**CHAPTER THREE**

**WATER TRANSPORTATION**

**3.1. History of Water Transportation**

In the **Stone Age**, primitive boats developed to permit navigation of rivers and for fishing in rivers and off the coast. It has been argued that boats suitable for a significant sea crossing were necessary for people to reach Australia an estimated 40,000-45,000 years ago. With the development of civilization, bigger vessels were developed both for trade and war. In the **Mediterranean**, galleys were developed about 3,000 BC. Galleys were eventually rendered obsolete by ocean-going sailing ships, such as the man-of-war, in the late 15th century. In the **industrial revolution**, first steam ships and later diesel-powered ships were developed. Eventually submarines were developed mainly for military purposes.

The **earliest ships** believed by the historians to appear around 16,000 BC in Europe, and perhaps earlier in Asia and Africa. Little archaeological evidence for these prehistoric vessels survives because they were made from perishable materials. Prehistoric drawings illustrate that reindeer hunters of central and Western Europe made hulls of animal skins sewn together around a birch wood frame, and archaeologists have discovered vessels made from skin and reindeer antlers dating from 9000 BC. Seal hunters plied the frigid waters of the northern Atlantic in boats constructed from sealskin stretched over frames of wood or whalebone. Ancient peoples used *coracles*, round, skin-covered vessels with wicker frames, to fish the lakes and rivers of what are now Ireland and Wales. Larger but similarly constructed ***currachs*** could sail the open waters of northern Europe. Hunters and fishers all over the world constructed similar hulls from birch bark, balsa wood, papyrus, ox hide, and other local materials.

Meanwhile specialized craft were developed for river and canal transport. Canals were developed in **Mesopotamia** circa **4000 BC**. The **Indus Valley Civilization in Pakistan and North India (from circa 2600 BC)** had the first canal irrigation system in the world.

As sailing ships became larger and more durable, longer trips of discovery were made. Ancient trade expeditions from the Arabian Peninsula to India left in the spring to catch easterly seasonal winds and returned in the fall with westerly winds. These westerly winds also allowed *Chinese explorers to travel to India and Africa*. In the late 1400s and early 1500s, European explorers discovered westerly winds that allowed travel to the newly discovered territory in the Western Hemisphere and easterly winds that allowed the return voyage to Europe. **Christopher Columbus** reached the New World in 1492. In 1521, **Ferdinand Magellan** became the first to circumnavigate the world in a sailing ship.

Sailing ships and sailboats use the power of the wind pushing against large sails for propulsion. By harnessing the power of the wind, early ***oceangoers*** were able to travel greater distances than they could have by sheer muscle power alone. Sailing ships were popular for transporting people, cargo, and soldiers until the introduction of steam-powered vessels in the 1800s. Today small sailboats and yachts are used primarily for recreation and sport.The earliest known reference to an organization devoted to ships in [ancient India](http://en.wikipedia.org/wiki/Ancient_India) is to the [***Mauryan Empire***](http://en.wikipedia.org/wiki/Mauryan_Empire) from the 4th century BC. The word [**navigation**](http://en.wikipedia.org/wiki/Navigation)is derived from the [Sanskrit](http://en.wikipedia.org/wiki/Sanskrit) word "**Navgath"**. It is believed that the navigation as a science originated on the river [Indus](http://en.wikipedia.org/wiki/Indus) some 5000 years ago. [**Pre-Columbian trans-oceanic contact**](http://en.wikipedia.org/wiki/Pre-Columbian_trans-oceanic_contact) refers to interactions between the Americans and peoples of other continents – [Europe](http://en.wikipedia.org/wiki/Europe), [Africa](http://en.wikipedia.org/wiki/Africa), [Asia](http://en.wikipedia.org/wiki/Asia), or [Oceania](http://en.wikipedia.org/wiki/Oceania) – [before](http://en.wikipedia.org/wiki/Pre-Columbian) the arrival of [Christopher Columbus](http://en.wikipedia.org/wiki/Christopher_Columbus) in [1492](http://en.wikipedia.org/wiki/1492).

The [Ancient Egyptians](http://en.wikipedia.org/wiki/Ancient_Egypt) had knowledge to some extent of [sail](http://en.wikipedia.org/wiki/Sail) construction. This is governed by the [science](http://en.wikipedia.org/wiki/Science) of [aerodynamics](http://en.wikipedia.org/wiki/Aerodynamics). A primary feature of a properly designed sail is an amount of "[draft](http://en.wikipedia.org/wiki/Draft_%28sailing%29)", caused by curvature of the surface of the sail. According to the [Greek](http://en.wikipedia.org/wiki/Greece) historian [Herodotus](http://en.wikipedia.org/wiki/Herodotus), [**Necho II**](http://en.wikipedia.org/wiki/Necho_II)sent out an expedition of Phoenicians, which in three years sailed from the [Red Sea](http://en.wikipedia.org/wiki/Red_Sea) around [Africa](http://en.wikipedia.org/wiki/Africa) to the mouth of the [Nile](http://en.wikipedia.org/wiki/Nile).

[**Hannu**](http://en.wikipedia.org/wiki/Hannu)was an [ancient Egyptian](http://en.wikipedia.org/wiki/Ancient_Egypt) [explorer](http://en.wikipedia.org/wiki/Exploration) (around 2750 BC) and the first explorer of whom there is any knowledge. Hannu made the first recorded exploring expedition. He wrote his account of his exploration in stone. Hannu travelled along the [Red Sea](http://en.wikipedia.org/wiki/Red_Sea) to [Punt](http://en.wikipedia.org/wiki/Punt_%28region%29). He sailed to what is now part of eastern [***Ethiopia***](http://en.wikipedia.org/wiki/Ethiopia) ***and*** [***Somalia***](http://en.wikipedia.org/wiki/Somalia). He returned to Egypt with great treasures, including precious [myrrh](http://en.wikipedia.org/wiki/Myrrh), [metal](http://en.wikipedia.org/wiki/Metals) and [wood](http://en.wikipedia.org/wiki/Wood). The earliest representation of a ship under sail appears on an Egyptian vase from about 3500 BC. Early Egyptian sailing vessels consisted of a wooden framework covered with papyrus reeds or wood lashed together with rope. Large trees did not grow in the region, so Egyptians imported timbers from nearby Lebanon or lashed small wood blocks together and secured them with pegs. The wood swelled when submerged, forming a nearly watertight seal. Smaller sailing vessels harnessed the wind with two sails. Larger Egyptian sailboats captured the wind with a single square sail and were steered with two steering oars mounted on the stern.

The most able shipbuilders of ancient times were the **Phoenicians**. They constructed merchant vessels capable of carrying large cargoes between the colonies that rimmed the Mediterranean Sea, such as *Carthage in North Africa* and *Cádiz in Spain*.

In China and other areas of Asia, shipbuilders had developed an entirely different, and many argue superior, sailing ship. The *junk* was a wooden, ocean-going vessel recognized for the ingenuity with which it was developed and its remarkable seaworthiness.

Fishing vessels called caravels first appeared in **Spain** and **Portugal** in the 13th century. These small, seaworthy sailing ships proved so agile and reliable that almost every European seafaring nation had adopted them by the end of the 15th century. Caravels carried cargo of all kinds throughout the Mediterranean, Atlantic, and Indian oceans and became a favourite of Portuguese and Spanish explorers.

During the 15th and 16th centuries, hundreds of caravels sailed along the west coast of Africa and to the Americas. In the early to mid-15th century, **Prince Henry the Navigator of Portugal** sponsored voyages along the African coast that relied upon caravels. Famous explorer **Christopher Columbus** sailed caravels on his voyages of exploration under the flag of Spain in 1492. He rerigged the *Niña*, his favorite, with square sails on his voyage west to better use the following winds. Portuguese explorer **Bartolomeu Dias** sailed caravels on his voyage around the Cape of Good Hope at the southern tip of Africa in 1488. **Vasco da Gama** also used them to sail across the Indian Ocean to establish Portuguese colonies in Asia in 1498.

**3.2. Types of Water transportation**

We can divide water- borne forms of transportation in to 5 distinct categories:

1. **‘Line Voyage’ Liners/Ocean Liners/-** is an ocean going passenger vessel that runs over a fixed route on a fixed schedule. The term is generally applied to those large luxury ships that come in to transatlantic service about 1885. Line voyage services are those offering passenger transports on a port-to-port basis. This form of transport has declined due to many factors:-

* From 1950, onward, advances in air transport enabled fares to be reduced especially on popular routes across the Atlantic, to a point where it becomes cheaper to travel by air than by ship. Passengers switched to airlines, led to losses in revenue for the shipping companies. A small but loyal demand for sea transport remained among those, usually older, passengers who suffered fear of flying or who enjoyed sea voyages and had time to spend to reach their destination.
* The shipping lines faced rapidly rising costs for fuel and labor in a labor-intensive industry

1. **Cruise liners:** are passenger vesselsused for transporting passengers for an organized holiday and luxury service is provided for passengers. Cruises are also called ‘floating hotels’. The whole concept of cruise holiday has changed from its traditional image; cruise ships are coming to be seen as a floating holiday resorts which conveniently move from one destination to another, offering new scenery every day and non- stop entertainment on board. Shipping companies continued to build super liners to serve *dual purpose*. During the *summer*, they served as point-to-point liners; that is they took passengers from one destination to another. During the *winter*, they served as warm-water cruise ships. There is an important issue relating to the size of cruise vessels, and it is a question of sustainability. It is debatable whether building ever larger cruise ships is an appropriate strategy for the tourism business, whether or not these could be profitable.
2. **Short -Sea /Ferry Vessels/-** the term ‘ferry’ is one which embraces a variety of forms of short- distance water-borne transport. There are many places in the world where transport is dependent up on good national ferry services, due either to the number of islands belonging to the territory or the difficulty of reaching coastal destinations by air. Ferry boat service is on form of point-t-point water transportation that has been largely unaffected by the increase in air traffic. One reason is that ferry routes tend to be short and comparatively inexpensive. Another reason is that ferries often operate on routes that are poorly served by air. Not all ferry routes are short, however. Some ferries steam for several hours and offer cabins, restaurants, and recreation rooms. In spite of these creature comforts, ferry companies do not pretend to be in the cruise business; their priority is transportation from point A to point B. some ferries are intermodal. In addition to passenger, they carry cars, trucks, and even railroad cars. Intermodal ferries can be as large as cruise ships.
3. **Inland water ways-** inland water ways refers to one form of water-borne transportation in lakes, rivers and canals and the like. These transportations provide exceptional opportunities for recreation and tourism. The most popular rivers for cruising includes:

* **Nile river-**in Egypt
* **Rhine river-**between Holland and Germany
* **Danube river-**between Germany and in Rumania
* **Rhone and seine rivers-** inFrench
* **Other rivers including Po(Italy), Elbe**(German), **Yangtze** and **Li rivers**(china), **Mississippi**(USA), **Douro**(Portugal), **Amazon(South America)**

Sustainability is an important factor in inland waterways. Apart from the dangers of pollution from fuel and oil leaks in sensitive freshwater areas, the erosion of river banks and sheer congestion on popular stretches of waterway create further problems.

**5. Sea going pleasure craft:**

Small private companies are increasingly offering package holidays aboard *small sailing ships or steam boats*, with facilities ranging from the luxurious, where passengers, are guests, to the more basic, where passengers play an active part in crewing the boat. On the other hand, tour operating companies are catering to the mass demand for boating holidays by offering flotilla cruising holidays especially in areas where there are many small islands which provide a sheltered anchorage and good weather conditions.

**3.3 Service Characteristics Water Transportation**

Technological advances are beginning to overcome some of the natural advantages of sea transport. For example, a conventional vessel has to be displaced or a volume of water equivalent to its own weight.

Water-born transport is slow compared to air travel-an aircraft can make 20 crossings of the Atlantic in the time a ship makes one return journey. By the late 1960s, most of the long-haul market on the north Atlantic route had been lost the airlines. However, the advantages of this mode are that:

* Ships extend relatively little power
* Ships can be built to match larger specifications than any vehicle or aircraft, to carry several thousand passengers at a time over long distances. Increasing size does bring safety and pollution problems.
* Ships can also provide high degree of comfort. This has lead to the development of the cruise market, which is travel for travel’s sake in ‘floating resorts’.
* Ships can be designed as roll-on roll-off ferries accommodating large number of motor vehicles-in effect ‘floating bridges’. This has lead to marketing directed at motorists using the short sea routes.

**3.4. Water Transportation and Tourism**

Although air services today play the leading role in providing transport for tourism, transport by water borne vessels of all kinds continues to play an important role in the industry. While air transport offer advantage of speed, which is often critical factor in the choice of long- haul travel, travel by water still offers many unique advantages. Cruising in particular is enjoying a popularity boom that has not been seen since the heyday of the inter-war-period; it offers the advantage of total relaxation and an all inclusive price which allows the passenger to be carried from on destination to another in comfort and safety without the need constantly to pack and unpack. Short-sea (ferry) vessels have achieved new level of comfort and speed on many routes, to a point where they will now attract tourists not just in order to travel from one point to another, but to enjoy a ‘mini cruise’ which provides food and entertainment that a few years ago could only be found on a luxury cruise liner. Technological developments have helped to reduce high operating costs, while new forms of water-borne transport have been developed, such as the hover craft, jet foil and the twin hulled catamaran ferry. These have provided rapid communication over short sea routes and sometimes, as in the case of hovercraft, across difficult terrain.

**­­**

**3.5. Cruise Ship and Cruise Marketing**

**3.5.1. Cruises**

Cruises are organized holiday journey aboard on a pleasure ship, luxury service is provided for passengers. Cruises are also called ‘floating hotels’. To many people cruise ship is more than just a vacation at sea. To some passengers, a cruise is a honeymoon, a wedding anniversary, or a romantic interlude. To other people, cruising calls to mind dazzling night life, ball room dancing, or the pleasure of meeting new people.

**Parts of cruise ship**

* **Aft/stern/-**it is the back part of a ship, i.e. parking area of a ship
* **Berth/bunk/**- bed in a cabin or place for a ship in a port
* **Bow**- the front part of a ship
* **Bridge**-commanding post of a ship/the part of a ship from which it is controlled/
* **Cabin/state room/**- bed room or sleeping room in a ship
* **Cabin**- bedroom shared by two or more passengers. There are two types of cabin in a ship: ***Inside Cabin-*** *cabin located in the interior part of a ship and it has no access to the natural light.* ***Outside cabin-*** *a cabin with a port of hole and situated at the side of a ship. It has a view of the external environment( ocean)*
* **State room**- a bed room in a ship used privately
* **Deck**- the various levels/stories/ of a ship
* **Disembark**- to go from a ship to a shore (getting out)
* **Embark**- to go from a shore to a ship(get into)
* **Hatch**- an opening on the deck to allow cargo to pass to the hold
* **Hold**- cargo store room
* **Knot**- unit of speed in which the ship travels

**1 knot =1 Nautical mile/hr =6080 feet =1852m**

* **Mid ship**- centre of a ship
* **Port hole**-a round cabin window( window on a ship)
* **Purser** - a ship’s officer who deals with engines on a ship

- A commander who deals with and controls customers

- Deals with all inquiries in a ship

* **Port of call**- the destination at which the ship docks/stops. It is a stopover point-last destination

**Categories/ Types of Cruises:**

Cruises are classified under the following categories:

1. **Traditional Cruises**: -It includes holidays and the journey takes from 15 to 21 days and there will be a minimum of 5 ports of call.

**2. Fly cruises:-**The passenger selects and fly to the cruise port by plane, i.e., the passenger uses cruise and plane. If the passenger has visited the place before, he will pass it by pane.

**3. Cruise and Stay:-**This is a combination of fly cruise and ground arrangement.

**4. Educational Cruise:-**It is prepared for passengers who have special interest. Such types of cruise provide special type of activities on the board. Example- stamp collection, hobby cruise, etc.

1. **Volume Cruise:-**

Are also called mass market cruises, account for approximately 60% of all cruise revenues. Cruise liners in this category offer three types of cruises:-

* ***Short cruises***- which stays from 2 to 5 days
* ***Standard length cruises***- which stays for 7 days
* ***Longer cruises***- which stays from 9 to 14 days

The volume category includes both *budget* and *standard cruises.* Accommodations and services are comparable to most standard hotels. It emphasizes short itineraries and quick turnover. Turnover refers to the number of times that new passengers are brought on board. Thus, fast or quick turnover generates more revenues by running to short distances. Examples of volume cruises- carnival cruise lines, Cunard cruise lines, etc

1. **Premium cruises:**

Are also known as upscale cruises, represent the second largest segment of the cruise industry. Cruises in this category account for 30 % of all cruise revenues. Premium cruises range from one week to 2 to 3 months. Premium cruise offers accommodations, facilities, meal service, and entertainment equivalent to the facilities of a first class resort hotel. Example of premium cruises- royal Viking cruises, Cunard cruise lines, etc

**7. Luxury Cruises:**

Account for 6% of cruise market. They offer a high level of elegance and comfort, but are also the most expensive type of cruise. The ships that conduct luxury cruises are called *luxury liners.* They have long itineraries and exotic destinations unlike to mass market cruise ship which focuses on quick turnover. Luxury cruise liners takes from 6 to 12 months to complete its journey.

**8. Specialty Cruises:**

Account for 4% of cruise revenues. Specialty cruises include whale watching, scuba diving, archeology, and biology cruises. The ships are specially equipped passenger vessels with only basic food and beverage services. It is popular among well- educated single travelers and couples without children. Example- cruise to Antarctica, the Amazon River, etc

**Cruise Accommodations**

Sleeping rooms on a cruise ship are called ***cabins*** or ***state rooms***. State room is a private room in a cruise. Cabin refers to room that is shared with other passengers.

Most sailing ships had only one state room *(*reserved for officers or vital passengers-dignitaries and aristocrats). Cabin space varies with –the size of the ship, the number of beds in the cabin, the amount of seating space and whether a bath or shower is provided. Most ships offer several categories of moderately priced cabins, in addition to more expensive deluxe cabins and suites. The up- and- down movement of a ship is known as ***Pitching***. Sideways movement of a ship is known as ***Rolling***. At front and backside, pitching and rolling is high, so middle seat is much expensive than front and backside seat.

**Deck Plan:**

Cruise ships vary in size from single- deck sailing vessels to huge luxury liners reaching as high as 12 stories.

**Deck plan:** refers to a layout of a cruise ship which shows the location of staterooms and public rooms (cabin) on each deck.

On a multi level ship, deck location may be an important factor to a passenger selecting a cabin.

* ***Lower decks***- pitching and rolling (rocking motion) is less.
* ***Upper decks and middle decks (mid ship)*** - are usually more accessible to dinning and entertainment facilities. Cabins on upper decks also have better views, so they are expensive

A typical cruise liner has both inside and outside cabin locations. Most deluxe cabins have exterior views. Inside cabins do not have a view and are least expensive. An extra charge is usually applied for outside cabins with a porthole or window.

**Cruise Facilities:**

Facilities on board cruise ships vary significantly, depending on the type of cruise, the price level and the length of the itinerary. The most basic facilities provide include:

* Meal service- food and beverage services
* Recreational activities- exercise classes such as golf class, tennis class, guest lecture, photography, paintings,
* Entertainment- casinos, video arcade rooms, movie theatres, entertainment lounges and shops, ball room (a room where male and female dance together), passenger talent shows, etc...

**Cabin Selection**:

Cabin selection depends on: the client’s budget, cabin size, and cabin location:

* ***Client’s budget***- the least expensive cabins often have bunk beds and are suitable for cost-conscious travelers, single travelers, and children. Moderately priced cabins with twin beds are generally preferred. The most desirable and expensive cabins are deluxe outside cabins with king-size beds.
* ***Cabin size***- cabin sizes varies with each ship, but larger cabins are available at higher rates. Families with children often prefer connecting cabins for additional space and privacy
* ***Cabin location***- outside cabins with views is usually more expensive than inside cabins. Cabins on the higher decks in close proximity to the dining room, lounge, shops and recreational facilities are usually the most expensive. These locations often contain suites and deluxe outside cabins with larger windows.

**Factors affecting cruise costs**

The factors that influence the fare include:

* The quality of the furnishings
* The size and variety of facilities
* The cabin size
* The number of passengers
* The length of the cruise( duration of the cruise)
* The season of travel-summer/winter
* The destinations
* The ration of crew members to passengers( passenger to steward ratio)

Normally the passenger travelling alone must pay a surcharge, called a *single-supplement.*

**Costs included in cruise price:**

* Ocean transportation
* Ship board accommodation
* All meals- on most cruises, 3 or 4 daily meals are included in the fare.
* On board entertainment and recreation activities
* Transfer from ship to shore
* Depending on the ship, activities for children and teenagers
* Air fare and transportation to the port of embarkation may also be included
* Most services

N.B. An embarkation point is the city from which a cruise ship departs

**Costs not included in cruise price:-**

These are those that reflect personal choices

* Port taxes
* Liquor (beer, wine...)
* Shore excursions
* Medical expenses
* Tipping
* Laundry, valet, sauna services
* Expenditure in shops on board
* Gambling chips in the casinos

If the port is small to support cruises, tenders/ lighters are used to transfer passenger from shore to cruise and vice versa.

**Factors affecting the price of a cruise:**

There are 4 major factors that determine the cruise price:

1. ***Duration of cruise***- duration as a factor should be fairly obvious: a two week cruise is likely to cost more than a seven day cruise
2. ***Season-*** prices are highest during the peak or high season and lowest during the off/low season,
3. ***Cabin location and size-***

* *The location of the cabin* is the major factor influencing the cruise price. As a general rule, the higher above water, the more expensive a cabin will be, because higher cabins afford passengers a better view and are usually closer to public areas. Cabins located amidships, are more expensive than cabins either forward or aft because roll and pitch is less pronounced amidships. Outside cabins are expensive than inside cabins (outside cabin in the lower deck is more expensive than inside cabin on the highest deck.
* *Cabin size-* the number of passengers in a cabin is a cost determinant. In shared cabins, the third and fourth occupants usually at a reduced rate. Single occupants have to pay a single supplement.

**N.B**. -Even though there are many different cabin price categories, all passengers are entitled to the same high level of service. A passenger travelling in the least expensive inside cabin enjoys the same menu, the same entertainment, the same activities and the same choice of shore excursions as does a passenger in a deluxe suite.

1. ***The ship profile/type of ship/-*** some older vessels that have been converted from point-to-point services tend to command higher prices than do the newer cruise ships. This is due to the older ships are more spacious, with lower passenger densities.

**Cruise Discounts**

At various times, discounts are available for cruise passage, depending on the season, the number of passengers booked, and other factors. The following types of discounts are available:-

1. **Seasonal discounts:**

These are discounts for travelling during late summer and autumn (which is low season) because of warm weather and the possibility of storms. This type of discount is made to attract passengers during low season.

1. **Air travel discounts:**

These are discounts for passengers who buy their own air ticket for themselves. Some cruise lines that include air fare in the base fare will reduce the cruise price if air travel is arranged separately. However on some cruises, the price is the same whether or not air travel is included.

1. **Advance purchase discount:**

Cruise lines offer substantial discount if a reservation is made and paid for three or more months before the date of sailing.

1. **Unsold space discount:**

If a ship has available unsold space close to the sailing date, unsold cabins may be offered at discounts of up to 60%.

1. **Third or fourth passenger in cabin:**

Normally a cabin can support two passengers, but if more than two passengers stay (share) in the same cabin, the third or fourth passenger receives a sharply reduced fare. On other ships, such passengers are entitled to travel free.

1. **Stand-by travel discounts:**

Occasionally, passengers can purchase cruise passage at a discount if they are willing to travel on a *stand-by-travel basis.* Such passengers are not guaranteed a cabin until the date of sailing. If the ship is full, the passengers must wait until the next departure of a ship with available cabin space. This discount is given for passengers who missed the first cruise and join the second cruise.

**Cruise Bookings/ Reservation/**

The following information is required to book a cruise:

* Passenger name(s)
* Itinerary
* Length of time table
* Total budget
* Level of luxury desired
* Activities desired
* Preferred sailing date
* Meal seating options(early or late seating
* Shore excursions

After selecting a ship, and sailing date, the passenger must select a rate category. In general, cruises should be booked as early as possible. After a cruise is booked, *a verbal confirmation* is provided by the cruise line. In most cases, the passenger must then *pay a* ***DEPOSIT*** *to the cruise line within 7 days.* The deadline for receiving the deposit is referred to as the ***OPTION DATE.*** If the cruise line does not receive the deposit by the option date, the reservation is cancelled automatically. Final payment is usually required within 45 to 60 days before the ship’s departure.

Some ships do not assign cabins until just prior to sailing. In this case the cruise line may offer a ***rate guarantee***. This type of agreement/arrangement is a promise that the passenger will receive a cabin in the desired rate range, however, the specific cabin is not guaranteed. If a rate guarantee is not available, the cruise line may ***waitlist*** the passenger, by placing the reservation on a waiting list for the desired cabin type. Passengers who have paid the cruise fare in full receive a high priority on the waitlist than passengers who have only made deposits.

Some cruise lines offer an option called a share basis. This is an arrangement by which a passenger travelling alone shares cabin with another single passenger. Under this arrangement, a single passenger who is willing to share a cabin with another passenger is charged ***one half*** rates for a double cabin, rather than the more expensive single rate. The passenger is guaranteed that he/ she will share a cabin with a person of the same sex.

When the payment in full has been rendered, the cruise line will issue the cruise documents. The cruise ticket is issued 1 month before date of sailing.

**Selection of Cruise/OIG/-Official Information Guide**

The main tools for researching cruises and other passenger vessels are:

* **Official Steamship Guide International**- it is published monthly and up-to-date listing of cruise schedules throughout the world, information on cruise lines and feature ports of call
* **OAG Worldwide Cruise and Ship Line Guide**-.It is published bimonthly and much the same material as in OSGI, plus information regarding port tax, staff/passenger ratios, and map
* **OHG Cruise Directory**-contains similar information as in OSGI, plus deck plans and ship profiles
* **Ford’s International Cruise Guide-** extensive coverage of individual cruise ships
* **Ford’s Freighter Travel Guide-** listing of freighter cruises, river cruises, and yacht charters
* **Ford’s Deck Plan Guide-**contains plan of over 130 ships

**3.5.2. Cruise Marketing**

There are two main reasons why the cruise industry has not been able to capture a large share of the travel market: *lack of public awareness about the range of cruise products available* and *misconceptions about cruising.*

Cruise companies have addressed the first problem by targeting major advertising campaigns and other promotional efforts at potential cruisers. But to look at the misconceptions that exist about cruising, we must differentiate between traditional and contemporary cruises. Too many people think of cruises in terms traditional cruises- only for the rich and the elderly, that they last for several weeks, and that they are expensive, upscale, and formal. But modern cruises are of shorter duration, have lower costs and are organized to appeal to a much wider market.

A key marketing tool used by contemporary cruise companies is- the three-and four day cruise. By introducing the shorter vacation, cruise lines have been able to attract many first-time passengers who otherwise might not have thought of taking a cruise. USA, for example, about 90% of all passengers on three- and four-day cruises are first timers. Once passengers have experienced and enjoyed the shorter cruise, they are more likely to take longer cruises with the company in future years. Some cruise lines even promote one day cruises to nowhere to get people in to the swing of cruising.

The three and four day cruises have proved particularly with the under-40 age group. Carnival cruise lines cater heavily on the younger market with activities such as singles’ parties. Other lines attract young married couples with honeymoon cruises. Families with young children can take advantage of babysitting services, and many lines now offer programs for young children and teenagers. Substantially reduced rates for children sharing their parents’ accommodations are also an incentive. All these measures have served to reduce the average age of the cruise passenger. Today there are almost as many passengers in the 25-40 age groups as in the 60-and-older category. More than 40% of all first-time passengers are under 40.

Cruise companies have began to appeal to more specialized markets by developing theme and special interest cruises. The theory is that people are more likely to take a cruise if it is focused on something that strongly interests them. Classical cruise liners, for example might be more inclined to take cruises if there is a program of on-board concerts.

Many cruise companies are also pursuing commercial business. Several ships are now equipped with facilities to handle meetings and conventions, and cruises are being used increasingly for incentives. Many cruise lines have developed cruise packages as a vital marketing tool.

* **Fly/Cruise Packages**:-cruise lines researching a larger market by marketing cruises over a wide geographical area. In fly cruise packages or (air/sea packages), the airfare is often included in the package price and can be greatly reduced. They (cruise liners) arrange air transportation on scheduled/ chartered airlines. They are also issue passengers an air travel credit; passengers then make their own travel arrangements. The credit is deducted from the cruise fare. Fly/ cruise options have proved very successful in attracting first-time passengers, especially those who live far from the major cruising ports. The fly/ cruise concept has another application. This is the “fly one way, cruise the other” package. The chief advantage of this type of package is that it reduces point- to- point travel time, allowing passengers to custom-tailor their vacation. For example, a passenger may wish to cruise from Los Angeles to Acapulco. The complete- round trip cruise, including shore excursions, will take about two weeks. If the passenger has only one week to spend, he/ s he can cruise to Acapulco, then fly back to Los Angeles.
* **Land/Cruise Packages**- this is the other marketing tool that has been developed by many contemporary cruise liners. The land section of the package typically involves a sort stay in a hotel at or near the port of embarkation. It can be taken either immediately before the cruise begins, or after it is over. For example, the package of four- night Bahamas cruise with a- three day Disney world vacation is a popular land/ cruise option pioneered by premier cruise lines-‘The Official Cruise Lines of Walt Disney World”.

**Cruise Pricing**

Cruise ships have the highest overheads in the travel industry. To cover operating costs, cruise lines must achieve 80 to 90% occupancy rates. (By contrast, airlines can break even at 60 to 65%).

Pricing is the key to making sure that a ship leaves port as full as possible. All cruise lines offer tired pricing to attract passengers across a wide range of income levels. These can be more than a dozen price categories on a single cruise. The most expensive category (deluxe) can be twice as high as the least expensive (economy). For the extra money, the cruise passenger gets a better cabin. Cruise lines also offer discount fares as passenger incentives. The pricing techniques often include: off season rates and reduced rates for clients who book well in advance; discounts for repeat cruisers; accommodating the third or fourth person in a cabin at reduced rates, etc.

**Key words:**

* Ball room dancing =a type of dancing by a man and women together, using a fixed series of steps and movements
* Bunk bed = two small beds that are joined together with one above the other
* Canal = artificial or manmade river
* Chips = a small piece of plastic used instead of money when gambling
* Circumnavigate= go around
* Cruise= a journey on a ship for pleasure, especially one that involves visiting a series of places.
* Flotilla =group of small ships/boats
* Galley= a long ancient Greek or Roman ship that used sails and slaves with oars to move it
* Hovercraft= a vehicle that can move over both land and water, raising itself above the surface by blowing air downwards.
* Hull= the part of a ship/boat that floats on the water.
* Jetfoil(hydrofoil)= a type of boat that has a jet engine, i.e. It is a boat with wing-shaped pieces fixed to the bottom that lifts the boat on to the surface of the water as it starts to travel quickly.
* Port taxes = taxes that every passenger has to pay on embarkation at any port during the cruise
* Roll-on roll-off (Ro-Ro) = a roll-on roll-off ship is one where vehicles drive on at one end off at the other.