerary	.817			
Experience life in the countries visited	.791			
Interesting ports-of-call	.590			
Experience something entirely different,	.542			

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discover something new				
Cruise in the Caribbean	.442			
Sample each destination for possibility of returning later for an extended visit/holiday	.403			
Factor 3: Escape/ Relaxation		3.12	10.38	.747
Get away from everyday life, have a change of scenery	.815			
Improve mental state of mind	.736			
Get away from the demands of work and relax	.729			
Rest a lot and do very little	.570			.
Do as one pleases	.536			
Factor 4: Social		2.64	8.80	.685
Have fun and a good time	.788			
Be entertained	.707			
Enjoy the company of other people	.639			
Make new friends	.595			
Spend time with others (spouse, friend, partner, or family)	.423			
Factor 5: Climate		2.44	8.13	.612
Escape from extreme weather (temperatures, humidity, snowstorms, thunderstorms)	.774			
Enjoy mild tropical weather	.711			
Previous experience with the cruise line	.507			
KMO	.852			
Barlett’s Test of Spheriosity	2943, df=435, p<.001			

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Table 5: Percentage of Activity Participation at Ports-of-Call on Itinerary (%)

Activity	Miami	Samana	Tortola	Antigua	Barbados	St. Lucia
Dined while in port	31.2	20.2	29.5	25.4	22.5	31.8
Engaged in Independent Recreational Activities	18.5	27.2	27.2	22.5	26.0	24.9
Took Self-Organized Tour	12.1	27.7	30.1	27.7	27.7	27.2
Went sightseeing on cruise line organized tour	5.8	32.4	32.4	24.9	22.0	33.5
Shopped in Port	17.9	29.5	48.6	48.6	45.1	50.3
Engaged in Cruise Organized Recreational Activities	3.5	23.7	27.7	35.3	25.4	28.9
Met Local People	13.3	31.8	32.4	35.3	34.7	41.6
Went Sightseeing	16.2	21.4	23.7	20.8	23.7	28.3
Stayed only in Port Area	39.9	8.7	5.2	6.9	11.0	2.9

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Table 6: Expenditure and Distance Traveled in Each Port

	N	Maximum	Mean	Std. Deviation
Expenditure in Port (USD$)				
Miami	95	1500	116.09	225.537
St Lucia	125	1500	91.64	181.084
Antigua	123	1000	75.78	134.825
Barbados	123	700	71.53	106.170
Tortola	124	600	65.65	78.462
Samana	121	300	42.37	55.321
Miles ventured away from port area				
Miami	82	300	22.73	49.088
Tortola	114	220	19.15	24.652
St. Lucia	117	80	18.46	14.740
Barbados	116	200	15.01	21.783
Antigua	117	80	14.62	12.690
Samana	111	60	12.53	11.680

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Table 7: Ranking of Destinations, and Preference for Longer Stay and Return Visit for Land-Based Vacation

	Number	Mean	Std. Dev	Would have stayed longer (%)	Would return for land -based vacation (%)
1. St. Lucia	164	4.31	1.524	48.6	49.1
2. Tortola	167	4.26	1.489	50.3	43.9
3. Antigua	163	4.17	1.335	41.0	38.2
4. Barbados	166	3.44	1.551	28.9	26.0
5. Samana	164	2.52	1.517	18.5	12.1
6. Miami	146	2.40	1.720	15.0	18.5

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