Introduction

This assignment is made up of 4 tasks which, when successfully completed, are designed to give you sufficient evidence to meet the Pass (P), Merit (M) and Distinction (D) grading criteria for the unit. If you have carried out the activities and read the case studies throughout this unit in the accompanying textbook, you will already have done a lot of work towards completing the tasks for this assignment.

Scenario

As part of a forthcoming open day for prospective students at your college/school, your group has been asked to prepare some presentations and displays on different industries in the travel and tourism sector, to give the students and their parents an idea of the type of work you do on your course. You have been chosen to work on the cruise industry and must complete the following tasks.

Task 1

Research, prepare and deliver a presentation in which you should:

a. Describe key stages in the development of the cruise industry (P1). This should focus on the last 50 years and in particular the last ten years.

b. Describe the roles of stakeholders involved in the cruise industry (P2). This must cover cruise operators, regulatory bodies and their links with other travel and tourism industries. You should identify the cruise operators that are independent and those that are part of larger organisations.

c. Describe employment opportunities available within the cruise industry (P3). You should identify employment opportunities both on board and on shore with different types of cruise operators, and then research at least two different types of on-board jobs, e.g. purser, entertainer, shore excursion staff, social host, etc. plus one job on shore, e.g. check-in clerk, call centre operator, sales executive, etc. The jobs described could be with two or more cruise operators. These jobs should be described in terms of roles, responsibilities, entry requirements, working environment, terms and conditions.

d. Statistically assess the cruise industry today, including stakeholders and employment (M1). You should present a brief profile of the main cruise operators identifying those that are owned by the same parent company and those that are independent. Your presentation should include statistical information about the number of passengers they carry, the number of ships in operation and the number and nationality of the crews. You should also assess how the cruise operators link with other industries, e.g. transport, tour operators, retail agents, specialist web-based cruise agents, etc.

This task is designed to produce evidence for P1, P2, P3 and M1.
Task 2

You are to create a display in which you must:

a. Identify major cruise areas available to the UK market (P4). This can be presented using a large world map or a variety of smaller maps.
b. Describe the different types of cruises available to customers (P5). You must provide evidence that describes at least three different types of cruises available to customers. It is important to start with a description of the different types of ship and their design features, and then link these to the different types of cruises on offer, e.g. fly/cruise, mini-cruise, special interest cruise, etc.
c. Explain how cruise lines have developed products for a growing cruise market (P6). You should identify a range of products and then select a minimum of two and explain how and why each product has been developed over recent years to meet the needs of a growing cruise market.

This task is designed to produce evidence for P4, P5 and P6.

Task 3

This task is about selecting cruises that appeal to different types of customers.

a. Use brochure information to select cruises that appeal to cruise customers and meet their specific needs (P7). The first customer is a young, single male looking for a short fly/cruise in the Mediterranean in September. He has a limited budget and is looking for a lively nightlife scene. The second customers are a couple celebrating their golden wedding anniversary and looking for a 14-night cruise in the Caribbean in November, with the chance to visit some interesting heritage and cultural attractions during their holiday. They are looking for a fly/cruise departing from Gatwick Airport. Once you have selected the cruises you should provide the details in written format and identify the elements that meet the needs of the customers within the customer briefs.
b. Explain how the selected cruises will meet the needs of the different types of customers (P8). You should support your explanations with details of the cruises taken from brochures and websites.
c. Analyse the range of cruises and ships operating currently in a named cruise area, including their appeal to different types of customer (M2). You could select, for example, the Western Mediterranean or the Eastern Caribbean, and analyse the range of cruises and ships operating currently in that area. You should describe the cruises and the ships, and explain how these appeal to different types of customer. Your evidence can be presented in written or oral format.
d. Evaluate how operator, product and ship developments have increased the appeal and growth of cruising over the last ten years and increased cruise operator employment (D1). You must demonstrate your understanding of the following aspects – how operators have developed through mergers and takeovers or by remaining independent and exclusive; how products have been developed to meet specific trends and demands; how ships have been developed to accommodate trends and demands; how cruise operator employment has increased; how all these aspects have increased the appeal and the growth of cruising over the last ten years. Your evidence should be presented as a written report.

This task is designed to produce evidence for P7, P8, M2 and D1.
Task 4

Research, prepare and deliver a presentation in which you should:

a. Outline potential future developments in the cruise industry based on current trends (P9). You must outline at least two potential future developments in the cruise industry based on current industry trends. Your evidence must be supported with articles, research papers, reports, etc. to substantiate each development.

b. Explain how cruises impact on a cruise area, the gateway ports and ports of call (P10). You should explain how one cruise itinerary impacts on one cruise area, its gateway ports and ports of call. You should select one cruise area, e.g. the Western Mediterranean, and describe the impact of one cruise itinerary on the gateway ports and ports of call, e.g. Ibiza Town, Messina, Naples, Toulon, Barcelona, etc. The impacts should be both positive and negative and can include economic, social and environmental impacts.

c. Compare the negative and positive impacts of cruising on two different ports within one cruise area (M3). You can use the same cruise area and itinerary as in Task 4b or use a different area and itinerary to generate your evidence. You must compare the negative and positive impacts of cruising on two different ports within the one cruise area. The comparison should be detailed and supported with other material such as pictorial, newspaper or web-based articles and statistics.

d. Evaluate how potential future developments could increase or decrease the negative and positive impacts of cruising (D2). For example, if cruising continues to grow, with more and more ships using particular ports of call and many more passengers travelling on excursions, the impacts around the ports could be very negative due to congestion and pollution. At the same time, however, there could be positive economic benefits for coach operators, tour guides, tourist attractions and the retail and hospitality facilities within them. The new ships being built are more fuel-efficient and have advanced waste management systems, so these have the potential to decrease negative environmental aspects of cruising.

This task is designed to produce evidence for P9, P10, M3 and D2.