



Itinerary planning and Venice: Cruise destination

Jens Kaulbars

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Seminar paper from the year 2007 in the subject Tourism, grade: 1,4, University of Plymouth, course: Cruise Operations and Passenger Services, 20 entries in the bibliography, language: English, abstract: When analyzing the cruise industry, one fact is important: a cruise vessel itself is worthless, does not generate any profit, unless it carries paying passengers. But to get customers buying a cruise it is necessary to lure them on board with something special. In most cases this speciality is the itinerary of the planned cruise. For cruise companies it is therefore a most useful tool for differentiation and selling (cf. Dirksen, F., Oltmanns, R., Schmenner, M., Kaulbars, J., Kortlang, N., 2007, p. 1, 2)

So obviously the planning of an itinerary is of high importance as are its features. Therefore this report will look at internal and external factors of itinerary planning as well as at one of its main features, the destinations, analyzing the cruise destination Venice, Italy.

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