The Cruise Vacation: 1970 - 2020

Course Description

The cruise industry has experienced incredible growth and diversification over the last half century. Today’s cruise vacation is a vastly different experience than it was fifty years ago, for better or worse. We will discuss how holidays at sea have evolved in terms of ship size, accommodations, on board amenities, food and service and ports of call. We will take a look at popular cruise itineraries and discuss how to differentiate one cruise ship and brand from another. The impact of Covid 19 on the cruise industry will be highlighted.

Course Outline

Session 1: The end of the ocean liner era

Session 2: Fun, Love and Vikings: The birth of the modern cruise ship

Session 3: Cruise Geography: The world’s popular cruise destinations.

Session 4: Bigger and Bigger: More of everything

Session 5: The Floating Resort: Is bigger better?