

The Hong Kong Polytechnic University

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| Subject Code | HTM4327 |
| Subject Title | Cruise Services and Management |
| Credit Value | 3 |
| Level | 4 |
| Pre-requisite / Co-requisite/ Exclusion | Nil |
| Objectives | 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. |
| Intended Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Possess and be able to apply the skills, knowledge and abilities relevant to managerial concepts in of cruise line services management. • Explain various concepts in cruise management. • Appraise, analyse and evaluate issues relating to cruise services and management. • Explain the historical development of cruising and how the various components of the cruise industry are interrelated. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate creativity, strategic and critical thinking to inform sound judgment. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Be able to communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas. • Apply a wide range of routine applications and demonstrate individual and group dynamics in communication. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Be able to identify, define, and resolve problems relevant to cruise line management and operational areas. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Identify and appraise the impacts of current issues affecting the future development or trends in cruise industry. <p>F. Ethical Leader</p> |

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| | <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of professionals working in HTM and possess ethical skills to make a sound decision and be able to apply these principles. <p>G. Socially Responsible Global Citizen (not applicable)</p> |
| <p>Subject Synopsis/ Indicative Syllabus</p> | <ol style="list-style-type: none"> a. Cruising in context b. History of Cruising- International cruising: the state of the art c. Ships as floating resorts d. Who Cruises and Why- Market aspects- Cruise Marketing and Economics e. Who's Who in Cruising – The Industry -Profiling the Lines f. The Cruise Experience g. Cruising regions – cruise geography h. Niche cruising in Polar regions: Antarctica i. Environmental issues in cruise operations j. Destination development in the cruise business- Pre-,Post and Off Ship Cruise Experience k. Safety and Security Issues in international cruise ship management l. Working in the cruise industry m. The future of cruising |