

Cruise Operations Management - Philip Gibson

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Cruise Operations Management: Hospitality Perspectives provides a comprehensive and contextualized overview of hospitality services for the cruise industry. As well as providing a background to the cruise industry, it also looks deeper into the management issues providing a practical guide for both students and professionals alike. Since the first edition of this book, there have been many important developments in the industry and this new edition features revised chapters on: contemporary cruise operations cruise geography itinerary planning health, safety and security maritime issues and legislation. In addition, there is a new chapter on 'Cruise Management Resources' intended to be of benefit to research students. Cruise Operations Management presents a range of issues illustrated by a number of case studies that encourage the reader to examine the often complex circumstances that surround problems or events associated with cruise operations. The case studies are contemporary and are constructed from first hand research with a number of international cruise companies providing a real world insight into this industry. They include 'Roles and Responsibilities on a Cruise Ship', 'Customer Service Systems and Passenger Profiles' and 'Managing Food and Drink Operations Onboard'. Each case study is followed by questions that are intended to illuminate issues and stimulate discussion. The structure of the book is designed so the reader can either build knowledge cumulatively for an in-depth knowledge of managerial practices and procedures onboard a cruise ship, or they can 'dip in' and make use of specific material and case studies for use within a more generic hospitality or tourism learning context. Author: Gibson, Philip Publisher: Routledge Illustration: N Language: ENG Title: Cruise Operations Management Pages: 00328 (Encrypted EPUB) / 00328 (Encrypted PDF) On Sale: 2012-02-10 SKU-13/ISBN: 9780415699402 Category: Business & Economics : Industries - Hospitality, Travel & To Category: Transportation : General Category: Travel : General

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