



American Journal of Tourism and Hospitality (AJTH)

ISSN: 2993-6519 (ONLINE)

VOLUME 3 ISSUE 1 (2025)

PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

Conceptualizing Cruise Tourism in Lake Victoria: An Exploratory Blueprinting Analysis of Kisumu Port, Kenya

Janet C. Kimeto^{1*}

Article Information

Received: November 10, 2024

Accepted: December 13, 2024

Published: April 26, 2025

Keywords

Cruise Tourism, Kenya, Kisumu Port, Lake Victoria, Tourism

ABSTRACT

Cruise tourism is the fastest growing segment of the tourism industry but has not been exploited in Lake Victoria, yet it has great potential, which will significantly impact regional tourism. This paper aims to conceptualize cruise tourism in Lake Victoria using blueprinting analysis in Kisumu port, Kenya. A systematic literature review was adopted in this paper to explore the possibility of having cruise tourism in Lake Victoria in the port of Kisumu under the guidance of the Tourism Life Cycle theory (TALC). A total of three journal articles and two conference papers were considered sufficient to provide relevant findings for this study. The findings indicate there are scant studies on cruise tourism in Lake Victoria in Kisumu Port. Service blueprinting analysis was also adopted in this paper as the technique to seek to investigate the status of cruise tourism in Lake Victoria. This was achieved by examining the relationship between service design concepts and the management of visitors' experience and satisfaction in cruise tourism. This showed that service blueprinting of cruise tourism in Lake Victoria should be done by mapping out events and processes for passengers to experience from arrival at the port of embarkation to the port of disembarkation. Policymakers in the tourism industry in Kenya, Uganda, and Tanzania should coordinate their strategies, plans, and actions toward the development of cruise tourism in Lake Victoria with the expectation of boosting tourism in the region through blueprinting analysis.

INTRODUCTION

Lake Victoria is the pride of Africa since it is the largest fresh water lake in the continent and the second largest in the world after Lake Superior in North America. The lake is also the largest tropical lake in the world, with a surface area of 26,828 square miles (68,000 square km) (Global Nature Fund, 2022). The Lake has an irregular-shape and is 359 km (North-South) in length and a maximum width of 337 km. Lake Victoria is relatively shallow with a maximum depth of 81m and an average depth of 41m. The shoreline is the ninth longest continental lake in the world, with a length of about 7,142km. It contains approximately 2,224 km³ of water. The lake is also situated about 1,135m above sea level (World Atlas, 2022). The lake borders the three original East African countries, namely Tanzania, Uganda, and Kenya. Tanzania, with the largest surface area of 49%, Uganda with 45% surface area and Kenya with 6%. Tanzania and Uganda have three ports each. Mwanza, Musoma and Bukoba found in Tanzania while Entebbe, Jinja and Port Bell are found in Uganda. Kenya has only one port namely Kisumu. The Lake also has a number of islands, namely Ssese and Ngamba from Uganda; Ukerewe, Rubondo and Ukara in Tanzania and Rusinga, Mfangano and Ndere in Kenya. Ukerewe is Lake Victoria's largest island and also the fifth largest lake island in the world (World Atlas, 2022). The major revenue resource and a source of employment from Lake Victoria is fishery. The lake fishery industry has supported the livelihoods of the thousands of people in the three countries that share this key resource directly or indirectly. The lake has a variety of fish species. These

include cyprinids, catfish, African tetras, the spring eel, elephant fish, marbled lungfish, and climbing gourami. The introduction of invasive fish species such as Nile perch, Nile tilapia and blue-spotted tilapia has led to the extinction of many endemic fish species in the Lake. The lake also has about 28 species of snails and 17 species of bivalves. Lake Victoria water and the surrounding wetlands provide a conducive habitat for the Nile crocodile, William's mud turtle and the African helmeted turtle. The mammals found in the lake basin include marsh mongoose, spotted-necked otter, African clawless otter, hippopotamus, sitatunga and the bohor reedbeek (World Atlas, 2022).

Cruise tourism is one of the fastest-growing sectors in the tourism industry (CLIA, 2023). Between 2009 – 2019, the number of ocean cruise passengers increased from 17.8 million to 30 million passengers (Vega-Munoz *et al.*, 2021; Radic *et al.*, 2021) but a decrease was experienced in 2020 due to Covid-19 (Crovella *et al.*, 2022). Tourism was one of the most hit industry due to closure of national borders and the stoppage of global travel (Gosling *et al.*, 2020). In the sector, cruise tourism was affected severely since Covid-19 outbreaks was witnessed on a number of cruises in the initial stages of the pandemic (Ito *et al.*, 2020; Sledzik *et al.*, 2021). This led to stranded ships because of port closures and temporary bans on cruises in some countries (Gosling *et al.*, 2020).

Bouncing back of the sector has been witnessed in the recent past, with a record of 20.4 million passengers in 2022. The sector has positively impacted economy with a global contribution of \$75B, supporting 848K jobs.

¹ University of Kabianga, Kenya

* Corresponding author's e-mail: janetkimeto@kabianga.ac.ke

The largest source market in 2022 is North America recording 12,592,000 while Africa was among the last three continents with 88,000. The Caribbean remains the top destination for cruise travelers with 9,004,000 cruise passengers (CLIA, 2023). Cruise tourism offers recreational, sports, health, educational, congress, adventure, archeological as well as merging various options for service, recreation, accommodation and catering (Natalya, *et al.*, 2020; Logunova, *et al.*, 2020). The vessels range in size from small, medium to mega. The latest ocean-going mega-ships/liners carry over 6,000 passengers and crew. The cruise liners are equipped with shopping malls, diverse restaurants, theatres and various sports facilities. This makes it a floating resort with multi-destination trips (Papathanassis, 2017; Navarro-Ruiz, *et al.*, 2018). Cruise lines offer a wide array of choices from onboard activities like rock climbing, surfing and ice-skating to shore adventures like glacier trekking, jeep drives or camel rides in the desert (Olena *et al.*, 2021). Passenger services include gourmet food, comfortable accommodation, entertainment and personal recreational programs (Natalya, *et al.*, 2020).

There is a shortage of research reports on the great potential of cruise tourism on Lake Victoria as a new dimension of tourism in East Africa. The restoration of Kisumu Port is likely to revive the trade that previously thrived between the East African countries. This presents an opportunity to anchor cruise tourism on the back of these new developments. Cruise tourism on Lake Victoria is a grey area with unlimited potential to explore since it introduces a new form of tourism activity in the region. Cruise tourism is one of the greatest exponents of mass tourism and is a sector that represents the fastest growing segment in recent years (Lopes & Dredge, 2017; Papathanassis, 2017). Kendall (1986) identified the cruise as transportation of pleasure-seeking tourists on ocean voyages offering one or more glamorous ports of call, while Lau and Sun (2019) acknowledged a cruise as a vessel that offers services to cruisers who seek interest, pleasure, and relaxation. Cruising as a form of holiday can be traced back to the late 19th and early 20th Century as a transatlantic mode of crossing and it consisted of a handful of vessels (Papathanassis, 2020).

Most of the studies on cruise tourism are on environmental and social impacts. This is because cruise tourism is an activity that takes a short span with a high population of tourists that exerts pressure to the environment and socially, the high numbers of tourists leads to overcrowding which could interrupt the day to day activities of the residents (Dimitrovski *et al.*, 2021; Ramoa *et al.*, 2020; MacNeill & Wozniak, 2018; Papathanassis, 2017; Pallis, 2015). Systematic literature review was adopted in this paper under the guidance of Tourism Life Cycle theory (TALC). The research question for this paper stated that: is there possibility of having Cruise tourism in Lake Victoria in Kisumu port? Service blueprinting was also adopted in this study to seek to investigate the status of cruise tourism in Lake

Victoria. The technique facilitated exploring the view that cruising is experienced as a series of events that influence satisfaction. Shostack (1982, 1984) proposed the idea of service blueprinting as a process of analysis methodology. Zeithaml *et al.* (2009) defined service printing as a tool for depicting the service process, the points of customer contact and the evidence of the performed service simultaneously. The same technique has been applied by Laws (1998) in conceptualizing visitor satisfaction management in heritage settings in Leeds Castle. The study used visit diaries as a means of studying the experiences of visitors in situ. The limitation on Laws study was the researcher and his assistant acted like tourists which was not the main motivation of travel but research. The revamped Kisumu Port presents a new and unique case study since it is the first one ever done on Cruise Tourism at Lake Victoria. It is assumed the posed question is addressed by mapping out events and processes for passengers to experience from arrival at the port of embarkation to the port of disembarkation and when tourism policy makers in Kenya, Uganda and Tanzania coordinate their strategies, plans and actions towards the development of cruise tourism in Lake Victoria with the expectation of boosting tourism in the region through blueprinting analysis.

LITERATURE REVIEW

Cruise Tourism

It is not in doubt that tourism is one of the key economic pillars of the Kenya Vision 2030. The sector is a source of growth of the economy. It also accounts for over 10 per cent of total employment; contributes 9 per cent of Gross Domestic Product (GDP); foreign exchange earnings of 18.0 per cent and is a major source of government revenue at 11.0 per cent in taxes, license fee, attractions entry fee (park, reserve, museums), and duties among others (KIPPRA, 2021).

Since it is a slice of global tourism cruise tourism could be a source of tourists' arrivals for the specific lakeshore or island destinations. These could bring significant economic value to a destination and can easily become a major economic pillar for any well-prepared destination. This is because cruise tourism is known to bring large numbers of visitors to ports for short periods, thereby multiplying and concentrating positive and negative impacts to cruise ports (Tseng & Yip, 2020; World Tourism Organization and Asia-Pacific Tourism Exchange Centre, 2016). Globally, Cruise tourism contributes significantly to the tourism economy (Perea *et al.*, 2019). According to Cruise Line Industry Association (CLIA), (2019) Cruise tourism is the fastest growing and most financially promising sector in the tourism industry that generates revenue amounting to USD 134 billion annually.

Conceptualizing Cruise Tourism through service Blueprinting

One way of managing service delivery systems is through conceptualizing customer's overall experience (Laws,

1986; Lehtinen, 1985). According to Laws (1996) a service blueprint maps and records all the activities and processes that the customer experiences. A service blueprint is a diagram that indicates all the elements that make up a specific service and how it can be analyzed objectively (Laws, 1998). The service blueprint should have three features (Shostack, 1985). First, time measurement must be incorporated into the design. This enables the researcher to follow the progression of the service delivery system which the customer experiences. Second, the core functions that together encompass service and their interconnection must be clearly indicated. The third feature should incorporate performance standards at each stage of the process.

According to Laws (1998), service blueprinting can be used to design new services since it gives managers a chance to determine service characteristics that are presented to the customers. Kingman-Brundage (1989) found that service blueprinting is a methodology of investigating issues that affect managers of an established service delivery process and also assists in identifying the potential for improvement to services or facilities. Bitner *et al.* (2008) proposed five key component of service blueprint as summarized as follows: Customer actions (all the activities initiated by the customer as part of the service process), front office (the visible direct contact between staff and the customers), back office (the invisible activities to the customer for example telephone calls, emails), support processes (all activities performed by the staff producing services which can be either technical, material or information) and the physical evidence (all the tangibles received at all points of contact). The features of service blueprinting have the potential to identify fail points in service or the parts that can cause errors (George & Gibson, 1988). Service blueprints allow quantitative description of time and place of service production as well as the logical sequence of operations and processes (Nedyalkov, 2010). Kipling (1902) proposed the use of 5W's (IH) approach as a logical framework for service blueprinting. The Five W's stands for who (who is doing it), what (what is done), when (when is it done), where (where is it done) and why (why is it done) and how (how is it done). This approach has traditionally been applied to modern journalism and mass media (Stovall, 2004). It is also used to describe events and collect business information in business communications (Lehman & DuFrene, 2007). The approach was also used as a tool to define problems for innovation (Kaufman & Woodhead, 2006) while (Naylor, 2002) implemented it in a method study. Since it is new in Lake Victoria Cruise tourism should attempt to use service blueprinting to determine the service characteristics that will be offered to the customers from the time they dream to travel to their last day of the trip. It will also assist in pinpointing any errors and remedies can be figured out way in advance.

Cruise tourism requires complex infrastructure, regulations and logistics. This requires greater investment and expertise by the three countries. World Tourism

Organization and Asia-Pacific Tourism Exchange Centre (2016) indicated that destination managers of each country should undertake introspective and participation assessment that ensures that all the stakeholders' benefits from cruise tourism are maximized while minimizing costs. This is because, behind every organized cruise tourism, there is a value chain comprising of: a) cruise passengers; b) distribution channels; c) cruise lines; d) cruise destinations; e) ground transportation; f) attractions/activities & Sites g) local communities and heritage. Each entity within the value chain should strive to meet and exceed customer expectations during delivery of services and products since activities offered by cruise tourism is viewed thematically to link transport, accommodation, food and beverage outlets with unmatched visitor experience (Papathanassis, 2017).

According to Navarro-Ruiz, *et al.* (2018) the vessel could be viewed as the main destination while the ports are regarded as the gateways for accessing the tourist hinterlands. Three distinct geographical areas, as per Lekakou *et al.* (2009), that are associated with spatial boundaries and degree of port attraction include the port area, the port city, and the hinterland that covers all the spatial areas that can be visited. Every port in the three countries has unique and dynamic tourist hinterlands that must be maximized upon. Cruise tourism is associated with limited time. It is, therefore, expected that the attractions close to the port of call will benefit most from the passengers (Navarro-Ruiz, *et al.*, 2018). Cruise passengers visiting the port of Kisumu in Kenya will have an opportunity to visit a number of attractions within a short drive of the port namely the Impala Sanctuary, Kisumu Museum, Dunga Beach, Kit Mikai and Ndere Islands. These attraction sites deserve the most attention from local stakeholders since they are the key demand determinant in a destination. Moreover, shore excursions also form the basis of cruise passengers' experience (World Tourism Organization and Asia-Pacific Tourism Exchange Centre, 2016).

Ports can either be a black hole or gateway where the black hole is a port city that is endowed with iconic or primary attractions; thus, cruise passengers have no interest in travelling beyond the port city (De Cantis, *et al.*, 2016). The main function of gateway ports is to act as an intermediary for cruise passengers between the ship and tourists' hinterland since the port lacks attractions (Gui & Russo, 2011; Rodrigue & Notteboom, 2013). Unlike gateway ports, black hole ports will experience intense congestion and overcrowding because tourists' hinterland is reduced to the port city. Kisumu Port has the potential to be a black hole port since it is endowed with attractions that can lead to passenger concentration in the port city. To avoid damaging the destination and creating negative attitude from the residents, balancing should be done by offering new shore excursions and distributing tourists to the secondary attractions that are not very far from the port of Kisumu such as attractions in Kakamega County (for example Kakamega Forest National Reserve and the

Crying Stone) (Postma & Schmucker, 2017; McCarthy, 2017; Navarro-Ruiz, *et al.*, 2018).

Outline of the Service Blueprinting Method

For a researcher to blueprint a service, he or she requires two sets of information for comparison. Firstly, the perspective of the customer can be studied in a number of ways together with observation and using participant observation techniques of the sequence and the significance of the events (Gummesson, 1993). Using diary format, experiences are recorded and can be shown in a diagram in the form of a flow chart. The flow chart in Figure 1 maps the cruise sequences that the passenger will undergo from the time of arrival at the port of embarkation to the point of disembarkation. When passengers arrive at the port, they locate the cruise line as per their bookings. After showing their cruise documents and going through routine health and temperature checks at the entry point, they pass through the security line for x-ray and carry-ons scans. At the check-in station, cruise line staff will be waiting to direct passengers to the correct line depending on the varied categories. On confirmation of passengers’ documentations and filling in any required documents, he/she will be presented with a cruise card or onboard credit card or wrist band for identification. If electronically configured, the cruise card will be used as a room key. The passenger will receive an itinerary or schedule for the trip from the start to the end of the trip. A handy map will also be handed to the passenger for ease in the cruise line. At this point, the passenger has high expectations of a journey and he or she begins to experience the cruise services. The itinerary (or route) in cruise tourism plays an essential role and a key differentiator of a memorable cruise holiday as per UNWTO (2008); Papathanassis (2017). Upon completion of the itinerary, a cruise line terminates its journey at the port of disembarkation which can be from the same port which the journey began or a different port.

Secondly, a flow chart that shows the sequence of interlinked technical processes undertaken by the organization to prepare the service which are mostly invisible to customers are presented in Figure 2. To establish this, research can be based on mixing both direct observation and interviews with managers and staff. This then leads to a detailed service delivery concept (Gummesson, 1991). The cruise tourism activities undertaken by the employees as outlined in Figure 2 should aim at a service delivery process that meets and exceeds customer needs. To achieve customer satisfaction, any information or step included in a service blueprint, no matter how comprehensive it is, will therefore, not offer value to customers unless it is implemented by employees who are knowledgeable on delivering value to the customers and who are more than willing to do their best to accomplish it (Bitner *et al.*, 2008). The employees at front-office (onstage) and back-office (backstage) should understand their roles and successfully coordinate their activities and performances with the aim of meeting

customer satisfaction that will give them value for their money and yield repeat purchases in future. Kipling (1902) service blueprint methodology (5W1H) applies in this study since it logically shows what is done (action taken in the cruise), who is doing it (front office or back-office cruise employees), where is done (place within the cruise), when is it done (time/duration taken to accomplish a role), Why is it done (the reason or objective behind the action) and lastly how is it done (means /steps of achieving cruise tour experience). Figure 3 rotates the passenger and service delivery charts combining them

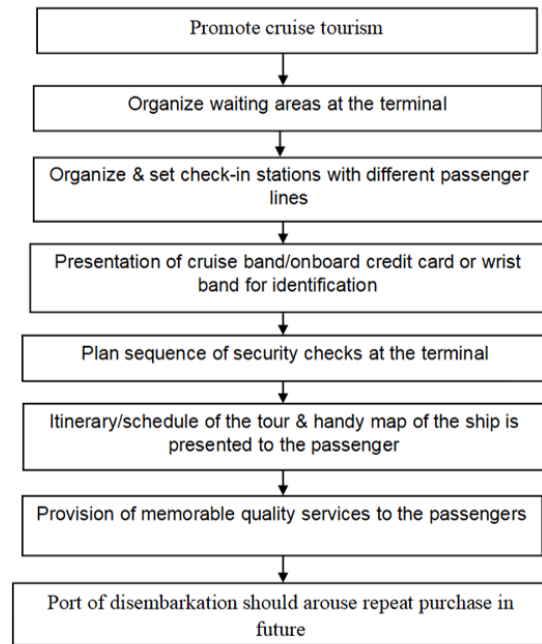


Figure 1: Flowchart of events in cruise tourism aspect of cruise tourism

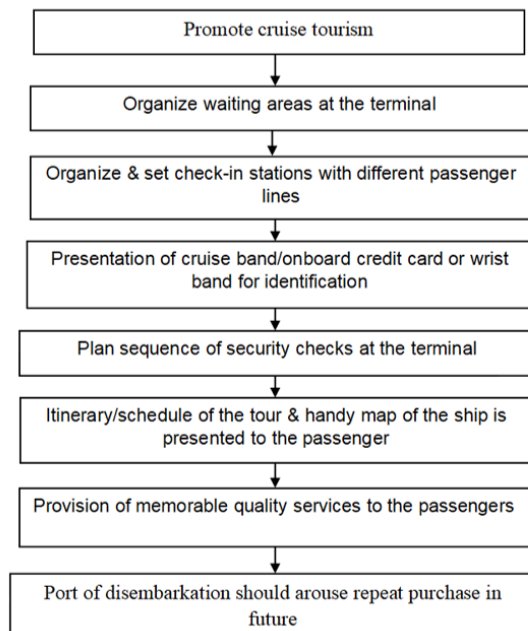


Figure 2: Flowchart on management aspect of cruise tourism

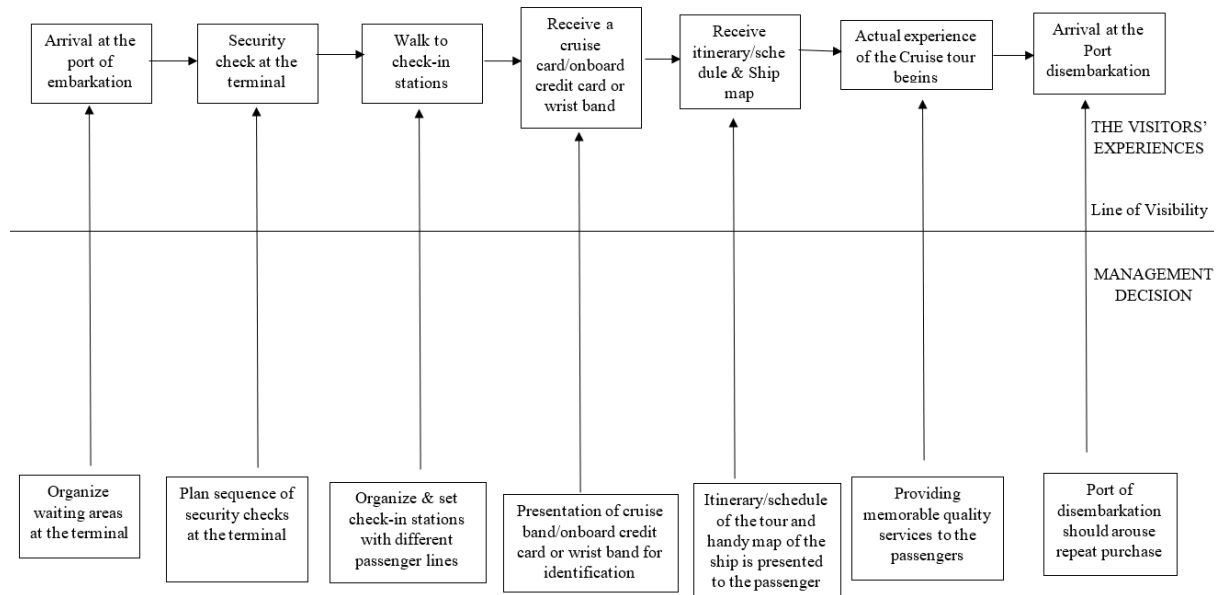


Figure 3: Service Blueprint of Cruise Tourism

in the form of a service blueprinting which enables the researcher to visualize the managerial activities that underlie each phase of the passenger’s experience in cruise tourism. To achieve memorable experience and repeat purchase in cruise tourism clearly defined roles of onstage and backstage employees should be stipulated by the management.

Exploratory Case study of visitor management at Kisumu Port

Lake Victoria, which has not been exploited, has the potential of contributing to a reawakening of tourism after the drastic negative impact of the Covid-19 pandemic through cruise tourism as a new form of tourism in the region. In 2020, the tourism sector was among the industries that were adversely affected by the Covid-19 pandemic. This led to inbound tourist arrivals, revenues and employment declining by an estimated 71.5 per cent, 43.9 per cent and 72.0 per cent respectively (KIPPRA, 2021).

A review of Kenya’s Tourism Act 2011 to accommodate aspects of devolution and coordination to support recovery of the sector both in the short term and long term is required. The need to develop regional and medical tourism to target tourists from neighboring countries are among the areas pointed out (KIPPRA, 2021). The top ten source markets for tourists to Kenya in 2019 were USA, Uganda, Tanzania, United Kingdom, India, China, Germany, Italy, France and South Africa. This accounted for 62.4 per cent and 66.0 per cent of total arrivals and revenue respectively. These markets, just like Kenya, were also severely affected by the Covid-19 pandemic. Consequently, in 2020, the highest impact was felt through a decline in arrivals from the source markets. Tapping into the potential of Cruise tourism in Kenya will benefit the country since the statistics clearly show

that, out of the top three source markets to Kenya’s tourist arrivals, are the two neighboring countries sharing Lake Victoria resources namely; Uganda and Tanzania. Kisumu port was selected for this research since it is the only port in Kenya within Lake Victoria. The port is undergoing revival after a very long closure. This gives it the likelihood of revitalizing the previous thriving trade between Uganda and Tanzania. Cruise tourism is a new business idea at the lake that has potential. The flow charts presented by the researcher in Figure 1 – 3 are based on the processes that take place in a cruise tour from the time a passenger arrives at the terminal until the time he or she completes the journey in a port of disembarkation. The detailed flow charts and blueprinting analysis provide a structure that can be explored within Kisumu port and even the other ports within East Africa with the aim of providing unmatched service delivery in cruise tourism that will yield repeat purchase.

The three countries that border Lake Victoria need to develop adequate and appropriate infrastructure to host and supply the cruise ships and their passengers when they dock. A modern cruise terminal should be able to accommodate and serve two or more cruise ships concurrently (Esteve – Perez & Garci -Sanchez, 2015; Lau *et al.*, 2014). Cruise tourism is a supra-national tourism product since most cruises visit more than one country during the trip. Tanzania, Uganda and Kenya should collaborate in developing and nurturing this new tourism venture within Lake Victoria. As indicated by World Tourism Organization and Asia-Pacific Tourism Exchange Centre, (2016) the three countries should have a regional discussion and collaboration among themselves to ensure that cruise tourism within Lake Victoria takes root and succeeds. Since every organized cruise tourism requires both private and public stakeholders in the value chain that will meet and exceed cruise

passenger expectations, attract distribution channels, cruise lines, cruise destinations, ground transportation, attractions/activities and sites, and the hospitality of the host communities and heritage. The studies on service blueprinting methodology support the exploratory case study of visitor management at Kisumu Port (Shostack, 1982; Laws, 1998; Bitner *et al.*, 2008; Zeithaml *et al.*, 2009).

Theoretical Framework

Butler's TALC model is adopted for this study. Butler (1980), came up with evolution model of a destination called Tourism Life Cycle theory - TALC. The theory points out that tourism area undergoes six phases: exploration, involvement, development, consolidation, stagnation and decline or rejuvenation and appears in a S-shaped curve. Thiel-Ellul and Navarro-juardo (2015) the theory main concern is the development and successful stages of a destination over a period of time. In order to explore the development of cruise tourism in Lake Victoria, TALC theory was used because it is suitable and applicable for adoption in this study at the development phase. Lake Victoria transverses Kenya, Tanzania and Uganda which is an opportunity for Kenya to develop cruise tourism as a new tourism product. This will diversify tourism products in Kenya, attracting more tourists to the country.

Past researchers have adopted the TALC theory. Nejad and Tularam (2010) used Butler's TALC model on tourist arrival at Queensland in Australia which they found that Australian tourism industry has growth potential since stagnation stage was yet to be attained. The Coastal resorts life cycle for Tioman Island in Malaysia was described through historical and data since early 1890s (Omar *et al.*, 2015). The result of the study was that the resorts had undergone the first four stages of TALC model and were in the consolidation stage. Therefore, this paper is guided by Butler's TALC model to conceptualize cruise tourism in Lake Victoria focusing on Kisumu Port.

MATERIALS AND METHODS

The method used for this study is the systematic literature review. The main goal of the systematic literature review is to give a broad synthesis of existing information on the subject matter (Panigrahy & Verma, 2024). According to Mishra *et al.* (2020) systematic literature review is efficient methodology that it follows guidelines and scientific protocols ensuring clarity and replicability. The systematic review is meant to answer the research question which states that: "Is there possibility of having Cruise tourism in Lake Victoria in Kisumu Port?"

In order to achieve the objective of the paper, the protocol

of systematic literature review was followed to provide reliable information for the study. The paper searched literature from internet using search words "Cruise tourism" and "Lake Victoria" in Kisumu Port resulting in an initial stage of 195 articles. This sample was filtered by considering peer reviewed journals from open access, excluding articles that are not journal articles and not from open access. Journal articles published from 2015 to 2024 were considered sufficient for literature analysis. Application of systematic literature review resulted in only three (3) relevant journal articles from 195 articles. Due to limited literature, conference papers were considered from Atlas Africa 2019. Out of 77 papers presented, two papers were used to provide additional sample of conference papers relevant for this study.

RESULTS AND DISCUSSION

The reviewed literature on cruise tourism in Lake Victoria in Kisumu port indicate that the Focus Group Discussion (FDGs) were eye openers and there is need to build a network system between the stakeholders, unite resources with the goal of promoting ecotourism management within Dunga and Miyandhe beaches and their environs (Odede *et al.*, 2020), that tourist push motivation factors identified include psychological factors (PYF), self developed factors (SDF), green consumption factors (GCF) and socio-cultural factors (SCF) should guide destination managers in Lake Victoria Region Tourism Circuit Kenya, in monitoring and enhancing the destinations competitiveness based on destination loyalty (Nguthi *et al.*, 2021) and the development, expansion and establishment of Lake Victoria's blue economy should be guided by economic capacity building rationale and security measures (Lagat & Handa, 2023).

The findings from the conference papers focused on Lake Victoria in Uganda and Tanzania. Kesande and Arinaitwe (2019) found that in Uganda, Lake Victoria is facing environmental issues due to over-exploitation and increasing levels of pollution, while Mkwizu (2019) encouraged the promotion of innovation as key to developing new Lake tourism products in Tanzania. Though the findings were on Lake Victoria none of the articles talked about the cruise tourism in Lake Victoria using blueprinting analysis. This show more research is required on cruise tourism in the Lake Victoria since its has economic potential around the region. As indicated by Ivypana (2020) that tourism and economic outcome has a mutual relationship. Though, according to Canet and Panaligan (2024) many studies have been done on tourism economic and its impact globally but comprehensive reviews are scant

Table 1: Reviewed Literature on Cruise Tourism in Lake Victoria in Kisumu Port

No.	Source	Type of source	Topic	Findings
1	Kesande and Arinaitwe (2019)	Conference Paper	Sustainability issues of Tourism Activities around the Lakes: Case of Lake tourism around Lake Victoria.	Lake Victoria has been facing environment issues due to over exploitation and increasing levels of pollution. The effects therefore, affects water quality and sustainability of tourism activities in Lake Victoria.
2	Mkwizu (2019)	Conference Paper	Innovation and Lake Tourism in Tanzania	Innovation can assist in development of new tourism products to areas surrounding the Lake. Thus, tourism stakeholders need to introduce off-road tourism products as a strategy to boost Lake tourism as well as encourage promotion of innovation as key to developing new Lake tourism product.
3	Odede, Hayombe, Agong and Owino (2020)	Journal article	Upscaling Tourism Product Development for Enhancing Local Livelihoods at Dunga and Miyandhe Beach Destinations in Kisumu City, Kenya: A Co-Production Approach.	Focus Group Discussion (FDGs) were eye openers and there is need to build a network system between the stakeholders, unite resources with the goal of promoting ecotourism management within Dunga and Miyandhe beaches and their environs.
4	Nguthi, Kambona and Wadongo (2021)	Journal article	Push Motivation Factors Influencing Tourists' Destination Loyalty in the Lake Victoria Region Tourism Circuit, Kenya.	Tourist push motivation factors identified include psychological factors (PYF), self developed factors (SDF), green consumption factors (GCF) and socio-cultural factors (SCF) should guide destination managers in Lake Victoria Region Tourism Circuit Kenya, in monitoring and enhancing the destinations competitiveness based on destination loyalty.
5	Lagat and Handa (2023)	Journal article	Blue economy infrastructure development and security: a case study of Kenya's Lake Victoria.	Development, expansion and establishment of Lake Victoria's blue economy should be guided by economic capacity building rationale and security measures.

Source: Compiled by the Author

The findings indicate from the reviewed literature, there is scant studies on cruise tourism in Lake Victoria in Kisumu Port. The three studies relevant for this paper focused on promoting Ecotourism in the beaches, push motivation factors that guides destination managers to remain competitive and the development of blue economy infrastructure in Lake Victoria but none talked about conceptualizing cruise tourism in Lake Victoria in Kisumu Port. Findings from conference papers showed that Lake Victoria is facing environmental issues in Uganda due to over exploitation and increasing levels of pollution and that promotion of innovation should be encouraged as key to developing new Lake tourism product in Tanzania. None of the five reviewed literature talked about conceptualizing cruise tourism in Lake Victoria in Kisumu Port.

The findings from conference papers from Tanzania and Uganda were considered relevant for this study since Lake Victoria is shared by the three countries and the fact that there is potential of cruise tourism in East Africa. The

three countries must coordinate their strategies, plans and actions towards the development of Cruise Tourism in Lake Victoria with the expectation of boosting tourism in the region through blueprinting analysis.

CONCLUSION

This paper aimed to conceptualize cruise tourism through service blueprinting analysis in Lake Victoria in Kisumu Port. Kenya has the potential for cruise tourism. Service blueprinting of cruise tourism should be done by mapping out events and processes for passengers to experience from arrival at the port of embarkation to the port of disembarkation. The same study should adopt quantitative and qualitative mixed methods to further conceptualize cruise tourism through service blueprinting analysis in the future.

Implications

The practical implication of this paper is that Lake Victoria has the potential of cruise tourism that will

promote tourism in the region. Kenya, Tanzania and Uganda should focus on starting cruise tourism dialogue and tackling basic issues such as consolidating standard itineraries, easing visa restrictions, fine tuning logistics for handling people at the ports, increasing regional source markets, resolving generic policies and building awareness of cruising as a tourism product. There is no doubt that cruise tourism can generate significant economic contribution to tourism destinations since it is characterized by bringing large numbers of tourists to such destinations.

Study Contribution

The contribution of this study is the potential of cruise tourism in Lake Victoria as a new product in the region and the use of systematic literature review as a method to arrive at conclusion without empirical data.

Recommendations, Limitations and future research

The policy makers in charge of Tourism Management in Tanzania, Uganda and Kenya must coordinate their strategies, plans and actions towards the development of Cruise Tourism in Lake Victoria with the expectation of boosting tourism in the region through blueprinting analysis. This study had limitations in the use of literature review as a research methodology to conceptualize cruise tourism through service blueprinting analysis in Lake Victoria in Kisumu Port. The same study should adopt mixed method to advance cruise tourism in Lake Victoria in Kisumu Port.

REFERENCES

- Bitner, M., Ostrom, A., & Morgan, F. (2008). Service Blueprinting: *A Practical Technique for Service Innovation*, *California Management Review*, 50(3), 66-94.
- Butler, R. W. (1980). The concept of a tourist area cycle of evolution and implications for management of resources, *The Canadian Geographer*, 24(1), 5–12.
- Canet, L., & Panaligan, B. (2024). Examining the Tourism Development in Bulacan Province, Philippines: Assessing Factors Shaping Tourism Growth, *American Journal of Tourism and Hospitality*, 2(1), 105–123. <http://doi.org/10.54536/ajth.v2i1.3297>.
- CLIA. (2019). *The Contribution of the International Cruise Industry to the Global Economy in 2018*. Available at: <https://cruising.org/1-/media/research-updates/research/global-cruise-impact-analysis-2019-final.ashx> (accessed 25 September 2022).
- CLIA. (2023). *State of the Cruise Industry 2023*. https://cruising.org/-/media/cliamedia/research/2023/2023-clia-state-of-the-cruise-industry-report_low-res.ashx (accessed 01 April 2023).
- Crovella, T., Paiano, A., Bhuiyan, A. M., & Lagioia, G. (2021). The Sustainability Management in the Cruise Tourism – Application 6th International Thematic Monograph, *Modern Management Tools and Economy of Tourism Sector in Present Era*. <https://doi.org/10.31410/tmt.2021-2022.171>.
- De Cantis, S., Ferrante, M., Kahani, A. & Shoval, N. (2016). Cruise Passengers' Behaviours at the Destination: Investigation using GPS Technology. *Tourism Management*, 52, 133-50.
- Dimitrovski, D., Lemmetyinen, A., Nieminen, L. & Pohjola, T. (2021). Understanding coastal and marine tourism sustainability—A multi-stakeholder analysis. *Journal of Destination Marketing & Management*, 19, 100554. <https://doi.org/10.1016/j.jdmm.2021.100554>.
- Esteve-Perez, J., & Garcia-Sanchez, A. (2015). Cruise market: stakeholders and the role of ports and tourist hinterlands, *Maritime Economics and Logistics* 17(3): 371-388. <https://doi.org/10.1057/mel.2014.21>.
- George, W. R., & Gibson, B. E. (1988). Blueprinting: a tool for managing Quality in Organizations. In *QUIS Symposium at the University of Karlstad, Sweden, August*. Global Nature Fund, (2022). <https://www.globalnature.org/en/living-lakes/africa/Lake-Victoria>.
- Gossling, S., Scott, D., & Hall, C. M. (2020). Pandemic, Tourism and Global Change: A Rapid Assessment of Covid-19. *Journal of Sustainable Tourism*, 1-20. <https://doi.org/10.1080/09669582.2020.1758708>.
- Gui, L., & Russo, A. P. (2011). Cruise Ports: A Strategic Nexus between Regions and Global Lines – evidence from the Mediterranean. *Maritime Policy & Management*, 38(2), 129-50.
- Gummesson, E. (1991). *Qualitative Methods in Management Research*. London: Sage.
- Gummesson, E. (1993). *Quality Management in Service Organization: An Interpretation of the Service Quality Phenomenon and a Synthesis of International Research*. Sweden: ISQA, Karlstad.
- Ito, H., Hanaoka, S., & Kawasaki, T. (2020). The Cruise Industry and the Covid-19 Outbreak. *Transportation Research Interdisciplinary Perspective*, 5. <https://doi.org/10.1016/j.trip.2020.100136>.
- Ivypanda. (2020). *Relationship between Tourism Nd Economic development through a holistic lens*. <http://ivypanda.com/essays/tourism-and-economic-development>.
- Johnson, D. (2002). Environmentally Sustainable Cruise Tourism: *A reality Check*, *Marine Policy*, 26(4), 261-70.
- Kaufman, J., & Woodhead, R. (2006). *Stimulating Innovation in Products and Services: With Function Analysis and Mapping*. Wiley. 235(33).
- Kendall, I. C. (1986). *The Business of Shipping*. Cornell Maritime Press, Centreville, MD.
- Kenya Institute for Public Policy Research and Analysis (KIPPRA), (2021). *Kenya in Covid-19 Era: Fast tracking Recovery and Delivery of the “Big Four” Agenda*. Nairobi: KIPPRA.
- Kesande, P., & Arinaitwe, M. (2019). Sustainability issues of Tourism Activities around Lakes: Case of Lake Tourism around Lake Victoria. *Atlas Africa Conference Tourism and Innovation*, 12-14.
- Kingman-Brundage, J. (1989). Blueprinting for the

- bottom line. In *Service Excellence: Marketing's Impact on Performance*. Chicago: AMA.
- Kipling, R. (1902). *Just So Stories: The Elephant's Child*. Oxford University Press.
- Lagat, E. K., & Handa, S. H. (2023). Blue Economy Infrastructure development and security: A case study of Kenya's Lake Victoria. *Journal of International Social Science & Humanities*, 4(1), 215-239.
- Lau, Y. Y., & Sun, X. (2019). An Investigation into the Responsibility of Cruise Tourism in China. In Ng AKY, Monios J and Jiang C (Eds), *Maritime Transportation and Regional Sustainability* (pp. 239-249). Cambridge: Elsevier.
- Lau, Y., Tam, K., Ng A. K. Y., & Pallis, A. A. (2014). Cruise terminals site selection process: an institutional analysis of the Kai Tak cruise terminal in Hong Kong, *Research in Transportation Business and Management*, 13(1), 16-23. <https://doi.org/10.1016/j.rtbm.2014.10.003>.
- Laws, E. (1986). Identifying and Managing the Consumerist Gap. *Service Industries Journal*, 6, 131-143.
- Laws, E. (1996). Studying and Improving the Quality of Visitor Services, a blueprinting approach to understanding service delivery systems. In Richards G (Eds), *Tourism in Central and Eastern Europe: Educating for Quality*. European Association for Tourism and Leisure Education: Tilburg University Press.
- Laws, E. (1998). Conceptualizing Visitor Satisfaction Management in Heritage Settings: An Exploratory Blueprinting Analysis of Leeds Castle. *Kent, Tourism Management*, 19(6), 545-554.
- Lehman, C., & Dufrene, D. (2007). *Business Communication* (13th Ed). Cengage Learning.
- Lehtinen, J. (1985). *Improving Service Quality by Analyzing the Service Production Process, Research Report*. University of Stockholm.
- Lekakou, M. B., Pallis, A. A., & Vaggelas, G. K. (2009). Which Homeport in Europe: The Cruise Industry's Selection Criteria. *Tourism: An International Multidisciplinary Journal of Tourism*, 4(4), 215-40.
- Logunova, N., Kalinkina, S., Lazitskaya, N., & Tregulova, I. (2020). Specifics of Cruise Tourism and features of Creating a Cruise Tourism Product. *E3S Web Conference*, 217. <https://doi.org/10.1051/e3sconf/202021705005>.
- Lopes, M. J., & Dredge, D. (2017). Cruise Tourism Shore Excursions: Value for Destinations?, *Tourism Planning & Development*, 1-20. <https://doi.org/10.1080/21568316.2017.1366358>.
- McCarthy, J. (2017). Maximizing Cruise Tourism outcomes in Small-Medium Cruise Ports: Lessons from Atlantic Canada. *Urban Research & Practice*, 1-25. <https://doi.org/10.1080/17535069.2017.1339822>.
- MacNeill, T., & Wozniak, D. (2018). The economic, social, and environmental impacts of cruise tourism. *Tourism Management*, 66, 387-404, <https://doi.org/10.1016/j.tourman.2017.11.002>.
- Mishra, R., Singh, R. K., & Koles, B. (2020). Consumer decision making in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*, 45(2), 147-174. <https://doi.org/10.1111/ijcs.12617>.
- Mkwizu, H. K. (2019). Innovation and Lake Tourism in Tanzania. *Atlas Africa Conference Tourism and Innovation*, 12 -14.
- Natalya, L., Svetlana, K., Natalya, L., & Irina, T. (2020). Specifics of Cruise Tourism and Features of Creating a Cruise Tourism Product. *E3S Web of Conference*, 217. <https://doi.org/10.1051/e3sconf/202021705005>.
- Naylor, J. (2002). Introduction to Operations Management (2nd Ed). *Financial Times Management*, 575, 182-183.
- Nedyalkov, A. (2010). *Service Blueprints: Methodology for Developments*. <https://www.researchgate.net/Publication/233962400>.
- Nejad, S. A. H. S., & Tularam, G. A. (2010). Modeling tourist arrivals in destination countries: An application to Australian tourism. *Journal of Mathematics and Statistics*, 6(4), 431-441.
- Nguthi, S. K., Kambona, O. O., & Wadongo, B. I. (2021). Push Motivation factors influencing Tourists' Destination Loyalty in the Lake Victoria Region Tourism Circuits, Kenya. *Journal of Hospitality and Tourism*, 1(1), 1-18.
- Odede, F., Hayombe, P. O., Agong, S. G., & Owino, F. O. (2020). Upscaling Tourism Product development for enhancing Local Livelihoods and Dunga and Miyandhe Beach Destinations in Kisumu City: A Co-Production Approach. *American Journal of Tourism Management*, 9(1), 24-33.
- Olena, B., Oksana, R., Olga, M., & Dina, Y. (2021). Cruise Tourism in the Red Sea. In *MATEC Web of Conference* 339, 01014. <https://doi.org/10.1051/mateconf/202133901014>.
- Omar, S. I., Othman, A. G., Mohammed, B., & Bahauddin, A. (2015). Coastal resort life cycle: An overview of Tioman Island, Malaysia. *Tourism Planning and Development*, 12(3), 266-280.
- Pallis, T. (2015). Cruise Shipping and Urban Development: State of the Art of the Industry and Cruise Ports, In *International Transport Forum Discussion Paper*. University of Aegean, Chios.
- Panigrahy, A., & Verma, A. (2024). 15 Years of application of digital marketing and other technologies in Tourism: Abibliometric Analysis and Systematic Literature Review. *Multidisciplinary Reviews*. <https://doi.org/10.31893/multirev.2024101>
- Papathanassis, A. (2017). Cruise Tourism Management: State of the Art. *Tourism Review*, 72(1), 104-19.
- Papathanassis, A. (2020). The growth and Development of the Cruise Sector: A perspective Article. *Tourism Review*, 75(1), 130-135.
- Perea, M., Rosa, J., & Andrade, M. (2019). Potential of Public Transport in Regionalization of Main Cruise Destination in Mediterranean. *Tour. Manag.*, 74, 382-391.
- Postma, A., & Schmucker, D. (2017). Understanding and Overcoming negative impacts of Tourism in

- City Destinations: Conceptual Model and Strategic Framework. *Journal of Tourism Futures*, 3(2), 144-56.
- Radic, A., Luck, M., Al-Ansi, A., Chua, B. L., Seeler, S., Raposo, A., Kim, J. J. & Han, H. (2021). To Dine or not to Dine on a Cruise ship in the Time of Covid-19 Pandemic: The Tripartite Approach Towards an Understanding of Behavior Intentions among Female Passengers. *Sustainability*, 13, 2516.
- Ramoa, C. E. D. A., Flores, L. C. D. S., & Herle, F. B. (2020). Environmental sustainability: a strategic value in guiding cruise industry management. *Journal of Hospitality and Tourism Insights*, 3(2), 229-251. <https://doi.org/10.1108/JHTI-01-2019-0006>.
- Rodrigue, J. P., & Notteboom, T. (2013). The Geography of Cruise: Itineraries, not Destinations. *Applied Geography*, 38(1), 31-42.
- Shostack, L. G. (1982). How to Design a Service. *European of Marketing*, 16(1), 49-63.
- Shostack, L. G. (1984). Design Services that Deliver. *Harvard Business Review*, 84(11), 133-139.
- Shostack, L. (1985). Planning the Service Encounter. In Czepiel, J. A., Solomon, M. R. & Surprenant, C. (Eds), *The Service Encounter, Managing Employee/Customer Interaction in Service Business*. Lexington Books, Mass.
- Sledzik, K., Ploska, R., Chmielewski, M., & Barembuch, A. (2021). Covid-19 Anchor for Cruise Tourism. An Analysis of Gdansk's and Gdynia's Cruise Tourism in the 2017-2020 Period. *Journal of Environmental Management and Tourism*, 13(1), 264-272.
- Stovall, J. (2004). *Journalism: Who, What, When, Why and How*. Allyn & Bacon: 528.
- Thiel-Ellul, D. F., & Navarro-Jurado, E. (2015). Destination life cycle. In Jafari, J., Xiao, H. (eds) *Encyclopedia of Tourism*. Springer, Cham.
- Tseng, P., & Yip, L. T. (2020). An Evaluation Model of Cruise Ports using Fuzzy Analytic Hierarchy Process. *Maritime Business Review*. <https://www.emerald.com/insight/2397-3757.htm>.
- UNWTO. (2008). *Turismo de Cruceros – Situación actual y tendencias, Organización Mundial del Turismo*. Madrid.
- World Atlas, (2022). Available at <https://www.worldatlas.com/lakes/lake-victoria.html>.
- World Tourism Organization and Asia-Pacific Tourism Exchange Centre. (2016). *Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia*. UNWTO, Madrid.
- Vega-Munoz, A., Salazar-Sepulveda, G., Contreras-Barraza, N., & Araya-Silva, L. (2021). Port Governance and Cruise Tourism. *Sustainability*, 13, 4877. <https://doi.org/10.3390/su/3094877>.
- Zeithaml, V., Parasuraman, A., & Berry, L. (2009). Delivering Quality Service: Balancing Customer Perceptions and Expectation. *Boston Free Press*, 240, 157-160.