

Course Title: **Cruise Ship Management**

Course Code: **HOSP612**

Descriptor Start Date: **01/01/2021**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Introduces students to the cruise ship industry as a distinctive hospitality sector. It offers an overview of the major aspects of contemporary cruise ship operations and on-board hospitality management. The course equips students with an essential understanding of elements relating to life and work on board a cruise ship, hospitality operations management, including the importance of customer service and quality standards, as well as the assessment of health, safety and security.

LEARNING OUTCOMES

1. Describe the diversity and characteristics of the cruise market, cruise products and cruise passengers, and the features of cruise liners and cruise ships for the hospitality industry.
2. Analyse and explain the scope and nature of hospitality as it relates to cruise ship operations and management, and explain the organisational structure of the cruise ship and the functions and activities of the various departments.
3. Explain the role and logistics of human resources in cruise ship management, and the responsibilities and duties of the crew members.
4. Demonstrate an awareness of potential issues affecting the cruise experience, including customer service and quality standards, as well as health, safety and security at sea.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- An overview of the cruise industry and its cruise liners and cruise ships for the hospitality industry.
- Profiling the cruise market, diversifying the cruise product, and passenger perceptions of value, customer service and quality standards.
- An overview of the operations and management of hospitality departments and their functions, duties and responsibilities.
- Human resource management and ship culture: Living and working at sea.
- Health, safety and security: Risk management and conflict resolution on ship.
- Field trip to cruise terminal and on board cruise ship operations.

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops and online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Reflection	25.00	1, 2
Essay	30.00	2, 3
Case Study evaluation	45.00	1, 2, 3, 4

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

- Obtain a final minimum mark of 50% overall in the course
- Submit all assessments and meet requirements as outlined in the Assessment grid. All assessments are compulsory.

LEARNING RESOURCES

Gibson, P. (2012). Cruise operations management: Hospitality perspectives (2nd Ed.). New York, NY: Routledge. Vogel, M., Papathanassis, A., & Wolber, B. (Eds.). (2012). The business and management of ocean cruises. Oxfordshire, United Kingdom: CABI.

For further information, contact: Te Ara Kete Aronui - Faculty of Culture & Society

Principal Programme: AK3708, Bachelor of International Hospitality Management

Related Programme/s: AK3004

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