# San José State University Department of Hospitality, Tourism and Event Management HSPM-161 Cruise Operations and Management

**Spring 2017**

## Course and Contact Information

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| --- | --- |
| Instructor: | Professor Adams |
| Office Location: | MacQuarrie Hall, Room 523 |
| Telephone: | Please use email |
| Email: | Richard.Adams@SJSU.edu |
| Office Hours: | Right after class in Room 523 |
| Class Days/Time: | Monday from 3:00 – 5:45 pm |
| Classroom: | MacQuarrie Hall, Room 523 |
| Prerequisites: | HSPM 1, 65, 11, 102 |

## Course Description

Examining the major aspects of cruise operations and management including history, global cruise market, economic significance, geography of cruising, itinerary design, anatomy of a cruise ship, operations, sales and marketing procedures, passenger services, event planning and management, and career opportunities.

**Course Introduction**

The cruise industry is the fastest growing segment of the travel industry – achieving more than 2,100 percent growth since 1970, according to Cruise Line International Association (CLIA). CLIA also estimated more than 24 million passengers sailed in 2016.

The cruise industry has an enormous impact on global and local economies. The United States is the biggest passenger source country. CLIA reports US citizens accounted for more than 52% of the global cruise passengers in 2015. The cruise industry’s total economic benefit to the world was $117 billion in 2015. The cruise industry generated 956,597 American jobs, and direct spending by cruise lines and passengers on U.S. goods and services exceeded $17 billion.

The cruise industry will continue to grow. CLIA estimates 65 new vessels will be deployed by 2019. The cruise industry will provide tremendous job opportunities for hospitality management students. Knowing about and understanding the importance of the cruise industry as well as being aware of the operations, challenges and opportunities of the fastest growing hospitality sector becomes increasingly important for students who are interested in developing a career in the cruise industry.

## Course Goals and Learning Outcomes

### Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

CLO 1 Describe the history of cruise industry, geography and vessels

CLO 2 Describe the economic significance of global cruise industry

CLO 3 Explain cruise sales and marketing process. Travel Agent vs. booking yourself

CLO 4 Compare the various distribution channels cruise lines use to market their products

CLO 5 Describe operations management on board a cruise ship involving its major functions, processes and procedures

CLO 6 Explain the importance of staff training for cruise operations & maritime law

CLO 7 Explain needs for customer services and security on board a cruise ship

CLO 8 Apply the knowledge learned in this course to design a cruise experience

## Suggested Texts/Readings

### Textbook

*Gibson, P. (2012). Cruise Operations Management: Hospitality Perspectives, 2nd ed. New York, NY: Routledge. ISBN: 978-0415699532.*

## Library Liaison

Christa Bailey, Reference and Instruction Librarian, Liaison for Department of Hospitality Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location:#4046, Phone: 408-808-2422, E-mail: christa.bailey@sjsu.edu.

Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

|  |  |  |
| --- | --- | --- |
| Assignment | Percent | CLOs |
| Participation | 20% | 1, 2, 3, 4, 5, 6, 7, 8 |
| Quizzes | 25% | 1, 2, 3, 4, 5, 6, 7, 8 |
| Mid-term examination | 25% | 1, 2, 3, 4, 5 |
| Semester Group Project & Final | 30% | 8 |
| **Total** | **100%** |  |

**Participation**

Participation in this course is expected. To receive maximum benefits from this course, you are expected to attend all classes, come prepared and actively participate in the discussion. Late arrival and early departure in class are marks of disrespect, unprofessionalism and interrupt your class. Please be on time. Evaluation of participation will be based on participation in class **discussions and exercises,** completion of reading assignments, review questions, discussion questions and homework. Roll Call will be taken randomly. Any disparities in signatures will result with both parties failing this class. Please see me with any accessibility challenges.

**Quizzes**

There will be four quizzes total. Students may drop their lowest quiz score.

**Term Project**

Students in groups will develop a cruise experience program for a group of 112 passengers. Your group package will include:

Itinerary – Ports of Call

Cruise dates – embarkation and disembarkation with pre and/or post packages

Marketing plan for your affinity or non-affinity group

On board shore excursion tours to offer

On board entertainment plan – cocktail parties, meetings, events, etc.

Revenue, cost and profit analysis

Each group should prepare a 20-minute presentation at the end of this semester.

**Mid-Term and Final Examination**

The format may be true/false, multiple choice, short answer, or problems. The instructor will not administer make-up examinations unless there is an acceptable excuse. If you know you will not be able to take an exam during its scheduled time, please inform the instructor and make appropriate arrangements. I will tell you soon if your final exam can be substituted with your Final Projects.

## Grading Policy

|  |  |  |
| --- | --- | --- |
| A plus = 100-97% | A = 96-93% | A minus = 92-90% |
| B plus = 89-87% | B = 86-83% | B minus = 82-80% |
| C plus = 79-77% | C = 76-73% | C minus = 72-70% |
| D plus = 69-67% | D = 66-63% | D minus = 62-60% |
| F = 59-0% Unsatisfactory |  |  |

## Classroom Protocol

Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times, unless you are using it to take notes, which you must inform me of this. Lecture notes and/or PowerPoint slides will be available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and I will closely supervise their use. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester. When students are presenting, please have all laptops closed as a courtesy to your fellow students. Please treat others as you would want them to treat you!

Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate your fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.

## University Policies (Required)

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at http://www.sjsu.edu/gup/syllabusinfo/”

# HSPM-161 Cruise Operations and Management

**Spring 2017**

# This is your spring semester agenda including when and where the final exam will be held. Schedule is subject to change. You will be notified by email and posted online.

## Course Schedule

| WEEK | MONDAY | Topics, Readings, Assignments, Deadlines |
| --- | --- | --- |
| 2 | 11/30 | Course introduction, history of travel, and economic impact (CLO #1 & 2) |
| 3 | 2/6 | Cruise Geography to the Caribbean, Mexican Riviera, Alaska, Europe, Asia & the world (CLO #1) |
| 4 | 2/13 | Small, Medium, Large Ships; River Vessels; Cruise vessels from Economy to luxury (CLO #1) |
| 5 | 2/20 | Planning Cruise Itineraries and Ports of Call (CLO #4 & 5) |
| 6 | 2/27 | Pre & post tour packages and shore excursion tours in the ports of call (CLO #3) |
| 7 | 3/6 | Cruise operations – Captain & Chief Engineer; Purser Staff; Cruise Staff (CLO #5) |
| 8 | 3/13 | Working Onboard (CLO #6) |
| **Wed.** | **3/15** | **Island Princess ship tour and lunch! (optional) (CLO #1-8)** |
| 9 | 3/20 | Customer Service & cruise terminology (CLO #7) |
| **10** | **3/27 - 31** | **SPRING BREAK** |
| 11 | 4/3 | Managing Cruise Terminals during embarkation & disembarkation (CLO #1-8) |
| 12 | 4/10 | Managing Food and Drink Operations (CLO #5) |
| 13 | 4/17 | Health, safety and security (SOLAS) & the 4 disaster ships (CLO #7) |
| 14 | 4/24 | Maritime issues and legislation; CST, seller of travel (CLO #6) |
| 15 | 5/1 | Managing Integrated Operations (CLO #1-8) |
| 16 | 5/8 | Project presentation 1 (CLO #8) |
| 17 | 5/15 | Project presentation 2 (CLO #8) |
| Final Exam | 5/24 | Venue and time will be announced by email and posted online |