

**San José State University**  
**College of Health and Human Sciences**  
**Department of Hospitality, Tourism and Event Management**  
**HSPM 161 - Cruise Operations and Management**  
**Spring 2020**

**Course and Contact Information**

<b>Instructor:</b>	Mr. Rick Adams
<b>Office Location:</b>	BBC - Boccardo Business Center, Room 225
<b>Telephone:</b>	408-924-3000 - Hospitality Department number
<b>Email:</b>	<b>Richard.Adams@SJSU.edu</b>
<b>Office Hours:</b>	Right after class in Room 225
<b>Class Days/Time:</b>	Monday from 3:00 - 5:45 pm
<b>Classroom:</b>	BBC - Boccardo Business Center, Room 225
<b>Prerequisites:</b>	HSPM 1, 65, 11, 102

**Course Description**

Everyone thinks Hospitality is only hotel and restaurant management, but I want you to fit cruise and events into your life planning! Every cruise ship or riverboat has:

**#1 Cruise Staff** - Everything fun and organized onboard including entertainment shows, guest lecturers, piano and comedy lounges, affinity and non-affinity groups, shore excursion tours, daily activities, etc.

**#2 Purser's or Hotel Department**, which is in charge of restaurants, bars, rooms, & events and everything the passengers need.

We will examine 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!

Since our Hospitality, Tourism & Event Management Department will be moving to the College of Business in Fall of 2021, you will be learning a lot about Excel spreadsheets this semester, which is definitely something you will be using the rest of your lives.

## 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 **(CLIA) Cruise Lines International Association**. CLIA also states more than 32 million passengers will cruise in 2020. 19 new cruise ships will be introduced in 2020 with more coming out every year! All cruise companies will need to hire a lot of people and train them. Why not hire my students who have already been educated on cruise operations and management! You can always be taught different job requirements, but with a degree, you will be a lot more qualified than anyone else in the world!!

The Cruise Industry has an enormous impact on global and local economies.

- \* United States is the biggest passenger source country
- \* CLIA reports US citizens will account for more than 14 million passengers in 2020
- \* The cruise industry's total economic benefit to the world was \$150 billion in 2018
- \* The cruise industry will generate over 1 million jobs globally
- \* Direct spending by cruise lines and passengers on U.S. goods and services exceeded \$17 billion
- \* \$50.24 Billion was earned in total wages and salaries in 2018
- \* Currently there are more than 950,000 jobs in the Cruise Industry

The Cruise Industry will provide tremendous job opportunities for all hospitality, tourism and event 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

### CLO (Course Learning Outcomes)

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 the global Cruise Industry

CLO 3 Explain cruise sales and marketing process. Using a travel professional vs. booking online yourself.  
Without a Travel Professional, you're on your own.

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 which is SOLAS, ARC, CLIA, IATA, CST, etc.

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

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

## Texts/Readings

### Textbook

This book is offered **FREE OF CHARGE** through the hyperlink below in our Martin Luther King, Jr. Library on campus! Gibson, Philip (2018). *Cruise Operations Management: Hospitality Perspectives, 3rd ed.* New York, NY: Routledge. ISBN: 978-1351379540. <https://ebookcentral.proquest.com/lib/sjsu/detail.action?docID=5517554>

### Library Liaison

Ms. Carli Lowe is our Reference and Instruction Librarian Liaison for Department of Hospitality Management, Dr. Martin Luther King Jr. Library, San Jose State University. Her phone is: 408-808-2343, her E-mail is: [Carli.Lowe@sjsu.edu](mailto:Carli.Lowe@sjsu.edu). Helpful electronic resource: URL: <https://libguides.sjsu.edu/hospitality>

## Course Requirements and Assignments

Assignment	Percent	CLOs
Participation & Discussions	30%	1, 2, 3, 4, 5, 6, 7, 8
Quizzes	20%	1, 2, 3, 4, 5, 6, 7, 8
Mid-Term Examination	20%	1, 2, 3, 4, 5
Final Group Projects & Final Exam	30%	8
<b>Total</b>	<b>100%</b>	

### 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 discussions. 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 weekly chapter reading quizzes from the book mentioned above. Your lowest score will be dropped. They will be published immediately in Canvas. All quizzes will be based on 50% from each chapter and 50% from your notes in class.

## FINAL PROJECT

6 groups of 3 students each will develop their own cruise experience program for a group of 32 passengers. Each group will prepare a 25-minute presentation at the end of this semester, including a video, website, PowerPoint, ArcGIS or Google Tour Creator. Each group cruise experience will include:

### 1ST PRESENTER

- Cruise company name
- Cruise vessel name
- Cruise vessel country of registration
- Who christened your vessel and why
- Crew nationality and number of crew
- Total number of passengers
- Affinity or non-affinity group explained
- To whom and how will you market your cruise

### 2ND PRESENTER

- Cruise embarkation and disembarkation dates and ports
- Cruise itinerary and number of ports of call
- Explanation of each port of call
- Pre and post land packages on a one-way cruise
- On board shore excursion tours offered
- On board entertainment plan – cocktail parties, zip line, meetings, etc.
- Each day explained

### 3RD PRESENTER

- Revenue, cost and profit analysis spreadsheet

## Grading Policy

Percentage	Grade
96 to 100	A plus
93 to 95	A
90 to 92	A minus
86 to 89	B plus
83 to 85	B
80 to 82	B minus
76 to 79	C plus
73 to 75	C
70 to 72	C minus
66 to 69	D plus
63 to 65	D
60 to 62	D minus

## Mid-Term and Final Exam

The format may be true/false, multiple choice, short answer, or problems. The questions will come from all your previous quizzes. I will not administer any 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 me, so I can think about making different arrangements for you.

**Mid-term is scheduled for Monday, March 23, 2019 from 4:30 - 5:30 pm in class  
FINAL EXAM date will be printed here when the May date is confirmed**

## 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 in all in-class activities. **Cell phones, laptops and tablet computers must be turned off and stowed at all times.** I expect everyone to take good written notes. I will not post my lecture notes and/or PowerPoint slides on Canvas. Class materials should be downloaded from the course website and brought to class as a hard copy. If any student is found 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 speakers are presenting, please have all laptops closed as a professional courtesy. Please respect others as you would want them to respect 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, it is your responsibility to catch up with a fellow classmate or group mate.

## 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 in Spring 2020

This is your spring semester agenda per class. Schedule is always subject to change. Any changes will be emailed to you.

## Course Schedule

WEEK	2020 DATES	Topics, Readings, Assignments, Deadlines, etc.
1	1/27	Meet your professor, course introduction, history of travel, and economic impact (CLO #1 & 2)
2	2/3	Cruise Geography to the Caribbean, Mexican Riviera, Alaska, Europe, Asia & the world (CLO #1)
3	2/10	Small, Medium, Large Ships; River Vessels; Cruise vessels from economy to luxury (CLO #1)
4	2/17	Planning Cruise Itineraries and Ports of Call (CLO #4 & 5)
5	2/24	Pre & post tour packages and shore excursion tours in the ports of call (CLO #3) <b>Cruise Rep visit from ROYAL CARIBBEAN CRUISE LINE - Rob Taylor</b>
6	3/2	Cruise operations – Captain & Chief Engineer; Purser Staff; Cruise Staff (CLO #5) <b>Cruise Rep visit from PRINCESS CRUISES - Korey Seegmiller</b>
7	3/9	Managing Cruise Terminals during embarkation & disembarkation (CLO #1-8)
8	3/16	Working onboard; customer service, maritime issues & legislation. Cruise terminology, like ARC, ASTA, CLIA, CST, IATA, SOLAS, etc. (CLO #6 & 7)
9	3/23	Summarize the first 2 months. <b>MIDTERM EXAM in class from 4:30 – 5:30 pm</b>
<b>10</b>	<b>3/28 - 4/5</b>	<b>ENJOY YOUR SPRING BREAK!</b>
11	4/6	Managing Food and Drink Operations (CLO #5) <b>Cruise Rep visit - CARNIVAL CRUISES - Aleksandar Kovacevic</b>
12	4/13	Managing Integrated Operations (CLO #1-8) <b>Cruise Rep visit from PAUL GAUGUIN CRUISES - Rolf Freedman</b>
<b>13</b>	<b>4/20</b>	<b>Tour the World Headquarters of Classic Vacations 3:30 – 5:00 pm 5893 Rue Ferrari; San Jose, CA 95138</b>
14	4/27	Final preparations for your final presentations, websites, videos, PowerPoints, etc.
15	5/4	Final preparations for your final presentations, websites, videos, PowerPoints, etc.
16	5/11	<b>FINAL - 3 Project Presentations (CLO #8)</b>
17	5/18	<b>FINAL - 3 Project Presentations (CLO #8)</b>
	??	<b>FINAL EXAM (CLO #8)</b>
	May 21	8:30 am SJSU College Commencement in our SJSU Event Center