



Development and Growth of the Cruise Industry

Roger Cartwright, Carolyn Baird

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'I believe this book will be a benefit to all those who are involved in, or are interested in, the cruise industry'
David Dingle, Commercial and Corporate Director P&O Cruises

- * The first overall study of the industry
- * Looks at the practical aspects but is underpinned by theory
- * Focuses on sociological aspects to explain the current growth

Cruises are traditionally thought of as luxury holidays for the pampered few but 'The Development and Growth of the Cruise Industry' exposes the myth and gives readers an understanding of their importance in the travel market. The book covers the various types of cruises (fly cruising, cruise & stay, special interest cruises for example), the types of ships (design to green issues) and the motivation of passengers (quality versus price). It takes a forward looking approach assessing trends, past 2000 with the probable polarisation of the market, its growth prospects and potential limiting factors.

Contents:

Cruising in context; A history of cruising; Market aspects; Cruising areas; Design philosophies; The economics of cruising; Anatomy of a cruise; The ecology of cruising; Niche cruising; The future.

This book is ideal for 2nd and 3rd year Tourism Undergraduates, HNC, BTEC and HND Travel and Tourism Students. As one of the first academic books on the subject it will also give tourism practitioners a real understanding of the issues and practicalities involved.

Roger Cartwright is the Deputy Head of the Faculty of Business Management and Computing, Perth College (a member of the University of the Highlands Project), Scotland.

Carolyn Baird is the Head of the School of Tourism and Hospitality, Perth College (a member of the University of the Highlands Project), Scotland.

The first overall study of the industry
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Focuses on sociological aspects to explain the current growth

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