



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 遊輪旅遊 Introduction to Cruise

Credit : 3

Course Hours : 3

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| Teaching Purpose | This course examines the most significant aspects of cruise operations and management. |
| Course Content | The course discusses the history, present and future of the global cruise industry, its economic significance, the geography of cruising, itinerary design, the anatomy of a vessel, operations, sales and marketing procedures, passenger services, event planning and management, and career opportunities. |
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