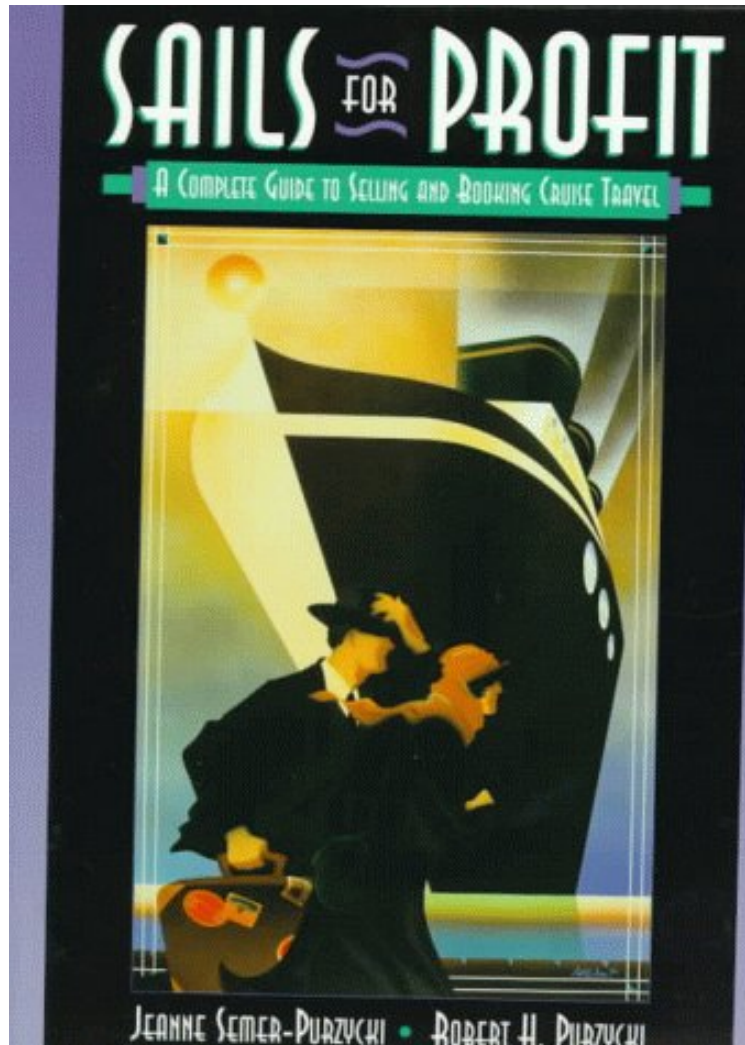


(Online library) Sails for Profit: A Complete Guide to Selling and Booking Cruise Travel

Sails for Profit: A Complete Guide to Selling and Booking Cruise Travel

Jeanne Semer-Purzycki, Robert H. D.S. Purzycki
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Jeanne Semer-Purzycki, Robert H. D.S. Purzycki : Sails for Profit: A Complete Guide to Selling and Booking Cruise Travel before purchasing it in order to gage whether or not it would be worth my time, and all praised Sails for Profit: A Complete Guide to Selling and Booking Cruise Travel:

1 of 1 people found the following review helpful. "Outdated but still valuable in understanding the cruise business."By HawkeyeAlthough this book is copy written at the end of the 20th Century much has happened in the cruise industry. With the advent of the "Mega Ships" much of the economics has been multiplied but the principles have pretty much stayed the same.This book is a primer for the cruise consultant which I feel most I have been in contact with have

never read. I very much enjoy the section in the middle of the book that discusses how to evaluate space on a cruise ship in dividing the gross tonnage by the capacity of the passengers. This simple ratio allow one to compare cruise lines to determine spaciousness. I was pleasantly surprised to determine Holland America Line had the highest such ratio of the cruise lines I travel.I recommend this basic book for the student who desires to understand the cruise business and the frequent individual that partakes in cruising.3 of 3 people found the following review helpful. No other book like it on the market - has everything!By A CustomerThis textbook is by far the best on the market -- 1. comprehensive and detailed 2. written clearly and concisely 3. like having a "teacher next to you" 4. many graphics and interactive activities spread liberally throughout the book 5. for a wide audience - for anyone who wants to learn about cruising from a passenger's perspective. or, for anyone who wants to become his or her own travel agent/cruise specialist from home. or, for travel students enrolled in college or travel schools, or, for travel professionals who want to receive up-to-date, current info.2 of 2 people found the following review helpful. Sails for ProfitBy A CustomerThis is a great text for anyone looking for basic training to the cruise industry...it's small and compact yet it is filled with lots of important information. One of the best on the market

This current, interactive book familiarizes readers with all of the important aspects of selling cruise vacationsfrom basic nautical terminology to shipboard life, world itineraries, and key resources that can help future agents market and sell cruises effectively. It presents current and practical information on the various types of cruise experiences, passenger demographics and itineraries, as well as the tools and techniques for selling and booking cruise vacations to individual and group clients in the real world.

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