

Miami-Dade Community College
HFT 2772 Introduction to Cruise Line Industry

Catalog Description:

Introductory course focusing on the Cruiseline industry, its relationship to other segments of tourism and hospitality and why it's the fastest growing travel industry.

3 Credits

Prerequisites: HFT 2000 – Introduction to Hospitality and Tourism Industry

Course Competencies:

Competency 1: The student will demonstrate knowledge of the evolution of the Cruiseline industry by

- a. Explaining the history of cruising and how it affects today's cruise vacation experience.
- b. Describing the contemporary cruise experience.
- c. Defining the term "cruise".

Competency 2: The student will demonstrate knowledge of shipboard management activities by

- a. Identifying the facilities found on most vessels.
- b. Interpreting a deck plan.
- c. Categorizing shipboard staff and their responsibilities.
- d. Describing activities and procedures on a day at sea and in port.

Competency 3: The student will demonstrate knowledge of cruise sales methods by

- a. Examining the pricing process for cruises.
- b. Identifying pre-cruise and post-cruise options.
- c. Recognizing general patterns among cruise products.
- d. Differentiate between the cruise sales process and the travel counseling process.
- e. Describing the process of a cruise reservation.

Competency 4: The student will demonstrate knowledge of cruise marketing techniques by

- a. Locating consumer research resources.
- b. Analyzing a cruise marketing campaign.
- c. Explaining how incentives operate.
- d. Describing shore excursions and their impact on the cruise experience.

Competency 5: The student will demonstrate knowledge of cruise industry strategic planning by

- a. Identifying the major cruise regions and itinerary patterns.
- b. Identifying region specific seasonal patterns.
- c. Matching cruising destinations to appropriate market segments.

Competency 6: The student will demonstrate knowledge of the marine aspects of the Cruise Line industry by

- a. Classifying ships according to their style.

- b. Comparing and contrasting characteristics of older ships to newer ones.
- c. Explaining how ship size and space are measured.

Approved 04/30/2001