CONCEPT

Cruise Tourism and Cruise Terminal Operations Course: Port Calls, Shore Excursions and Turnaround

18 – 22 April 2027
Jeddah - Corniche four-star



Cruise Tourism and Cruise Terminal Operations Course: Port Calls, Shore Excursions and Turnaround

Ref: 1388_23263 **Date:** 18 – 22 April 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Cruise tourism and cruise terminal operations, covering port calls, shore excursions and turnaround day, is a 1-week course for port, terminal, tourism authority and ground handling staff that ends with a Cruise Destination Development Plan for a case port city. Ports and destinations lose cruise calls, passenger spending and community support when berths, terminals, coaches and excursions are planned separately and nobody measures what each call delivers. Nominees already handle cruise calls, terminal shifts, excursion programmes or destination partnerships and work through case studies on call schedules, passenger flows and spending data. CoreConcept Training Center delivers this cruise tourism course.

Course Objectives:

- Explain the cruise line business model, market segments and deployment logic and position a port as homeport or port of call
- Assess a port's attractiveness to cruise lines and design berth allocation rules, tariffs and incentives that win and retain cruise calls
- Plan cruise terminal layouts and passenger flows for embarkation, disembarkation, baggage, security screening and border control
- Run turnaround day operations with a run sheet that coordinates luggage, provisioning, coaches and terminal staff
- Design and sell shore excursions and organise ground transport within capacity, timing and destination readiness limits
- Measure cruise KPIs, economic impact and community and environmental effects, and assemble a Cruise Destination Development Plan

Target Audience:

- Port authority commercial and cruise desk staff responsible for cruise line relations, berth bookings and port tariffs
- Cruise terminal operations staff responsible for passenger processing, baggage handling and turnaround day coordination
- Tourism authority and destination management staff responsible for cruise visitor experience and destination partnerships
- Tour operator and ground handling staff responsible for shore excursion programmes, coaches and guides for cruise passengers
- Port city planning and economic development staff who assess cruise investments and community impacts

Course Outline:

Day 1: Cruise Industry Business Model and Cruise Port Baseline

- Cruise Line Revenue Model With Ticket, Onboard and Excursion Income
- Cruise Market Segments From Contemporary to Expedition Ships
- Seasonal Deployment and Repositioning Patterns Across Cruising Regions
- Homeport Versus Port of Call Role Comparison
- Cruise Port Baseline Profile of Berths, Calls and Passengers

Day 2: Itinerary Planning, Cruise Call Attraction and Port Incentives

- Itinerary Planning Criteria Used by Cruise Line Deployment Teams
- Cruise Call Attractiveness Scorecard for Berth, Access and Attractions
- Port Tariff and Incentive Scheme for Cruise Call Growth
- Berth Allocation Policy and Advance Cruise Call Booking Rules
- Cruise Line Sales Pitch Pack and Familiarisation Visit Plan

Day 3: Cruise Terminal Design, Passenger Processing and Turnaround Day

- Cruise Terminal Layout With Check-In, Baggage and Waiting Zones
- Passenger Flow Modelling for Embarkation and Disembarkation Peaks
- Security Screening, Border Control and Ship ID Card Interfaces
- Turnaround Day Run Sheet for Luggage, Provisioning and Coaches
- Gangway, Linkspan and Pier Apron Safety Controls

Day 4: Shore Excursions, Ground Handling, Destination Readiness and Impacts

- Shore Excursion Product Design With Capacity and Timing Limits
- Excursion Sales Channels for Onboard, Pre-Booked and Independent Passengers
- Coach, Taxi and Shuttle Transport Plan for Peak Calls
- Destination Readiness Audit of Welcome, Signage, Retail and Guides
- Crowding, Emissions and Waste Impact Controls With Community Input

Day 5: Case Study: Cruise Destination Development Plan for a Case Port City

- Cruise KPI Dashboard With Calls, Passengers and Turnaround Times
- Passenger and Crew Spending Survey for Economic Impact Estimate
- Port, Tourism Authority and Tour Operator Partnership Charter Drafting
- Case Port City Cruise Growth Scenarios and Investment Phasing
- Cruise Destination Development Plan Completion and Panel Review

Skills You Will Gain:

- Cruise Itinerary Analysis
- Cruise Call Marketing
- Port Incentive Design
- Terminal Passenger Flow Planning
- Turnaround Day Coordination
- Shore Excursion Product Design
- Destination Readiness Assessment
- Cruise Economic Impact Measurement

Why Attend This Course:

- Present a Cruise Destination Development Plan to the port authority board and the tourism authority for approval of berth, terminal and excursion priorities
- Decide which cruise lines to target, what incentives to offer and whether to pursue homeport or port-of-call status
- Avoid congested terminals, delayed sailings, overcrowded attractions and lost repeat calls by acting on turnaround and KPI data
- Share run sheets, excursion design templates, readiness audits and the KPI dashboard with terminal, ground handling and destination teams

Conclusion:

Back at work, the participant gives the port authority board, the tourism authority and partner tour operators a Cruise Destination Development Plan that sets target cruise lines, berth and incentive rules, terminal flow standards, a turnaround day run sheet, excursion capacity limits and a KPI dashboard. Management uses it to approve terminal investments, incentive budgets and partnership roles for the coming cruise seasons. After the first season, the organisation should review calls won, turnaround times, passenger satisfaction, spending per visitor and community feedback against the plan and adjust its targets.

Frequently Asked Questions FAQ:

What should participants know before the cruise tourism and cruise terminal operations course?

Participants should already work on cruise calls, terminal shifts, excursion programmes or destination partnerships. Bringing a recent cruise call schedule, terminal layout or excursion list helps them apply the case work to their own port city.

How does the cruise tourism and cruise terminal operations course differ from a tour operator or green port course?

It focuses on cruise calls: winning them, processing passengers through the terminal, running turnaround day and organising excursions for ship passengers. Tour package costing and port decarbonisation belong to other courses and appear here only where they affect cruise calls.

Why does homeport status matter in cruise tourism and cruise terminal operations?

A homeport handles embarkation, disembarkation, luggage and ship provisioning, so passengers often stay overnight and spend more locally. It also needs larger terminals, airport links and supply chains that a port of call does not, so the choice shapes investment.

What do participants take back from the cruise tourism and cruise terminal operations course?

Participants take back a Cruise Destination Development Plan with a call attractiveness scorecard, incentive scheme, terminal flow model, turnaround run sheet, excursion capacity limits, partnership charter and KPI dashboard they can adapt to their own port city.