



ISBN: 978-621-8179-75-2

CRUISE TOURISM

PHILIPPINE COPYRIGHT, 2021 and Published by



1633 Laguna St., Cor. Oroquita, Sta. Cruz, Manila

Email: edricpublishing@gmail.com

09664639141

And

ANGELIE MARIEL. VIZCONDE

SHARILL T. VICTORIANO

IRENE B. FRANCIA

ALL RIGHTS RESERVED

No part of this work covered by the copyright herein may be reproduced transmitted, stored or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitalizing, taping, web distribution. information network, or information storage and retrieval systems without prior permission from the author and the publisher

TABLE OF CONTENTS

-TER		PAGE
	Introduction to the Cruise Industry	5
	Objectives	5
	What is the Cruise Industry?	5
	What is a Cruise Line?	5
	6 Biggest Companies Within the Cruise Industry	6
	Cruise Line Classification Within the Cruise Industry	9
	Examples of Types of Cruises Within the Cruise Industry	10
	Watch the Video	14
		14
	Cruise Quiz	14
	Online Activity	
	History of Cruising	15
	Objectives	15
	Important Events in Cruise Industry	16
	Watch the Video	20
	Cruise Quiz	20
	Online Activity	20
3	The Supply of Cruise Ships	21
	Objectives	21
	15 Largest Cruise Lines in the World	21
	The Cruise Industry Development	26
	The cruise Industry Consolidation	27
	The Cruise Industry Competition	27
	Cruise Industry Revenue	28
	The Cruise Experience	30
	Watch the Video	37
	Cruise Quiz	37
	Online Activity	37
4	Cruise Market Trends	38
	Objectives	38
	Major trends that will shape the industry over the next decade	39
	Cruising through the new disruptive COVID-19 scenario	39
	Cruise as the fastest growing industry	4 1
	Features of Cruise Ship	42

	Watch the Video	43
	Cruise Quiz	43
	Online Activity	43
5	Itinerary Planning	44
	Objectives	44
	Describing the Cruise Itinerary's Design Elements	45
	Typologies of ports	47
	Design examples of themed cruise itineraries	48
	Development of Ports	49
	Itinerary Planning and Scheduling	53
	Watch the Video	57
	Cruise Quiz	57
	Online Activity	59
6	The Geography of Cruise Shipping	60
	Objectives	60
	The global cruise port system	60
	Caribbean itineraries	61
	Mediterranean Itineraries	63
	Cruise Lines' Important Criteria for Cruise Port Selection	64
	Watch the Video	69
	Cruise Quiz	69
	Online Activity	69
7	The Economics of Cruising	70
	Objectives	70
	Players in cruise industry	70
	Operating Expenses	71
	Cost per passenger	73
	Pandemic Effect	74
	Watch the Video	75
	Online Activity	75
8	Economic, Socio-Cultural and Environmental Factors	76
	Interacting with Cruise Industry	
	Objectives	76
	Overview of the Cruise Sector	76
	The cruise industry growth	76
	Largest Cruise ships worldwide in 2020 by length (in feet)	78
	Online Activity	88

3 CRUISE TOURISM

9	Cruise Staff Duties and Responsibilities	89
	Objectives	89
	Hotel Operation	90
	Watch the Video	94
	Cruise Quiz	94
	Online Activity	95
10	Safety and Risk Assessment	96
	Objectives	96
	Specific Industry Policies	97
	Safety at Sea	100
	Watch the Video	103
	Cruise Quiz	103
	Online Activity	103
11	Recent Cruise Ships Accidents	106
	Objectives	106
	Cruise Ship Accident	107
	Watch Video	109
	Cruise Quiz	109
	Online Activity	11C
	Glossary	113