

一、聯繫資訊

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二、簡報

(一) 上海海事大學繼續教育學院



旅游管理（国际邮轮乘务方向）专业

Cruise Service Major

A 掌握高级海乘人才相应岗位必备基本理论和专业技能

Master the knowledge and skills of senior cruise

B 具有现代邮轮产业经营所需管理能力与服务技能

Have the management ability and service skills needed for modern cruise industry operation

C 熟谙服务心理

Knowledge of service psychology

D 具有较强国际化工作、生活能力

Get international working and living ability

E 能适应国际豪华邮轮、星级酒店产业需要

Meet the needs of international luxury cruise, star hotels industry



上海海事大学
SHANGHAI MARITIME UNIVERSITY

国际邮轮人才教育与培训项目

International Cruise Talent Education and Training Project

中国·上海

China·Shanghai



项目概览 Project Overview

➤ 立足上海国际航运中心

Establishes its strong foothold in Shanghai International Shipping Center

➤ 依托上海海事大学优质的教育资源

Supported by Shanghai Maritime University with high-quality educational resources

➤ 引进国际一流的人力培训及管理系统

Brought in world-class training for international cruise industries and enterprises

➤ 提供一站式邮轮技能人才服务

Provide top-grade technical and managerial personnel for international cruise industries and enterprises

➤ 成为邮轮人才培养的“领航站”

Becoming the "pilot station" for training cruise professionals

培养方向 Training Orientation



STCW 邮轮工作安全证书培训 Certificate of STCW Cruise WorkSecurity Training



基本安全 (Z01) - 基本急救培训 Medical First Aid



基本安全 (Z01) - 个人求生 Personal Survival



基本安全 (Z01) - 消防灭火 Firefighting Courses

STCW 邮轮工作安全证书培训 Certificate of STCW Cruise WorkSecurity Training



保安意识 (Z07)

STCW 邮轮工作安全证书培训 Certificate of STCW Cruise Work Security Training



国际航行船舶专业英语 (E01)

STCW 邮轮工作安全证书培训 Certificate of STCW Cruise Work Security Training



客舱特殊培训 (T06)

专业技能培训

Training on Professional Skills



咖啡吧服务培训 Coffee Bar Service Training

专业技能培训

Training on Professional Skills



客房服务培训 Guest Room Training

专业技能培训

Training on Professional Skills



厨房工艺培训 Baking Training

专业技能培训

Training on Professional Skills



餐厅服务培训 Restaurant Service Training



国际邮轮师资培训

Teachers' Qualification Training



参加邮轮管理高级研修班
Advanced Course on Cruise Management



船东定制化培训

Training on Ship-owners' Special Requirement

MSC安全官培训
MSC Security Training



地中海邮轮公司岗前培训
MSC Pre-Job Training



海外基地培训

Further Training Abroad



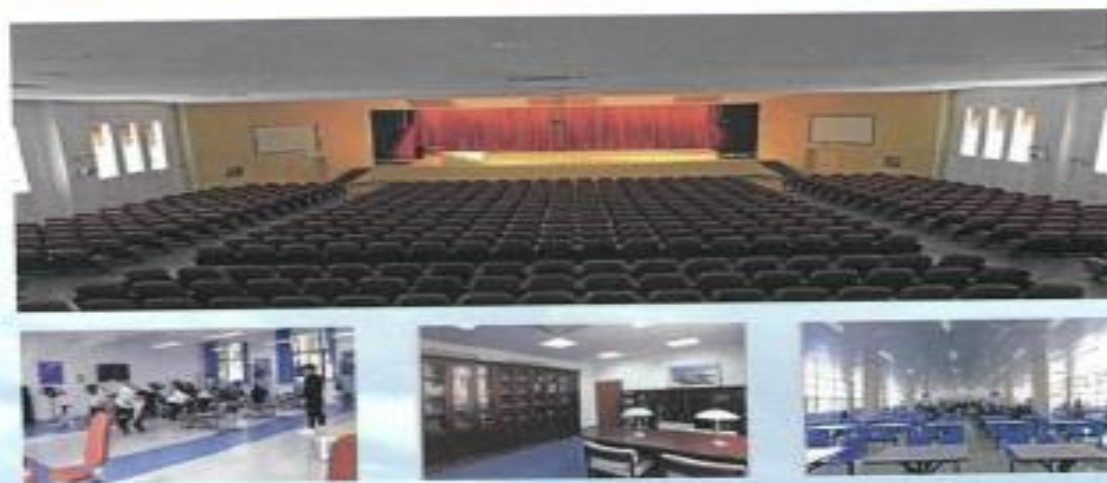
师资力量 Faculty Strength



项目保障 Project Guarantees



项目保障 Project Guarantees



項目保障 Project Guarantees



項目地址 Address



(二) 上海森海海事服務有限公司-中國郵輪教育：高級船員的培養

SINGHAI MARINE



中国邮轮教育: 高级船员的培养

Chinese Cruise Education: on Senior Officers Training

广州 Guangzhou
2019.11.16



甲板部——船舶的大脑
Deck Department "The Brain"

轮机部——船舶的心脏
Engine Department "The Heart"



甲板部 (Deck Department)

- ◆ 航海技术专业
(Navigation major)

轮机部 (Engine Department)

- ◆ 轮机工程专业
(Marine engineering major)
- ◆ 船舶电子电气专业
(Marine electrical and electronic engineering major)



中国邮轮船员的招募和培养经验

Recruitment and Training Experience of Cruise Crew in China

1. 云顶邮轮提供甲板，轮机实习生及三副，安全官等岗位
Genting Cruise recruits the following positions: deck and engine cadet, third mate, safety officer and other positions
2. 公主邮轮提供甲板，轮机实习生
Princess Cruise recruits deck and engine cadet
3. 新世纪邮轮提供甲板，轮机实习生及各岗位高级船员
Universal recruits deck and engine cadet, senior officers
4. 皇家加勒比邮轮提供各岗位高级船员
RCCL recruits senior officers
5. 天海邮轮提供甲板实习生及普通船员
Skysea recruits deck cadet and ratings
6. 嘉年华邮轮，歌诗达邮轮提供甲板，轮机，船电实习生
Carnival and Costa recruit deck, engine, and electrical cadets

豪华邮轮船员培养面临的挑战

Challenges of the Cruise Crew Training

院校师资 Faculty

- 高校航海类专业教师们缺乏豪华邮轮的工作经验； College faculties lack the working experience on luxury cruise ships

宣传推广 Promotion

- 对高级船员在豪华邮轮上的工作内容、环境、职业前景等宣传力度不足； Insufficient publicity on cruise work contents, working environment and career prospects

学生认知 Student

- 学生对船上的工作内容、工作职责和升职要求等认知度不高； Students not familiar with work contents, responsibilities and promotion requirements

建议和改进方式

Suggestions and Ideas for Improving

院校师资 Faculty

- 高校和企业组织和邀请航海专业教师上船进行调研学习； Invite college faculties to go on board for research and study

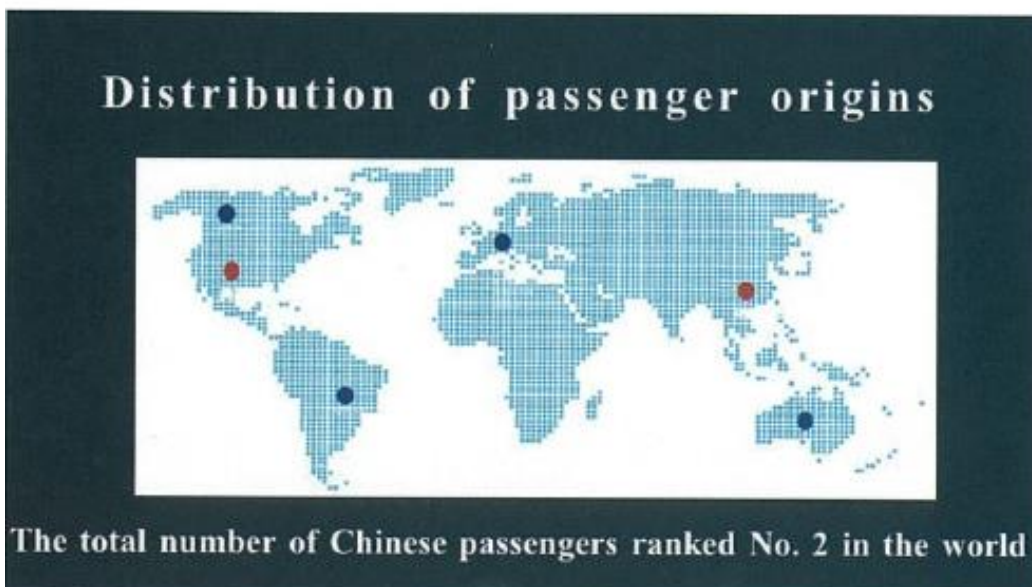
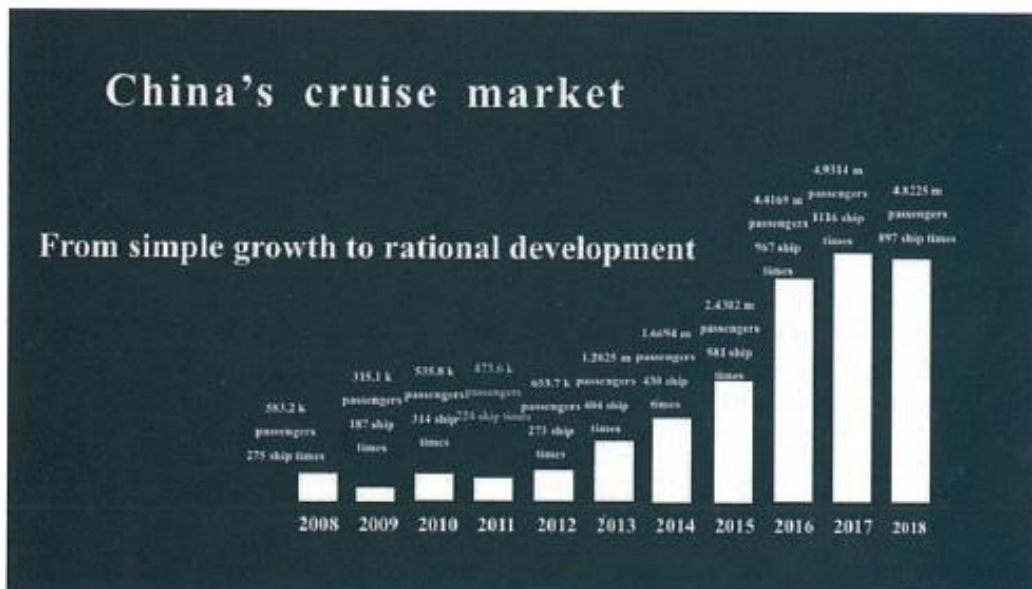
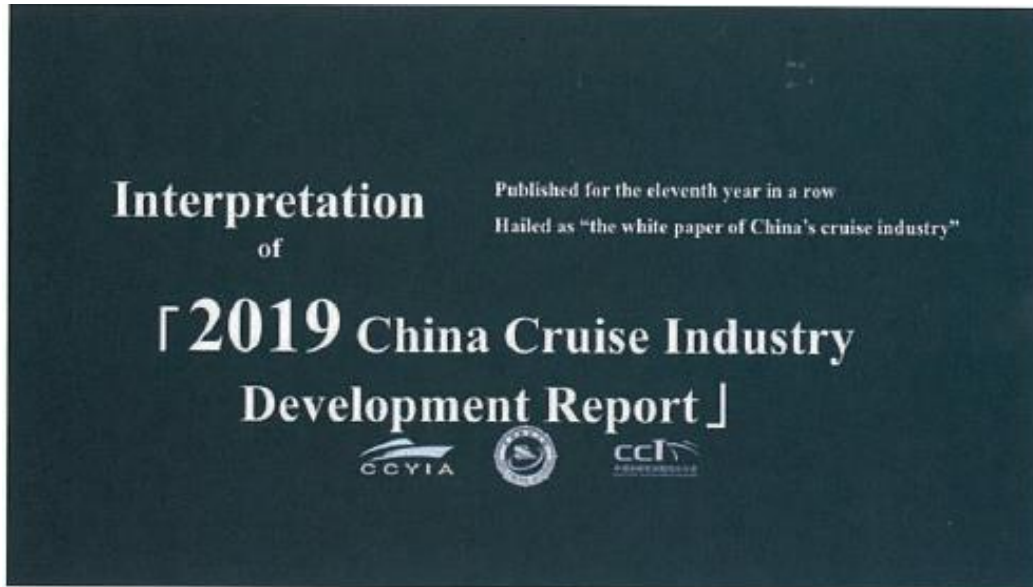
宣传推广 Promotion

- 高校引荐有邮轮经验的高级船员入校交流讲座； Invite senior officers with cruise experience to give lectures in colleges
- 企业通过公众号、网站、共享平台等途径推广邮轮船员的工作心得分享； Promote cruise lifestyles to the public on multiple platforms

学生认知 Student

- 高校开设相关选修课，针对豪华邮轮的工作环境、岗位要求、升职途径等提高学生对豪华邮轮的认知； Colleges offer courses to improve students' understandings of cruise working environment, job requirements, promotion prospects, etc.

(三) 2019 中國郵輪發展報告



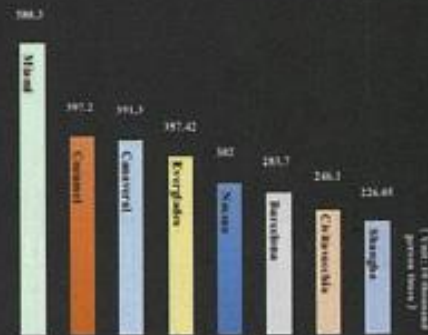
Cruise ports ranking

Port Shanghai

The largest cruise port in Asia

World's fourth largest port of departure

World's eighth largest cruise port



Portraits of cruise passenger groups

- The proportion of females in total number of cruise passengers is larger than that of males.
- Middle-aged and elderly people constitute the main passengers, followed by parents and children passengers.
- Passengers on the cruises departing from Shanghai are mainly from domestic, with more than half of them from Jiangsu, Zhejiang and Shanghai, and only 2.56% are from foreign countries.



「Hotspots Review」

- □ New forces joined in China-invested cruises;
- □ China's cruise building achieved initial success;
- □ Development of home port cruise market got increasingly rational;
- □ Cruise safety legislation attracted much attention;
- □ Cruise ticket system is promoted and implemented;
- □ Foundation for cruise personnel training is formed.

Development Trends

The "National Team" injected new vigor to China's
cruise industry;

Cruise ports seek for high-quality development;

Strive for diversification of Cruise routes;

Inbound tourism market needs to be further promoted.

2019

连续第十一年发布
被业内誉为“邮轮白皮书”

「中国邮轮发展报告」解读



中国邮轮市场

从简单增长到理性发展



旅客客源分布

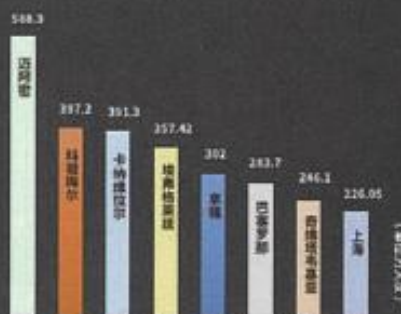


中国客源数量排名全球第二

邮轮港口排名

上海

亚洲第一邮轮港
全球第四始发港
全球第八邮轮港



邮轮客群画像

- 女性邮轮出游率整体高于男性。
- 中老年人是消费主力，亲子客群其次。
- 上海出发的邮轮以国内客源为主，超过半数来自江浙沪地区，国际客源仅占2.56%。

性别比例



国内客源地



年龄分布



国际客源地



「热点回顾」

- 中资邮轮迎来新生力量
- 中国邮轮建造成果初现
- 母港邮轮市场逐步理性
- 邮轮安全立法备受关注
- 邮轮船票制度推广实施
- 邮轮人才培养具备基础

「发展趋势」

“国家队”为中国邮轮产业注入新活力

邮轮港口追求高质量发展

邮轮航线寻求多样化

入境游市场有待突破

(四) 天津海運職業學院 聚焦郵輪人才培養服務郵輪產業發展



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1、Preface

In September 2006, Ministry of Transport of the PRC published "The Layout Planning of National Coastal Ports", advocating that developing cruise tourism is in line with the strategic orientation of accelerating the development of modern service industry and deepening the coastal opening in China.



In 2006

With the opening up of Costa Cruise Lines' first cruise itinerary from the home port--- Shanghai, China's cruise industry has officially started.



In 2016

China has become the world's second largest cruise guest source country.



In 2017

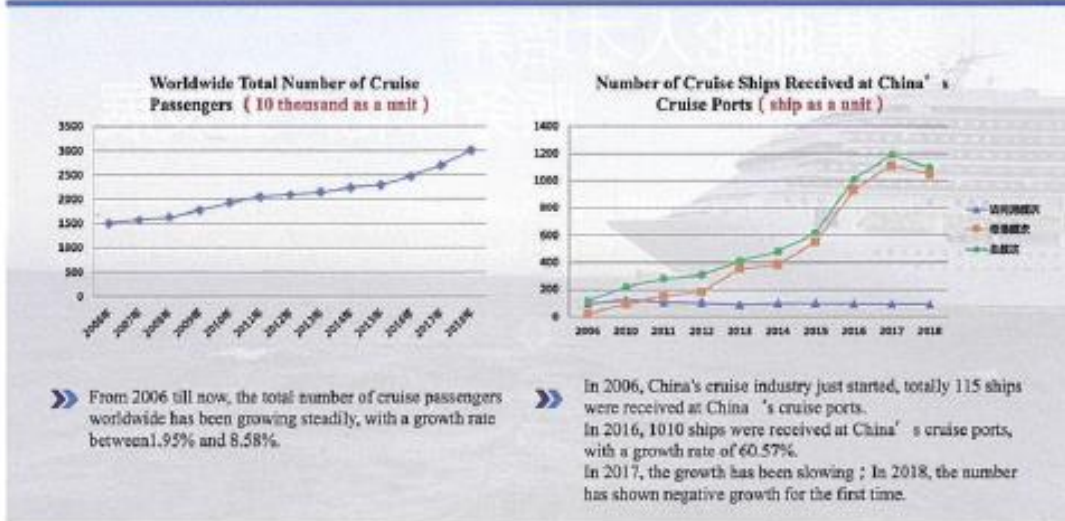
China's cruise industry development entered a phase of adjustment.





1. Preface

Cruise Industry: High Speed Growth or High Quality Development



1. Preface

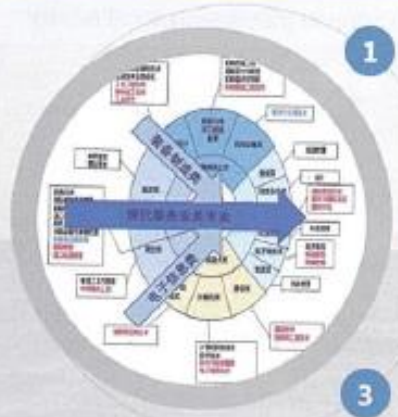
Cruise Talents: Labor Supply or Strategic Resources



2. Introduction to Tianjin Maritime College

As a full-time public higher vocational college, Tianjin Maritime College, with its most comprehensive training qualification, is the largest and the most advanced training base in North China.





One-core One-backbone Two-wing

1 Taking *Morality Education* as the basis, the college adheres to the principles of "combination of employment and education, integration of three -certificate system, paramilitary management and etiquette education", and is committed to the cultivation of high-quality technical talents with international vision and national feeling, as well as ocean consciousness and social responsibility, innovative spirit and practical ability. In recent years, the employment rate of students has remains above 98%.

2 In 2009, TMC successfully passed the evaluation of the Ministry of education on its talent cultivation. In 2016, it was identified as one of the national quality schools in Tianjin construction projects. In 2017, TMC was selected as a member of world advanced higher vocational college construction project.

3 The college has focused its attention on Ocean Power Strategy, and the Beijing-Tianjin-Hebei Collaborative Development Strategy. Great efforts have been made to advance academic programs which adapt to maritime characteristics and the economic and social development of the Bohai Economic Zone. 27 majors have been established, such as, Navigational, Technology, Marine Engineering, International Cruise Service and Tourism Management. A framework has been set up, featuring water transportation major as the core, modern service major as the backbone, with equipment manufacture major and the electronic information major as two wings. Therefore, a "one-core, one-backbone, two-wing" structure is set up.

3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Starting Enrollment

In 2006, TMC took the lead in setting up the international cruise service major in China; in September 2007, it began to recruit students in the direction of hotel management (cruise crew).

Signing of Cooperation Agreement

In June, 2013, TMC and Royal Caribbean Cruises Ltd. officially signed a cooperation agreement, opening a new attempt of school enterprise cooperation to train cruise service talents.

Training Center settled in College

In 2014, the only Royal Caribbean International Cruise talents training center in China was settled in the college, providing solid support for the college's cruise talents training.

The number and quality of enrollment have been steadily improved, and the number of students has now reached more than **1000**.

3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Mr. Adam—the President and CEO of Royal Caribbean Cruises Ltd. was defining "senior" in the talent in person.

Opening ceremony of Royal Caribbean Cruises Ltd. Cruise Talent Development Center.

Let the business experience the Standard Services of RCCCL in person.

Establishing Royal Caribbean Cruises LTD. Cruise Talent Development Center

Cruise Talent Development Center integrates "Teaching, Training and Operating", with high-simulated cruise operation environment and international standard service procedure, majoring in international cruise service, the trouble of the students' internship onboard is finally solved, which shortens the period of time of the students to adapt to their future jobs.

培训中心 一站式服务

以促就业为导向



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Connecting with the society and sparing no effort to train international faculty



- 29 teachers have been sent to the cruise ships of Royal Caribbean Cruises Ltd. for on-site practice in three batches and obtained the qualification certificates of TTT through strict training and assessment;
- Experienced managers from Royal Caribbean Cruise Ltd. undertook training tasks and trained more than 50 teachers for relevant colleges and universities from all over the country.



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Establishing China Alliance of Cruise Talents Education and Training

联盟院校
统一标准

专业人才培养方案

专业教材

专业师资

专项培训

以标准化培养为保障

- In November 2012, TMC, together with CCYIA and 22 domestic colleges and universities, jointly launched the "China Alliance of Cruise Talents Education and Training", which is dedicated to the training of international cruise talents. Up to now, there are 76 members in the alliance.



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise



Establishing Professional Teaching Cooperation Center

In January, 2015, as the director institution, TMC led the establishment of "Teaching Cooperation Center of International Cruise Service for the Navigational Professional Steering Committee of the National Transportation Industry Supervisory Committee", undertaking such relevant jobs as professional construction of national cruise and the training for teachers.



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Establishment of Tianjin Cruise and Yacht Collaborative Innovation Center



» In March, 2016, TMC, together with Tianjin Cruise Yacht Association, Tianjin International Cruise Home Port Co., Ltd., Tianjin University of Finance and Economics and Tianjin Haiyou International Cruise Hotel Co., Ltd., jointly initiated Tianjin Cruise and Yacht Collaborative Innovation Center, advancing the development of cruise industry of Tianjin from the aspect of intelligence.



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Establishment of Haiyun Vocational Education Group for International Cruise Talents Training

» In July, 2018, Haiyun Vocational Education Group for International Cruise Talents Training was initiated, which furthered the school-enterprise and inter-school cooperations and started a new practice for international cruise talents training.



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Setting Professional Teaching Standards and Exploring Teaching Resources

- TMC presided over the setting of The Teaching Standard of the Major of International Cruise Service and Management in Higher Vocational Schools and successfully passed the review of the Ministry of Education.
- TMC initiated the compilation of the first series of textbooks in China for the students majoring in International Cruise Service and Management.
- TMC initiated the building of the teaching database for International Cruise Service and Management Major.



▲ 牵头研制《高等职业学校国际邮轮乘务管理专业教学标准》



▲ 出版国内首套国际邮轮乘务管理专业系列教材共计12本



▲ 国际邮轮乘务管理专业教学资源库

3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

The Approval of Setting up National Demonstration Major



- » 2017年，我院国际邮轮乘务管理专业被国家教育部授予：“全国职业院校交通运输类示范专业点”
- » 是目前全国唯一的国际邮轮乘务管理专业示范专业点。



3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Winning Great Awards of Cruise Industry



最佳邮轮培训设施奖 最高邮轮就业率奖 最佳邮轮专业设置奖

- » the 9th CCS: Best Training Facility Award
- » the 11th CCS: Best Employment Rate
- » the 13th CCS: Best Cruise Specialty Settings

3.Intensifying School-enterprise Cooperation and Creating Professional Brands for International Cruise

Graduates around the World



皇家邮轮 歌诗达邮轮

国际邮轮乘务管理专业毕业生踪影



皇家加勒比邮轮

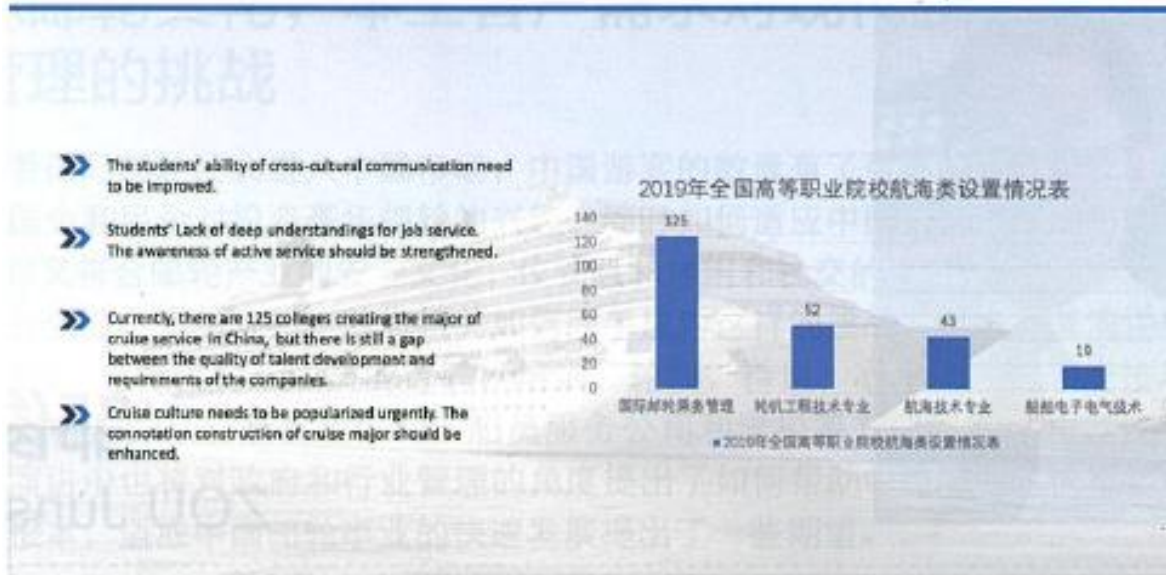
爱达邮轮

歌诗达邮轮

- » The graduates of international cruise service at our college all work in world-class international cruise companies, such as RCI and Costa Cruise Line. The graduates of cruise major groups are now serving at 11 cruise lines of seven continents, including Mediterranean, Middle East, Africa, North Europe, Arctic area, Antarctica, Caribbean, Alaska, South America, Australia, South Korea, Japan, Southeast Asia, Tahiti and Hawaii. The number of cruise ships that the students served is over 50.
- » Based on Royal Caribbean Cruises Ltd. Cruise Talent Development Center, more than 3000 eligible employees have been sent to Royal Caribbean Cruises Ltd.



4. Taking Long-term and Arduous Tasks and Filling the Gap to Move on



Thanks

聚焦邮轮人才培养 服务邮轮产业发展

- 👤 演讲嘉宾：武宝林 教授
- 🏠 嘉宾单位：天津海运职业学院
- 👤 嘉宾职务：院长

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- 01 一、前言
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- 03 三、强化校企合作，
打造邮轮专业品牌
- 04 四、任重道远，
补齐短板再出发

一、前言

2006年9月，交通运输部发布《全国沿海港口布局规划》，提出发展邮轮旅游符合我国加快发展现代服务业和深化沿海开放的战略导向。



2006年

歌诗达邮轮首家开辟以上海为母港的邮轮航线，标志着中国邮轮产业正式起步。



2016年

中国已经成长为全球第二大邮轮客源国。



2017年以来

中国邮轮市场进入调整期。

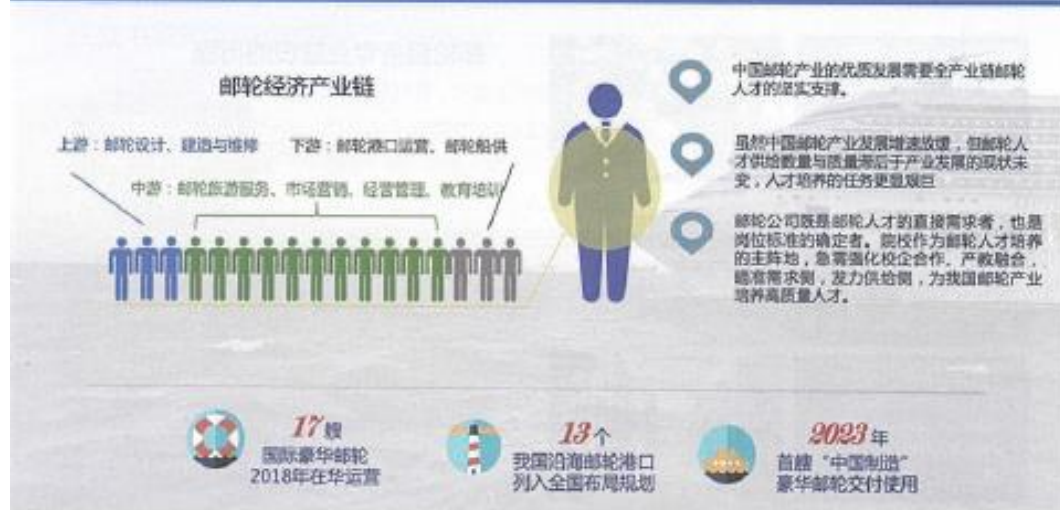
一、前言

邮轮产业：高速增长 or 优质发展



一、前言

邮轮人才：劳务供给 or 战略资源



二、天津海运职业学院简介

天津海运职业学院作为一所全日制公办高等职业院校, 是目前我国华北地区规模最大、培训资质最全、功能最具领先性的海船舶员学历教育和培训基地。



二、天津海运职业学院简介



一核一千两翼

1 学院坚持以立德树人根本，秉承“工学结合、三证融通、准军事化管理、礼仪教育”办学方针，致力于培养具有国际视野与家国情怀、海洋意识与社会责任、创新精神与实践能力的的高素质技术技能人才。近年来，学生就业率一直保持在98%以上。

2 2009年，学院顺利通过教育部对学院人才培养工作的评估；2016年，学院被确定为天津市国内优质校建设单位；2017年，学院被确定为天津市世界先进水平高职院校建设单位

3 学院紧紧围绕国家海洋强国、京津冀协同发展战略，大力发展适应海运特色和环渤海地区建设所需专业，设有航海技术、轮机工程技术、国际邮轮乘务管理等27个专业。形成以水上运输类专业为核心，以现代服务业类专业为主干，以装备制造类和电子信息类专业为两翼的“一核一千两翼”专业构架。

三、强化校企合作，打造邮轮专业品牌

开设专业开始招生

2006年，学院在全国率先开设国际邮轮乘务专业；2007年9月，以酒店管理（邮轮乘务）专业27班开始招生。

正式签署合作协议

2013年4月，学院与美国皇家加勒比游轮有限公司正式签署合作协议，开展校企合作培养邮轮乘务人才的新尝试。

培训中心落户学院

2016年，国内唯一的皇家加勒比国际邮轮人才培训基地落户学院，为学院邮轮人才培养提供了有力支撑。

邮轮乘务专业建设的历程

招生数量和质量稳步提高，现专业在校师生人数达到1000余人。

三、强化校企合作，打造邮轮专业品牌

建设“邮轮人才培训中心”

皇家加勒比国际邮轮人才培训中心集“教学-实训-经营”于一体，高仿真的邮轮经营环境以及国际化标准的服务流程，解决了国际邮轮乘务管理专业学生较难上船顶岗实习的问题，缩短了学生适应未来工作岗位的时间。

▲ 加航邮轮公司总教练 首席运营官安妥先生亲自为培训学员“服务”

▲ 美国皇家加勒比邮轮人才培训中心揭牌

▲ 培训学员体验加航邮轮标准服务

培训中心 一站式服务

以促就业为导向

三、强化校企合作，打造邮轮专业品牌

走出去、请进来，全力培养国际化师资队伍



- ▶ 先后分三批派出29名教师到美国皇家加勒比国际邮轮公司邮轮上进行现场实践，并通过严格的培训和考核，获得加勒比培训师资质；
- ▶ 美国皇家加勒比邮轮公司还选派实践经验丰富的邮轮管理人员来学院承担教学任务，并为来自全国各地的相关院校培养师资50余人次。

三、强化校企合作，打造邮轮专业品牌

成立中国高等院校邮轮人才培养联盟

联盟院校
统一标准

专业人才培养方案

专业教材

专业师资

专项培训

以标准化培养为保障

- ▶ 2012年11月，学院与中国交通运输协会邮轮游艇分会以及国内22所本专科院校共同发起成立了“中国高等院校邮轮人才培养联盟”，致力于国际邮轮乘务管理人才的培养。截至目前，联盟会员单位已发展到76家。



- ▶ 联盟的成立不仅推进了联盟院校邮轮乘务专业的建设，同时对传播邮轮文化、促进邮轮乘务相关专业学生高质量就业起到了良好的推动作用。

三、强化校企合作，打造邮轮专业品牌



成立专业教学协作中心

2015年1月，作为主任单位，牵头成立“全国交通行指委航海类专业指导委员会国际邮轮乘务专业教学协作中心”，承担全国邮轮专业建设及师资培训等相关工作。

三、强化校企合作，打造邮轮专业品牌

成立天津邮轮游艇协同创新中心



» 2016年3月，我院与天津邮轮游艇协会、天津国际邮轮母港有限公司、天津财经大学、天津海邮国际邮轮酒店有限公司共同发起成立天津邮轮游艇协同创新中心，进一步为天津邮轮产业发展，提供智力支撑。

三、强化校企合作，打造邮轮专业品牌

成立海韵国际邮轮人才培养职业教育集团

» 2018年7月，牵头成立“海韵国际邮轮人才培养职业教育集团”，进一步深化了校企、校际之间的合作，开启了国际化邮轮人才培养的全新实践。



三、强化校企合作，打造邮轮专业品牌

开发专业教学标准和教学资源

- 主持研制《高等职业学校国际邮轮乘务管理专业教学标准》，并顺利通过教育部评审验收。
- 牵头编写国内首套国际邮轮乘务管理专业系列教材。
- 牵头建设国际邮轮乘务管理专业教学资源库。



▲ 牵头研制《高等职业学校国际邮轮乘务管理专业教学标准》



▲ 出版国内首套国际邮轮乘务管理专业系列教材共计12本



▲ 国际邮轮乘务管理专业教学资源库

三、强化校企合作，打造邮轮专业品牌

获批国家级示范专业点



- » 2017年，我院国际邮轮乘务管理专业被国家教育部授予：
“全国职业院校交通运输类示范专业点”
- » 是目前全国唯一的国际邮轮乘务管理专业示范专业点。



三、强化校企合作，打造邮轮专业品牌

荣获邮轮产业界大奖



最佳邮轮培训设施奖



最高邮轮就业率奖



最佳邮轮专业设置奖

- » 第九届中国邮轮产业发展大会：**最佳邮轮培训设施奖**
- » 第十一届中国邮轮产业发展大会：**最高邮轮就业率奖**
- » 第十三届中国邮轮产业发展大会：**最佳邮轮专业设置奖**

三、强化校企合作，打造邮轮专业品牌

毕业生遍布全球



皇家邮轮



歌诗达邮轮



皇家邮轮



歌诗达邮轮



歌诗达邮轮

国际邮轮乘务管理专业毕业生投影



皇家加勒比邮轮



歌诗达邮轮



歌诗达邮轮

- » 我院国际邮轮乘务管理专业的毕业生海上就业全部进入到美国皇家加勒比、歌诗达等国际一流邮轮公司，邮轮专业群的毕业生目前服务在地中海、中东非洲、北欧北极、南极、加勒比海、阿拉斯加、南美、澳洲、日韩、东南亚、大溪地、夏威夷等全球7大洲11条航线上，服务的邮轮数量超过50艘。
- » 依托皇家加勒比国际邮轮人才培养中心，为美国皇家加勒比输送3000余名合格员工。



四、任重道远，补齐短板再出发

- ▶▶ 学生的文化交流能力有待进一步提高；
- ▶▶ 学生对岗位服务理解不深，主动服务意识有待进一步加强；
- ▶▶ 目前，我国高职院校中有125所学校开设了邮轮乘务专业，但人才培养质量与企业要求尚有一定差距；
- ▶▶ 邮轮文化亟待普及，邮轮专业内涵建设还需进一步提升。

2019年全国高等职业院校航海类设置情况表



感谢聆听！

(五) 啟達管理顧問公司 建立郵輪旅遊業的產品創新(泰德貝蘭彌 Ted Blamey)



Cruise Innovation Forum 郵輪創新論壇

Innovations in The Cruise Product
to build Cruise Tourism
建立郵輪旅遊業的產品創新

Guangzhou ~ Saturday 16 November, 2019

Ted Blamey



CHART
CHART MANAGEMENT CONSULTANTS

Outline ~ Product Innovations that will build Cruise Tourism 大綱~ 打造發展郵輪旅遊業的產品創新

Topic	主題
A Diversify itineraries > Relaxing cabotage and travel restrictions > Increasing cruise durations > Create/ call at new transit ports	A 多样化行程 > 放宽沿海航行(多点挂靠)和旅行限制 > 增加邮轮时长 > 增建/停靠新的过境港口
B Promote fly/cruise > From inland cities to China's homeports > From coastal cities to foreign homeports	B 推动长航线(空海游) > 从内地城市到中国母港 > 从沿海城市到外国母港
C Create attractive experiences in the destinations > Passenger expectations are rising > Trusting the cruise line to deliver ashore > Freedom of passenger choice and business growth	C 在目的地打造有吸引力的游客体验 > 游客预期值在上升 > 信任邮轮公司能提供优质岸上体验 > 游客选择自由度与业务增长
Summary > Innovations to build cruise tourism > Support needed	总结 > 建立游轮旅游业需要创新 > 需要支持

A

Diversify itineraries

多样化行程

- ✓ 7-nights is the most popular cruise choice across the world
- 40% of all cruisers

Average Cruise Duration



- ✓ 7晚航线是全世界最流行的邮轮选择
- 占邮轮航线比例40%

- ✓ But, so far, not in China
- despite the huge, growing, sophisticated middle-class
- average cruise duration is 3.9 nights
- vacations are short:
 - limited employee vacation allowances
 - family/grandparent obligations
- and concentrated around major holidays

- ✓ 但在中国目前不是
- 虽然有日益增长、庞大，且成熟的中产阶级
- 平均邮轮时长为3.9晚
- 假期太短:
 - 员工假期有限
 - 家庭/祖父母的义务
- 并集中在主要节假日间

3. Creating / calling at more transit ports (as is happening already)

- ✓ Secondary or less visited Japanese cities easily accessible from China homeports (such as Kanazawa)
- ✓ Cruise ship berths at attractive tourism hotspots (such as Ha Long Bay, Vietnam)
- ✓ Building cruise ports with support from private enterprise and cruise lines, (such as in the Philippines:
 - new homeport in Manila Bay
 - new facility at Salomague, Ilocos Norte)
- ✓ Adopting the private island concept so popular in the Caribbean (such as Perfect Day at Tuvalu – can also be done in Philippines)

3. 增建/停靠更多的过境港口 (已经开始进行)

- ✓ 较小的，或较少访问到，但可以由中国港口轻松访问到的日本城市 (如金泽)
- ✓ 在旅游热点的邮轮泊位 (如越南的下龙湾)
- ✓ 通过私企与邮轮公司的支持建造邮轮码头 (如在菲律宾:
 - 在乌尼拉湾建设新母港
 - 在北伊洛戈省的Salomague建立新的设施)
- ✓ 采用在加勒比领域流行的私人海岛理念 (比如图瓦卢旅游概念也可在菲律宾推行)

B

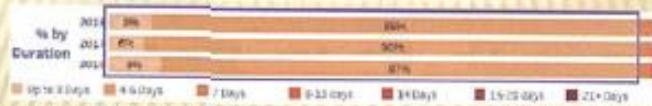
Promote fly/cruise
(and rail/cruise)

推动长航线 (空海游) 及铁路邮轮联运

Three itinerary innovations would help 三类行程的创新

1. Relaxing cabotage and destination restrictions

- ✓ Little differentiation today between itineraries from China's homeports
 - 97% of Chinese chose cruises of 2 to 5 nights



- sailings not permitted to Korea or Taiwan region
- so most cruises can only go to west Japan
- limited choice
- little incentive to repeat, less status value

1. 宽沿海航行（多点挂靠）和旅行限制

- ✓ 现今中国各港口间邮轮路线几乎没有区别
 - 97%的中国邮轮在2到5晚之间

- 台湾和韩国地区航线仍被禁止
- 因此，大部分邮轮只能开往日本西部
- 选择有限
- 缺少重复可玩性，身份价值低

✓ China is not a permitted destination from its own homeports

- Cabotage law
 - is designed to protect local ships from foreign competition
 - means only China flagged ships may operate coastwise
- But there are no such (Chinese flagged) cruise ships to protect (yet)
- This also restricts itinerary options
- and denies transit calls to China's ports

✓ 由中国母港出发的邮轮不可直接停靠中国港口

- 该沿海（多点挂靠）法律
 - 是为了保护本地航班免受外国竞争
 - 表示只有挂中国旗的船只可以沿岸运营
- 但目前为止并没有此类邮轮需要保护
- 限制航线选择



- 邮轮无法利用中国港口过境

2. Increasing cruise durations

- ✓ From China homeports the destinations take 1- to 2-days to reach (and same to return)
- ✓ So there is little diversity in itineraries
- ✓ 7-night cruises allow many more options than 3- or 4-nights
 - new, different and more remote destinations
 - higher port density
 - better value for money
 - more itinerary options
 - a more attractive vacation

2. 增加邮轮时长

- ✓ 从中国港口到目的地之间来回各需1至2天
- ✓ 因此航程缺少多样性
- ✓ 7晚航线相比3或4晚航线，有更多的选择



- 更新，更不同和更遥远的目的地
- 更高的港口密度
- 更高性价比
- 更多航程选择
- 更有吸引力的度假方式

Fly/Cruise has built worldwide cruise markets
长航线(空海游)建立了世界邮轮市场

- * Non-coastal cities account for a very large share of western source markets
- * 非沿海城市占西方客源市场的很大一部分
- * In North America
- * 在北美

64 % of USA cruisers in 2017 came from states where there is little or no cruise homeport activity

State	2017 Pax (000s)	% all USA
Texas	1,943	8.7%
Georgia	512	4.3%
North Carolina	390	3.3%
Pennsylvania	345	2.9%
Ohio	313	2.6%
Illinois	298	2.5%
Virginia	285	2.4%
Michigan	261	2.2%
Maryland	237	2.0%
South Carolina	230	1.9%
Other non-port states	3,710	31.3%
TOTAL	7,625	63.9%

2017年64%的美国邮轮客户来自基本没有港口活动的州



- ✓ Many of North America's 14 million passengers fly from every state and province to cruise
- ✓ 北美1400万邮轮乘客中很多由各州/省乘飞机去登邮轮
- ✓ from
- ✓ 由
 - Miami, Fort Lauderdale, Canaveral to the Caribbean
 - 迈阿密, 罗德代尔堡, 卡纳维拉尔去加勒比
 - Seattle, Vancouver to Alaska
 - 西雅图, 温哥华去阿拉斯加
 - European ports to the Mediterranean and Baltic
 - 欧洲港口去地中海与波罗的海
 - China and other Asian homeports to Asian destinations
 - 中国与其他亚洲港口去亚洲目的地
 - Sydney and other Australian homeports to NZ & Pacific
 - 悉尼及其他澳洲港口到新西兰和太平洋各地

(USA, Canada, Mexico, Bermuda)	pax (000s)	%
Caribbean/Bahamas/Bermuda	5,841	69%
Hawaii & NWest Coast/Mexico/California	1,267	8.9%
Alaska	906	6.4%
Canada/New England	509	1.2%
Mediterranean	711	5.0%
Baltics/Canary Is/Northern Europe	389	2.4%
Panama Canal/South America	259	1.8%
Asia & China	129	0.9%
Australia/New Zealand/Pacific	125	0.9%
Other	419	3.0%
TOTAL	14,164	100%

CHART Management Consultants from CLIA data



- * In Australia
- * 在澳大利亚
- ✓ 1.35 million passengers a year (world highest penetration)
- ✓ 有135万乘客人次从各个城市乘飞机登邮轮
- ✓ Many fly from all over the country to join ships cruising from
- ✓ 由悉尼, 布里斯本和墨尔本到南太平洋, 新西兰及澳洲港口
- Sydney, Brisbane & Melbourne to the South Pacific, New Zealand and Australian ports
- 从欧洲港口到地中海和波罗的海
- European ports to the Mediterranean and Baltic (8.2%)
- 从美国港口到阿拉斯加和加勒比
- American ports to Alaska and the Caribbean (6.7%)
- 从中国港口到东亚和东南亚
- Chinese ports to East and Southeast Asia (5.4%)

Where Are Australians Cruising?



China cruise tourism can grow this way too 中国邮轮旅游也可以此方式发展

- ★ To (a) bring cruisers to embark from China's homeports - and (b) to allow Chinese vacationers to cruise overseas

- ★ 可将乘客带到中国港口登邮轮，也可让中国客户到海外港口登邮轮

(a) Stimulate growth from inland cities

- ✓ Today the bulk of Chinese cruise passengers are coming from the major coastal cities
- ✓ The coming increases in capacity will need to draw on China's other communities
- ✓ Cruise lines and cruise sellers can stimulate those sources with innovative fly/cruise packages

(a) 刺激内陆城市的成长

- ✓ 今天绝大多数中国邮轮乘客来自沿海主要城市
- ✓ 现在面临的容量增长需要中国其它地区的填充
- ✓ 邮轮公司和邮轮经销商可通过创新的长航线（空海游）套餐来刺激此类市场增长

- ✓ Huge populations inland with easy flight connections

- ✓ 内陆有大量的人口可轻松乘飞机到达港口

SOME MAJOR CITIES OF INLAND CHINA to Cruise Homeports

City	Province	Population (in billions)	Potential Homeport	Direct Distance (km)	Air Travel time	High-speed train time (hours)	Closest
Wuhan	Hubei	10.6	Shanghai	888	3h 40m	4h 15	✓
			Tianjin	889	3h 55m	6	
			Guangzhou	875	3h 40m	4h 15	✓
Chongqing	Chongqing	7.5	Shanghai	1,444	2h 20m	10.5 to 12	
			Tianjin	1,443	2h 30m	12	
			Guangzhou	982	2h 55m	7h	✓
Nanjing	Jiangsu	8.3	Shanghai	1,318	2h 25m	7	✓
			Tianjin	912	2h 50m	6	✓
			Guangzhou	1,308	2h 45m	7.5 to 9	
Nanning	Guangxi	5.8	Shanghai	1,045	3h 15m	12.5	
			Tianjin	662	2h 10m	6.5	✓
			Guangzhou	1,736	4h 40m		

CHART Management Consultants

- ✓ And rail is always an option from cities closer to the homeports:

- Nanjing 7.2 m population - 2h to Shanghai
- Suzhou 5.3 m population - 3h to Shanghai
- Jinan 4.3 m population - 1 to 2h to Tianjin
- Nanning 2.7 m population - 3 to 4h to Guangzhou

- ✓ 对于母港附近城市来说，铁路也是一种选择：

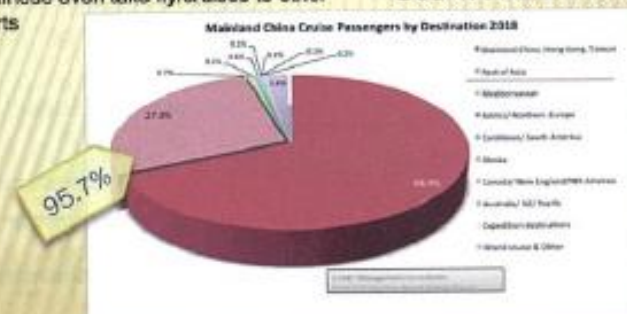
- 南京 720万人口，2小时到上海
- 苏州 530万人口，3小时到上海
- 济南 430万人口，1到2小时到天津
- 南宁 270万人口，3到4小时到广州

(b) Grow the choices for vacationers from China's coastal cities

- ✓ Very few Chinese cruisers are venturing to fascinating destinations elsewhere in the world
- ✓ Last year 95.7% cruised only in Asia
- ✓ Very few Chinese even take fly/cruises to other Chinese ports

(b) 增加中国沿海城市旅游者的选择

- ✓ 现今很少有中国邮轮乘客探索世界上其它的旅游目的地
- ✓ 去年95.7%的邮轮航线只在亚洲巡游
- ✓ 也很少有中国游客乘飞机到其他港口乘搭邮轮



- ✓ But cruise is the ideal way to explore and enjoy new lands and cultures
 - your vacation home travels with you – zero hassles
 - familiar environment and like-minded fellow travellers
 - outstanding value
 - ✓ Fly/cruises can more deeply explore our region
 - Sanya to Vietnam
 - Singapore to southeast Asia
 - Manila to the Philippines
 - ✓ Or can take travellers further afield
 - Australia/New Zealand
 - Europe
 - America and Alaska
 - ✓ Innovative packaging and negotiated airfares can make these affordable and easy to purchase
- ✓ 而邮轮是探索和享受新的地域与文化的最佳方式
 - 带着度假屋去旅游 – 毫不麻烦
 - 熟悉的环境与志同道合的伙伴
 - 绝佳的价值
 - ✓ 通过长航线（空海游）可以更深入的探索我们这一地区
 - 由三亚到越南
 - 由新加坡到东南亚
 - 由马尼拉到菲律宾各地
 - ✓ 或者可以带旅游者到更远方
 - 澳洲和新西兰
 - 欧洲
 - 美洲与阿拉斯加
 - ✓ 创新的套餐和与航空公司议定机票，可以是这些旅游项目更加廉价而且方便购买

C

Create attractive experiences ashore

在岸上打造有吸引力的体验

Innovations in the product ashore

岸上活动的创新

- ★ Respond to rising passenger expectations as the Chinese market matures
- ★ 随着中国市场日渐成熟，满足日渐增长的旅客期望值
- ✓ Under the charter sales model, most current experiences ashore revolve around shopping
- ✓ 现有模式中，岸上活动大部分围绕购物
- ✓ Too often
 - these are all the passenger gets to do
 - the shopping venue may not be near attractive areas
 - shops may be tied financially to the charter operator
- ✓ 经常出现
 - 购物成为唯一可做的活动
 - 购物地点可能远离景点
 - 商店和邮轮运营商可能有经济利益绑定
- ✓ This does not make for a well-rounded or exciting experience
 - iconic sights are by-passed
 - little opportunity to enjoy the local culture
 - not much to talk about when one gets home
 - and little incentive to repeat cruise
- ✓ 无助于建立一个全面的、令人激动的乘客体验
 - 错过标志性景点
 - 没有机会体验当地文化
 - 旅游结束后没有谈资
 - 没有再次坐邮轮的动力
- ✓ But now we are seeing passengers demanding more from their time ashore
- ✓ 但我们现在也开始看到乘客对岸上活动的要求越来越高

- ★ Trust the cruise line to deliver the shore-side experience
 - ✓ It begins with detailed research on the destination to determine, then plan, excursions
 - to its historical, cultural and natural highlights
 - featuring food, entertainment and shopping offerings
 - using the best local tour operators and guides
 - on suitable local transport (buses, boats, etc.)
 - timed to coincide with ship arrival/departure times
 - with safety foremost and insurance cover .
 - ✓ It then prepares tour descriptions and pricing so that passengers may
 - decide in advance what they would like to do
 - book their preferred excursions on board (or even before the cruise)
 - ✓ On the day in port it manages the whole experience
 - arranging timely disembarking, boarding buses, etc .
 - extending care shown onboard to shore experiences
- ★ 相信游轮公司会提供岸上体验
 - ✓ 通过对目的地详细的调研来决定, 计划, 实行
 - 历史, 文化和自然亮点
 - 特色食物, 娱乐和购物内容
 - 使用最好的本地旅行社和导游
 - 使用合适的本地交通 (大巴, 船等)
 - 对接游轮到港和出港时间
 - 安全第一, 并考虑保险覆盖范围
 - ✓ 然后准备行程说明和价格, 由乘客来:
 - 提前决定他们想要做什么
 - 登船后 (甚至之前) 预定他们喜欢的岸上行程
 - ✓ 到港日, 游轮公司管理整个行程
 - 安排及时下船, 上车等
 - 将游轮上的客服务延伸到岸上行程的体验中



- ★ This leads to
 - ✓ the passenger having freedom of choice
 - ✓ a better and more satisfying shore-side experience
 - ✓ higher passenger satisfaction with the whole cruise experience
- ★ and so builds cruise tourism through
 - ✓ word-of-mouth
 - ✓ repeat cruising
- ★ 这些有助于:
 - ✓ 乘客有选择权
 - ✓ 更好更满意的岸上体验
 - ✓ 提高乘客对游轮总体的体验
- ★ 从而更好发展游轮旅游业
 - ✓ 顾客口碑
 - ✓ 回头客



To conclude

总结



These product innovations will build cruise tourism (产品革新有助于邮轮旅游产业的发展)

A. Innovate by diversifying itineraries

- Relax cabotage for cruise ships
 - allow transit calls along the coast
 - allow open-jaw itineraries between China homeports
 - extend that relaxation also to Taiwan region
- Modify the restriction on cruise travel to Korea from China homeports
- Offer longer cruises and promote their attractiveness and value
- Create/ call at new transit ports

B. Innovate by offering fly/cruise options

- from China's inland cities to its homeports
- from China's coastal cities to more distant homeports in China and overseas

C. Innovate by improving experiences in the destinations

- trusting the cruise line to deliver shorex
- allowing freedom of choice to the passenger



A. 多样化航线

- 放松沿海（多点挂靠）法律对邮轮的限制
 - 允许沿岸港口经停
 - 允许各中国母港间的多点开口航线（缺口）
 - 对台湾地区也放松管制
- 修改从中国港口前往韩国的邮轮旅行限制
- 提供较长天数的航线并宣传其吸引力及价值
- 增建/停泊到新的过境港口

B. 提供长航线（空海游）选择

- 从中国内陆城市飞到母港
- 从中国沿海城市到国内或海外更远的母港

C. 改进目的地体验

- 信任游轮公司会做好岸上活动
- 给游客选择权

- ★ Such innovations need support from powers beyond the cruise industry
 - Government for relaxing cabotage and modifying destination restrictions
 - Private enterprise & cruise lines for new port developments
 - Employers for more favourable vacation entitlements
 - Airlines for facilitating attractive fly/cruise fares
 - Distributors/cruise sellers for giving room for new approaches to shorex.
- ★ But the benefits will be significant
 - Generating more business for all and especially for China's homeports (and, in the future, China-built ships)
 - Creating better experiences for China's cruisers
 - Helping destinations to earn more revenue



- ★ 这些革新需要游轮行业以外的力量支持
 - 政府可放松沿海法令（多点挂靠）及修改目的地限制
 - 私有企业和游轮公司开发新港口
 - 雇主提供更优的员工假期
 - 航空公司提供有吸引力的长航线（空海游）套餐价格
 - 分销商/邮轮航班经销商对新的岸上活动方式提供空间。
- ★ 但所带来的利益将是显著的
 - 为所有人，尤其是中国的本土港口创造更多的业务(并为未来中国自建的造船业提供机会)
 - 为中国邮轮客户提供更好的体验
 - 为目的创造更多的利润

谢谢

Thank you



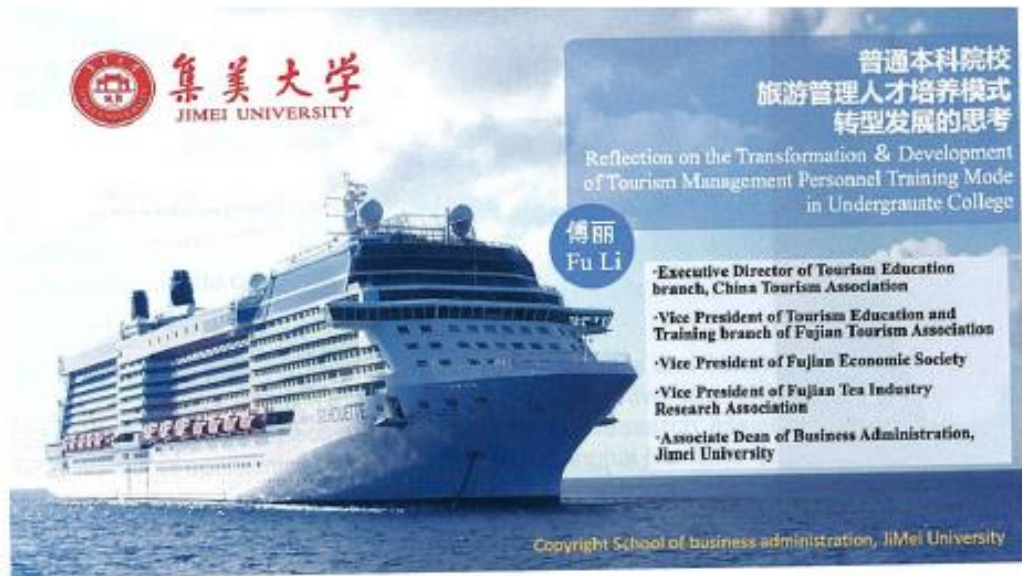
CHART MANAGEMENT CONSULTANTS PTY LTD
CRUISE SHIPPING AND TOURISM STRATEGY & EXECUTION

Strategy Consulting to the Global Cruise Industry since 1997
自1997年以来为全球邮轮行业提供战略咨询

Ted Blamey
Principal

www.chartmgmtconsultants.com

(六) 集美大學 旅遊管理人才培養模式 轉型發展的思考



**普通本科院校
旅游管理人才培养模式
转型发展的思考**
Reflection on the Transformation & Development
of Tourism Management Personnel Training Mode
in Undergraduate College

**傅丽
Fu Li**

- Executive Director of Tourism Education branch, China Tourism Association
- Vice President of Tourism Education and Training branch of Fujian Tourism Association
- Vice President of Fujian Economic Society
- Vice President of Fujian Tea Industry Research Association
- Associate Dean of Business Administration, Jimei University

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Exploration and practice of the transformation and development
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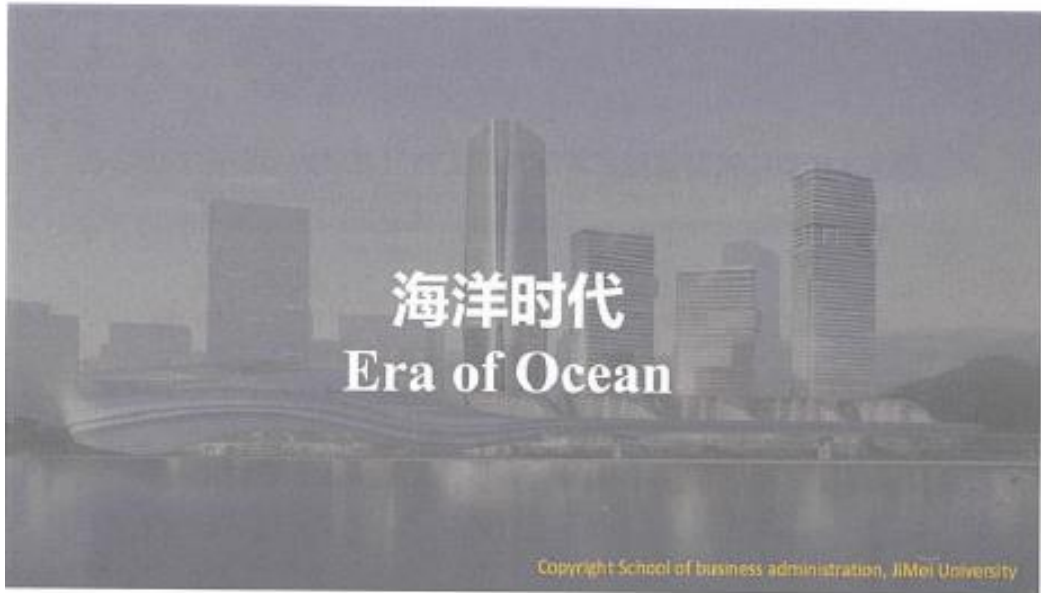
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The **mismatch between tourism supply and demand in new era**

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New requirements for undergraduate education

(三) 高校旅游管理本科教育存在的问题
Problems existing in undergraduate education of tourism management

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中国特色社会主义 进入了新时代

Socialism with Chinese characteristics has
entered a new era

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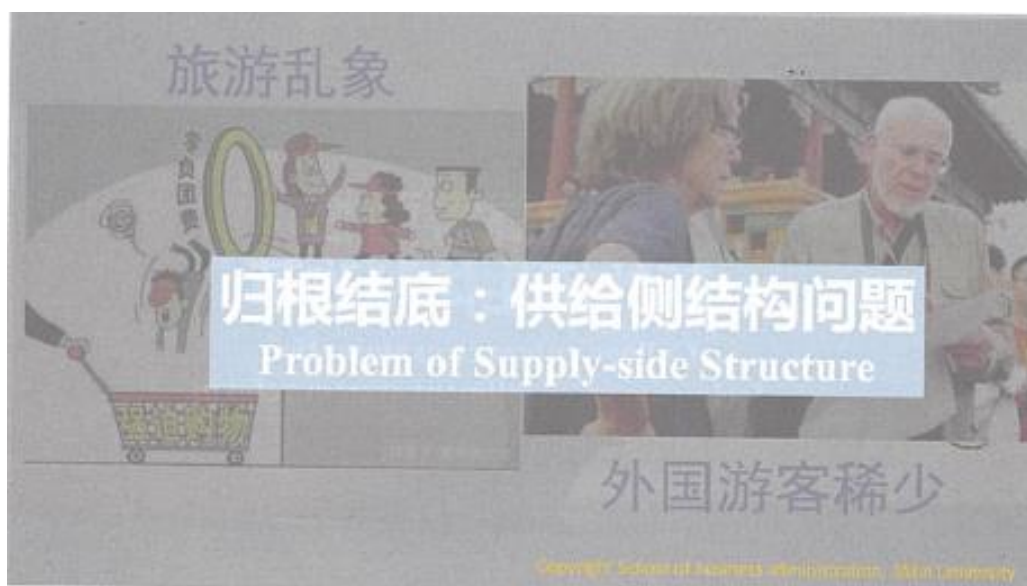
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The mismatch between **tourism supply** and **demand**

——旅游产品供给与旅游消费升级需求矛盾

Contradiction between **tourism product supply**
and **tourism consumption upgrade demand**

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我国高考面临 新的招生体制改革

College entrance examination
facing a new enrollment system reform


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我国“双一流”大学 建设方案出台

Construction plan of China's "double first-class"
universities issued

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新时代全国高等学校本科教育工作会议

坚持以本为本 推进四个回归 建设中国特色、世界水平的 一流本科教育

Adhere to the four regression based on building a world-class
building with Chinese characteristics
First-class undergraduate education

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千人一面，缺少办学特色

Lack of school-running characteristics

「我国高校旅游管理本科教育存在问题」

Problems in undergraduate education of tourism management in Chinese universities

毕业生流失率高

Graduates high turnover rate

Copyright School of business administration, Jimei University



以工科为主，以海洋为特色

Engineering oriented, with Marine characteristics

「集美大学旅游管理本科教育存在问题」

Problems in tourism management education in Jimei university

兄弟院校竞争

Institutional competition

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国家、福建省、厦门市共建高校
Built by the State, Fujian Province and Amoy

创办于1918年 今年101年校庆
Established in 1918, 101th Anniversary

1994年组建集美大学
(师范、航海、财经、水产、体育五个学院)
Merge into Jimei university in 1994

现有21个学院 69个本科专业
21 colleges, 69 majors

Copyright School of business administration, Jimei University



创办于1995 三方联办
Established in 1995, run jointly by three parties

现有工商管理一级学科硕士点
first-level master's degree programs

工商管理|市场营销|审计学|旅游管理|电子商务 五个本科专业
Business Administration | Marketing | Auditing | Tourism Management | E-commerce

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Transformation thinking -- three-dimensional docking, accurate positioning

(二) 探索与实践

Exploration & practice

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1. 三维对接

Three-dimensional docking



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2. 精准定位

Accurate Positioning

发展定位
Development
orientation

海西邮轮人才培养基地
Haixi Cruise personnel
training Base

立足厦门邮轮母港

Based on Xiamen cruise home-port

依托集大涉海学科群优势

Rely on the advantages of the group of subjects involved
in the ocean of Jimei University

培养复合型创新人才

Training compound innovative talents

福建省乃至我国邮轮人才培养重要基地

An important Base for the cultivation of Cruise talents in
Fujian Province and even in China

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(二) 探索与实践

Exploration and Practice

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1. 成立邮轮人才培养指导委员会

Establishment of committee for the training of Cruise talents

“邮轮人才培养指导委员会”成员由校、企、政三方专家
领导构成，顶层设计**人才培养目标与方案**。

The members of the Committee for the cultivation of Cruise
talents are composed of experts from university, the enterprise
and the government, focusing on the **objectives and programs**
for the talents training.

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2. 开设旅游管理（邮轮与海洋旅游管理方向）

Setting up a major in cruise and marine tourism management

2014年起，为了拓展人才培养
新高地，探索学科建设新领域，
我校在旅游管理专业下开设**邮轮
与海洋旅游管理方向**，成为福建省
第一家探索邮轮人才培养的本科
院校。

The major in **cruise and marine
tourism management** was
established in 2014. The first
undergraduate college in Fujian
Province to explore the
cultivation of cruise personnel.



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2. 开设旅游管理 (邮轮与海洋旅游管理方向) Setting up a major in cruise and marine tourism management



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3. 创新邮轮人才培养模式 Innovating the training mode of Cruise talents



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特色的课程体系
Characteristic curriculum system
(Module selection)
邮轮特色教材
Cruise textbook
(In press)
实践教学体系
Practical teaching system
(On shore, on board)



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校政合作 (与厦门邮轮办-定期 (每季度) 汇报、交流)
(Cooperate with Xiamen Cruise Office)

校校合作 (与国内、外相关院校交流与合作)
(Communicate and cooperate with other universities)

校企合作 (与厦门邮轮母港和建发国旅-通关接待、流程服务等)
(Cooperate with Xiamen Cruise home-port, etc.)

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集美大学
JIMEI UNIVERSITY

星旅远洋邮轮
Star Cruises

PIANO LAND

鼓浪屿号

特别与“星旅远洋”旗下首艘豪华邮轮“鼓浪屿号”深度合作)

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“鼓浪屿号”命名暨首航仪式



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4. 构建一支结构合理的师资队伍

Building a team of well-structured teaching staff



专职师资（现有……）

兼职师资（外聘：中远海运、星旅远洋、港口局、
文旅局、建发国旅等业内部门专家学者）



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Visiting and Negotiating



参观“鼓浪屿号”，洽谈合作事宜

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5. 建设先进的邮轮管理实验室

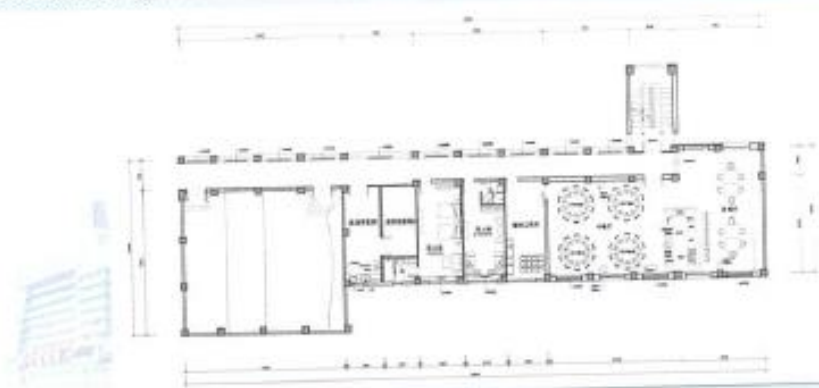
Constructing advanced Lab of Cruise Management



邮轮虚拟仿真实验室(cruise virtual simulation laboratory)--Completed

Copyright School of business administration, JIMEI University

5. 建设先进的邮轮管理实验室 Constructing advanced Lab of Cruise Management



邮轮中餐、西餐、客舱实验室(Lab for Chinese & Western restaurant, and cabin practice)
—under construction

Copyright School of business administration, Jimei University.

Effect pictures



在建：邮轮中餐、西餐、客舱实验室（可满足教学和培训）

Copyright School of business administration, Jimei University.

Effect pictures



在建：邮轮中餐、西餐、客舱实验室（可满足教学和培训）

Copyright School of business administration, Jimei University.

5.建设先进的邮轮管理实验室 Constructing advanced Lab of Cruise Management



拟建：邮轮大数据中心

Future plan: Big-data center for cruise

(拟与“金棕榈”合作-方案已报学校-待批)

Copyright School of business administration, JIMEI University

6.打造邮轮实训基地(构思中)

Building a Practice base for talents in cruise industry



拟建：邮轮产业人才综合实训基地

Future plan: comprehensive training base for talents in cruise industry

Copyright School of business administration, JIMEI University

7.建设邮轮研究智库

Building the think tank for cruise research



福建省航运研究院
Fujian Shipping
Research Institute

国际航运与物流研究中心
International Shipping & Logistics Research Center

航运金融与贸易研究中心
Shipping Finance and Trade Research Center

航运政策与法律研究中心
Shipping Policy and Law Research Center

.....

邮轮游艇产业研究中心(已获批成立)
Cruise and Yacht Industry Research Center (Established)

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8.规划——创办邮轮产业学院 Planning-Establishment of Cruise Industry college



参加第十二、十三届中国邮轮产业发展暨国际邮轮博览会
与邮轮界同人探讨创办邮轮产业学院构想

Copyright School of business administration, JIMEI University

8.规划——创办邮轮产业学院 Planning-Establishment of Cruise Industry college



邮轮上游产业链人才培养

邮轮中游产业链人才培养

邮轮下游产业链人才培养

**Training Talents for whole
Cruise Industry**



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Thanks




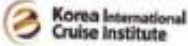
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(七) 韓國國際郵輪研究院 韓國郵輪產業-2019 港口


Korea Cruise Industry - port 2019 韩国邮轮产业 - 港口 2019

 **Korea International Cruise Institute**
KICI Bok Soon Leem

 **01** Korea International Cruise Research Institute Introduce
韩国国际邮轮研究院简介

 Korea International Cruise Institute

**韩国國際
邮轮研究院**
Korea International Cruise Research Institute

 KICI

- 1** 成立日期: 2018.01.29
2018.03.05 获得韩国海洋水产主管部门运营许可
Brief Introduction of Establishment: Date of establishment: 2018.01.29
- 2** 机构级别: 中央级海洋水产部运营许可的韩国唯一的邮轮专业研究机构
Korea International Cruise Institute is the only professional cruise research institution in Korea that has been awarded operating license by the Korea Marine & Fisheries Department.
- 3** 机构設立目的:
促进邮轮产业发展能够贡献于国家与地域的经济成长
The Purpose of The Establishment of The Organization:
It improves the development of the national and regional economy by promoting the development of the cruise industry.





02

Port Redevelopment with Cruise Infra Expansion : The Case of Busan North Port

首次反映邮轮产业链因素与功能：釜山北港

The number of foreign cruise tourists in Korean ports in 2016-2018 2016-2018年度外国邮轮游客数量变化趋势

Respectively 分别	2016			2017			2018		
Port 港口	Tourist 游客 (千)	Compared with last year (%) 去年同比增长比例 (%)	ratio (%) 比率 (%)	Tourist 游客 (千)	Compared with last year (%) 去年同比增长比例 (%)	ratio (%) 比率 (%)	Tourist 游客 (千)	Compared with last year (%) 去年同比增长比例 (%)	ratio (%) 比率 (%)
Jeju 济州	652,958	103.7%	72.6%	248,861	-61.9%	63.3%	9,713	-98.1%	8.7%
Busan 釜山	192,521	271.4%	21.4%	108,004	-44.0%	27.5%	84,754	-21.5%	73.4%
Incheon 仁川	48,129	47.6%	5.4%	29,951	-37.8%	7.6%	9,887	-67.0%	8.8%
Yosu 丽水	-	-	-	-	-	-	5,207	-	4.7%
Other 其他	5,029	693.9%	0.6%	8,421	14.1%	3.4%	2,468	-81.6%	2.2%
Total 总数	899,538	121.7%	100.0%	393,237	-56.3%	100.0%	112,129	-71.3%	100.0%

16 million people visited Korea in 2018, of which 4.79 million people are Chinese (cruise tourists '0')
2018年访韩1600万人其中479万人(4,789,512)是中国人(中国邮轮游客'0')

KICI 2019.10.12

Current status of the Korean cruise port - expansion can park the berth 韩国邮轮港口现状-扩建可停靠邮轮泊位



Korea cruise port future construction plan 韩国邮轮港口今后建设计划

Facilities rise early

邮轮港口设施早起扩招

- Cruise port Ensure that a total of 13 cruise berths will be built in 2020
确保2020年总计建成13个邮轮泊位

□ a port with experience in receiving cruise liners
有接待邮轮入港经验的港口

● Existing cruise port facilities
现有的邮轮港口设施

● Cruise port with expansion and expansion plan
有扩大及扩招计划的邮轮港口 (济州, 仁川, 釜山, 平泽, 蔚山, 光州, 木浦, 蔚山)



Port Redevelopment/Cruise Infra Expansion

Port Redevelopment with Cruise Infra Expansion



[Busan Northport Redevelopment Project : Background]

- ♣ Busan Northport Redevelopment as National Task(2017.07)
- ♣ Basic Concept of Busan Northport Integrated Redevelopment(2017.12)
- ♣ Declaration of Pusan Port Future Vision(2018.03)
- President's Strong will to complete the Project within his presidency
- ♣ Designation of Free Trade Zone(2018.11)
- ♣ Division of Busan Northport Integrated Development(MOF*, 2019.03)

*Integrated Division

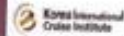
*MOF: Ministry of Oceans & Fisheries

釜山北港统合开发推进团成立



Port Redevelopment/Cruise Infra Expansion

Port Redevelopment
with Cruise Infra Expansion



[Project led by the Integrated Division]
釜山北港統合开发推进团主导重建

♣ Integrated Organization from MOF, MOLIT*, Busan Metropolitan City, Korail**, LH**, BPA***...



*MOLIT: Ministry of Land, Infrastructure and Transport **LH: Korea Land & Housing Corporation
***BPA: Busan Port Authority

- ♣ Managing all the development project around Busan Northport area
- 4 Practical Teams under the President
- Promotion Committee: bottom-up policy making, consensus forming
- Practical Committee: cooperative platform for various players
- Municipality Committee: cooperation with Busan Metropolitan City



Port Redevelopment/Cruise Infra Expansion

Port Redevelopment
with Cruise Infra Expansion



[Introduction of Busan Northport Redevelopment Project]

♣ Project Outline

- Location: North Port piers
(Stage 1: Coastal Ferry Pier ~ Pier 4
(1,532,419m²); Stage 2: Piers 5 & 6)
- Expenses: 8.519 trillion won
- Function: waterfront park,
port facilities, commerce, business,

♣ District Division

- Commercial/Business District (商业与办公区)
- IT/Media/Exhibition District (IT、媒体、展览区)
- Maritime Cultural District (海洋文化区)
- Complex Urban District (多功能城区)
- Multi-purpose Port District (多功能港区)



♣ Project Period

- Stage 1
(2008-2022)
- Stage 2
(2020-2030)

Port Redevelopment/Cruise Infra Expansion

Port Redevelopment
with Cruise Infra Expansion





[Multi-turnaround Chain Cruising, MCC]

- ♣ Creating Strategies to Cope with Environmental Changes in Northeast Asia Cruise Industry
- Development of cruise industry by interaction between stakeholders. Expansion of cruise tour, ...

♣ Basic Concept of MCC

Multi-turnaround	CHAIN	Cruising
Vertical & Horizontal Relationship between cruise ports in Northeast Asia	<p>C(Coordination): cooperative platform of industrial supply chain</p> <p>H(Holistic): comprehensive perspective of industrial resource planning</p> <p>A(Academy): academic community</p> <p>I(Infrastructure): foundation of domestic and global interaction</p> <p>N(Networking): identification of new business opportunities</p>	Identification & categorization of cruise industries based on respective characteristics

→ Regional Consolidation of Cruise Ports + Cooperative Platform for Stakeholders to Boost Mutual Benefits in the Cruise Industry.

多母港联合运营 (MCC) 是邮轮城市之间合作, 邮轮运营者之间合作

- 实现市场的共享, 资源的共享, 实现更加稳定的邮轮市场
- 导出精品航线以及游客国际化的东北亚邮轮市场

[Linking Strategies : Busan North Port for Cruise Industry + Urban Regeneration]

- ♣ KICI's Research Work for MOF(2018)
"Strategies to Develop Marine Tourism and Leisure in Busan Port"
"釜山港发展海洋旅游休闲战略" 是基于MCC多母港联合运营的概念

→ Multi-tier Approach Model based on the concept of MCC

1 st tier	Constructing a dedicated cruise terminal on the premises currently used for temporary CiQ 1/2 (#1, #2) 建造适合的专用邮轮码头
2 nd tier	Connecting the new cruise terminal to existing city attractions and other districts in Busan North Port Redevelopment sites 邮轮码头与北港, 现有的城市资源如何链接起来
3 rd tier	Improving cruise supporting function of the new cruise terminal with local skills available from logistics and human resources 利用物流资源与人力资源来完善邮轮码头的多功能化



Port Redevelopment/Cruise Infra Expansion

Port Redevelopment
with Cruise Infra Expansion



[Linking Strategies : Busan North Port for Cruise Industry
+ Urban Regeneration]

- ✦ KICI's Research Work for MOF(2019)
"Feasibility Study for New Dedicated Cruise Terminal Building
in Busan North Port"
"釜山北港新建专用邮轮码头可行性研究报告"

[Original Plan for Multi-purpose Port District]



[Plan for Busan Int'l Cruise Terminal
in Yeongdo Ward of Busan Metropolitan City]



Port Redevelopment/Cruise Infra Expansion

Port Redevelopment
with Cruise Infra Expansion



[Busan North Port's MCC Cruise Terminal]

- ✦ Versatile Complex
 - Cruise Terminal
 - Multiplex(SeaPlex)
 - Luxury Hotel
 - Infinity Pool
 - Duty Free Shop
 - Ferris Wheel
- Construction & Operation
by STO(Build Transfer Operate)
- ✦ Cooperative Platform
with Major Cruise Port
in both in Taiwan and China



Location of SITE
in Busan North Port Redevelopment Area

Regional Solidarity Cruise Southeast Asia : Multi-turnaround Homeport Market 东北亚邮轮区域合作：多母港市场

Building Virtuous Cycle of Markets

地域邮轮市场的可持续性发展

- Minimizing adverse Effect of International Relations
- 减少地缘政治影响

Shared Growth of Industries

产业链的同伴成长

- Expansion of Relevant Industry
- 扩大相关产业

Continuously Creating Jobs

创造新的工作岗位

- Promoting Stabilization of Regional Economy
- 谋求地区邮轮经济的稳定发展

To highlight the
importance of
Northeast Asia
Regional Cooperation
突出东北亚
区域合作重要性

" China, Korea and Japan "
 Each other homeport cruise travel route design
 - Multi-turnaround Cruise chain
 "中韩日" 多母港邮轮旅游航线设计

Take cycle complex development model
 采取循环复合式发展模式



" Taiwan, Korea and Japan "
 Each other homeport cruise travel route design
 - Multi-turnaround Cruise chain
 "台韩日" 多母港邮轮旅游航线设计

Take cycle complex development model
 采取循环复合式发展模式



Taiwan itinerary :
 Taiwan =>
 Okinawa => Kagoshima =>
 Busan/Jeju /Incheon
 => Taiwan

Korea International Cruise Institute

Regional Solidarity: Multi-turnaround Chain Cruising (MCC)
 区域合作:多母港联合运营



Multi-turnaround Chain Cruising (MCC) 多母港联合运营



Korea International Cruise Institute

Multi-turnaround Chain Cruising (MCC) 多母港联合运营



Regional Solidarity of Cruise Industry in Northeast Asia Market Sharing & Value Maximization 东北亚邮轮产业区域合作与市场共享-价值最大化



Korea cruise market main route
韩国邮轮市场主打航线



The main route of Northeast Asia regional
 range cruise market
 东北亚邮轮核心市场



Thanks a lot for your attention

14th China Cruise
Shipping Conference
「Cruise Innovation and
Regulation Forum」



Taiwan Cruise Industry
Innovation and Development
台灣郵輪的創新及發展

2019.11.16

Speaker Profile
講者介紹



吳勛豐

Matthew Wu, President

*台灣國際郵輪協會理事長

International Cruise Council, Taiwan
(ICCT)

*永業旅行社 董事長

Apple Travel Service Co. Ltd (Apple Tour)



International Cruise Council, Taiwan (ICCT) Since 2014 台灣國際郵輪協會(ICCT)成立於2014年




台灣國際郵輪協會自2014年11月成立以來，帶領台灣郵輪產業邁向國際舞台，不僅是台灣郵輪產業發展的重要里程碑，也是全球郵輪產業發展的重要契機。本會積極參與國際郵輪協會的各項活動，並與全球郵輪產業建立緊密的聯繫，共同推動全球郵輪產業的發展。








台灣國際郵輪協會集結旅業菁英

帶領台灣郵輪業向全球航線 立足台灣 串聯兩岸 放眼亞洲 擴展國際
透過協會平台積極整合產業資源 協助產業向上提升 共同邁向國際舞台

Taiwan International Cruise Association since its inception in 2014, led by Taiwan's booming cruise tourist industry plays a pivotal role. It is worth mentioning that the Association's directors and supervisors and committees consist of experts from various fields, not only Taiwan's tourism industry, the main operator of the cruise market, but also because of its professional skills gathered in Taiwan's travel market. And they also have Taiwan International Cruise Association as the best understanding of the situation helps the industry and need to be resolved promptly through the directors and supervisors and committees in their respective fields to bring to market the most comprehensive assistance.

ICCT Chairman: **Wen-Ching Chen**
The 1st Taiwan International Cruise Association

International Cruise Council Taiwan Build Tourist Industry Elite
Supervisors manage the whole team composed of experts from the cruise ship industry to create a strong line-up market. Tourism industry experts brought together united dedication to create a new cruise industry boom.

 Chairman Wen-Ching Chen ICCT Chairman	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor	 Supervisor Wen-Ching Chen ICCT Supervisor
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Taiwan Ranks 11th in the Global Cruise Source Market 台灣郵輪客源市場排名全球第11名(2016-2018)

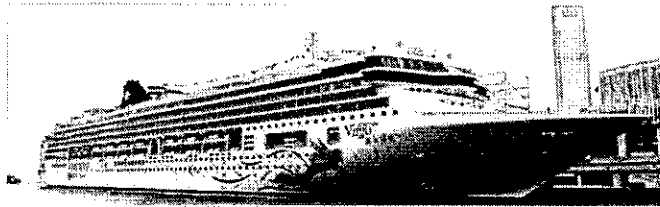


Country	2016	2017	2018	Rank
United States	11,392	11,944 (4.9% ▲)	13,091 (9.6% ▲)	1
Mainland China	2,113	2,397 (13.4% ▲)	2,397 (-1.6% ▼)	2
Germany	2,018	2,169 (7.5% ▲)	2,233 (3.0% ▲)	3
UK & Ireland	1,980	1,971 (0.5% ▲)	2,009 (2.0% ▲)	4
Australia	1,281	1,333 (4.1% ▲)	1,349 (0.9% ▲)	5
Canada	865	921 (6.5% ▲)	971 (5.4% ▲)	6
Italy	751	769 (2.5% ▲)	831 (8.0% ▲)	7
Spain	480	510 (6.4% ▲)	530 (3.9% ▲)	8
France	554	504 (-9.1% ▼)	521 (3.4% ▲)	9
Brazil	465	445 (-4.3% ▼)	510 (14.6% ▲)	10
Taiwan	299	374 (24.8% ▲)	391 (4.7% ▲)	11
Singapore	214	267 (24.4% ▲)	273 (2.3% ▲)	12
Japan	207	255 (22.9% ▲)	266 (4.5% ▲)	13
Hong Kong	127	230 (80.6% ▲)	250 (8.6% ▲)	14
India	148	172 (16.1% ▲)	221 (28.1% ▲)	15
Argentina	163	178 (9.1% ▲)	187 (4.9% ▲)	16
Mexico	142	149 (4.8% ▲)	174 (16.6% ▲)	17
Switzerland	147	152 (3.2% ▲)	154 (1.5% ▲)	18
Malaysia	100	188 (87.8% ▲)	150 (-19.8% ▼)	19
South Africa	132	140 (6.7% ▲)	143 (2.1% ▲)	20
Austria	125	130 (3.5% ▲)	136 (4.8% ▲)	21
Netherlands	104	110 (5.9% ▲)	113 (2.2% ▲)	22
New Zealand	86	98 (13.5% ▲)	112 (14.7% ▲)	23
Norway	111	104 (-6.8% ▼)	101 (-2.7% ▼)	24

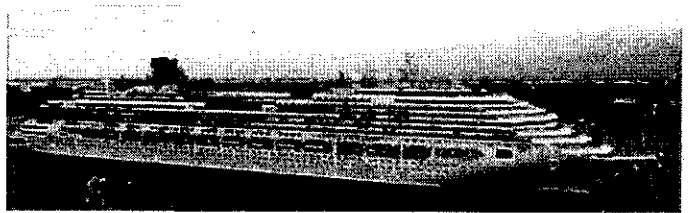
資料來源：CLIA "2018 Global Passenger Report"

International Cruise Deployment in Taiwan (2019)

2019年台灣郵輪母港航線佈局

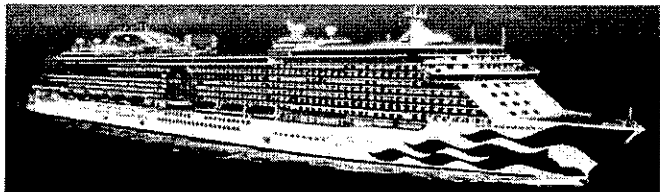


SuperStar Aquarius 寶瓶星號 / 156voyages
Year-round



Costa Venezia 威尼斯號 / 1voyages

Costa neoRomantica 新浪漫號 / 11voyages
Costa Atlantica 大西洋號 / 2voyages



Majestic Princess 盛事公主號 / 26voyages

Diamond Princess 鑽石公主號 / 4voyages
Sun Princess 太陽公主號 / 23voyages



World Dream 世界夢號 / 3voyages
Explorer Dream 探索夢號 / 3voyages

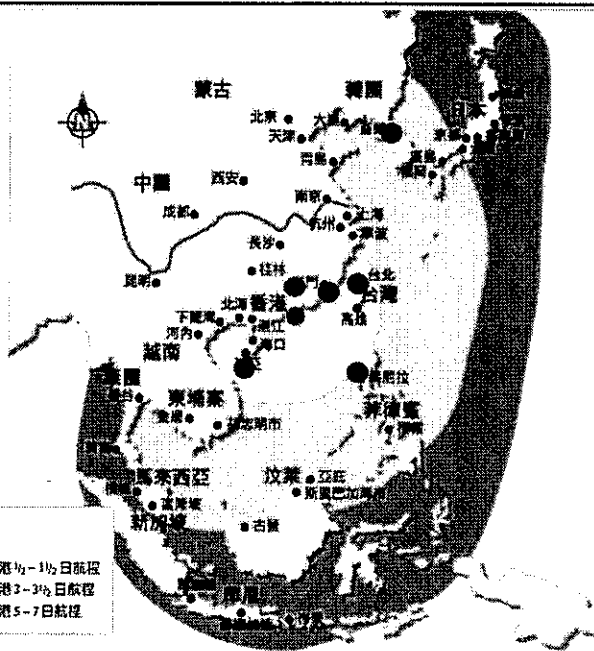
Taiwan-Asia Cruise Hub

台灣位處亞洲郵輪核心樞紐



ACC
(Asia Cruise Cooperation, 2018)
2018年亞洲郵輪聯盟

Hainan, Hong Kong, Korea, Philippines, Taiwan, Xiamen
海南島.香港.南韓.菲律賓.台灣.廈門



Hop-on Hop-off Multi-Homeports 多母港環繞航線

Home Ports: Closed-Loop/ Open-Jaw/ HOHO



Open-Jaw : Single Trip (Double Home Ports)

開口航線:單向航程(雙母港)

Closed-Loop : Turn-Around (Single Home Port)

閉口航線:母港航程(單一母港)

Hop-On / Hop-Off : Circle Trip (Multi-Home Ports)

多母港環繞航線(多港上下旅客模式)



HOHO Tour Shuttles
觀光巴士

Multi-Home Ports: Manila / Kaohsiung / Hong Kong (2017)

2017年多母港航線:馬尼拉/高雄/香港



麗星郵輪攜手亞洲郵輪聯盟ACC 成功 推出香港、台灣、菲律賓3母港新航線

首開先河13/17~22麗星郵輪旗艦「處女星號」完成「兩中首發成功」亞洲郵輪聯盟ACC首度攜手航商推出新產品 3大母港環繞航線 首航 香港、高雄、馬尼拉3母港互相送客 兩港觀光局代表出席航線慶典活動 共商未來布局與願景

【本報訊】麗星郵輪與亞洲郵輪聯盟(ACC)首度攜手航商推出新產品「兩中首發成功」亞洲郵輪聯盟ACC首度攜手航商推出新產品 3大母港環繞航線 首航 香港、高雄、馬尼拉3母港互相送客 兩港觀光局代表出席航線慶典活動 共商未來布局與願景



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Multi-Home Ports: Manila / Keelung / Okinawa (2018)

2018年多母港航線:馬尼拉/基隆/沖繩



PHILIPPINES 麗星郵輪 處女星號 *Fun 玩馬尼拉, 非常有意思!*

馬尼拉海洋公園 吉丁城區 伊洛伊羅人臉雕塑

處女星號迎賓大廳 博尼法西奧環球城

高天沐池

基隆出發
2018年03月08日~05月27日

基隆·馬尼拉·那霸假期
日期詳情: 2018年03月08日~05月27日 | 0453306-2289 | 075241-8157

基隆·馬尼拉·石垣島假期
日期詳情: 2018年03月15日~05月27日 | 0453306-2289 | 075241-8157

票價: 13,288元起/每人(含小童)

完美週遊 由心領航

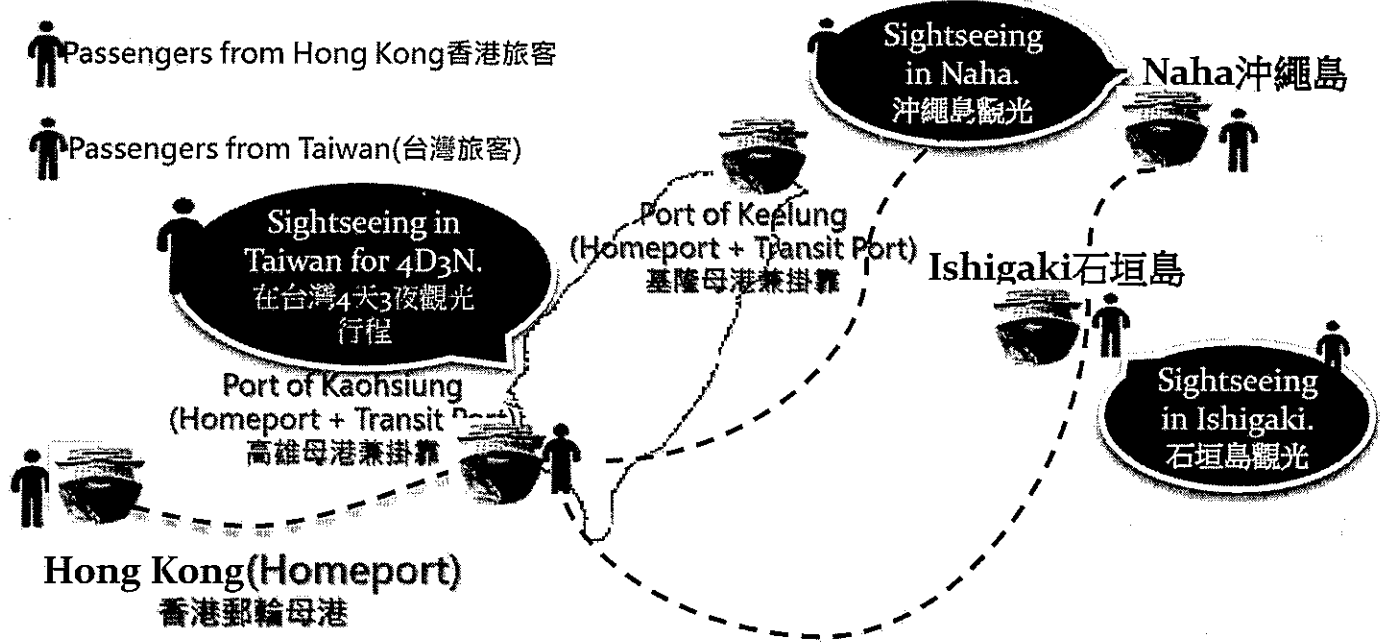
QR Code: [QR Code]

SINAT CRUISES 麗星郵輪

入票: 02-2510-5206 (0453306-2289) (075241-8157) 傳真: 02-2510-5207 (0453306-2289) (075241-8157) 上船: 02-2510-5207 (0453306-2289) (075241-8157) 下船: 02-2510-5207 (0453306-2289) (075241-8157)

New Business Model of MV World Dream (2019)

2019/2020年創新模式~星夢郵輪世界夢號



Cruise Forum at Sea, 2019 (World Dream) 2019年海上郵輪論壇(世界夢號)



臺灣世界夢啟航！世界夢號海上郵輪高峰會 聚焦新時代臺灣郵輪市場新布局

臺灣郵輪協會、臺灣郵輪公會、臺灣港務公司主辦海上高峰會 聚焦郵輪航程機會與挑戰、亞洲郵輪市場布局與創新營運模式等主題 將能帶動郵輪經濟和臺灣觀光旅遊發展 「大船入港」讓臺灣航向世界



【本報記者張文攝】「世界夢號」郵輪於日前抵達基隆，由郵輪協會、郵輪公會、港務公司主辦的「2019年海上郵輪論壇」在基隆舉行。與會嘉賓包括郵輪協會會長陳文龍、郵輪公會會長陳文龍、港務公司總經理陳文龍等。論壇以「大船入港，讓臺灣航向世界」為主題，探討郵輪航程機會與挑戰、亞洲郵輪市場布局與創新營運模式等主題。與會嘉賓表示，郵輪業是臺灣觀光旅遊的重要產業，將能帶動郵輪經濟和臺灣觀光旅遊發展。



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臺灣郵輪市場發展
臺灣郵輪市場發展迅速，預計未來將有更多郵輪公司開闢臺灣航線。郵輪業是臺灣觀光旅遊的重要產業，將能帶動郵輪經濟和臺灣觀光旅遊發展。與會嘉賓表示，郵輪業是臺灣觀光旅遊的重要產業，將能帶動郵輪經濟和臺灣觀光旅遊發展。

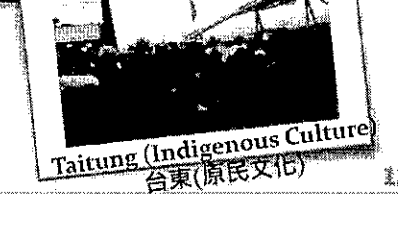
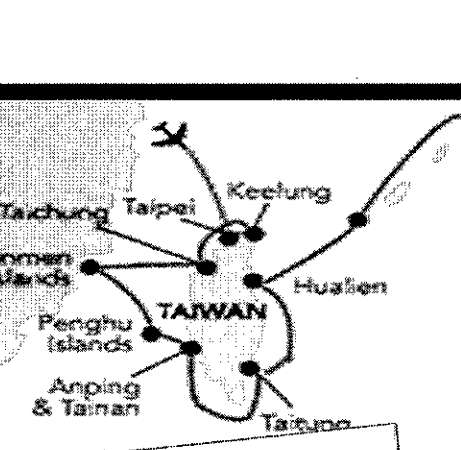
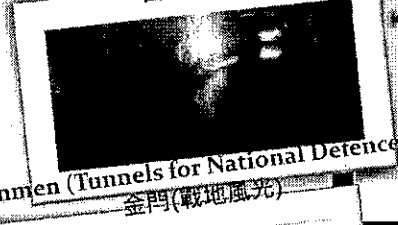
郵輪航程機會與挑戰
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Creative Itinerary- Taiwan Inter-Island Cruising 創新遊程-台灣郵輪跳島行程



Ideal Cities for Fly-Cruise in Taiwan

飛航台灣 機+郵輪旅遊城市--大台北都會區



Taipei Metropolitan (大台北都會區)

Average 4.4 cruise departures weekly, Keelung (Taipei)
基隆港平均每周4.4艘郵輪啟航

Northeast Asia Chain Cruising Meeting, 2019

Multi-Home Part & Fly Cruise - Busan & Taipei City - ICCT/ MOU

2019年釜山廣域市、台北市政府、台灣國際郵輪協會簽訂郵輪合作備忘錄



台灣國際郵輪協會 (ICCT)、韓國國際郵輪 研究院 (KICI) 再度攜手推動郵輪時代巨輪

台北市政府、釜山廣域市、台灣國際郵輪協會三方合作簽訂 MOU
台韓郵輪界產官學媒重要級代表齊聚一堂 見證締結互惠互利盟約

【本報記者林曉芳報導】由台灣國際郵輪協會 (ICCT) 與韓國國際郵輪研究院 (KICI) 共同主辦的「2019年釜山廣域市、台北市政府、台灣國際郵輪協會三方合作簽訂 MOU」活動，於日前在台北市政府大禮堂舉行。與會嘉賓包括台北市政府副市長陳景聲、釜山廣域市副市長金元植、ICCT 會長陳景聲、KICI 院長金元植等。雙方代表在會中簽署了合作備忘錄 (MOU)，旨在加強台韓兩地郵輪產業的交流與合作，共同推動亞太地區郵輪旅遊的發展。



ICCT 會長陳景聲在致詞時表示，ICCT 一直致力於推動亞太地區郵輪旅遊的發展，並積極尋求與全球各大港口建立合作關係。此次與釜山廣域市及 KICI 簽署 MOU，是 ICCT 在亞太地區擴展業務的重要一步。他期待未來能與釜山廣域市共同舉辦更多郵輪旅遊活動，為遊客提供更優質的服務。

釜山廣域市副市長金元植在致詞時表示，釜山廣域市一直致力於發展郵輪旅遊產業，並積極尋求與全球各大港口建立合作關係。此次與 ICCT 簽署 MOU，是釜山廣域市在亞太地區擴展業務的重要一步。他期待未來能與 ICCT 共同舉辦更多郵輪旅遊活動，為遊客提供更優質的服務。

此次簽署的 MOU 涵蓋了多個領域的合作，包括郵輪旅遊推廣、港口設施改善、航線開發等。雙方將定期舉行會議，共同探討郵輪旅遊發展中的問題與挑戰，並尋求解決方案。此外，雙方還將共同舉辦郵輪旅遊推廣活動，吸引更多遊客前往台北及釜山旅遊。

14th China Cruise
Shipping Conference
「Cruise Innovation and
Regulation Forum」



THANK YOU
謝謝

2019.11.16

中国邮轮旅游法律制度的立法完善

—以《海商法》修改为视角

陈琦

华东政法大学 国际法学院

2019.11.15 中国 广州

主要内容



一、邮轮旅游法律关系的基本特征



二、邮轮旅游法律关系的法律适用



三、邮轮旅游对海商立法的现实挑战



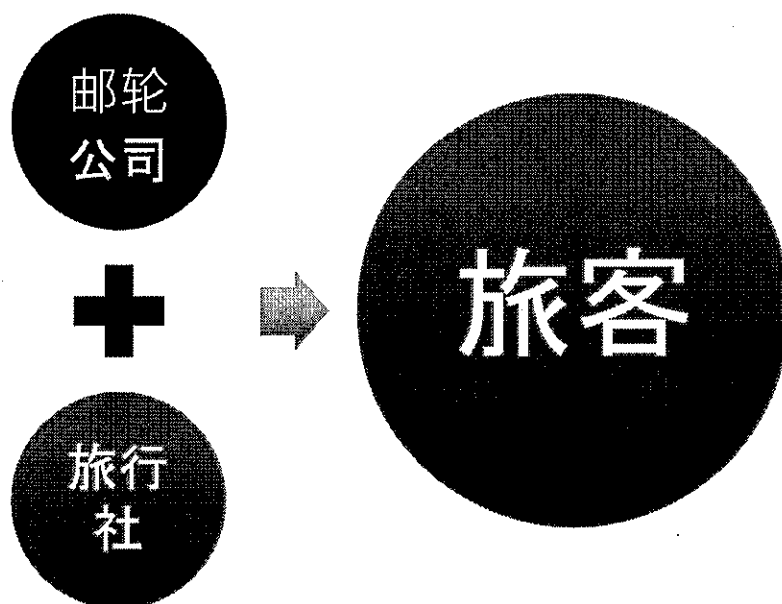
四、《海商法》相关章节的修改要点

一、邮轮旅游法律关系的基本特征

- (一) 三方主体关系
- (二) 三重法律属性
- (三) 三重法律身份

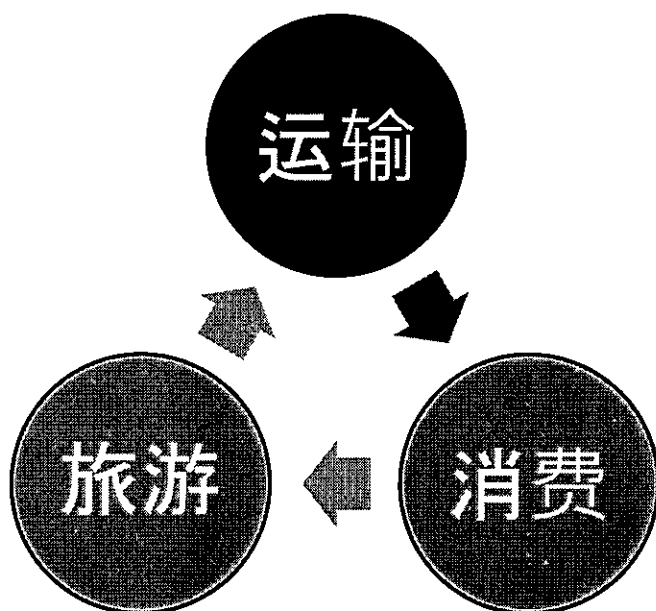
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(一) 三方主体关系



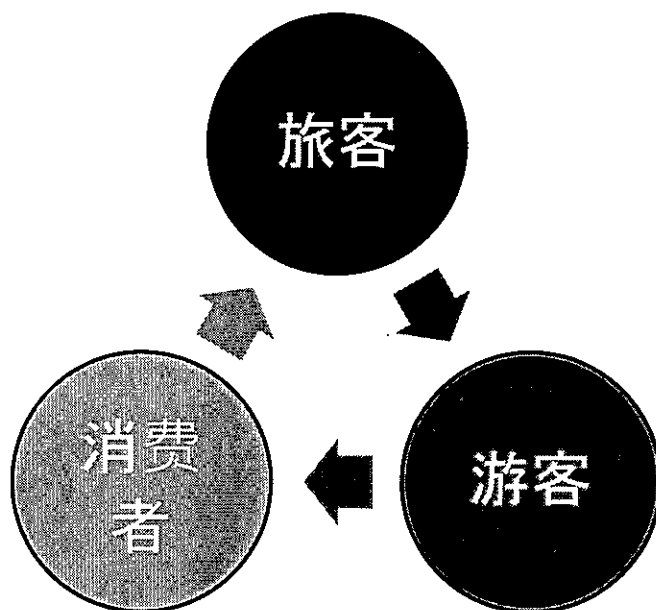
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(二) 三重法律属性



5

(三) 三重法律身份



6

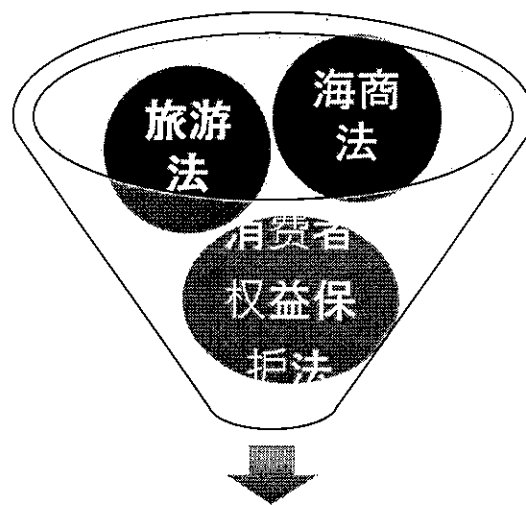
二、邮轮旅游法律关系的法律适用

(一) 现行法律框架

(二) 法律规制路径

7

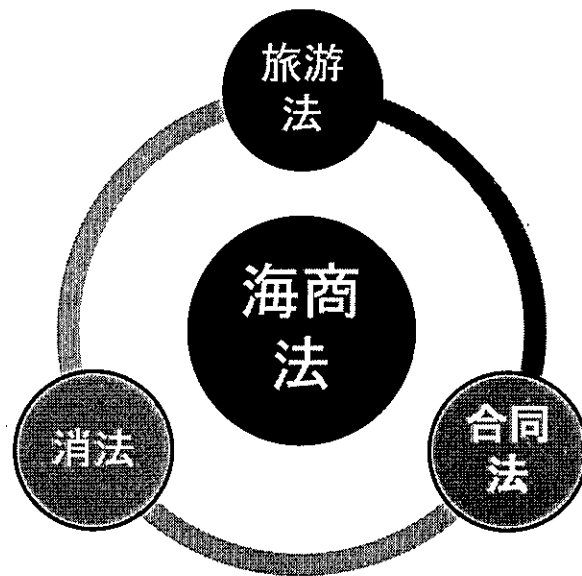
(一) 现行法律框架



邮轮旅游法律框架

8

(二) 法律规制路径



9

三、邮轮旅游对海商立法的现实挑战

- (一) 适用前提问题：同港往返
- (二) 主体界定问题：承运人和实际承运人
- (三) 船票性质问题：船票与船票合同
- (四) 责任限制问题：经济发展水平

四、《海商法》相关章节的修改要点

- (一) 《海商法》第五章
- (二) 《海商法》第十一章
- (三) 《海商法》第十四章

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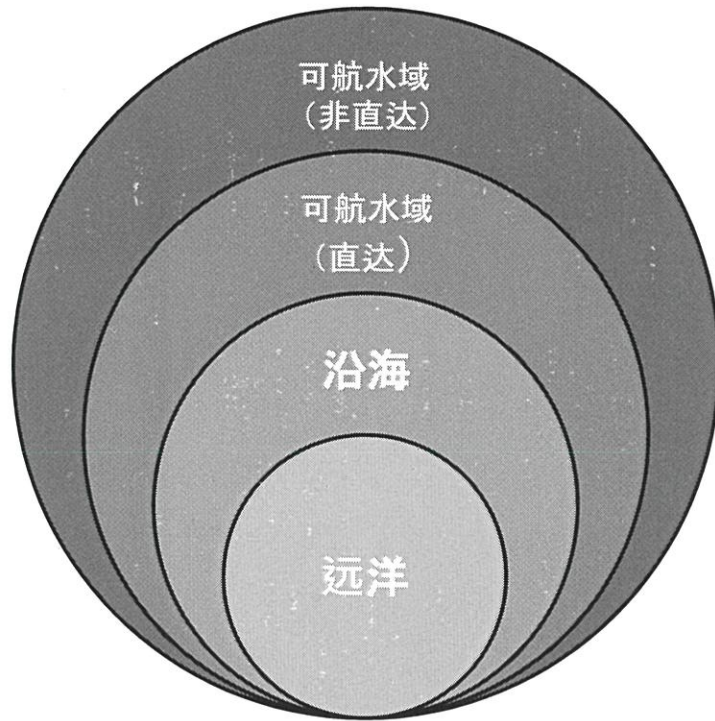
(一) 《海商法》第五章

1. 范围问题

- 前提界定：一港运送至另一港

原条文	建议稿
海上旅客运输合同，是指承运人以适合运送旅客的船舶经海路将旅客及其行李从一港运送至另一港，由旅客支付票款的合同。	海上旅客运输合同，是指承运人以约定的或适约定目的的船舶经海路或者与海相通的其他可航水域载运旅客及其行李，由旅客支付票款的合同。

• 水域界定：



13

2. 主体界定：删除承运人与实际承运人的限定条件

原条文	建议稿
“承运人”，是指本人或者委托他人以本人名义与旅客订立海上旅客运输合同的人。	承运人，是指与旅客订立海上旅客运输合同的人。

14

3. 船票界定

- 船票证明作用
- 船票合同

15

4. 责任问题

- 责任期间：
- 责任基础：推定过失—严格责任
- 责任限制：区分制—统一制
- 责任保险：强制保险

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• 责任限制

原条文	建议稿
<p>(一)旅客人身伤亡的,每名旅客不超过46666计算单位; (二)旅客自带行李灭失或者损坏的,每名旅客不超过833计算单位; (三) …</p>	<p>(一)旅客人身伤亡的,每名旅客不超过250000计算单位; (二)旅客自带行李灭失或者损坏的,每名旅客不超过2250计算单位; (三) …</p>

(二) 《海商法》第十一章

• 二次限制

原条文	建议稿
<p>海上旅客运输的旅客人身伤亡赔偿责任限制,按照46666计算单位乘以船舶证书规定的载客定额计算赔偿限额,但是最高不超过25000000计算单位。</p>	<p>海上旅客运输的旅客人身伤亡赔偿责任限制,按照250000计算单位乘以船舶证书规定的载客定额计算赔偿限额。</p>

(三) 《海商法》第十四章

• 法律适用

原条文	建议稿
	<p>邮轮旅游合同，适用旅客经常居所地法律；旅客选择适用船旗国法律、承运人主营业地法律或者停靠港所在地法律的，适用旅客选择的法律。</p> <p>邮轮旅客人身或者行李的侵权损害赔偿，适用与该涉外民事关系有最密切联系的法律；当事人协议选择适用法律的，按照其协议。</p> <p>前款所称与该涉外民事关系有最密切联系的法律，应当结合侵权行为发生地、侵权行为结果地、旅客经常居住地、船旗国、船舶所有人或经营人国籍、邮轮公司营业地、出发港和目的港等连接点决定。</p> <p>由于邮轮的沉没、碰撞、搁浅、爆炸、火灾等航运事故</p>

感谢聆听！