

游船实务与管理

21 世纪旅游管理专业系列教材

程丛喜 著



Practicalities and Management on Maritime Hotel



武汉大学出版社
WUHAN UNIVERSITY PRESS

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序 言

“海上酒店”是旅游船的专业术语,它是集“吃、住、行、游、购、娱”为一体的水上流动饭店,除了具备陆上酒店的一般功能外,还具有交通功能和流动功能。随着世界经济的发展,人们生活水平的不断提高,自 20 世纪 80 年代以来,世界游船业以每年 7% 的速度递增,近几年来,更是呈加速增长的态势,国内沿海游船和内河游船、特别是长江游船旅游也日益成熟和完善,对海上酒店的管理和服务人员的素质要求越来越高,尤其需要既有理论知识又有实际操作技能,并且熟悉船舶水上知识和精通外语的复合型人才。经过深入调查研究和实地考察,海上酒店专业人才无论是在国际上还是在国内都具有良好的就业前景。

1. 国际海上酒店业人才就业状况

随着世界海洋旅游业的迅速发展,乘船旅游将成为一种时尚。截至 2003 年年底,全球具有一定规模的豪华游船公司大约有 70 家,约 300 艘游船,总排水量为 931 万吨,最大载客能力约为 25 万人。2001 年,全球豪华游船游客近 1 000 万人次。其他游船市场也日益兴旺,莱茵河、尼罗河年游船游客量均为 600 万人次。据国际游船协会统计,2007 年,仅北美洲乘游船旅游的游客就达到 1 260 万人次。其他地区乘游船旅游的游客人(次)数也持续增长。游船业不仅增长快,发展潜力巨大,而且经营利润丰厚。自 2000 年至今已有 74 艘大型豪华游轮投入运营,2002 年新增 11 艘,2003 年新增 10 艘,2004 年新增 7 艘,2007 年新增 10 艘,2008 年新增 9 艘。目前,国际游船业的就业人数已达 34.8 万,在未来的 3 年里,又将有 23 艘大型豪华游轮投入运营,需增加 5.8 万名新员工,这些员工绝大部分都来自发展中国家。根据统计和研究,每艘游轮上海上酒店部门员工所占比例最大,为 70.16%,其他部门员工所占比例依次为:行政管理部门为 3.49%,驾驶部门为 6.46%,轮机部门为 9.63%,娱乐部门为 9.95%,医疗部门为 0.32%。从这些数字不难看出,世界游船业对海上酒店人才的需求量日益增大。

2. 国内海上酒店业人才就业状况

国内海上酒店业市场以长江和三峡为重心。20 世纪 70 年代末 80 年代初,长江开始对外开放,长江游船由外事接待向旅游接待转变,随着改革开放的深入,长江三峡吸引了大批海内外游客,客流量的增加推动了长江旅游的发展,经营长江三峡旅游

的游船不断增多。据统计,目前长江上从事涉外旅游的游船公司约 20 家,共计 58 艘豪华游轮。以每艘平均配备 100 位海上酒店人员计算(三星级游船一般标准),共需海上酒店人员 5 800 人,加上海上酒店人员具有流动性大的特点,长江游船市场在海上酒店服务和管理人才上将会有有一个长期而迫切的需求。而且,随着以长江轮船总公司为代表的从事长江客船运输的企业将客轮逐渐改造为旅游船,实现普通客运向大众旅游的转变,长江沿线从事旅游业务的船舶将进一步增多。不仅如此,随着国内外经济的发展,长江旅游秩序的整顿,中国加入 WTO,奥运会的成功举办,申博的成功,三峡工程的兴建,国际经济一体化进程的加快,长江游船旅游的前景将越来越好,对海上酒店业人才的需求将越来越大。

另外,由于香港、澳门的回归,我国近海海上酒店业也正在迅猛发展,一些开往香港、澳门、越南的旅游航线相继开通,其他的沿海航线也相继开通。一些香港、澳门的游船公司和沿海的游船公司正在向内地的游船市场拓展,开始大量招募内地高素质的海上酒店专业人才。

此外,随着国际国内经济的不断发展,人们的生活水平正在不断提高,外出旅行度假的人越来越多,陆上酒店和度假村日益增多,对酒店管理和服务人才的需求量也越来越大。

所有这些,都为海上酒店人才的培养和教育创造了良好的条件,提供了绝好的契机。

为了适应海上酒店教育发展的需要,作者根据自己所学和十多年的国内外实际游船工作经验,在参考大量海内外有关海上酒店的资料的基础上,特写作本书。本书和游船实际工作密切结合,既可作为高等院校旅游管理专业、航海专业、高等职业教育教学和双语教学用书,又可作为自学考试、职业培训或相关专业的参考用书。参与本书写作的人员有张树坤、卞励、周霄、袁俊、魏日、沈晓峰、许馨月、林华英、李霞、胡灿伟、黄猛、耿鹏飞、何新华、康梅林、叶晨瑜、徐曼诸位同仁,他们为本书付出了辛勤的劳动。

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程丛喜

2009 年 6 月 8 日



世纪旅游管理专业系列教材

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饭店管理实务

客源地概况（第二版）

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游船实务与管理

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PART I

INFORMATION FOR MARITIME HOTEL STUDENTS

1. Background for Studying This Course

The cruise ship industry is a new industry. It's also one of the fastest growing job sectors in the world. Five to ten new luxury liners are built every year, and with that growth there has been an equally impressive boom in the number of available cruise ship jobs. While many of these employment opportunities are aboard luxury liners cruise ships, students can also find employment on smaller vessels that include everything from eco-tour ships to steamboats and romantic sailing yachts. More and more people begin to join this industry, it's very attractive to young Chinese people on employment and salary.

In the past, there were not many Chinese crew ready for the employment in the cruise ships of international standard, because:

(1) the language was a major obstacle for the Chinese crew to enter the international cruise ship market.

(2) generally speaking, the Chinese crew lacked the necessary skills for working on the international cruise ship because such type of cruise ships had never existed in China before.

But this doesn't mean this situation will be like this in the future. In recent years, Chinese government has taken a lot of measures to improve English education, Chinese students' English level has been raised a lot. In addition, more and more students begin to work on the Yangtze cruise ships and coastal cruise ships, although their skills are not up to the international standard, indeed improved a lot.

Our Chinese crew have a lot of merits to be employed on the international cruise ships:

(1) The Value of Salary

With the still relatively lower cost of living in China, specially for those people in the inland, the salary offered for them onboard will have much higher value than that in other

countries and this itself is a very efficient motivation for the Chinese crew. It goes without saying that Chinese crew will value their job very much and this will certainly reflect in their work output, performance, etc.

(2) The Availability

China has a huge population with an average annual income of US\$2,200 per person, it is not difficult to imagine that the wages offered on the cruise ship can definitely and easily attract thousands of highly qualified, motivated young boys and girls to join the cruise industry.

(3) The Working Attitude of Chinese Crew

Most of Chinese crew are influenced by the eastern culture and have strong service consciousness. With suitable training, it will not be difficult to mould them into what are required in the international cruise industry.

(4) The Discipline of Chinese Crew

It is normal to find most of people are well disciplined and obedient to the superior. In fact, most of the training institutes or marine academies are under semi-military management to ensure the crew sent onboard will be disciplinary-minded.

In conclusion, the conditions are ready for Chinese crew to enter the international cruise industry. So our urgent matter is to develop China's maritime hotel education to meet all the requirements of the international cruise ship industry and other relevant regulations. If we train our Chinese crew according to the international standards of maritime hotel, it's not difficult for them to obtain employment in the international cruise ship industry.

◎ New words & expressions

sector['sektə] *n.* 部分, 部门, 扇形 *v.* 把……分成部分, 把……分成扇形

luxury['lʌkʃəri] *n.* 奢侈, 华贵 *adj.* 豪华的

liner['lainə] *n.* 班船, 班机, 衬垫

aboard[ə'bo:d] *adv.* 在船(飞机、车)上 *prep.* 上(船、飞机、车)

boom[bu:m] *n.* 繁荣, 激增, 暴涨 *v.* 兴隆, 大事宣传

employment[im'plɔimənt] *n.* 雇用, 使用, 利用, 工作, 职业

steamboat['sti:mbəut] *n.* 汽船, 轮船

romantic[rə'mæntik] *adj.* 传奇式的, 浪漫的, 空想的, 夸张的

yacht[jɔ:t] *n.* 游艇, 快艇, 轻舟 *vi.* 驾游艇, 乘游艇

obstacle['ɒbstəkl] *n.* 障碍, 妨害物

relatively['relatɪvli] *adv.* 相关地

motivation[ˌməʊti'veɪʃən] *n.* 动机

output[ˈaʊtput] *n.* 产量, 输出, 输出量

availability[əˌveɪlə'bɪləti] *n.* 可得性, 可得到的东西(或人员), 可用性, 有效性

average[ˈævərɪdʒ] *n.* 平均, 平均水平, 平均数, 海损 *adj.* 一般的, 通常的, 平均的

mould[məʊld] *n.* [亦作 mold] 肥土, 壤土, 模具 *v.* 用土覆盖, 发霉, 铸造

discipline[ˈdɪsɪplɪn] *n.* 纪律, 学科 *v.* 训练

obedient[əˈbiːdjənt, -diənt] *adj.* 服从的, 孝顺的

superior[ˈsjʊːpiəriə] *n.* 长者, 高手, 上级 *adj.* 较高的, 上级的, 上好的, 出众的, 高傲的

marine[məˈriːn] *n.* 舰队, 水兵, 海运业 *adj.* 海的, 海产的, 航海的, 船舶的, 海运的

academy[əˈkædəmi] *n.* (高等) 专科院校, 研究院, 学会, 学术团体, 学院

urgent[ˈɜːdʒənt] *adj.* 急迫的, 紧急的

requirement[riˈkwaɪəmənt] *n.* 需求, 要求, 必要条件, 需要的东西, 要求必备的条件

relevant[ˈrelɪvənt] *adj.* 有关的, 相应的

board[bɔːd] *n.* 木板, (供特殊用途的) 木板, 甲板, 膳食费用, 会议桌 *vt.* 提供膳食
in conclusion 最后, 综上所述

on board 在船(火车、飞机、汽车)上

◎ Exercises

(1) What were the weak points of Chinese crew in the past?

(2) What are the strong points for Chinese crew to obtain employment in the international cruise ship industry now?

2. The Target for Studying This Course

After studying this course, the students should:

(1) Understand the nature of the cruise industry, the hotel department on board, the working and living conditions in a multi-cultural environment.

(2) Be aware of the statutory requirements of health and safety when working on board a cruise ship.

(3) Reach to the level of written and spoken English comprehension and obtain the ability to communicate so that safety instructions and job procedures in both written and verbal English are understood.

(4) Demonstrate that they can express themselves and inquire basic questions concerning their employment and safety.

◎ New words & expressions

multi-cultural[,mʌlti'kʌltʃərəl] *adj.* 多种文化的

environment[in'vaiəənmənt] *n.* 环境, 外界

statutory['stætjut(ə)ri] *adj.* 法令的, 法定的

bring up 教育, 培养, 提出, (军队等)调上来, (船)抵达目的地

instruction[in'strʌkʃən] *n.* 指示, 用法说明(书), 教育, 指导, 指令

procedure[prə'si:dʒə] *n.* 程序, 手续

verbal['və:bəl] *adj.* 口头的

communicate[kə'mju:nikeit] *v.* 沟通, 通信, (房间、道路、花园等)相通, 传达, 感染

demonstrate['demənstreit] *vt.* 示范, 证明, 论证 *vi.* 示威

◎ Exercises

- (1) What is the target for the students to study this course?
- (2) What does “the hotel department” mean?

3. Overview of the Cruise Industry

3.1 What is a cruise ship?

Generally speaking, a cruise ship is a “floating water hotel” which merges dining, accommodation, transportation, travel, shopping and entertainment, etc. into an organic whole.

The picture of a cruise ship:



THE GRAND PRINCESS

Tonnage: 109,000 gross tons

Length: 951 feet

Passengers: 2,600

Crew: about 1,000

Bars: 12

Restaurants: 7

Theatres: 2

Over 700 balconies

Nearly one crew serves for two passengers.

© Notes

① The short names for different types of ship:

S. S. —Steam Ship

M. V. (M. S.) —Motor Vessel (Motor Ship)

C. S. —Cruise Ship

② Conversion of Length Units:

1 foot = 12 inches = 30.48cm

1 inch = 2.54cm

1 nautical mile = 1.852 kilometers = 1.150 miles

3.2 The first, past, present & future cruise ships

Some information about the first, past, present & future cruise ships:

(1) The First Cruise Ship: SS PRINZESSIN VICTORIA LUISE

The popularity of trans-Atlantic sea passage gradually declined with the arrival of the airplane. People could fly to more destinations in a fraction of the time it took on an ocean liner, so shipping companies changed their business model to focus on tourism instead of passenger transportation. In 1900, the American-Hamburg Company built the first ship specifically designed for cruises. The Prinzessin Victoria Luise measured 406 feet (124 meters) long by 52 feet (16 meters) wide, and was 4,409 gross tons with the speed of 15 knots and twin-screw. Built as a cruise ship, she did make some sailings to New York and wrecked near Plum Point, Jamaica, in 1906.

(2) The Past Cruise Ship: MV PRINCESA VICTORIA (ever named DUNNOTTAR CASTLE, VICTORIA, THE VICTORIA)

She was built as DUNNOTTAR CASTLE by Harland & Wolff at Belfast and entered service in July of 1936, owned by the Union-Castle Mail Steamship Company Ltd., London. She was ever completely rebuilt and reengined by Wilton-Fijenoord, Rotterdam 1959 and changed to be owned by Ingres Lines, Monrovia. In the history, she was ever sold and remaned on several occasions. She measured at 14,583 gross tons, 174.4 m long by 21.8 m wide (572 feet long by 71.9 feet wide). She was powered with 16,800 BHP to drive twin screws at a speed of 18 knots. Her capacity is 696 passengers. She was one of the most popular and “modern” cruise ships of her era. During the ship’s 1959 conversion at Rotterdam, she became one of the most spacious ships in the world. The Victoria’s 250 seat Auditorium was among the largest afloat for many years.

(3) The Present Cruise Ship: MV AURORA

Aurora is a cruise ship with a classic British design. Yet life on board feels distinctly cosmopolitan. French chic. Moorish elegance. International glamour. Built by Meyer Werft in Germany, the Aurora was delivered to P&O Cruises in April, 2000. The Aurora has an overall length of 270 m and of 242.6 m between perpendiculars. It has a moulded beam of 32.2 m and a 33.6 m maximum beam. Its draught is 7.9 m. It has an air draught of 52 m and a height of 115 m. The Aurora has a gross tonnage of 76,152 t, a net tonnage of 40,037 t and a deadweight of 64,450 t. The Aurora has a maximum passenger capacity of 2,290. These passengers are all looked after by 936 officers and crew. It has 12 bars, 3 pools (1 with sky dome), 1 cinema, 1 cyber study, 1 open deck grill restaurant, 1,660-seat theater, 1 spa and 1 gym, etc. In short, it is just like a small town even including a golf simulator.

(4) The Future Cruise Ship: MV PROJECT GENESIS

Project Genesis will be the world’s largest cruise ship with a gross tonnage of 220,000 t when it launches in 2010, it is being built by Royal Caribbean in Finland. The ship is not only set to be the largest vessel at sea, but also the most expensive at a cost of 230,000 US dollars per berth, valued at \$1.24 billion. It is 1,180 feet long, 154 feet wide and 240 feet high—one and a half times taller than the O2 Arena and longer than four football pitches. It will span 16 decks and carry 5,400 passengers. An area resembling New York City’s Central Park will be located in the center of the ship offering inside cabins an “outside” view, it will span the entire length of a football field, featuring trees, flower gardens and pathways as well as a town square, restaurants, shops and bars. Concerts and