Ocean Travel and Cruising
A Cultural Analysis

Arthur Asa Berger, PhD

The Haworth Hospitality Press®
An Imprint of The Haworth Press, Inc.
New York • London • Oxford
CONTENTS

Preface: The Joke Is on Me! xi
Acknowledgments xv

Chapter 1. The Economics of Cruising 3
   Cruising to Alaska: A Case Study 3
   Cruises Compared to Land-Based Vacations 7
   Other Ways Cruise Lines Make Money 8
   Cruise Categories 10
   Consolidation of the Cruise Industry 11
   Exploitation of Workers on Cruise Ships? 15
   Conclusion 17

Chapter 2. Signs at Sea: The Semiotics of Cruising 21
   A Primer on Semiotics 21
   The Cruise Ship As a Sign System 23
   Cruises and Pilgrimages 33
   Names of Cruise Lines and the Perceived Elitism of the Cruise Experience 34
   Taking Photographs and Using Video Cameras 36
   Conclusion 37

Chapter 3. Sociological Analysis of Cruising 41
   Cruise Demographics 41
   Gender and Cruising 45
   Carnivalization Theory and Cruising 46
   The Sociology of Dining 49
   Time Budgets and the Busy Life at Sea 52
   New Trends in Cruising 54
   Conclusion 56

Chapter 4. A Psychoanalytic Interpretation of Cruising 59
   The Compulsion to Cruise 59
   Sea and Psyche 61
   The Paradise Myth and Cruises 63