

**Course Syllabus**

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
HSPO-207	Cruise Ship Hospitality	4
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
HSPO-101	Hospitality	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Hospitality	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
Diploma		2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to Face	N/A	None

**Course Objectives:**

The main objectives of the course are to:

1. Introduce the cruise industry and its significance as one of the fastest growing sectors of the tourism industry
2. Examine the phenomenon of cruising from the perspective of the industry and the consumer
3. Explore the working conditions on cruise ships as well as the environmental impacts of cruising
4. Set the initial basis for students to consider a career in cruise ship operations

**Learning Outcomes:**

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

1. Develop an understanding of the principles of cruise ship hospitality, including shipboard operations, customer service, and hospitality management.
2. Understand the principles of food and beverage service and management on a cruise ship, including menu planning, ordering, and inventory control.
3. Develop effective inventory management and cost control strategies to optimize profitability and minimize waste.
4. Develop leadership and team management skills to lead and motivate staff, delegate responsibilities, and resolve conflicts.

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5. Explain various concepts in cruise management
6. Appraise, analyze and evaluate issues relating to cruise line management
7. Explain the historical development of cruising and how the various components of the cruise industry are interrelated
8. Synthesize information and provide solutions in response to various problems and issues
9. Evaluate the views of the various stakeholders in the cruise industry
10. Assess and evaluate the management and operations of a cruise
11. Implement and assume responsibility for an in-depth investigation of an identified issue and prepare a project report

## Course Content:

1. Cruising in context
2. History of Cruising- International cruising: the state of the art
3. Ships as floating hotels/resorts
4. Who's Who in Cruising – The industry components and stakeholders
5. Who Cruises and Why- Market aspects and demand
6. The Cruise Experience
7. Cruising regions – cruise geography
8. Environmental issues in cruise operations
9. Safety and Security Issues in international cruise ship management
10. Working in the cruise industry
11. The future of cruising

## Learning Activities and Teaching Methods:

PowerPoint Lectures, Case Study Analyses, Educational Videos, Field Trips

## Assessment Methods:

Class Participation, Assignments, Mid-Term Exam, Final Exam

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
World Class Shipboard Hospitality	Benassi, P.	Universal Publishers	2023	978-1627344173
Navigating Ship Business	Farguharson, F.	Independently Published	2021	979-8548313973

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
The Operation of Cruise Ships	Connet, N	Kindle Edition	2021	B09B3L5CNG
Ship Business Company	Gidwani, C.	Independently Published	2021	979-8548277145