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# Tourist-tourist Gaze in Cruise Travel: The Case of Chinese Travelers

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Date

TOURIST-TOURIST GAZE IN CRUISE TRAVEL: THE CASE OF CHINESE  
TRAVELERS

A Thesis

Submitted to the Faculty

of

Purdue University

by

Yuan Si

In Partial Fulfillment of the

Requirements for the Degree

of

Master of Science

December 2015

Purdue University

West Lafayette, Indiana

For my parents.

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## ABSTRACT

Yuan, Si. M.S. Purdue University, December 2015. Tourist-tourist gaze in cruise travel: the case of Chinese travelers. Major Professor: Xinran Lehto.

By applying in-depth interviews with recent Chinese cruise tourists, this study investigates the slightly examined topic in tourism research—tourist-tourist gaze. This study examines tourist-tourist gaze as a form of non-verbal interaction and the focus is put on the emotional and behavioral changes of Chinese tourists in their gazing interaction process, the functions tourist-tourist gaze possesses and the impact of such interaction on tourism experience in the context of a cruise experience. The results based on analysis of interviews show that Chinese tourists have intense gaze interactions with other tourists in a cruise trip, during which tourists have a series of emotional and behavioral changes. The results also show that tourist-tourist gaze not only impacts tourist experience during the trip but also influences tourists' life after the trip. In addition, this study demonstrates that in the cruise context tourist-tourist gaze possesses multiple functions but not works as a disciplinary power as in previous gaze study in tourism. This study provides a new perspective of tourist-tourist gaze research and contributes to enrich the literatures on tourist experience and customer-customer interaction.

**KEYWORDS:** tourist-tourist gaze, customer-customer interaction, tourist experience

## CHAPTER 1. INTRODUCTION

### 1.1. Problem Statement

When people travel, there are almost always other tourists present. Thus gazing at other tourists is an inevitable part of the tourist experience. Gaze is normally mutual (Cook, 1977; Maoz, 2006). When people observe another person, they may also be looked at by others.

Gaze is a complicated concept and related to multiple knowledge bodies that belong to different disciplines. In general, the concept of gaze is studied in two different disciplines: social science and tourism. Researchers in the human behavior area (e. g. Kendon and Cook, 1969; Exline and Winters, 1966) believed that gaze involved more than just what was physically observed through eyes, and the gaze behavior was normally associated with impression, attitude and impact. Specifically, when people gazed upon other people, they formed attitudes towards and impressions of others. For those who were gazed at, they drew inferences from people's gaze and thus had reactions to the gaze. These reactions could induce emotional or behavioral changes. The most well-known gaze research in social science is Foucault's medical gaze where Foucault (1973) examined the gaze of doctors over their patients and found that it had the disciplinary

power over patients because of the fact that doctors viewed patients as bodies with disease and thus they had the authority to label patients as diseases.

In the tourism field, gaze behavior has drawn some attention (Urry, 1990; Maoz, 2006; Holloway et al, 2011). One of the gaze behaviors that has been examined is the gaze between tourists and local residents (Urry, 1990; Maoz, 2006). This line of research mainly has focused on how tourists can impact local residents through their gaze behavior. Key constructs examined in this area are the construction/formation of the gaze and the power that the gaze can have over the local residents. Recently, studies have focused on tourist-to-tourist gaze behavior. For example, Holloway et al. (2011) introduced the concept of the intra-tourist gaze and explored the influence other tourists have on tourists' behaviors and sense of identity through the gaze. This study argued that the intra-tourist gaze had the tendency to be a disciplinary gaze. This disciplinary power came from the judgment of other tourists' behaviors, which served as a potent incentive to differentiate oneself from other tourists and become more moral or ethical.

In general, gaze was studied as a human behavior in social science while equated as the power gazers have over gaze receiver in tourism studies. However, simply equating gaze as power is questionable. Gaze is first one kind of non-verbal behavior in human communication and it possesses multiple functions in the communication process. Moreover, gaze is mutual and it is a kind of social interactions. Social interaction is normally dynamic and associated with emotional and behavior changes. Third, the power of gaze only existed in certain social environment, a typical one is the medical system as Foucault described, where gazers and gaze receivers are not equal to each other in that specific environment.

People with different cultural backgrounds tend to behave differently. Hall (1989) identified two types of culture: high-context and low-context based on “the amount of information that is communicated through verbal means”. In high-context culture, people tend to use non-verbal means (gesture, gaze, facial expression) when communicate, while in low-context culture, people mainly communicate using verbal means. According to Ortiz and Flanagan (2002), eastern countries such as China, Japan tend to have high-context culture while western countries, such as US, tend to have low context culture. The existing gaze studies mainly focused on western people and few has related to eastern people. It would enrich our understanding of gaze by learning it in a high context culture.

China has become a rapidly growing tourism market, so has its outbound tourism. According to US travel association (2013), the number of Chinese tourists in US is on the rise and by 2019 China will send the third most tourists to US. It is crucial for the US tourism industry to understand Chinese tourists.

## 1.2. Objective of This Study

In order to address those concerns, this research attempts to explore the concept of Chinese tourist-tourist gaze as a form of non-verbal interactions. The specific research questions examine the thoughts formed when a tourist gazes at other tourists, the psychological impacts of the gaze on tourists who are being gazed at and the potential behavioral changes induced by gazing behavior. Additionally, the relationship between the tourist-tourist gaze and tourists’ tourism experience is examined. The gazing

interaction studied is in the context of a cruise experience. The cruise ship is a confined space where customer are physically close to each other, engaged in various activities, and expected to share time, space, or service facilities with other tourists (Martin and Pranter, 1989). Thus the gaze interactions between cruise tourists are expected to be intense.

## CHAPTER 2. LITERATURE REVIEW

### 2.1 Gaze as a Form of Social Interaction

#### 2.1.1 The Dynamics of Gaze

In social psychology, gaze was first studied as a human's social behavior. It referred to the action of looking. Gaze was believed as an important part in social interaction. Researchers then studied gaze as a non-verbal signal in communication and the focus was put on the mechanics of communicating with others and of forming and creating impressions (Cook, 1977).

Patterson (1982, 1983) and Kleinke (1986) believed the dynamics of gaze as “a function of individual and environmental variables”. And Patterson listed two type of variables that affected the interaction phrase, which were antecedents and pre-interaction mediators. Antecedent factors include personal factors, experimental factors and relational factors. Many studies have revealed information of how antecedent factors moderated gaze and eye contact. Kleinke (1986) summarized these studies and categorized the antecedent factors (figure 1).

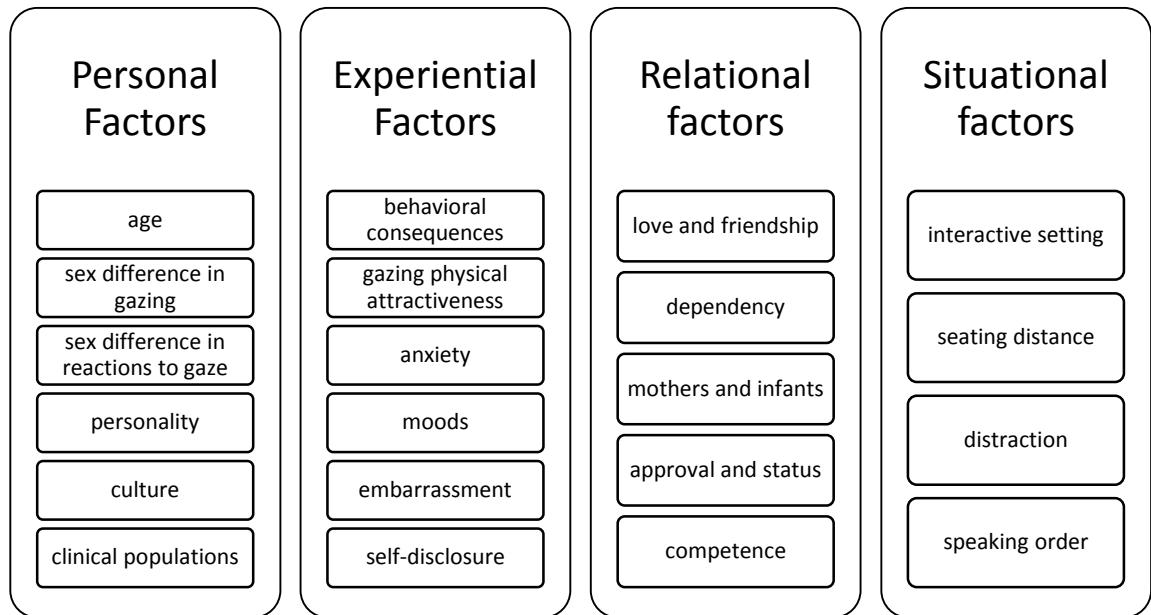


Figure 1 Antecedent Factors in Gaze

Patterson (1983) believed that a set of antecedent factors initiated pre-interaction mediators and the influences of antecedent factors on nonverbal interactions were mediated by pre-interaction mediators which were behavioral predispositions, potential changes in arousal, and cognitive-affective assessment (Kleinke, 1986). Behavioral predispositions were regarded as the stable characteristics of individuals and automatic (Patterson, 1982, 1983). Potential changes in arousal existed in such situation where “sufficiently large increases (or decreases) in intimate behaviors by one person toward another would result in changes in the second person's physiological arousal” (Kleinke, 1986). And cognitive-affective assessment was about issues which included attributions about causes and motives and self-awareness of gaze of one self and others.

During the interaction phase, people had difference reactions which were affected by the pre-interaction mediators. Kleinke (1986) summarized four possible responses in



this stage: avoidance and escape, gaze and compliance, gazing people's physical attractiveness and positive and negative evaluations (Figure 2) and tried to explain how each reaction, a result of pre-interaction mediators moderation, were formed.

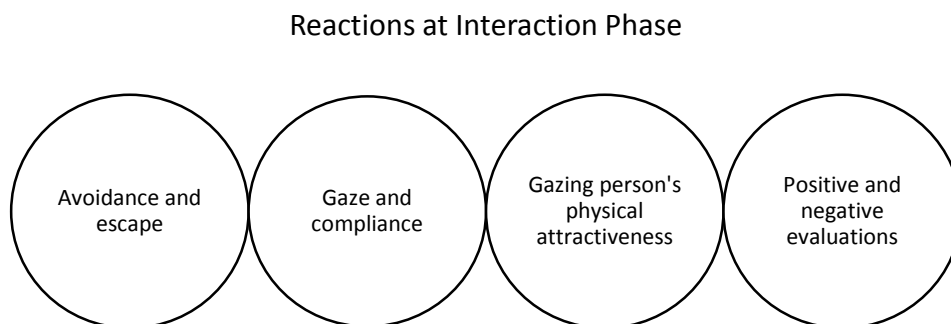


Figure 2 Reaction at Interaction Phase

These reactions were all about behaviors. Researchers also noticed the less obvious mental activities of the subjects and objects of gaze which could be indicated by their behaviors. For example, People showed their preference through their gazing behavior (Kleck et al., 1968). And they also showed their dislike and even hostility through their gaze, one of the most famous examples was “hate stare” (Griffin, 1961). For people who were gazed at by other people, once people noticed others’ observation, they would draw inference from it. The first and simplest conclusion they drew was that person was interested in them (Cook, 1977). However, Cook (1977) believed that most people found it unpleasant and threatening to be started at by a stranger (Cook, 1997) and emphasized the fear of being gazed at.

Most of gaze studies were carried out in laboratory and used human observer to collect data. In a common experimental setting, the observer sat behind a one-way mirror and recorded the gaze interactions between two subjects (Cook, 1976). It was easy to

record the behaviors but more difficult to record the emotional activities of subjects.

Researchers normally speculated subjects' mental activities based on the observation of their behaviors or they used survey or interviews to study subject's mental activities.

People's gaze interaction is associated with mental activities and behaviors changes, which indicate the dynamics of gaze interaction. And these changes are impacted by antecedent factors and pre-interactions mediators. However, existing gaze research studied mental activities and behaviors changes separately, few had tried to link the gaze subject's and object's mental activities and corresponding behavioral changes.

### 2.1.2 The Functions of Gaze

A lot of researchers in social psychology have studied the functions of gaze and there were many independently conducted studies about this topic. Kleinke (1986) utilized Patterson's (1982) gaze function classification to summarize these studies and developed a more detailed function classification (Figure 3).

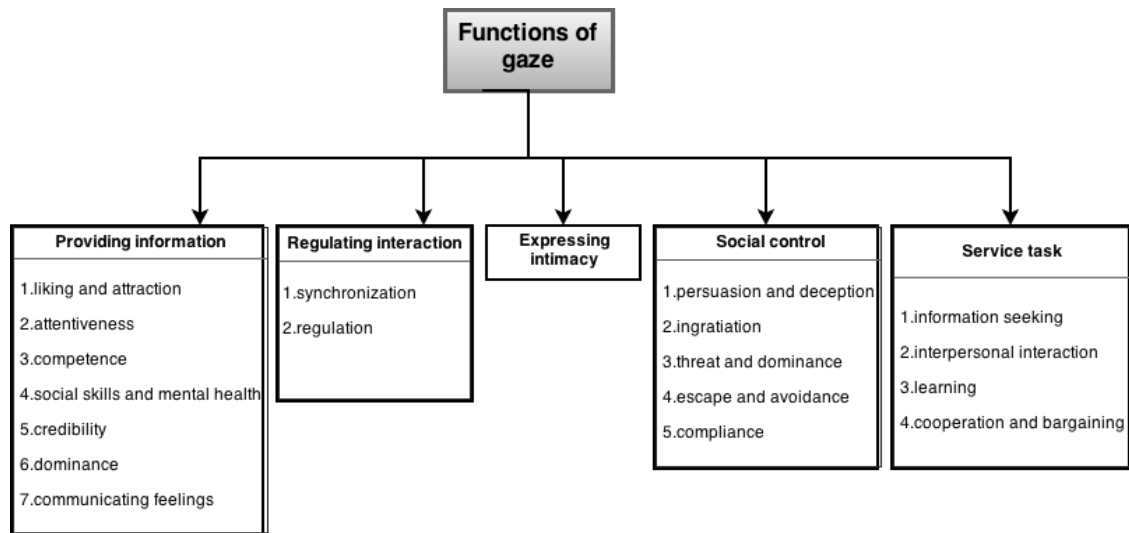


Figure 3 Function Classification of gaze

According to Kleinke, gaze mainly had five functions: providing information, regulating interaction, expressing intimacy, social control and service task. Providing information focused on the judgement made (information gained) about people based on their observation. Gaze influenced people's evaluation of liking and attraction, attentiveness, competence, social skills and mental health, credibility and dominance. Gaze regulated interaction in two ways. In the first way, gaze synchronized other behaviors such as verbal to regulate interaction. In the second way, gaze acted as a turn-taking clue to attain regulatory function. Gaze could be used to express intimacy because of the fact that people tended to gaze more when they felt warm and liking. People could use gaze to build up social control when they tried to be persuasive and deceptive, ingratiating and exerting threat and dominance. And for those who were gazed, gaze had social control over them by making them avoid or comply. Service task function more focused on the goals and outcomes of an interaction.

Kleinke's function classification was based on the summary of a large quantity of empirical research. It was very detailed and covered all the possible functions gaze may have in people's social contacts. However, Foucault introduced a very special gaze-- medical gaze, which only existed in few social environment such as hospital, prison and schools.

#### 2.1.2.1 Medical Gaze

The medical gaze described a situation in which the doctors viewed their patients merely as a disease-infected body instead of as people. Doctors examined, diagnosed and

labelled peoples with certain disease based on their gaze. The gaze of doctors was silencing, intrusive, and had sovereign power since patients could not argue about their diseases. Similar gaze existed in the prisons and schools settings where these systems exercised their power on “bodies” under discipline through the extensive usage of techniques such as surveillance, normalization and examination (Foucault, 1975). Gaze functioned not as social interaction but as a disciplinary power in those systems.

Moreover, Foucault argued that the power of gaze may face resistance in *The History of Sexuality* (1976). He noticed that “this power is not exercised simply as an obligation or a prohibition on those who ‘do not have it’; it invests them, is transmitted by them and through them; it exerts pressure upon them, just as they themselves, in their struggle against it, resist the grip it has on them”, which implied that although subjects could not extricate themselves from the power of gaze, they were still able to struggle against it and resist its grip.

As a kind of social contact, gaze has diverse functions. While in some special systems (medical system, highly organized tourism industry), gaze functions as a disciplinary power. The subject and object of gaze within these system are not usually equal to each other in terms of economic, rights, knowledge, and information. In tourism area, tourists are nearly equal to other tourists. Whether tourist gaze has power over other tourists is questionable.

## 2.2 Gaze in Tourism Research

### 2.2.1 Tourist Gaze

Inspired by Foucault's medical gaze, Urry (1990) proposed the concept of the "tourist gaze". He argued that tourist gaze also had the disciplinary power because tourists visited destinations with the pre-construction images through media or life experience and when they gazed at that destination they were actually examining if the destination fit the pre-constructed image. Tourist gaze was crucial to tourist experience. In global economy, destinations compete for the growing tourists by inventing and reconfiguring themselves to create an image that attracts tourists most and also by commodifying the culture and social life of local people and their places to fit tourist gaze. The emphasis on the power of tourist gaze was criticized for the western bias that the tourists studied are mainly from western countries. Urry (1990) emphasized the power of the tourist gaze as well as gave a brief description of the construction of the tourist gaze and what tourists gazed upon when they travelled.

#### 2.2.1.1 Construction of the Tourist Gaze

People chose places to gaze upon based on their anticipation of pleasure. And those anticipation were constructed and sustained through a series of non-tourist practices such as film, TV, literature, and magazines in their daily life (Urry, 1990). Those practices served to construct and strengthen the tourist gaze before the trip and finally allowed tourists to see the sites (Urry, 1990). When tourists arrived at and explored the

destinations, their gaze was re-constructed through a series of signs in destinations. And tourists captured and recorded their gaze of the sites through photographs, postcards and videos (Urry, 1990), through which they could endlessly reproduce and recapture their gaze.

#### 2.2.1.2 Gaze at the "Extraordinary"

According to Urry (1990), tourists preferred to gaze at features that were different from their everyday experience so they could separate themselves from their daily life. The reason why people travelled was that they desired some pleasurable experience that they could not obtain in their everyday life. Thus, tourists normally chose to stay in places that were outside their normal places of residence and work. As for the predominant object of the tourist gaze, it could be physical objects such as a landscape, a townscape, an ethnic group, a lifestyle, historical artifact, base of recreation, and 'sand, sun and sea', and it also could be individuals and a group of people (Urry, 1990). Compared to the gaze on physical objects, the gaze on individual lives was more intrusive and produced more social stress for those being gazed at (Urry, 1990).

Moreover, Urry (1990) specifically mentioned the gaze of tourists on their social interaction with service producers. In the tourism industry, the quality of social interaction was part of service purchased (Leidner, 1987). To buy the service was to buy a special social experience. For different services, customers usually had different expectations which were constructed by the social culture, commercial, price, and customer review (Urry, 1990). These expectations about tourism and services were also

changing with cultural changes (Urry, 1990). And customers expected and demanded particular social experiences more and more. In order to meet tourists' needs, the service providers ensured the service quality and adapted to changes in the service industry.

#### 2.2.1.3 The Classification of Tourist Gaze

The gaze involved in the travel experience could happen in a flash, like seeing or photographing the landscape, or it could happen after continuous exposure and deeper immersion on sites, such as experiencing the “romance” of Paris. Correspondingly, the terms “collective gaze” and “romantic gaze” were applied to two different groups who pursued the two above-mentioned tourism experiences. The collective gaze was given to tourists whose gaze was superficial. These tourists were collectors of sites and usually travelled in large groups. The romantic gaze was used to describe tourists who sought a deeper experience other than the norm experience. These tourists tried to isolate themselves from the existing patterns of mass tourism and travelled alone or in small groups.

#### 2.2.1.4 The Functions of the Tourist Gaze

The tourist gaze was an effective surveillance and discipline power. Tourists usually perceived the tourism destinations with the anticipation of seeing the authentic appearances and behaviors of local people (Bunten, 2013). And the local community must take the tourist gaze into consideration when they portray their public image (Light, 2000). In this sense, the tourist gaze disciplined the destination identity and thus gained

power. The power of the tourist gaze was also often related to gender inequality. Craik (1997) pointed out that the tourist gaze had been normatively male. Not only were the local women cast as passive objects of the gaze, but also the destination landscape was feminized purposely to meet the tourists' perspectives.

### 2.2.2 Local Gaze

Similarly, Maoz (2006) emphasized the power of gaze in his concept of "local gaze". Local gaze described the situation where local people looked at tourists while tourists looking at them, the local people became somewhat aware of the tourist gaze and therefore appropriated it for their own benefits (Huang and Lee, 2010).

Local people looked at the cultural and physical differences between themselves and tourists who were predominantly white. Canziani and Francioni (2013) described three different kinds of local gaze. The first type is called the classifying gaze in which hosts observe tourists' appearance and behaviors and then categorize them into cognitive schema. The second type is the stakeholder gaze where host community members look at the effects of tourists and tourism on their community. The third type is the internalized gaze where hosts merge elements of the tourist gaze into their own behaviors and subsequent perceptions of self. The internalized gaze is mainly self-revealing and self-protecting.



### 2.2.3 Intra-tourist Gaze

The most recent development of gaze research is intra-tourist gaze (Holloway et al., 2012). Holloway et al. (2012) also argued that intra-tourist gaze may have disciplinary power which is similar to the power of the medical gaze. In their study, the disciplinary power formed because grey nomads judged other tourists and thus differentiated themselves from other tourists. Gazers chose to become more moral or ethical by observing other tourists. In this sense, their gaze of other tourists regulated their own thoughts and behaviors. At the same time, for those who were being gazed at, they also felt the pressure from gazers and may change their thoughts and behaviors.

### 2.3 Tourism Experience

The experience concept emerged in tourism researches in 1970s (Quan and Wang, 2004). Since then, experience concept attracted scholars from different disciplines. Scholars studied the tourist experience mainly from two perspectives. In a social science approach, the emphasis was put on the nature and characteristics of tourist experience (Björk, 2014, p.29). Scholars explored the dimensionality and analyzed the influencing factors of tourist experience (Prebensen & Chen & Uysal, 2014, p.22). Experience in this context was “psychological outcome or emotional response” (Zouni & Kouremenos, 2008, p. 283), and it was reflected in context, en route and long after the trip (Björk, 2014, p.25). From a marketing and management perspective, the analysis of tourist experience focused on the linkage between experience and service quality, satisfaction. Experience

from this perspective was considered as an inimitable business offering to customers (Pine and Gilmore, 1998; Gilmore and Pine, 2002), it was the value of service.

Pine and Gilmore (1999) proposed a framework to understand and evaluate experiential consumptions, which could also be used in tourism since tourism is an industry where service is the main product. Tourism experience was theorized as four realms: education, esthetics, escapism and entertainment (Gilmore and Pine 2002; Stramboulis and Skayannis 2003) (Figure 4). Educational experience increases customers' skills and enhances their knowledge through active participation. In the esthetic experience customers enjoy an enriched, unique physical design passively. Customers actively participate in the activities and shape or contribute their own experience in order to get an escapist experience. And when customers watch performances of others or activities but do not involve in the creation of entertainment but the mental is actively engaged in the appreciation of activities, they tend to get entertainment experience.

The four experiences vary based on customer's active and passive participation and on absorption or immersion in the experience. The four different experiences can be used as a method to add value and competitive advantage to business.

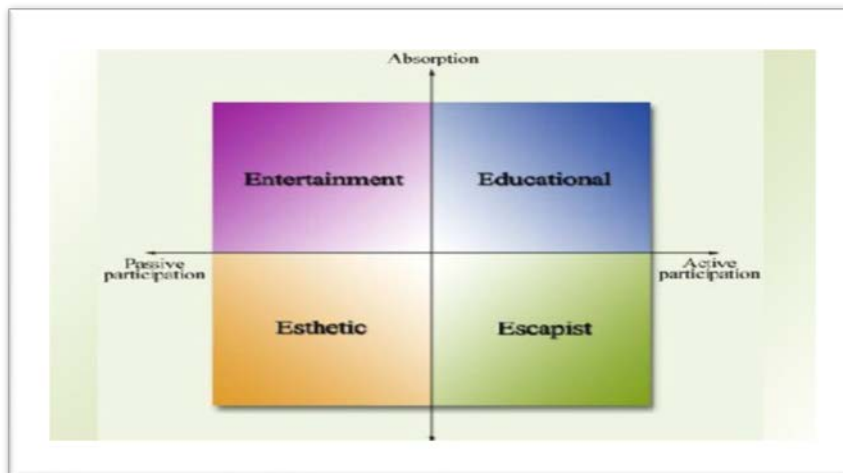


Figure 4 Four Realms of Experience

Chen & Prebensen & Uysal (2014, p.17) proposed a new post-trip evaluation tool to present tourists' own assessment of the trip experience (figure 5). In general, it lists five types of tourist experiences: (1) disastrous experience, (2) regretful experience, (3) monotonous experience, (4) memorable experience and (5) extraordinary experience. The first two represent dissatisfactory experiences, while the last three present satisfactory ones.

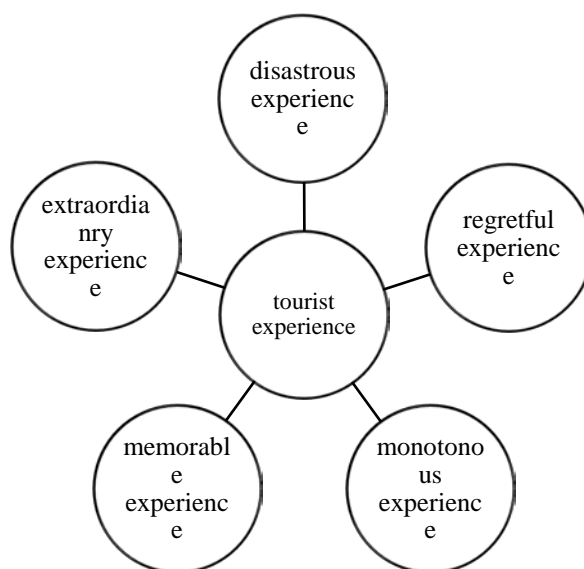


Figure 5 Tourist Experience

Disastrous experience means a greatly unpleasant outcome. Regretful experience indicates a moderate level of dissatisfaction. The monotonous experience is related to trip engagement which results in marginal satisfaction. The memorable experience presents “personal enjoyment and accomplishment of the expectations or goals set by the tourist”. And extraordinary experience shows achievement of satisfaction in an enormous scale and it may contain a pleasant surprise or unexpected enjoyment where adventure may be chased by the tourist. Jefferies and Lepp regarded ‘extraordinary experiences’ as those that are “highly memorable, very special, and emotionally charged” (2012, p. 37). Thus it confirms that the extraordinary experience is seen as the experience above the memorable experience.

Mason (2003) and Moscardo (2009, p.159) found that most studies on tourism impacts were about the consequences of tourism for the destination and its residents’, and there were a lack of studies concentrating on the impact of tourism on tourists. Björk (2014, p.23) appealed to start a discussion about how the concept of tourist experience related to life domain concepts such as happiness, quality of life and life satisfaction. Thus, this study attempts to explore if relationship between tourist experience and life domain concepts exists and how they relate to each other.

### 2.3.1 Cruise Experience

The cruise industry is the fastest growing segment of the travel industry (ICE, 2015) and has attracted scholars and researchers attention. The existing studies on cruise

experience focus on two main concepts: a.) motivation to cruise, b.) influencing factors of cruise trip satisfaction and cruise experience.

Qu and Ping (1999) adopted a service performance model and found that the major traveling motivation factors were “Escape from normal life”, “Social gathering”, and “Beautiful environment and scenery”. Jones (2011) conducted questionnaires with 306 North American cruise tourists and explored three aspects of potential tourist motivation which included information sources, vacation attributes, and motives derived from the Leisure Motivation Scale. Hung and Petrick (2011) developed a measurement scale for motivation to cruising and to examine the role of cruising motivation on intention to cruise.

Teye and Leclerc (1998) investigated North American cruise passengers’ product and service delivery satisfaction. Meng, liang and Yang (2011) found that cruise image has a positive effect on tourists’ perceived value and satisfaction. Huang and Hsu (2009, 2010) studied the impact of customer-customer interaction on cruise experience and found that the quality of customer-customer interaction had positive direct impacts on the cruise experience and indirect effects on vacation satisfaction, mediated by cruise experience and that the quality of customer-customer interaction had suppressor effects on the quantity of customer-customer interaction.

### 2.3.2 Cruise Experience and Gaze

Cruise ship, compared to other tourism settings, has unique characteristics. For example, customers are physically close to each other on a cruise ship, cruise customers

are very likely to have verbal interactions with other customers, and cruise passengers have a wide range of backgrounds. These characteristics, according to Martin and Pranter (1989), make cruise ship a highly service-compatible setting where customer-customer interaction is intensive.

A small number of empirical studies suggested a potential linkage between the customer-customer interaction and tourist satisfaction and experience. For example, Harris et al. (1997) employed an experiment based methodology in a retail context and found a positive relationship between CCI and satisfaction with the purchase process. Grove et al. (1998) found out that thirty percent of all dissatisfying incidents in tourist sites are related to negative interactions with other customers. However, they found that other customers are relatively unimportant for the customer satisfaction. Other researchers (Arnould and Price, 1993), however, have found that the CCI is one of the key factors influencing customer satisfaction. Moore et al. (2005) investigated CCI in hairdressing salons and found a significant relationship between CCI and customer loyalty. Recently, Wu (2007) found strong correlations between negative CCI and customer dissatisfaction, and correlations between positive CCI and customer satisfaction in a study of package holidays. Huang and Hsu (2010) conducted online surveys with American cruise tourists and found that the quality of CCI had positive direct impacts on the cruise experience and indirect effects on vacation satisfaction. Yoo *et al.* (2012) surveyed 427 South Korean patients and empirically demonstrated positive CCI brought value to customers by enhancing individual role perceptions, which then influenced customer participation (directly), perceived service quality (indirectly) and, finally, satisfaction (directly and indirectly).

Gaze between tourists is a kind of non-verbal interaction. Studies (Meyer and Westerbarkey, 1994; Nicholls, 2005) listed the non-verbal interactions among tourists as one type of tourist-tourist interaction. Thus, tourist-tourist gaze probably has a linkage to tourist experience.

#### 2.4 Chinese Cruise Passengers in US

The number of passengers of North American cruises has been growing fast since 1990, so has the number of Chinese cruisers who travel with US cruises. The US has become one of the top destinations for Chinese tourists and there are researches conducted to understand Chinese tourists' behavior in order to make marketing strategy to attract and better serve Chinese tourists. Understanding Chinese culture is crucial to the understanding of Chinese tourists' behavior. According to Hall (1989), Chinese culture is high-context where people prefer to use non-verbal methods to communicate. The non-verbal methods include gestures and expressions (Hinde, 1972).

When Chinese tourists travel with US cruise ships, they encounter other tourists from different cultures and are likely to have intracultural interactions. Intracultural interaction refers to the any behavior (including, but not limited to, verbal and nonverbal communication) that occurs when members of different cultural groups encounter in joint activity (Spencer-Oatey & Franklin, 2009). Classic work in the intracultural interaction area analyzed the misunderstanding between members of different cultural groups (Gumperz, 1982). Recent research (Jankowicz & Dobosz-Bourne, 2003; DiStefano & Maznevski, 2000; Holmes, Marra, & Vine, 2011) on intracultural interaction has focused

more on explaining how mutual understanding is achieved. Spencer-Oatey & Franklin (2009) pointed out that a large body of research explored areas such as the impact of cultural factors (linguistic, general, contextual) on the interaction process (Leech, 1983), the identity development (Jackson, 2010) in interaction, and the intracultural interaction competency (Spencer-Oatey & Franklin, 2009). None of those studies has researched gaze in intercultural interaction.



### CHAPTER 3. METHDOLOGY

In previous gaze research, gaze was mainly studied in the experimental settings where researchers observed, recorded and analyzed gaze. This study examines the invisible mental activities and corresponding behavior change which are very difficult to measure. Therefore, a qualitative research method was used for the purpose of this research. This approach was selected because of two reasons: first, there was a lack of prior research and reliable measures in the proposed research topic; and second, a qualitative research allowed a much more in-depth understanding of the tourist-tourist gazing behavior, the mechanisms related to such behavior and the consequences of such behavior.

In-person interviews with recent Chinese cruise tourists were conducted by using a funnel approach introduced by Morgan (1997). Specifically, the discussion began with a less structured approach and moved into a more structured discussion of specific questions (Huang and Hsu, 2009). The focus of the interview was the most recent cruise vacation taken by participants, although previous cruise experiences were also tapped when it was appropriate. Participants were asked to tell their story about the fellow tourists they met (if any) to identify the gaze interaction between them. They were also asked to describe other critical incidents that occurred during the cruise trip, as well as their overall satisfaction with their cruise experience. In order to examine the life domain

concepts, questions like “did you have any kind of changes after this trip?” and “what did the trip bring to you?” were asked to collect information related to this research problem. If participants answered “yes”, they were then asked to give details of their changes. And changes related to tourist-tourist gaze were identified and analyzed.

At the end of each interview, demographic information, such as age, race, country of birth and marital status of every participant was collected. Interviews were recorded on tape and transcribed. The specific interview questions are listed in table 1. These questions could be asked in different orders or skipped during the interviews based on participants’ answers.

Table 1 Interview Questions

Interview questions*	Follow up questions
Can you talk about your last cruise line experience?	Overall experience, travel alone or not, motives, itinerary, or incidents that were meaningful to tourists.
Were there a lot tourists on the ship?	Ethnic, gender, age group et al. information of other tourists.
Before the trip, did you ever think about other tourists you might meet onboard? If yes, what did you think about them?	If yes, what did you think about them? If no, why?
Did you expect to make new friends?	If yes, why? If no, why?
When you travel, do you like watching other tourists on site?	If yes, what do you observe about other tourists? If no, why is it?
When you were on board, did you observe other tourists?	If yes, what did you see? If no, why is it?

Do you still remember any other tourists during that trip?	If yes, please describe them.
Do you have any memorable moment?	If no, why?
What did you do most of the time when you were on board?	If yes, ask to describe those moments. If other tourist were involved in those moments, ask about those tourists.
Were there Chinese on board?	If yes, ask to describe other Chinese.
Did you notice any difference between Chinese and other tourists with different ethics when you were on that board?	If yes, ask to describe the difference. And ask their opinion about those differences.
Did any of your travel companion (friend or family) mention about other tourist or show interest in other tourist?	If yes, ask to describe the situation.
What did your last cruise trip bring you?	Identify things related to tourist-tourist gaze and ask about details.
“Did you have any kind of changes after this trip?”	Why is it?
If use 1-7 score to rate your satisfaction, what is your satisfaction level?	If yes, why?
Do you want to go to Cruise again?	If no, why?

Recruitment strategies such as the social media approach and “snowball” were utilized to recruit interview participants on the Purdue-West Lafayette campus. Qualified participants had to meet the following criteria: 1) at least eighteen years old; 2) had at least one cruise trip in last year. And the demographic background (e.g. race, marital status, age) of every qualified participants was investigated and prescreened in order to recruit demographic (such as job, marital status, age, and gender) diversified participants into interview.

Qualitative research software Nvivo 10 for window was used for data analysis. In order to assess the reliability of text coding, two coders were involved in the process of coding text and followed the process developed at CDC, which entailed several steps: segmentation of text, codebook creation, coding, assessment of reliability, codebook modification, and final coding—with coding, assessment of reliability, and codebook modification perhaps conducted several times in iteration (Saldaña, J, 2012). The reliability of the coding was measured by the value of ‘Kappa coefficient’. In Nvivo 10, a value below 0.40 of Kappa was interpreted as the poor agreement of two coder’s coding, a value between 0.4 and 0.75 was considered as fair to good agreement and a value over 0.75 was interpreted as excellent agreement.

## CHAPTER 4. RESULTS

4.1 Profile of Interview Participants

There were twenty-four interviews and all the interviews were tape-recorded. Since the interview questions were in Chinese, two bilingual researchers worked together to translate and transcribe responses in Nvivo 10. Each interview lasted from twenty-five to forty-eight minutes. Table 2 shows the demographic information and cruise trip information of participants.

Table 2 Profile of Interview Participants

Demographics	No. of People	Cruise Trip Information	No. of People
Gender		Travel Companion	
Male	10	Friends	10
Female	14	Family	14
Education		Length of cruise	
College	5	3-5 days	9
Graduate	19	7 days	15
Age Group		Cruise Company	
18-25 years	10	Carnival	18
26-35 years	6	Princess	3
36-50 years	4	Celebrity	1
More than 50 years	4	Royal Caribbean	1
Marital Status		Holland American	1
Single	11	Frequency of Cruise Trip	
In a relationship	4	Once	18
Married, no kids	3	Twice	4
Married, with kids	6	3 times or more	2

According to Table 2, the number of female participants is slightly more than male participants. Most (16 out of 24) participants are between eighteen and thirty-five years old. As the marital status of participants, about half of them are single, and the other half are in a relationship or married. Most (19 out of 24) of the participants have graduate degrees, which is consistent with the finding of 2011 cruise market profile study of CLIA. And all the participants are originally from China. And most of them (18 out of 24) are first-time cruisers

Since all the participants took their most recent cruise ships in last one year, their memory of the last trip was relatively fresh. Almost all of the participants were able to recall their cruise travel information. According to participants, almost half of them travelled with friends and another half travelled with their families. All participants had travel companion and no one travelled alone. The size of participants group varied greatly, from two to more than ten people. More than half of participants took the cruise ships of the Carnival Cruise lines, and the most popular destination was Caribbean (Eastern and Western), which was in line with the market share of operators in the 2014 cruise industry report of CLIA. The most popular cruise length was 7-day long and most of the passengers were first-time cruiser, which was also in line with the findings of cruise industry report of CLIA.

#### 4.2 Codebook

Two coders were involved in coding the text in order to assess the reliability. First, coder 1 and coder 2 were given a random interview transcription and coded

independently. Before coding, both coders divided the text into codeable unites, which was called segment. Then coders independently examined the responses and proposed a set of themes. The team met to compare proposed themes and agreed on an initial list of codes that operationalize these themes. The final codebook is shown in table 3.

Table 3 Codebook

code	description	example
In-group interaction	Tourists interaction with their travel companions	“We played poker in the room”
Out-group interaction	Any interactions with outside tourists	“There was this guy. He looked totally different because he travelled alone...So I talked to him”
Gazer’s emotional activities	Gazer’s emotional activities	“It’s because I wanted to feel a sense of belonging, and seeing other Asian people makes me feel good because I don’t feel so isolated
Gazer’s behavioral changes	Gazer’s behavior associated with emotional activities	“Yes. I am curious about other tourists and I like observing them.”
Gaze receiver’s emotional activities	Gaze receiver’s emotion activities	“You can even say that I like being looked at by others”
Gaze receiver’s behavioral changes	Gaze receiver’s behavioral changes corresponding with emotional activities	“I left because she kept staring at me”
Functions of gaze	The functions of tourist-tourist gaze.	“At first I didn’t know where to go, I just followed people I saw on our cruise”,
Tourist experience	Tourists assessment of their cruise trip	This trip was the best ever.” “it was very relaxing but a little boring”



After the development of the initial draft codebook, the team began an iterative process of coding, reliability assessment, codebook modification, and recoding. Once the coding is complete, a coding comparison query was run in Nvivo 10 for windows. Figure 6 shows the comparison result.

Node	Source	Source Fol	Source Size	Kappa	Agreement	A and B (%)	Not A and Not	Disagreement	A and Not B	B and Not A
Gazing exp	YS	Internals\W	18,663 cha	0.6910	92.0	11.27	80.73	8.0	4.02	3.98
Being gaz	YS	Internals\W	18,663 cha	0.7162	93.07	10.73	85.82	6.93	3.48	3.45
Other inte	YS	Internals\W	18,663 cha	0.6689	88.28	17.15	71.13	11.72	6.37	5.35
Overall to	YS	Internals\W	18,663 cha	0.5331	81.97	17.08	64.89	18.03	10.12	7.91
Participat	YS	Internals\W	18,663 cha	0.7874	95.55	9.64	85.91	4.45	2.09	2.36

Figure 6 Coding Comparison Results

The reliability of the coding was measured by the value of ‘Kappa coefficient’. The kappa values for the five codes were 0.6910, 0.7162, 0.6689, and 0.7874. All of the kappa values were greater than 0.4, which meant that the coding of two coders was in good agreement and the coding was reliable.

Eight themes were identified based on the analysis of coded response: tourist-tourist interaction, tourist gazer’s emotional and behavioral changes, tourist gaze receiver’s realization of others’ gaze, functions of tourist-tourist gaze, tourist experience.

#### 4.3 Tourist-tourist Interaction

The first theme identified is Chinese cruise tourist’s social interaction with other tourists (Table 4). Chinese cruise passengers have social needs when they travel with US cruises. And they interact with their travel companions, which are normally friends or

family, as well as tourists out of their group. Thus there are mainly two categories of tourist-tourist interaction, which are in-group interaction and out-group interaction.

Chinese tourists have intensive in-group interaction. In fact, Chinese tourists spend most of their time with their travel companions. They eat, enter into activities and watch performances together. In this kind of interaction, verbal and nonverbal interaction. Interviews show that Chinese tourists spent a lot of time with their families and friends. Within the group, Chinese tourists ate together, played poker together, watched the show together, and attended the activities together during the whole trip. They enjoyed staying with people they knew and thus their in-group interactions were voluntary. As one tourist said: "Cruise trip is for family reunion or friends gathering, and I definitely spend most of time with my family or friends".

Actually, Chinese tourists did not like staying alone. They tried to do almost everything with a group of people, two participants mentioned that they rent suites on purpose so that all people of their groups could stay together at night. One participant complained that the trip was a little boring because there were only two people in her group and she felt bored most of the time.

In -group interaction has priority over outside-group interaction. Chinese tourists voluntarily interacted within their own groups and only interact with people outside their group when they had to. For example, when Chinese tourists travelled with a small group, they would reach out to out-group tourists to satisfy their social needs. On the other hand, if they travelled with a large group, they mainly interacted inside group.

Compared to in-group interaction, Out-group interaction of Chinese tourists is less intensive. Only five participants talked to tourists out of their group, and eighteen participant had gazed at, smiled at or waved hands with other tourists.

Table 4 Chinese Cruise Tourist-tourist Interaction

Categories of tourist-tourist interaction		No. of Participants
In-group interaction	Verbal	24
	Nonverbal	24
Out-group interaction	Verbal	7
	Nonverbal	2
	Gesture Facial expression	16

Chinese tourists interacted differently with out-group people. Out-group interactions vary based on the appearances of people with whom Chinese tourists interact (Table 5). Chinese tourists prefer to talk to Asian-looking tourists while mainly gaze at tourists who look non-Asian. Four participants indicated that language and culture difference were the reason that stopped them talked directly to non-Asians.

Table 5 Out-group Interaction

Out-group Interaction	No. of Participants
Verbal with Asians	5
Verbal with non-Asians	3
Nonverbal with Asians	2
Nonverbal with non-Asians	15

Chinese tourists also show preference for certain races over other races when they gaze (Table 5). Specifically, Chinese tourists gaze more at Caucasian tourists. As for the reason, on one hand, it is probably because most of tourists on board are Caucasian. On the other hand, it is probably because Chinese tourists tend to think highly of western tourists. Interviews revealed compliments of western tourists in terms of their life style, dressing habit and fashion taste. One participant said: “No wonder US is the strongest country in the world, everyone I saw carried a book to read”. Another participant expressed: “I liked how they enjoyed their life, they seemed very happy”. One participant thought highly of Americans for that they had different dressing codes for different occasions. In addition, three Chinese tourists expressed their negative opinion on certain race. It was found that their prejudice was pre-constructed before the trip through social media and life experience.

Table 6 Races of Tourists Gazed by Chinese Tourists

Gaze at non-Asians	No. of Participants
Caucasian	12
Africa American	2
Other	1

#### 4.4 Gazers' Emotional Activities

##### 4.4.1 Three types of Tourist-tourist Gaze

When Chinese tourist gaze at out-group tourists, they have emotional activities associated with their gazing behavior. Their emotional activities are tied to the kind of Chinese tourists they are gazing at. In general, Chinese tourists gaze at three types of out-group tourists, which are consistent with those in Urry's tourist gaze (1990) (Table 7). Chinese tourists gaze at those who are different from themselves (gaze at extraordinary), romance appeal (romantic gaze) and similar to themselves (gaze at similar).

Table 7 Types of Tourist-tourist Gaze

Type of tourist-tourist gaze	No. of Participants
Gaze at extraordinary	3 males, 5 females
Romantic gaze	4 Females
Gaze at similar	1 male, 2 females

#### 4.4.1.1 Gaze at Extraordinary

Chinese tourists tend to notice tourists who look different from themselves. For example, many participants gazed at Caucasian tourists because of the great appearance difference. Some participants also mentioned tourists who wore differently or behaved differently.

Actually my sisters usually mentioned if they think some people well dressed. They were like “Oh, I really like her shoes” or those something positive about somebody’s hats because not many people wear hat everyday but on cruise everyone wears a sunhat or something like that. So they noticed that and through them I noticed people. (Female, travelled with family)

#### 4.4.1.2 Romantic Gaze

In romantic gaze, Chinese tourists gaze at those to whom they feel romance or sex appeal. This type of gaze was seen mostly among young female participants who reported their attraction by other male tourists or romantic interaction between husband and wife. Among all four participants who had romantic gaze, one participant reported that she was attracted by a male. This particular participant was young, single and travelled with her female friends. One male participant told about the romantic gaze between his female friend and an out-group male tourist. His female friend was also single and young. While the other two looked at romantic relationship between husband and wife. And these two participants were married and traveled with their families.

#### 4.4.1.3 Gaze at Similar

Chinese tourists pay close attention to other Asians especially Chinese on board. They observed, talked to and even spent time with other Chinese in order to “feel the sense of belonging” or just because “It’s easy to communicate with other Chinese so it was more fun to hang out with them”. Even though Chinese participants are found sensitive to Asian faces, they do not want to see too many Chinese participants on cruise.

In addition to tourists who share similar race, Chinese tourists also gaze at tourists with whom they share similar social roles. For example, Chinese tourists who are parents indicate interest in other tourists with kids. They tend to observe how other parents treat their children. Chinese tourists who are married observe other couples to see how they interact with each other.

#### 4.4.2 Emotional Activities of gazers

Chinese tourists’ gazing behavior are associated with lots of emotional activities. Results showed that there were mainly two types of emotional activities, which are thoughts and feelings. And these thoughts and feelings occurred in pairs and they vary with the tourists they gazed upon. A summary of emotional activities associated with three types of gaze is shown in figure 7.

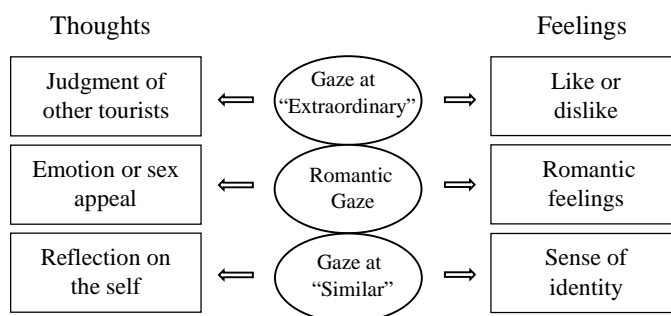


Figure 7 Gazer's Emotional Activities

#### 4.4.2.1 Like or Dislike

This feeling is developed when tourists look at extraordinary tourists. Interviews showed the dynamic of this emotion change. Specifically, when Chinese tourists looked at other tourists who were different, they thought about themselves and started comparing with those tourists. The comparison resulted in judgment and then tourists would decide if they like the differences or not. For example, one female participant reported that she noticed that American people liked to lie on the chairs and got tan on the deck while Chinese people did not. And she expressed: "I thought that American people really knew how to enjoy themselves, which I thought was a good thing. I have to say that I like it and want to do the same thing". Another female participant expressed her dislike of gambling games on board, she explained that she disliked it because she was raised to believe that gambling was a very bad thing.

However, this comparison did not always end with "like or dislike". Some Chinese noticed the differences and thought that was quite normal. For example, one



participants said: “It’s hard to say which behavior is good and which is bad. To me, it’s just normal. People all have their own rights to choose what to do”. Another participant expressed: “I did notice the difference, so what? People are of course different.”

#### 4.4.2.2 Romantic Feelings

This feeling was found in tourists who had romantic gaze on other tourists. For participants who were sexually attracted by other tourists, they found that those tourists were sexual appeal. A female participant described a single man “tall and in good shape”. A male participant describe a women “fabulous and attractive”. And for participants who gazed on romantic interactions between husband and wife, they were found emotional appeal to those interactions. The statements were like “it was so touching” and “I was deeply moved”. Participants who had romantic gaze were found in a romantic mood: “he is cute...I want to talk to him”, “they were so romantic...they must love each other a lot”.

#### 4.4.2.3 Sense of Identity

This feeling was found when tourists observed other tourists who were similar to themselves in some ways. When gazing at tourists with whom they shared similarities, Chinese tourists thought of themselves and started self-examination to get a sense of identity. For example, when Chinese tourists looked at other Asians, they felt that “I was not alone any more”. When a Chinese dad looked at other parents, he observed how those parents talked to their kids and started to think if he was a good father. A Chinese wife

gazed at a couple who were fighting, and she started thinking if she treated her husband like that before.

### 4.5 Gazer's Behavioral Changes

Chinese tourists changed their behaviors in gaze interactions. The behavior changes were due to a series of emotion activities. Specifically, gazers initially had emotional activities in gaze interaction, and the emotional changes lead to their behavior changes. Figure 8 shows the behavioral changes corresponding with emotional activities of gazers.

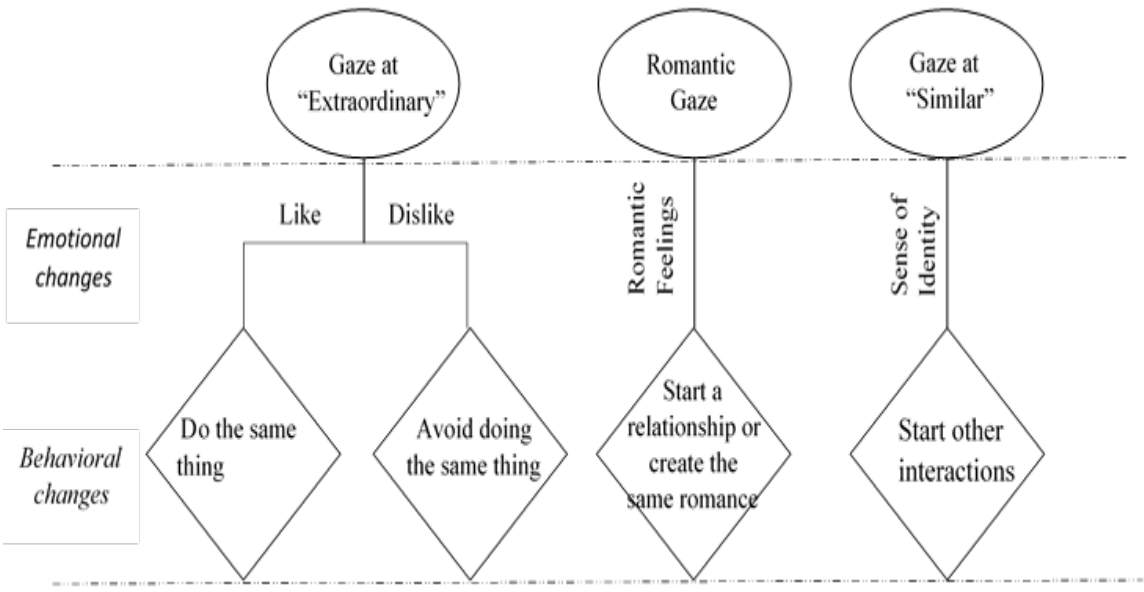


Figure 8 Behavioral Changes of Gazers

#### 4.5.1 Do It or Not

This behavioral change occurred when participants gaze at extraordinary tourists. As mentioned before, when Chinese looked at special tourists, they showed their preference or dislike of the difference between the tourist and themselves. As a response of this emotional change, Chinese tourists changed their behaviors. Specifically, on one hand, if Chinese tourists liked the difference, they were motivated to do the same thing. This behavior changes could happen immediately. For example, three female participants mentioned that they started to get tan in the sun just like the American tourists did. Some of participants changed their behavior after the trip. In addition, Chinese could change their behavior as late as after the trip. As one female participant mentioned: "I started to learn how to dance when I was back from the trip; it's because I wanted to dance like other tourists on that cruise." On the other hand, if tourists did not like the things other tourists did, they would try to avoid doing the same thing. For example, one participant mentioned that his girlfriend tried to avoid playing the water slide after she saw another girl hurt herself when she played it.

#### 4.5.2 Create Actual Romance

Chinese tourists tended not just to feel romantic but to make the romance become true. For single participants who felt sex appeal to somebody, they had the urge to take actions and start a romantic relationship. A female participants told a story about her friend. Shen said that when they were in a bar, a young man came to take to her friend and bought her a drink. After they got to know each other, they started to hang out

together. And for participants who found the romance relationship between husband and wife emotion appeal, they were more likely to anticipate or create the same romance in their relationship or marriage. A married woman expressed: “I just thought about my relationship... I was wondering what my boyfriend and I would look like when we were at their age...I thought that we would try to be as sweet as them when we grow older”.

#### 4.5.3 Start Other Interactions

Chinese tourists tended to have more interactions with tourist who were similar to themselves. In this situation, Chinese tourists did this to satisfy their needs of belonging. A mom said: “You know we are both parents, and her daughter is about the same age as my son...we met several times outside the children’s club, and we started talking...” A Chinese participant got to know about ten other Chinese tourists and she said “I heard those people speaking Chinese so I came to them and asked if I could join them”.

#### 4.6 Gaze Receiver’s Emotional Activities

When Chinese tourists talked about their experience as a gaze receiver, they mainly talked about their emotions. Even participants did not talk about their behaviors directly, they still had corresponding behavior changes.

#### 4.6.1 Realization of Others' Gaze

Whether Chinese tourists were affected by others' gaze depends on their realization of the gaze. Tourists' realization of whether they were gazed at varied. Some tourists (16.7%) were found barely aware of the gaze of other tourists.

I didn't feel being looked at, I was not special. (Male)

I just wanted to enjoy myself, so I didn't pay attention to other people.

(Male)

People looked at me? I even never think about that. (Male)

Some tourists (41.7%) noticed other tourists' gaze directly. For example, some tourists reported that they had eye contact with other tourists and thus they thought that they were watched by other tourists. Some tourists noticed others' gaze because people look at them in an unusual way.

I was sitting in the hot tub, there were a couple, and the women stared at me....I didn't understand why she did that at the beginning and then I realized that she wanted me to leave... I didn't feel well so I left. (Female, tourist gaze receiver)

I was drinking in a bar with my friends. Then I noticed a guy was watching me. I felt that he knew me because he even smiled at me. (Male, tourist gaze receiver)

Some tourists (25%) did not notice others' gaze directly, but they assumed that they were watched by other tourists and thus behaved like they were under other tourists' observation. For example, one tourist assumed that people may laugh at her if she sang in

public so she decided not to sing at all. Another participant felt embarrassed to wear bikini on board.

#### 4.6.2 Tourist Gaze Receiver's Emotional Activities

Chinese tourists who noticed others' gaze were found affected by it emotionally. Chinese gaze receiver's emotional changes were diversified. There were two types of emotions: psychological affection, cognition (Figure 9).

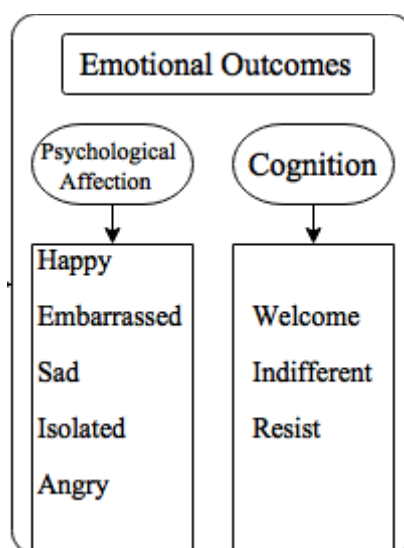


Figure 9 Tourist Gaze Receiver's Emotional Activities

Gaze receiver's psychological affection indicates how they felt about being gazed at by other tourists. For those who felt happy, they took others' gaze as complimentary. And they believed that they were noticed because they looked good. Some Chinese tourists may take others' gaze negatively and felt embarrassed, sad, isolated or even angry.

Gaze receiver's cognition reflects their attitudes towards other's gaze. Some welcome it while some resist it. In addition, some think it's quite normal and they stay neutral about others' gaze.

#### 4.7 Gaze Receiver's Behavioral Changes

Interviews revealed gaze receiver's behavioral changes. Their behavioral changes were corresponded with the emotional changes (Figure 10).

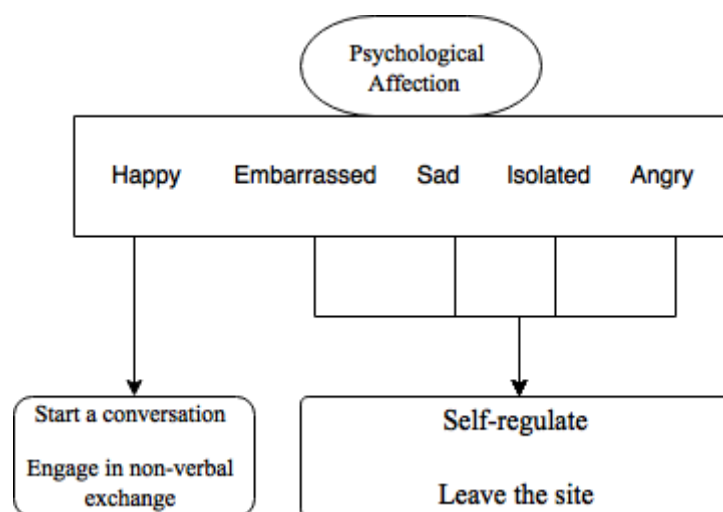


Figure 10 Gaze Receiver's Behavioral Changes

Gaze receiver's has diversified behaviors. Even people felt the same way, they responded differently. For example, for those who felt happy being looked at, they may start talking with gazers or just engaged in non-verbal exchange (wave hands, smile). For those who felt negative about others' gaze, some of them tended to avoid and escape, while some of them chose to adjust to it and live with it.

Cook and Smith (1975) found that if people were gazed at by a stranger, they would expect something to happen or an interaction to start. Huang and Lee (2010) found

that when local people were gazed at by tourists, they appropriated the gaze for their own benefits. However, the data analysis of this study showed that people changed their behaviors based on how they felt about other people's gaze. Specifically, participants who had a pleasant experience being looked at anticipated something to happen or an interaction to start. Participants who took other people's gaze as normal had no further reaction to it. And participants who felt unpleasant with others' gaze avoided more interactions. Figure 4.4 shows the impact dynamics of gaze on receivers.

#### 4.8 Functions of Tourist-tourist Gaze

Like the gaze in daily life, tourist-tourist gaze is a non-verbal communication and it has functions. Interviews showed that tourist-tourist gaze had a lot of the functions mentioned by Kleinke (1986) (Table 8).

Table 8 Functions of Tourist-tourist Gaze

Function	Classification	Examples
Providing information	Liking and attraction	*Romantic gaze
	Attentiveness	*Watch other tourists dancing
	Competence	
	Social skills and mental health	*Eye contact with others
Regulating interaction	Credibility	
	Dominance	*Show dominance when other interrupt
	Communicating feelings	*Romantic gaze
Expressing intimacy	Synchronization	*Gaze and talk
	Regulation	
Social control		*Gaze at other Chinese
	Persuasion and deception	*Be gazed to do something
	Ingratiation	



Service task	Threat and dominance	*Be gazed at when enter a private space
	Escape and Avoidance	*Feel embarrassed, leave the site
	Compliance	
	Information seeking	*See what other tourists do
	Interpersonal interaction	*Interact with other Chinese
	Learning	*Watch others dancing
	Cooperation and bargaining	*Share a taxi together

Tourist-tourist gaze can provide information, regulate interaction, express intimacy, social control and finish service task. However, there was no evidence showing that tourist-tourist gaze functioning as a disciplinary power. Even tourists who were gazed at by others could chose to avoid and escape gaze or regulate themselves, they did not have to do this and they had other options. From this point, tourist-tourist gaze did not function as a disciplinary power.

#### 4.9 Chinese Cruise Passengers' experience

##### 4.9.1 Chinese cruise passengers' satisfaction

Interviews showed that in general Chinese tourists had very positive experience (Table 9). Twenty-two out of twenty-four participants were satisfied or extremely satisfied with their last cruise trip, and the rest two were somewhat satisfied. The average satisfaction score was 6.58, which meant that on average participants were very satisfied with their last cruise trip.

Table 9 Chinese Cruise Tourists' Satisfaction Level

Description	Extremely Unsatisfied 1	Unsatisfied 2	Somewhat Unsatisfied 3	Neutral 4	Somewhat Satisfied 5	Satisfied 6	Extremely Satisfied 7
No. of Participants	0	0	0	0	2	6	16

Figure 11 displays the main factors that contribute to participants' satisfaction. Five factors were identified: Good food (mentioned by fourteen participants, about 58.3%), great value (proposed by twelve participants, 50%), good customer service (indicated by ten participants, about 41.7%), all-inclusive package (33.3%) and no signal and Internet (identified by six participants, about 25.0%).

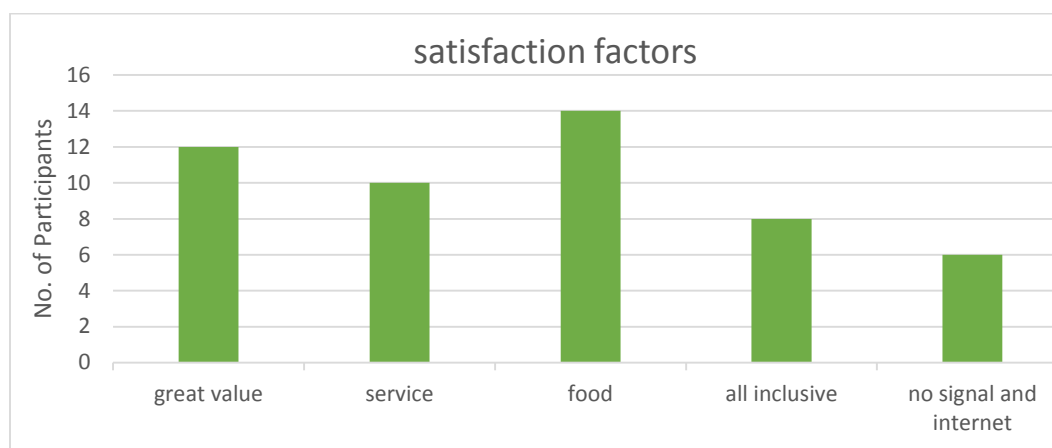


Figure 11 Factors Contributing to Participants' Overall Satisfaction

### Good food

According to the participants, the food on cruises was very good. They specifically mentioned the twenty-four hour unlimited buffet and the formal dinner. According to participants, the food on cruise was various, tasted good and unlimitedly

supplied. At least ten participants admitted that they spent a lot of time eating when they were on board. And the formal dinner was especially good, not just the food but the atmosphere. Actually, many participants listed the formal dinner as one of their memorable moments on board. Participants said that they dressed up and enjoyed the good food in a friendly, relaxing environment. It was not surprising that Chinese tourists emphasized the food so much considering the Chinese old saying “Hunger breeds discontentment” which emphasized the importance of food to people. Therefore, it was understandable that good food contributed most to Chinese cruise tourists’ satisfaction.

#### Great value

When participants talked about the great value, they referred to the price of the cruise trip. According to participants, each of them spent about one hundred dollars a day on average. It was considered really cheap for the whole package—food, accommodation and transportation, especially when they compared the cost of a cruise trip with other kinds of trips. After their trip, participants found they got much more than their expectations. Just as one participant said: “It was so cheap and at the beginning I didn’t expect too much from the trip, but it turned out later that the trip was really good”. The great value of the cruise trip made participants really satisfied. Moreover, three participants mentioned that they got a free upgrade of guest rooms when they got on board, which they thought made their trip even better.

#### Good Service

The good customer service which was mainly provided by the waiters and room attendants was also mentioned many times by participants. They thought that staffs on

board were very friendly, passionate and caring. Ten participants mentioned that they were surprised by the towel animals made by their room attendants every day. And six participants had become friends with their waiters. Participants agreed that good customer service made them satisfied with their trip.

### All-inclusive

Participants mentioned that they did not have to pay transportation, food and accommodation separately and the all-inclusive cruise product made their trip very easy and convenient. Three participants even started to consider to give up other ways to travel like backpacking, self-help, camping because they found it was much easier and happier to travel with cruise.

### No Signal and Internet

There was no signal and no Internet on board, which made participants really happy because they said that they could run away from their daily life for a while. Without signal and Internet, participants admitted that they could fully enjoy themselves without worrying about their real life.

In addition, all participants indicated that they would definitely take cruises again. And more than half of them mentioned that they wanted to take cruise with their parents. According to them, cruise was a perfect place for aged people: not so much working but relaxing. And about one third participants wanted to go cruise with more friends next time. They believed “more people, more fun”.

#### 4.9.2 Chinese Cruise Passengers' Experience

Much richer information about Chinese cruise tourists' overall experience was revealed when evaluating tourists' experience by the tool proposed Chen & Prebensen & Uysal (2014, p.17). The results (Table 10) showed that unlike all participants were all very satisfied with their cruise trip, participants' cruise experience were very diversified and mixed.

Table 10 Chinese Cruise Tourists' Experience

Cruise experience	No. of participants
Extraordinary experience	7
Memorable experience	8
Monotonous experience	6
Regretful experience	6
Disastrous experience	1

#### Extraordinary Experience

According to Jefferies and Lepp (2012, p.37), extraordinary experiences are those that are “highly memorable, very special, and emotionally charged”. Specifically, extraordinary experience shows achievement of satisfaction in an enormous scale and it may contain a pleasant surprise or unexpected enjoyment where adventure may be chased by the tourist. When comparing participants' descriptions with the definition of extraordinary experience, statements like “everyone was very happy, and I have to say that it's our best trip ever”, “it was better than I expected” were identified and regarded as

tourists' extraordinary experience. Results showed that seven out of twenty-four participants had similar statements and they were very satisfied in a large scale. Therefore, it could be concluded that extraordinary experience domain tourist experience. However, other kinds of tourists experience were also found.

#### Memorable Experience

The memorable experience presents "personal enjoyment and accomplishment of the expectations or goals set by the tourist" (Jefferies and Lepp, 2012, p.37). And it is below extraordinary experience. Participants' statements like "the trip was good, we enjoyed it", "it was very relaxing, I finally got a chance to rest myself", "it was just as good as previous ones" indicated memorable experience. For participants who had memorable experience, they were happy and enjoyed their trip. For them, their trip was good but not extremely good.

#### Monotonous Experience

The monotonous experience is related to trip engagement which results in marginal satisfaction (Jefferies and Lepp, 2012, p.37). In this tourist experience, tourists' satisfaction is decided by their trip engagement, the more they engagement, they more they are satisfied. Six participants mentioned that the trip became a little monotonous after they were on board for a few days. Four of them said that there were not so much to do on board and they got a little bored. And two of them thought the activities were not suitable for Chinese tourists.

#### Regretful Experience

Regretful experience indicates a moderate level of dissatisfaction (Jefferies and Lepp, 2012, p.37). Even though on average participants' satisfaction level was very high,

there were six participants talked about their regretful experience. Four of the six participants mentioned that they missed some activities on board. One explained that she did not know that there was such activity on cruise. Other three thought that they were too shy or worried too much to do something they wanted to. And the rest two participants regretted picking up the wrong ship. One did not like too many old people on board, and another did not like too many African American people on board.

#### Disastrous experience

Disastrous experience means a greatly unpleasant outcome (Jefferies and Lepp, 2012, p.37). Considering the high level of tourists' satisfaction, this type of experience should be really rare. The data showed that only one participant mentioned a greatly unpleasant incident. The participant was mentioned before. She had an unpleasant experience being gazed by a woman in a swimming pool. She thought the way the woman looked at her made her really uncomfortable. Even she had disastrous experience, she was still very satisfied. According to her, she came to enjoy her trip and she just got over it easily.

Overall, extraordinary and memorable experience dominated tourist experience. These two were positive experience. Monotonous experience, regretful experience and disastrous experience were also found in participants. These three were negative experience. Analysis of data showed that even tourist had some negative experience, they could still have really high satisfaction level.

#### 4.9.3 The Linkage between tourist-tourist gaze and tourist experience

Results showed that tourist-tourist gaze impacted Chinese tourists' cruise experience in the trip and even after the trip.

##### 4.9.3.1 Tourist-tourist Gaze in the Trip

As discussed above, all participants indicated that they observed other tourists and were observed by other tourists when they were on cruise. And tourist-tourist gaze caused the emotional and behavioral changes of both gazers and gaze receivers during the trip. In this case, tourist-tourist gaze impacted tourist experience by impacting tourists emotionally and behaviorally.

##### 4.9.3.2 Tourist-tourist Gaze after the Trip: the Impact on Life Perspectives

According to participants, their gazing behavior even impacted their life even after the trip. Specifically, participants changed had changed their ideas of themselves and their attitudes towards life and thus changed their behaviors due to their gaze at other tourists on cruise.

Participants changed because they compared themselves with other tourists they met on board, and realized that they need to change. For example, one participant started to pay more attention to her dressing and appearance. And her explanation for this change was that she noticed that American tourists had different dressing codes in different occasions. And she was inspired by that. Another participant mentioned that she started to learn how to dance after she came back from the trip. It was because she found out that



she could not dance while many other tourists could dance and enjoy themselves. One participant even tried to convince her parents to travel more and enjoy their lives after she saw so many American elder tourists on board.

This finding confirmed that tourist-tourist gaze had long term impact on tourist and their life. The gaze at other tourists changed participants' attitudes and behaviors not just during the trip but also after the trip.

## CHAPTER 5. DISCUSSIONS AND CONCLUSIONS

### 5.1 Discussion

#### 5.1.1 In-group Bias Exist in Tourist-tourist Interaction

In group bias, also called in group favoritism, refers to a pattern of favoring members of one's own group (in group) over out-group members. Chinese tourists show clear in-group favoritism when they travel. Specifically, Chinese tourists tend to interact with people within their own group rather than reach out and interact with tourists outside their groups. And there is a negative relationship between in group interaction and out-group interaction. Specifically, the more in-group interactions they have, the less out-group contacts Chinese tourists pursue. On the other hand, when Chinese tourists interact with out-group tourists, they prefer Asians other than other ethics. For example, Chinese tourists talk directly to Chinese-looking out-group tourists while mainly gaze at other races. The in-group favoritism can be explained by the social identity theory (Tajfel & Turner, 1979) which explains the reason why group members positively differentiate their own group from relevant out-group is to achieve a sense of positive identity. And

Brewer (1999) suggested that such strong in-group favoritism may only be found in societies “where factors such as strong in-group identification and loyalty, social comparison processes and sensitivity to threat and power politics all encourage and promote out-group hostility” (Cairns et al, 2006).

The finding that Chinese tourists treat all Chinese on cruise as in-group members while other tourists as out-group members is consistent with the well-established in-group bias (or in-group favoritism) (Hewstone, Rubin, & Willis, 2002). Moreover, this study indicates that Chinese distinguish in-group and out-group jointly based on individual tie strength and ethnicity, which is a little different from Rathmun (1995)’s in-group and out-group categorization system where the group is only ethnicity-based.

### 5.1.2 Female Is Vulnerable to Gaze

Chinese female tourists are found to be more vulnerable to gaze in the sense that on one hand they gaze more or assume other people are gazing at them, and on the other hand they are more sensitive to others’ gaze and thus are easier impacted by others’ gaze emotionally and behaviorally.

The gender-linked gazing interaction difference is consistent with the findings in previous studies (Frischen et al, 2007; Lutchmaya, Baron-Cohen, & Raggatt, 2002) which revealed gender difference in the sensitivity to other people’s eye gaze. This behavior difference could be due to the biological sex differences. Or Jordan and Aitchison (2008)’s research may reveal another possible explanation. They argued that women were sexualized as both subjects and objects of the gaze of men in tourism,

because of which female tourists (especially solo tourists) generally noticed the sexualized gaze focused on them when they traveled.

Cruise companies always portray themselves as a site for family and most of cruise tourists travel with family or friends, which may reduce the possibility of being gazed sexually for women since they are not alone most of time. However, for female tourists who travel with their female friends, they may still experience the sexualized gaze focused on them. And that may become problematic for women who do not want to be looked at in a sexual way.

### 5.1.3 Prejudice Exists in Tourism

Tourists visit a destination with pre-constructed images of that place in mind. Those images are pre-constructed through media, Internet and life experience (Urry, 1990). Similarly, this study finds that tourists also have pre-constructed images of other tourists before the trip. And they come to tourism destinations with pre-constructed perceptions of other tourists, which, in some cases, have prejudice. The prejudices impact tourists' interaction with other tourists.

Intracultural interactions provide opportunities for people to understand other people and cultures. The prejudice just prevents such understanding happening. For example, if a tourist shows "hate stare" at other tourists, other tourists probably see it, draw inferences from it and thus are impacted by it. Conflicts may occur due to this. The tourism industry should be warned of the prejudices between tourist-tourist interaction and develop strategies to avoid such conflicts.

#### 5.1.4 Cross-culture Gaze Changes Life Perspective

Cruise ship is a context where diverse cultures encounter each other. The large co-presence of tourists with different cultural backgrounds brings out a lot of cross-cultural interactions. Chinese tourists experienced intensive cross-culture interaction while taking cruise in US, most of which are gazing interactions. By looking at the appearances, life styles and behaviors of people from another ethnicity, Chinese tourists change their life perspectives. They go home with changed life perspective and then may change their daily life. From this point, tourist-tourist gaze has long term impact on tourists.

According to Zouni & Kouremenos (2008, p. 283), tourist experience is “psychological outcome or emotional response”, and it is reflected in context, en route and long after the trip (Björk, 2014, p.25). This finding that cross-culture gaze impacts tourist long after the trip reveals the linkage between tourist-tourist gaze and tourist experience, specifically, tourist-tourist gaze has impact on tourist experience.

#### 5.1.5 Tourist-tourist Gaze Functions as more than a Disciplinary Power

Tourist-tourist gaze, a type of non-verbal tourist-tourist interaction, has multiple functions. Kleinke (1986) summarized five functions of gaze and eye contact, which are: 1) providing information, 2) regulating interaction, 3) expressing intimacy, 4) social control 5) service task. The findings of this study showed that tourist-tourist gaze possesses the functions that were summarized by Kleinke (1986). For example, Chinese tourists gained information of other tourists by gazing at them. And their gaze was synchronized with all other behaviors such as speaking. In addition, Chinese tourists

learned from their gaze. However, the results did not indicate that tourist-tourist gaze possess a similar dominant surveillance power that has been widely cited in tourist gaze, mutual gaze and local gaze. The absence of surveillance power associated with tourist-tourist gaze may due to the relative equality of gazers and gaze receivers in economic, rights, and knowledge. Chinese cruise passengers are equal to other tourists on cruise ships and thus the gazing interactions between them and other tourists are found have no disciplinary power.

The findings of this study reveal that the conceptualization of tourist-tourist gaze as exercising power through tourists' gaze in previous study may be problematic. It overlooks the fact that gaze is one type of non-verbal communication in human social contacts and the fact that tourism context is totally different from medical system, school and prisons where gazers and gaze receivers are not equal to each other.

## 5.2 Contributions and Implications

Gaze in tourism research has been studied as a disciplinary power, while this study is designed to be one of the first to examine the Chinese tourist-tourist gaze as a form of social interactions, which provides a unique contribution to the gaze research in tourism area. Specifically, this study identifies the emotional and behavioral changes of Chinese tourists in the gazing interaction process and reveals the multiple functions tourist-tourist gaze possesses. Moreover, this study makes contributions to the literatures on tourist experience and customer-customer interaction by exploring the relationship between tourist-tourist interaction and tourist experience.

This study has theoretical and practical implications. In theory, this study examines tourist-tourist gaze as a form of non-verbal interactions and demonstrates that tourist-tourist gaze functions more than a disciplinary power, which is different from the previous gaze research (i.e tourist gaze, local gaze, and intratourist gaze) that simply conceptualizes gaze as a disciplinary power. This study suggests a new perspective of gaze research in the tourism context.

Moreover, this study examines the linkage between tourist-tourist gaze and tourist experience and finds that tourist-tourist gaze can impact tourist experience during the trip and even after the trip. The existing experience research mainly focuses on the impact of service quality on customer experience, the finding of this study suggests a possible research direction in future experience studies.

In practice, this study draws cruise industry attention to the rarely noticed area-tourist-tourist gaze. Tourist-tourist gaze has the potential to impact tourist experience. Cruise industry may create better tourist experience by understanding and managing tourist-tourist gaze. Moreover, this study finds that tourists change life perspectives by looking at other tourists, which can be used by the cruise industry in their marketing campaign.

### 5.3 Limitations

This study has its limitations. These limitations are related to the nature of self-reporting data and applying the findings to other tourism market.

This study collected data by using in-person interviews, which is identified as self-reporting data. There are potential biases of this kind of data: 1. Selective memory. Participants may remember or not remember experiences occurred in the past; 2. Social desirability. Participants may report false information, avoid mentioning information or modify information to give a socially desirable response; and, 3. Exaggeration. Participants may indicate outcomes or events as more significant than is actually suggested from other data (Brutus, Stéphane et al., 2013).

Several efforts can be done in future study to eliminate the biases mentioned above. First, limit the recall period as short as possible to guarantee the accuracy of participants' memory. Second, all participants should be told that their response would not be revealed publicly. Third, phrase interview question carefully to avoid embarrassment so participants do not need to exaggerate or report false responses to protect themselves.

The concept of the tourist-tourist gaze is studied in the context of a cruise experience. The cruise, compared with other tourism markets, has unique characteristic. Cruise ship is a confined space where tourists are physically close to each other, thus cruise tourists have many opportunities to observe and be observed by other tourists. However, other tourism markets may not have similar features. For example, in tourism destinations which has large open space such as natural theme park or adventure trip destinations which has very few tourists on site, tourists do not have many chances to have gaze interactions with other tourists. Even in tourism market where tourist-tourist gaze is intense, tourists' gaze pattern may be different. Therefore, it is difficult to apply



the conclusions of this research to other tourist markets to understand how tourists gaze at other tourists while touring in those markets.

#### 5.4 Conclusions

Although gaze concept has been studied from different perspectives in tourism area, the focus has all been put on the disciplinary power of gaze subjects over gaze objectives. Gaze has seldom been studied as a form of social interactions and whether gaze functions only as a disciplinary power in the tourism context has not been examined. In addition, previous gaze research has mainly studied western tourists, few has studied eastern tourists.

This study is designed to be one of the first to explore the Chinese tourist-tourist gaze as a form of social interactions tourist may experience when they travel. And the focus is put on the emotional and behavioral changes of Chinese tourists in the gazing interaction process, the functions tourist-tourist gaze possesses, and the relationship between such interaction and tourist experience. The results based on interviews with Chinese cruise passengers identify the specific emotional and corresponding behavioral changes of tourist gazers and gaze receivers, demonstrate that tourist-tourist gaze has multiple functions except for the discipline function, and reveal that tourist-tourist gaze impact tourist experience during the trip and even after the trip

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