

RM 3243: An Overview of the Cruise Line Industry in a Cultural Context
Eastern Caribbean, May 14-22, 2011

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Pre-Trip Class Meetings: April 6, 13, 20: 5-8pm in HCC

Trip Dates: May 14-22, 2011

Contact Hours: 9 pre-trip hours, 40 contact hours (approximately 5 hours per day) during the trip

Required Texts/Readings: Cruising: A Guide to the Cruise Line Industry, 2nd ed. by Marc Mancini

Course Description: This is a field course designed to acquaint students with the process of operating a cruise ship with multiple international destinations. The course will take place on a Voyager-class ship of the Royal Caribbean Cruise Line, one of the largest ships in the industry. Voyager-class ships offer more services than most cruise ships and Royal Caribbean is considered to be one of the market leaders in terms of service quality. Topics to be covered include: Who Cruises And Why, The Anatomy of a Cruise Ship, The Cruise Experience, Who's Who in Cruising, The Pre-, and Post-, and Off-Ship Cruise Experience, The Geography of Cruising, Profiling the Lines, Selling Cruises, and Cruise Marketing, Groups and Incentives.

Purpose of the Course: To provide each student with the basic knowledge necessary to work in the cruise line industry.

Objectives: Upon completion of this course each student should:

- To gain a broad understanding of the basic operational and managerial components of a cruise ship: guest services, housekeeping, food services, entertainment, maintenance, point-of-sales, and casino management.
- To gain an appreciation for the inter-departmental communication and collaboration necessary to provide services for over 3,000 passengers.
- To observe and learn about youth programming.
- To learn about the marketing/promotions efforts of a major cruise line.
- To learn and apply knowledge about service quality and guest evaluations.
- To apply knowledge gained about the cruise industry to actual scenarios identified throughout the cruise.
- To observe and learn about the development and sustainability of a coral reef for tourism opportunities.
- To participate in a historic walking tour of Charlotte Amalie and learn about the elaborate steps made hundreds of years ago to facilitate pedestrian traffic.
- To visit and learn about the operation and management of an animal habitat designed for human interaction and educational experiences.
- To experience the Caribbean culture in a variety of contexts.
- To learn about job opportunities within the cruise industry.

Attendance: *Research has shown that class performance is significantly related to class attendance and participation.* Given the narrow timeframe of the course, an unexcused absence from one appointment will result in a maximum grade of C. Similarly, an unexcused absence from more than one appointment will result in a grade of F.

Tardiness: Homework assignments are due at the beginning of class and will not be accepted late. All students are expected to be on time to class. As assignments and announcements are typically made at the beginning of class, tardiness means you miss important information. When students come to class late, it disrupts the rest of the class. Students arriving late may or may not be admitted to class, per the instructor's discretion. Students who make a habit of being late to class may be denied entry. **Prior arrangements should be made with the Instructor regarding anticipated tardiness. If you arrive late without having made prior arrangements, please see the Instructor after class.**

Course Requirements

Exams (Mid-Term and Final, worth 100 pts each) = 200 pts

PowerPoint Presentation = 100 pts

Attendance/Participation at professional presentations/class discussions (14 presentations/discussions at 50 points each) = 700 pts

TOTAL 1000 pts

Grading: 92 - 100% A The student has done **excellent** work in all phases of the course and has 90 - 91.9% A-done **more than the minimum** required. 88 - 89.9% B+ 82 - 87.9% B Overall, the student has done **good** work in all phases of the course and 80 - 81.9% B-has done **more than the minimum** required. 78 - 79.9% C+ 72 - 77.9% C Overall, the student has done an adequate job. In most cases, the 70 - 71.9% C-student has done the minimum required in an acceptable manner. 68 - 69.9% D+ 62 - 67.9% D Overall, the student has done enough to pass the course, but has done 60 - 61.9% D-less than the minimum that was expected of each student. below 60% F The student has failed to meet minimum standards.

Class Communication: The Instructor will use several mediums to communicate effectively:

1. A detailed syllabus with clear assignment expectations.
2. A course website with the class syllabus, website, assignments, notes and exam reviews.
3. Announcements at the beginning of class.
4. Email announcements sent to your AppState account. Many professional agencies now require that their employees use email to enhance agency communication. You are responsible for checking your account on a regular basis (at least twice per week).

Exams: There will be two examinations given: a midterm and a final. All material on the exams will be drawn from the readings, lectures, tours/excursions and presentations. The mid-term will consist of 100 multiple choice questions and the final exam will be a comprehensive essay exam which requires you to apply information learned in classes to information obtained during the cruise. Make-up exams will not be given without prior arrangement with the instructor.

PowerPoint Presentation Grading Criteria (100 pts); 10-15 minutes long

- Introduction (10 pts)
- Presentation content (30 pts); Points deducted for going over/under 4-6 minute time limit
- Focus on topic (20 pts)
- Quality/Use of PowerPoint (20 pts)
- Poise, Self-Confidence, Voice Projection, Audience Eye Contact and Clarity (10 pts)
- Ability to retain audience attention (10 pts)

Accommodations for Students with a Disability: Appalachian State University is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Those seeking accommodations based on a substantially limiting disability must contact and register with The Office of Disability Services (ODS) at <http://www.ods.appstate.edu/> or 828-262-3056. Once registration is complete, individuals will meet with ODS staff to discuss eligibility and appropriate accommodations.

Academic Integrity Code: More information about the Academic Integrity Code can be found at <http://studentconduct.appstate.edu>. Students attending Appalachian State University agree to abide by the following Code:

- Students will not lie, cheat, or steal to gain academic advantage.
- Students will oppose every instance of academic dishonesty.