



CARIBBEAN SHIPPING ASSOCIATION

CARIBBEAN SHIPPING ASSOCIATION CRUISE WORKSHOP - "BENEFITING FROM CRUISE TOURISM"

Are you looking to maximize the opportunities provided by the cruise tourism sector?

Could you benefit from greater insight into the dynamics of this fast growing leisure market?

As cruise tourism continues to grow within the region, there is an increasing need for executive education to forge proactive responses to the challenges and opportunities presented in the cruise marketplace. The Caribbean Shipping Association's Cruise tourism workshop is an intensive, comprehensive introduction to key elements of the industry.

"Fantastic concept!..This training captured very important topics both for the public and private sector..."

Ted Greig, President, Tobago Hospitality & Tour Operators Association

"...This course solidified the importance of selling the island by creating our niche market – by making our destination a 'must see'"

Susanna Isaac, Manager, La Place Carenage, St. Lucia Air & Sea Ports Authority

Who should attend?

The workshop is designed to provide professional development for practitioners, any persons operating in the cruise sector or with an interest in cruise tourism from both the public and private sectors including:

tourism managers, port authority employees & terminal operators, tour operators, retail and duty-free store owners, attraction sites' staff, taxi and vendors associations, government agencies, ministries of tourism

Why should you attend?

The objective of this course is to broaden the knowledge base of persons in the cruise industry and to provide them with the opportunity to:

- Participate in interactive workshop sessions
- Access information and resources
- Meet and network with colleagues and peers
- Learn how to engage with the industry and meet the needs of the workplace

Participants receive an official CSA certificate, which includes accreditation points for selected programs offered by the Caribbean Maritime Institute (CMI) in Jamaica.

Course Outline:

This course will cover the following critical areas:

- Introduction and historical review of the global cruise shipping industry – genesis to present day
- Global outlook
- Caribbean cruise marketplace overview and developments
- Destination development, marketing & promotion
- Cruise itinerary planning

To receive further information or to register for this course, please contact the Caribbean Shipping Association at csa@cwjamaica.com or (876) 923-3491.