



### **Course Description**

#### **HFT2775 | Shoreside Operations | 3.00 credits**

Provides a basic understanding of the shoreside office operations and sales procedures of cruise line and how they relate to the general operations of the cruise ship itself. Students will acquire knowledge of pier, airport, ground services and hotel operations and create elements for cruise lines sales. Prerequisite: HFT 2772.

### **Course Competencies:**

**Competency 1:** The student will identify the structure and operations involved with shoreside operations by:

1. Analyzing the organizational structure of shore side operations, including departments such as reservations, customer service, marketing, finance, human resources, and logistics, to understand how roles and responsibilities are distributed within the organization
2. Researching the specific operations involved in shore side activities, such as itinerary planning, sales and marketing, guest services, shore excursions, and logistics, to gain insights into the functions and processes that support the overall cruise experience
3. Examining industry best practices and case studies to understand how shoreside operations interact with shipboard operations and how they collaborate to ensure seamless guest experiences and operational efficiency

**Competency 2:** The student will describe the basic strategies of effective leadership by:

1. Identifying and describing key leadership strategies, such as setting clear goals and expectations, fostering open communication, empowering and motivating team members, leading by example, and promoting a positive and inclusive work culture
2. Exploring different leadership styles, such as autocratic, democratic, transformational, and servant leadership, and understanding their respective strengths and limitations in different organizational contexts
3. Analyzing case studies and real-world examples of effective leaders, examining their approaches to decision-making, problem-solving, conflict resolution, and team building, to gain insights into the principles and practices of successful leadership

**Competency 3:** The student will apply knowledge of marketing and sales by:

1. Applying marketing principles and concepts to develop a comprehensive marketing plan for a cruise line or a specific cruise product, including market research, target audience identification, positioning strategies, promotional tactics, and pricing strategies
2. Creating sales strategies and techniques to effectively sell cruise products, such as developing persuasive sales pitches, tailoring offerings to customer needs, overcoming objections, and building customer relationships
3. Analyzing marketing and sales data and metrics to evaluate the effectiveness of marketing campaigns and sales efforts and making informed recommendations for improvement based on the analysis

**Competency 4:** The student will demonstrate knowledge of business structures and laws that affect the cruise line industry by:

1. Identifying and describing different business structures commonly used in the cruise line industry, such as corporations, partnerships, and limited liability companies, and understanding their respective advantages, disadvantages, and legal implications
2. Exploring the laws and regulations that govern the cruise line industry, including maritime law, international regulations, labor laws, environmental regulations, and consumer protection laws, to understand the legal framework within which cruise lines operate
3. Analyzing case studies and real-world examples to examine how business structures and laws impact the operations, financial performance, and legal obligations of cruise lines, and discussing the implications for business decision-making and compliance

**Competency 5:** The student will explain how cruise lines develop labor standards, forecast food and beverage sales, prepare work schedules, and analyze labor costs by:

1. Investigating the process of developing labor standards in the cruise line industry, including factors such as crew-to-guest ratios, duty hours, rest periods, training requirements, and compensation structures
2. Exploring forecasting techniques and methodologies used by cruise lines to estimate food and beverage sales, considering factors such as passenger demographics, itinerary, onboard dining options, and historical data analysis
3. Analyzing the factors that influence work schedules and the allocation of labor resources in the cruise line industry, such as guest demand, peak seasons, special events, and crew availability, and understanding the importance of effective schedule management for operational efficiency and guest satisfaction

**Competency 6:** The student will discuss revenue collection and control systems by:

1. Exploring the different revenue streams in the cruise line industry, such as ticket sales, onboard purchases, casino revenue, and shore excursion sales, and understanding the importance of effective revenue collection and control
2. Investigating the various systems and technologies used by cruise lines to collect and process revenue, such as point-of-sale systems, cashless payment systems, revenue management software, and financial reporting tools
3. Analyzing the control procedures and internal checks implemented by cruise lines to prevent fraud, ensure accuracy in revenue reporting, and protect the financial interests of the organization, and discussing the role of internal audits and compliance measures in maintaining revenue integrity

**Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society