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SERVICE ACTIVITIES OF CRUISE INDUSTRY

The purpose of the study is to analyze and characterize service activities, routes and features of cruise companies to correlate the management of travel companies when choosing future offers to consumers.

Methods: The study used the methods of comparison and generalization, logical methods, the index method, the method of expert estimates, modeling, economic and statistical methods.

Results: The current state and development of service activities of the cruise industry, emphasizes it as the current direction of development of the global tourist market. Analyzed and

characterized the service activities and routes of cruise companies to correlate the management of travel companies when choosing future offers to consumers. It has been established that the largest part of the cruise market belongs to the companies Carnival Corporation and Royal Caribbean, which have 150 vessels of various categories and classes. These companies cover the largest part of cruise routes and are beneficial when choosing a tourist route.

Scientific novelty: The main points of the research are a definite contribution to the theory of efficiency in a service economy, which consists in the synthesis of foreign experience in cruise service activities.

Practical implications: The use of the provisions and conclusions of the study is possible as a theoretical basis for developing your own methods of evaluating the effectiveness of specific types of service activities of the domestic cruise industry. The obtained data can be used to predict the management of the tourist market.

Key words: service, management, cruise, tourism, cruise region, class, corporation.

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