

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Life at Sea: Intro to Cruise Operations

Workshop Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference TT-CMT-W • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-CMT-W
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Career Paths in Cruise Tourism 3 chapters · 12 classes90 marks • 1 Exploring Diverse Career Opportunities in Cruise Tourism — 4 classes › 1.1 Understanding the Structure of a Cruise Ship's Workforce › 1.2 Exploring Key Roles in Onboard Hospitality and Guest Services › 1.3 Discovering Careers in Cruise Ship Entertainment and Recreation › 1.4 Examining Roles in Cruise Logistics and Operations • 2 Skill Set Development and Qualifications for Cruise Roles — 4 classes › 2.1 Exploring Essential Skills for Cruise Ship Roles › 2.2 Understanding Required Qualifications for Personnel › 2.3 Developing Interpersonal Skills for Effective Teamwork › 2.4 Applying Problem Solving Techniques in Cruise Operations • 3 Career Advancement and Professional Development at Sea — 4 classes › 3.1 Exploring Career Advancement Opportunities at Sea › 3.2 Acquiring Essential Skills for Success in Cruise Tourism › 3.3 Networking Strategies for Career Growth in Cruise Operations › 3.4 Developing a Personal Career Development Plan
2 Cruise Logistics and Management 3 chapters · 12 classes65 marks • 1 Chapter 1 — Fundamentals of Cruise Logistics — 4 classes › 1.1 Understanding Cruise Logistics Basics › 1.2 Exploring Key Components of Cruise Operations › 1.3 Analyzing Port and Shore Excursion Management › 1.4 Applying Cruise Logistics to Real-World Scenarios • 2 Chapter 2 — Effective Crew and Guest Management — 4 classes › 2.1 Exploring Crew Roles and Responsibilities › 2.2 Understanding Guest Expectations and Experiences › 2.3 Strategies for Enhancing Crew and Guest Interactions › 2.4 Implementing Effective Communication Techniques Onboard • 3 Chapter 3 — Operational Challenges and Strategic Solutions — 4 classes › 3.1 Exploring Key Operational Challenges in Cruise Logistics › 3.2 Analyzing Impactful Risk Management Strategies › 3.3 Implementing Effective Solutions for Logistic Hurdles › 3.4 Evaluating Strategic Improvements for Cruise Management

3

Environmental Practices in Cruising

3 chapters · 12 classes

65 marks

• 1 Understanding the Marine Environment and Its Vulnerabilities — 4 classes

- › 1.1 Explore: The Composition of the Marine Environment
- › 1.2 Investigate: Key Vulnerabilities in Marine Ecosystems
- › 1.3 Understand: Human Impact on Marine Environments
- › 1.4 Apply: Strategies to Minimize Environmental Footprints in Cruising

• 2 Sustainable Practices in Cruise Operations — 4 classes

- › 2.1 Understanding Sustainable Practices in Cruise Operations
- › 2.2 Exploring Eco-Friendly Technologies on Cruise Ships
- › 2.3 Implementing Waste Reduction Strategies on Board
- › 2.4 Evaluating the Impact of Sustainable Practices on Marine Life

• 3 Regulations and Certifications for Environmental Compliance — 4 classes

- › 3.1 Understanding Environmental Regulations in the Cruise Industry
- › 3.2 Exploring Key Certifications for Sustainable Cruising
- › 3.3 Analyzing the Impact of Compliance on Cruise Operations
- › 3.4 Implementing Best Practices for Environmental Compliance

4

Introduction to Cruise Operations

3 chapters · 12 classes

90 marks

• 1 Cruise Industry Overview and Organizational Structures — 4 classes

- › 1.1 Exploring the Global Cruise Market
- › 1.2 Understanding Cruise Ship Hierarchies
- › 1.3 Identifying Key Cruise Industry Stakeholders
- › 1.4 Analyzing Cruise Line Organizational Structures

• 2 Cruise Ship Operations and Passenger Services — 4 classes

- › 2.1 Understanding Cruise Ship Operations
- › 2.2 Exploring Key Passenger Services on Board
- › 2.3 Analyzing the Roles of Cruise Ship Staff
- › 2.4 Applying Service Excellence in a Cruise Environment

• 3 Regulatory Compliance and Safety at Sea — 4 classes

- › 3.1 Understanding Maritime Laws and International Regulations
- › 3.2 Identifying Key Safety Protocols on Cruise Ships
- › 3.3 Implementing Emergency Procedures and Drills
- › 3.4 Evaluating Compliance through Case Studies

5

Passenger Services and Guest Relations

3 chapters · 12 classes

65 marks

• 1 Understanding Passenger Demographics and Needs — 4 classes

- › 1.1 Analyzing Passenger Demographics: Who Are Our Guests?
- › 1.2 Identifying Passenger Needs: What Do Guests Expect Onboard?
- › 1.3 Customizing Services: Tailoring Experiences for Diverse Groups
- › 1.4 Enhancing Guest Relations: Effective Communication and Service Excellence

• 2 Effective Communication and Interpersonal Skills — 4 classes

- › 2.1 Understanding Communication Styles
- › 2.2 Techniques for Active Listening at Sea
- › 2.3 Building Rapport with Diverse Guests
- › 2.4 Navigating Challenges in Guest Interactions

• 3 Handling Guest Feedback and Resolving Complaints — 4 classes

- › 3.1 Understanding the Importance of Guest Feedback
- › 3.2 Analyzing Common Guest Complaints and Expectations
- › 3.3 Effective Communication Strategies for Resolving Complaints
- › 3.4 Implementing Feedback Solutions to Enhance Guest Satisfaction

6

Safety and Emergency Protocols

3 chapters · 12 classes

65 marks

• 1 Understanding Maritime Safety Regulations and Compliance — 4 classes

- › 1.1 Explore the Foundations of Maritime Safety Regulations
- › 1.2 Analyze Key International Maritime Safety Codes
- › 1.3 Examine Cruise Ship Compliance Protocols
- › 1.4 Apply Safety Regulations to Real-life Scenarios on Cruise Ships

• 2 Emergency Preparedness and Response Procedures — 4 classes

- › 2.1 Understanding Emergency Preparedness Concepts
- › 2.2 Recognizing and Responding to Onboard Emergencies
- › 2.3 Practicing Safety Protocols and Drills
- › 2.4 Applying Crisis Management Strategies in Simulated Scenarios

• 3 Practical Application of Safety Equipment and Protocols — 4 classes

- › 3.1 Understanding Emergency Protocols on Board
- › 3.2 Demonstrating Proper Life Jacket Usage
- › 3.3 Practicing Lifeboat Deployment and Operation
- › 3.4 Conducting a Safety Drill Simulation

