

## Table of Contents

1.0	Editor's Foreword: Cruising through Hercules' Pillars.....v	
	<i>Alexis Papathanassis, Bremerhaven University of Applied Sciences</i>	
	Table of Contents .....ix	
	<b>PART A: New trends &amp; innovations</b> ..... 1	
2.0	Onboard Revenue: The secret of the cruise industry's success? ..... 3	
	<i>Michael. P. Vogel, Bremerhaven University of Applied Sciences</i>	
3.0	Analysis of the Asian cruise industry and its future implementation ..... 17	
	<i>Heung Michael Kwag &amp; Eungyu Lee, Boston University</i>	
4.0	Cruising by old timers: A chance for local and regional development in Europe ..... 31	
	<i>Tihomir Luković &amp; Ulrike Munninger, University of Dubrovnik</i>	
5.0	FAT cruise tourism: The shifting tide of experiences ..... 43	
	<i>Patsy Morgan, Southampton Solent University</i>	
6.0	The future of medical care on cruise ships ..... 57	
	<i>Werner Kalbfleisch, Cruiseship-Medical-Service</i>	
	<b>PART B: Human resource management &amp; training</b> ..... 63	
7.0	Leadership: Short-term, intercultural and performance-oriented ..... 65	
	<i>Wolfgang Lukas, Bremerhaven University of Applied Sciences</i>	
8.0	The future of Filipino workforce in the cruise sector ..... 79	
	<i>Petra Milde, Bremerhaven University of Applied Sciences</i>	
9.0	Developments in UK maritime hospitality management ..... 95	
	<i>Philip Gibson, University of Plymouth</i>	
10.0	Game-based learning for cruise management: Taking it to the web ..... 113	
	<i>Michael. P. Vogel &amp; Ulrike Erb, Bremerhaven University of Applied Sciences</i>	
	<b>PART C: Information technology &amp; process standardisation</b> ..... 131	
11.0	Online booking in the cruise sector: Determinants of online trust & implications..... 133	
	<i>Alexis Papathanassis, Bremerhaven University of Applied Sciences</i> <i>Michael Breitner, Leibniz University Hannover</i>	

12.0	Price variation across channels: A case of ex-Southampton port cruises.....	155
	<i>Wai Mun Lim, University of Plymouth</i>	
13.0	Online content mining & its potential for cruise management .....	171
	<i>Karsten Sohns &amp; Michael Breitner, Leibniz University Hannover</i>	
14.0	Establishing the need for a standardised rating system for cruise ships .....	187
	<i>Janette McCutcheon, University of Gloucestershire</i>	