

Table of Contents

Acknowledgements	V
Foreword	VII
Table of Contents	IX
1 Cruise Passenger Choice Behavior Analysis & Implications for Service Design	1
1.1 Introduction	2
1.2 Cruise Industry	2
1.3 Conjoint Analysis	3
1.4 Conjoint Analysis – Practical Example	5
1.5 Lessons Learned	13
1.6 Potential for the Cruise Industry	14
1.7 Summary/Outlook	16
1.8 References	16
2 Employee Scheduling On Board	19
2.1 Introduction	20
2.2 Employee Scheduling Software	23
2.3 Methodology	29
2.4 Conclusion	53
2.5 Limitations and further research	55
2.6 References	55
3 Factors Influencing the Degree of On-Board Content Engagement	57
3.1 Introduction	58
3.2 Literature Review	59
3.3 Methodology	60
3.4 Interpretation & Discussion	62
3.5 Implications	70
3.6 Conclusion	71
3.7 Limitations & Further Research	72
3.8 References	73
4 IFRS in der Kreuzfahrtindustrie (in German)	75
4.1 Bedeutung internationaler Rechnungslegungsstandards für die Kreuzfahrtindustrie	76
4.2 Grundlagen der Kreuzfahrtindustrie und der IFRS	77
4.3 Kreuzfahrtspezifische Besonderheiten bei der Anwendung von IFRS	81
4.4 Fazit, Limitationen & Ausblick	99
4.5 Literaturnachweis	102

5	Exploring the IT-enabled Optimisation Potential of Cruise Excursions	105
5.1	General characteristics of cruise-excursions	106
5.2	First implications of product design requirements for IT-enabled cruise excursions	106
5.3	Supplier landscape	107
5.4	Market overview	109
5.5	Augmented reality	109
5.6	The tour guide's role & the DTG: A comparative analysis conclusion	109
5.7	References	112
6	Royal Caribbean: An IT based View	115
6.1	Introduction	116
6.2	Architecture of Advanced Planning Systems	118
6.3	Application of APS on the Royal Caribbean Cruise Ltd	122
6.4	Conclusion	135
6.5	References	136
7	Optimising Complaint Management Workflow on Board	139
7.1	Introduction	140
7.2	Literature Review	142
7.3	Research Method	143
7.4	Data Collection & Discussion	145
7.5	Quantitative Evaluation - Workflow Simulation	158
7.6	Qualitative Evaluation	167
7.7	Conclusion & Implications	169
7.8	Limitations and Further Research	170
7.9	References	170
8	Determinants of Onboard Spending	173
8.1	Introduction	174
8.2	Theoretical Background	174
8.3	Systematic Review	175
8.4	Application to Tourism Industry	176
8.5	Application to Cruise Industry	178
8.6	Limitations and Further Research	181
8.7	References	182
9	Mobile Infotainment – IT Solutions for Cruise Ships	185
9.1	Introduction	186
9.2	Basic Concepts	186

9.3	State of the Art of the Mobile Infotainment Analysis _____	190
9.4	Acceptance of Mobile Infotainment _____	195
9.5	Conclusion and Outlook _____	199
9.6	References _____	200
10	Creating Network Effects for the Cruise Web 2.0 _____	205
10.1	Introduction _____	206
10.2	Research Background and Method _____	206
10.3	Character Description _____	208
10.4	Application of Features through Benchmarking _____	210
10.5	Preliminary Conclusion _____	216
10.6	Further Thoughts and Questions _____	218
10.7	Discussion _____	218
10.8	Conclusion _____	221
10.9	References _____	221
11	Revenue Management System for the Cruise Industry: A Simulation Study _____	223
11.1	Introduction _____	224
11.2	Overview of Class Allocation Methods _____	224
11.3	Simulation _____	228
11.4	Results _____	230
11.5	Discussion and Conclusion _____	230
11.6	References _____	232
12	IT-Enabled Beer Exchange at the Upper Deck Bar _____	233
12.1	Introduction _____	234
12.2	Relevance of onboard revenues _____	234
12.3	Maximizing Revenues through Onboard Attractiveness _____	238
12.4	Pros and Cons Regarding IT Onboard _____	244
12.5	Pricing and Yield Management _____	244
12.6	Mutual Benefits of CRM & IT with Revenue Management / Pricing _____	245
12.7	Conclusion and Outlook _____	245
12.8	References _____	246
List of Editors & Authors _____		249
Editors: _____		249
Authors: _____		249