



Aisha Janinne Q. Escabillas



Aisha Janinne Escabillas

## **CRUISE TOURISM**

COPYRIGHT 2019 Aisha Janinne Escabillas

ISBN: 978-621-406-223-2

ALL RIGHTS RESERVED. No part of this work covered by the copyright hereon, may be reproduced, used in any form by any means – graphic, electronic, or mechanical, including photocopying, recording, or information storage and retrieval systems – without written permission from the authors.

Published by: MINDSHAPERS CO., INC.

Rm. 108, Intramuros Corporate Plaza Bldg., Recoletos St., Manila Telefax (02) 527-6489 Tel. No.: (02) 254-6160

Email: mindshapersco@yahoo.com

Lay Out & Cover Design: Erwin Bongalos

## TABLE OF CONTENTS

Preface	
Acknowledgmer	ıt

Chapter I	INTRODUCTION TO THE CRUISE INDUSTRY	1
	1.1 Definition	1
	1.2 History of Cruising	1
	1.3 Cruise Industry Trends	5
	1.4 Cruising Today and Beyond	6
	Discussion	8
	Assignment/Research Work	8
	Assessment Task (Exercise 1)	9
Chapter II	PROFILES OF CRUISE LINES AND CRUISE SHIPS	11
	2.1 Ship Structure	11
	2.2 Cruise Terminologies	13
	2.3 Profile of Cruise Lines	14
	2.4 Cruise Fleet	18
	Assignment/Research Work	43
	Assessment Task (Exercise 2)	45
Chapter III	CRUISE PASSENGERS AND SHIP'S COMPANY	47
	3.1 Cruisers – Who They Are	47
	3.2 Categories of Cruisers	48
	3.3 Cruising Motivations	49
	3.4 The Ship's Company	51
	Discussion	53
	Assignment/Research Work	53 55
	Assessment Task	
Chapter IV	THE CRUISE PRODUCTS	57
	4.1 Accommodation	57
	4.2 Food and Beverage	58
	4.3 Entertainment	59
	4.4 Sports and Recreation, Wellness, and	
	other Cruise Products	60
	4.5 Excursions	60
	Discussion	6:
	Assignment/Research Work	6
	Assessment Task	6

Chapter V	CRUISE REGIONS, PORTS, AND DESTINATIONS	65
	5.1 Alaska 5.2 Bahamas 5.3 Bermuda	65 68 69
	5.4 Caribbean 5.5 Panama Canal	69 74
	5.6 Asia 5.7 Australasia	75
	- Tuotidiasia	79
		81
	5.9 Northern Europe Assignment/Research Work	85 <b>87</b>
	Assessment Task	89
	Assignment/Research Work	09
Chapter VI	THE CRUISE EXPERIENCE	91
	6.1 Before Booking: Understanding Cruise Deals	91
	6.2 Pre-Sailing: Embarkation Day	92
	6.3 During the Cruise 6.4 After the Cruise: Debarkation	93
	6.4 After the Cruise: Debarkation  Discussion	96
	Assignment/Research Work	97
	Assessment Task	97
	Assessment Task (Exercise 2)	99
Chapter VII	IMPACTS OF CRUISE TOURISM	101
	7.1 Cruise Industry Economic Benefits	101
	7.2 Costs of Cruise Tourism	102
	7.3 Managing Impacts  Discussion	104
	Assessment Task	104
	Discussion	105
Chapter VIII	SUSTAINABLE CRUISE TOURISM	107
	8.1 Sustainable Cruise Tourism	107
	8.2 Sustainable Excursions	108
	8.3 Cruise Industry's Environmentally Friendly Practice	es 109
	8.4 Sustainability Strategies	111
	Discussion against book tool C.b.	112
	Assessment Task	113
REFERENCES		115

## **ABOUT THE AUTHOR**

AISHA JANINNE Q. ESCABILLAS graduated with a degree of Bachelor of Science in Hotel and Restaurant Management. She then worked at various sectors of the tourism and hospitality industries which included jobs onboard a cruise ship of P&O Cruises UK; and international private yacht, the Washington Yachting Group based in Vancouver, Canada, through two of the country's largest manning agencies – Magsaysay Corporation and Philippine Transmarine Carriers Inc., respectively.

In 2009 she joined the academe and has taught at various prestigious institutions namely. Our Lady of Fatima University, Lyceum of the Philippines University, and Colegio de San Juan de Letran.

She finished Master of Science in Hospitality Management (Benemeritus) at Our Lady of Fatima University, Quezon City and Doctor of Business Administration at Colegio de San Juan de Letran, Manila.

Dr. Escabillas was a Board of Director of Philippine Association of Researchers for Tourism and Hospitality (PARTH, formerly SOAR-THP) from 2015- 2019.

## MINDSHAPERS CO., INC.

Rm. 108, ICP Bldg., Recoletos St., Intramuros, Manila Tel. No.: (02) 2546160 • Telefax: (02) 5276489

Email: mindshapersco@yahoo.com

ISBN: 978-621-406-223-2