

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF "INTERNATIONAL ECONOMIC RELATIONS"

Adopted by the FC (record № 12/ 29.04.2024)

Adopted by the DC (record № 8/ 16.04.2024)

ACCEPTED BY:

Dean:

(assoc. prof. dr. D. Dobrev)

SYLLABUS

SUBJECT: GLOBAL CRUISE INDUSTRY

DEGREE PROGRAMME: "Maritime Business and International Trade"; BACHELOR'S DEGREE

YEAR OF STUDY: 2; SEMESTER: 4

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
● LECTURES	30	2
● SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
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2.
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I. ANNOTATION

The goal of the discipline is to examine in detail the elements of the global cruise business, its specifics and peculiarities; to provide a starting point for further interdisciplinary research by providing a holistic overview of future developments. The benefits of studying the discipline are primarily related to the fact that the cruise industry interacts directly with enterprises, engaged in the organisation and sale of cruise trips - cruise operators and lines, intermediaries and entertainment companies specializing in the sale of cruise products and the overall experience. The cruise industry shares basic practices with the hospitality industry, port authorities and the personnel involved in it: management staff, cruise ship crew members, service staff, entertainers and hospitality managers included. The course provides a concise overview of the key elements and concepts in the cruise shipping industry, while highlighting the current and future challenges facing the sector and its stakeholders. In this context, the necessity to emphasize on measures for sustainable development, "green transition" in cruise shipping, and increasing the role of information and communication technologies for the global industry is outlined.

The course provides systematic information on: the characteristics of the cruise industry; the specifics of the cruise product; law and regulations in international shipping; the impact of the industry on the environment.

The main learning outcomes are related to: to understand the importance of studying the cruise business contributing the development of the global economy; to acquaint students with the development of maritime business; to study the structure of the cruise industry in order to reveal the factors that led to the consolidation of the major cruise companies; to disclose leading safety measures and formalities in travel (TIM – travel information manual).

Key competences of the course: interpersonal skills, the ability to adopt new competences, and active citizenship, entrepreneurial competence.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. INTRODUCTION TO CRUISE INDUSTRY		6	5	
1.1.	Nature, origin and development of the cruise industry			
1.2.	Structure of the cruise industry			
1.3.	Importance of the cruise industry and assessment of its role in the global economy.			
1.4.	Trends and prospects in the development of the cruise industry			
Theme 2. NATURE AND MAIN CATEGORIES OF THE CRUISE PRODUCT		5	5	
2.1.	Features and classification of cruise routes and itineraries			
2.2.	Specifics and typology of the cruise product			
2.3.	Selling a cruise: role of intermediaries, sales techniques and customer service			
2.4.	Leading cruise destinations			
Theme 3. TYPES OF CRUISE SHIPS AND BASIC CHARACTERISTICS IN PRICE CATEGORIES		5	4	
3.1.	Classification of cruise ships			
3.2.	Types of cruises according to customer experiences and price levels			
3.3.	The cruise ship as a resort complex			
3.4.	Safety and Security of Cruise Shipping			

Theme 4. REGULATION AND INTERNATIONAL LEGAL FRAMEWORK OF SHIPPING		6	6	
4.1.	Nature and features of maritime law			
4.2.	International conventions and types of regulations			
4.3.	Shipping insurance			
4.4.	Maritime Safety and Security			
Theme 5. SUSTAINABLE DEVELOPMENT OF THE CRUISE INDUSTRY		4	5	
5.1.	Environmental impact of cruise shipping			
5.2.	Corporate social responsibility of the cruise sector			
5.3.	Monitoring and environmental awareness in cruise industry			
5.4.	Good practices for sustainable development in cruise lines			
Theme 6. CRUISE INDUSTRY MANAGEMENT		4	5	
6.1.	Role of Intermediaries, Carriers and Speditors in the Cruise Industry			
6.2.	International Green Transition Strategies in Shipping and the Cruise Industry.			
6.3.	Managing consumer behavior and attitudes towards cruise demand			
6.4.	Crisis management and future scenarios in the development of the cruise industry			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Written project	1	40
1.2.	Case study - debate	1	15
1.3.	Test	1	15
Total midterm control:		3	70
2.	Final term control		
2.1.	Exam - test	1	50
Total final term control:		1	50
Total for all types of control:		4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Dowling, R. (2017) Cruise Ship Tourism. Boston: CABI, XXII, 599 p.
2. Gibson, Ph., Parkman, R. (2019) Cruise Operations Management: hospitality perspectives, NY: Routledge.
3. Review of Maritime transport, United Nations, 2015-2022.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Baker, D. (2016) The Cruise Industry: Past, Present And Future. Tourism Research Institute, Journal of Tourism Research, vol. 14(1), pages 141-153, October.
http://www.jotr.eu/pdf_files/V14.pdf#page=143
2. Clancy, M. (2017) Power and profits in the global cruise industry. Cruise Ship Tourism, 43-56. https://www.researchgate.net/profile/Michael-Clancy-4/publication/315771764_Power_and_Profits_in_the_Global_Cruise_Industry/links/58e3a9f10f7e9b7c2eb5f622/Power-and-Profits-in-the-Global-Cruise-Industry.pdf
3. Dorigatti, Josip, Tina Perić, and Gorana Jelić Mrčelić. (2022) Cruise Industry Trends and Cruise Ships' Navigational Practices in the Central and South Part of the Adriatic East Coast Affecting Navigational Safety and Sustainable Development. Applied Sciences 12, no. 14: 6884. <https://www.mdpi.com/2076-3417/12/14/6884>
4. Dowling, R. (2006) Cruise Ship Tourism. CAB International <http://sherekashmir.informaticspublishing.com/625/1/9781845930486.pdf#page=53>
5. Ito, H., Hanaoka, Sh., Kawasaki, T. (2020). The cruise industry and the COVID-19 outbreak. Transportation Research Interdisciplinary Perspectives, Vol. 5, May 2020, 100136. <https://www.sciencedirect.com/science/article/pii/S2590198220300476>
6. Peručić, D. (2019) Analysis of the world cruise industry. Conference: 4th Dubrovnik International Economic Meeting, DIEM 2019 “ Global Trends and Challenges in the Era of the Fourth Industrial Revolution (The Industry 4.0), University of Dubrovnik, Dubrovnik, Croatia, 27-28 September 2019. pp. 89-99. <https://hrcak.srce.hr/file/343878>
7. Peručić, D. i Greblički, M. (2022) Key Factors Driving the Demand for Cruising and Challenges Facing the Cruise Industry in the Future. Tourism: An International Interdisciplinary Journal, 70 (1), 87-100. <https://hrcak.srce.hr/file/389059>

8. Radic, A., Law, R., Lück, M., Kang, H., Ariza-Montes, A., Arjona-Fuentes, J., Han, H. (2020) Apocalypse Now or Overreaction to Coronavirus: The Global Cruise Tourism Industry Crisis. Sustainability 12, no. 17: 6968. <https://www.mdpi.com/2071-1050/12/17/6968>
9. Silva, A. (2021) An overview of the impact of COVID-19 on the cruise industry with considerations for Florida. Transportation Research Interdisciplinary Perspectives, Vol. 10, June 2021, 10039. <https://www.sciencedirect.com/science/article/pii/S2590198221000981>
10. Syriopoulos, Th., Tsatsaronis, M., Gorila, M. (2022) The global cruise industry: Financial performance evaluation. Research in Transportation Business & Management, Vol. 45, Part B, 2022, 100558. https://www.sciencedirect.com/science/article/pii/S2210539520301000?casa_token=9HG26tKLbiMAAAAA:KuStLBc10gtT-AczCU2bSrJyWIBAcMqQhSm_4qkj4HhHWBzHmincPpxWbN1LNw5FA6nDZwHmA