

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM4353
Subject Title	Cruise Management
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>The subject introduces students to the cruise industry, one of the fastest growing sectors of the tourism industry. It examines the phenomenon of cruising from the perspective of the industry and the consumer. It explores the safety and security issues on cruise ships as well as the social and environmental impacts brought by the cruise tourism.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none">• Explain various concepts in cruise management.• Appraise, analyse and evaluate issues relating to cruise services and management.• Assess the impact of geographical factors on cruising and integrate them into itinerary planning. <p>B. Critical Thinkers</p> <ul style="list-style-type: none">• Appraise, analyse and evaluate issues relating to cruise services and management. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none">• Identify, define, and resolve problems relevant to cruise line management and operational areas. <p>D. Effective Communicators</p> <ul style="list-style-type: none">• Communicate effectively using a variety of media/technologies in a variety of situations to present ideas related to cruise management.• Apply a wide range of routine applications and demonstrate individual and group dynamics in communication. <p>E. Lifelong Learners</p> <ul style="list-style-type: none">• Demonstrate a global outlook by analyzing customer feedback from different examples of cruise lines where possible.

	<p>F. Ethical Leader</p> <ul style="list-style-type: none"> • Understand personal and corporate social responsibility expected of professionals working in cruise industry and possess ethical skills to make a sound decision and be able to apply these principles. <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> • Evaluate how does the cruise line industry affects local destinations' economy and its impact to the local residents and the environment.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Perception of cruising: Who cruise and why 2. The anatomy of a cruise ship 3. Profiling the lines: The cruise industry 4. The cruise experience 5. Who's who in cruising – Sea and land based operations and the travel agencies 6. The geography of cruising 7. Cruise itinerary planning 8. Cruise sales and marketing 9. Managing a safe and secure cruise experience 10. The social, economic and environmental impact of cruise tourism 11. Sustainable cruise development

