The arrival sequence in cruise tourism and its influence in relation to tourists' distribution at the destination

A case study of Copenhagen

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ABSTRACT

Even though some scholars have attempted to analyze various aspects which can impact tourists' distribution at a destination, no study examines the arrival sequence as one of these influencing factors. Therefore, this project aimed to contribute to the specialty literature by creating a definition for the arrival sequence term, by identifying the elements which affect it, as well as the relationship between the arrival sequence and the visitors' distribution at a destination. Moreover, other elements than arrival sequence were determined and discussed with the purpose to detect if they also have an impact on the distribution of tourists at the destination.

The data used in this project was qualitative, as the observation method, semi-structured interviews and netnography helped in gathering the missing information. In addition, knowledge co-creation theory, inductive approach and adapted grounded theory justify the application of the group members' own knowledge in completing the gaps of the literature and in executing the analysis.

As the results showed, the information offered onboard and at the port, the location of pier and the way tourists explore a destination (either independently or with a shore excursion) have a high degree of impact upon the arrival sequence. However, when the same elements were analyzed in relation to the distribution at the destination, the aboard and at the port available information was not found to be such a strong influencing factor. The analysis of other factors in regard to the distribution of visitors at the destination, revealed that infrastructure (particularly, transportation), tourists' familiarity with the destination, technologies and information used for navigation in the destination, the aspect of shore excursions and the role of the port within a tourists' itinerary (port of call or turnaround port), play a key part in affecting tourists' movement pattern within a destination.

From a theoretical perspective, this project contributed to the specialty literature of destination analysis by creating a definition for the arrival sequence phenomenon, by detecting factors which influence the arrival sequence, and by investigating the relationship between the arrival sequence and the distribution at the destination. The novelty in terms of the project's practical point of view, consists of the usage of netnography as a method to collect data, as well as the knowledge co-creation theory, the inductive approach and the adapted grounded theory.

CHAPTER 1 - PROJECT'S INTRODUCTORY ELEMENTS

1.1 Introduction

This first chapter contains a justification of the topic's choice, which is researched in this project, as well as an identification of the literature gap. It also includes a presentation of the project's purpose, followed by the research questions, which serve as a guiding line in performing this research. A structure of the project is shown next and the chapter ends with a summary that comprises the mains findings.

1.2 Subject choice justification

Dowling (2006), Polat (2015) and Vogel & Oschmann (2012) state that cruise tourism industry experienced the fastest growing rate within the last decade. This growth has not only been registered worldwide, but also in Denmark, especially in Copenhagen. According to Wonderful Copenhagen's report for 2016, Copenhagen is in a leading position in the global cruise tourism market, with a total of 740,000 cruise visitors (Ibid, p. 3).

However, a high flow of cruise tourism in some destinations, can lead to the appearance of negative consequences. For example, cruise destinations such as Barcelona, Venice (The Guardian UK, online newspaper) and Dubrovnik (The telegraph UK, online newspaper) have registered, last summer, a huge flux of cruise passengers, fact that determined locals to become unsatisfied with the presence of the tourists.

With the current growth rate of cruise tourism, it becomes increasingly important for destination management to understand how cruise passengers are distributed at destinations. In order to do this, it is mandatory to take into consideration factors such as: arrival sequence (which refers to the information about a destination gathered by visitors on board of the ship, or at the destination's port) (Whitehurst & Wilson, 2017 and Dargan Landscape Architects (n.d.)); the availability of facilities for performing tourism activities, which can influence tourists' motivation to investigate a destination (Al-Musadieq, 2017); special transportation systems (Lew & McKercher, 2006); and socio-demographic characteristics of cruise passengers which are associated with their movement patterns at a destination (De Cantis, Ferrante, Kahani and Shoval, 2016). By doing so, it can facilitate a process of ensuring that tourist attractions are not overcrowded, which might lead to an increase of tourists' positive experience in the destinations (De Cantis et al., 2016). By knowing about the places which cruise tourists visit, the time they spend there and the services they use, it helps not only the management of the tourism destination to improve these areas, in order to better satisfy the tourist, but it also helps other stakeholders to receive information, which can be profiting to them (De Cantis et al., 2016).

Considering that Copenhagen port receives the highest number of cruise passengers in the Baltic Sea (Wonderful Copenhagen's report, 2016), the importance of examining the spatial and temporal distribution of visitors is high (De Cantis et al., 2016). By analyzing the arrival sequence (Whitehurst & Wilson, 2017; Dargan Landscape Architects, n.d.) and other factors which affect visitors' decisions - in terms of the activities they perform at the destination -, as well as their distribution at the destination (Al-Musadieq, 2017; Lew & McKercher, 2006; De Cantis et. al., 2016), can lead to determining solutions for over-crowdedness and improve tourists' experience and satisfaction (Ibid).

Based on the above mentioned information, the reasoning behind the choice of undertaking a research in cruise tourism sector can be easily understood, as well as the analysis of the arrival sequence as one of the influencing factors upon tourists' distribution at the destination. Furthermore, other factors are taken into consideration in researching their influence upon the distribution at the destination.

1.3 Literature gap

During the literature search the authors of this project noticed that researchers of tourism destination analysis area have taken into discussion some elements which influence tourists' motivation to visit a destination, their behaviour at the destination, as well as their distribution within the destination. Al-Musadieq (2017) studied the availability of facilities for performing tourism activities as an influencing factor upon tourists' motivation to visit certain destinations. Lew & McKercher (2006) considered special transportation systems as an impacting factor on tourists' spatial behaviour. De Cantis et al. (2016) affirmed that socio-demographic characteristics of cruise passengers (such as age, income, and nationality) are directly linked to their movement pattern and distribution at the destination.

In two other articles, GPS was studied as a means of collecting and interpreting data related to “the experiences of cruise passengers, in terms of attractions visited, time spent on each attraction, the most well-beaten path, use and type of transportation mode, and so on” (Ferrante, De Cantis and Shoval, 2016). By using these pieces of information, certain patterns of cruise tourists’ behaviour can be identified, as well as knowledge about their distribution at the destination.

To the best knowledge of the authors, no other studies - apart from those mentioned above -, which investigate the influencing factors upon cruise passengers’ motivation, behaviour and distribution at destination, have been found. These results indicate, that there is little exploration of this destination analysis’ side. Furthermore, it can be noticed that none of the above specified researches examine the influence of **arrival sequence** on the distribution at the destination of cruise tourists.

Thus, it seems that there is a lack of studies conducted in terms of cruisers’ distribution at a destination and the underlying reason of this is the limited information available about tourists’ movement in a destination. “Only few contributions are explicitly focused on cruise passengers' spatial behavior at destination” (De Cantis et al., 2016).

Ferrante et al., (2016) further mentions that in order to analyze the distribution of cruise passengers at their destination it is crucial to get information of their movement patterns, the distance travelled and attractions visited (Ibid). However, even collecting these kind of data becomes an incredibly difficult task, because publicly provided information presents only general numbers of cruise passengers in ships (Ferrante et al., 2016) and there is lack of information in terms of “the share of cruise passengers who decide to visit destination and even more limited is the knowledge about their activities in the destination” (De Cantis et al., 2016).

The importance of studies in regard to visitors’ motivation, behaviour and distribution at the destination is highlighted by De Cantis et al. (2016), who affirmed that “understanding how passengers interact with the urban environment will allow destination managers to predict, and therefore plan, for managing both the impact and appropriate infrastructure to deal with cruise tourism". In doing this, it is therefore necessary to take into consideration how cruise passengers spend their time, how they organize their visit and which means of transportation they use during their visit (Ibid).

Thus, it has been identified that the elements, which have an impact upon cruisers' distribution at a destination, are limitedly explored. Also, a total lack of research in terms of arrival sequence's influence on tourists' distribution in the destination, is found in the specialty literature. Moreover, the public data that can help to perform a study in this field is scarce. By taking these discoveries into consideration, the authors found that it is almost imperative to explore the importance and effect of arrival sequence on tourists' distribution in a destination, by undertaking the current project. The results revealed after performing the study, could bring considerable contribution to specialty literature of destination analysis.

1.4 The aim of the project

Based on the information specified in the subject choice justification and literature gap subchapters, the aim of the project is identified. It refers to analyzing and understanding the effect of arrival sequence upon the distribution at the destination of the cruise passengers, who visit Copenhagen. From the recognition of the aim, this research addresses the following objectives:

- To define arrival sequence in cruise tourism
- To analyze factors which influence arrival sequence
- To analyze the relation between arrival sequence and tourists' distribution
- To analyze other factors which influence tourists' distribution

1.5 Research questions

First, a main research question is formulated: What is the arrival sequence in cruise tourism and why it is important?

In order to provide a well-analyzed response which includes an exploration of multiple angles of the main research question, four other questions are created, and can be seen below.

1. What is the arrival sequence in cruise tourism?
2. How are cruise tourists distributed in Copenhagen area?
3. Is arrival sequence important in influencing tourists' distribution at the destination?
4. Whose information do tourists use to navigate in the destination?

1.6 Project's structure

This project contains five chapters, which are presented below:

Chapter 1 includes the justification of the topic's choice, as well as the literature gap, followed by the four research questions. It also contains the structure of the project and a summary, which presents the key findings.

In chapter 2 the vast literature review can be found, which explores various angles of the project's topic.

Chapter 3 shows information about methodological perspectives, and about several methods, which were used for collecting both primary and secondary data. The paradigm choice in which the project is embedded, can be also found in this chapter.

Chapter 4 comprises the analysis of the problem, identified as the topic of the current project, by using the theoretical knowledge from literature review and the data gathered.

Chapter 5 includes the answers of the four research questions, followed by a presentation of the limitations on which the authors came across, when undertaking the project and by recommendations for further research.

1.7 Summary

The rapid growing rate of both global and Danish cruise tourism, registered in the last decade, has aroused authors' interest in taking a closer look into this sector of tourism (Dowling, 2006; Polat, 2015; Vogel & Oschmann, 2012; Wonderful Copenhagen report, 2016).

It was, then, discovered that this increase within cruise tourism can create negative effects upon the destination. The role of destination management in finding solutions for problems related to over tourism, or visitors' satisfaction was also recognized. In order for destination managers to identify viable solutions to the abovementioned issues, it is necessary to understand how and why cruise passengers behave in a specific way at the destination, as well as how various factors - such as arrival sequence, the availability of facilities for performing tourism activities, (Al-Musadieq, 2017); transportation systems (Lew & McKercher, 2006); and socio-demographic characteristics of cruise (De Cantis et. al., 2016) – influence tourists' distribution at the destination. Considering these pieces of information, the choice of a topic within destination management field, is justifiable.

Deeper research of the subject in the specialty literature led to the realization that there are only few studies which discuss the impact that some factors can have on tourists' distribution in the destination. Moreover, it was found that arrival sequence is not explored at all, as a possible influential element on the distribution of visitors in a destination. Furthermore, the public data necessary in performing a research in the field of destination analysis, is scarce. Based on these findings, the authors decided to contribute to the specialty literature, by exploring the topic of arrival sequence and its importance in tourists' distribution at the destination.

In order to ease the process of analyzing the above mentioned topic, a main research question was formulated. This is followed by four other study questions, which offer the authors the possibility to explore multiple angles of the topic and are also used as a guiding line throughout the project.

For a better understanding of the project's content, a short presentation of each chapter is made under the "Project's structure" subchapter.

CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction to literature review chapter

The following chapter reviews the literature which was found relevant for this study and identifies gaps of knowledge in terms of cruise passengers' arrival sequence and their distribution at a destination. Firstly, it focuses on describing cruise tourism by framing cruise itself, its duration and what components cruise tourism consists of. Secondly, it aims to discuss cruise tourism industry's growth by explaining how this growth emerged, in order to understand the existing market and meanwhile describe cruise tourism's impact on destinations. Moreover, the stakeholders of cruise tourism will be introduced and discussed further regarding their collaboration in supporting cruise passengers' distribution. Additionally, arrival sequence will be defined and the wayfinding system will be introduced as part of the decision making process of cruise passengers, which affect their distribution within a destination. Finally, existing cruise tendencies in the Baltic Sea will be presented mainly keeping focus on Copenhagen port as one of the most occupied ones in the region. Moreover, it focuses on onboard information provided and shore excursions supply in order to find out how it affects tourists' distribution.

2.2 Cruise tourism

Nowadays, a cruise can be described as a voyage which lasts at least 60 hours by a seagoing vessel and must include at least two visiting ports apart from starting and ending port (Cruise Baltic, 2015). It is worth to mention that cruising is mainly for pleasure seekers. "Cruise is a voyage on a ship undertaken wholly for reasons of leisure and recreation" (Polat, 2015). Hence, it entails that the cruise is not for the purpose of transporting cargos, rather it is only for passengers (Cruise Baltic, 2015). However, it occurs that occasionally cruise ship definitions vary depending on ports, anyway cruise ferries which take cars aboard should not be included while talking about cruise ships (Marcussen, 2017). Thus, it becomes clear that cruise ships are used only for tourism purposes.

In addition to this, cruise tourism is very specific in terms of its duration. "In the past a typical cruise lasted for a number of weeks, over recent years short cruises have been introduced to meet the latent demand. Short cruises are relatively inexpensive and offer value for money, and provide the opportunity for first-time cruisers to try this style of holiday" (Dowling, 2006). A predisposition that cruise tends to last for seven days and within this period of time visits from three to five ports is noticed (Lopes & Dredge, 2017). On the other hand, Polat (2015) states that European cruise travel duration is getting shorter, especially during the last years. This tendency could be explained as a willingness to offer less costly cruise voyages in order to attract as many tourists as possible for those, who cruise was unaffordable before. Another interesting detail is the time which usually is spent by cruise ships in ports. "Ship comes to harbour in the morning and it leaves it in the evening, spends nearly 8-10 hours there because of high port charges and strict schedules" (Polat, 2015). To put it simply, cruise lines prefer minimizing their costs over maximizing tourists' satisfaction in terms of visited destinations. In this case, cruise tourism can be described as not that much flexible as it could be seen from the first sight, according to which tourists have very limited time to get familiar with a certain destination.

Nevertheless, cruising can be identified as a unique leisure product since it comprises transport and hospitality activities (Papatheodorou, 2006). Moreover, cruises are characterized as ships which are similar to a mobile resort due to their ability to transport passengers from one place to another (Dowling, 2006) while at the same time providing accommodation and other amenities. "A cruise ship represents all four faces of the tourism industry: transportation, accommodation (including food and beverages), attractions and tour operators" (Brida & Zapata, 2010). Dowling (2006) argues that nowadays ships are perceived not as mere transport means but rather as floating hotels or even as floating resorts. Interestingly, cruising was called as a floating resort in the early 20th century (Polat, 2015) on the grounds that this sort of resorts attempts to mimic whole tourist destinations or cities by offering restaurants, sports facilities, shopping centres, entertainment venues and so forth (Dowling, 2006). Worth to mention, that these facilities were nonexistent in the early days of cruising (Brida & Zapata, 2010). Polat (2015) claims that nowadays cruise is a one-stop holiday shop offering a range of services beginning with meals and ending with various destinations. Thus, it allows to assume that cruise ships which are able to offer such a variety of services have a possibility to become a destination themselves.

In fact, according to Polat (2015), cruise ships are understood as destinations from the tourists' perspective because they are well equipped with onboard activities and different types of entertainment. More interestingly, the cruise sector is among the top ten destinations as cruises are viewed as destinations (Brida & Zapata, 2010). Moreover, animation programs are provided in order to design cruise ships as destinations (Polat, 2015). "The ship is increasingly the attraction itself, with its bars, casinos, restaurants, entertainment facilities and so on adding product depth and diversity" (Lopes & Dredge, 2017). Eventually this type of cruise ships which offer huge variety of amenities can be compared with small cities (Polat, 2015). Thus, by doing so, cruise ships become competitors with destinations as such.

There are various ways how cruise ships can compete with destinations. For example, one way is to encourage passengers not to spend money outside of the cruise line by offering everything what tourists might need inside the ship. According to Polat (2015), such services as various extra activities bring more values and extra revenues to the cruise lines. In addition to this, there is an implication that cheaper total price paid for cruise helps to increase tourists' readiness to buy more on board (Polat, 2015). It allows to assume that a larger amount of money is received by cruise ships, therefore less money is spent in destinations. Most probably, cruise ships aim to do so by creating a closed environment and an independent market where they are in the monopolists' role. Lopes & Dredge (2017) argue that such a closed environment which exists in the ships leads to high control over sales, while tourism destinations, in their turn, operate in a less controlled and more open marketplace. To put it simply, "cruising is, after all, a business; it is a social phenomenon designed for generating profit" (Papathanassis & Beckmann, 2011). Thus, it seems that cruise lines are willing to gain as much money from tourists as possible despite of their satisfaction regarding cruise services.

2.3 Cruise tourism industry growth

Even though cruise tourism is a relatively young phenomenon which emerged within the last 50 years (UNWTO, 2016), it has enormous success in terms of its popularity among tourists. “Cruise tourism has witnessed tremendous growth over recent decades“ (van Bets, Lamers, & van Tatenhove, 2017). According to Dowling (2006), cruise industry has been the tourism niche which experienced the biggest growth of all within the last decade. Polat (2015) agrees with this idea by stating that cruising is the fastest growing sector within tourism. “Indeed, passenger numbers, cruise line revenues, the number of cruise ships and their berth capacities have been increasing enormously since the late 1970s” (Vogel & Oschmann, 2012). To be more precise, analyzing the global context, the number of cruise passengers has almost doubled between 2004 and 2014 (Marcussen, 2017). Polat (2015) calls this situation boom which will last in the future as well, on the grounds that cruise industry is expanding each year by 14% in average. The number of passengers increases by 7% annually and it is in constant state which has lasted for 20 years already (Schemmann, 2012). According to these statistics, it is difficult to project another scenario than continuous growth of cruise industry. According to Vogel & Oschmann (2012), it is measured that only in the European Union there were 5.5 million passengers who went on an ocean cruise during 2010, and this number makes 29% of global cruise demand. While, “globally, about 21.7 million persons took a cruise in 2014” (Marcussen, 2017). According to Polat (2015), cruise travel was designed for mass tourism. Moreover, cruise tourism increases its contribution to overall tourism arrivals by making 5% of overall international arrivals (UNWTO, 2016). On the other hand, Lopes & Dredge (2017) claim that this cruise tourism contribution to global tourism activity is still relatively small. Nevertheless, cruise tourism industry will inevitably contribute more to overall tourism with such a pace of growing.

However, this significant growth did not happen for no reason. It is important to admit that this growth is mainly related to technological advances, which allow to build ships with bigger capacity. The construction of bigger and more technologically advanced ships contributed to the revolution of the cruise industry (Vogel & Oschmann, 2012). For example, “German cruise companies such as AIDA will have new ships in the next years; this will increase its bed capacity to 25.000” (Polat, 2015). According to Brida and Zapata (2010) new ships are built bigger and faster than ever before. New ships are constructed in a way which allows to increase maximum number of passengers per ship. Nowadays, the biggest vessels are able to accommodate more than five thousand passengers (Cruise Critic, 2017). These sorts of improvements allow to reduce costs for cruise lines and by doing so, cruises turn into ones which are affordable for a wider scale of consumers. Vogel & Oschmann (2012) explain this cruise industry growth according to increased affordability for a larger part of the population. In other words, cruises are turned into an economic type of traveling rather than luxury. “Until 1930 (Great Depression) cruising was meant long trips for wealthy people” (Polat, 2015). However, times have changed and things which were less accessible became more affordable. The average cruise prices have dramatically fallen within the last decades and cruise lines started to use various sales promotion techniques, such as price incentives or discounts in order to fill the capacities of larger ships (Vogel & Oschmann, 2012; Lopes & Dredge, 2017). Thus, eventually emerged flows of cruisers began to have a bigger impact on places they visited.

The tourism industry as such is shaped to have both positive and negative impacts on the economic, sociocultural and environmental aspects (Dowling, 2006). According to UNWTO (2016), tourism mainly brings economic benefits to destinations and meanwhile has negative effects for the environment and host communities in destinations. In this case, the cruise tourism industry is not an exception. However, literature tends to emphasize cruise tourism’s positive economic effect on destinations (Lopes & Dredge, 2017), rather than analyzing this industry as an object which has multiple impacts. “Although cruise industry creates positive economic effects on target regions, middle and long term real negative effects are stayed unexplained“ (Polat, 2015). It is necessary to admit that for such a small niche as cruise industry, its impact is disproportionate to its size (Dowling, 2006).

While cruise tourism is a relatively new economic, social and environmental phenomena, it has huge potential to have an impact on the main pillars of sustainability (Caric, 2012). From the first sight it could seem vague how this sort of traveling can affect destinations and their surrounding in a very limited time. By time, its seasonality and fixed time is meant, which can be spent in destinations by tourists. UNWTO (2016) describes cruise tourism as an industry which brings large number of people to concentrated areas for brief periods and by doing so its impacts are multiplied and even more concentrated. An interesting comparison could be made in order to understand cruise tourist flows. "If cruise ship arrivals were conceptualized in terms of airplane arrivals, using an average airplane capacity of 300 passengers, the arrival of a 3,000-passenger cruise ship would be equal to ten airplanes all arriving at the same time" (UNWTO, 2016). Obviously, destinations are forced to adjust their ports in order to deal with such tourist flows by constructing adequate infrastructure (UNWTO, 2016). However, the impact on destination does not end with changes in port infrastructure. After a ship docks, tourist flows spread within a destination for a couple of hours and by doing so some destination areas become overcrowded. Even degradation of historical sites might be caused by tourists' exploitation of the place (Brida & Zapata, 2010). The worst thing is that passengers tend to position themselves mostly as consumers rather than guests (Polat, 2015) and this leads to the situation when tourists perceive destinations as the places which they ought to consume rather than respect. Moreover, there are thousands of passengers who are flooding over cruise ship destination regions and this might have a negative effect on the locals (Polat, 2015). For example, there might be a risk that locals can be displaced from the public areas because of the too high concentration of tourists. Thus, it seems that these huge tourist flows in very concentrated time and place are even worse than smaller tourist flows during all year around.

2.4 Cruise tourism market

According to Dowling (2006), there is an ever-growing tourist interest in cruise travel. Thus, one could ask who these cruise passengers are. Dowling (2006) argues that cruise tourists are part of various segments of the population and worth to mention is the fact that there is a high percentage of first-timers. Cruisers could be described as very loyal to cruising according to the fact that 92 percent of cruisers say they will book a cruise as a next vacation (CLIA, 2017). In general, today's cruisers can be described as 45 years old people (Dowling, 2006). However, the average age of cruisers is falling (Robbins, 2006) and it can be explained by the fact that "cruises today are accessible to almost everyone and that some type of cruising must be considered part of low cost tourism" (Brida & Zapata, 2010). To be more precise, 34% of cruisers are between the age of 35 and 54 years, one in four cruisers are retired, and 76% of cruisers are married, which means that families are an important segment of the cruise market (Dowling, 2006). "Cruises are a preferred vacation choice for families, especially those with children under the age of 18" (CLIA, 2017). Therefore, it is relevant to uncover the main motives of purchasing a cruise.

Worth to mention that there are several factors which make cruises such a desirable type of traveling for cruisers. Namely, there are "five specific features of cruises that appeal to travellers: 1. Passengers have the opportunity to visit a variety of places in a short period of time without the problems of other modes of travel. 2. The ships are self-contained. 3. Cruise ships have a cruise director and staff whose sole function is to make sure passengers have an enjoyable time. 4. High-quality food is served in elegant style. 5. Everyone usually begins and ends their vacation on the same day" (Davidoff and Davidoff, cited by Dowling, 2006). However, it should be assumed that the most crucial and common factors among cruise ships are related to the opportunity to visit a range of destinations, their closed environment and cheering atmosphere. Or in other words, the popularity and attractiveness of cruises could be explained describing it as protective, emotionally-reassuring and complexity-reducing 'cocoons' (Vogel, cited by Papathanassis & Beckmann, 2011).

Continuing market segmentation, there is a proposal to split the market in two main groups of people: cruisers and non-cruisers. According to CLIA (2017), cruisers mostly rely on travel guides, travel blogs as well as travel agents, whereas non-cruisers rely on recommendations from friends and travel information websites. Another insightful statistic is that 89% of cruisers rely on travel agents while booking their cruise (Dowling, 2006). This feature can allow to assume that cruisers' previous experience in cruising plays an important role in terms of what sort of information is used to find a desirable cruise trip. Moreover, analyzing factors affecting these two market segments in purchasing a cruise, it is noticed that "cruisers and non-cruisers both identify the destination of their vacation as the most important factor influencing their vacation choice, with 68 percent of cruisers and 56 percent of non-cruisers citing this motivation" (CLIA, 2017). According to CLIA (2017) the second most relevant factor is cost while choosing a cruise. Assumingly, splitting market in these two segments is too broad in order to find out some specific and useful cruiser behaviour patterns.

Thus, cruisers' market could be segmented according to generations. For instance, CLIA (2017) states that duration of cruise is related with the age. The Generation of Traditionalists tends to choose 9 days or an even longer cruise; Baby Boomers are more likely to go on a 6-to-8-day cruise; while younger generations such as Millennials or Xers tend to choose shorter cruises which last up to 5 days (CLIA, 2017). Cruise packages of two or three nights are addressed to an increasing younger market (Brida & Zapata, 2010). Interestingly, the most loyal segment seems to be formed by younger generations, which claim that cruising is their favourite type of vacation (CLIA, 2017). Furthermore, the factors affecting cruise purchasing differ depending on generations. The most influential attributes for Traditionalists are programs for children and families, for Boomers and Gen Xers it is ports and destinations, while for Millennials it is onboard entertainment and a ratio of price and value (CLIA, 2017). Worth to stress the point that Millennials and Gen Xers see cruising as a way to sample destinations for later trips and they are more likely to make pre-/post-cruise stays in a port city or return to a visited destination after experiencing it on cruise (CLIA, 2017). Thus, it can be assumed that market behaviour patterns can be shaped according to the generation.

Going further, Polat (2015) claims that cruisers can be divided in four main markets: contemporary market, which prefers onboard amenities rather than destinations; premium market, which can afford more expensive cruises and destinations are equally important as onboard amenities; luxury market, which refers to the most expensive cruise category and duration of voyages is longer than average cruise days; adventure or exploration market, where destinations are the main factor to take a cruise and these cruises are relatively long as well as the luxury market's. It seems that cruise tourism is able to meet the needs of various people and generation by offering such a cruise, which can fulfil their expectations and desires. However, it is necessary to acknowledge that these sorts of approaches to an existing market lead to the perception of tourists as a homogenous group with slightly different needs and preferences depending on the generation. Thus, cruisers should be treated as individuals in order to understand their behaviour in a destination rather than simply divided in generations or main markets. However, it is necessary to acknowledge the fact that there are other aspects which have influence on cruise passengers' movement around a destination and the following chapters will elaborate on it.

2.5 Stakeholders in cruise tourism

From the authors' perspective, stakeholders might influence the distribution of cruise passengers. Understanding each stakeholder's role and actions is crucial when developing successful policies for distributions. "The lack of a coordinated city strategy is especially a challenge for small countries like Denmark, which only have one metropolis, when compared to other larger European countries, such as France or Germany, which have several large mega-cities to benefit from" (Jørgensen & Munar, 2009). "A critical factor in the success or failure of a cruise destination is how government at all levels, the business sector and the community respond to and engage with the more encompassing oligopolistic power asserted not only by the cruise lines but also by other enterprises such as non-local developers and investors which may also harbour potentially asymmetric power" (London & Lohmann, 2014).

2.5.1. Ownership and the business communities

According to Perez & Sanchez (2015), the port, the cruise destination and the cruise line count as the main stakeholders involved in composing a cruise itinerary. The three aforementioned stakeholders contribute to the creation and improvement of a network, which allows the organizations in these networks to have access to "professional services in sales, marketing, service concepts, developing events, and knowledge and strategies" (Jørgensen & Munar, 2009). "There are marketers in joint public-private cooperative endeavours whose interests include such factors as what will influence travellers to come to place A, B or C" (Pearce, 2005). The high degree of the involved companies' specialization regarding the cruise industry (for instance tour operator, travel agencies, cruise line companies and cruise terminals) prevents the appearance of one actor's monopolism (Vaio & Medda, 2010). Alanis (2015) argues that the destination's profits are generated by the consumption of cruise tourists, and employees of cruise tourism. However, the economic gains of a destination are perceived in various ways by the stakeholders, such as cruise lines, travel agencies, restaurants, hotels, and souvenir shops (Alanis, 2015).

2.5.2 Governance, municipalities and tourism organizations

The aim and the role of the governance, municipalities and tourism organizations is to take into consideration both the decision makers' needs and tourists' desires (Pearce, 2005). As noted by London & Lohmann (2014), the abovementioned stakeholders should create a relationship with other actors adjacent to cruise industry like government authorities, real estate investors or developers, since they are contributing to the construction and improvement of cruise terminals. The authorities acknowledge the important role of the community, because they offer the main service needs (Gunn, 1993). In the cities, where cruise tourism is present, the importance of the community's role in maintaining a competitive advantage is accentuated. That is because they need to "invest in their quality of life, their internal and external accessibility, the quality of public services, and their image and identity" (Jørgensen & Munar, 2009). These changes cannot be attained without the support of the authorities (Jørgensen & Munar, 2009).

2.5.3 The local communities

Local communities tend to consider cruise tourism as a source of economic gains. At the same time, it offers them a feeling of pride, despite of the negative effects, which generally accompany cruise tourism (e.g. air and water pollution, and overcrowdedness) (London & Lohmann, 2014). The involvement of the local society in tourism development, can lead to a change in their attitudes in a positive way in regard to the tourism industry (Karreman, 2012). The effective collaboration between the local stakeholders, for the past decade, played a key role in attracting the tourists, cruise calls and events in a successful way in Copenhagen's case (Jørgensen & Munar, 2009). O'Shea (2012) argues, that the cooperation of the local stakeholders indicates a degree of pride in the community, besides offering a satisfactory experience to visitors.

2.6 Arrival Sequence

There is currently very limited literature and guidelines regarding the phenomenon of arrival sequence, which indicates the behaviour and experiences of the cruise passengers and their influence upon the distribution. The lack of information has brought the authors to discover its meaning through their perspectives and understandings as well as by exploring how the “arrival sequence” term has been described in another field. For instance, from the architect’s perspective, arrival sequence is defined as a “combination of the main entrance, lobby, front office areas and campus welcoming area to enhance security and provide a more efficient and welcoming space” (Whitehurst & Wilson, 2017). Furthermore, Dargan Landscape Architects (n.d.) mentioned that arrival sequence “begins at the street and ends at the front door. The approach and arrival sequence is the welcome mat for visitors”. In cruise tourism industry, the “street” represents the sea and the distance between the “street” and the “door” consists of the terminal area. In the moment they leave the terminal, the arrival sequence phenomena ends. According to aforementioned architects’ perspectives, the authors define arrival sequence as the first impression of welcome and hospitality. It begins at sea, as the ship is arriving at the port and ends at the point where the passengers exit the terminal. Up to the point of leaving the terminal, every element they encounter (for instance information and facilities provided at the port) and action they undertake and are part of, can lead to the creation of a first impression of the destination. Owing to the enormous amount of impressions the passengers get in the area of the terminal, which serves as the main space where the arrival sequence takes place, this phenomenon can be considered as a welcoming mat for the destination. An example of arrival sequence is “when cruise passengers arrive at the port, they can choose to stay on board or to join a guided excursion or tour; they can explore the city on their own, or hire a taxi for sightseeing” (Brida, Pulina, Riaño, & Zapata-Aguirre, 2013).

Based on Lundgren’s quotation (2006), the authors understand that the proximity and “360-degree panorama”, which is visible from the ship, refers to the **location of the pier**. “In Stockholm, the harbour basin serves as a central lookout point from the arriving ship, a 360-degree panorama of visible tourist attractions, a formidable Urry styled tourist gaze (Urry, 1990) – all within a 1.6-km radius space, easily accessible via a short taxi ride, a quick bus trip, a 10-minute subway journey or a half hour's walk! Proximity and access direct the impacting beautifully" (Lundgren, 2006). And as Lopes and Dredge (2017) stated, the closed operating environment of the ship enables a high level of control over sales and marketing activities, for instance **information about the destination, which is provided onboard and at the port**. These are two factors, which have been identified by relying on researches of Lundgren (2006) and Lopes and Dredge (2017).

However, the authors think that the literature related to the arrival sequence and its factors is insufficient.

2.7 Wayfinding

"Understanding individual differences among tourists' wayfinding behaviours can be beneficial in developing wayfinding systems/devices that can assist tourists as they move from attraction to attraction within a tourist site" (J. & Packer & Dong, 2009). The component elements of the wayfinding include the movement and decision-making (Xia & Arrowsmith & Jackson & Cartwright, 2007). The wayfinding system affects tourists' movement from one area to another, especially in the situation when tourists are not familiar with the region they visit (Al-Musadieq, 2017). "The distinguishing features of tourism distribution are the various ways in which tourism products such as transport, accommodation and activities are packaged, promoted and made available for tourist consumption, to influence consumer choice" (Buhalis & Laws, 2001). A well-structured wayfinding system can directly affect visitors' experience, and thereby improve the tourism industry of a destination (O'Shea, 2012).

"Wayfinding is a cognitive psychological process for finding a pathway from an origin to a specified destination" (Xia & Arrowsmith & Jackson & Cartwright, 2007). The arrangement of the natural and artificial physical features of a destination plays an important role in affecting the location of the facilities and the structure of the transport network, which successively influences tourist flows (Lew & McKercher, 2006). It can be mentioned that as a consequence, "the mobilities turn contributes new understanding to the way in which destinations are continuously transforming and restructuring as a result of flows of people, objects and ideas" (Sheller & Urry, 2004 cited by Dredge & Jamal, 2013).

"If a destination is known but is not directly connected by a path, road, or track to the origin, successful travel may involve search and exploration, use of landmarks, spatial updating of one's location, recognition of segment length and sequencing, identification of a frame of reference, and mental trigonometry (triangulation, dead reckoning, and the like)" (Golledge, 1999).

2.8 Cruise Passenger Distribution

As it is stated by Buhalis (2001) distribution represents an important element in creating a competitive advantage for tourism companies and destinations. (Buhalis, 2001).

According to Crompton (1979), socio-psychological aspects may influence the tourists to move towards a certain destination. These socio-psychological elements can also affect tourists' decision in selecting the way of reaching a destination. For instance, they might "choose to join an organized trip, which includes activities and/or sightseeing, use of transport and it can include food, usually lunch" (Karreman, 2012). When at the destination, the emotional state, as well as their social background can make them decide to explore the destination and engage into activities there (such as using the local transportation), independently (Karreman, 2012). Yet, these elements can also affect passengers' decision "to remain concentrated in a very restricted area of the destination" (De Cantis et al., 2016). Based on these authors' statements, one can say that, socio-psychological factor plays an important role in tourists' decision of selecting a particular destination, the way of reaching it, as well as their behavior performed at the destination.

In regard to the factors which impact tourists' movement pattern at the destination, Lew & McKercher (2006) analyzed special transportation systems. They concluded that a good planning of transportation, which can meet tourists' needs, can lead to a better distribution of visitors in the destination. In addition, De Cantis et al. (2016) and Ferrante et al. (2016) utilized GPS as a means of collecting and interpreting data related to "the experiences of cruise passengers, in terms of attractions visited, time spent on each attraction, the most well-beaten path, use and type of transportation mode, and so on" (Ferrante et al., 2016). It has been discovered that socio-demographic characteristics of cruise passengers (such as age, income, and nationality) are directly connected to the way they move at the destination. By using these pieces of information, certain patterns of cruise tourists' behaviour can be identified, as well as knowledge about their distribution at the destination.

2.9 Baltic Sea cruise tourism and its main destination - Copenhagen

The European cruise market has witnessed a decade of steady growth and by doing so it has become the world's second largest destination (Robbins, 2006). This enormous pace of growth led to an increased popularity of Europe's various regions among cruisers. To be more precise, ports located in the Mediterranean and Baltic sea are the most popular ones as port of calls (Wild, 2015), yet very popular among cruise passengers (Polat, 2015). Talking about the Baltic Sea it is crucial to mention the fact that this sea is the largest segment in the Northern Europe market which generates capacity for more than 5 million passenger nights (Wild, 2015). North Europe is described as a region incorporating different markets such as: Norway, Faroe Islands and Iceland; UK/Western Europe with round UK cruises; and the Baltic (Robbins, 2006). The Baltic Sea region is comprised of 10 countries which are as follows: Denmark, Norway, Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Poland and German (Cruise Baltic, 2015). Thus, it is necessary to acknowledge that this region might offer a range of different destinations in a respectively short distance and that these factors attract masses of tourists.

The main cruise tourist flows come to Baltic ports from Nordic markets, the European continent and international markets (Lundgren, 2006). It has been measured that there were around 728,000 cruise passengers in the Baltic Sea in 2014 (Marcussen, 2017). Lundgren (2006) claims that there are several reasons which foster the popularity of the region. Firstly, the relatively unknown Nordic-Baltic world. Secondly, cruises in the Baltic Sea tend to focus on some certain parts of the Baltic, which reduces open sea crossing time and by doing so increases land time for tourists. Thirdly, proximity to first-class tourist attractions is common for Baltic Sea ports. Last but not least, the ratio of cruise tourists disembarking or the population size of the destination might appeal to tourists in the main ports of Baltic Sea on the grounds that cruise passengers may experience overcrowdedness less, as at the main ports in Mediterranean sea (Lundgren, 2006). The most popular duration of cruises in the Baltic Sea varies from a minimum of 10 days to a maximum of 2 weeks including five to seven ports which mainly are located in capital cities (Lundgren, 2006). On the other hand, there is a growing interest in the shorter cruises which have less than five ports of call included in the itinerary (Lundgren, 2006). "The top six cruise destination ports – Copenhagen, St Petersburg, Stockholm, Tallinn, Helsinki and Riga" (Lundgren, 2006). As it can be noticed, five out of six ports are capitals (Lundgren, 2006). According to received calls per year, the largest ports in the Baltic Sea are: "Copenhagen (306), St. Petersburg (272), Tallinn (271), Helsinki (240), Stockholm (230)" (Cruise Baltic, 2017). However, it is worth to mention that most of these ports are for single day visits, while St. Petersburg port, in its turn, typically hosts cruises at least one night, even though it is not a turnaround port (Marcussen, 2017). Consequently, it can be seen that owing to the fact that St. Petersburg offers overnight stays, tourists' behaviour in the other destinations from the itinerary might be affected.

Copenhagen is the most visited port in the Baltic region (Cruise Europe, n.d.; Lopes & Dredge, 2017), which receives the largest number of cruise passengers (Marcussen, 2017). To be more accurate, there were 739,000 cruise passengers who arrived in Copenhagen as either a port of call, or as a port of disembarkation in 2014 (Lopes & Dredge, 2017). According to these numbers it might be assumed that Copenhagen port may suffer from relentless flow of cruise passengers. However, according to Lundgren (2006), Copenhagen is one of the least overcrowded Baltic Sea destinations by cruise passengers, in terms of the ratio between cruise tourists' number versus the size of population.

In addition to this, Copenhagen port is the main turnaround port in the region (Cruise Baltic, 2017; Lopes & Dredge, 2017). "Copenhagen is by far the most popular starting point for Baltic Sea cruises, receiving over 60% of all turnarounds in the region" (Copenhagen Malmö Port, 2014). It entails that cruise passengers may spend more time in the city before or after the cruise and in this way, local businesses gain more economic benefits (Lopes & Dredge, 2017). There are significant differences between tourists' expenditure who come to Copenhagen as to the port of call or as an embarking/disembarking port. It is measured that cruise passengers who embark on cruises from Copenhagen spend €311 per capita in average, meanwhile transit passengers spend around €60 only (Cruise Copenhagen, 2017). “In 2013, those passengers with a pre-cruise or post-cruise stay in Copenhagen reported spending an average of two nights in the city” (Lopes & Dredge, 2017). There are several underlying reasons enabling Copenhagen to be a turnaround port: substantial airlift capacity with a wide range of airline connections and being a tourist destination itself (Rodrigue & Notteboom, 2013). Thus, as it is suggested above, being a turnaround port allows to improve cruise passengers as well as economic benefits’ distribution within a destination on the grounds that cruise passengers are not restricted by time.

Important to mention is that cruise passengers’ activity at a destination differs depending on demographic aspects. It is known that socio-demographic characteristics of cruise passengers, such as nationality, age, income and so forth are associated with their movement patterns at a destination (De Cantis et al., 2016). “For example, our results show that cruise passengers with higher incomes, a higher education level, and aged between 36 and 55 years seem to seek what can be described as an intense experience of the destination, in terms of time spent onshore, places visited, and transportation mode. On the contrary, younger and senior cruise passengers, with lower levels of education and a lower income, will make a shorter visit at the destination, concentrating their activities on places adjacent to the port area” (Ferrante et al., 2016). This leads to the fact that it is necessary to have a knowledge about arriving cruise passengers’ background. According to Lopes and Dredge (2017), there are five main cruise lines operating in Copenhagen port: AIDA; Costa; MSC; Holland America Line; Royal Caribbean International. However, any more detailed information regarding cruise passengers’ background is not publicly available. There is a lack of data, which would reveal demographic aspects of existing market in Copenhagen. It seems that cruise lines are not willing to share such information publicly.

Furthermore, Copenhagen has two main ports which may affect tourists’ decision-making in terms of their willingness to explore Copenhagen. As it was stated above, the proximity to the first-class tourist attraction is one of the main qualities of Baltic Sea ports on the grounds that historic cities might be reached by cruise passengers in 5-minute walking distance from the ship's landing and Copenhagen port has this feature (Lundgren, 2006). One of the main ports is called Langelinie which is situated in 4 kilometers distance to the city centre (Cruise Copenhagen, n.d.-b) and has a space for two to four cruise ships (Cruise Copenhagen, n.d.-a) . According to Cruise Copenhagen (n.d.-b), Langelinie provides tourism information at the port and city maps are available at the pier, while there is no fixed map provided with directions between the port and the city. Thus, Langelinie is considered to be the proximate port, as it was referred to in Lundgren's article. However, increasing ships' sizes and their length forces destinations to expand existing ports or construct new ones (Marcussen, 2017). Most probably, this was the main reason why Copenhagen has built another port which mainly serves huge cruise ships and is located far from the city centre. The new port which is called Ocean Quay was built in 2014, in order to serve turnaround cruises and to maintain Copenhagen's leading position among other Baltic Sea ports (Copenhagen Malmö Port, 2014). Ocean Quay serves approximately 60% of passengers who arrive to Copenhagen by cruise (Copenhagen Malmö Port, 2014), This port has three terminals which compound 1.100 meters of quay (Cruise Copenhagen, n.d.-a) and its maximum capacity is to serve four ships at the same time (Copenhagen Malmö Port, n.d.). In addition to this, Ocean Quay provides tourism information, city maps and a fixed map with direction between the port and the city (Cruise Copenhagen, n.d.-b). The distance between the Ocean Quay port and the city is twice as long, in comparison to Langelinie Quay, which means that there are 8 kilometres between Ocean Quay and the city centre (Cruise Copenhagen, n.d.-b). Hence, Copenhagen port can not to be perceived as a port which offers proximity to the main attractions any longer, as it was suggested by Lundgren, because the proximity rather depends on which port the cruise ship docks at. "Only in large international ports are the ships docked off-centre, making access to downtown time-consuming" (Lundgren, 2006). Keeping in mind that cruise passengers are very restricted in terms of time, the occurring distance might play an important role in cruise passengers' decision-making process, which affects their arrival sequence and their distribution. Thus, Copenhagen port might fit the definition of a semi-black hole port, which means that a port city is "endowed with important tourist attractions that are worth visiting by most cruise passengers, while the hinterland offers certain attractions that are visited by niche groups of passengers" (Esteve-Perez & Garcia-Sanchez, 2015). This assumption is made according to existing shore excursion supply offered by cruise lines arriving to Copenhagen as a measure which allows to encapsulate cruise passengers' distribution at some level.

As cruise passengers' arrival sequence and their distribution is not a well-researched topic, the analysis of existing shore excursion supply may facilitate an understanding of what cruisers do while they visit Copenhagen. To begin with, there is a tendency regarding many destinations that shore excursions, which are offered by cruise lines do not differ between different cruises on the grounds that incoming agencies organizing shore excursions have a monopoly (Lopes & Dredge, 2017). This fact means that no matter which cruise line cruise passengers are travelling with, they most probably go to the same tourist attractions in the same sequence. Worth to mention that shore excursions are usually designed by Destination Management Organizations (DMOs), which decide what sort of attractions might be attractive to passengers (Gui & Russo, 2011). According to Lopes & Dredge (2017), there are 57 shore excursions, in total, offered by five different, previously mentioned cruise lines operating in Copenhagen. To be more precise, "the number of shore excursions offered by each cruise line varies widely, from the six tours offered by MSC to the varied offer by Royal Caribbean International with 21 different options" (Lopes & Dredge, 2017). From the first sight it might seem that there is a wide range of different excursions offered in Copenhagen, however, these excursions are not particularly diverse on the grounds that these top five cruise lines offer almost the same excursions and there are only several alternative excursions provided (Lopes & Dredge, 2017). Nevertheless, owing to the lack of the variety of shore excursions, eventually destinations turn into subjects of costs and problems such as overcrowded and overused public places and its infrastructure (Brida & Zapata, 2010). Examples of shore excursions might be as following: walking tours around the city; excursions outside of Copenhagen such as to the village of Dragoer or to North Zealand to visit Frederiksborg which take from four to five hours; and the "Smushi & Sail - the Hidden Gem" excursion, which might be considered as an alternative excursion to a local café (Cruise Copenhagen Network, n.d.). The vast majority of excursions in Copenhagen is executed by a combination of travelling by bus and walking (Lopes & Dredge, 2017). However, there was no information found in terms of excursion itineraries, regarding attractions, which cruise passengers visit during shore excursions. It is known that more than 95% of transit passengers left the cruise ships to visit Copenhagen in 2013 and they spent five hours in the city in average, while it is estimated that shore excursions last around four hours (Lopes & Dredge, 2017). In addition to this, more than half of the cruise passengers who left a ship have purchased a shore excursion and around 90% of them bought it from the cruise line, even though cruise passengers have an opportunity to buy excursions from vendors who generally await them near the dock and usually offer less expensive services (CCN, cited by Lopes & Dredge, 2017). This feature might be explained by the information provided on board.

As cruise ships operate in a closed environment, it allows them to provide the sort of information, which can be controlled solely by them. As a result, unreasonable prices for shore excursions might be set, a fact, which impacts cruise passengers' decision-making and their arrival sequence. "The cost of shore excursions is a recurrent reason for dissatisfaction amongst cruise guests, which can lead to not purchasing the tours directly from the cruise line" (Lopes & Dredge, 2017). Cruise lines sell shore excursions which are twice as much expensive compared to the tour operators' offers (Brida & Zapata, 2010) and the same situation occurs in cruise lines arriving to Copenhagen (Lopes & Dredge, 2017). It is estimated that "transit passengers in Copenhagen in 2013 who purchased a shore excursion spent an average of €111 per party and an average of €55 per passenger on their tour" (Lopes & Dredge, 2017). However, if tourists decide not to buy any of the offered shore excursions, they are left without any useful information regarding the destination. "Cruise passengers form a particular category of tourist, due to their frequently more limited knowledge regarding the destinations to be visited" (Silvestre, Santos, & Ramalho, 2008). In addition to this, passengers are often discouraged from buying excursions from already existing tour operators in the port by cruise lines calling them companies which offer 'non-approved' shore excursions (Lopes & Dredge, 2017). Furthermore, cruise passengers are forced to make a decision in prior and by doing so it limits their time which could be spent for searching information about the upcoming destination. Lopes & Dredge (2017) claim that "the cruise guests may purchase shore excursions up to 24 hours prior to arrival in port". In this case, it can be understood that tourists are forced to buy shore excursions offered by cruise lines, because they do not want to miss the opportunity to get familiar with the destination.

Thus, according to the statistics, which suggest that there is a huge part of cruise passengers in Copenhagen who can be called as independent tourists, on the grounds that they do not participate in shore excursions, the lack of knowledge about their activity in Copenhagen is identified. However, according to Cruise Copenhagen Network's (n.d.) must-see list, their activities and visited tourist attractions might be predicted: Rosenborg Castle; Freetown Christiania; Nyhavn; Tivoli; Copenhagen Street Food in Paper Island; and Carlsberg brewery. However, there is no such data which would reveal whether these attractions are the most visited ones by cruise passengers. While there is some certain knowledge about shore excursions, there is a gap of knowledge about independent tourists' movement at a destination. There is no data found about independent cruise passengers' movement in Copenhagen.

2.10 Literature review summary

Literature review suggests that cruise passengers' activities at a destination are little understood and it is an under-researched topic (De Cantis et al., 2016). There are just a few papers, which focus on the analysis of the different characteristics, behaviour and onshore experience of cruise passengers while they are visiting a destination (Brida et al., 2013). Only two articles have been found, which analyze cruise passengers' distribution patterns in a destination using a GPS. However, these studies are not able to identify factors which affect their decision-making process in terms of their chosen tourist attractions to visit. Executed literature review allows to identify some factors which can have impact on cruise passengers' distribution, namely: shore excursion supply offered onboard by cruise ships (Lopes & Dredge, 2017); cruise ship itinerary (Marcussen, 2017); whether the port is a turnaround port or a port of call (Lopes & Dredge, 2017; Brida & Zapata, 2010); location of the pier (Lundgren, 2006); cruise passengers' demographic aspects (De Cantis et al., 2016); infrastructure/facilities, such as transportation (De Cantis et al., 2016; Lew & McKercher, 2006); stakeholders' engagement in a destination management (London & Lohmann, 2014; Pearce, 2005); tourist attractions in terms of their location and their number within a destination (Al-Musadieq, 2017). However, we suggest that this list of factors is not full and it is missing the very first phase of cruise passengers' decision-making process, namely – arrival sequence.

From the revision of the literature, it can be observed that the arrival sequence is an important part of the decision-making process that affects the tourists' distribution. The way the arrival sequence is defined in this project suggests that it is the first phase of the tourist decision-making process, which affects their following activities in a destination. According to literature, arrival sequence consists of a couple of factors, such as information provided onboard or at the port (Lopes & Dredge, 2017) and the location of the pier in terms of tourist attractions' visibility, which might encourage tourists to leave a cruise ship (Lundgren, 2006). However, it is necessary to acknowledge that this list lacks other factors that need to be included. An example of overlooked factors might be the participation in shore excursions that are provided by the cruise ships and which would give a different arrival sequence experience to the passengers, since they do not have to search for the information or the signage at the port. However, such a factor is not researched by any author. Thus, since literature does not offer any other factors which might have an impact on cruise passengers' arrival sequence, it leads to applying adaptive grounded theory in the project in order to find out a broader list of factors. Moreover, factors, which will be found to be the most relevant for the current project, will be identified according to the evaluated literature and will be proved or denied by using certain methods, which are introduced in the following chapter.

For a better visualization of the factors identified in the literature review chapter, the authors created the following table (see Table 1).

Table 1 - Factors found in the literature review

Factors of arrival sequence	**Factors of cruise passengers' distribution**
Information provided onboard and at the port	Shore excursions supply offered by cruise ships

Location of pier (main tourist attractions visibility as a measure to enhance first impression)	Cruise ship itinerary
	Role of port: turnaround port or port of call
	Location of pier (distance to main attractions)
	Cruise passengers' demographic aspects
	Infrastructure/facilities (transportation)
	Stakeholders' engagement in a destination management
	Number of tourist attractions and their location

CHAPTER 3 – METHODOLOGY

3.1 Introduction to methodology chapter

The aim of this chapter is to describe the methodological perspective, in which the current project is embedded, as well as the methods that have been chosen for the study when collecting the necessary data. First of all, the methodological perspectives of the research will be described and discussed. The knowledge co-creation theory, as well as the inductive approach and the adapted grounded theory will be introduced. This is followed by the presentation of the methods that were chosen for the primary data collection based on the topic and research questions of the project. This includes qualitative approaches, such as the method of netnography, participant observation and semi-structured interviews. The secondary data collection will be presented and another type of data collection will be outlined as well. This specific type of data collection counts as a unique method in our project in terms of its way of collecting data; it is neither primary, nor secondary data, but data that we created through mapping. In the part following the chapter of the secondary data collection, this will be elaborated on. Finally, the summary will be presented, discussing factors that the authors found through the methods they used and which will count as the foundation of the data analysis.

3.2 Methodological perspective

The methodological perspective provides the foundation of our project, since it presents the way the project aims to approach the topic and the research questions. First of all, the difference between qualitative and quantitative methods needs to be recognized and discussed. Hannam and Knox (2011) suggest that tourism research should proceed using qualitative methodologies rather than quantitative ones, mainly because they allow greater opportunity to spend time with the sources, the subjects and the 'data' and therefore may provide more detailed, and complex results with a possibility of a deeper understanding of the topic, the issue, etc. . Another reason for using more qualitative methods according to Hannam and Knox (2011) is that quantitative research methods tend "to be objective and draw on the philosophical position of positivism" (Hannam & Knox, 2011). They assert, that in contrast to the quantitative methods, qualitative research methods "are based on interpretation and use a constructionist approach to the social world" (Hannam & Knox, 2011).

In order to get a deeper understanding of the difference between positivism and the constructionist approach, different explanations of the terms are outlined. According to Kemper (1981), who compares the approaches in relation to the study of emotions, "these terms are meant to differentiate between those who view emotions as social constructions or as interpretive accomplishments of the actor, and those who view emotions as more or less jointly determined by social structure and biology and between those whose methods include participation, personal observation, and an emic (Pike 1967) approach, and those whose methods include experiments, statistical manipulation of data, and an etic approach" (Kemper, 1981).

Stead (2004) defines positivism as "a paradigm that states that there is one reality that can be understood. Positivism is ultimately reductionistic and deterministic in which control and prediction feature prominently" (Stead, 2004). In contrast, "social constructionism does not accept that there is one truth, but many “truths”. It emphasizes that knowledge is socially constructed through discourse and is contextually embedded. Furthermore, it believes that people are the product of social processes and are not assumed to have a pre-determined nature whether provided by biology or the environment. Therefore, people are not considered to have a discoverable nature. Social constructionists have little interest in the nature of things but in how relationships are constructed, the process of such interactions, and their meaning making. It is believed that meaning making is best understood through examining and understanding the interaction processes between people (Burr, 1995) (as cited in Stead, 2004)” (Stead, 2004).

It is also important, that according to social constructionism, people have several personalities which vary depending on time and context, and the selves only get a meaning in relation to other people's selves in different contexts (Stead, 2004). “Therefore, one’s personality is constructed in relation to others (for example the researcher) and is not an internal and fixed state (Stead, 2004)”.

In this regard, it can be stated, that a constructionist approach is used in the project, as the research puts great emphasis on qualitative methods. Among other types of qualitative methods, netnography, participant observation and interviews need to be highlighted, as these ethnographic approaches are used for the primary data collection in the project. In the following chapter of the project, these methods will be further elaborated on.

3.3 Knowledge co-creation theory

Regarding the methodology perspective of this project, another important aspect needs to be highlighted. One of the aims relating to the literature review was to provide a complete and sufficient foundation for our analysis, however, the authors recognized that there are other forms of knowledge that have also contributed to understanding the complexity of the project. An important form of knowledge in this regard was the authors’ own knowledge, which the members of the group gained independently throughout their lives regarding their educational backgrounds and lifetime experiences in general in the first place. As the structure and complexity of the project increased during the progress of building it, the importance of this knowledge became more and more significant. In this context, the literature of Nonaka and von Krogh (2009) is relevant, in which they emphasize the significance of the knowledge of the individual by presenting the organizational knowledge creation theory.

Firstly, the terms “tacit” and “explicit” knowledge need to be defined and distinguished. The first term is described as a knowledge that is “tied to the senses, movement skills, physical experiences, or intuition” (Nonaka & von Krogh, 2009). In contrast, explicit knowledge “is uttered, formulated in sentences, and captured in drawings and writing. For example, knowledge of a solution to a differential equation is explicit knowledge” (Nonaka & von Krogh, 2009). It is expressed, that “knowledge is explicit and tacit along a continuum” Nonaka 1991, 1994 (as cited in Nonaka & von Krogh, 2009). “The notion of “continuum” refers to knowledge ranging from tacit to explicit and vice versa” (Nonaka & von Krogh, 2009). It is highlighted, that these forms of knowledge create new knowledge in a way that they are “mutually complementary in that they dynamically interact with each other in creative activities by individuals and groups” Nonaka 1994, Nonaka et al. 1996a, Alavi and Leidner 2001 (as cited in Nonaka & von Krogh, 2009).

In this regard, it can be noted that although both forms are used in the project, tacit knowledge plays a key role in this research. The authors found that the literature review does not provide a complete picture in order to be able to undertake a sufficient research, thus their individual experiences and perspectives on different aspects related to the project needed to be included with enhanced significance. As Nonaka and von Krogh (2009) suggested, the different types of knowledge are not separate types, rather inherently inseparable, implying that tacit knowledge would have naturally been a part of the project. Nevertheless, owing to its increased use in this case, this methodological perspective needs to be highlighted. In this context, the importance of the knowledge co-creation of the group members has to be outlined. “According to Nonaka (1994), Nonaka and Takeuchi (1995), Nonaka and Konno (1998), and von Krogh et al. (2000), knowledge is created through the interaction between individuals with different biographies. Different biographies imply that individuals bring different knowledge and interests to the process” (Nonaka & von Krogh, 2009). Even though this can mean a challenge in terms of the synergy of the different approaches and ideas of the members, it can also be considered as an opportunity; “by bringing together different biographies, members gain “fresh” ideas, insights, and experiences that allow them to reflect on events and situations (von Krogh et al. 2000). Practitioners’ diverse tacit knowledge, which they partly acquired in their diverse social practices, is a source of creativity. Through knowledge conversion, practitioners may discover new ways of defining problems and searching for solutions” Nonaka and Konno 1998, Leonard and Sensiper 1998 (as cited in Nonaka & von Krogh, 2009).

3.4 Inductive approach and adapted grounded theory

The aforementioned paradigms and the theory of co-creation are in strong connection with other important aspects, which are adapted grounded theory and an inductive approach. Both are important parts of the authors’ methodology perspective, since they were searching for the answers within the data itself and refined it based on more data. According to Thomas (2006), “the inductive approach is a systematic procedure for analyzing qualitative data” (Thomas, 2006). In the case of this project, it can be said that through the process of building it up, the authors have done the literature review, developed a framework, tested that framework by examining the collected data and found out, that there are a few small parts of it missing, therefore their goal was to address those “missing parts” and thereby improve the framework. An inductive research method was used, in which the authors “derived concepts through interpretations made from the raw data” (Thomas, 2006). To put it differently, the authors’ theory emerged from the collected data, hence the framework was constantly improved in regard to the continuously collected data.

“The use of an inductive approach is common in several types of qualitative data analyses, especially grounded theory” Strauss & Corbin, 1998 (as cited in Thomas, 2006). Regarding the project, an adapted grounded theory was used. However, in order to get a deeper understanding of this theory, grounded theory needs to be described first of all. According to Sarker, Lau and Sahay (2000), “the grounded theory approach is a qualitative research method that uses a systematic set of procedures to develop an inductively derived grounded theory about a phenomenon" Strauss & Corbin, 1990 (as cited in Sarker, Lau & Sahay, 2000). Another definition of grounded theory is provided by Friedman (2008), who asserts that "a grounded theory is an inductive theory emerging or rising from the ground of direct, empirical experience" (Friedman, 2008).

As it has already been mentioned, an adapted grounded theory was employed in the case of the project, since through testing the previously developed framework through examining the data that has been collected, some "missing parts" of the framework have been discovered. Therefore the authors' aim was to add those missing parts by building them "from the ground up". However, by doing so, the authors were not using purely grounded theory, since they took their own knowledge into account besides the constantly collected data, which the framework was continuously improved with. In other words, all the different types of knowledge, which the authors have drawn together to develop the framework, have been taken into consideration, which was then tested on the data that was extracted and which was then again reformulated, thereby creating a process that could be continued infinitely. As Charmaz (2008) asserts, "through considering all possible theoretical understandings of their data, grounded theorists create tentative interpretations, then return to the field and gather more data to check and refine their categories" (Charmaz, 2008).

Also, Strauss and Corbin refer to the importance of the previously mentioned type of knowledge that the members used in the project by asserting that "in addition to what emerges in the study, other influences, such as personal experiences, professional exigencies, and earlier ideas, may spark inquiry" Strauss and Corbin, 1990, 1998 (as cited in Charmaz, 2008).

Further exacerbating the significance of the background of the researchers, Sarker, Lau and Sahay (2000) highlight the significance of theoretical sensitivity, which they describe as " "the ability to recognize what is important in data and to give it meaning" by drawing on the literature and personal experience, and by interacting with the data" (Sarker, Lau & Sahay, 2000). In other words, the grounded theory methodology considers "inductive theory building" as implying that the researchers should not ignore their already existing "theoretical conceptions or knowledge about the phenomenon under investigation, and just let the data speak for itself. In fact, the background that the researcher brings to the interaction with data often leads to creative and important insights Strauss & Corbin, 1990 (as cited in Sarker, Lau & Sahay, 2000).

Overall, besides a social constructivist approach, another important part of the team members' methodological perspective consists of an adapted grounded theory, which is linked to an inductive approach, while the authors' professional and general backgrounds play a key role in the general approach to the project. The knowledge of the individual members of the project creates a fundamental approach that pervades the entire research. As a way of building the credibility around the adapted grounded approach taken in the project, a table, which includes the authors' backgrounds is presented below (see Table 2). Besides the names, dates of birth, and home countries of the team members, their educational backgrounds and work experiences are listed, since their knowledge backgrounds comprise these last two elements.

Table 2 - Backgrounds of the project's authors

			Knowledge backgrounds	
Names of team members	Date of birth	Country	Educational background	Work experience
Diána Lilla Szabó	28-12-94	Hungary	BA: Budapest Business School, Faculty of Commerce, Catering and Tourism, Specialization: Tourism and Catering	1. Hostess- Cucina, The Italian Kitchen 2. Personal assistant of GM- Hotel President 3. Cashier- Jamie's Italian Budapest 4. Intern (Front Office, Sales & Marketing)- Arcadia Hotel Budapest,
Edgar Ricardo Valdivieso	15/03/1981	Ecuador	BA: Universidad Tecnica Particular de Loja, Faculty of Language: Education Science. BA: Instituto de Hoteleria y Turismo: Tourist Guide	1. Guide coordinator- Museo Franciscano de Quito. 2. English Teacher- Unidad Educativa Santa Mariana de Jesus. 3.Freelance Guide
Marius Andrei Gyorgyicze	29/07/1984	Romania	BA: Transilvania University, Faculty of Economic Science, Specialization: Economics of Commerce, Tourism and Services	1. Front Office Manager - Hotel Poiana Ursului 4*- Brasov 2. Receptionist - Hotel La Dolce Vita 3*/ Hotel Edelweiss 4* / Guest House Ana-Maria 3* 3. Sales agent - Vodafone Romania 4. Assistant Manager - TotalMed
Vipada Espensen	02-09-1989	Thailand	BA: Rajabhat Phuket University, Tourism and Hospitality Management	1. Receptionist - Marzars Thailand 2. Product Coordinator - Go Vacation Thailand 3. Executive Assistant - Complete Story Co., Ltd.
Vytautas Osvaldas Ivanauskas	11-12-1994	Lithuania	BA: Lithuanian Sports University, Sports Recreation and Tourism. Exchange semester (Erasmus+) at Polytechnic Institute of Leiria (Portugal), main focus: maritime activities. *Additional courses: Guide courses - gained guide certificate.	1. International Tour Operator "Tez Tour" - Tourism manager in Bulgaria. 2. Internation Tour Operator "Tez Tour" - internship in Turkey. 3. Lithuanian Sports University Students Council - President. 4. "Kaunas Camp Inn" (Lithuania) - Camping administrator.

Source: Authors' own creation

3.5 Primary data collection

3.5.1 Netnography

First of all, the main goal of the research method is that it should be directly related to provide data and analysis, which is capable of answering the research questions we are investigating. As the methods for the research should depend upon the scope and nature of the questions, the authors found netnography as one of the most relevant methods (Kozinets, 2010).

Firstly, the term netnography has to be defined. "Netnography adapts common participant-observation ethnographic procedures to the unique contingencies of computer- mediated social interaction: alteration, accessibility, anonymity, and archiving. The procedures include planning, entrée, gathering data interpretation, and adhering to ethical standards" (Kozinets, 2010). Regarding ethnography and netnography, the relation between the two methods has to be made clear as well. Ethnography is an anthropological approach, in which personal engagement with the subject plays a key role. Ethnography has a variety of different types, one being participant observation, which also counts as the most common one. Other methodologies can be interviews, conversational analysis, documentary analysis, and so on. Owing to the flexibility of ethnography, this method helps in representing and understanding the behaviours of people from all races, nationalities, religions, cultures and age groups (Kozinets, 2010).

In comparison, netnography "is participant- observational research based in online fieldwork. It uses computer- mediated communications as a source of data to arrive at the ethnographic understanding and representation of a cultural or communal phenomenon. As ethnography extends from a basis in participant- observation to include other elements, for example interviews, netnography can be considered as another technique of ethnography. In this context, it is important to state that netnography "represents the researchers' attempt to acknowledge the importance of computer- mediated communications in the lives of culture members, and to acknowledge that netnography has its own uniquely adapted set of practices and procedures that set it apart from the conduct of face- to- face ethnography. In terms of interaction, it means the interaction within and becoming a part of an online community or culture in the case of netnography" (Kozinets, 2010). Kozinets (2010) also highlights the significance of participation, in which he says that "the core of netnography is that it is a participative approach to the study of online culture and communities. As it has already been mentioned, netnography is an adaptation of 'participant- observational ethnographic procedures' " (Kozinets, 2010). However, Langer and Beckman (2005) note that a "covert study" of the subjects may be a better option in some cases (Langer & Beckman, 2005) (as cited in Kozinets, 2010). A covert research involves the researcher not revealing his or her identity and attempting to conduct the study undercover, without notifying the subjects. Such an approach has the ability to simplify the data collection, since the researcher is not disturbed while gathering data. Despite of the limitations of being able to use a covert study caused by personal factors, for example in the case of attempting a participant observation in an environment where the presence of the researcher would certainly be noted, in the case of the netnography of this project this is of insignificant relevance, since the authors undertake the netnographic research through online platforms, rather from an observational perspective, without actively engaging with the subjects of the research (Hannam & Knox, 2011). Kozinets (2010) refers to this form of netnography as a performance of purely "observational" or "passive" netnography, as the subjects do not notice the activities of the researchers.

There is a strong correlation between ethnography and netnography, however, the differences need to be highlighted as well. According to Kozinets (2010), four main differences can be identified. These are alteration, anonymity, accessibility, and archiving. First of all, alteration expresses "that the nature of the interaction is altered - both constrained and liberated - by the specific nature and rules of the technological medium in which it is carried" (Kozinets, 2010). Regarding anonymity, it can be stated that "computer-mediated interactions can be considered to provide distinct opportunities for liberating behaviours, and one of the key factors precipitating this sense of liberation is the anonymity often afforded by the online medium. Nevertheless, this anonymity can also confound researchers seeking to fix a particular demographic onto textual and other productions posted online. The medium makes it difficult to see the messenger. All in all, anonymity makes the netnographic approach necessarily different from the approach of face-to-face ethnography" (Kozinets, 2010). Accessibility is another difference between ethnography and netnography. "Online social interaction is a unique public- private hybrid that offers participants the allure of stepping into the global spotlight before an 'audience' from the secure confines of their own home. Opportunities abound not only to broadcast one's own private information, but also to publicly partake in the private information of others. This level of voyeurism and exhibitionism is substantially unlike anything a face- to- face ethnographer would encounter" (Kozinets, 2010). Lastly, archiving also counts as a difference, since "the archiving of conversations and data facilitated by the online medium is automatic” (Kozinets, 2010). “Communication on the Internet leaves tracks to an extent unmatched by that in any other context- the content is easily observable, recorded, and copied” Newhagen & Rafael, 1997 (as cited in Kozinets, 2010).

Overall, to do an ethnography means to undertake an immersive, prolonged engagement with the members of a culture or community, followed by an attempt to understand their reality through detailed, interpretation and deep description of a social world that is familiar to its participants but strange to outsiders. Ethnographers have developed a set of general procedures to help regulate their approach, as it has already been mentioned. First of all, they have to plan the research and plan for the fieldwork. The next step is called the entrée, which means that the researchers have to reach out, find, and enter the field (Kozinets, 2010). Regarding planning and entrée, it is important that the researcher has to make many decisions before contacting the online community, such as decisions about research questions and topics; one has to decide what information to look for based on the research questions, and the topic of the project in general (Kozinets, 2010). These steps are followed by the gathering of data about the culture and community - the consistent analysis and interpretation of these data is important. The adhering to strict ethical research standards and procedures throughout the approach and the fieldwork is also significant. As the last step, the ethnographer has to present the results of the research, and therefore represent the community or culture itself at the same time. Netnography follows in these six steps of ethnography (Kozinets, 2010).

Regarding this project, the reviews of passengers of cruise ships found on a website called “Cruise Critic” counted as the main source of the authors’ netnography. While collecting and analyzing the data, they classified the various reviews into different groups, according to the main topics that the reviewers mentioned.

The blending of ethnography and netnography has significant importance in the project. As Kozinets (2010) states, “where the focal construct extends beyond the online community context into the larger social world, it would be wrong to assume that we could gain a complete picture through a pure netnography. The netnographic work needs to be supplemented with various other kinds of investigation, such as in-person participant observation and face-to-face interviews" (Kozinets, 2010). It is also said that a netnography in this regard can serve as a very helpful component of a broader investigation that combined ethnography with netnography. Overall, netnography alone can be partial or incomplete in many cases (Kozinets, 2010).

In the case of this project, the authors acknowledge this conclusion and therefore use other methods as well, in order to be able to carry out a research that is complete and takes into account that the subjects of their research extend beyond existing on online platforms, and can be considered as a community online, therefore only using data that is generated online would be insufficient. As a result, the members chose a combination of approaches, including data gathered through observation and face-to-face interviews as well as the research of online platforms and data. In other words, a combination of ethnography and netnography was chosen, in order to enable and provide a deeper understanding of the topic of the project. In the following part of this section, other methods used for the project will be elaborated on.

3.5.2 Observation method

As the observation of the subjects played a significant role in the project, the method of participant observation was used as well. Another reason for choosing this qualitative ethnographic approach is that online observation should rather be considered as a helpful component in the research, instead of the only source of data. To put it differently, netnography seemed to provide a strong foundation for investigating the research questions, however, this method alone can be insufficient in many cases, as it has been highlighted in the previous chapter. As a result, the combination of netnography and ethnographic approaches has been chosen, in order to be able to undertake and provide a complete research. The aim was to find an approach that complemented the method of netnography, and in this regard, participant observation seemed to be one of the most relevant methodologies.

The observation method is an ethnographic method of primary data collection. "The term observation includes the methods where you use your powers of observation, particularly your eyes, but also other senses”. (Harboe, 2013). According to, Erladson, Harris, Skipper, & Allen (1993) observations permit to define present situations, using the five senses, supplying a "written photograph" of the situation under study (Kawulich, 2005).

As Hannam and Knox (2011) state, participant observation “allows the researcher to interact with the researched within the context of their everyday lives” (Hannam & Knox, 2011). Another definition of participant observation, which sums up the essence of this method is phrased by Bennett (2002), who describes it as a method that “attempts to understand the everyday lives of other people from their perspective. It requires researchers to situate themselves in the lives of others and to allow their voices and actions to influence the research agenda” Bennett, 2002 (as cited in Hannam & Knox, 2011).

Additionally, two types of research design can be made, depending of the environment of the observation: field observation or fieldwork and laboratory observation (Harboe, 2013).

The fieldwork is a “research in which a researcher observes ongoing behavior” (Atlas.ti, 2017) in their natural or social environment. DeWalt & DeWalt (2002) claimed that fieldwork involves "active looking, improving memory, informal interviewing, writing detailed field notes, and perhaps most importantly, patience" (Kawulich, 2005).

This kind of method can be used to collect quantitative as well as qualitative data (Harboe, 2013).

Observers can also be, depending of the role or status of the observers, participating and non-participating observers (Harboe, 2013). “In participant observation, the researcher intervenes in the environment” (Atlas.ti, 2017). “Most commonly, this refers to inserting himself/herself as a member of a group, aimed at observing behavior that otherwise would not be accessible” (Atlas.ti, 2017). Moreover, Bernard (1994) “includes more than just observation in the process of being a participant observer; he includes observation, natural conversations, interviews of various sorts, checklists, questionnaires” (Kawulich, 2005).

The authors decided to apply the participant observation method as an important research approach to the project, because it can be used in many ways in order to obtain essential information and an integrate insight for our investigation.

For instance, observation can be used as a systematic description of behaviors. It also helps the authors to determine nonverbal expressions or feelings (Kawulich, 2005). “DeWALT and DeWALT (2002) believe that ‘the goal for design of research using participant observation as a method is to develop a holistic understanding of the phenomena under study that is as objective and accurate as possible given the limitations of the method’ (p.92) They suggest that participant observation be used as a way to increase the validity of the study**,** as observations may help the researcher have a better understanding of the context and phenomenon under study” (Kawulich, 2005).

With this taken into consideration in this specific project, the authors find that the observation can help them to improve their data collection. Choosing observation as one of the primary methods, the authors have taken into consideration that this method has some disadvantages or limitations. For instance, “several researchers have noted some limitations of observation as a tool for data collection” (Kawulich, 2005). And “the benefits are limited as the observer is only able to observe and register certain phenomena” (Harboe, 2013). Schensul, Schensul, and LeCompte (1999) also suggest that “the quality of the participant observation depends upon the skill of the researcher to observe, document, and interpret what has been observed” (Kawulich, 2005).

3.5.3 Semi-structured interviews

A semi-structured interview is a qualitative method of collecting data for a research and comprises a predetermined set of questions. The advantages posed by this method are that it allows the researcher to come up with follow-up questions, based on the responses of the participants. It also enables a reciprocity between the interviewer and the participant and it offers space for participants’ individual verbal expressions (Kallio et. al., 2016).

According to Barriball (1994), this method is suitable when the aim of the researcher is to explore the perceptions and opinions of respondents regarding complex and sometimes sensitive issues. This method also gives the possibility to require more information and clarification of answers. (Ibid, p. 330)

Wengraf (2001), RWJF (2008) and Kelly (2010) state that the researcher needs to undertake a previous study of topic, before making the semi-structured interview, fact that makes this

method time-consuming. Moreover, Galletta, A., & CROSS, W. (2013) argue that every question of the interview should be clearly related to the aim of the research.
Even if this method of collecting data is seen as an easy way of performing it (Wengraf, 2001), it is recommended that the researcher pays attention to not collect data, which is not entirely needed for the research (Gibbs et al., 2007).

Previous exploration of the specialty literature, in regard to the arrival sequence as an influencing factor upon tourists' distribution at the destination, led to the identification of a literature gap. This finding made the authors of this project realize that it is imperative to gather their own data. The semi-structured interview was found to be a suitable method, because the aim of the researchers was to use participants' opinions and experiences in collecting the necessary data. Also, its property of allowing the researcher to ask follow-up questions, helped in gathering of more in-depth information about our topic. Furthermore, this method complements the netnography and observations methods and it strengthens the foundation of the collected data.

3.6 Secondary data collection

Secondary data refers to the data, which was already collected by somebody else, and can be easily found in books, journals, magazines, newspapers and online portals.
One of the advantages for using this type of data is that it is economical in terms of effort, time and money. Another advantage consists of the fact that if offers researchers the chance to identify what are the gaps in a field of study. It also helps them to better understand the research problem, as well as to create a foundation for comparison for the information gathered by the researcher. However, this type of data collection may also present some disadvantages such as the data might be out-of-date and the precision of the data is not known.
Due to the appearance of the above mentioned disadvantages, a four step evaluation method was proposed, and refers to the availability of the data, relevance, accuracy and sufficiency. (Management Study Guide, 2017)

In this projects, sources used for collecting the data were, books, articles and websites. The authors admit the convenience offered by this method of collecting the data, since it did not cost them money, or too much time and effort to gather the needed information. Yet, this process led to the identification of a gap in the secondary data themselves, as no study was found in regard to arrival sequence term, when specialty literature was examined. This discovery made the authors to rely, mainly, on the information collecting through the primary methods.

3.7 Validity

Validity is “the quality of being logically or cogency” (Oxford dictionaries, 2017). The credibility of concepts, theories, analysis, data or conclusion has a big importance in research and as Baker (2006) mentions "researchers must address the issues of validity and reliability” (Baker, 2006). The authors of the project have addressed this matter by taking into consideration Johnson’s definition (1997) which claims that “validity as research is ‘plausible, credible, trustworthy, and, therefore, defensible’ and posits a number of strategies researchers can use to promote validity (p. 282)” (Baker, 2006).

As part of this project’s development, several validity strategies have been used during the observation study, the semi-structured interviews, and the netnography (Kawulich, 2005).

The authors were aware, during the process of their project, that “one threat to validity is researcher bias that may result from selective observation, selective recording of information, or the subjective interpretation of situations” (Baker, 2006) however, “we all come to our research projects with biases and assumptions, and that is because we are human. And because we are human, it drives what we are interested in”. (Validity and Reliability and/or Trustworthiness, 2015). These issues were considered during the process of the project. The members of the project group come from different cultural and academic backgrounds and this amalgam of multi-cultural perspectives could have been interpreted as a challenging factor, but it turned out to become a strength. The group conducted several intense and concentrated discussions, where the members have shared, compared, examined, questioned and contrasted their knowledge, perspectives and insights as part of the process of understanding and making the research project stronger. For instance, one of the results of the discussions was the understanding of the theories, aspects and factors that contributed to the definition of arrival sequence.

Moreover, the authors decided to work in two groups in many phases of their data collection as well as the analysis, in order to collate and contrast their work. In doing so they were able to avoid the influence of biases in the project. An example is during the fieldwork at Langelinie pier, where the arrival and behavior of cruise tourists was observed from two different perspectives (group A and B). During the semi-structured interviews, which helped the team to optimize the amount of people interviewed and during the online data collection, where the authors started to collect and analyze the first thirty reviews of Copenhagen Cruise Reviews (Cruise Critic website) in two different teams, obtaining a high degree of accordance in the data. Afterwards, the collection and analysis of the rest of the data was continued as a team.

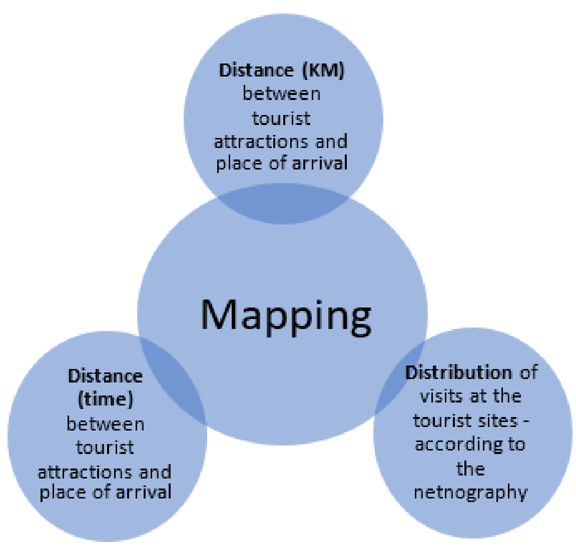
3.8 Reliability

Taking into account that “reliability goes hand-in-hand with validity, and reliability means the extent to which findings of a study can be replicated” (Validity and Reliability and/or Trustworthiness, 2015), the project has used a netnography method in collecting the data from an official website, namely Cruise Critic. The tourists’ reviews from this website were neither affected by the team’s physical presence, nor by any other external situations during the collection of the data (as it could have been in the case of a face-to-face interview). In addition, these reviews are available for everyone at any time on the Internet. It means that, this group’s findings can surely be reproduced by other researchers who could obtain the same measurement results. The online data collection fits the reliability strategy, which claims that “reliability is a question of whether you are able to produce the same data if you choose to repeat the measurement” (Harboe, 2013). Another method used for data collection was the observation study, which can be repeated, since it was carried out during the arrival of cruise passengers. This method can be repeated obtaining the same measurement. However, “variation between two measurements do not necessarily indicate a low degree of reliability in the data material” (Harboe, 2013). In the case of this project the observation study could show different results, because it can be influenced, for instance, by the seasonality (high and low tourists season), a factor, which can affect the collection and the analysis of the data.

3.9 Created data - mapping

Considering the facilities, technology can offer the research project by “major geoweb services, such as Google Maps, Apple Maps, and OpenStreetMap” (Dalton, 2015), the authors decided to use Google Maps as a tool of visualization of cruise tourists’ distribution in Copenhagen. This web mapping service was used to develop a sets of maps, which helps to grasp a visual understanding of the distances between the arrival place of the tourists and the tourist’s attractions, as well as other points of interest shown in Figure 1. According to Dodge (2011), the relationship between maps and narratives has a big importance (Caquard, 2011), this meaning, that maps are tools, which allow us “to visualize and hypothesize spatial connections because many spatial relationships are not visible until they are plotted on a map” (Torguson, 2012).

Figure 1 - Points of interest shown by using mapping



Source: Authors based on information gathered from the Internet

Google Maps' primary use is "navigation on land and finding a route for traveling by car, public transport, bike, airplane or on foot" (Frančula, 2014). In fact, "it is hard to find a tool better suited for these tasks than Google Maps. When traveling by car is considered, the application provides one or more routes, each with corresponding length in km or miles and time needed to reach the destination the advantage of Google Maps, along with several network services, is the use of real time data on road traffic" (Frančula, 2014). It means that the set of maps the authors created, displays the traffic flow in a particular time of the day. It is important to remark that if the maps are created in different times of a day, various outcomes regarding routes, distances, and duration of a travel can arise.

3.10 Summary of the methodology chapter

In summary, the methodological perspectives of this project have been highlighted in the first part of the chapter. It is important to note that we put great emphasis on several significant perspectives, which compose the nucleus of the general approach to the project. These are the following; a social constructivist approach, an inductive approach, an adapted grounded theory, and the importance of the knowledge of the individual members of the project (knowledge co-creation theory). These perspectives were presented and discussed in the methodology. It has to be mentioned that the perspectives serve as a foundation of the project as a combination of approaches which operate as a whole, and function in synergy. The research was conducted by using several qualitative methods, which were elaborated on in the methodology as well. The methods, which were employed in the project were netnography, observation, and semi-structured interviews. The netnography and observation methods, used to collect data, justify the validity and reliability of the project. In addition, the validity of the analysis' results consists of the fact that they can be replicated by possible future researchers.

As a result of the methods, which have been conducted, a range of different factors that play an important role regarding their influence on the arrival sequence or the tourist distribution have been identified. According to the sources of the factors, the authors classified them into two groups; the first group contains those categories, which were found mainly through netnography, by examining the feedbacks of the reviewers. The second group consists of those key themes, which were found through the other sources of data collection, which were participant observation and semi-structured interviews. Personal knowledge counts as an important source as well, and it can be found in both groups as a source of the factors. Referring to the personal knowledge, it needs to be highlighted, that it serves as a source regarding all themes, since the team members already had some kind of conception of the factors before using the methods. As a result of putting great emphasis on the group's knowledge co-creation, this source has been taken into consideration as well, and the authors came up with different ideas regarding the certain factors that could influence the researched phenomenons. Since many of the factors, which were found out by using the group's own knowledge, were also found through using the qualitative research methods of netnography, participant observation and semi-structured interviews, the authors included their personal knowledge as a source for the entire range of the different factors. All of the factors found through data collection, according to which methods they were found through, can be seen in the following table.

Table 3 – Factors found through the methods

Key themes from reviews: netnography, previous knowledge	**Key themes from other sources of data collection: observation, interviews, previous knowledge**
Infrastructure	Itinerary
Information (about what the tourists did at the destination, and their experiences)	Demographic aspects (behavior)
General satisfaction	Information / signage
Price	Stakeholders
Gastronomy	Payment options (currency exchange)
Location of pier	Health condition
Weather	Mood ⇔ sensuousness
Familiarity	
Technology	
Turnaround/port of call (time)	
Safety	
Comfort	

Source: Made by the authors

CHAPTER 4 – ANALYSIS

4.1 Introduction to analysis chapter

This chapter aims to fulfill the objectives set in the subchapter 1.4, from chapter 1. In order to determine what the arrival sequence in tourism is, the adapted definition from the architecture field of study, is presented. The factors identified in the literature review and those from the data collection, were analyzed in regard to their influence upon the arrival sequence, and examined in relation to cruise passengers' distribution at a destination as well. Furthermore, other factors, which are believed to affect visitors' distribution, are presented and analyzed. The chapter ends with a summary of the main findings.

4.2 Defining arrival sequence

As mentioned in the literature review, the meaning of arrival sequence in tourism has been explored through the architects' perspective. Whitehurst & Wilson (2017) concluded that "the combination of the main entrance, lobby, front office areas and campus welcoming area to enhance security and provide a more efficient and welcoming space" (Whitehurst & Wilson, 2017). Additionally, Dargan Landscape Architects (n.d.) defined arrival sequence as a phenomena which "begins at the street and ends at the front door (Dargan Landscape Architects, n.d.)". Thus, the authors adapted this perspective into the tourism field - in particular cruise tourism. As it has been already mentioned in the literature review, the members of the project define arrival sequence as impressions of welcome and hospitality. This implies that a wide range of factors, such as the information and facilities provided in the port will display the welcome mat for passengers as we show later in this chapter.

4.3 Identification and analysis of factors that could affect arrival sequence

4.3.1 Identification of arrival sequence's factors according to literature review

According to the definition of arrival sequence that is applied for cruise tourism, two articles, which could be assumed as relevant ones in describing factors influencing cruise passengers' arrival sequence experience have been found. Worth to mention that these articles do not explain arrival sequence as such, but mention factors, which are related to the field of arrival sequence. Namely, it is the location of the pier and the information provided onboard and at the port. These factors have been identified and explained more deeply in the articles of Lopes & Dredge (2017) and Lundgren (2006). Thus, in the analysis chapter, these two factors will be discussed along with other factors found out through the data collection.

4.3.2 Identification of arrivals sequence's factors according to data collection

After going through the 322 reviews collected from Cruise Critic, the authors identified a number of elements, such as: destination's infrastructure, price, familiarity, gastronomy, weather, technology and information in regard to what tourists did at the destination – Copenhagen. The first belief of the authors, in regard to the meaning of the arrival sequence term was that it refers to the experience which cruise tourists have in the destination. Therefore, the aforementioned elements were to be analyzed.

However, after creating the definition of the arrival sequence in tourism, based on the architects' field, the authors noticed that the factors specified above are not relevant. In order to identify the aspects which can influence the creation of cruise passengers' first impression about a destination, the authors made use of Nonaka and von Krogh's (2009) knowledge co-creation theory, presented in the methodology chapter. This theory refers to the knowledge a person has gathered throughout his/her life ("tacit" and "explicit"), and which can be used to create new knowledge. (Ibid) However, for the depiction of the arrival sequence elements, the authors made use of "tacit" knowledge, which is "tied to the senses, movement skills, physical experiences, or intuition" of a person (Nonaka and von Krogh, 2009). Furthermore, the authors also utilized the inductive approach (Thomas, 2006) and the adapted grounded theory (Sarker, Lau & Sahay, 2000) in the analysis and interpretation of the data, since new concepts emerged from the constant improvement and building up upon the raw information collected from Cruise Critic website and the other used qualitative methods.

Thus, by relying on the knowledge co-creation theory, inductive approach and adapted grounded theory, the authors identified the following elements as being specific to the arrival sequence concept: **information provided onboard and at the port**, **location of pier, the manner of exploring the destination (shore excursion or independently)**.

4.3.3 Analysis of the elements which could influence arrival sequence

To begin with, literature and gathered empirical material refer to ***information provided on board and at the port*** as a factor, which might affect arrival sequence. Reviews written on the Cruise Critic website allowed to analyze information provided aboard and its impact on arrival sequence. All of the reviews, which will be mentioned in this chapter, can be found in the Appendix 5. Some of the reviews claim that information provided onboard is scarce by saying that "information aboard the ship was difficult to obtain" (review No. 57). Especially, onboard information is deemed relevant for independent tourists who are willing to explore the destination on their own. Review No. 111 states that "in general the communication was poor. We are independent travellers and do not use ship tours. There were no information sessions on each port as we have previously experienced. When we asked for information about ports the staff were unable to & uninterested in answering our questions. The only maps available were very basic and really only showed where the paid shuttle drop off/pick ups were and the maps weren't advertised as being available". Moreover, cruise passengers in their review (No. 180) notice that "the port information were missing and no help in reception. Easy questions like how to get to city center, prices for taxi and busses, a city map was not possible to get". Presumably, these sort of situations introduced above could affect tourists' arrival sequence negatively regarding their first impression about a destination. Moreover, sometimes cruise passengers are misled by providing them wrong information with the purpose of encouraging tourists to use cruise line services instead of exploring destinations on their own. Review No. 11 found in the data collection table says, "sometimes we were given erroneous information from the front desk on catching local transport when we chose to see the local sites on our own". Review No. 243 stresses the point that false information is provided intentionally by saying that "I think the cruise line should provide better information about the ports to those of us that don't select the ship's shore excursions. And, I think they should be more forthright about the availability of taxis and public transportation, rather than trying to scare passengers into buying the ship's" offered services. In order to illustrate such a situation, a review describing a case which took place in Gdansk will be introduced on the grounds that such a detailed review, where the issue of misleading information appears in relation to Copenhagen, has not been found. Review No. 133 states that "on more than one occasion the port adviser gave out misleading and in fact incorrect information, presumably to get more people on ships tours. This was Gdynia for Gdansk. She stated that their were few taxis, no shuttle bus and no hop on hop off bus and also intimated that Gdynia was a boring town with little to recommend, We exited the port on foot to be met by a barrage of taxi drivers, Hop on bus Ticket Sellers and a Shuttle Bus service to town. We decided to walk into town which we accomplished in 30 minutes to be met by a delightfully pretty promenade with old ship including a Navy Destroyer, Spanish Type Galleon as well as other pleasure boats, a parade of Souvenir shops, a delightful beach, Big Wheel, an Aquarium as well as bars, cafeterias, restaurants and a host of shops". Thus, this review perfectly reflects how arrival sequence can be influenced according to the information received aboard. Misleading information might create a wrong image of a destination in cruise passengers' mind. Assumingly, information given onboard about the upcoming port might contribute to creating the first impression of the city. At the same time, these reviews show that cruise lines treat people differently depending on whether they are independent travellers or shore excursionists and this leads to different arrival sequence experiences. On the opposite, sufficient information provided aboard might increase cruise passengers' satisfaction regarding their arrival sequence. Review No. 210 could illustrate this, as follows: "we booked our own excursions but have to say Location Guide Dorine was excellent with information on all the ports. She was gracious and patient, answering the same questions over and over every day. The Explorer guide provided to guests had tear out maps on all the ports and were very helpful for navigating on your own". This review can be understood in the way that cruise passengers felt comfortable at a destination without struggling to find information at the port and navigating themselves within a destination.

Thus, it is worth to notice that another factor has emerged while executing this part of analysis, namely cruise passengers' manner to visit a destination. Reviews claiming that tourists who chose to explore Copenhagen by shore excursions and have faced a lack of information issues have not been found. This case could be illustrated by using the quotation of the review No. 5; "the information for passengers about ports was poor except about ship run tours". Hence, in this situation, the information provided aboard, affects the independent travellers, who do not buy shore excursions offered by cruise ships, but rather decide to visit a destination on their own. This decision might affect cruise passengers' arrival sequence on the grounds that independent tourists, in most of the cases, are faced with a scarcity of the information provided. According to review No. 219 "the lectures by a Professor were academic, but didn't help much for independent travelers. We never knew what berth we were docked in or that free shuttles were provided to city centers in Zeebrugge, Goteberg, and Copenhagen". Such a lack of information provided for passengers might lead to cruise tourists' perception that destinations are unprepared to welcome them. Meanwhile, most likely tourists who bought shore excursions aboard do not encounter such issues on the grounds that excursionists simply follow a tour group without any interest regarding additional information about a destination.

Furthermore, according to participant observations and semi-structured interviews conducted at Langelinie Quay, it is concluded that most cruise passengers feel lost in the very beginning at the port. During participant observations at Langelinie Quay it has been noticed that cruise passengers tend to pick brochures which they find on their way at the port. For example, some of the tourists just jump on Hop-On Hop-Off busses to take brochures and then they leave the bus. This particular situation could present cruise passengers' existing lack of knowledge about possible activities in Copenhagen. In addition, a semi-structured interview (see Appendix 2, group B) with a group of British cruise passengers from the cruise ship Magellan revealed their disappointment regarding the scarcity of information provided on board. These cruise tourists admitted that they felt lost and were struggling to make a decision about what they should do next. However, an even less welcoming arrival sequence could occur at Ocean Quay which offers only one Copenhagen map for all three terminals (Figure 2).

Figure 2 – Map of Copenhagen at Ocean Quay

Source: Picture taken by the authors

Any other relevant information for cruise passengers has not been noticed apart from the tourist information centre next to the first terminal. During high season, this small amount of information provided at the port could most probably discourage tourists to travel independently and by doing so, it might affect their arrival sequence experience in a negative way. The participant observations, as well as the interviews uncovered tourists' emotional state regarding the very beginning of their visit at the port. Overall, data collected during interviews and observations suggests that cruise passengers feel lost at the moment they step out of the cruise ship. Authors of the project could not see it as a part of a first good impression about Copenhagen.

Thus, according to the reviews written on the Cruise Critic website, the participant observations and the interviews conducted, could support authors' first supposition regarding the information's (provided aboard and at the port) influence upon the arrival sequence. In addition to this, analysis of this certain factor has led to the finding that cruise passengers' manner to travel while visiting a port could affect their arrival sequence while this factor was not mentioned in scientific articles.

Another factor related to arrival sequence is the ***location of pier,*** which is suggested by literature and has also emerged while collecting data. The location of pier could play an important role in the arrival sequence as a factor which contributes to the creation of the first impression about a destination. Since Copenhagen has two main piers situated in different areas of the city, namely Langelinie and Ocean Quay, cruise passengers' arrival sequence could differ according to which pier they arrive to. Participant observations allowed to notice possible aspects which could affect cruise passengers' arrival sequence in different piers.
Firstly, Langelinie Quay is a pier within a walking distance to the city centre as it is described in review No. 160 "captivating Copenhagen with a lovely harbour walk to the city from the ship". Because of its favourable location, this pier could offer fascinating panorama to cruise passengers while the ship is docking (see Figure 3).

Figure 3 – Langelinie Port

Source: Cruise Critic website

Presumably, based on the gathered empirical material during participant observations, such location of pier could improve the first impression about Copenhagen and at the same time could ensure a welcoming atmosphere. As it is stated in the reviews, passengers who have docked at the Langelinie pier tend to "rate this port as the most beautiful of the ones we visited. Probably the most walkable" (review No. 176).

On the other hand, Ocean Quay does not bear such an advantage in comparison to Langelinie Quay. The executed participant observation at Ocean Quay suggested that this Copenhagen district might not be that much welcoming or contributing to cruise passengers' first good impression, as Langelinie pier might be. It has been noticed that Ocean Quay is located at the edge of the city and surrounded by the industrial district (see Figure 4).

Figure 4 – Ocean Quay and its surroundings

Source: Cruise Mapper website

According to review No. 111, which says "two of our ports were in industrial areas", it is suggested that this was the exact first impression of the cruise passenger about the destination. In addition to this, it could be assumed that Ocean Quay does not have a possibility to offer the same quality of arrival sequence as Langelinie pier on the grounds that "the port [Ocean Quay] was too far from the main tourist areas" (review No. 182).

Hence, authors of the project suggest that the location of the pier could be a factor influencing cruise passengers' arrival sequence experience and this assumption is mainly based on participant observations done in the piers. However, worth to mention the fact that some reviews written in Cruise Critic website could be treated as data supporting the observations, even though we encountered some issues, while encapsulating cruise passengers’ first impression based on the reviews. Thus, it seems that relevance of this factor suggested by literature could be supported using both data collection methods, namely observations and netnography.

Worth to mention that there might be other factors which could be taken into consideration as affecting cruise passengers’ arrival sequence, such as ***technologies onboard, mood, health conditions, infrastructure and options how to pay***. However, these factors were not mentioned in the relevant specialty literature, rather they were identified based on our previous knowledge and emerged by undertaking the analysis.

Firstly, **technologies** provided onboard, such as Wi-Fi, were mentioned in 16 different reviews out of 322, mainly in relation to complains about the high costs of Wi-Fi provided aboard. Some of the examples could be the following: review No. 149 “the Internet fee was a whopping $9 per 15 minutes of use”; review No. 28 “$28/day for internet - on board the ship”; review No. 50 “The wifi was incredibly expensive, over $300 for two weeks, and it hardly worked. We had sailed on this ship when it was Renaissance nearly 20 years ago and connection had hardly improved since then. There was not much help from the IT staff. We waited until on shore to try to get a decent connection, but Oceania should not charge so much for a poor service”. Another review (No. 179) says that “we had to buy extremely expensive wifi to google the information we needed”. According to this review, it could be assumed that cruise lines tend to set unreasonable price for the Wi-Fi in order to maintain control over the information provided onboard. However, these sorts of reviews do not provide any further insights in relation to cruise passengers’ arrival sequence.

Secondly, **mood** was mentioned only 3 times in the reviews. For example, the review No. 213 mentions “this cruise was awful” or “the ports of call were everything we thought they would be an more” (review No. 202). There were too few reviews mentioning cruise passengers’ mood to make assumptions and to find links between their first impression about a destination and their emotional state.

The same situation occurred while analyzing **health conditions** (2 reviews are mentioning it) as a factor of arrival sequence. On the other hand, conducted semi-structure interviews gave us the opportunity to unfold this factor from a different angle. An interview with a British tourist (see Appendix 2, Group B) allowed us to assume that health conditions could affect cruise passengers' arrival sequence in terms of the infrastructure provided at the port. This tourist told us that he got no information on board regarding Copenhagen port and direction to the city centre. Then he decided to take a walk until the Little Mermaid to scout the surroundings, in order to see if his wife, who stayed on board because she was overweight, would be able to walk from the pier to the city centre. Hence, it could be assumed that the way this British cruise passenger perceives a first impression of a destination is based on his wife's health condition and existing infrastructure, meanwhile his wife's arrival sequence depends on her husband's perception regarding Copenhagen, whether it is an appropriate destination to visit for her or not. However, the gathered data, on which we can rely on, while analyzing this factor more deeply, is still too scarce.

Moreover, as the **infrastructure** has also been mentioned as a factor possibly influencing the arrival sequence experience, it has been taken into consideration too. 76 reviews mentioning the aspect of infrastructure have been found. The vast majority of them describes their arrival sequence in terms of their embarkation/disembarkation experience. For instance, review No. 13 says "we did the embarkation in Copenhagen, and it was very smooth. Disembarkation was also very smooth without any delay and problem". Most of the reviews regarding this factor maintain similar content as it is presented in the above mentioned example. Therefore it was difficult to encapsulate how the infrastructure aspect affects tourists' arrival sequence. None of the reviews mentioned a direct link between the provided infrastructure and the passengers' first impression about Copenhagen. It only can be assumed as a factor which is rather taken for granted and is overlooked by cruise passengers. It is worth to mention that, in most cases when cruise passengers talk about the process of embarkation or disembarkation, Copenhagen is their turnaround port and the first impression about a destination is made before they arrive at the port. It means that the port's infrastructure does not have an impact on their first impression about a destination, but rather it affects their first impression about a cruise line.

In addition to this, there is one more factor which has been taken into consideration as part of the arrival sequence, namely **payment options** or the possibility for money exchange.

According to the reviews, there were only two of them, which seemed to be related to this factor, such as review No. 59 which says, “you only need dollars or Euros or a card on the shore trips you don't need local currency”. Another review suggests that “using public transportation and having local currency really helped!” (review No. 8). This quote could be supported by data gathered during the observation of the area of Ocean Quay (Figure 5).

Figure 5 – Description of possible payment methods at the bus stop at Ocean Quay

Source: Picture taken by the authors

Since the information about the possible payment methods is provided at the port area, it is concerned with the arrival sequence rather than cruise passengers’ distribution. However, further data has not been gathered regarding this certain factor and this scarcity of empirical material does not provide clear links about how payment methods might affect cruise passengers’ arrival sequence. Thus, it is necessary to acknowledge that factors which emerged while executing the analysis, namely manner of exploring a destination, technologies onboard, mood, health conditions, infrastructure and payment methods are not that relevant for arrival sequence as ones suggested by the literature, such as the location of the pier, and the information provided onboard and at the port.

4.4 Analyzing the relationship between the arrival sequence's elements and the distribution at the destination

After discussing and interpreting the factors of the arrival sequence, as they were discovered in the literature review and in the data collection, the authors concluded that information provided on board and at the port, location of the pier and cruise passengers' manner to explore a destination are the three elements most relevant in influencing tourists' distribution at the destination. In order to prove whether the authors' assumption are true, each of the elements are analyzed as it follows.

The comments about the information onboard/at the port revealed that some people could not receive any information from the employees on the ship in regard to a destination. Others mentioned that they were given wrong or misleading information, in an attempt to make the passengers buy the shore excursion, while another part of the reviewers specified that they received plenty of information before visiting a destination.

In their attempt to prove if the lack, misleading, wrong or plenitude of information affects the distribution of tourists at the destination (Copenhagen), or not, the authors decided to go through the 322 reviews gathered from the Cruise Critic website, and select all the reviews which mentioned either something positive or negative about the information they received onboard or at the ship's terminal. Out of the 322 reviews, only 58 of them included a comment about the information onboard and at the port. The authors observed, however, that among these 58 reviews, there are both tourists who explored Copenhagen independently and tourists, who participated in a shore excursion. Reviewers either mentioned that they received good and helpful information, or specified that the cruise ship's employees provided them wrong or misleading information or complained about the fact that information about tourist sites, means of transportation, and prices at the destination, as well as the ship's docking and departure time was completely lacking. Therefore, the authors decided to divide these 58 reviews into three categories: one category represents the group of people who received plenty of information, another one comprises those who got wrong or misleading information and the last one contains the group of reviews of people who did not receive any kind of information.

As it is underlined in the previous subchapter, the lack, the misleading or plenitude of information aboard the cruise ship could affect the experience of tourists who visit a destination independently, unlike the passengers who use the shore excursions for exploring the destination. The manner of exploring the destination is taken into consideration when distributing the reviews into the three categories: plenty of information, misleading/wrong information and lack of information.

The search revealed that 19 out of the 58 reviewers traveled independently and they also mentioned that the information aboard of plentiful. However, only 9 shore excursionists (out of 58) specified that the information they received onboard the ship was enough. On the other side, 9 independent explorers indicated that the information provided on board was wrong or misleading, while no shore excursionists reported that they would have received wrong information. Furthermore, 13 of the independent travelers noted that there was a total lack of information onboard of the ship, whereas only 3 of the shore excursionists reported the same issue. For a better understanding of the way the reviews were split, see the table below (see Table 4).

Table 4 – Reviews' division based on the onboard/at the port information and the type of destination's exploration

Plenty onboard/at the port information		**Misleading/wrong information**		**Lack of information**	
Independent traveller	Shore excursionist	Independent traveller	Shore excursionist	Independent traveller	Shore excursionist
19	9	9	0	13	3

Source: Made by authors based on the data collection from Cruise Critic website (see Appendix 5)

In order to see if the information element played an important role in tourists' distribution in Copenhagen, the authors tried to identify which sites the independent explorers visited and which tourist objectives were visited by the "follow the group" ones. Then, these pieces of information are classified again in accordance to the three categories: plenty of information, misleading/wrong information and lack of information, and the approach to explore Copenhagen. The results of the research can be seen in the table below.

Table 5 – Tourist sites' identification in accordance to the information element and type of destination's exploration

Objectives	**Plenty of information**		**Misleading/wrong information**		**Lack of information**	
	Independent traveller	Shore excursionists	Independent traveller	Shore excursionists	Independent traveller	Shore excursionists
Hop On-Hop Off	8	3	3		3	1
Tivoli Gardens	5	1	1			1
City Hall Square	3				1	
Nyhavn	2	2			1	
Little mermaid	2		2		1	
Rosenborg Castle	2		1		1	
Christiania		1				
City center			2		2	
Kastellet			1			
Christiansborg Palace					1	
Amelienborg			1			
Louisiana Museum of Modern Art					1	
Helsingør					1	
Jewish Museum					1	
Museums along the canal tour	1					
Different museums (without being specific)		1				
Outside of the city (no specific					1	

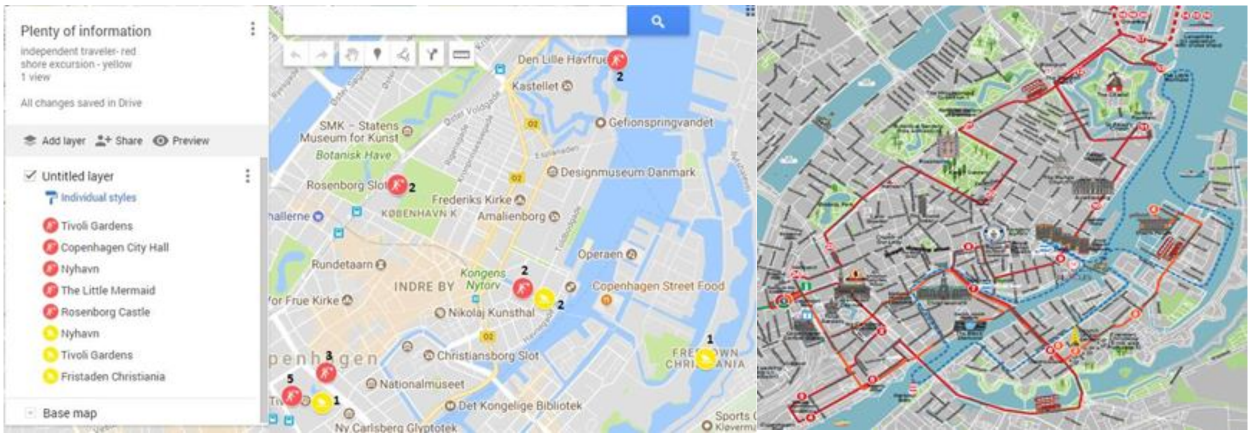
destination mentioned)						
Irrelevant reviews	4 out of 19	4 out of 9	4 out of 9		3 out of 13	1 out of 3

Source: Authors, based on the reviews from Cruise Critic's website

It can be noticed in the above table, that in each column a few inconclusive reviews are found. However, in all three categories of the "information", the tourists indicated that they visited some of the destinations. Even those who did not get a correct information about the destination, or those who did not receive information at all, still found their way around Copenhagen. Yet, it is worth noting that the shore excursion tourists do not share too much information in regard to the places they have seen and visited. In an effort to see more information about the route of tourists who utilized the shore excursion, the authors visited the websites of several cruise companies (Viking Ocean Cruises, Norwegian Cruise Line, Celebrity Cruise and Regal Princess Cruise Ship). The search revealed that there is no standard route offered by the cruise firms for any destination, but each of the shore excursions are personalized, according to the passengers' desire and budget.

Apart from the irrelevant reviews, a mention of Helsingør in the independent travelers' column under the "lack of information" category was identified. Since the most known tourist objective in that area is Kronborg Castle, the authors assumed that this was the site visited by those cruise passengers. In the same column another reviewer specified that he/she explored tourists objectives located outside of the city. However no specific name of what they have seen, was provided. Due to this lack of information, this comment is disregarded. Similarly, an independent traveler under the category "plenty of information" indicated that he/she visited the museums along the canal tour. Yet, no particular name of these museums was given and therefore cannot be taken into consideration for the next step of the analysis. In the following part, the authors present 3 maps for each category of information, which contain the tourist attractions visited by the cruise passengers and the Hop On-Hop Off bus routes and canal tours. The maps are created by taking into consideration the findings revealed in the Table 5, from above. Different colors are used for the travelers who explore independently (which is red) and for those who follow the group (is yellow).

Figure 6 – Distribution of tourists based on “Plenty of information” category



Source: Made by the authors by using Google Maps *Source: Stromma Turism & Sjöfart AB website*

This sign refers to independent travelers (8 out of 19, who received plenty of information, used HO-HO bus and boat tours)

This sign represent the shore excursionists (3 out of 9, who got plenty of information, HO-HO bus and boat tours)

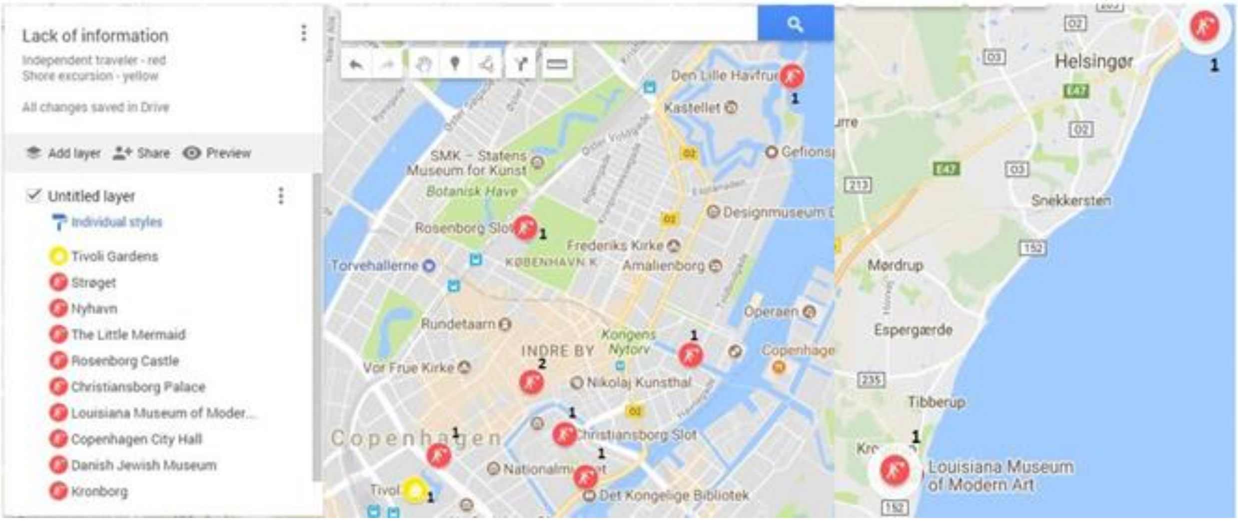
Figure 7 – Distribution of tourists based on “Misleading/wrong information” category

Source: Made by the authors by using Google Maps *Source: Stromma Turism & Sjöfart AB website*

This sign refers to independent travelers (3 out of 9, who received wrong or misleading information, used HO-HO bus and boat tours)

This sign represent the shore excursionists (there were no reviews included in this category of the information)

Figure 8 – Distribution of tourists based on “Lack of information” category



Source: Made by the authors based on the data collected from the Cruise Critic Website and by using Google Maps

The following comments refer to the distribution of tourists', which are part of the "lack of information" category, regarding Hop On-Hop Off

This sign refers to independent travelers (3 out of 13, who did not receive any information, used HO-HO bus and boat tours)

This sign represent the shore excursionists (1 out of 3 who did not receive any information, used HO-HO bus and boat tours)

Based on the above maps, one can argue that the highest concentration, of both tourists who explored Copenhagen independently and those who "followed the group", is in the city center of Copenhagen. The only exception can be observed in the map number 8 where 2 independent travelers, who specified that didn't receive any information aboard the ship, managed to reach Louisiana Museum of Modern Art (which is located at a distance of 42, 2 km from Copenhagen) and Kronborg Castle (which is at a distance of 49,1 km from Copenhagen).

Considering that no review indicated specifically that the plenitude, lack of information or the wrong information about a destination received onboard, affected their decision to visit certain sites, or to use Hop On-Hop Off or a canal tour, it is difficult for the authors to conclude that the "information" element of the arrival sequence affects tourists' distribution in Copenhagen. Even though the participant observation and semi-structured interview revealed that tourists looked lost and misinformed and one couple even expressed their concern in regard to what to do and visit in Copenhagen, it is necessary to keep in mind the fact that those tourists came only from one ship. Moreover, due to the limited sample of reviews (58 out of 322), as well as the restricted number of tourists who were interviewed (1 couple) and observed, which were used in the analysis, the authors are forced to declare that the role of “onboard/at the port information” is not strong enough to lead to the conclusion that it affects tourists’ distribution in a significant way.

The ***pier location’s*** influence upon the distribution at the destination is analyzed next. Since in the previous subchapter, it was identified that the location of the pier can play an important role in affecting tourists’ first impression about a destination, the authors aim to identify if their initial impression affects their distribution at the destination in any way.
In order to draw a conclusion, the authors went again through the 322 reviews from Cruise Critic website and identified from which pier cruise passengers started their adventure. The search revealed that 120 docked at Langelinie pier, 195 docked at Ocean Quay, 5 docked at Tolbod, and 2 at Levant Kaj pier. After identifying these numbers, each comment was verified and the information regarding the visited sites was classified according to the location of pier, as can be seen in the following table (See Table 6).

Table 6 – Tourist sites mentions based on the location of pier

Objectives	**Langelinie 4km**	**Ocean Quay 8km**	**Toldbod 4km**	**Levant Kaj 6km**
Little Mermaid	21	19		
Nyhavn	11	13	1	
Tivoli	16	29	1	
Rosenberg Palace	7	7	1	1
HO/HO-canal tour	24	45	1	
Amalienborg Palace	6	3		
Christiansborg Palace	2	5		
National Museum	1		1	
Christiania	1	4		
Opera House	1			
Royal Library	1	1		
The Rådhus	1			
Jewish museum	1			
Roskilde Viking Museum	1			
Kronborg Castle – Helsingør	1	2		
Louisiana Art Museum		1		
Frederiksborg Castle- Hillerød		3		
Botanical Garden		1		
Copenhagen Panorama	1			
Strøget street				1
Cathedral				1
Hans Christian House		1		
Thorvaldsen Museum		1		
Glypothek		2		
6 Forgotten Giants		1		
National Art Museum		2		
Food hall		1		
Gorfion Fountain		1		
Frederik`s Church		1		

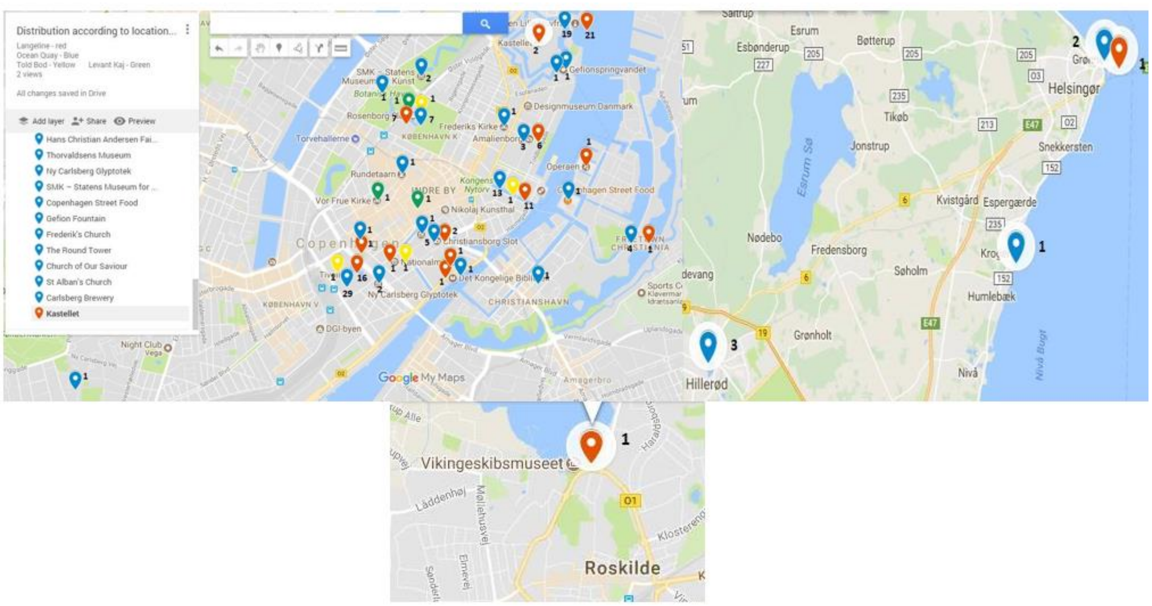
Church of our Savior		1		
Round tower		1		
St Albans Church		1		
Carlsberg Brewery		1		

Source: Authors, based on the reviews from Cruise Critic's website

Worth to specify that out of all reviews the exact number of the relevant comments has been identified, in relation to each location of each pier. From the 120 reviews for "Langelinie pier" category, only 68 mentioned what they did when visiting Copenhagen. In the case of "Ocean Quay" group it can be noticed that out of 195 feedback, 99 were found useful in terms of providing proper information, while for the already small amount of reviews regarding "Toldbod" pier (5 comments), only 3 were discovered relevant. As for the last category "Levant Kaj" pier, it can be said that out of 2 reviews, only 1 was providing the necessary information, in regard to their distribution in Copenhagen.

For a better visualization of these tourist objectives visited by cruise passengers, a map was created and it can be seen below.

Figure 9 – Distribution of tourists based on location of the pier



Source: Made by the authors based on the data collected from the Cruise Critic Website and by using Google Maps

As can be observed from the above map, the distribution of cruise passengers, whose ships are docked at Langelinie (red representation on the map), as well as at Ocean Quay (blue representation on the map), is rather wide. One of the tourists who started their journey from Langelinie went to Viking Museum, all the way in Roskilde, which is located at a distance of 47.6 km from the starting point of their journey. Another one visited Kronborg Castle from Helsingør, which is situated 46.3 km afar from Langelinie pier. The same tourist sites were also visited by two cruise passengers whose ship docked at Ocean Quay pier. Three of the cruise passengers, who started to explore Copenhagen from Ocean Quay pier went to Frederiksborg Castle in Hillerød, which is as far as almost 42 km from this pier. Another one visited a museum which is located almost 40 km away from Ocean Quay.

However, the vast majority of tourists remained in the old part of Copenhagen and visited diverse sites. An interesting fact is, that a higher number of cruise passengers, whose ship docked at Ocean Quay, visited tourist sites, which are located further to the South of Nyhavn, in Christiania and the area around Rosenborg Castle. In contrast, more mentions of sites situated up to Nyhavn appeared in the reviews of those whose ship docked at Langelinie pier. Worth to mention, that in the case of the cruise passengers, whose ships docked at Toldbod pier (represented on the map with yellow) and Levant Kaj pier (represented on the map with green), appear to be spread in the Rosenborg Castle area and from Nyhavn further to the South.

These findings make the authors assume that, either an element of time played a significant role in allowing cruise passengers from Ocean Quay, Toldbod pier and Levant Kaj pier to visit more distant tourist sites, or the fact that these three piers do not reveal, from a first sight, what Copenhagen has to offer, led to an increase of their interest in finding out what can be explored in this destination.

Below, the map of Hop On-Hop Off bus and boat tour is presented, with the purpose of putting the number of tourists who used this method of exploring Copenhagen into evidence, based on the location of their pier.

Figure 10 - Hop On-Hop Off bus and boat tour in accordance to location of pier

Represents Ocean Quay pier, and a number of 45 tourists, whose ship docked at this pier, used Hop Off bus and boat tour to explore Copenhagen

Represents Langelinie pier and 24 of the cruise passengers, whose ship docked there, utilised Hop Off bus and boat tour

Represents Told Bold pier and only 1 of the cruise passengers, whose ship docked there, utilised Hop Off bus and boat tour

Source: Stromma Turism & Sjöfart AB website

In can be observed again that the number of cruise passengers, who came from Ocean Quay pier, is higher (45) in regard to the usage of the Hop On-Hop Off bus and boat tour, compared to those who come from Langelinie pier (24) and use the same method for exploring Copenhagen.

Considering the above discoveries, from both maps, the authors can conclude that the cruise passengers, who start their journey from other piers than Langelinie, have a higher interest in visiting further away located tourist sites. Apparently the location of the piers is not an impediment in fulfilling their purpose of exploring a destination.

4.5 Identification and analysis of factors that could affect tourists' distribution

4.5.1 Factors which could affect the distribution as detected in the literature review and the data collection

As it has been identified in the summary of the literature review, a range of factors, which might affect tourists' distribution, were found. In the following chapter, those factors will be introduced and analyzed, which were detected in the literature review, as well as were results of the data collection. The factors are as follows: **shore excursions and independent cruise passengers, turnaround/ port of call, infrastructure, and demographic aspects**.

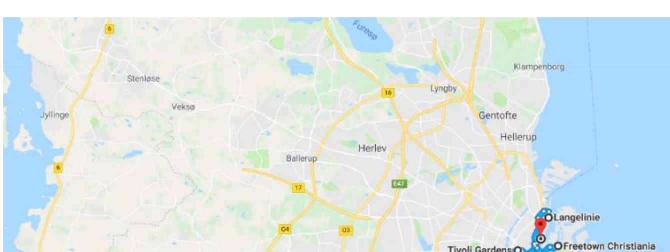
Shore excursions and independent cruise passengers

The authors have investigated shore excursions based on the information they have through netnography in data collection, interview and observation. Regarding the result from data collection, there are 322 reviews in total, as it has already been mentioned. The authors have found that there are 15 reviews that did not mention whether cruise tourists have been using shore excursions or not. However, there are 251 reviewers, who explored Copenhagen independently and 55, who explored the city with shore excursions.

Initially, the authors focused on those cruise passengers who bought shore excursions from the cruise line. Based on the interviewed (see Appendix 2, Group A) at Langelinie port, the authors interviewed two British elderly ladies from Magellan Cruise and they have been informed that the tours offered on board were pricy and as a result, they did not want to pay so much for a shore excursion. This is precisely matched with the review No. 246, which mentioned that “We didn’t book any excursions through the ship, they are way over priced and most ports you can do on your own very easily”. These data correlate to the literature review mentioned by Lopes and Dredge (2017) that “The cost of shore excursions is a recurrent reason for dissatisfaction amongst cruise guests, which can lead to not purchasing the tours directly from the cruise line” (Lopes and Dredge, 2017).

Besides, during the investigation the authors discovered some reviews of cruise passengers, who travelled around Copenhagen on their own. The review No. 322 stated that “We actually spent our time further from town this time - in the suburbs and countryside. Roskilde is easy by train and it is two main sites are worth seeing. The cathedral is the burial place of all Danish royalty and quite impressive - kind of steep entrance fee, but that has become more normal in recent years. We did not have time to do more than have a glimpse of the Viking museum - but it would definitely be worth a half-day of exploration. Back in the city, there is so much to see - palaces, museums, canal tours, Tivoli, that it really takes several days. It is walk-able from the ship if you are at Langeline, as well as bus and train options. We also like to visit just a bit of Christiania, which is a counter-culture (i.e. hippie) enclave on an island that was a military base. After WWII, it became a world of squatters, but it's much more than that. It seemed more tuned to tourists this time around, but still is a very odd place, but so interesting - just be sure you don't take pictures of people”. Through this review, the authors have made the mapping to uncover how far these passengers distribute and here below is the result (see Figure 11).

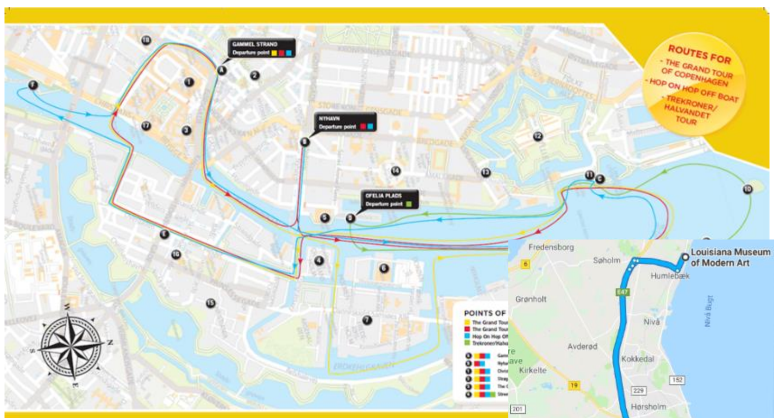
Figure 11 - Cruise passengers’ independent distribution (based on review No. 322).



Source: Made by the authors based on the data collection by using Google Maps

Furthermore, review No. 300 mentioned that "We enjoyed Nyhavn, Tivoli, Christiana, a canal tour, and just walking around the beautiful city". These following figures illustrate their distribution (see Figure 12, 13, and 14).

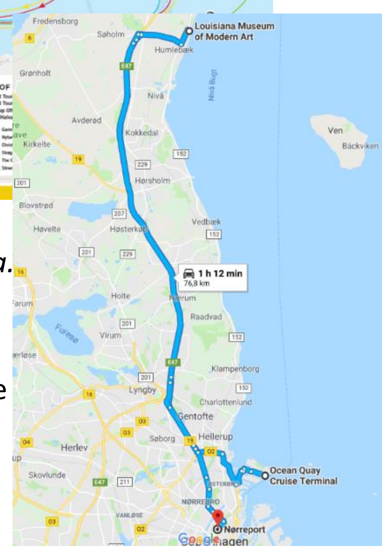
Figure 12 - Route of Canal tour Copenhagen – Cruise passengers' independent distribution (based on review No. 300)

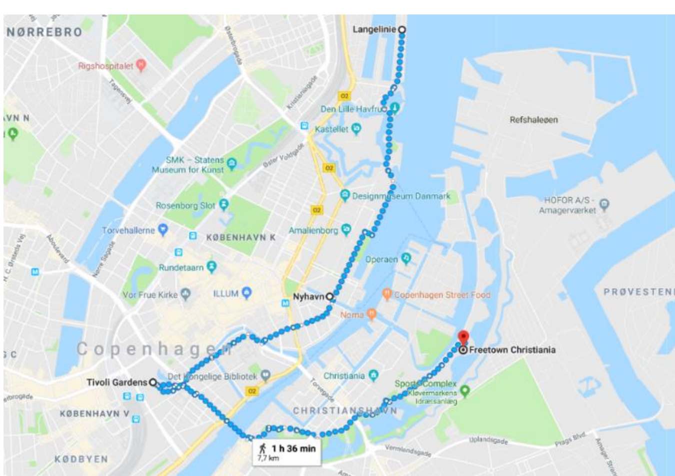


Source: www.stromma.

Figure 13 - Cruise passengers' independent distribution (based on review No. 300)

Figure … route





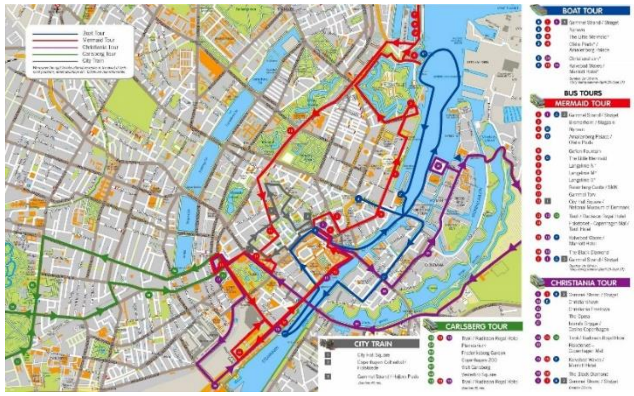
Source: Made by the authors based on data collection by using Google Maps

Additionally, review No. 287 demonstrated that "There is a number of great museums to see and a couple of palaces to visit. But it was the Louisiana Museum of Modern Art that really impressed - use an one-day ticket (DKK130) to go there and carry on to Helsingor. City is easy to navigate on your own. A small shop at Ocean terminal offer currency exchange. Bus 25/27 takes you to two major city stations - wait for 25 to Norreport, where you can walk to most attractions. Prepare for congestion on disembarkation in summer weekends".

Based on the cruise passengers who use shore excursions to explore Copenhagen, the authors obtained the information from the data collection through review No. 207, which stated that "Only one day in Copenhagen is not really enough time to even see the highlights. The city tour gave a quick overview of the city highlights but there wasn't really enough time to do justice to all the interesting attractions this city possesses. We should have probably just selected Tivoli Gardens and spent most of the day there".

Regarding the interview at Langelinie port (see Appendix 2, Group A), the authors talked to a bartender who works on an AIDA cruise. He mentioned that the cruise ships offer passengers a "Copenhagen tour package", which includes the Hop On-Hop Off bus service. This is connected with review No. 149; "We had a 7.5 hr. Princess tour in Copenhagen seeing a castle, Tivoli Gardens, some other sights and a canal tour". This review shows that cruise passengers participated in shore excursions. Additionally, shore excursions can reach cruise passengers' satisfaction as demonstrated through review No. 257; "The selection of shore excursion was great”. The illustration of the Hop On-Hop Off bus/boat, which is the most popular activity in Copenhagen, can be seen below (see Figure 15).

Figure 15: Route map of the Hop On-Hop Off bus/boat



Source: www. Stromma.com

In the research of cruise tourism shore excursions, Lopes & Dredge (2017) stated that “more than a half of cruise passengers who left a ship has purchased a shore excursion and around 90% of them bought it from the cruise line even though cruise passengers have an opportunity to buy excursions from vendors who generally await them near the dock and usually offer less expensive service” (CCN, cited by Lopes & Dredge, 2017). This is in connection with the information the authors have got from interviewing a supervisor of tour buses at Langelinie port (see Appendix 2, Group B). He stated that “approximately 30-40 % of tourists on board, are taking the bus tour provided by the ship company”. Moreover, the data collection revealed that only 55 reviewers took shore excursions while 251 reviewers explored the city independently. To illustrate this, the following maps (see Figure 16, 17, and 18) have been made by pinning all the attractions that were mentioned in the reviews to compare the distribution of those cruise passengers, who travelled independently to those, who travelled with shored excursions.

Figure 16 - Independent cruise passengers travelled to Kronborg, Frederiksborg Castle and Louisiana Museum

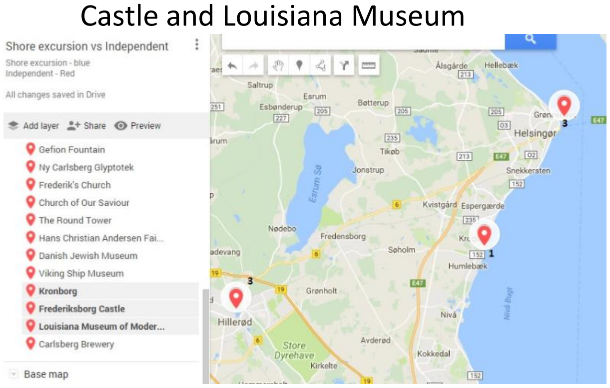


Figure 17 - Independent cruise passengers travelled to Viking Ship Museum (Roskilde)

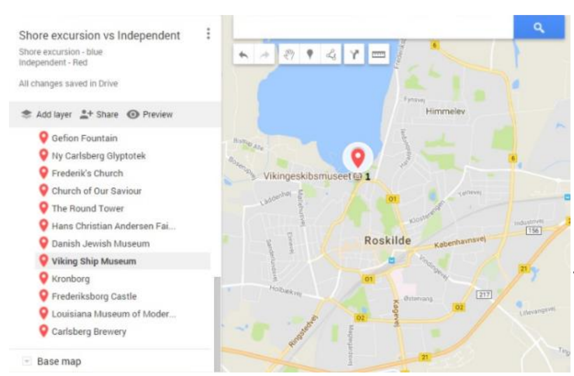
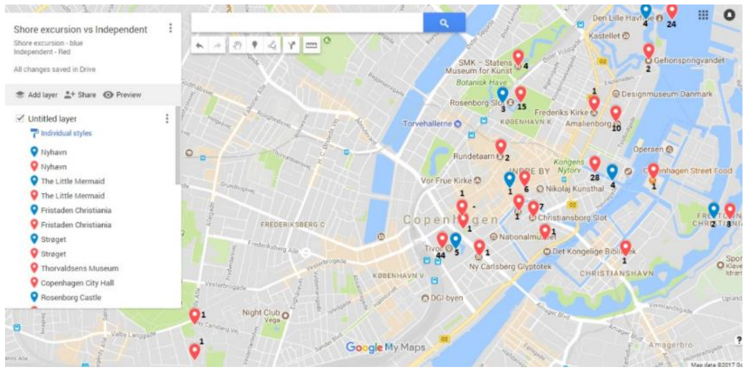


Figure 18 - Shore excursions and independent cruise passengers present in various locations



Source: Made by the authors based on the data collection by using Google Maps

Through the outcome of the analysis of these factors, it can be concluded that the cruise passengers who discovered Copenhagen on their own are spread in a wider area more than those, who explored the city with shore excursions.

Turnaround/ port of call

Referring to the literature review, it has been mentioned that “Copenhagen port is the main turnaround port in the region” (Cruise Baltic, 2017; Lopes & Dredge, 2017). Additionally, Copenhagen Malmö Port (2014) stated that “the new port which is called Ocean Quay was built in 2014 in order to serve turnaround cruises and to maintain Copenhagen leading position among other Baltic Sea ports”. Based on the information as given, it stated that Copenhagen plays a big role as being the main turnaround port in the Baltic Sea. This draws the authors to investigate through the reviews from the Cruise Critic website as shown in the data collection. The team found some reviews, which prove that a turnaround port gives cruise tourists more time and opportunity to explore the city. For instance, review No. 7 suggests that the passengers “spent 3 days in Copenhagen and toured the city using Rick Steve’s book and the hop on hop off bus”. Review No. 9 expresses a positive feedback, as it says “We loved Copenhagen and spent three days there after the cruise exploring and enjoying this lovely city”. Review No. 26 also demonstrates that some passengers decide to spend a longer period of time in the city; “Before embarkation we spent a few days in

Copenhagen. We visited Tivoli Gardens, went on a canal boat tour and visited the Rosenborg Palace. Had two days pre and two days post in Copenhagen". Through the data collection it can be concluded, that those who chose Copenhagen as the turnaround port spent at least 2-3 days before or after their cruise trip.

On the other hand, some reviews from data collection illustrate that the passengers do not have enough time to discover the city. Perhaps that could be presumed to be a case of a port of call. For example, review No. 44 implies to the lack of time in stating "Not enough time in a day". Review No. 88 mentioned the same issue in saying "One day not enough". The reviews No. 44 and No. 88 indicate the limit of time, which affects the passengers' distribution to various destination. To put it differently, these reviews have proved that turnaround ports and ports of call affect cruise passengers' distribution. Here below is an example of the turnaround itinerary for your understanding.

It is clearly justified by Marcussen (2017) that "most of these ports are for single day visits, while St. Petersburg port, in its turn, typically host cruises at least one night, even though it is not a turnaround port". Besides, in accordance with interviewing the bartender from AIDA Cruise at Langelinie port, he informed the authors that "the cruise ship had arrived in Copenhagen at 9 a.m. and would continue its journey at 5 p.m. on the same day. It meant that the tourists had about eight hours to visit the city". Based on his statement, it could be predicted that Copenhagen can be considered as a port of call. A drawback of such short stays is that a single day visit confines the distribution since cruise passengers cannot visit a large amount of places in a short period of time. However, well-prepared information and services provided by the cruise ship can help the passengers to make their trip more efficient. Review No. 199 says "We enjoyed every single port of call and had great tours and did some of the ports on our own". This illustrates that ports of call can meet passengers' satisfaction. The figure found below illustrates an example of ports of call in order to fulfil your comprehension perspicuously.

Figure 19 - Example of a port of call (start at Kiel/ finish at Hamburg). Route map of Great Baltic Sea route (AIDA Cruise).

Source: www.aida.de

From this perspective, turnaround ports and ports of call create a factor, which affects cruise passengers' distribution regarding the time limit, the information they receive relating to the particular destination and the facilities provided to reach their needs.

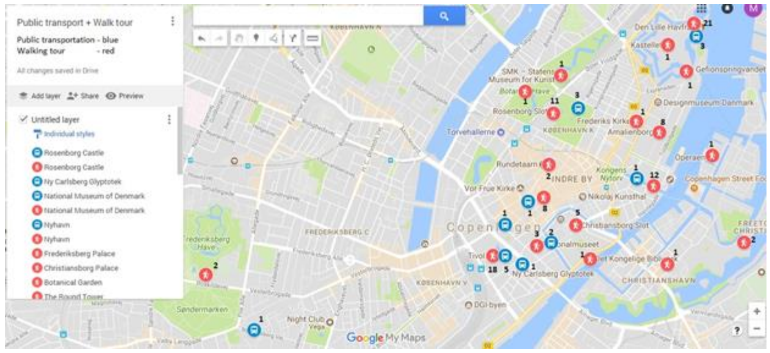
Infrastructure

By analyzing the data, more specifically the literature review and the netnography, the authors found that infrastructure might be a factor that influences the passengers' distribution. Regarding the aspect of infrastructure, the team came up with the following elements in order to conduct the analysis; methods of transportation, such as public transportation (for instance bus, train, metro), taxi/private car, organized tours (shore excursions), Hop On-Hop Off/boat tours, shuttle buses, bikes/segway, and walk-tours have been identified, as key elements of the foundation of infrastructure.

Based on the results after analyzing the data from the methods of transportation mentioned above the authors have created maps only for: public transportation, walk-tour, and the HO-HO/boat tour. The rest of the transport methods had inconclusive and irrelevant data regarding the touristic objectives. From all 322 reviews, 34 relevant comments have been found regarding public transportation. In the category of walk-tours, 94 reviews have been found useful, and in relation to the HO-HO/boat tours, the team collected 97 relevant reviews. Regarding the first two categories, three maps (see Figure 20, 21, and 22) have been created, according to the different classifications, which are the Copenhagen area, the outside area of the city and a special objective (6 Forgotten Giants).

The first map (see Figure 20) refers to the Copenhagen area. Blue points represent tourists that used public transportation and red points represent tourists that did walking tours.

Figure 20 – Map of Copenhagen area



Source: Made by the authors based on the data collected from the Cruise Critic website and by using Google Maps

As it can be seen from the map, most of the tourists that used public transportation, visited the center area surrounding the City Hall, Tivoli, The National Museum, Ny Carlsberg Glyphotek and Stroget Street. Some of them also visited The Little Mermaid, Nyhavn and Carlsberg Brewery close to Frederiksberg.

As the map represents, those, who chose to walk were distributed all over the city center, and they even got to Frederiksberg Palace and Christiania. However, the main points of interest of their visitation are The Little Mermaid and Tivoli as it can be seen from the numbers.

The outside area of Copenhagen is represented in Figure 21 and Figure 22. The main areas visited outside of Copenhagen are in Roskilde (Viking Museum), and in the northern part of Sjaelland in Helsingor (Kronborg Castle), Hillerod (Frederiksborg Castle) and between them we can find Louisiana Museum of Modern Art.

Source: made by the authors based on the data collected from the Cruise Critic website and by using Google maps

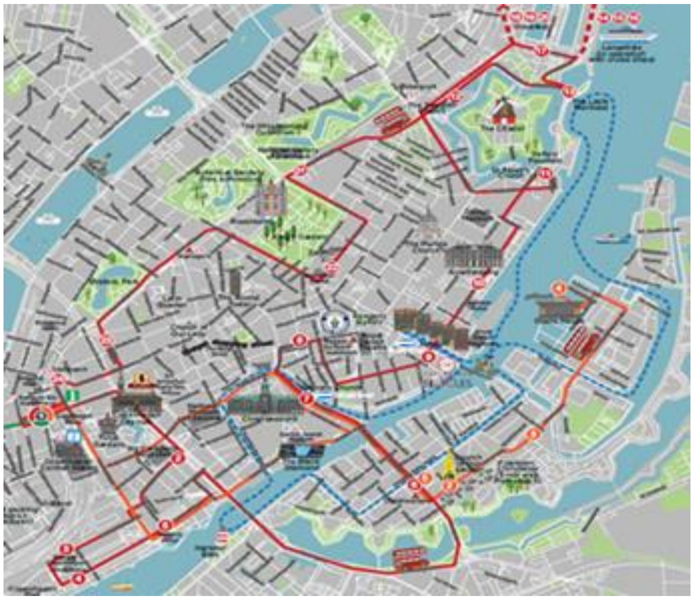
Figure 21 – Map of Roskilde and Helsingør/Hillerød

Source: *Made by the authors based on the data collected from the Cruise Critic website and by using Google Maps*

An interesting fact was discovered in one of the reviews (No. 25), which mentioned the use of bicycles as a mean of transportation for exploring the outskirts of Copenhagen: “Rent some bicycles and try to find all of the 6 Forgotten Giants in the countryside.” The location of each tourist attractions (6 Forgotten Giants) can be seen in the map below (see Figure 22).

Figure 22 – Map of the 6 Forgotten Giants

Source: thomasdambo.com



Source: Stromma Turism & Sjofart AB website

Demographic aspects

Literature suggests that demographic aspects are a relevant factor that influence cruise passengers' distribution within a destination. De Cantis et al. (2016) argue that cruise passengers' nationality, income, and age have an impact on their movement patterns. However, most of the reviews do not provide such information as nationality or financial situation, which could be used as a measure identifying some certain distribution patterns in Copenhagen.

On the other hand, worth to notice that some reviews mention cruise passengers' age and some assumptions might be suggested according to these sort of reviews. For example, a tendency that younger cruise passengers tend to visit Tivoli while they are in Copenhagen could be noticed. According to reviews, Tivoli Gardens are popular among tourists who are in their thirties. Review No. 150 says that "my husband and I, who are in our early to mid 30's…Enjoyed Tivoli Gardens, Canal tour and walk around Copenhagen, but too much time spent at Rosenberg Castle". Another review (No. 270), as well as previous one, shows that cruise passengers in their thirties visited Tivoli: "my wife and I are in our mid-30s…

[Copenhagen] Easy city to see on your own with no tour necessary. We most enjoyed the Nyhavn area and boat tour. Tivoli Gardens was not really worth it for us but glad we saw it." Meanwhile, older cruise passengers do not mention Tivoli in their reviews. It could be assumed that this group of cruise passengers does not reach Tivoli. Most likely, they rather spend their time in proximate areas to the port or city centre. This case might illustrated by review No. 54, which says "my husband and I (50 ish)…Took the cruise shuttle to near Nyhaven and walked along the water to the little mermaid. This is the only part of the trip I would have changed. You can easily walk to Nyhaven from the ship. We ended up getting to the little mermaid and seeing the ship within 10 minutes from it". Moreover, according to review No. 239 "My husband and I are both 53 years old… We were very happy about this, as we really wanted to see Copenhagen. We walked around all day, and took a canal cruise out of Nyhavn. It was a beautiful city, and very fun to see", an assumption might be made that older cruise passengers tend to use canal tours while younger ones did not mention it at all. Analyzed interviews could support the idea of Ferrante et al. (2016), which argues that cruise passengers aged between 36 and 55 years are willing to have intense experience of the destination regarding the places visited and time spent onshore, while cruise passengers who are in different age groups are more likely to concentrate their activities on places adjacent to the port area. Review No. 127 can serve as an illustration of the different interests among different ages people might be, since it draws clear boundaries between the younger and older cruise passengers' interests and preferred activities: "we chose this cruise because our daughter and son-in-law selected it. We went along to spend time with them and the grand kids…. Copenhagen is very easy to explore on your own. Many folks used the HO-HO buses, but we used the trains and the metro to get around. Our family spent a long day at the Tivoli Gardens -- from opening to about 7PM and had a wonderful time. The all day passes were good for the kids because they could ride on as many rides as they wanted. My husband and I visited the Little Mermaid, the palace, the castle, and saw the changing of the guards on our own. We also took a canal tour."

4.5.2 Factors which could influence the distribution based on the data collection

In the following chapter, those factors will be presented, which were found mainly through the methods, which the authors used to collect the data. The factors which could affect the passengers' distribution and which emerged through the methods are **familiarity and previous experiences, and technology or information used for navigation.**

Familiarity and previous experiences

According to the results of the netnography, the conclusion that familiarity counts as another factor, which influences the distribution of the cruise passengers might be drawn. In this research, the authors considered familiarity and previous experience to be in the same group forming one factor. Regarding the reviews found through netnography, there have been 62 feedbacks relating to this theme altogether. Out of all reviews, the majority was positive, with 59 comments, the remaining 3 reviews being rather negative.

It is important to note that besides the qualitative method of netnography, the previous knowledge and experiences of the team members also served as a significant source for many factors, including the theme of familiarity and previous experiences. As it has been highlighted before, the authors put great emphasis on their own backgrounds and logic regarding the entire project. In the beginning of conducting the research, the team put great effort into finding out factors which the members considered to be relevant regarding the influence on both arrival sequence and the distribution of the cruise passengers. While undertaking their qualitative methods at the same time, they sought to conform those factors, which they found out by themselves to those themes, which were found through the methods. Hence it can be said that the authors' own knowledge and ideas count as a remarkable source for most of the factors, however, it never forms the sole source for any factor, it rather exists in a combination with another source, or with other sources. The factor of familiarity and previous experiences of the passengers perfectly reflects this case.

Regarding netnography, which counts as one of the sources for this factor, many relevant comments were found, such as the review No. 2, which says: "All the other destinations (Copenhagen, Rostock (Germany), Tallin, Helsinki, Stockholm) were amazing. These towns were better than St. Petersburg in so far as they were more quaint- it is a matter of opinion.

When in these cities, target the old sections... (Copenhagen) I have been there twice and I liked it even more the second time." As it can be seen, review No. 2 is a positive feedback regarding the city, especially a certain part of it. It mentions not only the amount of previous visits in the destination, but also suggests that it is worth visiting, by directly recommending the old sections, and by expressing that the experience increased when visiting again. This way, the commenter suggests that other passengers should visit that certain place as well, thereby influencing the plans of other passengers regarding their distribution in the city in the future. In this case, the previous experiences of the reviewer affect the distribution of other tourists. In addition, it is also expressed that the commenter visited the same destination several times, hence it can be concluded that the reviewer visited the place based on previous experiences and familiarity in the destination. Thus, it can be asserted that the previous experiences and the familiarity affected the distribution of the cruise passenger. In conclusion, the commenter not only expressed that previous experiences played an important role in the reviewer's own distribution in the city, but also might have an influence on future passengers' distribution.

Review No. 217 is also relevant regarding the researched factors, as it says: "Been here 4 times before, so we were content to visit the Christiansburg Palace. On the last trip we bought a Copenhagen Pass and traveled by rail to many palaces outside of town." In a way, this review tells us quite the opposite of the previously mentioned one, in terms of the further visitation. The reviewer expresses that they did not want to visit a certain attraction one more time, owing to the numerous visits before. However, it is also similar to review No. 2, since it notes that there have already been four visits to the same attraction, implying that the familiarity and the previous experiences in relation to that place have influenced the distribution of the passengers in the past. In addition, another viewpoint regarding this review is that it suggests that previous experiences do affect distribution, since it is also mentioned that the passengers visited other palaces instead of the one, they have already seen several times. This might not only indicate the influence of interests, but also previous experiences, which affect what experiences a certain person will seek later. According to the authors' own knowledge and lifetime experiences, if an experience caused enjoyment to somebody, it is likely that that person will look for places where similar experiences can be gained. This can be underpinned by review No. 217, since it is said that the passengers have already visited a palace four times. It is also expressed that after the value of the experience which that palace offered had decreased owing to the numerous visits, the passengers moved on to look for new, but similar places.

The review No. 89 bears a resemblance to the previous review in terms of how both the frequent and the non- recurring visit to the same place decreases interest and thereby influences distribution regarding the search for other experiences. It says: “Since we were berthed far from town and since we had already been to Copenhagen in order to start the trip, we did not do an excursion when we ended and were segueing to the Baltic.” Regarding this review as well, it can be said that previous experiences influence the distribution of the tourists.

Regarding the netnography, it has to be noted that even though some commenters wrote a feedback relevant to the factors of familiarity and previous experience, containing many pieces of information, many reviewers wrote a shorter comment, which was significantly less detailed than the previously mentioned ones. These comments usually contain information about how much time the passengers have spent in the city before or after their trip on the cruise. Such reviews are for instance No. 4 (“We stayed a few days in Copenhagen prior to getting on the ship and loved it.”); No. 10 (“Left from Copenhagen after spending a couple of days there.”); No. 12 (“We arrived in Copenhagen 3 days early.”); No. 13. (“We arrived Copenhagen two days before.”); No. 26 (“Before embarkation we spent a few days in Copenhagen.”); No. 30 (“I spent two days on my own in Copenhagen before the cruise.”); No. 31 (“Had two days pre and two days post in Copenhagen.”); No. 62 (“Arrived one day before cruise and departed the day following.”); No. 65 (“We had been to Copenhagen before.”); No. 68 (“4 days we were thet pre and post cruise.”); and No. 75 (“We stayed there for 4 days as we had done a couple of years ago before embarking on a Baltic Cruise.”). The review No. 75 suggests that the passengers have decided to stay in the city based on previous experiences, however, it cannot be properly linked to tourist distribution. Some other reviewers only mentioned that they have already visited the city, for instance No. 3 (“This was our second visit.”); No. 60 (“We had been in Copenhagen previously.”); No. 166 (“It was our second time to the city.”); No. 181 (“Love Copenhagen been here before.”); No. 209 (“It was also the second time we have been there during Pride week so the city center is very busy.”) or No. 253 (“Our second time there and the tour gave us the historical perspective of the city.”).

Even though these reviews cannot be directly connected to the factors of familiarity and previous experiences regarding their influence on tourists’ distribution, the reviews No. 3, No. 60, No. 166, No. 181, No. 209, and No. 253 can be generally linked to the aspect of familiarity.

Technology and information used for navigation

Technology and the information used for navigation in the destination seemed to form another factor, which influences the distribution of the cruise ship passengers as well, as the results of the netnography showed. Out of the thirteen reviews the authors found relevant regarding the currently researched factor, 9 comments represented a rather positive feedback, while the other 4 reviews demonstrated the dissatisfaction of the reviewers.

In the case of this factor, it is also important to mention that both netnography and the previous knowledge of the members count as sources for the analysis. Based on the authors’ logic and own experiences, they were assuming that technology, such as apps used on smartphones might influence the way tourists move around in a destination. While using the method of netnography, the authors kept their own ideas and conceptions in mind as well, and after comparing their ideas to the results of the netnography, they found out that there is a strong correlation between the two outcomes.

Review No. 27 (“The CityMapper app is helpful in this regard. Stop by the Information office across from Tivoli Gardens for assistance, if you have the time. They also provide free WiFi.”) represents that the passengers actually used the help of an app for navigating themselves in the city. It also attracts attention to the aspect of available Wi-Fi, which, based on review No. 27 and the own experiences of the authors, does influence the distribution of the passengers, since tourists in general are typical for searching for free Internet in a foreign destination. Furthermore, by mentioning the availability of free Wi-Fi, the reviewer suggests other tourists to stop by an information office, partly because of the free Wi-Fi. Another review implying that available Wi-Fi plays an important role in the distribution is review No. 50; “The wifi was incredibly expensive, over $300 for two weeks, and it hardly worked. We had sailed on this ship when it was Renaissance nearly 20 years ago and connection had hardly improved since then. There was not much help from the IT staff. We waited until on shore to try to get a decent connection, but Oceania should not charge so much for a poor service.” In this case, the passenger expresses that their distribution was influenced by the lack of proper Wi-Fi on the ship.

Regarding the information, which was used by passengers for their navigation, reviewers frequently referred to the same guidebook, for instance No. 4 (“We did walking tours from Rick Steves' book. The people were friendly and helpful.”); No. 7 (“Toured the city using Rick Steve's book and the hop on hop off bus.”); No. 50 (“A guide book.”); No. 97 (“Rick Steve's guide book.”), and No. 163 (“Rick Steve’s guidebook for the Baltic is excellent.”).

Despite of many reviewers mentioning this specific guidebook, they do not address any of the attractions, which are suggested to visit in the book, or which they indeed visited because of the guidebook. However, based on the book itself, or which places it mentions more specifically, one can draw conclusions in terms of which attractions the passengers might have visited according to what is suggested in Rick Steves’ book. In order to find out more about the reviewers’ movements in the city, the authors examined which attractions the aforementioned guidebook advises to visit, as an indication of how the passengers might have been distributed (and are distributed). An article on Rick Steves’ website (The Easy Streets of Copenhagen, n.d.) suggested many places to visit, for instance the National Museum, Tivoli amusement park, the City Hall Square (Rådhuspladsen), Strøget, Christianshavn, Rosenborg Castle, the Little Mermaid, and Nyhavn among others. As a conclusion, it can be seen that the majority of the attractions that are brought up in the article also constitute the main sights of Copenhagen, which visitors are most likely to visit. Since the article found on the website does not equal the guidebook itself, it cannot be assumed that these attractions are the only ones mentioned in the book, however, the authors allow themselves the presumption that these sights are highlighted in the guidebook as well.

Overall, the team found that both technology and information used for navigation might play an important role in the distribution of the cruise passengers. However, netnography has not provided a sufficient insight into the aspect of technology, so the own knowledge of the authors as a source has been used in the analysis of this factor. In addition, the conclusion that technology actually affects the distribution cannot be drawn, owing to the small amount of relevant reviews. Regarding information used for navigation, the authors conclude that it might influence tourists' distribution, nevertheless, the reviews did not give a strong proof of that, and as a result, it cannot be asserted that it indeed affects the distribution according to the netnography.

4.6 Summary

This chapters' aim was to analyze and understand the relation of the arrival sequence and the distribution at the destination of the cruise passengers in Copenhagen and to analyze the factors which affect them. We bring out the results into the following summary.

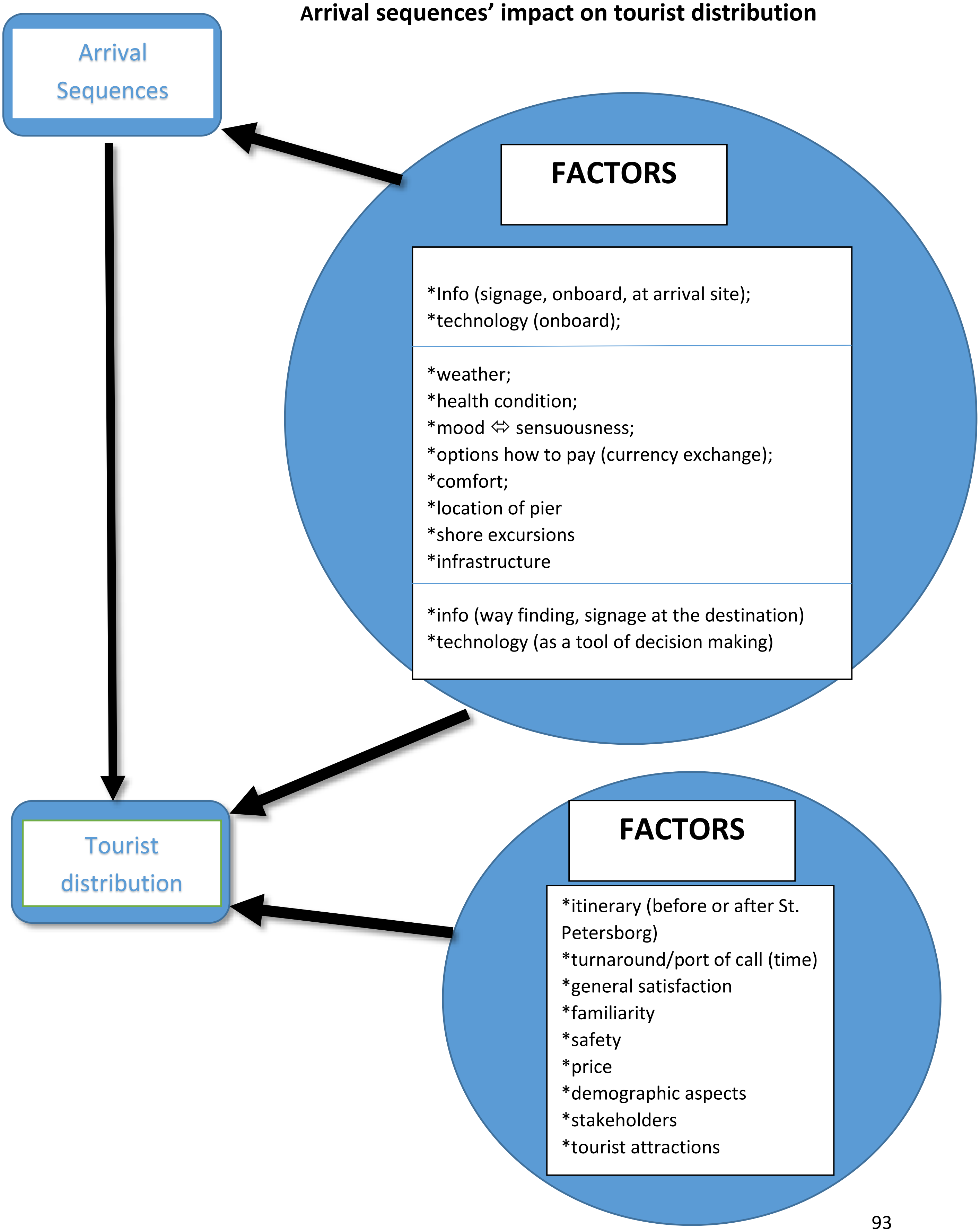
1. Factors that are influencing cruise passengers' arrival sequence are:

Information provided on board and at the port. We have identified cruise passengers, who got no information, passengers who received very basic or scarce information and passengers who received good information on board. The lack of information on board and at the port is a factor that affect passengers' arrival sequence negatively. For instance, it shapes a wrong image of the destination in the cruise passengers' minds, especially the passengers, who want to visit a destination on their own. There are also some tourists, who received misleading information about the destinations on board, this could be, to encourage them to buy the cruise line services instead (this is not a confirmed statement). This suggests that there is, a different treatment of shore excursionists and independent travellers. For instance, it is acknowledged that some independent travellers did not receive information about the destination while those who took a shore excursion did. On the other hand, the tourists, who participated in a shore excursion, did not have to look for information about the destination, since they go directly to their tours. Finally, there are some independent cruise tourists who received good information about ports and destination on board. They have had a better arriving experience, without the inconvenience of looking for information. **The location of pier** is another important factor in cruise passengers' arrival sequence. Since Copenhagen has two piers situated in different areas of the city, the tourists' arrival experiences are different. For instance, tourists arriving at Langelinie, which is a pier within a walking distance to the city centre seems to have the most favourable location. On the other hand, Ocean Quay, which is located at the edge of the city and surrounded by an industrial district seems to be far away from the city centre and less appealing for independent walking tourists. Moreover, there are other factors which were also taken into consideration for our analysis such as: **technologies on board, mood, health conditions, infrastructure and payment options, and the aspect of the shore excursions**.

2. Distribution factors: We have analyzed some factors influencing cruise passengers' distribution in Copenhagen such as: **turnaround and port of call, shore excursion and independents tourists, infrastructure, familiarity, technology and information used in navigation.**

Turnaround and port of call is an important factor analyzed, because turnaround ports give passengers more time and opportunity to explore the city. For instance many tourists mentioned that they visited the city few days before or after their cruise, whilst tourists, who visited the city as a port of call, mentioned that they did not have enough time to discover the city. **Shore excursionists' and independent travellers'** difference lies in the time and price of their visiting sites, since tourists taking a shore excursion seem to reach hinterland attractions faster than independent tourists, because of the means of transportation. **Infrastructure** is another important factor regarding cruise passengers' distribution. As mentioned above, depending on the means of transportation (public transportation, private car, organized tours, bikes, shuttle buses, segway or walking) there is a significant difference in term of time and money spending. For instance, the majority of cruise tourists have taken private tours, followed by those who took public transportation, bicycles and boats. It is important to remark that a majority of reviewers mentioned that they walked while visiting the city and its attractions. **Familiarity** and previous experience were also analyzed. As an example, we have identified both tourists who visited the same attraction several times and tourists who decided to rather visit new attractions. **Technology and information used for navigation** were analyzed as well. We could identify some resources to get information such as: the CityMapper app, Wi-Fi, TripAdvisor, a guide book (Rick Steves' book). **The demographic aspects** are important factors in cruise passengers' distribution. We have identified that young cruise passengers as well as families have visited Tivoli gardens. Meanwhile, elderly cruise passengers are more likely to concentrate their activities on places adjacent to the port area and they have visited the Little Mermaid, Amalienborg Palace and Nyhavn.

Arrival sequences' impact on tourist distribution



Chapter 5 - CONCLUSIONS, RECOMMENDATIONS and LIMITATIONS

5.1 Conclusions

By undertaking this project, the authors believe to be pioneers by laying a foundation for further research regarding the arrival sequence and the distribution of cruise passengers within a destination. Seeking the meaning of the arrival sequence we confronted obstacles within the literature, we reached a common explanation of it and still we believe definition can be improved. Authors of the project identified two main factors which appeared in the literature review, namely location of the pier, information provided onboard and at the port. This was the first step that draws us to investigate the relation between arrival sequence and cruise passengers' distribution. After collecting the data we discovered other factors that could affect the arrival sequence and the distribution. The factors that could affect the arrival sequence, the factors that could affect the distribution and the relationship between the arrival sequence's elements and the distribution has been investigated in the analysis. However, worth to notice that there were some factors which appeared in the data collection but have not been analysed, such as safety, general satisfaction, price, weather, comfort, itinerary, and gastronomy. These factors were excluded from analysis part because of the emerged difficulties to encapsulate their influence. Despite this fact, through the outcome of the analysis, we eventually have become able to answer the research questions which will be clarify as per following:

Research Question 1 -*What is the arrival sequence in cruise tourism?*

The literature review is very vague with respect to what constitutes the arrival sequence. Consequently, factors, which compound arrival sequence, are not well explained as well. This situation led the authors of the project to define arrival sequence in cruise tourism based on definitions found in the other field of studies, such as architecture. Eventually, the definition of arrival sequence has been formed as following: "….".

Research Question 2 - *How are cruise tourists distributed in Copenhagen area?*

Worth to pay attention that cruise passengers' distribution differs depending on the factor which is taken into consideration while undertaking analysis. However, only the most relevant factors will be discussed in this section. Firstly, their distribution, in terms of **a role of the port**, is affected. To be more concrete, it was uncovered that tourists who come to the destination, as to the port of call, are very restricted in time, meanwhile embarking/disembarking cruise passengers are much more flexible. Thus, it has been concluded that absence of time restriction allows to explore wider area than transit passengers could.

Moreover, analysis of **demographic aspects** in relation to cruise passengers' distribution revealed that younger tourists tend to visit wider scope of the destination, while older ones are more concentrated in closer area to the port they docked.

In addition to this, according to the **infrastructure**, regarding transportation, that cruise passengers' use, the most relevant ones are following: special transportation, such as Hop-on Hop-of busses; walk; public transportation. Hop-on Hop-of busses were mentioned the most frequently, namely 97 reviews out of 322 mention it, walking was mention in 94 reviews; public transportation – only 34 times mentioned. Thus, most of the cruise passengers are distributed at Copenhagen by Hop-on Hop-of busses.

Analysing their distribution in terms of the **location of the pier**, it is concluded that cruise passengers who arrived at Ocean Quay, were willing to visit further located tourist attractions in comparison to those who arrive at Langelinie.

Research Question 3 - Is arrival sequence important in influencing tourists' distribution at the destination?

The arrival sequence represents a welcome mat to cruise passengers. The procedure of passengers' movement relies on their decision-making, the given information, and the facilities provided for them. According to the analysis, the authors had explored the relevant factors of arrival sequence which are the information provided on board and at the port, and the location of pier. The investigation had been conducted based on the literature review, the data collection, and the interview. The outcome of the analysis is that once the cruise passengers get first impression and hospitality based on the information given on board and at the port, it would help them generate their distribution smoothly. Moreover, if the location of the pier is close to the main attractions or if they have a well-prepared infrastructure, this would reach their positive satisfaction. Therefore, this can be stated that the arrival sequence displays a significant impact in influencing cruise passenger's distribution at the destination.

Research Question 4 - *Whose information do tourists use in navigating the destination?*

The authors of the project observed a lack of information provided aboard regarding the destination and it affects their measures used for navigation. To be more precise, cruise passengers do not receive sufficient amount of the information and even the internet connection is limited onboard for them. Conducted research revealed that most of the cruise passengers use Rick Steve's guidebook for navigation at the destination. Meanwhile, there are only few of cruise passengers who rely on applications in smartphones as a tool for navigating themselves within a destination.

5.2 Limitations

The very first limiting factor that has emerged while executing this project was lack of literature written under arrival sequence topic. This term has not been used either in tourism or in cruise tourism studies before. Arrival sequence is under-researched topic and it limited us in terms of there are not any findings which could suggest its definition or identify its links with tourists' distribution. This situation led us to define arrival sequence in cruise tourism field based on definition used for architecture. However, another gap in a literature has been identified in relation to cruise passengers' distribution within a destination. There has been noticed scarcity of literature explaining how cruise passengers move around and how they are distributed within destination. Bearing in mind that arrival sequence and cruise passengers' distribution are the main focus of our project, lack of literature played most important role as limiting factor to conduct this project. On the other hand, it gave us many opportunities to explore this field in such way which was constructed by authors of the project and at the same time to contribute to filling this gap of knowledge.

Worth to mention, authors of the project have not been on a cruise and lack of such experience is concerned as a limiting factor to understand a whole cruise tourism industry, especially its arrival sequence and cruise passengers' distribution within a destination. Hence, our group encountered with absence of personal experience as well as scarcity of literature in relation to the research topic. However, this limiting factor might be seen as an advantage in order to maintain objectivity and eliminate a possible emerging bias while conducting the project, on the grounds that none of the authors of the project have experienced neither well-organized, nor poor cruise trip before. Thus, it allows to research the topic without any pre-made assumptions.

Furthermore, this research took place during low-season which is not the most favourable period of time for data collection in the field of cruise tourism. Authors of the project were willing to start to gather empirical material applying such methods as semi-structure interviews and participant observations during November. At the moment when we made a plan of our research there were scheduled several cruise ships to arrive at Copenhagen in this month. However, eventually cruise ship schedule was rescheduled in the way that cruise ships do not appear at Copenhagen port within November at all. This certain issue limited our ability to gather empirical material directly from cruise passengers. From another angle, it allowed us to make observations in ports which were not crowded by cruise passengers as it is during high-season, which means that we had an opportunity to focus on port area, its facilities, information provided at a port and whether it is enough welcoming area. Thus, this limitation allowed us to observe better important elements of arrival sequence.

Moreover, in order to deal with emerged situation, namely absence of arriving cruise ships, we have decided to use method called netnography since we were not able to make interviews with cruise passengers to gather information related to arrival sequence experience and their distribution within Copenhagen. From the first sight, this method gave us an access to tons of empirical data by providing reviews written by cruise passengers.

However, at the same time lack of explicit, detailed reviews in relation to Copenhagen, have occurred. The reason why netnography has been perceived as limiting factor of research is that the most of reviews could not provide concrete answers for research questions. To be more precise, cruise passengers writing reviews do not express themselves in a way that can be noticed direct links between their arrival sequence and distribution patterns. Moreover, they do not mention precise factors which led them to make a certain decision in terms of their first impression about a destination or what they have visited. Hence, according to such reviews we were able to make assumptions rather than perceive it as clear evidences. On the other hand, even though it does not provide us some direct links between factors and their arrival sequence or distribution within Copenhagen, it gave us some insights which need to be taken into consideration while analyzing our research topic.

5.3 Recommendations

Regarding the recommendations of our project, we first and foremost mention the importance of the time, when the project is conducted. Since we undertook our research during low- season, we suggest to carry out the project during high- season as well. The main reason for our recommendation is that the researchers would be able to gather more information regarding both the arrival sequence, and the distribution of the cruise ship passengers during a season when ships arrive in the city on a weekly basis at least. In our opinion, conducting our research during the summer would provide an opportunity of not only being able to use different methods in diverse ways, but also to engage with the passengers more intensely. In addition, this would offer the possibility of gaining new perspectives, which could be added to the initial approaches and viewpoints.

Furthermore, we suggest to carry out the research under a longer period of time, and thereby engage with the project on a deeper level, being able to discover new aspects, which could improve the framework of the project in terms of its complexity. We suggest that there is a need to spend significant periods of time with the subjects, in order to be able to capture the way of their long- term behavior.

Another recommendation of ours is concerned with future research. As our project represented, there have been limitations regarding literature. We found that many of the aspects we examined throughout our project, such as the aspect of arrival sequence or the way tourists are distributed, are underresearched, therefore creating a gap in the case of our project. In response to the findings of our project, our recommendation is that since these aspects, among the majority of other factors we researched, play an important role in tourism, researchers might need to immerse themselves in investigating these topics.

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