

THE MANAGEMENT
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ENTERPRISES SERIES

CRUISE OPERATIONS MANAGEMENT

Philip Gibson

Cruise Operations Management The Management Of Hospitality And Tourism Enterprises

Wayne K. Talley



Cruise Operations Management The Management Of Hospitality And Tourism Enterprises:

Cruise Operations Management Philip Gibson, 2006-08-11 Cruise Operations Management provides a comprehensive and contextualised overview of hospitality services for the cruise industry As well as providing a background to the cruise industry it also looks deeper into the management issues providing a practical guide for both students and professionals alike A user friendly and practical guide it discusses issues such as The history and image of cruising How to design a cruise and itinerary planning Roles and responsibilities on a cruise ship Customer service systems and passenger profiles Managing food and drink operations onboard Health safety and security Cruise Operations Management presents a range of contextualised facts illustrated by a number of case studies that encourage the reader to examine the often complex circumstances that surround problems or events associated to cruise operations The case studies are contemporary and are constructed from first hand research with a number of international cruise companies providing a real world insight into this industry Each case study is followed by questions that are intended to illuminate issues and stimulate discussion The structure of the book is designed so the reader can either build knowledge cumulatively for an in depth knowledge of managerial practices and procedures onboard a cruise ship or they can dip in and make use of specific material and case studies for use within a more generic hospitality or tourism learning context

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Cruise Operations Management Philip Gibson, 2006 Cruise Operations Management provides a contextualised overview of hospitality services for the cruise industry The book looks into

management issues providing a practical guide for both students and professionals alike **British Qualifications** Kogan Page,2004 In a single volume the new edition of this guide gives comprehensive coverage of the developments within the fast changing field of professional academic and vocational qualifications career fields their professional and accrediting bodies levels of membership and qualifications and is a one stop guide for careers advisors students and parents It should also enable human resource managers to verify the qualifications of potential employees *Cruise Tourism and Society* Alexis Papathanassis,Tihomir Lukovic,Michael Vogel,2012-12-21 The growth and increased popularity of cruises is accompanied by a number of sustainability issues concerning the environment the port economies and societies on board and at shore The sustainability imperative ultimately leads to operational economical as well as image related challenges for the sector s decision makers and stakeholders This collection of peer reviewed papers presented during the 3rd International Cruise Conference Dubrovnik Croatia seeks to address those issues and contribute to their management in the mid term **British Qualifications** Kogan Page,2006 The field of professional academic and vocational qualifications is ever changing The new edition of this highly successful and practical guide provides thorough information on all developments Fully indexed it includes details on all university awards and over 200 career fields their professional and accrediting bodies levels of membership and qualifications It acts as an one stop guide for careers advisors students and parents and will also enable human resource managers to verify the qualifications of potential employees **Railway Heritage and Tourism** Michael V. Conlin,Geoffrey R. Bird,2014-05-08 This is the first book of its kind to examine railway heritage in the context of tourism in a comprehensive internationally relevant manner It explores the challenges faced by developers and operators of railway heritage destinations including financial legal and managerial sustainability in the modern tourism industry These themes are exemplified by a variety of case studies of railway heritage in tourism from regions around the world including North Central and South America the Caribbean Europe and Australasia The volume will be of particular interest to scholars of cultural tourism as well as researchers and practitioners of industrial heritage tourism along with graduate and senior undergraduate students The Blackwell Companion to Maritime Economics Wayne K. Talley,2012-02-13 Maritime Economics The Blackwell Companion to Maritime Economics presents a comprehensive and in depth coverage of shipping and port economics Featuring contributions from the most respected international specialists in the field this reference offers up to date insights into maritime carriers and their markets e g freight intermodal and passenger shipping economics e g dry bulk liquid bulk container regulation taxation seafaring safety and piracy ship economics e g equity bond and hedging ship finance and port economics e g governance labor competition efficiency choice investment clusters inspection and security In addition to providing a comprehensive survey of the literature on past and current practices on a wide range of maritime topics new empirical research on safety and piracy in shipping ship finance and container terminal efficiency is presented as well as original theories for maritime carriers and ports that provide greater insights into their operations With its

unprecedented breadth of coverage and range of scholarship The Blackwell Companion to Maritime Economics represents the new standard resource for any and all topics related to maritime economics Cruise Management Alexis Papathanassis, Michael H. Breitner, Cornelia Schoen, 2011-11-03 Increasingly cruise operators are utilising information and communication technologies ICTs to improve service effectiveness and process efficiency both on and off board Therefore it is worth initiating a discussion on the potential and challenges ICTs entail for both cruise operators back offices and for cruisers consumption experiences This book documents the proceedings of the 1st e Cruising Conference Bremerhaven Germany which was aimed at discussing the possibilities and applicability of ICTs and mobile services in various aspects of cruise operations Following a rigorous double blind review the best papers were chosen to be incorporated in this volume

The Business and Management of Ocean Cruises Michael Vogel, Alexis Papathanassis and Ben Wolber, 2012 This book is divided into six parts which are organized to guide the reader step by step from the macro level of the cruise industry to the micro level of operations management on board cruise ships Part I chapters 1 4 sets the scene for the book by characterizing the conditions under which cruise lines operate Part II chapters 5 8 includes four chapters that address issues of significance for corporate managers in the cruise sector Part III chapters 9 11 deal with aspects of the marketing mix employed by cruise lines to attract passengers and fill their ships Part IV chapters 12 15 is concerned with managerial functions related directly to the cruise product Part V chapters 16 19 focuses on operational management functions on board cruise ships The final Part VI chapter 20 looks at future development possibilities for the cruise sector

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