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).
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