

Training Course

# Ports & Passengers

30<sup>TH</sup> March – 1<sup>ST</sup> April 2020

Barcelona, Spain



With the support of:



Port de Barcelona





## CRUISE INDUSTRY: GROWING IN EVERY WAY

International cruise tourism is the sector that has achieved the greatest progressive growth in recent decades. Nowadays, the sector with a global positioning faces new challenges that assume the needs of the clients and the environment in which they cohabit. To configure the gigantism that the sector has experienced in recent years, with optimal logistics operations to achieve passenger satisfaction and to interconnect the operational logistics with the local environment and its society, requires combining strategies, optimizing processes and developing new technologies that allow successful results for all the actors involved.

The Port of Barcelona has managed to position itself within the 6 most important ports around the world and the first in Europe. To achieve this, much more than tourist attractions is needed. The logistic factor plays a fundamental role within the mass mobilization. On the other hand, services and supplies offers allows shipping companies to trust the Port of Barcelona as the most important HomePort outside the EEUU.





## PARTICIPANTS PROFILE



- Professionals and students of tourism and hospitality
- Professionals interested in cruise operations and passenger logistics
- Professionals involved in terminal operation and Port Authorities administration.
- Workers from tour agencies and tourism bureau.

NO BASIC KNOWLEDGE IS NEEDED TO SIGN UP



## COURSES OBJECTIVES

- To explain in detail the current cruise industry context: trends, statistics, relocations and targets
- To provide training on ground handling and transit operations at the port
- To visit port facilities and show port operations in detail and from a practical perspective
- To discover future tendencies and new tech in ship cruises and terminals
- To learn and put into practice cruise commercialization and services
- To go in deep in how the cruise industry is facing the environmental challenges, sustainability actions and social responsibility.



## Tuition

General admission: 440€/ pers.

Exalumni, collaborating companies and 2nd registered same company with special discount.

The price includes transfers and all the activities described in the program.

\*Spanish companies can partially subsidize the course with FUNDAE funds.

## Location and training hours

Port of Barcelona  
20 hours

## Materials and diploma

- o Documentation in PDF and printed version
- o Certificate

## Language

English



**SIGN  
UP  
HERE!**

## LECTURES

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- Cruise Shipping Lines and operations
- Home Port for cruise ships
- Tour operator and Customer experience
- Tour operator for ferry routes
- Crew: Work on board
- Global industry: trends, statistics, relocation, targets
- Social responsibility and sustainability
- Passenger Operations: transit and turn around
- Ports and terminals: logistic operations, services and strategies
- Cruise Tech, the key to improve the passenger experience

## WORKSHOPS

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- Visit to the terminals:
  - RoRo-Pax Terminal & Ferry ship
  - Cruise terminal
- Excursion tour planning workshop
- Commercial Cruise Advisor Case



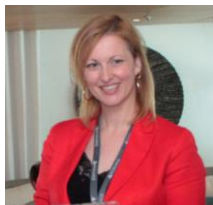
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<https://escolaeuropea.eu/courses/200330TC.php>

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*Best Professionals...*

# TEACHERS



**Marta Rodriguez**

*General Manager - Marmedsa Cruise Services*



**Alfredo Serrano**

*National Director - CLIA*



**Mar Perez**

*Cruise Manager - Port de Barcelona*



**Emiliano Gonzalez**

*President of MSC Cruises Spain*



**Wen Ciu Lee Koo**

*Turnaround Account Manager - Intercruises*



**Agustin Quesada**

*General Manager – Mundomar Cruceros*



**Lorenzo Bandini**

*Passenger Director –Grimaldi Lines*



**Serafin Blazquez**

*Port Service Director – Global Ports Holding*



**Mayte Bruguera**

*Manager – Barcelona Crew Hospitality*

## Course coordinator:



**VANESSA BEXIGA**

*Operations Manager*

*Escola Europea - Intermodal Transport*

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*Programme*

**MONDAY March, 30<sup>th</sup>**

- 09:00** Embark on a SSS ferry
- 09:15** Cruise Shipping Lines and operations – Marta Rodriguez (Marmedsa)
- 10:15** Break
- 10:30** Case: Commercial Cruise Advisor (Workshop)
- 11:30** Tour operator and Customer experience – Agustin Quesada (Mundomar cruceros)
- 13:00** Lunch (included)
- 14:30** Tour operator for ferry routes– Lorenzo Bandini (Grimaldi)
- 15:40** Break
- 16:00** Ship tour – Lorenzo Bandini
- 16:45** Cruise shipping lines – Emiliano González (MSC Cruises)
- 17:15** Disembarkment

**TUESDAY March, 31<sup>th</sup>**

- 09:00** Ports and terminals: logistic operations, services and strategies – Serafín Blazquez (Global Ports Holding)
- 10:00** Visit to a Cruise terminal
- 11:30** Global industry: trends, statistics, relocation, targets, social responsibility and sustainability – Alfredo Serrano (CLIA)
- 13:00** Lunch (included)
- 14:30** Operations: transit and turn around – Wen Ciu Lee Koo (Intercruises)
- 15:45** Break
- 16:00** Excursion tour planning workshop
- 16:45** Home Port for cruise ships – Mar Perez (Port de Barcelona)
- 17:30** Group Work Commercial Cruise Advisor

**WEDNESDAY April, 1<sup>st</sup>**

- 09:00** Cruise Tech – Vanessa Bexiga (Escola Europea)
- 10:00** Group Work Commercial Cruise Advisor
- 11:00** Crew: Work on board – Mayte Bruguera (Barcelona crew)
- 11:45** Break
- 12:00** Commercial Cruise Advisor Presentations
- 13:15** Closing Ceremony

*This programme is subject to changes*





## MORE INFORMATION

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Escola Europea - Intermodal Transport

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