

Courses in English Course Description

Department	14 Tourism
Course title	Ships, Ports and Destinations- the magic triangle for succesful and sustainable Cruise Tourism
Course number	S10e
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	Students should get a basic understanding of cruise tourism and the key success factors of good interface management between ships, ports and destinationa.
Prerequisites	
Recommended reading	Steinecke, Albrecht, Kreuzfahrttourismus (2018); Schulz Axel, Auer, Joseph, Kreuzfahrten und Schiffsverkehr im Tourismus (2010); Meyer-Hentrich, Wofgan
Teaching methods	Lecture, discussions, group work, presentations
Assessment methods	Presentation and Seminar Paper
Language of instruction	English
Name of lecturer	Michael Zengerle
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Link	
Course content	Basics of cruise tourism management; key success factors of good interface management: management of passenger streams (transfers, embarkation/disembarkation, shore excursions, restaurants); energy supply, waste management, water management, catering, etc.; trends and futur
Remarks	