

## Theme cruises, as a trend in marine tourism

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### Abstract

For several years, marine tourism market has been experiencing a renaissance and is one of the fastest growing segment of the tourist economy. Strong competition on the marine carriers market forced them to seek out innovative products, and in the wake of that, their specialization, as well. At the same time, there has been a tendency to change a model of resting from passive lying in the Sun on aboard of the ships for an active participation in theme and profiled marine voyages. That caters to various customers' needs and preferences. Owners of cruise vessels outdo each other in inventing the original theme offers for specific groups defined within: religious faiths, musical tastes, sport hobbies, health needs, or sexual orientation and many others. In both, polish and foreign literature, there is a noticeable lack, when it comes to a scientific approach to this phenomenon. In this light, it seems reasonable to take this topic of the research. The main aim of this article is an estimation of tenders in terms of theme cruises offered by marine carriers and making their generic classification. The research was realized using a method of desk research, a critical and comparative analysis of available literature, offers of marine tourist carriers, and also other scientific reports. Moreover, the author shows a list of criteria that could be implemented in the statistical researches of demand on theme cruises.

### Introduction

For several years, a tendency to specialization of offers on the marine tourism market has been observed. The Cruise Line International Association CLIA says that "the cruise product is incredibly diversified with literally a cruise vacation for everyone. Over the past 10 years, the industry has responded to extensive market and consumer research that has guided the addition of new destinations, new ship design concepts, new on-board / on-shore activities, new themes and new cruise lengths to reflect the changing vacation patterns of today's market" [1].

The stereotype, that a marine cruise travel is only designed for rich tourists, mainly from Germany, Great Britain and the United States, has passed. "Many tourism authors have noted that contemporary tourists are much more experienced than those of earlier decades, particularly in terms of international travel. Such experienced visitors have greater access to information technology, are more demanding of products, and are more likely to seek educational components in their tourism expe-

riences (Cleverdon, 1993; Poon, 1992; Urry, 1990)" [2].

Now every tourist, with a variety of preferences and interests, and also of various ages, is able to find an attractive offer. Owners of cruise ships, ferry lines, whether the owners of yachts and sailing boats come out to meet the growing demand, which is presented by various group of interests and prepare innovative products addressed only to a narrow group of arrivals, as for example: cruises for fans of country music, poker cruises, cruises for lovers of ancient art, cruises for wine connoisseurs, cruises for singles, seniors, nudists, and many others.

Among the most important factors, that contributed to specialization of the products offered in marine tourism, it is a need to mention:

- growing popularity of marine cruises among various groups of tourists;
- changing shopping behavior of people travelling by sea from passive to active;
- competitive struggle for a client among marine carriers;

- desire to maintain a demand for marine cruises by carriers;
- extending the tourist season in regions with strong seasonality by offering theme cruises, but not to the “sunny” destinations;
- fashion for belonging to the various formal and informal groups of interest, that organize a number of meetings, seminars, or expeditions;
- development of information systems (Internet, Mobiles) and social networking (Facebook, Twitter, Youtube, Blogger etc.), make opportunities to organize joint expeditions, including marine cruises, by various groups of interest.

The main aim of research is the evaluation of tenders in terms of theme cruises proposed by marine carriers in the world and making their generic classification. There were also indicated two other sub-goals: the first goal – What factors affect the specialization of offers on the marine tourism market? and *the second goal* – What are the criteria for classification of the forms of theme marine cruises? In addition, it has also been indicated the following research issues: the first – What are the characteristics of theme marine cruises? *and the second* – Which marine carriers propose a variety of offers of theme marine cruises? The researches were conducted using a method of desk research, a critical analysis of the available literature and comparative analysis. In order to illustrate some phenomena, a few available scientific reports of marine travel market have been used, as well.

Nowadays, tourists look for offers that are innovative, unique, interesting and fascinating, and most importantly cater to their needs, expectations, interests and dreams. Tourists are not satisfied with a standard sightseeing in a famous destination on the cruise route. They want something more, what will give them chances for personal development or vocational trainings, allow them to develop their skills, broaden knowledge, exchange of experience, and will provide them with new and an unforgettable experience. They want to break away from everyday life and move in a completely different world, era, neighborhood, or reality, etc. It is just possible during theme marine cruises. In addition, in the world for several years, there is a need for different communities to make new formal and informal groups of interest, that will be happy to organize joint meetings, including marine cruises. Marine carriers compete in inventing exciting deals for tourists with different interests. Analysis carried out showed that the range of offers is very wide. In fact, it can be concluded, that today almost every tourist is able to find an offer on the market, which is adapted to his/her expectations.

### The criteria for classification of theme marine cruises

In the literature, only a few authors deal with a phenomenon of specialization of marine tourism. Any undertaken trials in this sphere are rather random and quite chaotic. For example J. Miotke-Dzięgiel said that marine tourism is also “specialist cruises associated with excursions to little-known, however interesting, areas or sea ports” [3]. Specialized cruises in marine tourism were also described by W. Gaworecki, who mentioned among others: “medical cruises: a relatively new type of cruise, with significant growth opportunities as a form connecting two tourist destinations, the holiday and medical treatment at sea and also school cruises: combination of education system with an interesting form of marine tours” [4]. In turn, R.K. Dowling said that “popular theme cruises have included a focus on dance, music, food, wine and health and well-being. More specialized offering have included nude cruises, gay and lesbian cruises and motorcycle cruises” [5].

Originally, tourists travelled by the purposes of leisure or religion, but now tourist became more demanding and expect diversity from the organizers of the marine tourism in order to satisfy their needs. In some regions of the world, special forms of maritime tourism have developed, due to the cultural, geographical, economic or social separation of these areas. The excellent example it is “*aboriginal marine tourism*” in Australia, “Aboriginal marine and coastal tourism focuses on fishing, traditional use of marine resources and viewing of marine life” [6]. In turn, for example in Western Canada there are organized marine excursions “focus on viewing marine wildlife and coastal scenery, along with a traditional salmon barbeque” [7].

Theme Marine cruises can be divided into, on one hand, due to the interest, needs and personality characteristics of tourists (Fig. 1), and, on the other hand, due to the period of travel planning and related events and festivals held throughout the calendar year (Fig. 2).

“The offering by organizers of marine tourism various theme offers spreading across the different periods of the year, allows to minimize the negative economic impact of seasonality and affects positively on profitability of enterprises (...) in Northern Europe the tourist season on marine travels takes about four months, from June to September. In turn, the tourist season in the Mediterranean Sea Region is much longer and starts in April and ends in November. (...) the organizers of the holiday at sea prepare lots of tourist packages for other seasons of the year” (Fig. 2) [8].

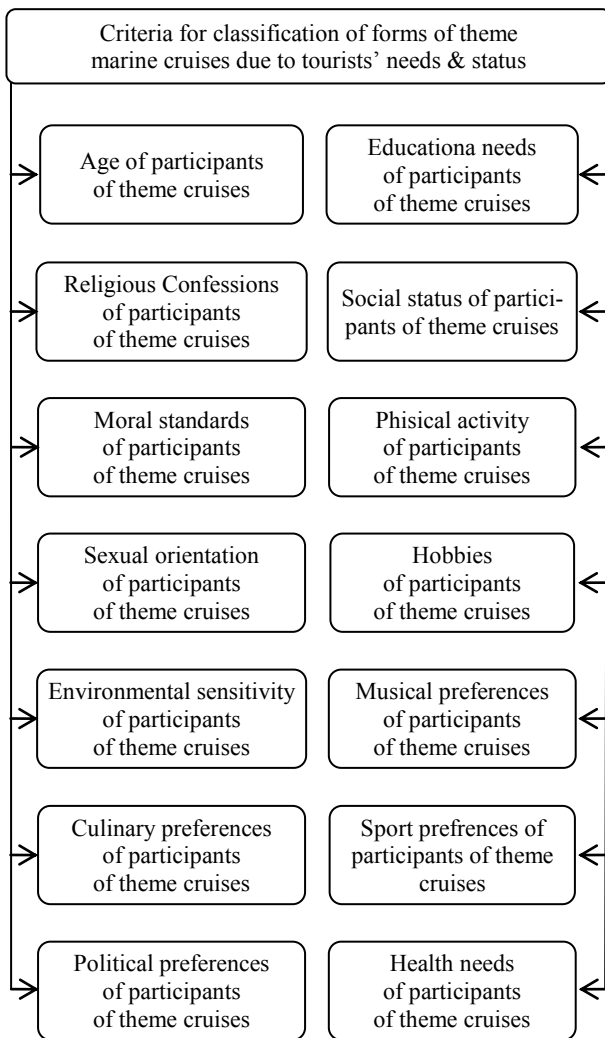


Fig. 1. Criteria for classification of forms of theme marine cruises [own study]

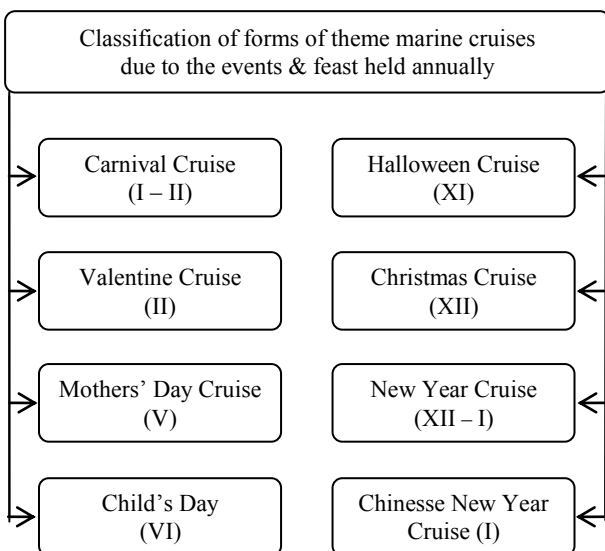


Fig. 2. Criteria for classification of forms of theme marine cruises due to the events & feast in a year [own study]

Theme cruises create conditions for development of tourists' interests, gaining new skills and

knowledge about culture, art and history of visited destinations, or communing with unspoiled nature. They are a platform for exchanging of knowledge and experience of people with similar interests. Theme cruises are perfectly planned and organized. Organizers of theme marine cruises care about details of proposed products, as tourists with special interests are extremely sensitive to the quality and standard of services offered. Recognized experts in a thematic area and outstanding personalities of the world of science, politics, film, theater, music or sport usually participate in the theme cruises. While cruises, there are held thematic: lectures, trainings, demonstrations, tastings, competitions, festivals, fairs, conferences and seminars with the participation of experts in field of a guiding thought of a theme cruise. In addition, theme cruises are also combined in the tourist packages including visiting places which are thematically compatible to the themes of cruises.

### The offers of marine carriers within the field of theme cruises

In the hereby work, an analysis of offers proposed by dozens of marine carriers, operating in all regions of concentration of marine tourism, was conducted. Eighty-eight percent of the world's supply of cruise ship bed – places is controlled by three large groups: Carnival Corporation & Plc,<sup>1</sup> Royal Caribbean Ltd., and Star Cruises Group. In other words, supply is characterized by the existence of what is very close to an oligopoly. These three multi-brand groups encompass all market segments and operate very modern fleets (average age: 11,4 years)" [9]. These three companies set the directions and trends in the development of marine tourism. The cruise vessels of these three corporations operate in all regions of the world and there are offered a variety of theme cruises on each unit.

"The main cruising grounds are North and Central America (57% market share), Europe (24%) and the rest of the world (16%)" [5]. "In every region of maritime tourism concentration in the world (i.e.: in the Caribbean Sea, in Australia and Oceania, or for example, in the Mediterranean Sea Region and the Baltic Sea Region), tourist offers of all above forms can be found. Next to the traditional cruises by cruise ships or ferries, for tourists with

<sup>1</sup> Cruise Lines in the group: Carnival Cruise Lines, Holland America Line, Princess Cruises and Seabourn in North America; P&O Cruises (UK), and Cunard in the United Kingdom; AIDA Cruises in Germany; Costa Cruises in Southern Europe; Iberocruceros in Spain; and P&O Cruises (Australia) in Australia.

special interests, or less wealthy, who want to relive adventure at sea, some maritime transport companies offer special cruises by fishing vessels or cargo vessels, when a traveler has an ability to participate in fishing on the seas or to operate a vessel. Of course, the quality of the services, offered during these forms of a qualified marine tourism, differ from the standard of services on typical tourist ships. However, a tourist, who chooses such a form of a maritime travel, is prepared for inconveniences in advance” [8].

It must be pointed out that “annually in the world, there are organized 30 thousands cruises to about 2 thousand tourist destinations” [10]. The European Commission reports that “more than 400 million passengers visit the European seaports each year” [11]. The greatest concentration of the theme cruises is in the Caribbean Sea Region and the Mediterranean Sea Region, Theme cruises are especially offered by: Royal Caribbean Cruise Line, Celebrity Cruises, Cristal Cruises, American Cruise Line, Holland Cruise Line, Fred Olsen and P & O Australia and Compagnie du Ponant.

While the dominant market, as far as ferry travelers are concerned, there is the Baltic Sea Region. “Here are among the others: Stena Line, Silija Line, Viking Line, DFDS Seaways, Unity Line, PZB Polferries and others. While the percentage of passenger services on the cruise vessels in the BSR, is at just 3% of the total passenger traffic in the 27 countries of the European Union” [12].

Table 1. Growth by Length of Cruise (Total passengers carried) [1]

Duration of a cruise	Passengers (000's)		% Growth
	1990	2010	
2–5 Days	1,434	4,030	181.0
6–8 Days	1,966	7,895	301.6
9–17 Days	358	2,662	643.6
18+ Days	16	231	1343.8
TOTAL	3,774	14,819	292.7

Theme cruises on cruise vessels usually last from 6 to 8 days, what is in the line with the worldwide trend (Tab. 1) [1]. In turn, ferry cruises, as a general rule, last less than 2 to 5 days, due to the fact that ferry ships, in principle, cruise on shorter routes than cruise vessels. Due to the Cruise Line International Association reports “from 1980–2010, over 191 million passengers have taken a cruise (2+ days). 67% of the total passengers have been generated in the past 10 years. 39% of total passengers have been generated in the past five years alone” [1].

The analysis of theme cruises, proposed by the marine carriers, allowed to make a segmentation of this market and extraction of defined groups of products, aimed at customers with certain characteristics, beliefs and interests. The social status and personality profiles of travelers (Fig. 1) are basic criteria of classification of theme cruises. According to this criterion extracted: the age of travelers, their religious beliefs, social status, family and sexual orientation. In principle, in each of these categories one can find various offers of theme cruises. Cruises for families with children are the most popular forms of theme cruises. For the guests there are prepared packages containing taking care about children, animation time with qualified staff, attractive games, fun and artistic and music competitions for the youngest, film screenings in 3D and many others (Tab. 2). Cruises for families with children also have a guiding thought and so, for example, under the slogan: Barbie, Pipi, Harry Potter, Shrek, Madagascar, Kung Fu Panda and other Dream-Works Animation films. For example Royal Caribbean Cruise Line offers more than 260 different tourist destinations for family with children in Europe, in the Caribbean Region and in Alaska. In addition to the Royal Caribbean Cruise Line, a wide range of offers for families with children propose among the others: Norwegian Cruise Line, Royal Caribbean International, Compagnie du Ponant, MSC Cruises, Princess Cruises, Carnival Cruise Lines, Carival Australia, P & O Cruises and Disney Cruise Lines, but also ferry carriers such as: Stena Line or PZB Polferries.

So far, the pensioners have been the largest group of tourists travelling by sea. As it was already mentioned above, this situation has been changing in recent years. However, persons aged 65 and more are still an important group of travelers, who expect a special treatment on aboard. Therefore, special offers have been prepared for them, such as: dietary menu, music from the past, dance, physical therapy, and for the richer – more exclusive cruises. The offers for groups of travelers are prepared by: CUNARD, Celebrity Cruises, Seaborn Cruises, Princess Cruises, Royal Caribbean Cruise Lines and also a ferry carrier – Stena Line.

Lately, a growing demand for pilgrimage cruises has been seen. These are the journeys to holy places. The motives of participation in religious tourism are various, for example: pilgrimage, sightseeing of sacral monuments and praying in sanctuaries of professing religion, and also learning about other religions and sightseeing of their sanctuaries and sacral monuments. The Mediterranean Sea Region is the center of pilgrimage cruises, thanks to

the rich cultural and historical heritage of Italy, Greece, Croatia and Spain. These types of cruises are organized by: Windstar, Louis Cruises, Pullmantur Cruises, and also Fred Olsen Cruise Lines. Moreover, hundreds of cruises are prepared for the lesbian, gay, bisexual and transgender community. This is not a large group of tourists, but so important, that the owners of cruise lines prepare extra offers for them, especially: Celebrity Cruises, Katarina Line, Carnival Cruise Lines, Celebrity Cruises, or Wind Star Cruises.

In spite of the above mentioned cruises, it is observed a trend for participation in cruises for the health and beauty (Tab. 3). It is possible to formulate a conclusion that, it is seen a boom for improving of the beauty by cosmetic services and plastic

surgery in societies of developed and developing countries. Due to that, a full range of travel services offering a variety of treatments in this respect has developed. In principle, on an every cruise vessel and some ferry ships, there are beauty salons and centers of Spa & Wellness, but only some of the cruise lines promote these services as the separate theme cruises.

The fashion for a good look, caring for mental and physical condition, there are main factors which had influence upon emergence of theme cruises including Spa & Wellness and body modeling. The following cruise lines have rich offers in these fields: Royal Caribbean Cruise Line, Cristal Cruises, America Cruise Line and also PŻB Polferries. On the other hand, there are also cruises

Table 2. Offers of theme cruises for tourists with various social status & moral standard (own study on the basis of [13–23])

Selected offers of theme cruises	The name of an offer	The name of a marine vessel	The name of a marine carrier
Social status of participants			
Family Cruises	Dora’s Dance Party	Norwegian Jewel	Norwegian Cruise Line
	Legoland i Kopenhaga	Vision, Spirit	Stena Line
	Fisher Price® Play Groups & The Dreamworks Experience	Allure of the Seas	Royal Caribbean Intenational
	Disney Family Cruise Vacations	Disney Dream	Disney Cruise Lines
	Family fun on P&O Cruises	Oceania, Ventura	P & O Cruises
Sexual orientation of participants			
Cruises for Lesbians, Gays, Bisexuals and Transgenders	7-Night Alaska Cruise	Oosterdam	Holland America Line
	10-Night Venice to Rome Cruise	Silhouette	Celebrity Cruises
	Croatia Gay Cruise Split Departure	Adriatic Queen	Katarina Line
	Croatia Gay Cruise Dubrovnik Departure	M/S Dalmatia	Katarina Line
	LA to Mexico All-Gay Cruise	Carnival Miracle	Carnival Cruise Lines
Age of participants			
Seniors’ Cruises	Seniors’ Cruise	Vision, Spirit	Stena Line
	„New England & Canada”	Seaborn Pride	Seaborn
	„Hawaii” Roundtrip Los Angeles	Island Princes	Princess Cruises
	“Golden Age of Ocean Liners!”	Queen Mary 2	CUNARD
	Easter Mediterranean” Roundtrip Rome	Galaxy	Celebrity Cruses
Religious Confessions of participants			
Piligrim Cruises	Religious – Footsteps of Faith	Wind Spirit	Windstar
	Pilgrims & Paella Cruise	Braemar	Fred Olsen Cruise Lines
	“Paul’s Pilgrimage of Faith”	M/V Zenith	Pullmantur Cruises
	7-day Pilgrimage Voyages cruise	Orient Queen	Louis Cruises

Table 3. The offers of cruises for health proposed by marine carriers (own study on the basis of [13–23])

Selected offers of theme cruises	The name of an offer	The name of a marine vessel	The name of a marine carrier
SPA & Wellness Cruises	Low-Carb Cruise	Carnival Magic	Carnival Cruise Lines
	Minf, Body & Soul Cruise	American Star	American Cruise Line
	Mind, Body & Spirit	Symphony, Serenity	Cristal Cruises
	Cruise into New Era	Carnival Dream	Carnival Cruise Lines
	Cruise for health and beauty	M/V Baltivia	PŻB S.A.
Fitness Cruises	Fitness and Running Cruise	Allure of the Seas	Royal Caribbean Cruise Line
Cruises for Diabetes	Cruises for Diabetes	Liberty of the seas	Royal Caribbean Cruise Line

for people with serious diseases, such as: rheumatism, obesity, diabetes and others. Some interesting offers for these people, Royal Caribbean Cruise Line proposes.

Educational cruises also became more and more popular. Initially, there were mostly marine cruises related to dancing courses and now, one can find all sorts of educational offerings at sea (Tab. 4). The offers include: dance courses, culinary trainings, workshops in arrangement of the gardens, handicraft and painting workshops, or for example, diving and scuba diving courses and even fishing courses.

While cruises, there are organized various activities such as: trainings, demonstrations, workshops, competitions and exhibitions. The participants of educational cruises can broaden their knowledge, gain skills and qualifications in different fields. The following cruise lines have a wide offer in this field: Royal Caribbean Cruise Lines, Fred Olsen Cruise Lines and Holland America Lines.

However, the analysis of offers available on the market showed that the greatest number of theme cruises are proposed for people who are lovers of

cuisine and wines. In principle, all major players in the market of marine passenger services offer theme cruises relating to various cuisines and wines. At the top of the list of cruise lines are: Celebrity Cruises, Cristal Cruises, Royal Caribbean Cruise Lines, czy Fred Olsen, oraz P & O Australia, Compagnie du Ponant i Holland American Line (Tab. 5). Last years show an increase in popularity of national cuisines among the public. On TV, there are produced a lot of culinary programmes with celebrities, organized travels to the most remote corners of the world in order to search and explore new flavors, spices and recipes for meals. In bookstores, there are numerous books with recipes, and all because, it is the fashion to meet new tastes and enjoy various meals, and what is the most important, lots of travelers also wants to know the secrets of preparation of dishes under the guidance of master chefs.

In the meantime of the culinary cruises, there are organized shows of food preparation, wine tastings, culinary competitions, but also trainings and workshops for amateurs or professionals. The widest range of culinary cruises have: Cristal Cruises, Fred Olsen Cruise Lines, Oceania Cruises and Celebrity

Table 4. The offers of educational cruises proposed by marine carriers (own study on the basis of [13–23])

Selected offers of theme cruises	The name of an offer	The name of a marine vessel	The name of a marine carrier
Dance cruises	Let's Dance Vacations	Royal Princess	Royal Caribbean Cruise Line
	Dancing with Stars at Sea	Oosterdam	Holland America Line
	Portugal & Spain	Black Watch	Fred Olsen Cruise Lines
Handicraft Cruises	Handicraft Cruises	Royal Caribbean	Royal Caribbean Cruise Line
Culinary Cruises	Culinary arts Voyages	Silver Spirit	Silversea Cruises
Garden Cruises	Gardens & Floral	Crystal Symphony	Cristal Cruises

Table 5. The offers of culinary cruises proposed by marine carriers (own study on the basis of [13–23])

The name of an offer	The name of a marine vessel	The name of a marine carrier
Cruises for lovers of wine and liquors		
Food and Wine, Polynesian Parade	Crystal Symphony	Cristal Cruises
Food and Wine, Bordeaux & Rioja Cruise	Braemar	Fred Olsen Cruise Lines
Mediterranean Grandeur – Wine	Nautica	Oceania Cruises
Immersive Europe Wine Cruises	Celebrity Infinity	Celebrity cruises
Food and Wine, Malaga – Marseille	L-Austral	Compagnie du Ponant
Food and Wine, Great Barrier Reef & Islands	Orion	Orion Expedition Cruises
Wine, dine & Music cruise	Brilliance of the Seas	Royal Caribbean Cruise Lines
Beer Festival	M/V Baltivia	PŻB S.A.
Cruises for lovers of national and regional cuisines		
Food – Veniece	Celebrity Equinox	Celebrity Cruises
Mosaic Masterpiece	Riviera	Oceania Cruises
Tastes of Summer	M/F Scandinavia	PŻB S.A.
Crystal Wine & Food Festival	Crystal Symphony	Cristal Cruises
Flavors of Europe	Silversea	Silversea Cruises
California Beer Festival at Sea	Celebrity Solstice	Celebrity Cruises
Culinary arts Voyages	Silver Spirit, Silver Shadow	Silversea Cruises

Cruises. Obviously, on every cruise vessel, there are facilities and opportunities to organize these types of theme cruises, because there are from a few to dozens of restaurants of different world cuisines, but unfortunately, not all cruise lines have culinary cruises in their tourist packages.

Cruise lines take care about people who have various hobbies, such as: motorcycling, photography, literature, art and theatre, and prepare special tourist packages for them, as well. The main objectives of people involved in this type of cruise are:

meeting people with similar interests, developing of new contacts, exchanging of knowledge and experience, but also learning and experience of new things related to the subject of interest. The most diverse range of offers of this kind have prepared Fred Olsen Cruise Lines. It is a full range of theme cruises addressed to lovers of art, photography, cinema, theatre, arts, culture and literature (Tab. 6). In addition, theme cruises of this type are sold by: Cristal Cruises, Compagnie du Ponant or American Cruise Lines and the others.

Table 6. Theme Cruises for people with various interests proposed by marine carriers (own study on the basis of [13–23])

The name of an offer	The name of a marine vessel	The name of a marine carrier
Cruises for fans of Autos and Motorcycle		
Kingstands Up Motorcycle Cruise	Explorer of the Seas	Royal Caribbean International
Sweden on a motorcycle	Stena Vision, Stena Spirit	Stena Line
Esprit du Grand Prix	Crystal Serenity	Cristal Cruises
Cruises for fans of internet		
Social Media Cruise	Norwegian Jewel	Norwegian Cruise Line
Cruises for lovers of art		
Art. – Scandinavian Capitals	Boudicca	Fred Olsen Cruise Lines
Emerging Artists	Crystal Symphony	Cristal Cruises
Cruises for lovers of photography		
Photografy	Crystal Symphony	Cristal Cruises
Pilgrims & Paella	Black Watch	Fred Olsen Cruise Lines
Islands, Highlands & Irelands	Balmoral	Fred Olsen Cruise Lines
Kangerlussuaq	Le Boreal	Compagnie du Ponant
Colonial Charm	Crystal Symphony	Cristal Cruises
Cruises for lovers of movies and theatre		
Film and Theater cruise	Crystal Symphony	Cristal Cruises
Movies – Casablanca & The Algarve	Braemar	Fred Olsen Cruise Lines
Commedy Short Break	Pacific Jewel	P & O Australia
Theatre – city of the Tsars	Seven sea Voyager	Regent Seven Seas
Hollywood	M/F Scandinavia, M/F Wawel	PŻB S.A.
Cruises for lovers of culture and history		
Barcelona, Mallorca & Gibraltar – Maritime History	Boudicca	Fred Olsen Cruise Lines
American Civil War Theme Cruise	Queen of the Mississippi	American Cruise Lines
Celtic Culture: Lisbon - Reykjavik	Le Soleal	Compagnie du Ponant
China Golden Week Japan & Korea	Voyager of the Seas	Royal Caribbean Cruise Lines
Clippers & Klwis – Maritime History	Crystal Symphony	Crystal Cruises
Cruises for lovers of literature		
Agatha Christie	Balmoral	Fred Olsen Cruise Lines

Table 7. The offers of music cruises proposed by marine carriers (own study on the basis of [13–23])

Selected offers of theme cruises	The name of an offer	The name of a marine vessel	The name of a marine carrier
Russian music Cruises	Russian Reverie	Crystal Serenity	Crystal Cruises
Irish music Cruises	Celtic Thunder	Carnival Victory	Carnival cruise Lines
Classical music Cruises	Alabama & Friends at Sea	Norwegian Pearl	Norwegian Cruise Line
Country music Cruises	Country Cruising	Norwegian Pearl	Norwegian Cruise Line
Rock music Cruises	Concerts at Sea Rock'n Roll Cruise	Crown Princess	Princess Cruises
Jazz Cruises	The annual Smooth Jazz Cruise	Westerdam	Holland America Line
Disco Cruises	Disco Stars Live	Vision, Spirit	Stena Line
Ancient music Cruises	Echos of Anciet Civilizations	Crystal Serenity	Crystal Cruises

In spite of cruises mentioned above, music cruises are also very interesting proposals for music lovers. Everyone can find something interesting for her/himself (Tab. 7). While music has always accompanied tourists on cruise vessels during the banquets, galas, in dance clubs and discos. But recently, special theme cruises dedicated to one type of music introduced to the tourist offers e.g.: cruises with classic music, country music, jazz, rock, soul or irish music, gothic, russian etc.

Music cruises are a huge attraction for travelers especially then when are combined with shows and concerts of the music stars. These events are also accompanied by meetings with personalities in the world of music, as well as there are organized karaoke competitions or “The chance of success”, and music festivals. It’s hard to say who is a market leader within the theme cruises dedicated to music, because almost every major cruise lines have music cruises in their regular offerings.

Cruise vessels are fully adapted and equipped with facilities and equipment for a variety of sports and recreation. On aboard, one can find: swimming pools, tennis courts, golf courts, climbing walls, running paths, fitness clubs, body building etc. Moreover, for guests there are organized: bridge, poker and chess tournaments and the others. At the same time, while visiting stops of cruise vessels in tourists destinations, the leisure activities on aboard are combined thematically with the tourist packages on land. Therefore, in the case of eg. Golf Cruises (Tab. 8) cruise vessels call at ports, from where tourists are picked up on golf courses, but in the case of Diving Cruises, underwater excursions on coral reefs are organized. Cristal Cruises is an un-

disputed leader in organization of golf cruises. Sport-related cruises one can also find in the offer of: Windstar, Liloyd Cruises, Compagnie du Ponant, StarLauro Cruises, Holland America Cruise Line, Oceania Cruises and obviously, Royal Caribbean Cruise Line. Taking into the consideration the fact that, in the last decade, it is observed a change in a model of holiday among societies from passive to active. It can be concluded, that a segment of marine theme cruises has a good chance for development.

A huge advantage of the sea cruise vessels is the fact that they may wrap to the most remote and unspoiled places on the Earth, where other means of communication are not able to reach. Cruise lines prepare unique cruises to pristine corners of the Earth (Tab. 9), that are very popular among tourists. Cruise programmes are very exciting from admiring and photographing icebergs, glacial landscape, volcanoes, geysers, fjords, through watching wildlife (birds, penguins, whales, polar bears, turtles etc.) and enjoying the polar nights, as well as exploring rarely-visited local tribes, participation in the traditional ceremonies and manufacturing of unique handicrafts. Expedition cruises take tourists to the most unique destinations on Earth, and gives an opportunity to experience the rich diversity of ancient and primitive cultures. “It is important to outline that, in contrast to the mass market and the Caribbean as the leading cruise region, the adventure cruise sector is dominated by the Mediterranean. It comprises one third of adventure cruise market capacity by region of operation. The Mediterranean offers a high level of historical and cultural heritage and a wide diversity of scenery to

Table 8. The offers of sport cruises proposed by marine carriers (own study on the basis of [13–23])

Selected offers of theme cruises	The name of an offer	The name of a marine vessel	The name of a marine carrier
Golf Cruises	Canary Island Classic	Serenity	Cristal Cruises
Diving Cruises	Diving – Fort de France	Le Ponant	Compagnie du Ponant
Baseball Cruises	Baseball Great Cruises	MSC Cruises	StarLauro Cruises
Running Cruises	Running Cruise	Westerdam	Holland America Cruise Line
Bridge Cruises	Bridge – Ultimate Panama Canal	Regatta	Oceania Cruises
Poker Cruises	Ante Up Poker Cruises	Freedom of the Seas	Royal Caribbean Cruise Line

Table 9. The offers of expedition cruises proposed by marine carriers (own study on the basis of [13–23])

The name of an offer	The name of a marine vessel	The name of a marine carrier
The Antarctic Peninsula and the Weddell Sea	MS Expedition	G Adventures
Whale watching – Rurutu & Society Islands	Paul Gauguin	Paul Gauguin Cruises
Glaciers of Norway	Braemar	Fred Olsen Cruises
Sea Adventure – Temples & Safaris	Crystal Serenity	Crystal Cruises
Bird watching – South Georgia and Antarctic Peninsula	Sea Spirit	Quark Expeditions
Solar Eclipse and Northern Lights Spectacular	Marco Polo	Cruise and Maritime Voyages
Mystery cruise- A Hebridean Surprise	Hebridean Princess	Hebridean Island Cruises



Table 10. The offers of event cruises proposed by marine carriers (own study on the basis of [13–23])

The name of an offer	The name of a marine vessel	The name of a marine carrier
Chinese New Year Spice of SE Asia	Mariner of the Seas	Royal Caribbean Cruise Line
Christmas in July Short Break	Pacific Pearl	P & O Australia
Andrew's Day Cruise	M/V Baltivia, M/F Scandinavia	PŻB S.A.
Children's day	Polonia	Unity Line
Andrew's Day Cruise	Polonia	Unity Line
Santa Claus Cruise	M/V Baltivia, M/F Scandinavia	PŻB S.A.
Mothers Day Cruise	Pacific Jewel	P & O Australia

Table 11. The offers of other theme cruises proposed by marine carriers (own study on the basis of [13–23])

Selected offers of theme cruises	The name of an offer	The name of a marine vessel	The name of a marine carrier
Political Crusies	National Review Cruise	Eurodam	Holland America CL
Horror Cruises	The horror Cruise	Glory	Carnival Cruise Line
Veterans' Cruises	Cruise for a Cause U.S.Veterans	Caribbean Princess	Princess Cruises
Entertainment Cruises	Party Cruise	Azura	P & O Australia
Magic Cruises	Magic – Tropical Trade Winds	Serenicty	Crystal Cruises
Shopping Cruises	Shopping–Honfleur & Guernsey	Balmoral	Fred Olsen Cruises Lines

cruise tourism. This, together with pleasant climate makes the area very attractive with a number of very popular destination ports” [24].

Cruiser vessels and expedition ships range from luxurious and amenity-rich to those with poor facilities for travelers. While expeditions there are lectures onboard on various topics like: glaciology, marine biology, anthropology, ornithology etc. The leaders in organizing of expeditions to natural environments are: G Adventures, Paul Gauguin Cruises and Fred Olsen Cruises (Tab. 9).

On the tourist market, there are numerous cruises, which are organized annually for the reason of the celebration of various events, religious feasts and national events in accordance with the calendar. Due to the calendar each year, the marine carriers prepare a full range of theme cruises, such as.: New Year Cruises, Carnival Cruises, Easter Cruises, Cruises on the Children's day, Mother's Day, St. Andrew's Day, or Halloween Cruises and Christmas Cruises (Tab. 10). The researches proved that every cruise line has an offer in this field, but the leaders are: Royal Caribbean Cruise Line, P & O Australia, and also ferry companies such as: Stena Line and Unity Line.

Finally, there are a great number of other theme cruises, which are difficult to classify to the above described groups of cruises, but they are a response to reported tourists' needs. They can be divided into cruises for special groups like: politicians or war veterans, but on the other hand due to the topic of a cruise, e.g.: magic cruises, horror cruises, entertainment cruises, shopping cruises etc. (Tab. 11).

Summing up, one can say that the variety and quality of the theme cruises available on the market

is really impressive. In fact, every tourist with various interests can surely find a product, which can satisfy his/her expectations, both as far as duration of stay, its topic, quality and a price are concerned.

Leading corporations of the cruise lines regularly follow the trends in buying behavior of the potential clients and react quickly on the needs and preferences. Most cruise vessels are equipped with facilities and amenities, which allow to organize different theme cruises. Nevertheless, not all cruise lines decide to take advantage of the potentials and promote the theme cruises, but only inform their clients about the possibilities of using all the facilities and events available of aboard. Such attitude to the marketing of tourist products may cause, that potential clients will not take into consideration of their offers, but only those, which are adopted to his/her needs and preferences. It must be underlined, that people who are very active at work, they also look for an active way of spending time during holiday. They are not interested in a passive way of spending time in the random destinations, but they consciously choose the products and services, that meet their expectations of the personal development. In an era of the competitive fight about a client, customizing services to customer expectations is the key to success.

## Conclusions

Specialization in marine tourism is a necessary phenomenon, due to the fact, that it changes, as the reports of the United Nation World Travel Organization and Cruise Lines International Organizations proved, a profile of tourist travelling by sea has

been changing. The analysis carried out in this article allowed to draw the following conclusions:

- on the marine tourism market, there is seen a tendency to specialization, which is manifested by implementation of the profiled tourists offers in the form of theme cruises by marine carriers;
- all leading cruise lines in the world have marine theme cruises among their regular offerings;
- segmentation of the marine tourism market allowed to extract cruises due to the interests, needs, and personality characteristics of tourists, but on the other hand, in accordance with the period of a year, when a marine voyage is organized and related events and festivals are held during the calendar year;
- it is necessary to conduct market studies of the marine tourism, taking into account the issues regarding theme cruises.

Thanks to research made in the hereby article, it is possible to indicate the characteristic features of theme cruises. A theme cruise means: the participation of people with similar interests or personality profile, a wide range of goods and services related thematically with the idea of the cruise, a high standard and quality of the services, a low level of seasonality and a travel lasting from 2 to 8 days.

A phenomenon of marine theme cruises should become the subject of scientific researches, because, so far, there is a great lack in statistical data regarding the participation of tourists in marine theme cruises. Existing data and research reports provide information mainly on the number of people participating in sea voyages, demographic characteristics and consumers' behavior. Therefore, it seems reasonable to undertake further study of this segment of the tourist market.

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