

The Hong Kong Polytechnic University

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. Professional Competence</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"> • Demonstrate a global outlook by analysing customer feedback from different examples of cruise liners where possible. <p>F. Ethical Leaders</p> <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.
Subject Synopsis/ Indicative Syllabus	<ul 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
Teaching/Learning Methodology	<p>I. Interactive Lectures using class discussions, illustrations and real cases will be used to help students understand how to apply knowledge.</p> <p>II. Interactive seminars will be conducted by directing students to guided readings. Current issues and problems will be raised for group discussions in the tutorials. Case studies will be used where appropriate to help students solve real industry problems.</p> <p>III. Guest speakers will be invited to give lectures/seminars on specific issues related to cruise services and management in order to enhance students' understanding of the theories learnt and their applications.</p> <p>IV. Group Projects will be employed. Small groups of students will conduct a study on cruise line management services issues and how it is related to tourism at large. Team members will have to submit both a written report and final project presentation on this study to show their understanding. Feedback may be given after the presentation in order to validate the students' understanding and power of critical thinking and creativity in handling enquiries.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			A	B	C	D	E	F
	i. Individual assignment	30%	√	√	√	√	√	√
ii. Group assignment and presentation	30%	√	√	√	√	√	√	
iii. Exam	40%	√		√				
Total	100%							
Student Study Effort Required	Class contact:							
	▪ Lecture		26 Hrs.					
	▪ Seminar		13 Hrs.					
	Other student study effort:							
	▪ Project preparation		20 Hrs.					
	▪ Exam preparation		30 Hrs.					
	▪ Reading assigned work		20 Hrs.					
	▪ Preparation for inactive seminars		14 Hrs.					
	Total student study effort		123 Hrs.					
Reading List and References	<p><u>Recommended textbook</u></p> <p>Mancini, M. (2004). <i>Cruising: A Guide to the Cruise Line Industry</i>. Albany, NY: Delmar-Thomson Learning.</p> <p><u>Suggested readings and other relevant sources</u></p> <p>Bauer, T. (2001). <i>Tourism in the Antarctic: Opportunities, Constraints and Future Prospects</i>. New York: The Haworth Hospitality Press.</p> <p>Berger, A.A. (2004). <i>Ocean Travel and Cruising: A Cultural Analysis</i>. New York: Haworth Hospitality Press.</p> <p>Cartwright ,R., & Baird, C. (1999). <i>The Development and Growth of the Cruise Industry</i>. Oxford: Butterworth Heinemann.</p> <p>Dowling, R. (ed). <i>Cruise Ship Tourism</i>. CABI 2006</p> <p>Dickinson, R. H., & Vladimir, A. N. (1997). <i>Selling the Sea: An Inside Look at the Cruise Industry</i>. New York: John Wiley & Sons, Inc.</p>							

	<p>Douglas, N., & Douglas, N. (2004). <i>The cruise experience</i>. Pearson Hospitality Pres, Frenchs Forest NSW.</p> <p>HKTA. (1999). <i>Study on Cruise Market of Hong Kong</i>. Hong Kong: Hong Kong Tourist Association.</p> <p>Israel, G., & Miller, L. (1999). <i>Dictionary of the Cruise Industry</i>. Colchester, UK: Seatrade Cruise Academy Publication.</p> <p>Johnson, D. (2002). Environmentally sustainable cruise tourism: a reality check. <i>Marine Policy</i>, 26, 261-270.</p> <p>Klein, R. A. (2003). <i>Cruising – Out of Control: The Cruise Industry, the Environment, Workers, and the Maritimes</i>. Halifax, Nova Scotia: Canadian Centre for Policy Alternatives – Nova Scotia http://www.cruisejunkie.com/cruising.pdf</p> <p>Klein, R. A. (2002). <i>Cruise ship blues: The underside of the cruise industry</i>. Canada: New Society.</p> <p>Lois, P., Wang, J., Wall, A., & Ruxton, T. (2004). Formal safety assessment of cruise ships. <i>Tourism Management</i>, 25, 93-109.</p> <p>McDowell, E. (2003). Cruise Line's Topic A: Intensified Security. <i>New York Times</i>, Feb 2, Pg. 5.3.</p> <p>OSCL. (2002). <i>Cruise shipping to 2015: A realistic appraisal of prospects</i>, England Ocean Shipping Consultants Limited.</p>
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Peisley, T. (2001). *The world cruise market*. London: Travel & Tourism Intelligence.

Singh, A. (1999). Growth and development of the cruise line industry in Southeast Asia. *Asia Pacific Journal of Tourism Research*, 3(2)

You are encouraged to make full use of electronic resources. There are thousands of pages on cruises on the internet. Here are a few that will get you started:

<http://www.crystalcruisesvacationguide.com/security.html>

www.discoverhongkong.com/hktb/default.htm

<http://www.cruisedirect.com/>

<http://www.cruising.org/>

<http://www.starcruiases.com>

<http://www.cruising.org/>