

MODULE DESCRIPTION

Module Title	Introduction to the Cruise Shipping Industry				
Module Code	CSH-111				
Module Type	Compulsory				
Level	Certificate				
Year/Semester	Year 1/Semester 1				
Instructor's Name					
ECTS	5	Lectures/week	3 academic hours	Laboratories/week	N/A
Module Overview	<p>Aim & Objectives: The module provides an in-depth introduction to the cruise shipping industry and the overall operation of cruise ships. It covers issues related to its operation and services, by emphasizing to the customer experience. Also, the module covers general issues in terms of innovation and development, as well as the current trends of the cruise shipping industry. The students will be introduced to the major aspects of cruise operations and services and the global cruise market, its economic significance, and the career opportunities qualifying them for a job at sea. Additionally, it provides an overview of the principles, practices, and philosophies that affect the cruise market, cultural, social, economic, psychological, and marketing aspects of human travel in the cruise industry.</p> <p>The major objectives are as follow:</p> <ul style="list-style-type: none"> ▪ Identify and describe the various cruise line and recreational ships globally for various travel and tourism products and services. ▪ Demonstrate a clear understanding of the structures and interconnections within the industry sectors as cruise industry and maritime legislation. ▪ Familiarize students with cruise geography and itinerary planning. ▪ Distinguish and compare the distinct types of life on board and circumstances, conditions advantages and hazards of daily life at sea. ▪ Discuss how maritime tourism and coastal and sea-based leisure activities are rapidly growing in the sector of tourism industry. ▪ Define working roles in cruise tourism. ▪ Discuss about two cruise line companies AIDA Cruises and Disney Cruise Line, comparison. ▪ Formulate destination development diversity on board cruise ships, seamen's relation with the outside world. ▪ Study major shipping companies and the impact on global and local economies based on CLIA reports. 				
Learning Outcomes	<p>Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> ▪ Demonstrate knowledge the fundamental concepts, characteristics and 				

	<p>evolution of the cruise industry.</p> <ul style="list-style-type: none"> ▪ Evaluate the operational aspects of cruise ships, including design, navigation, and onboard services. ▪ Identify key stakeholders, players, and market trends in the cruise industry. ▪ Understand the importance of the cruise industry as well as be aware of the operations, challenges, and opportunities of global tourism. ▪ Explain the importance of customer service experience and customer satisfaction in a multi-cultural operation. ▪ Discuss current issues facing food service, and current guest needs and explain general cruise operations and the effects of sustainable development practices. ▪ Cite opportunities for education, training, and understanding the cruise industry and the tremendous job opportunities for hospitality students. ▪ Appreciate how important the industry is to the socio-economic world environment. ▪ Examine the environmental challenges and sustainability practices within the cruise shipping sector. ▪ Recognize the importance of ethical practices in the cruise industry. ▪ Identify emerging trends and technologies in the hospitality industry and their impact on the cruise operation and guest experiences. ▪ Apply critical thinking and problem-solving skills to real-world scenarios and case studies within the cruise industry.
Prerequisites	N/A
Module Content	<ul style="list-style-type: none"> ▪ Introduction to the cruise industry ▪ The structure of cruise ships ▪ Maritime issues and legislation ▪ Cruise geography ▪ Working onboard ▪ The cruise-guest service experience ▪ The cruise-ship service operations ▪ Cruise resources management ▪ Cruise marketing and sales ▪ Managing Integrated Operations ▪ Future Trends and Innovation

Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussion/written questions.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter.
Bibliography	Required	<ul style="list-style-type: none"> ▪ Gibson, Ph. & Parkman, R. (2019) Cruise Operations Management-Hospitality Perspectives. 3rd edition, Routledge.
	Recommended	<ul style="list-style-type: none"> ▪ Dowling, R. K. (2017) Cruise Ship Tourism. 2nd edition, CABI. ▪ World Tourism Organisation (2010) Cruise Tourism-Current Situation and Trends. World Tourism Organisation. ▪ Foster, E. & Testa, L. (2023) The Unofficial Guide to the Disney Cruise Line 2024.
Language of Instruction	English	
Assessment	<ol style="list-style-type: none"> 1. Quizzes: Multiple-choice and short-answer questions covering basic concepts, industry characteristics, and historical evolution (10%) 2. Group Presentation: Groups research and present on the operational aspects of a specific cruise ship, focusing on design, navigation, and onboard services (15%) 3. Case Study Analysis: Written analysis identifying and discussing key stakeholders, major players, and current market trends in the cruise industry (15%) 4. Written Assessment: 30% <ul style="list-style-type: none"> ▪ Essay discussing the significance of the cruise industry in global tourism, including operational challenges and opportunities ▪ Reflective Essay: Reflective essay on the socio-economic impact of the cruise industry globally 5. Simulation Exercises: Role-playing scenarios focusing on customer service interactions in a multicultural environment, followed by a reflective discussion (10%) 6. Research Project: Individual project researching educational and training opportunities, as well as job prospects within the cruise industry (20%) <p style="text-align: center;">THE PASSING MARK FOR EACH MODULE IS 50/100</p>	

Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
	71 - 75	
	66 - 70	
Satisfactory	61 - 65	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
	56 - 60	
	50 - 55	
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and



		data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.
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