

Call for papers

“Cruise Industry, the Next 25 years”

4th International Cruise Conference
Leeuwarden, The Netherlands



May 21 – 23, 2012

The 4th International Cruise Industry Conference will be hosted by the school of International Hospitality Management (IHM), at the Stenden University of Applied Sciences, Leeuwarden, The Netherlands.

The conference, which will be one of the main events of IHM's 25th anniversary celebrations, will focus on the developments in cruise operations over the next 25 years.

The conference will adopt different themes, which are explained on the next page.

Industry

The successful growth of the Cruise Industry is characterized by specific brands tailored for specific target groups. These brands are marketed by a limited number of companies that have dominated the market, and seem set to continue this dominance in the future.

But what will be the drivers of industry development in the future? Delegates are invited to address a broad range of issues concerning this area.

Key words: industry development, growth and trends, innovations, branding, and emerging markets

Sales and marketing

With new and bigger ships on stream in the market place, the cruise industry is looking not only to attract new market segments, but also to remain attractive for repeat cruisers. The economic viability of cruise operations depend on achieving 100% occupancy. This seems to be a tall order when one understands the vast array of vacation substitutes available – particularly those that are land-based. Contributions can (but are not restricted to) address the marketing and sales strategies for the future.

Key words: customer needs, social media, user generated content, e- booking, and booking behaviour.

Education and research

Developments in curricula relating to the Cruise Industry have been taking place up to university level in Europe, and elsewhere. Academic research is also a relatively new activity within the industry. But what should the profile of an educational program, which aims to prepare a cadre of trained professional for the industry, be? Is “on-the-job training” sufficient? How can a mix of academic and practical aspects be appropriately packaged to provide a sound base for future cruise professionals?

Key words: levels, degrees, educational methods, methodology, objectives, formats and internship.

Destinations

Industry growth has resulted in a number of new ports-of call as part of the cruise product. Even though some cruises are themselves being marketed as “destinations”, the land-based variety is still popular with the segments and, as such, is sought after by cruise lines. In some instances, the mix of old and new results in competition with each other. Lately there have been joint developments between cruise some lines and governments at some destinations aimed at enhancing the cruise/port experience of the market. But a range of environmental and other issues, relating to cruise operations at the destinations - some positive, some negative, demand consideration. Key words: investments, regulation, impacts and port development.

Human Resources

The cruise industry is a service industry. In order to provide and maintain services at a satisfactory level of quality, an adequate number of trained personnel are required – the growth of which has to keep pace with the growth of the industry. Is it up to the cruise to provide attractive motivators in order to attract, develop, and maintain suitable manpower – both on board ship, and at destinations?

Key words: HR strategy, turnover, labour conditions, supply and demand of labour and training

Technology and Sustainability

Without a doubt, technology has been one of the drivers of growth in the industry; continued improvements have, in turn, improved on board services through improvements in resources and capabilities. How much more development can there be in this area? Sustainability is a topic which is high on the agenda of many cruise lines; “becoming green” are buzz words with most industries these days – and the cruise industry being no exception.

Key words: Communication, Technology and Operations, and waste handling

Guidelines for the Authors

Papers are invited that either address the above, and similar, themes from a theoretical perspective or seek to apply and test a particular approach in areas of the themes.

Submission details

- Abstracts should be between 300 and 500 words (maximum);
- The abstract should contain: the proposed title, the full names of the author(s), postal address and e-mail address of the author(s);
- Abstracts must be submitted as .doc or as .rtf file by March 1st to the organization: cruiseconference@stenden.com.
- The abstract will be reviewed by a conference committee for acceptance.
- Full papers should not exceed 5000 words, including the abstract and references. The APA referencing rules should be adhered to;
- Papers should be sent as .doc or .rtf file.
- Submission deadline is May 15th to the organization: cruiseconference@stenden.com.

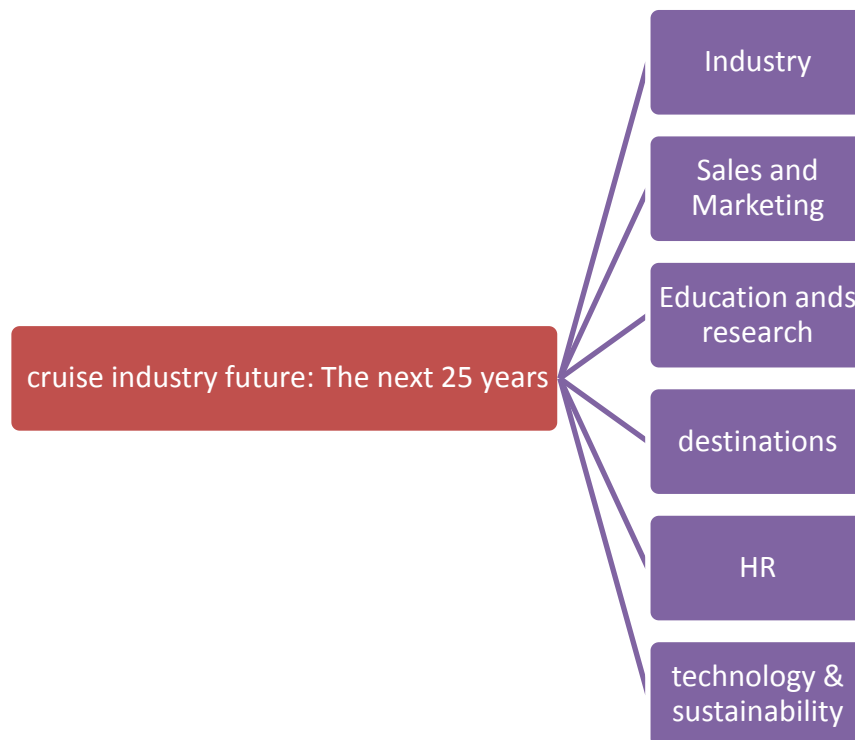
Additional information

- The conference language is English.
- All abstracts will be reviewed by members of the conference committee to ensure that the proposed papers are relevant for the conference.
- Papers that are accepted will be published in the conference proceedings providing at least one of the authors register, and presents the paper at the conference.
- Papers must constitute original contributions and may not appear in other publication and conferences.
- Authors, whose paper have been selected for publication, will be asked to sign a transfer of copyright agreement, before their contribution can be published

Time table

March 1 st	deadline for abstracts (300-500 words)
April 1 st	Notification of abstract acceptance
May 15 th	Submission of full papers
May 21-23	4th International Cruise Conference
September 30 th	deadline for full papers
Beginning of 2012	Publication of conference proceedings

Organization of the themes:



Contact

Stenden University of Applied Sciences location Leeuwarden

International Hotel Management

Academic Committee: Ate de Groot

T: +31(0)582441437

E: cruiseconference@stenden.com

W: www.4thinternationalcruiseconference.stendenmeetingu.com

Visiting address:

Rengerslaan 8
8917 DD Leeuwarden
The Netherlands

Postal address:

Stenden university, Ate de Groot
P.O.Box 1298
8900 CG Leeuwarden
The Netherlands

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