Do You Have the Cruise Ship Blues?

This is a rhetorical question that really could have at least 2 meanings that I am thinking of. 1) Are you thinking that taking a cruise right now would be awesome and you just cannot figure out how you can afford to make the time or find the money to do it? Or 2) Have you taken a cruise in the past and it just did not live up to your expectations and all of the hype described in the Cruise Operator’s Brochures? In either case, I can appreciate that you could be experiencing the Cruise Ship Blues.

Today the cruise ship industry is one of the fastest growing tourism products. In 2004 over 9 million passengers took a cruise of at least 2 days in duration. Between 1980 and 2004 annual increase in passengers is over 8%. During this time cruise ships have increased significantly in size with the larger ships today carrying over 3,000 passengers at a time. Although the demand for cruises has occurred because cruise ships have become more efficient, thus reducing the average cost per person and making it more affordable to a larger population of the US and the World, the costs of operating a cruise ship have been reduced because of the significant concessions that Cruise Ship Operators have received from Local, State, and National governments. In this assignment I want you to learn more about both the positive and negative aspects of this very important and popular segment of the Hospitality Industry.

Start your search by typing in the key words “Cruise industry” into Google or your favorite search engine. From the results of this search you should be able to answer the following questions.

1. In 2004/5/6 what are some of the key statistics that reflect the state of the industry. (Select items based on the impact they have on you as a cruise passenger (now or in the future) or as a global citizen)?
2. Briefly describe the makeup of the industry cruise ship operators.
3. What is the Country of Registry for Cruise Ships? What are the primary countries that cruise ships use as country of registry?
4. Why do many cruise ships not the United States as their Country of Registry?
5. Provide a headline from a news source in 2006 that presented the cruise industry in a negative light.
6. Identify a cruise ship operator and briefly describe one of their cruise options available during 2007.
7. What is your overall personal feeling regarding the cruise industry? Provide specific examples why you feel this way.
8. Find a website that is completely devoted to reporting the negative news from the cruise industry and briefly describe what information it provides.
9. Describe who you believe more, the Cruise Industry Proponents or Opponents.
10. List the name of a book written in the last 10 year regarding the Cruise Industry.