



Module Structure

Module Title : Cruise and Airline Service Management

Module Code : HTPM332

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 3

Group : HTMIIT&T

Semester : Fall

Number of Hours Taught : 3

ECTS : 5

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Pre-requisite(s) :

Module Rationale

In today's rapidly changing transport environment, students need to obtain comprehensive knowledge on the needs and challenges of the cruise and airline industry so as to become professionals in these important sectors of the hospitality and tourism industry.

Aims

This module aims to expose students to the history and evolution of cruise and airline operations, the trends shaping these two important sectors, the contemporary demand/market requirements and the various supply constituents that need to come together and be properly managed. The module provides the necessary knowledge, skills and competences required to effectively manage cruise and airline service operations.

Intended Learning Outcomes

- Gain knowledge on cruise operations management
- Identify the cruise market
- Discuss the development of the shipping industry and maritime issues
- Design a cruise itinerary planning and customer service
- Learn the study of facilities management, food and beverage management, housekeeping management in cruising
- Understand the air transportation economics
- Comprehend airline planning and operations
- Learn how airline pricing and distribution is performed

Delivery Methods:

Lectures, tutorials, case studies, exercises and problems, tests, group work

Assessment:

Assignment	20%
Case studies	10%
Test	10%
Mid-Term Exam	20%
Final Exam	40%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-06/10	Contemporary Cruise Operations: history and origins of cruising, elements of cruising and types of cruise ships. Expansion of the cruise industry. Acquisitions and mergers. Cruise brands. Structure of the cruise industry. Cruise line associations.	Chapter 1
2.	09/10-13/10	Cruise product features. Accommodation, dining, entertainment, events etc.	Chapter 2
3.	16/10-20/10	Cruise geography. Primary cruising regions. Case study	Chapter 4
4.	23/10-27/10	Planning the itinerary. Selling cruises and cruise products.	Chapter 2, 5
5.	30/10-03/11	Working on board. The role and responsibilities. The management of hotel services. Customer service. Quality, operations and management.	Chapter 6 Chapter 7
6.	06/11-10/11	Managing food and drink operations. Managing facilities.	Chapter 8 Chapter 9
7.	13/11-17/11	Health, safety and security. Center for disease control, vessel sanitation, safety at sea, assessing risk. Training and learning on board. Skills development, mentoring, motivation	Chapter 10 Chapter 11
8.	20/11-24/11	Mid-Term Exam The global airline industry. Deregulation and liberalisation. Industry evolution. Industry codes, terminology and definitions.	Chapter 1 IATA handouts
9.	27/11-01/12	The international institutional and Regulatory Environment. Overview of Airline Economics, Markets and Demand. Test	Chapter 2 Chapter 3
10.	04/12-08/12	Airline Pricing Theory and Practice. Airline Revenue Management. Airline Operating Costs and Measures of Productivity.	Chapter 4 Chapter 5 Chapter 6
11.	11/12-15/12	Airline Flight Operations.	Chapter 9

Week	Dates	Topics to be Covered	Reference Chapter / Material
		Aviation Safety and Security. The last century, approaches to safety measurements, security procedures. Case study	Chapter 12
12.	18/12-22/12	The airport. Physical Characteristics, terminals, formalities, capacity, delays, and demand Management.	Chapter 13 IATA Handouts
13.	08/01-10/01	Revision	

Essential Reading

- Gibson, P., (2006). *Cruise Operations Management*. Elsevier
- Belobaba, P., Odoni, A., Barnhart, C., (2009). *The Global Airline Industry*. Wiley

Additional Reading

- Vladimir, A., (2008). *Selling the Sea*. Wiley
- IATA Training and Development Institute. , (2015). *Foundation in Travel and Tourism Course eTextbook. ed.5.14*. IATA

