

Semester VIII
Discipline Specific Elective –DSE I-8.2
Cruise and Maritime Tourism
Offered by Department of Tourism, College of Vocational Studies
Credit Distribution, Eligibility and Pre-requisites of the Course

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre- requisite of the course (If any) |
|--|----------|-----------------------------------|----------|------------------------|------------------------------|---|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Cruise and Maritime Tourism DSE 8.2 | 4 | 3 | 1 | 0 | Pass in class XII | NIL |

Learning objectives:

The course is designed to introduce students to the concept, scope, and growth of cruise and maritime tourism, both globally and within the Indian context. It aims to provide a comprehensive understanding of cruise operations, management structures, and the key players involved in the maritime tourism sector. The course further explores the socio-economic and environmental impacts associated with cruise tourism, offering insights into how this industry affects destinations and communities. Additionally, students will analyze emerging trends, current challenges, and the importance of sustainable practices to ensure the responsible development of maritime tourism in the future.

Learning outcomes:

After completion of the course, learners would be able to:

- 1. understand the concept, scope, and growth of cruise and maritime tourism.
- 2. apply/Demonstrate knowledge of cruise operations, itineraries, and roles of key stakeholders.
- 3. analyze the socio-economic and environmental impacts of cruise tourism.
- 4. evaluate current trends, challenges, and sustainable practices in maritime tourism.

Unit I

Introduction to Cruise and Maritime Tourism (11 Hours)

Definition, evolution, and growth of maritime tourism, Types of cruises: Ocean, river, expedition, luxury, theme cruises, Major cruise lines and global cruise markets, Importance of cruise tourism in the global tourism economy.

Unit II

Cruise Operations and Onboard Management (10 Hours)

Cruise ship structure and departments, Port and shore excursion management, Cruise itineraries and route planning, Safety, health, and legal regulations on board.

Unit III

Cruise Destinations and Market Segmentation (12 Hours)

Popular global cruise destinations: Caribbean, Mediterranean, Alaska, Asia, Emerging cruise destinations in India, Cruise market segments: Luxury, family, adventure, senior, LGBTQ+, Cruise tourist behaviour and expectations.

Unit IV

Sustainability, Trends, and Challenges in Cruise Tourism (12 Hours)

Environmental impacts: waste disposal, emissions, over-tourism, Economic and cultural impacts on port communities, Sustainability practices by cruise operators, Post-pandemic recovery and future of cruise tourism.

Exercises:

The learners are required to:

1. conduct the case study analysis of major cruise brands (e.g., Royal Caribbean, Carnival, MSC).
2. conduct group discussion.
3. perform a virtual tour of a cruise ship (using YouTube or VR platforms).
4. create a mock cruise itinerary for a 7-day international cruise.
5. prepare a destination profile of an Indian cruise port.
6. conduct a market segmentation survey for cruise preferences.
7. conduct debate.
8. prepare group projects: Propose a sustainable cruise tourism model for Indian coastline.

Suggested Readings:

- Dowling, R. K., & Weeden, C. (Eds.). (2017). *Cruise Ship Tourism* (2nd ed.). CABI.
- Papathanassis, A. (Ed.). (2011). *The long tail of tourism: Holiday niches and their impact on mainstream tourism*. Springer.
- Gibson, P. (2012). *Cruise operations management* (2nd ed.). Routledge.
- Sakhuja, V., & Narula, K. (Eds.). (2023). *Partnering Across Oceans*. National Maritime Foundation.
- Weaver, A. (2005). *Spaces of containment and revenue capture: ‘Super-sized’ cruise.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**