

George Mason University
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 331 SA1 – Cruise Ship Management
3.0 Credits, Spring Semester 2018
Off-campus January 13-20, 2018

Faculty

Name: Dr. Russ Brayley
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Prerequisites

60 hours (including TOUR 200, TOUR 220 and TOUR 230), TEM major, at least 21 years of age by date of embarkation.

University Catalog 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 Overview

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 and hotel management are compared and contrasted with those of cruise ships.

Course Delivery Method

Lecture and seminar. On-site (off-campus) instruction.

Learner Outcomes or Objectives

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.

Professional Standards n/a

Required Text

Gibson, P. 2012. Cruise Operations Management. Elsevier. ISBN 13: 978-0-7506-7835-3

Course Performance Evaluation

Evaluated Items:

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| 1. Punctuality, attendance and roll call compliance. | 100 points |
| 2. Tests and in-class assignments. | 100 points |
| 3. Final presentation | 150 points |
| 4. Participation and professionalism | 150 points |

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).

Grading:

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	(A grades indicate excellent performance on evaluated items)
450 to 464= A-	
430 to 449= B+	
415 to 429= B	(B grades indicate very good performance on evaluated items)
400 to 414= B-	
370 to 399= C+	
350 to 369= C	(C grades indicate adequate performance on evaluated items)
300 to 349= D	(a D grade indicates marginal performance on evaluated items)
299 and below = F	(an F grade indicates unacceptable performance on evaluated items)

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. Part of the grade for this course is based on professional conduct.(see grading rubric)

See also <https://cehd.gmu.edu/students/policies-procedures/>

Class Schedule

Pre-cruise meeting 1 (Friday, November 3) RSCH 201

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

Pre-cruise meeting 2 (Friday, November 17) RSCH-201

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

Pre-cruise meeting 3 (Friday, December 1) RSCH-201

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

Pre-cruise meeting 4 (Saturday, December 9)

9:00 - noon: Study Abroad Pre-Departure Orientation (Fairfax)

Cruise Day 1 (Saturday, January 13)

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

4:00 p.m.: Depart Miami on Carnival Glory.

Cruise Day 2 (Sunday, January 14)

9:00 a.m. – 4:30 p.m.: Hotel /Guest services / Ship Administration/ Food Services / Sales / Group Services

Cruise Day 3 (Monday, January 15)

7:30 – 3:00 p.m.: Shore activities. Grand Cayman

Evening.: Group Services

Cruise Day 4 (Tuesday, January 16)

10:00 a.m. – 6:00 p.m.: Mahogany Bay, Honduras. Shore Activities. Field assignments.

Cruise Day 5 (Wednesday, January 17)

8:00 a.m. – 5:00 p.m.: Belize. Group shore excursion (Cave float and Zipline). Field assignments.

Cruise Day 6 (Thursday, January 18)

8:00 a.m. – 5:00 p.m.: Cozumel, Mexico. Shore Activities. Field assignments.

Cruise Day 7 Friday, January 19)

9:00 a.m. – 4:30 p.m.: At sea class meetings (Entertainment / Cruise Director functions, Retailing, Corporate operations, Maritime security, Environmental Dept.)

Cruise Day 8 (Saturday, January 20)

9:00 – 11:30 a.m.: Group breakfast. Arrive Miami. Debark.

Post-cruise meeting (Friday, February 9)

9:00 a.m. – 11:00 a.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. Destinations may be changed by the cruise line due to weather or other situations.

Important Dates

Tuesday, January 23	First day of class (10:30 a.m.)
Thursday, March 1	Mid-Term Exam
March 12-16	Spring Break (no class meeting)
Thursday, May 3	Last class meeting
Tuesday, May 15	Final Exam (10:30 a.m. –1:15 p.m.)

Core Values Commitment

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: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

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. Non-attendance at any Pre-cruise meeting may disqualify the student from participating in the cruise portion of the course

(without refund). 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 in a timely manner. 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 Pride 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

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .