

## **TRAV 2236 – TRAVEL AND TOURISM (3 credits)**

### **Cruise Industry Sales Specialization**

**Study of the cruise line industry with analysis of contemporary cruising, marketing strategies and documentation. Includes evaluation of types of ships, styles, sizes, itinerary selection and destinations. Cruise Lines International Association (CLIA) members cruise lines are evaluated. Credit towards CLIA certification available.**

1. Compare the general features of the cruise experience.
2. Identify the target audiences for various cruise markets.
3. Explain the benefits of cruising.
4. Identify the various types of ships, their deck plans, facilities, categories and on-board services.
5. Define the roles of on-board staff and the services they provide travelers.
6. Evaluate worldwide destinations for cruising itineraries.
7. Review and provide an overview of the major cruise lines.
8. Explain the pricing and commission structures of the cruise industry.
9. Complete a practice cruise reservation, including dining arrangements, shore excursions and bon voyage gifts.
10. Create a marketing plan utilizing a group departure and explain how the associated group incentives operate.
11. Identify the respective market niches for the major cruise lines.
12. Define the various categories of on-board accommodations available.
13. Calculate tariffs for cruise itineraries, services and seasons.
14. Identify documentation officially required for cruise itinerary.
15. Define a reservation booking with cruise companies.
16. Explain optional shore excursions at worldwide ports.
17. Identify the process for securing a bon voyage presentation.
18. Identify commission structures, override opportunities, group discounts and free berth options.

### **Topical Outline:**

1. Terminology and definitions.
2. Cruise client characteristics.
3. Cruise client and their motivations.
4. Anatomy of a cruise ship.
5. Basic cruise experience.
6. CLIA member cruise lines.
7. Pre-cruise check-in and embarkation procedure.
8. Post-cruise disembarkation procedures.
9. Optional shore excursions.
10. Geography of cruising itineraries.
11. Marketing cruises.
12. Cruise marketing for groups and incentives.
13. Characteristics of voyage duration.
14. Comparison of types of ships.
15. Cruise tariffs and commissions.
16. Cruise cost comparisons with other vacation packages.
17. Passenger records.
18. Passenger documentation.
19. Deck plans and accommodations.
20. Reservations and ticketing.
21. On-board services.
22. Air/sea packages.
23. On-board etiquette and appropriate attire.