

# Selling the Sea

An Inside Look at the  
Cruise Industry



Bob Dickinson  
Andy Vladimir

# Selling The Sea An Inside Look At The Cruise Industry

**Bob Dickinson, Andrew Vladimir**



## **Selling The Sea An Inside Look At The Cruise Industry:**

**Selling the Sea** Bob Dickinson, Andrew Vladimir, 1997 An insider's view of how the cruising business operates *Selling the Sea* offers a complete picture of the cruise line industry along with step by step coverage of how to effectively market the cruising experience This updated Second Edition features new coverage of how technology has impacted the industry new niche markets in cruising and expanded material on shipbuilding and design It also includes insightful interviews with today's captains social directors food and beverage managers and cruise line executives who have hands on experience at the day to day workings of a cruise ship Bob Dickinson Miami FL is President and CEO of Carnival Cruise Lines and a member of the Board of Directors of the parent company Carnival Corporation Andy Vladimir Coconut Grove FL is a well known business and travel writer a member of the Editorial Board of the FIU Hospitality Review and contributing editor of Quest magazine

*Selling the Sea* Bob Dickinson, Andy Vladimir, 2007-04-27 An insider's view of how the cruising business operates *Selling the Sea* offers a complete picture of the cruise line industry along with step by step coverage of how to effectively market the cruising experience This updated Second Edition features new coverage of how technology has impacted the industry new niche markets in cruising and expanded material on shipbuilding and design It also includes insightful interviews with today's captains social directors food and beverage managers and cruise line executives who have hands on experience at the day to day workings of a cruise ship

**Cruise Operations Management** Philip Gibson, Richard Parkman, 2018-09-21 *Cruise Operations Management Hospitality Perspectives* offers a comprehensive and contextualised 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 students and professionals alike Since the last edition of this book was published there have been many important developments in the industry This third edition has been updated to include New content on health safety and security sustainability environmental impacts of cruise operations changing and emerging markets professionalism and talent management innovation and digital technologies A new chapter on Leadership in the cruise industry New international case studies throughout to provide a real world insight into the industry Additional online resources including PowerPoint slides for instructors and student quizzes to test knowledge This comprehensive accessible and engaging text is essential reading for all those seeking to study cruise operations management whether for academic or vocational reasons

**Cruise Sector Growth** Alexis Papathanassis, 2009-10-21 Despite representing a fairly small fraction of global tourism activity the cruise sector has been experiencing a steady growth rate over the last years The 1st International Cruise Conference ICC and its proceedings documented here face the changes which accompany this process of growth The corresponding refereed papers are organized under the following themes New trends and innovations human resource management information technology and standardization The underlying motivation behind this collection of works is to bridge the gap between cruise theory and practice by providing a living research agenda aligned with the cruise sector's

realities and needs      Social Conditions and Trends in Southeast Alaska ,2005 In 1997 scientists at the Pacific Northwest Research Station initiated several social science studies in response to information gaps identified while developing the Tongass Land Management Plan Results presented here summarize findings from studies of demographic trends and tourism trends in the region based on data available through 2002 Demographic trends suggest that despite having many unique geographic climatic and physical characteristics southeast Alaska exhibits many social conditions and trends similar to those statewide as well as in the greater United States and nonmetropolitan United States Much variation exists at the community level however when measuring change in population and income in southeast Alaska In the last decade tourism has been one of the fastest growing components of Alaskas economy and an important source of export based income Natural resource management and use in Alaska will affect and will be affected by trends in tourism growth and activities      General Technical Report PNW-GTR ,2005      **Cruising in the Global Economy** Christine B.N. Chin,2016-12-05 The business of cruise tourism in recent years has commanded news media attention especially on issues of environmental pollution passenger safety and worker rights yet consumer interest in cruise vacations has not been adversely affected by negative publicity and it continues to grow at an average of 8 9% per annum This unique mode of business focusing on the production and consumption of pleasure at sea and on land offers us an unprecedented opportunity to analyze the manner in which ongoing economic restructuring processes to bring about free markets in goods services and labour can and does involve both life on land and at sea This interdisciplinary analysis elicits an examination of states relationship to the maritime regulatory structure governing ship ownership management and operations cruise lines business strategies development of port communities to capture cruise related revenue changing leisure consumption patterns and meanings and the employment of foreign migrant workers as seafarers      **Handbook of Marketing Research Methodologies for Hospitality and Tourism** Ronald A. Nykiel,2007 The final section explains market analysis planning and communications including preparing a research based business review and the effective presentation of research findings      **Jamaica** Tony L. Henthorne,Thomas R. Panko,2024-05-31 JAMAICA Teal blue waters sandy beaches scintillating cuisine globally renown rum and Blue Mountain coffee One hundred fifty years under Spanish rule and then three hundred years under English dominion Early spectacular hotels then spectacular all inclusives resorts Hippies came to Negril and made it the Capital of Casual Bob Marley spread reggae music worldwide and became a major tourism promoter for the island adding to the glitz from the English celebrities of the 1950s who came to the North Coast Errol Flynn Ian Fleming and Noel Coward attracted jet setters to the island as did fictional super spy James Bond Agent 007 Tourism growth and development measured and conservative free flowing and exuberant all existing in a dynamic remarkable and one of a kind setting Jamaica a cacophony of sights and delights Ya mon come to Jamaica an island paradise that has it all      *Giants of the Seas* Aaron Saunders,2013-10-01 The cruise ship market is a 30 billion dollar industry and in 2013 it is estimated that it will carry more

than 20 million passengers nor is there any sign of a slow down in the seven percent annual growth. What keeps the passengers coming in such huge numbers isn't the food, the ports or the entertainment. They come for the magnificent floating palaces themselves, the giants of the sea. In this new book, the author showcases the most influential cruise ships of the last three decades, beginning with Royal Caribbean's ground-breaking *Sovereign of the Seas*. When she was launched in 1988, she was the largest passenger ship constructed since Cunard's *Queen Mary* entered service some 48 years earlier, and her entry into service sparked a fiercely competitive building boom that continues to this day. The reader is taken aboard thirty of the most spectacular ships to reveal how their innovative designs changed the landscape of modern cruising. By employing original and archival photographs, deck plans, cruise programmes, as well as the author's intimate knowledge of many of these vessels, a unique picture is built up of these great ships, and it becomes clear that the true Golden Age of Cruising is not in some distant past but exists right now, and that its origins can be traced back to one ship launched in 1988. A truly sumptuous and fascinating book for all those drawn to the world of the modern cruise ship. As seen in *Ships Monthly Magazine*.

**Food at Sea** Simon Spalding, 2014-12-11 *Food at Sea: Shipboard Cuisine from Ancient to Modern Times* traces the preservation, preparation, and consumption of food at sea over a period of several thousand years and in a variety of cultures. The book traces the development of cooking aboard in ancient and medieval times through the development of seafaring traditions of storing and preparing food on the world's seas and oceans. Following a largely chronological format, Simon Spalding shows how the raw materials, cooking and eating equipments, and methods of preparation of seafarers have both reflected the shoreside practices of their cultures and differed from them. The economies of whole countries have developed around foods that could survive long trips by sea, and new technologies have evolved to expand the available food choices at sea. Changes in ship construction and propulsion have compelled changes in food at sea, and Spalding's book explores these changes in cargo ships, passenger ships, warships, and other types over the centuries in fascinating depth of detail. Selected passages from songs and poems, quotes from seafarers, famous and obscure, and new insights into culinary history all add spice to the tale.

*Ecosystem Assessment and Fuzzy Systems Management* Bing-Yuan Cao, Sheng-Quan Ma, Hu-hua Cao, 2014-01-25 *Ecosystem Assessment and Fuzzy Systems Management* is the edited outcome of the 3rd International Conference on Ecosystem Assessment Management (ICEAM) and the Workshop on the Construction of an Early Warning Platform for Eco-tourism (WCEWPE) in Hainan on May 5-12, 2013, Haikou, China. The 3rd ICEAM and the WCEWPE, built on the success of previous conferences, are major Symposia for scientists, engineers, and logistic management researchers presenting their latest achievements, developments, and applications in all areas of Ecosystem Assessment Management, Early Warning Platform for Eco-tourism, and fuzzy logic. It aims to strengthen relations between industry, research laboratories, and universities and to create a primary symposium for world scientists. The book, containing 47 papers, is divided into five parts: Ecosystem Assessment Management and Information, Intelligent Algorithm, Fuzzy Optimization, and

Engineering Application Spatial Data Analysis and Intelligent Information Processing Tourism Culture Development and Planning and Application of Operations Research and Fuzzy Systems      **The Business of Tourism** J. Christopher Holloway, Claire Humphreys, 2019-12-28 Tourism as an industry is constantly changing Trends and attitudes are frequently susceptible to changes in what people look for in a holiday which can change with economic context generational shifts or the political landscape In *The Business of Tourism* Chris Holloway and Claire Humphreys help students to not only understand these new changes but to study them with a critical mindset An essential text for students of tourism management or travel tourism its historical context is combined with background theory and research plus up to date international case studies to examine in detail the tourism product alongside its impacts and the nature of a tourist This classic book has constantly offered a well rounded yet hands on business view of the tourism industry and this updated edition is no exception providing Depth and breadth of coverage makes it a one stop shop for students looking to purchase just one textbook during their degree A focus on business and the operational aspects of tourism give the text an applied feel rather than a descriptive overview making it useful for any student wishing to work or take a placement in one of the many diverse sectors of the tourism industry History chapter that is not included in other texts which gives a stimulating historical perspective to students for whom an understanding of the development of the tourism industry through the ages is desirable for success in assessments      *The Escape Industry* Mark Tungate, 2017-10-03 Travel as a concept is universally attractive and the opportunities for fun engaging branding and marketing in this sector are arguably limitless Glamour and appeal aside travel is a hugely competitive multi million pound industry and marketers of all sectors can learn important lessons from it Catering for mass consumer travel from business travel and adventure travel to specialist and niche interests the providers of escape have been impacted as much by technology as they have by the changing habits and desires of travellers themselves *The Escape Industry* presents an expert view of travel marketing and branding focusing particularly on how travel has been utterly transformed for both consumers and providers since the beginning of the 21st century Mark Tungate focuses on some of the travel industry s most famous brands and shares how all marketers can learn from the industry s rich experience of digital transition Tungate traces the evolution of this fascinating industry from nineteenth century trailblazers such as Thomas Cook and The Ritz to today s innovations such as TripAdvisor Couchsurfing and Airbnb and explores the branding secrets that have enabled them to survive A lively read full of incidents anecdotes unexpected encounters and a ground breaking report from the final frontier and space tourism *The Escape Industry* is at the cutting edge of this attractive sector examining some of the biggest names in the industry It will take travel and tourism students as well as marketing and branding practitioners on a journey to the heart of a rapidly changing business      **Travel Industry Economics** Harold L. Vogel, 2016-05-17 In this book Harold L Vogel comprehensively examines the business economics and investment aspects of major components of the travel industry including airlines hotels casinos amusement and theme parks and tourism The book

is designed as an economics grounded text that uniquely integrates a review of each sector's history economics accounting and financial analysis perspectives and relationships As such it provides a concise up to date reference guide for financial analysts economists industry executives legislators and regulators and journalists interested in the economics financing and marketing of travel and tourism related goods and services The third edition of this well established text updates refreshes and significantly broadens the coverage of tourism economics It further includes new sections on power laws and price indexing effects and also introduces new charts comparing airline and hotel revenue changes and lodging revenue changes in relation to GDP

**Smooth Sailing** Arthur Asa Berger, 2022-04-25 Written in an accessible style with many photographs of important tourist sites and drawings by the author Smooth Sailing provides an ethnographically informed introduction to the nature of tourism and an important aspect of tourism ocean cruising The book discusses topics such as the nature of tourism different kinds of tourists the role that myths play in tourism gratifications from tourism and travel as a means of personal transformation It also deals with ocean cruising and considers the notion that cruises are boring social class and cruising cruising and addiction and cruising and the psyche

Servants on the Move Francisca E. Oyogoa, 2024-07-08 What explains racial and gender inequality in the workplace Using firm level data from railroad airline and cruise ship companies the central questions addressed in this book are why and how did race gender hierarchies get created maintained legitimized and challenged on trains airplanes and cruise ships The author focuses on employers role in producing inequality among workers by examining management's actions and their own expressed race gender ideology regarding service workers in Pullman Railroad Company 1860s to 1960s the four major U S airlines 1930s to 1970s and U S owned cruise companies 1970s to 2000s In addition to being driven by the profit motive these men made hiring decisions that reflected their own stated beliefs about race gender and nationality In all three instances company executives consciously decided to create a work environment that was hierarchically segregated along race and gender lines Once employers decided to typecast a new job as best suited for one group of people they inscribed workers social identities on the performance of these jobs Notably White men were the only group never deemed naturally suited for serving others

**Ocean Travel and Cruising** Kaye Sung Chon, Arthur Asa Berger, 2012-11-12 A one of a kind analysis of ocean cruising In Ocean Travel and Cruising A Cultural Analysis noted author Arthur Asa Berger turns his critical eye to the phenomenon of ocean cruising This academically solid yet reader friendly book brings a multidisciplinary cultural studies approach to the subject examining ocean cruising from economic semiotic sociological psychoanalytic and marketing perspectives and offering insights not provided by the more traditional sociological approaches to the subject You'll explore cruise demographics the relationship between cruising and gender the sociology of dining on cruise ships hedonism and pleasure seeking the compulsion to cruise consolidation in the industry the exploitation of workers on cruise ships and a great deal more Here's a section by section rundown of what's in store for you and your students in this one of a kind new text The Economics of Cruising examines cruise categories industry

consolidation worker exploitation and ways that cruise lines make money aside from ticket sales This section also compares the costs of cruises vs land based vacations and fills you in on the typical weekly food and beverage consumption of the Carnival line s complement of ships which sheds light on how a cruise line can for a mere 10 provide a food array that would cost a restaurant or hotel 33 to 40 Signs at Sea The Semiotics of Cruising provides you with a quick primer on semiotics and then discusses the cruise ship as a sign system and then breaks the system down to its component parts discussing dining rooms cabins staterooms dress codes spatiality luxury signifiers the perceived elitism of the cruise experience the role of photography and more A Sociological Analysis of Cruising explores cruise demographics and their meaning time budgeting on cruises the sociology of dining new trends in cruising and the meaning of gender in relation to ocean cruising A particularly intriguing chapter is A Psychoanalytic Interpretation of Cruising Beginning with a look at the compulsion to cruise this section explores cruising s relationship with the unconscious the paradise myth hedonism and pleasure seeking the desire for unconditional love psychological regression and more In Selling Smooth Sailing Advertising and Marketing Cruises you ll examine print advertisements from eight major cruise lines look at what they have in common and what the differences are between the messages each cruise line hopes to convey via the style and content of their ads and brochures Cruising on the Internet looks at the intersection of the information superhighway with the world of cruising You ll learn about the cruise lines own Web sites travel agency sites Internet sites designed to rate and review cruises and cruise ships and more Notes from a Cruise Journal shares the author s on site reflections and impressions of a weeklong cruise from Los Angeles to Puerto Vallarta Mexico and back Written in accessible jargon free language that will appeal to students at all levels Ocean Travel and Cruising A Cultural Analysis is the most recent of a very small selection of scholarly studies of ocean cruising available in English Make it a part of your cultural studies leisure studies sociology travel tourism hospitality popular culture or American studies course this semester

*The Globalization of Musics in Transit* Simone Krüger, Ruxandra Trandafoiu, 2013-12-04 This book traces the particularities of music migration and tourism in different global settings and provides current even new perspectives for ethnomusicological research on globalizing musics in transit The dual focus on tourism and migration is central to debates on globalization and their examination separately or combined offers a useful lens on many key questions about where globalization is taking us questions about identity and heritage commoditization historical and cultural representation hybridity authenticity and ownership neoliberalism inequality diasporization the relocation of allegiances and more Moreover for the first time these two key phenomena tourism and migration are studied conjointly as well as interdisciplinary in order to derive both parallels and contrasts While taking diverse perspectives in embracing the contemporary musical landscape the collection offers a range of research methods and theoretical approaches from ethnomusicology anthropology cultural geography sociology popular music studies and media and communication In so doing *Musics in Transit* provides a rich exemplification of the ways that all forms of musical culture are becoming



transnational under post global conditions sustained by both global markets and musics in transit and to which both tourists and diasporic cosmopolitans make an important contribution

**Tourism in Transitions** Dieter K. Müller, Marek Więckowski, 2017-08-21 This book explores the relationship between transition and tourism geographies on a global scale discussing how tourism has been used as a tool to recover from decline or to manage change caused by event driven rapid transitions in a region's economy politics or environment With case studies from Europe America Asia and Africa it provides examples of how specific communities and industries around the globe have reacted for better or worse It also includes analyses of shifts within the tourism industry itself and examines the complex issues arising for localities that have to face the demands and standards of an increasingly globally interlinked tourism industry From Whistler to Angola casino gaming in Colorado to art tourism in Japan the contributors investigate such factors as tourism induced community change the social and economic impacts second home owners have on rural communities in the developing world reconstruction of local tourism systems after crisis events such as wars and the competitiveness of ski areas in light of climate change Overall the book offers a thoughtful study of the role of geographical and temporal scales for tourism during periods of unprecedented transition equipping readers with new ways of conceptualizing change and adaptation

The Top Books of the Year Selling The Sea An Inside Look At The Cruise Industry The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the engaging narratives that have enthralled audiences this year. The Must-Read :

Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed.

Selling The Sea An Inside Look At The Cruise Industry : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery.

Selling The Sea An Inside Look At The Cruise Industry : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered.

The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and suspenseful novel that will keep you speculating until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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