



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Hotel management and Hospitality

Code - Course	580018 – Cruisers as hotel products		
Course year	1	Credits	3 ECST
Thematic Area	Hospitality management	Course type	Compulsory
In-class hours	21 hours	Hours of individual work	54 hores

BRIEF COURSE DESCRIPTION

Maritime transport has always been a challenge for the human being. Moving over land from one place to another was possible due to the available wood, metal or animal means. However, ¿what about moving from one continent to another by sea carrying passengers?

Nowadays, cruise industry has become a giant together with the hospitality market. It offers different entertainments adapted to the different demands and the changing tastes of customers and to the latest technology. Big cruise vessels are considered as floating cities because they offer different services and facilities such as restaurants, casinos or shows.

Cruises are a great appealing for tourists today but what they can become in a near future is still unimaginable.

GENERAL SKILLS

GS1 – Customer-oriented.

SPECIFIC SKILLS

SS1 – Design and implement marketing strategies that respond to new emerging business opportunities in the sector.

SS7 – Plan, coordinate and control the organizational processes and the service processes in all areas of management in hotel companies and restaurant businesses.

ACADEMIC CONTENT

1. Background, origins and evolution of cruisers.



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2. Marketing strategies applied to the sector. Commercialisation and communication process.
3. Operations management on a cruiser. Accommodation and entertainment areas. Organization and personal and professional skills. Management of control indicators.
4. Cruiser design and architecture. Design criteria, areas, spaces, and equipment.
5. Customer experience management on a cruiser. Customer orientation. Anticipating needs.

LEARNING METHODOLOGY

Learning methodology will be based on the presentation of theoretical concepts related to cruise companies' management and their link with the hotel sector. Students will have to do both individual and group tasks which will be orally presented in order to connect theory with its practical application.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Tasks done by the students	60 %	40 %



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Final written exam	40 %	60 % ¹
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Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

(CLIA) Cruise lines International Association (2012) Cruise Insutry Update Final.

Fernandez, Lo (2008). Capitulo 1: *El turismo de cruceros. Antecedentes y conceptualización teórica*. Universidad de la Habana. Centro de Estudios Turísticos, de

Gibson, P., (2012). "Cruise geography. Primary cruising regions. North America". *Cruise Operations Management. Hospitality Perspectives*.

Gibson, P., (2012). *Cruise Operation Management (Hospitality Perspectives)*

¹ If the student is assessed by means of the final examination, he or she will do this activity individually.



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Manning, T., (2006). Managing Cruise Ship Impacts: Guidelines for Current and Potential Destination Communities. A Backgrounder for Prospective Destination Communities

Murias López, R (2003). *La industria del crucero en el siglo XXI. Implicación en los puertos españoles y perspectivas de futuro*. Universitat Politècnica de Catalunya. Departament de Ciència i Enginyeria Nàutiques

Murias López, R. (2002). "Evolución y desarrollo de la industria del crucero. Era moderna hasta nuestros días. Compañías Americanas. Disney Cruise Line". En R. Murias. *La industria del crucero en el siglo XXI. Implicación en los puertos españoles y perspectivas de futuro*

Patricia Castan.(2012) Principales premios a los mejores puertos de crucero. Consultado

Turismo de cruceros (2008), Situación actual y tendencias. Publicado e impreso por la Organización Mundial del Turismo, Madrid (España).