

## **Study on the Operating Characteristics of Shanghai Cruise Home Port**

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### **Abstract**

*The cruise industry is a marginal industry among transportation industry, tourism, leisure industry and travel industry. At present, Chinese cruise home port and related infrastructure construction have achieved initial success. Among them, Shanghai has the potential to create international cruise home port. Shanghai International Passenger Transportation Center and Wu Songkou International Cruise Terminal have come into operation. Shanghai is the largest port city, through the analysis and discussion of the international cruise home port planning, site characteristics and management experience, which is linked to the Shanghai cruise home port operating characteristics, advantages and may encounter difficulties, trying to explore a set of effective methods suitable for Shanghai cruise home port operation.*

**Keywords:** cruise industry, cruise home port, industrial base, development planning

### **1. General Summary of Cruise Home Port**

#### **1.1 The Definition of Cruise Home Port**

According to the cruise port, if there are special facilities, fixed route, tourist flow size and company headquarters, there usually will be a cruise port divided into general port, cruise port and harbor of passenger liner mother. Cruise home port refers to cruise departure, return and a fixed location for logistics supplement and dressing, but also the distributing centre of tourists. It works not only for holding, and providing comprehensive services, but also for the cruise company headquarters or regional headquarters. According to the service radiation range size, cruise home port can be divided into the international home port and regional home port. The former general crosses the state line, with the near coastal sea routes. However, the latter is near coastal sea routes. International home port and regional home port seek for cities' getting together form the different levels of the cruise center.

#### **1.2 Cruise Home Port Management Mode**

Our service is divided into three parts, which is the market development, the operation of the port and the ship (lower) service. The port operation is composed of the passengers disembarked sequence and maintenance and replenishment.

##### **1.2.1 Boarding Process**

As the cruise tourism relates to the entry and exit, the cruise port arrives through the security check point, which is similar to the toll station, checked by inspectors, and may request the check suspicious luggage. In order to maintain the overall port security, vehicles may also be examined.

Passengers enter the waiting hall and establish guidelines, which would lead to complete the formalities required for passengers boarding. The first checkpoint in the terminal is producing relevant documents, including passports, tickets etc. It needs to be accepted by the security check, X optical equipment and the airport. Completing the baggage and personal check will lead visitors to the service counter area. And related service personnel will then check the identity documents, tickets, passports, visas and credit card, credit card in the pre brush. The procedure is similar in the hotel register. After the completion, the passenger with a name on a plastic card, boarding pass, the room key and the ship's registration card will do some tourists consumption. Complete the relevant formalities, visitors will be in the waiting room waiting to board. Most large cruise terminal will use the similar method to the airport, directing the passengers into the ship.

### **1.2.2 Getting Off the Ship**

Passengers are required to be placed in the night before the luggage cabin door. And the cruise staff in the evening will be ready to cruise after unloading. Cruise staff will be ready to disembark passengers when the packet distinguishes the ship time, so as to reduce the obstruction of the ship from the peak. Disembark passengers waiting in the hall. The passenger ship docked about began in 1.5 hours. In addition, there are other established tours or flight passengers disembark. Waiting for the boat at the same time, passengers are required to complete the customs declaration form, the registration of all period in the tourism items, declaration of officials to submit all the documents for inspection. After the completion of the baggage carousel, this part of the program and the same flight, the terminal building exports have waiting area.

## **2. The Operation Experience of International Cruise Home Port**

### **2.1 The International Cruise Home Port Planning Concept**

International cruise home port planning embodies the professional, practical philosophy and emphasizes the harmonious development between port and port and city.

#### **2.1.1 Harmonious Cruise Home Port Planning**

International cruise home port and cargo ports in the same port coexistence phenomenon are widespread. This can facilitate in cruise calls freight port berth nervous, which also can realize the harmonious development of passenger and freight traffic in the same area. At the same time, it can let tourists experience the extraordinary charm of freight port. But in recent years, with the increasing number of tourists and cruise port cargo handling business busy, cruise companies began to offer passenger port and cargo port separate management, which is mainly based on fast customs clearance, inspection, tourists, on and off shore requirements of the tourism organization.

#### **2.1.2 Professionalism**

Many international cruise home ports only engaged in the cruise ship or ferry, passenger transport related services and professional high in the reception cruise berthing. Just like the Italy Savona port and the port of Parma in Spain. As the cruise ship professional reception and service port can satisfy the cruise maintenance and repair services in port terminals, loading fuel, tourists of various materials and so on, it can also realize the cruise industry around the port in the region of aggregation. For example, Savona port at present is Italy's largest yacht manufacturing base and the he main material supply to Costa cruises.

### **2.2 The International Cruise Home Port Location Characteristics**

#### **2.2.1 Cruise Routine is of great importance**

Cruise home port location is closely related with the cruise, and abundance of cruise lines planning which is depending on tourism resources. International cruise home port is mainly distributed in the Mediterranean along the line. This is mainly because the Mediterranean as the center of international universally advocates maritime civilization, countries of different language, way of life, culture and distinctive customs, along with a large number of scenery and the humanities tourism resources, attracting a lot of visitors. Therefore, the cruise home port site selections are mainly concentrated in and around the Mediterranean cruise route development.

#### **2.2.2 Traffic and Industrial Aggregation**

For the cruise products are usually called as the "composite aircraft and cruise aircraft", so near the airport will be a necessary condition for port location. At the same time, the surrounding port will gather a large amount and cruise related industry. For example, which is located in the northwest of Italy, adjacent to France, be apart from Genoa not to 1 hours drive away from Milan, less than 2 hours, of which Genoa has 70% Italy shipbuilding industry, Milan has 3 international airports, industrial base and traffic being very convenient. These factors make the Costa companies choose to be Savona as its port.

#### **2.2.3 Emphasizes the convenience of Travel**

International cruise home port is usually located in the old port city, next to the city center, tourist attractions and the main shopping district, the downtown area, being convenient for tourists to reach the destination in a relatively short period of time. All reflect the "people-oriented, convenient visitors" location concept. For example, the Paramo Cruise Home Port and city centre are close together, visitors can walk to reach the downtown. At the same time, near the mouth of harbor of passenger liner mother ship, there is larger open space to distribute by tour bus.

The port surrounding generally have a larger parking lot, preparing for the usage of driving the boat tourists. Relatively, cruise home port of the open space and parking area are relatively large. This is for the purpose of facilitating passenger fast distributed by public transport.

### **3. Harbor, Mother of Shanghai Passenger Liner Operation Characteristics**

#### **3.1 The Shanghai Cruise Home Port Planning Concept**

The development of Shanghai cruise home port industry should be formed to cruise service, to cruise and cruise commercial flavor matching, which is related to the service industry as the extension of the professional cruise service base.

##### **3.1.1 Developing Ideas**

To use the "service guide, high-end onrush, cluster development, coordination" conception as a guide, we should give full play to the advantages of Shanghai international cruise port, improve port infrastructure and supporting service system, make efforts to cultivate the cruise market and environment, increase policy support, construct the cruise industry chain myth, promote the development of fusion of Cruise industry and related industry, strengthen government guide, construct the physical mechanisms for efficient, practical, rapid development of cruise industry, improve the cruise economy to Shanghai's economic and social development contribution.

##### **(1) The Service Guide**

Conform to the developing trend of construction to industrial construction with the service economy as the main body. In order to meet the demand of the cruise, cruise industry downstream links in the first break, focusing on the development of cruise, cruise services business and related fields.

##### **(2) Cluster Development**

The cruise home port construction, agglomeration cruise industry, related extension services, encourage and attract enterprises, institutions, functional projects, talent, cruise related and other kinds of elements create the downstream industry complete cruise economy chain.

##### **(3) Coordination**

To process and coordinate the relationship between Binjiang and the hinterland, Wusong and north the Bund on the banks of the Huangpu River, we should base on the city development, strengthen coordination linkage, the cruise industry development pattern and promote the establishment of information resource sharing, plan and orderly convergence, market without dislocation of the ascent of the whole, function.

#### **3.1.2 Operation System**

Harbor, Mother of Shanghai passenger liner operation development should take the cruise service as the core, focus on the development and agglomeration maintenance, replenish purchasing, information service, customs clearance, dredging ship supply logistics, build a strong competitive in east area of professional cruise service base. Specific include:

##### **(1) Maintenance**

According to the Hong Kong cruise and anchored liner characteristics, it targets on promoting the cruise ship maintenance and repairing facilities construction, in accordance with the standards for the construction of the international cruise terminal, repair and maintenance equipment equipped with safety, normative, efficient. It actively introduces and cultivates cruise professional repair mechanism, providing normal airworthiness repair, testing, caring for comprehensive cruise ship.

##### **(2) Supplies Procurement**

Give full play to the advantages of harbor of passenger liner mother, professional Supply Company sets up a special supply depot and supplies procurement for cruise introduction and training, focusing on the development of offshore purchasing necessities, freshwater procurement, and actively expanding procurement market. The purpose is to improve the level of service supply logistics, expanding the service field.

##### **(3) Setting Sparse Organization**

The organization focuses on the development of the transportation agency services and provides tickets and other kinds of tickets ordering service, hotel reservation service, perfecting the construction of passenger transportation service system.

#### **(4) The Ship for Logistics**

To build China's first comprehensive cruise ship supply logistics center and cultivate the logistics management as well as the value-added services, including the basic functions of storage, transportation, handling, processing, packaging, processing, distribution, and clearing, commodity display and other value-added function, we build project logistics information, e-commerce, integrated management and bonded logistics platform four, lifting vessel supply logistics capability, lay a solid foundation for cruise industry development.

#### **3.2 The operation Situation of Shanghai Cruise Home Port**

In 2013, there are 4 large ships successively in Shanghai international Wusongkou cruise port. Followed by the Business Asia routes, Shanghai, as an important node of the Asian cruise economy, enhances the network status. Two major cruise homeport, 76000 tons of "Costa Vitoria" and 138000 tons of "Royal Caribbean Ocean Voyager", Wu Songkou successively opened Asian routes, Asia cruise ship era, being the new situation for cruise to Shanghai economic development.

With the Wusong international cruise terminal operators, Shanghai international passenger transportation center and Shanghai Harbor Cruise passenger traffic gained growth in 2012 from a total of 247 second cruise berthing. This year the number will reach 330 second, basically representing a ship every day. According to the Convention, cruise and cruise berthing to home port, last year 4 cruise ships to Shanghai port, contribute a total of 166 ships berthing, accounting for the number of Shanghai Harbor Cruise 67% year. This year, in Shanghai port of passenger liner will reach its peak in history. According to the tourism development plan of Shanghai, during the "Twelfth Five Year Plan" period, Shanghai mother harbor cruise ship reached 5 - 8%.

Last year, the formal implementation of the "70000 net tons and through Yangpu bridge as the limit" berthing principle, and basic ideas of "informing service standards, unifying the basic charges, integrating the operation" promote the 2012 Shanghai cruise port in the healthy and orderly development. But from the terminal field of view, Shanghai cruise port at the overall service level are needed to upgrade, safety supervision and service charges. We should further improve the cruise terminal facilities and regulate the operation of the cruise industry to promote the Shanghai cruise industry parties cooperation and get win-win results.

### **4. The Development of Shanghai Cruise Home Port**

#### **4.1 Focus on the Hardware Development Strength**

The levels of the hardware facilities are the main factors which needed to be taken into consideration, such as cruise company and cruise passengers. The modernization degree of the Cruise port hardware equipment is high, reflecting the cruise port ability. That can be better used for cruise and cruise passengers. With the development of cruise port, hardware facilities will be measured qualification element port service quality in the future. Cruise port operation hall should print equipment professional, auxiliary tourists which are a room of mother and infant, maternal and child who need to be provided with hardware service. We should improve the medical room and do a good job of guiding sign for tourists' contingency measures, adding the special channel for special groups of tourists providing more convenient service etc.

#### **4.2 The Development of Oriented Software Strength**

Cruise port software factors mainly include management level, information level, service attitude, process optimization, the port of internationalization, liberalization and so on. At present, the existing cruise port software factors are still many problems. As a result of inadequate management service failure, we should reduce the level of information which results in low efficiency of security. Service attitude cause customer dissatisfaction and service process arrangement unreasonable ineffective consumption and so on, which have great influence on the cruise port service process.

Cruise port needs to upgrade the level of software management. We should organize the Wusong terminal operation service of regular work, solve the problems in the process of port service, operate problems appear more complex, timely service, arrange promotion, or make arrangements for the meeting. Promote the exchange and communication on the meeting by terminal operation Department staff, strengthen the sense of responsibility, service items and solve the problem of consciousness, optimize service processes better, promote the improvement of the service quality.

### 4.3 Port Construction to actively attract Cruise Companies to Participate

Belongs to the market and supply driven cruise economy, we want to let the cruise company in Shanghai to "stop". The key lies in the guarantee of sales. In general, 300 travel agencies can feed a cruise company. At present, Shanghai has normal aptitude travel for only 40 home, feeling "The climate does not suit one". Many cruises travel to Shanghai. Under the existing conditions, its home port in Shanghai takes "mutual clients", assets, comprehensive cooperation supply way, keeps the cruise company, and effectively promotes the market development.

With the fast development of the cruise market, major cruise company in the world holds the opinion that "Chinese is an essential part of the market, and Shanghai is the first choice for home". The world's three largest cruise line, the carnival, Royal Caribbean and star, have set up branches in Shanghai and enterprises, and opened up a number in the Shanghai as a regional cruise route home. Among them, Royal Caribbean and Carnival's Costa take "on" strategy, continue to increase Shanghai's port of delivery, in order to occupy a market advantage.

For example, the port of Shanghai and Costa cruises established a joint venture in Shanghai China Sea song liner consulting company, signed a memorandum of understanding with the Royal Caribbean, joint venture and Mediterranean which cruise the Mediterranean cruise travel agency (Shanghai) Co. Ltd. Shanghai port for Costa cruises in Shanghai opened its route cruise service provided, as in the Mediterranean cruise European operators cruise, providing Chinese sea passenger service personnel.

Cruise companies in emerging market investment are huge. We only help cruise company look for customers, improve the supply, service, in-depth cooperation to attract them to choose Shanghai, rather than Busan, Singapore etc. We can't limit to a single terminal operators, but to develop a comprehensive service provider.

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