



### **Course Description**

#### **HFT2772 | Introduction to Cruise Line Industry | 3.00 credits**

Provides students with an introduction to the cruise line industry, its evolution and relationship to other segments of tourism and hospitality, sales and marketing methods, management, and strategic planning are major topics. Corequisite: HFT1000.

### **Course Competencies:**

**Competency 1:** The student will be able to demonstrate knowledge of the evolution of the cruise line industry by:

1. Explaining the history of cruising and how it affects today's cruise vacation experience
2. Describing the contemporary cruise experience
3. Defining the term "cruise"

**Competency 2:** The student will be able to demonstrate knowledge of shipboard management activities by:

1. Identifying the facilities found on most vessels
2. Interpreting a deck plan
3. Categorizing shipboard staff and their responsibilities
4. Demonstrating activities and procedures for a day at sea and in port

**Competency 3:** The student will be able to demonstrate knowledge of cruise sales methods by:

1. Examining the pricing process for cruises
2. Identifying pre-cruise and post-cruise options
3. Recognizing general patterns among cruise products
4. Differentiate between the cruise sales process and the travel counseling process
5. Describing the process of a cruise reservation

**Competency 4:** The student will be able to demonstrate knowledge of cruise marketing techniques by:

1. Locating consumer research resources
2. Analyzing a cruise marketing campaign
3. Explaining how incentives operate
4. Describing shore excursions and their impact on the cruise experience
5. Identifying the major cruise regions and itinerary patterns
1. Identifying region-specific seasonal patterns
2. Matching cruising destinations to appropriate market segments

**Competency 5:** The student will be able to demonstrate knowledge of the marine aspects of the Cruise Line industry by:

1. Classifying ships according to their style
2. Comparing and contrasting characteristics of older ships to newer ones
3. Explaining how ship size and space are measured

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Describe how natural systems function and recognize the impact of humans on the environment