



## TOUR 480

### Special Topic: Cruise Ship Management

## Spring Semester 2015

**Day/Time:** January 10-15, 2015 (with advance meetings scheduled and final evaluation on January 31)

**Location:** PW campus (KH 253), Carnival Victory (Miami, Falmouth [Jamaica], Grand Cayman Is.)

**Professor:** Dr. Russ Brayley, Director, Division of Sport, Recreation and Tourism

**Office Location:** BRH 221

**Office Hours:** By appointment.

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**CREDITS:** 3.0 (Note: Credit for this course may be used to satisfy 3 credits in the TEM Electives or as a pre-approved substitute for TOUR 330 [Resort Management] credits)

**PRE-REQUISITES:** 60 hours (including TOUR 200, TOUR 220 and TOUR 230), TEM major, at least 21 years of age by January 9, 2015.

### COURSE DESCRIPTION:

Survey of effective practices in the management and operation of cruise ships. Includes on-site examination of basic cruise operations including sales and booking, food and beverages, hotel operations, security, recreation activities, shore excursions, and personnel management. Examination of historical foundations of the cruise industry, related leisure and management theory, and leisure trends specific to mass international maritime travel.

### COURSE OBJECTIVES:

This course examines all major aspects of cruise ship operations, with particular emphasis on management of the guest experience. The role of structured and facilitated recreation in the cruise experience, and the enterprise contribution of other amenities and services (directly and indirectly) is explored. Principles and practices of resort management are compared and contrasted with those of cruise ships.

At the completion of this course students should be able to:

1. Identify and critically evaluate cruise ship operational structures and management organization.
2. Understand the unique needs and circumstances of cruise guests.
3. Recognize and measure the financial contributions of cruise ship departments to overall profitability.
4. Demonstrate awareness of sources of information, training, and professional support for professionals involved in the cruise industry.
5. Adjust commonly used program concepts and/or develop new concepts for application in cruise settings.
6. Explain the relationship of recreation and guest services to food and beverage, hotel, and other major divisions of the cruise ship organization.
7. Identify and develop informed opinions about current and emerging issues in cruise ship management.

8. Fully explore career opportunities in the cruise ship industry.
9. Describe the research and evaluation skills needed to function in cruise ship management professions.

**NATURE OF DELIVERY:** Lecture and seminar. On-site (off-campus) instruction.

**REQUIRED TEXT:** Gibson, P. 2006. Cruise Operations Management. Elsevier. ISBN 13: 978-0-7506-7835-3

**RECOMMENDED READING:** Dowling, R. K. (ed.) 2006. Cruise Ship Tourism. CABI. ISBN 13: 978-1-84593-048-6

### **EVALUATION:**

#### **Requirements:**

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|--|------------|
| 1. Punctuality, attendance and roll call compliance. | 100 points |
| 2. Tests and in-class assignments.                   | 100 points |
| 3. Final presentation (January 31, 2015)             | 150 points |
| 4. Professionalism                                   | 150 points |

**Grading Scale:** The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 to 500 = A+  
465 to 479 = A  
450 to 464 = A-  
430 to 449 = B+  
415 to 429 = B  
400 to 414 = B-  
370 to 399 = C+  
350 to 369 = C  
300 to 349 = D  
299 and below = F

### **ASSIGNMENTS:**

1. In-class assignments include discussion reviews and analyses related to assigned readings.
2. Observation assignments include analyses of field experiences.
3. Final presentation is a review of the cruise experience with an in-depth analysis of a selected element of operations (including recommendations).

### **COURSE SCHEDULE:**

Friday, October 17, 2014

9:00 a.m. – noon: Orientation meeting. International travel presentation. Risk management presentation.

Friday, October 31, 2014

9:00 a.m. – noon: Cruise industry history, issues and trends

Friday, November 21, 2014

9:00a.m. – noon: Industry organization. On-shore support.

Saturday, December 6, 2014

12:30 – early evening: CGE Pre-Departure Orientation (Fairfax)

Saturday, January 10, 2015

1:00 p.m.: Orientation, business development, ship tour.

4:00 p.m.: Depart Miami, Florida on Carnival Victory.

Sunday, January 11, 2015

9:30 a.m. – 11:30 a.m.: Food and Beverage / Sales

2:00 – 4:30 p.m: Guest services / Ship Administration / Hotel Operations

Monday, January 12, 2015

10:00 a.m.: Arrive in Falmouth, Jamaica

11:00 a.m. – 5:00 p.m.: Ecotourism Group Excursion (Tranopy Adventure)

6:00 p.m.: Depart Falmouth

Tuesday, January 13, 2015

9:00 a.m.: Arrive in Grand Cayman, Cayman Islands

10:00 a.m. – 3:30 p.m.: Shore excursions (independent). Field assignments.

4:00 p.m.: Pre-departure check-in

4:30 p.m.: Depart Grand Cayman

Wednesday, January 14, 2015

9:00 – 11:30 a.m.: Auxiliary services /Engineering / Security

2:00 – 4:30 p.m.: On-board Retailing / Entertainment / Shore Excursions

Thursday, January 15, 2015

7:00 a.m.: Group breakfast

8:00 a.m.: Arrive in Miami, Florida

Friday, January 23, 2015

9:00 – noon : Group sales, corporate operations, marketing, cruise trends / careers / professional development

Saturday, January 31, 2015

9:00 a.m. – 1:00 p.m.: Final group presentations / Evaluation

*Note: The instructor reserves the right to revise the course schedule as needed. Order of topics discussed may vary, according to availability of ship's officers as guest instructors.*

**CORE VALUES (College of Education and Human Development)**

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

**ADDITIONAL INFORMATION:**

1. Turn off or silence all sound emitting devices during seminars, group discussions, and tours. Text messaging during these times is also considered unprofessional and inappropriate.
2. Attendance is required at all scheduled and announced activities. Any situation that might influence attendance or punctuality must be brought to the attention of Dr. Brayley as soon as possible.
3. Unless required due to documented disability, it is preferred that laptop computers NOT be used during seminars. The use of devices such as iPads, iPods, etc. for communication, entertainment and non class-related purposes during seminars and other meetings is prohibited.

4. Students who require special accommodations due to disabilities (documented by the Office of Disability Services (<http://ods.gmu.edu/>)) must formally bring this to the attention of the instructor by October 31, 2014. Because of the intensive, on-site delivery of this course, no accommodations will be made for student athletes or student government officers whose duties or schedules conflict with this course.
5. Official e-mail communications from the instructor will be sent to students' GMU assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
6. The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.
7. Students must arrive on time at designated transportation rendezvous points. Transportation will be the sole responsibility of the student if rides are missed. Catch –up transportation or homeward flights can be very expensive and is the responsibility of the student.
8. The George Mason University Honor Code [<http://academicintegrity.gmu.edu/honorcode/>] applies to all aspects of this class. Students should be particularly attentive to University policies regarding plagiarism. Unless otherwise permitted, all assignments and elements thereof must be original and/or properly cited.
9. Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
10. Students are expected to exhibit professional behaviors and civil dispositions at all times. This includes personal time while on board the Carnival Victory and at ports of call.
11. Students are required to have adequate medical insurance (including medical evacuation) and are required to sign an Acknowledgement of Risk form.
12. Students are required to have a valid passport and appropriate documentation for international travel and re-entry into the United States.

### **Campus Resources**

1. The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
2. The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
3. For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].