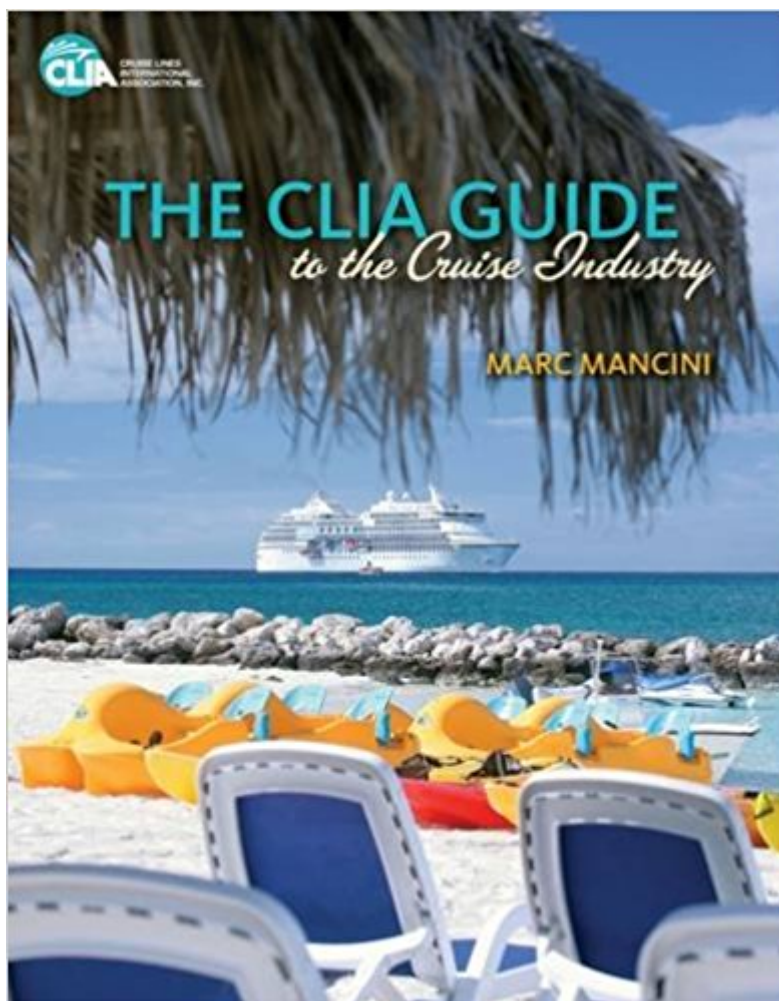


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The CLIA Guide To The Cruise Industry



Synopsis

THE CLIA GUIDE TO THE CRUISE INDUSTRY is the definitive resource for those who need to understand the contemporary cruise industry. This is the official book of the Cruise Lines International Association (CLIA), to which 90 percent of the world's cruise lines belong. This authoritative text is designed to support CLIA's highly regarded certification program while covering all the essential aspects of today's cruise industry, from sales and marketing to operations. Written by noted travel authority Marc Mancini in a style that provides an enjoyable learning experience for readers, the book blends definitions, statistics, anecdotes, observations, and examples into an entertaining and informative look at the cruise industry. Chapters contain objectives, key terms and phrases, photographs and illustrations. Questions for discussion challenge readers to test their understanding of the material in each chapter, and the activities at the close of each chapter encourage them to take a hypothetical situation and develop a creative solution. THE CLIA GUIDE TO THE CRUISE INDUSTRY gives readers an up-close and realistic look at one of the true travel success stories of our time.

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Preface 1. INTRODUCTION. Definitions and Beginnings. The Arrival of Leisure Sailing. The Luxury Palaces. The Birth of Contemporary Cruising. Modern Cruising Develops. Cruising Today. Questions for Discussion. Activity. 2. WHO CRUISES-AND WHY. Why People Cruise. Niche Cruising. Cruise Prices. Roadblocks to Purchase. Questions for Discussion. Activity. 3. THE ANATOMY OF A CRUISE SHIP. Styles of Ships. Sizing Ships. Ship Facilities. Cruise Staterooms.

Reading a Deck Plan. Miscellaneous Considerations. Questions for Discussion. Activity. 4. THE CRUISE EXPERIENCE. Before You Buy. On the Way to Your Cruise. Onboard the Ship. Departure. A Day at Sea. A Day in Port. The Last Night and the Following Day. Miscellaneous Thoughts. Questions for Discussion. Activity. 5. WHO'S WHO IN CRUISING. Sea-Based Operations. Land-Based Operations. Travel Agencies. The Travel Agency Business. Kinds of Travel Agencies. Associations and Training. Working for the Cruise Lines. Questions for Discussion. Activity. 6. THE PRE-, POST-, AND OFF-SHIP CRUISE EXPERIENCE. Precruise Packages. Cruise Itineraries. Intermediary Port Stops and Shore Excursions. Categories of Shore Excursions. Postcruise Packages. Port Experiences and Client Types. Questions for Discussion. Activity. Bonus Activity. 7. THE GEOGRAPHY OF CRUISING. Cruising North America. Cruising Europe. Cruising the Rest of the World. Repositioning Cruises. Some Miscellaneous Thoughts. Questions for Discussion and Activity. 8. PROFILING THE LINES. The Cruise Lines Themselves. Trade Publications. Trade Shows. Consumer Publications. Video and The Internet. The Internet for Research. CLIA's Education and Certification Programs. General Patterns. Generalized Versus Niche Cruise Lines. Small Ships. The CLIA Member Cruise Lines. Questions for Discussion. Activity 1. Activity 2. 9. SELLING CRUISES. Who Buys Cruises. The Cruise Sales Process. Opening the Sale. Qualifying the Client. Qualifying Questions. Recommending a Vacation. The Cruise Brochure. Web Sites. Overcoming Barriers. Adding Value. Getting the Business. The Nuts and Bolts of a Reservation. Following Up. Questions for Discussion. Activity 1. Activity 2. 10. CRUISE MARKETING, GROUPS, AND INCENTIVES. Definition. The Elements of Marketing. Marketing Plans. Groups. Incentives. A Final Note. Questions for Discussion. Activity. Appendix A-Key Addresses: CLIA Member Cruise Lines. Appendix B-Key Addresses: Associations. Appendix C-Bibliography. Glossary. Index.

Marc Mancini is one of the travel industry's best-known speakers, educators, and consultants. His writing and video production credits include 12 books, 32 videos, dozens of training websites, and more than 300 articles, with some syndicated by the Los Angeles Times. He has appeared on CNN, ABC's Good Morning America, and Showtime. An Adjunct Professor of Travel at West Los Angeles College, Dr. Mancini was named Educator of the Year by the International Society of Travel and Tourism Educators, and in 2010 received ASTA's Diamond Award. His consulting clients include American Express, Marriott, CLIA, Holland America, AAA, Norwegian Cruise Line, Lufthansa, and the Hawaiian Visitors and Convention Bureau. Dr. Mancini holds a BA degree from Providence College, and an MA, MS, and PhD from the University of Southern California.

I am a travel agent going for a Cruise Certification from CLIA. This book has tons of information, tips and web sites that can be helpful. The book was put together in a unique way that makes it easy to learn. You won't regret buying this book.

Love the option of being able to get his product for rental as a kindle version. The book is easy to read and some interesting things.

This is an excellent size book for those wanting to know more about the cruise industry without having to delve too deeply into the economics and operations. I thoroughly enjoyed it and have passed on to friends and colleagues who have expressed similar sentiments.

You can take away a well rounded view of where the cruise industry came from. The book also goes into popular destinations, types of cruisers, and how to position a cruise to the right person.

This was a gift for my granddaughter tha started to work for Royal Caribbean as a Marketing Trainee

This book should be on every new travel agents reading list. Everything you want and need to know about cruises. Written in an easy to read manner. Loved it.

If you are a travel agent and you want to increase your business, then this is the book for you. I've learned so much and I'm sure that, because my knowledge increased, my sales and clientele will increase. Thanks so much.

Rented; good quality.

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