

DEREE COLLEGE SYLLABUS FOR: MG 4071 CRUISE SHIPPING

(Updated Fall 2021)

UK LEVEL: 6
UK CREDITS: 15
US CREDITS: 3/0/3

PREREQUISITES:

None

CATALOG DESCRIPTION:

Overview of the cruise industry and its history. Demand and supply dynamics. Cruise tourism. Economic, social, legal, and environmental contexts. Security and risk assessment of cruise ships.

RATIONALE:

Cruise is a specialized sector of shipping that deals directly with consumers. The industry is considered a benchmark in tourism management, as it concerns an instance of creating demand solely through supply-based strategies. The trends with respect to amenities, massification, and concentration of the cruise industry have essentially led to its complete transformation over the past decades. The industry is currently experiencing considerable growth, with the introduction of new destinations, entertainment models, and promotional strategies. Issues with respect to vessel repositioning, environmental footprint, and ethical operations, are at the forefront of the current discourse. This course aims to provide students with a thorough understanding of cruise shipping, its emergence, evolution, and contemporary trends, in order to illuminate critical issues associated with cruise operations.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:

1. Demonstrate understanding of the elements, scope of the cruise tourism market, and recognize the role of operators and crewmembers involved in cruise shipping.
2. Assess the impact of geographical factors on cruising and integrate them into itinerary planning, as part of a holistic framework of the tourism product.
3. Assess the environmental, economic, and social impact of regulations for cruise ships and identify relevant sustainability practices.

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Classes consist of lectures, discussions, collaborative in-class small projects, experiential exercises and discussion of actual cases by the course instructor as well as guest speakers specialists in their respective practice area.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course's content.

	<p>➤ Use of Blackboard: The instructor will post lecture notes, additional teaching material and readings, as well as assignments instructions and announcements.</p>						
<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="669 380 1411 510"> <tr> <td data-bbox="669 380 1234 443">First Assessment: Written project (Individual; 2,300 - 2,700 words)</td> <td data-bbox="1234 380 1411 443">60%</td> </tr> <tr> <td data-bbox="669 443 1234 510">Final Assessment: Final examination (Essay-type questions)</td> <td data-bbox="1234 443 1411 510">40%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="669 573 1411 669"> <tr> <td data-bbox="669 573 1234 669">Coursework (Case studies and experiential exercises; Written project presented during class)</td> <td data-bbox="1234 573 1411 669">0%</td> </tr> </table> <p>The formative coursework aims to prepare students for the written project and the final examination.</p> <p>The written project tests Learning Outcomes 1 and 2. The final examination tests Learning Outcomes 1, 2, and 3.</p> <p>Students are required to resit failed assessments in this module.</p>	First Assessment: Written project (Individual; 2,300 - 2,700 words)	60%	Final Assessment: Final examination (Essay-type questions)	40%	Coursework (Case studies and experiential exercises; Written project presented during class)	0%
First Assessment: Written project (Individual; 2,300 - 2,700 words)	60%						
Final Assessment: Final examination (Essay-type questions)	40%						
Coursework (Case studies and experiential exercises; Written project presented during class)	0%						
<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Gibson, P., & Parkman, R. (2018). Cruise operations management: Hospitality perspectives. Routledge.</p> <p>RECOMMENDED READING: Adams, S. A., Font, X., & Stanford, D. (2017). All aboard the corporate socially and environmentally responsible cruise ship: A conjoint analysis of consumer choices. <i>Worldwide Hospitality and Tourism Themes</i>, 9(1), 31-43.</p> <p>Asta, V., Ambrosino, D., & Bartoli, F. (2018). An optimization model to design a new cruise itinerary: the case of Costa Crociere. <i>IFAC-PapersOnLine</i>, 51(9), 446-451.</p> <p>Carić, H. (2016). Challenges and prospects of valuation–cruise ship pollution case. <i>Journal of cleaner production</i>, 111, 487-498.</p> <p>de Almeida Ramoa, C. E., da Silva Flores, L. C., & Herle, F. B. (2019). Environmental sustainability: a strategic value in guiding cruise industry management. <i>Journal of Hospitality and Tourism Insights</i>.</p> <p>Dragović, B., Tzannatos, E., Tselentis, V., Meštrović, R., & Škurić, M. (2018). Ship emissions and their externalities in cruise ports. <i>Transportation Research Part D: Transport and Environment</i>, 61, 289-300.</p> <p>Lee, G., & Lee, M. K. (2017). Estimation of the shore excursion expenditure function during cruise tourism in Korea. <i>Maritime Policy & Management</i>, 44(4), 524-535.</p>						

Lois, P., Wang, J., Wall, A., & Ruxton, T. (2004). Formal safety assessment of cruise ships. *Tourism Management*, 25(1), 93-109.

Lopes, M. J., & Dredge, D. (2018). Cruise tourism shore excursions: Value for destinations? *Tourism Planning & Development*, 15(6), 633-652.

Mileski, J. P., Wang, G., & Beacham, L. L. (2014). Understanding the causes of recent cruise ship mishaps and disasters. *Research in Transportation Business & Management*, 13, 65-70.

Moriarty, L. F., Plucinski, M. M., Marston, B. J., Kurbatova, E. V., Knust, B., Murray, E. L., ... & Richards, J. (2020). Public health responses to COVID-19 outbreaks on cruise ships—worldwide, February–March 2020. *Morbidity and Mortality Weekly Report*, 69(12), 347-352.

Paiano, A., Crovella, T., & Lagioia, G. (2020). Managing sustainable practices in cruise tourism: The assessment of carbon footprint and waste of water and beverage packaging. *Tourism Management*, 77, 104016.

Pallis, A. A., Arapi, K. P., & Papachristou, A. A. (2019). Models of cruise ports governance. *Maritime Policy & Management*, 46(5), 630-651.

Papaefthimiou, S., Maragkogianni, A., & Andriosopoulos, K. (2016). Evaluation of cruise ships emissions in the Mediterranean basin: The case of Greek ports. *International Journal of Sustainable Transportation*, 10(10), 985-994.

Papathanassis, A. (2017). Cruise tourism management: State of the art. *Tourism Review*, 72(1), 104-119.

Papathanassis, A. (2019). The growth and development of the cruise sector: a perspective article. *Tourism Review*.

Sun, X., Jiao, Y., & Tian, P. (2011). Marketing research and revenue optimization for the cruise industry: A concise review. *International Journal of Hospitality Management*, 30(3), 746-755.

Sun, X., Kwortnik, R., & Gauri, D. K. (2018). Exploring behavioral differences between new and repeat cruisers to a cruise brand. *International Journal of Hospitality Management*, 71, 132-140.

Sun, H., Zeng, Q., Xiang, H., & Chen, C. (2019). Competition model of cruise home ports based on the cruise supply chain—based on China cruise market. *Maritime Policy & Management*, 46(3), 277-294.

Vaggelas, G. K., & Pallis, A. A. (2010). Passenger ports: services provision and their benefits. *Maritime Policy & Management*, 37(1), 73-89.

	<p>Vayá, E., Garcia, J. R., Murillo, J., Romaní, J., & Suriñach, J. (2018). Economic impact of cruise activity: the case of Barcelona. <i>Journal of Travel & Tourism Marketing</i>, 35(4), 479-492.</p> <p>Véronneau, S., & Roy, J. (2009). Global service supply chains: An empirical study of current practices and challenges of a cruise line corporation. <i>Tourism Management</i>, 30(1), 128-139.</p> <p>Vukonić, D., Bielić, T., & Russo, A. (2016). Organizational factors in management of “mega cruise ships” from crowd management control aspect. <i>Pomorstvo</i>, 30(1), 58-66.</p> <p>Wang, G., Li, K. X., & Xiao, Y. (2019). Measuring marine environmental efficiency of a cruise shipping company considering corporate social responsibility. <i>Marine Policy</i>, 99, 140-147.</p> <p>Wang, K., Wang, S., Zhen, L., & Qu, X. (2016). Cruise shipping review: operations planning and research opportunities. <i>Maritime Business Review</i>, 1(2), 133-148.</p> <p>Wang, K., Wang, S., Zhen, L., & Qu, X. (2017). Cruise service planning considering berth availability and decreasing marginal profit. <i>Transportation Research Part B: Methodological</i>, 95, 1-18.</p> <p>Xie, G., Qian, Y., & Wang, S. (2021). Forecasting Chinese cruise tourism demand with big data: An optimized machine learning approach. <i>Tourism Management</i>, 82, 104208.</p> <p>Zhen, L., Li, M., Hu, Z., Lv, W., & Zhao, X. (2018). The effects of emission control area regulations on cruise shipping. <i>Transportation Research Part D: Transport and Environment</i>, 62, 47-63.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Microsoft Office: Word, Excel</p>
<p>WWW RESOURCES:</p>	<p> www.cruising.org/ www.cruisemarketwatch.com www.imo.org www.cruising.org www.cruiseindustrynews.com/ www.carnival.com www.royalcaribbean.com/ www.worldcruiseindustryreview.com/ www.seatrade-insider.com/ www.cruisecritic.com/ www.safety4sea.com/ </p>

INDICATIVE CONTENT:

1. Introduction to the cruise industry
2. The history of cruising
3. The supply of cruise ships
4. The cruise market demand and the determinants of cruise traffic
5. The geography of cruise shipping
6. Comparison of the economic impact of cruise tourism and traditional tourism
7. Cruise tourism in Greece and related strategies
8. Home ports' selection criteria
9. Itinerary planning
10. Economic, socio-cultural and environmental factors interacting with cruise industry
11. Sustainability in cruise shipping
12. Duties and responsibilities of crew
13. Legal and regulatory framework
14. Crew and passenger safety and risk assessment