Table 1: Suggestions for future studies

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| **RM Applications and Concepts** |
| Characteristics of cruise RM, compare and contrast with other related industries, such as airlines (with in-flight chargeable items) and all-inclusive resorts (e.g.,Club Med). |
| Pandemic impact on cruise financial results including ticket and onboard revenue |
| Customer perceived value as a key predictor constructs of service package (ticket & onboarding activity selection choice). |
| Attribute or choice-based modelling for an integrated model to include itinerary planning, ticket and onboard revenue optimization. |
| **Shared Core RM Activities** |
| Business analysis |
| * Overall market situation (demand and supply, SWOT, competitor analyses) |
| * Data required for RM decisions (market intelligence, operational data, customer segmentation) |
| * Required data for RM decisions (operational data, customer segmentation, demographics, preferences, behaviors, etc.) |
| * Best practices to analyze business data |
| Strategy |
| * General pricing structure–strategic approach that matches business strategies, branding, and company directions |
| * Pricing decision and determinants, price-value relationship, and price elasticity |
| * Price setting on chargeable items onboard, including bundling |
| **Ticket Core RM Activities** |
| Demand modelling and forecasting |
| * Forecasting methods and tools from a 'total' RM perspective, including segmentation vs demand or by nested network itinerary (including a comparison to all-inclusive hotels & airlines) |
| * RM systems and processes (data requirement, including system integration and human input/factors’ impact on RM decisions) |
| * Other system integration issues to develop better forecasting and evaluation tools |
| Inventory, booking control, and price optimization |
| * Optimization of inventory control |
| * Pricing strategies related to price discrimination, including through segmentation |
| * Hurdle rates or rate fences for revenue optimization |
| * Tactical practice of terms and conditions (restrictions) related to price and inventory control, including upselling/bidding cabins and cross-selling onboard activities |
| Distribution channel management |
| * Channel optimization through selection of distribution partners (TAs, OTAs, event organizers, and other corporations) |
| * Impact of distribution channels on RM and opportunity shifting to direct channels |
| Performance analysis and monitoring |
| * Updated market situation, analysis, and performance to make necessary adjustments |
| * Best practices in evaluating cruise performance (occupancy, average per diem/average rate, NTR per ALBD |
| **Onboard Core RM Activities** |
| Product and activity design |
| * Collaboration among operations and sales and marketing teams in setting up plans for product design according to customer tastes, behaviors, and preferences |
| * Chargeable onboard entertainment and activities (Wi-Fi, packages for alcoholic beverages) to enhance customer experience |
| Demand and forecast |
| * Forecasting methods and tools |
| * RM systems and processes (data requirement, including system integration and human input/factors’ impact on RM decisions) |
| Monitoring and evaluation |
| * Updated data performance to make necessary adjustments |
| * Best practices in evaluating onboard performance |
| **Overall RM Issues** |
| Business strategies |
| * RM goals/KPIs and how to achieve them |
| * Business opportunities to uplift financial results (strategic alliances or partnerships with other related industries) |
| Employees |
| * Concerns on human resources (competing interests among sales, marketing, or operation teams) and essential skills (analytical, communicational skills) |
| Competition |
| * Firm's position within the industry (revenue, service level, or ship size) |
| * Competitive sets (primary and secondary) and segmentation criteria such as itinerary, branding, and ship size |
| Legal issues |
| * Safety at seas, including International Convention for the Safety of Life at Sea regulations and how they may impact RM |
| * Relevant government policies, regulations, and laws |
| Economy |
| * Macro-economic factors impacting the cruise RM performance, such as business cycles and fuel prices |
| Social-cultural context |
| * Cultural impact on RM decisions, such as various chargeable items for different culture, lifestyle, and consumption behaviors |
| Technology |
| * Influences of social media on RM |
| * Systems and reports that influenced RM analysis, performance, and decisions (e.g.,third-party benchmarking reports) |
| Customers |
| * Customer reactions to prices (price fairness, framing of prices) |
| * Customer relationship management or customer-centric strategies |
| Weather and other crises |
| * Best practices and SOP on crises management including weather impact to minimize financial loss and customer dissatisfaction |
| Itinerary |
| * Critical factors of sourcing destinations and planning (analysis of duration, selection of ports of call, onshore activities and duration, and routes). |