

Hotel management

[Business](#), [Management](#)



Hotel Management Introduction The cruise industry, also known as Cruise Liner or Cruise Ship is a passenger ship that is entirely used for pleasure cruises. The industry uses the cruise itself with a combination of the ship's amenities as part of experience and several other activities plus the destinations along the routes. The kind of transport they offer to their customers does not have a prime purpose since it often operates on routes that eventually get the passengers back to the original port. Recently, the Cruise Industry has become more competitive in land-based resorts because of several gigantic strategies that have seen in gain large market share, in the resort vacation business. These strategies include the following;

Strategic Objectives. One of the best strategies that the Cruise Industry has that has enabled it gain a big market share is its objectives and a how they pursue them. One is to develop a novel cruise segments and inventive packages to reach a bigger number of prospective and past cruisers. It also aims at employing very sophisticated promotional exertions to attain a greater awareness by the public regarding the availability and affordability of cruise travels (Marc, 2010, p. 156).

Supply Chain. This is the most sensitive sector of any industry. It keeps the company sufficient by putting it in a position that is able to meet all customer demands. An inside look at the Cruise Industry supply chain is a vivid reflection of its success. From the cruise passengers, the chain breaks down to travel agents - who are responsible of all the routes and destinations of the ships-; then connects down to the Cruise Company itself which perfectly takes care of the following.

It starts at the prior and after customer accommodation and transport of

passengers from their residential areas, dining, port services shopping and excursion. The second phase of the cruise industry supply chain incorporates the following; Food, drinks and equipment manufacturers, lubrication services, energy suppliers and port facilities. The service and product flow makes one forget that it is just a ship sailing on water because it creates a new and different image and experience from the ordinary transport ships or vacation trip. It is this complex and cooperative supply chain that Cruise Industry is employing which has seen it attract more customers.

Competition Strategy. To some extent, Cruise Industry's market ranges from a monopoly to oligopoly. Cruise Industry has extended its services in such a way that it is very difficult for new firms to enter or succeed in the market (Marc, 2010, p. 210). It has segmented down its services in that it's able to reach every consumer despite their desire or level of disposable income. It is also among the top companies in the world that is continuously developing their products/services. For instance, it is diversifying its ships and activities on board for all types of consumers and thus increasing their market efforts.

Conclusion

Cruise Industry is a continuously developing industry with roughly eight to nine percent development rate in just a span of fifteen years. The whole design (security, stability, investments, marketing and product differentiation) of the Cruise Industry is a perfect example of a growth oriented organization and with the current strategies; it is probably going to be the most successful industry in the world.

Work Cited

Marc, Mancini. *The Clia Guide to the Cruise Industry*. Stamford: Cengage Learning, 2010. Print.