



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> TOUR 200	<b>Course Title</b> Cruise Services & Management	<b>ECTS Credits</b> 6
<b>Department</b> Hospitality, Tourism and Sports Management	<b>Semester</b> Fall / Spring	<b>Prerequisites</b> Senior
<b>Type of Course</b> Major	<b>Field</b> Tourism/Business	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 4th	<b>Lecturer(s)</b> Dr Petros Lois/ Yianna Orphanidou
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

## Objectives of the Course:

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 should be able to:

1. **explain** various concepts in cruise management;
2. **appraise, analyse** and **evaluate** issues relating to cruise line management.;
3. **explain** the historical development of cruising and how the various components of the cruise industry are interrelated;
4. **synthesize information** and **provide solutions** in response to various problems and issues;
5. **evaluate** the views of a various stakeholders in the cruise industry;
6. **assess** and **evaluate** the management and operations of a cruise;
7. **implement** and assume responsibility for an in-depth investigation of an identified issue and **prepare** a project report;
8. **utilise** a range of skills in **interpreting, evaluating and presenting** their written assignment and project report.

## Course Content:

### Introduction

- 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 Textbook/Reading:

Author	Title	Publisher	Year	ISBN
Gibson, P.	Cruise Operations Management	Butterworth-Heinemann	2006	0750678356

## Recommended Textbooks/Reading:

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