

CENGAGE  
Learning

PHILIPPINE EDITION



# Selling Cruises

Everything You Need to Know

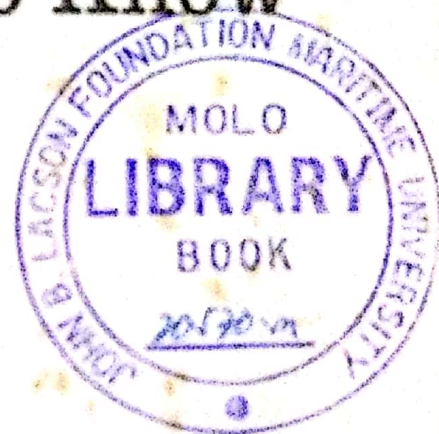
Claudine Dervaes

For sale in the Philippines only  
Circulation of this edition  
outside of this country  
STRICTLY  
PROHIBITED

9/10-8  
01/98  
2010  
C-1

# SELLING CRUISES

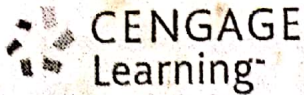
## Everything You Need to Know



*Claudine Dervaes*

 CENGAGE  
Learning

Australia • Brazil • Japan • Korea • Mexico • Singapore • Spain • United Kingdom • United States



**Selling Cruises: Everything You Need to Know**  
**Claudine Dervaes**

© 2010 Cengage Learning Asia Pte. Ltd.  
First Philippine reprint 2010

This edition is reprinted with license from Delmar, for sale in the Philippines only.

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced, transmitted, stored or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitizing, taping, Web distribution, information networks, or information storage and retrieval systems, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the publisher.

ISBN-13: 978-981-4296-55-7

**Cengage Learning Asia Pte Ltd**  
5 Shenton Way  
#01-01 UIC Building  
Singapore 068808

**Cengage Learning Asia Pte Ltd (Philippines Branch)**  
Unit 2105–2106 Raffles Corporate Center  
Emerald Avenue, Ortigas Avenue  
Pasig City, Philippines 1605  
Tel: (632) 915 5290 to 93  
Fax: (632) 915 1694  
Email: [asia.infophilippines@cengage.com](mailto:asia.infophilippines@cengage.com)

Cengage Learning is a leading provider of customized learning solutions with office locations around the globe, including Singapore, the United Kingdom, Australia, Mexico, Brazil, and Japan. Locate your local office at: [www.cengage.com/global](http://www.cengage.com/global)

Cengage Learning products are represented in Canada by Nelson Education, Ltd.

For product information, visit [www.cengageasia.com](http://www.cengageasia.com)

Printed in the Philippines by MG Reprographics, Inc.

# CONTENTS

---

<b>Chapter 1</b>	<b>Introduction to Cruises</b>	<b>7</b>
	Notes on Using References and Resources	7
	Industry Reference Books and Resources	8
	Types of Cruises	12
	Cruise Details	13
	Food and Drink	16
	The Cruise Vacation!	24
	Cruise Industry Trends and Changes	28
<b>Chapter 2</b>	<b>An In-Depth Look at Cruises</b>	<b>31</b>
	Cruise Specifics from A to Z	31
	Special Needs Passengers	37
	Documentation, Health, and Safety	38
	Officers and Ship Personnel	39
	Nautical Terms	41
<b>Chapter 3</b>	<b>Freighters, Ferry Services, and Chartering a Boat</b>	<b>48</b>
	Freighters	48
	Ferry Services	53
	Chartering a Boat	57
<b>Chapter 4</b>	<b>Cruising Areas and Ports</b>	<b>61</b>
	Cruising Areas of the World and Ports of Call	61
	Ports of the United States and Canada	63
	Bermuda	67
	Ports of The Caribbean	67
	Ports of Mexico	80

Ports of South America	82
Ports of Europe	82
Scandinavia	85
The Greek Islands	86
Ports of Africa	88
Ports of Asia	89
Ports of the Pacific	90

**Chapter 5**                    **Selecting, Selling, and Pricing Cruises**                    **92**

Selecting a Cruise	92
Selling to Today's Clients	95
Selling Skills	99
Which Cruise to Choose	100
Basic Steps in Selling Cruises	105

**Chapter 6**                    **Reservations, Payments, and Tickets**                    **133**

Making Reservations	133
Payments	137
Tickets	141
Travel Checklists, Useful Forms, and Pamphlets	143
Sample Role-Play Activities	144

**Chapter 7**                    **Tests, Promotions, and Other Topics**                    **150**

Tests on Cruise Lines and Ships	150
Marketing and Promotions	153
Selling Cruises to Groups	155
Family Cruises	156
Meetings at Sea	158
Other Topics	159
Spotlight on Carnival Cruise Lines	160

**Appendix**                    **163**

Cruise Lines and Cruise Ships	163
-------------------------------	-----

**Index**                    **177**

# INDEX

---

## A

Abbreviations, 128, 136  
Abercrombie and Kent, 100  
Aboard ship details, 31  
Activities, 23-25, 40, 131, 144  
Advantages of cruises, 151  
Africa, 50, 62, 89, 167, 169-171  
Aft, 41  
Air/Sea, 14, 31, 106  
Alaska, 57, 61, 67, 164, 165, 168, 170, 171, 174  
Alaska's Inside Passage, 67  
Alaska Marine Highway, 53, 57, 64, 67  
Alcoholic beverages, 31  
American Hawaii Cruises, 29  
American Queen, 166  
Amidship, 41  
Antigua, 75  
Aruba, Bonaire, Curacao, 61  
Astern, 41  
At the airport, 24

## B

Babysitting, 32  
Backwash, 41  
Baggage allowance, 32

Baggage liability, 32  
Bahamas, 50, 61, 70-72, 139, 164, 166, 170, 174  
Barbados, 75  
Barge cruises, 167  
Beam, 41  
Bearing, 41  
Beauty salon, 32  
Bed types, 113  
Bermuda, 61, 67, 164, 170  
Berth, 41  
Bilge, 41  
Binnacle, 41  
Bonaire, 74  
Bon voyage parties, 32  
Booking, 49, 136  
Bow, 42  
Bridge, 42  
British Virgin Islands, 73  
Buck Island, 73  
Bulkhead, 42  
Bulwark, 42  
Buoy, 42

## C

Canadian ports, 64  
Cancellations, 32

Capstan, 42  
 Captain, 39  
 Carnival Cruise Line, 112, 164  
 Caribbean ports, 62  
 Casinos, 18, 72, 74, 97, 102  
 Cayman Islands, 74  
 CDC, 39  
 Celebrity Cruises, 164  
 Charges on board, 20  
 Chartering a boat, 48-60  
 Cleat, 42  
 Cruise Lines International Association (CLIA), 9, 28, 99, 143  
 Clipper Cruise Line, 101, 164  
 Clothing, 32, 144  
 Club Med Cruises, 165  
 Coaming, 42  
 Companionway, 42  
 Consortium, 106, 153, 159  
 Costa Cruises, 101  
 Credit cards, 33  
 Crows nest, 42  
 Cruise booking terms, 136  
 Cruise chart, 128  
 Cruise costs, 22  
 Cruise director, 39  
 Cruise industry and trends, 28  
 Cruise nights, 153  
 Cruise only, 106, 159  
 Cruise only travel agencies, 159  
 Cruise products, 99, 113  
 Cruise promotions, 35  
 Cruise reservation form, 135  
 Cruise ship evaluation form, 97, 114, 124  
 Cruise specialists, 159  
 Cruising areas of the world, 61  
 Crystal Cruises, 101, 165  
 Cunard Line, 101, 165  
 Curacao, 74  
 Customs, 33

## D

Daily activities, 19, 31  
 Davit, 42  
 Debark, 42

Deck chairs, 33  
 Deck plan, 42  
 Delta Queen Steamboat Company, 166  
 Deposits, 139, 149  
 Diets, 33  
 Dining, 33, 120  
 Disembark, 42  
 Disadvantages of cruises, 45  
 Dock, 42  
 Documentation, 38, 99  
 Draft, 42  
 Duty-free exemptions, 33

## E

Eastern Caribbean, 61, 166  
 Eastern Mediterranean, 62  
 Electric current, 33  
 El Yunque, 73  
 Embark, 42  
 Emergency lifeboat drills, 25  
 English Channel crossings, 83  
 Entertainment, 15, 34, 40, 120, 170  
 European ports, 82

## F

Facilities of ships, 20  
 Fantail, 42  
 Fathom, 42  
 Ferry services, 9, 48-60  
 Final payments, 139  
 Food and drink, 16  
 Forward, 42  
 Freeport, Grand Bahama Island, 72  
 Free port, 43  
 Freighter World Cruises, 49  
 Freighters, 48-60  
 French Country Waterways, 167  
 Funnel, 43

## G

Galapagos, Inc., 103  
 Galapagos Network, 167  
 Galley, 43  
 Gambling, 22, 34, 170

Gangway, 43  
Gifts for cruise clients, 96  
Grand Cayman, 74  
Greek Islands, 86, 88, 172  
Gross Registered Ton (GRT), 43  
Guarantee, 36  
Guarantee Share Rate, 136  
Gunwales, 43

## H

Hatch, 43  
Hawsehole, 43  
Hawser, 43  
Head, 43  
Health and safety, 38  
Helm, 43  
Hold, 43  
Holland America Line, 101, 168  
Hovercraft, 43  
Hovercraft services, 53  
How to Get a Job with A Cruise Line, 12, 159  
Hull, 43  
Hydrofoil, 43

## I

Indian Ocean, 62, 89, 170  
Inside cabins, 14, 21, 23, 107, 109, 122, 123  
Inspections, 8, 97, 114, 153, 159  
Insurance, 106

## J

Jamaica, 70, 74  
Jones Act, 43, 159

## K

Keel, 42, 43  
Knot, 43

## L

Laundry service, 34  
League, 43  
Lee, leeward, 43

Local cruises, 13  
Local spellings, 83  
Locations and types of cabins, 14  
Log, 44  
Luxury cruises, 12, 173

## M

Making reservations, 133  
Manifest, 44  
Massage, 34  
Mass market cruises, 12  
MCC (Master Cruise Counselor), 9  
Meals on cruises, 151  
Medical services, 34  
Mergers, 28, 29  
Mexican ports, 62  
Mexico, 61, 65, 76, 80, 165, 170, 171  
Mississippi River, 62, 145  
Motion sickness, 22

## N

Nassau, Bahamas, 72  
Nautical mile, 44  
Nautical terms, 41  
Noise, 113  
Norwegian Cruise Line, 101, 116, 170  
Number of people per cabin, 14

## O

Obstructed views, 113  
Oceanic Cruises, 110  
Ocho Rios, Jamaica, 74  
Open sitting, 136  
Option date, 34  
Orient Lines, 102, 170  
Outside cabin, 23

## P

P & O Cruises, 102, 170  
Pacific ports, 78  
Panama Canal, 50, 62, 72, 78, 168, 171, 172  
Payments, 99, 133-149  
Per diems, 97, 102



Pets, 23, 35  
 Piraeus, 82, 83, 86, 87, 132  
 Pitch, 44  
 Plimsoll Line, 44  
 Port, 43, 44, 106, 107, 109, 166, 170  
 Port of disembarkation, 44  
 Port of embarkation, 44  
 Porthole, 10, 44  
 Port taxes, 44  
 Ports of Africa, 89  
 Ports of Asia, 90  
 Ports of Canada, 63  
 Ports of Europe, 82, 168  
 Ports of Mexico, 80  
 Ports of South America, 82  
 Ports of the Caribbean, 67, 70  
 Ports of the Pacific, 91  
 Ports of the U.S., 63  
 Prefixes to ships, 40  
 Pregnancy, 35  
 Princess Cruises, 102, 171  
 Promotions, 99, 150-162  
 Prow, 44  
 Puerto Rico, 70, 72, 73

## Q

Qualifying the client, 98  
 Quay, 44  
 Questions about cruises, 22

## R

Radisson Seven Seas Cruises, 171  
 Reading brochures, 111  
 References for cruises, 8  
 Regal Cruises, 156, 160  
 Registry, 35, 44  
 Religious services, 35  
 Renaissance Cruises, 29  
 Repositioning, 35, 44, 174  
 Reservations, 23, 57, 133-149  
 Role-play, 144, 149  
 Royal Olympic Cruise Line, 102  
 Rudder, 44  
 Running lights, 44  
 Run of the ship rate, 136

## S

St. Croix, 73  
 St. John, 73  
 St. Lawrence Cruise Lines, 172  
 St. Lucia, 75  
 St. Maarten, 76  
 St. Thomas, 73  
 Sample dinner menu, 17  
 Sample reference information, 119  
 San Juan, Puerto Rico, 72  
 Scupper, 44  
 Seabourn Cruise Line, 102, 173  
 Selecting a cruise, 92  
 Services on ship, 14  
 Shipboard personnel, 39  
 Ship inspections, 97, 114, 153, 159  
 Ship prefixes, 40  
 Ship registry, 35  
 Ship sanitation, 39  
 Ship-to-shore communications, 33, 35  
 Shore excursions, 19, 35, 72  
 Shore excursions in the Caribbean, 72  
 Silversea Cruises, 102, 173  
 Social life and customary dress, 18  
 South America, 50, 62, 82, 163, 164, 167-172  
 Southeast Asia, 50, 62, 170  
 Southern Caribbean, 61  
 South Pacific, 63  
 Special needs passengers, 37  
 Sports, 23, 24, 36  
 Stack, 45  
 Starboard, 45  
 Stowaway, 45  
 SWATH, 45

## T

Telephones, 33, 36  
 Tender, 45  
 Tickets, 133-149  
 Tipping, 20, 22, 36, 120  
 Transderm Scop., 38, 45  
 Trans Panama Canal, 72  
 Travel checklist, 144  
 Travelers' Profile Form, 93  
 Tug, 45

Types of cabins, 14  
Types of cruises, 12  
Types of passengers, 19

**U**

UCCCF (Universal Credit Card Charge Form), 139  
Upscale cruises, 12  
U.S. Eastern Seaboard, 62  
U.S. Inland Waterways, 62  
U.S. Virgin Islands, 73  
U.S. West Coast, 50

**V**

Valuables, 36  
Vessel sanitation, 39

**W**

Waitlist, 134, 136  
Wake, 45  
Weddings, 36  
Weigh, 45  
Western Caribbean, 61, 70, 164  
Western Mediterranean, 62  
Which cruise to choose, 100  
Windjammer Barefoot Cruises, 102, 174  
Windstar Cruises, 102, 174

**Y**

Yaw, 45