



Course Syllabus

Course Code	Course Title	ECTS Credits
TOUR-200	Cruise Services and Management	6
Prerequisites	Department	Semester
N/A	Management	Fall / Spring
Type of Course	Field	Language of Instruction
Compulsory	Tourism, Leisure and Events Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Petros Lois/Ms Yianna Orphanidou	4 th
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Introduce the cruise industry and its significance as one of the fastest growing sectors of the tourism industry.
- Examine the phenomenon of cruising from the perspective of the industry and the consumer.
- Explore the working conditions on cruise ships as well as the environmental impacts of cruising.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Appraise various concepts in cruise and cruise line management.
2. Explain the historical development of cruising and the interconnectivity of its components.
3. Synthesize information for problem solving in response to various problems and issues.
4. Assess the management and operations of a cruise.
5. Analyse cruise market-characteristics.
6. Implement and assume responsibility for an in-depth investigation of an identified issue (e.g. relating to safety) and prepare a project report.

Course Content:

- Cruising in context
- History of Cruising – International cruising: The State of the Art
- Ships as floating resorts
- Who's Who in Cruising – The Industry – Profiling the Lines
- Who Cruises and Why – Market aspects – Cruise Marketing and Economics
- The Cruise Experience
- Cruising regions – Cruise Geography
- Niche Cruising
- Environmental issues in cruise operations
- Destination development in the cruise business – The Pre-Post and Off Ship Cruise Experience
- Safety and Security Issues in international cruise ship management
- Working in the cruise industry
- The future of cruising

Learning Activities and Teaching Methods:

PowerPoint Lectures, workshop assignments - practical exercises, student presentations / assignments

Assessment Methods:

Students' PowerPoint Presentations, Assignments, Exercises, Mid-Term exam, Final exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Cruise Operations Management: Hospitality Perspectives	Philip Gibson and Richard Parkman	Routledge	2018	9781138505179

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Selling the Sea	Dickinson, B. and Vladimir, A.	Wiley	2007	0471749184