

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Cruise Guest Services

Foundation Level



LAPT — London Academy of Professional Training

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Reference TT-CMT-F • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-CMT-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Communication and Interpersonal Skills 4 chapters · 20 classes 90 marks	
• 1 Understanding Communication in Cruise Guest Services — 5 classes › 1.1 Exploring the Basics of Effective Communication › 1.2 Identifying Key Communication Channels on a Cruise › 1.3 Enhancing Listening Skills for Guest Interaction › 1.4 Recognising Non-Verbal Cues in Diverse Settings › 1.5 Applying Conflict Resolution Techniques with Guests • 2 Verbal and Non-verbal Communication Techniques — 5 classes › 2.1 Understanding Verbal Communication › 2.2 Identifying Non-verbal Cues › 2.3 Enhancing Active Listening Skills › 2.4 Practicing Effective Speaking Techniques › 2.5 Integrating Verbal and Non-verbal Communication	• 3 Cultural Sensitivity and Multilingual Communication — 5 classes › 3.1 Understanding Cultural Sensitivity in Cruise Guest Services › 3.2 Identifying and Respecting Diverse Cultural Norms › 3.3 Effective Multilingual Communication Strategies › 3.4 Overcoming Language Barriers in Guest Interactions › 3.5 Applying Cultural Sensitivity in Real-World Scenarios • 4 Conflict Resolution and Interpersonal Skills — 5 classes › 4.1 Understanding Conflict Dynamics in Cruise Guest Services › 4.2 Identifying Common Sources of Conflict with Guests › 4.3 Applying Active Listening Techniques to De-escalate Situations › 4.4 Using Empathy to Enhance Guest Relations › 4.5 Implementing Effective Conflict Resolution Strategies
2 Customer Feedback and Resolution 4 chapters · 20 classes 65 marks	
• 1 Understanding Customer Feedback in Cruise Services — 5 classes › 1.1 Exploring the Importance of Customer Feedback in Cruise Services › 1.2 Identifying Key Sources of Customer Feedback › 1.3 Interpreting Customer Feedback Effectively › 1.4 Addressing Common Issues Highlighted by Feedback › 1.5 Implementing Strategies to Enhance Guest Satisfaction • 2 Effective Communication and Listening Skills — 5 classes › 2.1 Understanding the Basics of Effective Communication › 2.2 Mastering Active Listening Techniques › 2.3 Identifying and Overcoming Communication Barriers › 2.4 Practicing Empathy and Adaptability in Conversations › 2.5 Applying Effective Communication for Conflict Resolution	• 3 Analyzing and Categorizing Feedback — 5 classes › 3.1 Understanding the Importance of Customer Feedback › 3.2 Identifying Different Types of Feedback › 3.3 Analyzing Feedback for Actionable Insights › 3.4 Categorizing Feedback for Efficient Resolution › 3.5 Developing Feedback-Driven Improvement Strategies • 4 Resolution Strategies and Implementing Feedback — 5 classes › 4.1 Understanding Customer Feedback: The Basics of Collection and Analysis › 4.2 Identifying Common Guest Issues: Patterns and Prioritization › 4.3 Crafting Effective Resolution Strategies: Techniques for Positive Outcomes › 4.4 Implementing Feedback: Turning Insights into Actionable Changes › 4.5 Evaluating Resolution Success: Metrics and Reflection

3

Introduction to Cruise Industry

4 chapters · 20 classes

65 marks

• 1 History and Evolution of the Cruise Industry — 5 classes

- › 1.1 Understanding the Origins: The Early Days of Cruising
- › 1.2 Exploring Key Milestones in Cruise Development
- › 1.3 Examining Technological Advances in Cruise Ships
- › 1.4 Analyzing the Role of Marketing in Cruise Popularity
- › 1.5 Identifying Trends and Innovations in Modern Cruising

• 2 Types of Cruise Operations and Their Destinations — 5 classes

- › 2.1 Exploring the Major Types of Cruise Operations
- › 2.2 Identifying Popular Cruise Destinations Worldwide
- › 2.3 Comparing Ocean and River Cruise Operations
- › 2.4 Analyzing Adventure and Expedition Cruise Destinations
- › 2.5 Matching Cruise Types with Their Ideal Destinations

• 3 Cruise Ship Onboard Services and Operations — 5 classes

- › 3.1 Understanding Cruise Ship Operations
- › 3.2 Exploring Onboard Guest Services
- › 3.3 Analyzing Crew Roles and Responsibilities
- › 3.4 Enhancing Customer Experience on Cruises
- › 3.5 Implementing Safety Protocols on Cruise Ships

• 4 Key Stakeholders and Regulations in the Cruise Industry — 5 classes

- › 4.1 Identifying Key Stakeholders in the Cruise Industry
- › 4.2 Understanding the Roles and Responsibilities of Stakeholders
- › 4.3 Exploring Regulations Governing the Cruise Industry
- › 4.4 Analyzing the Impact of Regulations on Cruise Operations
- › 4.5 Applying Stakeholder and Regulation Knowledge in Scenarios

4

Principles of Guest Services

4 chapters · 20 classes

115 marks

• 1 Understanding Cruise Guest Dynamics — 5 classes

- › 1.1 Identifying Key Characteristics of Cruise Guests
- › 1.2 Exploring Diverse Guest Needs and Preferences
- › 1.3 Analyzing Guest Behavior Patterns Onboard
- › 1.4 Tailoring Services to Enhance Guest Experience
- › 1.5 Implementing Feedback to Improve Guest Satisfaction

• 2 Effective Communication Techniques — 5 classes

- › 2.1 Recognizing Different Communication Styles
- › 2.2 Mastering Active Listening Skills
- › 2.3 Enhancing Non-Verbal Communication Cues
- › 2.4 Adapting Communication for Diverse Audiences
- › 2.5 Applying Effective Communication Techniques in Guest Interactions

• 3 Cultural Awareness and Inclusivity — 5 classes

- › 3.1 Understanding Cultural Differences and Global Perspectives
- › 3.2 Identifying and Respecting Guest Diversity Onboard
- › 3.3 Demonstrating Inclusive Communication Techniques
- › 3.4 Adapting Services to Meet Diverse Guest Needs
- › 3.5 Implementing Culturally Sensitive Customer Service Practices

• 4 Handling Complex Guest Situations — 5 classes

- › 4.1 Understanding Complex Guest Scenarios
- › 4.2 Identifying Triggers and Resolving Conflict
- › 4.3 Applying Effective Communication Techniques
- › 4.4 Implementing Problem-Solving Strategies
- › 4.5 Evaluating and Learning from Encountered Situations

5

Problem Solving and Complaint Handling

4 chapters · 20 classes

45 marks

• 1 Understanding Cruise Guest Dynamics — 5 classes

- › 1.1 Exploring Guest Profiles: Understanding Demographics and Preferences
- › 1.2 Identifying Common Complaints: Insight into Guest Expectations
- › 1.3 Analyzing Guest Interactions: Communication Styles and Impact
- › 1.4 Developing Empathy Skills: Responding to Emotional Guest Needs
- › 1.5 Resolving Complaints Effectively: Strategies for Positive Outcomes

• 2 Identifying Common Guest Concerns and Complaints — 5 classes

- › 2.1 Exploring Common Guest Concerns
- › 2.2 Identifying Patterns in Guest Complaints
- › 2.3 Analyzing Underlying Causes of Complaints
- › 2.4 Developing Empathy in Conflict Situations
- › 2.5 Applying Solutions to Real-World Scenarios

• 3 Effective Problem-Solving Techniques — 5 classes

- › 3.1 Understanding the Basics of Problem-Solving in Guest Services
- › 3.2 Identifying and Analyzing Guest Complaints Efficiently
- › 3.3 Applying Creative Solutions to Common Cruise Guest Issues
- › 3.4 Communicating Effectively to Resolve Guest Complaints
- › 3.5 Reviewing and Refining Problem-Solving Strategies

• 4 Advanced Complaint Handling and Resolution Strategies — 5 classes

- › 4.1 Understanding Advanced Complaint Dynamics
- › 4.2 Analyzing Root Causes of Complex Complaints
- › 4.3 Implementing Effective Resolution Techniques
- › 4.4 Utilizing Communication Skills for Resolution
- › 4.5 Leveraging Feedback for Service Improvement

• 1 Understanding Cruise Service Ecosystems — 5 classes

- › 1.1 Explore the Components of Cruise Service Ecosystems
- › 1.2 Understand the Roles and Responsibilities in Cruise Operations
- › 1.3 Analyze Guest Journey Phases on a Cruise
- › 1.4 Examine the Impact of Cultural Diversity in Cruise Services
- › 1.5 Apply Problem-Solving Strategies in Cruise Service Scenarios

• 2 Guest Experience and Service Excellence — 5 classes

- › 2.1 Understanding Passenger Expectations on Cruise Lines
- › 2.2 Communicating Effectively with Cruise Guests
- › 2.3 Enhancing Guest Experience through Personalized Service
- › 2.4 Managing Guest Complaints and Satisfaction
- › 2.5 Applying Service Excellence Best Practices in Cruise Operations

• 3 Operational Procedures and Protocols — 5 classes

- › 3.1 Understanding Cruise Line Service Protocols
- › 3.2 Exploring Key Operational Procedures on Board
- › 3.3 Implementing Safety and Emergency Protocols
- › 3.4 Managing Guest Interactions and Expectations
- › 3.5 Evaluating and Improving Service Operations

• 4 Crisis Management and Resolution Strategies — 5 classes

- › 4.1 Understanding Crisis Scenarios on Cruise Ships
- › 4.2 Analyzing the Impact of Crises on Operations and Guest Experience
- › 4.3 Implementing Effective Communication during a Crisis
- › 4.4 Developing Problem-Solving Skills for Crisis Resolution
- › 4.5 Applying Resolution Strategies to Real-Life Cruise Crisis Scenarios