HTM3018 Cruise Services and Management

**Subject Name**  Cruise Services and Management

**Subject Code**  HTM3018

**No. of Credits**  3 credits

**Total Contact Hours**  42 hours

**Prerequisite**  None

**Subject Description**
The subject introduces students to the cruise industry, one of the fastest growing sectors of the tourism industry. It examines the phenomenon of cruising from the perspective of the industry and the consumer. It explores the working conditions on cruise ships as well as the environmental impacts of cruising.

**Programme Learning Outcomes**
See separate files for BSc and HD programme outcomes.

**Subject Outcomes**
Students will be able to *explain* various concepts in cruise management.

Students will be able to *appraise, analyse and evaluate* issues relating to cruise line management.

Student will be able to *explain* the historical development of cruising and how the various components of the cruise industry are interrelated.

**Assessment Weighting**
Continuous Assessment  60%
Examination  40%
Key topics to be addresses in this subject (Subject to regular update)

1. Cruising in context
2. History of Cruising - International cruising: the state of the art
3. Ships as floating resorts
4. Who's Who in Cruising – The Industry -Profiling the Lines
5. Who Cruises and Why - Market aspects- Cruise Marketing and Economics
6. The Cruise Experience
7. Cruising regions – cruise geography
8. Niche cruising
9. Environmental issues in cruise operations
10. Destination development in the cruise business- The Pre-Post and Off Ship Cruise Experience
11. Safety and Security Issues in international cruise ship management
12. Working in the cruise industry
13. The future of cruising