

## CRUISE TOURISM. WHAT ARE CRUISE TRIPS? SEA CRUISE TRIPS

Gavharoy Isroiljon Qizi.

Scientific Adviser

Nurmatova Zaxro Nosirjon qizi.

Andijan State University Named after Z. M. Bobur

Faculty of Foreign Language

Abdurashidov Baxrombek Abdullajon o'g'li.

Uzbekistan Sharda University International

Business Administration Faculty 3rd Year Student

### ABSTRACT

This article is about cruise tourism. What are cruise trips? Sea Cruise Travel History of the development of cruise tourism. Classification of sea voyages. The geography of cruise tourism is given.

**Keywords:** cruise tourism, trips, sea, travel, sea voyages, tourism notes, travel history, cruise tour itinerary, air travel, land arrangements.

### INTRODUCTION

A cruise is a tourist trip aboard a private passenger ship. Initially, a cruise was understood to mean a cruise on the same ship with stops at interesting ports along a closed route, sometimes with short radial excursions into the interior. Later, river travel was also included in the category of cruises. History of the development of cruise tourism The cruise travels back to the 1950s. The twentieth century But the holiday of sea voyages was known in the ancient world. The eastern Mediterranean, full of comfortable islands to protect numerous islands and unreliable ships, was an ideal place to relax on the water. The period of great geographical discoveries (XV-XVI centuries) made it attractive to sail to distant lands. For adventure and leisure, wealthy people rented the cabins of ships going on long expeditions and sometimes equipped their ships to distant lands. In the nineteenth century. improving naval vessels, increasing navigation safety will lead to increasing the popularity of sea voyages. Despite the advent of steamships at the time, tea shears were often used for cruises. These fastest sailing ships run on tea and wool lines from China, India and Australia. The duration of such trips was 100 days or more. .speed races were organized. Cruises have been actively developing since the mid-19th century. during the formation of tourism. The beginnings of sea recreation were laid in England, where in 1835 regular voyages to Ireland were organized. At this time, specialized cruise companies appear. Thomas Cook played an important role in organizing his first cruise voyages: from England to America via the Atlantic Ocean, from England to the Black Sea, across the Mediterranean, and around the world. The end of the XIX century. It is characterized by rapid development in the field of maritime navigation due to the emergence of steamships and the need for mass transportation of migrants from Europe to America. The competition is forcing shipowners to build larger and faster liners: Lusitania, Titanic, Olympic,

Emperor, Waterland, Queen Mary. These huge ships were used to transport poor people to America on lower decks and at the same time to cruise on the upper decks of rich people. Late 19th - early 20th century cruise tourism. has become a modern and fast-growing type of tourism. But cruise routes were expensive and therefore only attracted the rich. Tragic events of the early twentieth century. led to a decline in cruise and shipbuilding development: the Titanic disaster in a collision with an iceberg, the death of the Lusitania steamer with tourists on board, first shot down by a German submarine.

## RESULTS

The First World War. The real heyday of cruise tourism came in the 1970s. It was at this time that the idea of a fun-loving, relatively inexpensive, middle-class cruise trip was realized in the United States. Construction of cruise ships of the same type began, which simplified their operation. Land reclamation technology has been improved, high-capacity port terminals have been created. Cruises are one of the fastest growing areas of the market. The cruise fleet is growing, the design of passenger ships is being improved, their comfort is increasing, and new routes are being developed. The largest cruise ships can accommodate up to 3,000 tourists. The total volume of cabins reached 255,000 (an increase of 10.1% in 2000). Most of the ships belong to major cruise lines. For example, companies own Carnival Cruise Line 11 cruise ships, Dutch American Lain (8 cruise ships), Wind Star Cruises (3 cruise ships). Modern cruise ships provide comfortable accommodation, high quality food and organized recreation. They are equipped with swimming pools, sports grounds, golf course, restaurants, cinemas, music halls, discos, helipads and other amenities and conveniences. Large cruise liners are expensive ships, with an average cost of \$ 90 million. The most expensive ship is the Queen Odyssey - \$ 235 million. Currently, the largest passenger ship belongs to the Royal Caribbean cruise line ... Its length is 310 meters, water permeability is 144 thousand tons. Nowadays, sailing ships do not lose their attractiveness as cruise passenger ships. For short cruises, sea voyages use large and small yachts. Cruise tourism has emerged as one of the most dynamic sectors of the tourism industry. In 2000, 12 million tourists made cruise trips, which is 12.6 percent more than in 1999 (for comparison, the growth in the number of tourists in the world was 7.4 percent). The majority of cruise tourists are provided by North America, mainly the United States - 61%. Europe's share fell to 22%, while all other regions accounted for only 17%. One of the youngest and fastest growing markets for cruise tourism is Japan and other countries in the Asia-Pacific region. cruise tourism passenger service. The idea of resting on water and sea has been known since the time of the ancient Romans and Greeks. Island countries and countries with archipelagos and long coasts, such as Greece, have actively used sea transport to carry passengers. The activation of the cruise business began in the mid-19th century, during the formation of tourism. The beginning of marine recreation was set in England. In 1835, pleasure flights were organized and carried out regularly between Great Britain and Ireland. Thomas Cook actively used in his practice the organization of all types of sea voyages, and one of the most popular flights was the route from the UK to the Black Sea. The cruise business found its true heyday only in the 1970s. At that time, the idea of a very attractive and fun cruise trip was realized in the United States. This program is aimed at middle-class Americans who have provided lucrative jobs to trucking companies. Organizing cruises quickly became a lucrative

tourism business. This is due to a new concept of cruise tourism service methodology proposed and implemented by Bob Dickenson, CEO of Carnival Cruise, a former employee of Ford.

## DISCUSSION

By this time, there was a demand for elite cruise tourism with high solvency. The new concepts of tourist services have been developed with the highest level of service and, most importantly, with a wide variety of entertainment on board the ship. Ground handling technology has undergone significant changes, requiring new high-capacity port terminals and effective ground-based methods of managing large flows of cruise passengers. The principles of organizing cruise routes have been formed.

### Cruise routes can be divided into:

1. Ring routes calling to 8-12 ports of various coastal countries and popular seaside resorts;
2. "Open jaw" routes, when tourists press only one end of the route;
3. Short trips to the sea for 2-3 days for special purposes, for example, to set up a gambling business.
4. Sea excursions and enjoyable trips along the coast;
5. Long routes and travel around the world that can last up to six months.

The geography of active cruise activities includes: the Gulf of Mexico, the Caribbean, the Panama Canal; Mediterranean basin; travels across Scandinavia, entering deep Norwegian fjords; Trips to Europe, trips to capital cities, trips to the Baltics, and long trips from North America to Cape of Good Hope, the Indian Ocean, and then to Indonesia and Australia; Travels in Oceania; cruises and Australian territory. One of the largest cruise lines is Carnival Corp. It includes several cruise companies: Carnival Cruise Line (11 cruise ships), Holland America Line (8 cruise ships), Windstars Cruises (3 cruise ships), Seaborn Cruises 50% (3 cruise ships), Holland America Westours (excursions, hotels, small boats in Alaska), 13 private car rental companies in Alaska, 50% of casino companies operating on river vessels in the USA, 50% of Airtours (UK tour operator + 3 cruise ships), 65% Costa Crociere (7) cruise ships ). In total, the corporation offers consumers almost 20,000 seats on cruise ships in the markets. The Royal Carribean Corporation, which has 19,000 cruise beds on 550 cruise routes, is a little behind. It has a fleet of 9 unique high-end ocean cruise liners. Owner of Coco Day Island in the Caribbean, for cruise participants only. All types of food are provided free of charge to tourists on board, except alcohol. The duration of excursions varies - from 3 to 15 days. The company serves more than 800,000 tourists annually. The main consumers of cruises are Americans, with the largest cruises in the Caribbean (55%) and significantly fewer in the Mediterranean (10%). Exotic cruises to the Alaska region stand out, as they consistently occupy 8.5% of the cruise market in North America. The Holland America Line handles 88 percent of all cruise traffic in the Alaska area and serves 350,000 tourists each year.

Consumer segmentation of this type of product is based on the following criteria:

1. By the level of consumer income. Given the social stratification of society, participants in sea (including elite) cruises are high- and extremely high-income people. Participants in river trips are middle-income people who, in some cases, benefit from social subsidies.
2. According to the social structure, the following is sent to the cruise:

family (55%); with friends or acquaintances (27%); alone (18%).

3. Age structure of cruise participants: Under 25 years - 30%; From 25 to 40 years - 22%; Over 40 years - 48%.

According to WHO statistics, the average age of participants in sea voyages is 45 - 55 years.

4. According to the national characteristics of tourists. Tourists of different religions and denominations can relax and be treated by boat. On the boat you can discuss the menu according to the treatment program and discuss all the questions of the tourist. The service staff delights all tourists, regardless of their religious and national characteristics. One of the major port centers with developed cruise business is Miami (USA), Genoa (Italy). Singapore is a leader in the Indian Ocean, but is actively vying for the title of UAE cruise center, where they are actively building a new port with a deepwater port. If in 1993 a single cruise liner made a call to Dubai, in 2000 the number of calls was 170, while in 2001 it was planned to receive 340 flights (75 thousand passengers). Dubai is included in the grand tour program and is becoming a popular cruise route. Vancouver is a popular port for cruise ships in Canada, Hawaii in the Pacific Ocean and Murmansk in Russia (the main port of the nuclear fleet).

### **Cruise Types**

Emerging and improving cruise tourism has changed over time, so different types of cruises have emerged.

1. Sailing cruise ships. Sailboats today do not lose their charm as cruise passenger ships. Star Clippers is active in cruising the Mediterranean, the Caribbean, and transcontinental flights, sailing on three luxury sailing ships, the Royal Clipper, the Star Clipper, and the Star Flyer, in the Far East. "Royal Clipper" ship - 5000 t, length 120 m, five-masted, 106 people. crew, 226 passengers, Star Clipper and Star Flyer - 107 m long, four columns, 70 people. crew, 170 passengers. Sailing areas are determined by seasonal weather conditions. The duration of this type of cruise is from 7 to 14 days. Prices range from \$ 2,000 to \$ 5,000. The cabins are divided into six categories (including the DeLux class with double beds), double or double bunk beds, and triple cabins. All cabins are equipped with showers and baths of various conveniences. The company cooperates with British Airways and provides passenger transportation at intermediate ports. We offer special programs, conferences, celebrations for newlyweds. The passenger service is very elite, the food is varied and exotic, with non-smoking halls and of course water sports facilities, fun excursions and more.

2. Trips on old and traditional sailing ships. This type of tourism is actively developing in Europe and the United States. Numerous Category B sailing ships (capable of carrying 6 to 40 passengers), which are privately owned and owned by various companies, were built at the turn of the century or today, but according to old drawings and traditional regulations. properly preserved. construction methods. There are two ways to go on a trip: either buy an individual tour and join the planned itinerary, or rent a boat with the captain and choose the direction and theme of the trip yourself. The cost of the cruise varies depending on the ship, the duration of the trip and the services provided: participation in the regatta "Cutty Sark-2001" (one pass, 6 days), for example, costs \$ 551 for adults, \$ 420. for young people (15-25 years old) USD. If you rent a full boat, for example, a 24-seat high-end Najaden schooner in the Stockholm archipelago costs \$ 5,700 a day.

3. Cruise-yacht tourism. An important part of sailing yachts are private ships. A yacht is an expensive purchase that can be compared to a high-end car and is therefore available to wealthy people. In addition, the maintenance of the yacht is very difficult and requires special knowledge and skills. Vacationing on a yacht is common in many developed countries of the world, especially in Europe, America and Australia. Professional yachtsmen and amateurs are united by yacht clubs, where they organize people's interactions, organize competitions, long and short cruise trips. In various European countries, they have joined cruise associations. For example, the Swedish Cruise Association has 150,000 sailors. The first yacht club in Russia was the Imperial Yachts Club in St. Petersburg (1846), now a trade union St. Petersburg River yacht club. Yacht berths (marinas) provide maintenance and repair services for yachts and boats. Marina-based companies offer training and improvement services in navigation, yacht and boat rental, special and maintenance services for yachts and boats, rescue operations, reservation services, and shipping, including through computer networks. The cost of stopping a 10-12 m long boat is \$ 10-15 per day for the owner. Not everyone has a place, some yachts and boats come to the port, and from the shore they arrive in a small boat of the type "Zodiac". Most private yachts are family owned. This determines the specifics of the yacht voyage. Family yacht trips are characterized by short sailing on weekends. Inland waterway trips are very popular because they are so many interesting places in a short time.

4. Charter trip on a motor yacht. A motor yacht is a small, private cruise ship in which the crew often exceeds the number of guests. Cruiser owners use their ships in two ways: vacationing themselves or renting them out to private brokerage charter companies. Such companies are especially prevalent in the US, the UK and Australia. The duration of the cruise depends on the client's wishes and averages 1-2 weeks. The price varies depending on the type and capacity of the yacht, the number of crew members working and the duration of the voyage. It is usually provided all-inclusive, although other options are possible. The cruiser route is planned at the request of the guests. A charter company can offer a number of interesting ideas: adventure charter - travel to exotic corners of the earth, travel around the world, trips to Alaska or the Amazon River; sports regulations - participation or observation of competitions, underwater photoshoot, ocean fishing; corporate charter - the use of motor boats as representative yachts during major exhibitions, competitions, festivals (Cannes Film Festival, Monaco Grand Prix). Despite the high price, the charter of such ships is very popular, yacht booking, for example, for Christmas or New Year holidays, takes place in 1-1.5 years.

5. Ferry trips. In general, ferries are special floating vessels and vessels designed for the regular transport of vehicles (wagons, locomotives, buses, cars) and large passenger flows over short distances through water gaps between coastal points. Large sea and transoceanic ferries are actively used in large lake and sea crossings. Typically, a rail ferry carrying 2 to 6,000 tons will carry 20 to 200 wagons, 100 or more wagons, 300-800 passengers or more. Ferries differ in purpose and design accordingly - rail, road, car-passenger, passenger and mixed types. Ferries are equipped with folding ramps and ship-like devices for quick loading and unloading of vehicles. Ships are equipped with efficient propellers for more maneuverability. Ships are provided with passenger cabins, but if the ship is designed for short flights, then the lower spaces are designed primarily for passengers.

### **Transport characteristics of ships.**

Sea and river transport have their own unique features and characteristics, which are taken into account in the choice of routes and modes of transport. The transport characteristics of ships are many, the main ones are seaworthiness, technical characteristics and hull, its dimensions, mass and volume characteristics, speed and ability to navigate a particular area. Consider the main transport features of ships:

1. Seaworthiness is the sum of the main characteristics of a ship: buoyancy, stability, non-sinking, speed, maneuverability, depth smoothness. An important indicator is the strength of the hull, which is able to withstand the effects of large loads, waves, ice, surges, and so on. The main dimensional indicators are the length and width of the body, the depth of the side, and the draft. These indicators determine the ship's ability to form passenger cabins. The dimensions of the ship are taken into account when navigating through narrow spaces, in shallow water and under bridges, at ports, bays, harbors, on shore walls and for maneuvering.
2. Mass performance: shear and full carrying capacity.
3. Volumetric indicators: cargo capacity (volume of cargo space per cubic meter) and passenger capacity (number of seats intended for passenger transportation), as well as the total tonnage of the ship, indicating the total volume of the ship's holdings . .
4. Speed Performance: In the practice of operating ships, technical speed and average ground operating speed differ. Technical speed is an indicator set by the customer during the design and construction of the cabin - the maximum speed of movement. And fast ground speeds are achieved under certain sailing conditions on the route over a period of time. This speed depends on sailing conditions, including locks, delays in ports, varies depending on ship load, weather conditions, wind direction, waves, ice conditions, depth.

**The technical characteristics of the ship mainly determine the navigation area. Ships are divided into the following categories:**

1. Infinite sea (ocean) navigation. These are medium and large tonnage vessels, with high hull strength, high seaworthiness, technical characteristics guarantee safety of navigation in the ocean in all conditions;
2. limited navigation, usually within a sea, under facilitated navigation conditions, as a rule, small vessels of this small-sized fleet;
3. coastal (local) and road navigation, the navigation area is limited to roads or port waters;
4. serves for work on mixed "river-sea", sea and river roads and systems;
5. Ice navigation vessels or icebreakers adapted for independent navigation in ice conditions. They increased body strength and protected the screws from damage.

### **Cruise Tourism**

Transporting people by water has been known since ancient times. The greatest flourishing of sea and river travel occurred in the Middle Ages. In the Middle Ages, the founders of naval expeditions were Irish monks. A famous sailor of the VI century. traditionally St. Brendan is the patron saint of Ireland. He has epics about wandering. Swimming in St. Louis. Brendan was one of the first to show Europeans the western route across the ocean. The inhabitants of the Scandinavian Peninsula and the Jutland Peninsula played a major role in the development

of sea voyages. In France they were called Normans. The Normans had magnificent river-sea vessels, but they did not exceed 30 m in length and 4 m in width. The further development of water transport is associated with sea expeditions in modern times. Great geographical discoveries, new commercial sea routes - all of these factors led to the emergence of major maritime states on the world map - Spain, Portugal, the Netherlands, whose power was based on water transport. The invention of the steamer (American inventor Robert Fulton, 1807) gave an unprecedented impetus to the development of sea and river water transport. Modern water transport is divided into sea and river depending on the area of service. Maritime transport vessels carry international, long-distance and coastal transportation. International shipping means the carriage of passengers and cargo within and outside the country; long-distance transportation includes flights between ports of the same country when ships are on the high seas; trips along the coast are made along the coast between ports without going out to sea. River fleet vessels carry passengers and cargo along inland waterways, including rivers, lakes, large reservoirs, and canals. At the end of the twentieth century. the cruise industry has become the fastest growing sector of the tourism industry. Cruise tourism is a separate type of tourism, as it is a labor-intensive, capital-intensive type of tourism that combines several types of tourism - recreational, sports, health, educational. Cruise means travel by water transport, including travel to the coast, attractions of port cities, as well as various recreational activities on sea and river liners. In fact, a cruise is a sea or river voyage, the basic price of which includes a comprehensive service on board. In particular: travel on board, accommodation in the cabin (depending on the selected class), meals three times a day, entertainment and, as a rule, a number of special events on board the ship (holidays, festivals, competitions, concerts, etc.). According to the prestigious Guide to Cruising magazine, the first cruise took place in 1835 off the coast of Scotland, around Iceland, to the Faroe Islands. And two years later, the first cruise company, the Peninsular Steam Navigation Company, was formed, which was later transformed into P&O Cruises, which is still operating successfully. The idea to travel on a cruise system belongs to American Bob Dickenson of Ford Motors. They were in their 50s. In the last century, the concept of cruise holidays was developed, which provides a strong entertainment industry on motorboats: cinemas and concert halls, swimming pools, casinos, restaurants, bars, gyms, libraries, solariums, tennis courts, golf courses. as well as various exhibitions. Cruise tourism has received the most rapid development since the late 50s. The twentieth century Civilized cruise market emerged after the 1960s. By 1980, 15 of the world's largest companies had begun cruise operations. Transportation of tourists by water includes: sea transport and cruises; river travel and river trips; travel by ferries, catamarans, yachts, boats; walking along the sea and river; other types of water travel. According to surveys of "cruise" tourists on different routes, their motivation for choosing a cruise vacation is: the desire to relax on the water and spend the holiday in a calm, measured and comfortable environment; seeing new cities, visiting museums, religious architecture, etc. ; not to worry about organizing recreation and entertainment; reasonable price. Commenting on all the above motives, it should be noted that a cruise vacation is the most beneficial for health: slow movement along the water relieves stress, and fresh air contributes to the health of the body. Recently, cruise tourism is a rapidly developing type of tourism. The number of passengers traveling on cruise ships is increasing year by year and the income from this type of business is increasing

accordingly, so organizing a cruise type is a promising and profitable business and it is never superfluous to know its basics. The cruise market over the last decade has been characterized by four factors: supply specialization; sailing in small comfortable motor boats; adjusting the size of the ship to the scope of services; automation. The first three factors were developed in the 1980s. In the form of twentieth-century expedition cruises, luxury yachts and sailing on giant motorboats with more than 2,000 seats. The cruise business needed to create a simple management information system. The global cruise market is currently undergoing significant changes. First of all, this is due to the significant growth in the popularity of sea and ocean recreation. In the 2004-2005 season, the number of tourists who preferred cruises exceeded 12 million for the first time (for comparison: in 1999 - 10.6 million), and the total capacity of the passenger cruise fleet exceeded 255,000 cabins. The cruise market is growing much faster than other modes of transport (about 6% per year in terms of passenger numbers). At the end of the twentieth century. the total number of cruise passengers was more than 8 million, which is 1.3% of all international tourists. UNWTO forecasts that by 2010 the total number of cruise passengers will reach 15 million. The leading countries on cruise travel in the world are the United Kingdom, the United States and Germany. The most popular boat trips are in the US and Germany. Since the beginning of the XXI century. cruise tourism has captured important markets in the United States, the United Kingdom, and other countries in Europe and Asia. The largest market is the U.S. market, which supplies cruise tourists. The growth in the number of cruise tourists in the United States began in 1980 and is generally faster than the average annual growth rate of tourism in the United States. The next supplier of cruise tourists is the UK market, with an average annual population of more than 300,000. Germany is the third largest cruise market in the world, with an average annual number of cruise tourists exceeding 250,000. While the UK cruise market has been growing steadily in recent years, the German market has remained static. Demand for cruise ships is high in France, Italy, Switzerland and some other countries. Most of the nearly 50 companies operating in the global cruise market are in North America. True, today there are no more than 15 real significant "players" left, and this number is constantly declining due to the active process of merging large companies. A shining example of this trend is the Carnival DLC holding, a product of the 2003 merger of giants such as Carnival Cruises and P&O Princess Cruises. That's more than half of all sales. Royal Caribbean remains the second most popular "player". Star Cruises Holding, which recently acquired Norwegian Cruise Lines, is also a European festival and the most expensive but also the most prestigious cruise company is Japan's Crystal. The top ten mega-companies include Carnival, Royal Caribbean, P&O Princess, Star Cruises, Norwegian Cruise Lines, Holland America Line, Festival, Crystal. Among the major "players" in the market from the United States - about 85% of the companies that often sail with the flags of other countries - are Panama, Liberia or others. The first three leaders - Carnival, Royal Caribbean, P&O Princess - and their subsidiaries "capture" about 81% of the global cruise market. Another market trend highlighted by tour operators is a slight drop in the average cost of cruises and the emergence of new cruise companies focused on more economical types (e.g., an island company that split from the Royal Caribbean a few years ago). Another feature of the modern cruise business is the emergence of giant ships. Leading cruise lines organized a mutual titan race. It began with Cunard, who was making transatlantic voyages from New York to Europe,

promising to build a 150,000-ton Queen Mary II liner soon. cruise ship in the world. Of course, the Royal Caribbean did not stand aside and announced the construction of an even larger one - a ship with a capacity of 160,000 tons of water. 'he gave. 180 thousand tons - three years. In addition, in the coming years, about 50 new generation 4-5 star liners with a capacity of 70-100 thousand tons will be launched to replace the ships built in the 80s and 90s. The new superliners will accommodate 2,500 to 3,000 passengers, which will be equipped with arcades of shops and restaurants, casinos, skating rinks and golf courses (two of these ships have already appeared). As before, the most active tourists remain Americans (more than 10 million people per year), followed by the British (more than 2 million). According to the International Association of Cruise Lines (CLIA), the first "The ratings do not take into account holdings that result from the merger of a number of cruise companies. For example, Carnival DLC Holdings acquired Carnival Cruises and P&O Princess. However, the ratings are aggregated for each company. In the 2003 quarter, nearly 2.2 million people visited sea voyages, more than 1.9 million of whom were U.S. and Canadian citizens. That's up 23 percent from the same period in 2002.

### CONCLUSION

One of the most noticeable trends in recent years has been a slight decline in the average price of these cruises. This is explained by the fact that every year everything falls into the water. to download more ships. The tragic events in the United States and the war in Iraq played a role in lowering the cost of cruise holidays. The Middle East conflict has helped Russian companies operate in the cruise market. The fact is that the most active cruisers - the Americans and the British - were in the 2004-2005 season due to fighting and fear of terrorists. significantly less frequently booked Mediterranean trips than usual. Typically, by April, American companies sell cruises for the entire summer, but due to a lack of tourists, they were forced to significantly reduce prices. The Princess was one of the first to introduce special prices for Russians. For example, a 12-day cruise on the Golden Queen (4 stars) costs \$ 799. Against the catalog price of \$ 3,600. The Royal Caribbean and Celebrity followed suit, with Celebrity's 5-star Millennium cruise cost just \$ 899. As a result, the Russians took second place after the Americans on separate ships, beating the British, Australians, and Canadians. A cruise is a unique tourism product that combines transportation, accommodation and entertainment. The main destination of passengers during a cruise is the ship, which is often the main attraction, so special attention should be paid to the characteristics of some large cruise ships and the description of the usual stay of tourists on the ship. Cruise sailing programs are very diverse. Some of them are dedicated to specific dates, topics, events. For example, astronomical travel, Columbus year travel, and so on.

Foreign cruises are traditionally organized in the following directions:

- Across the Mediterranean and Adriatic Seas;
- Across Europe with visits to the British Isles and Iceland;
- In the Scandinavian countries with a visit to St. Petersburg;
- To the United States, Canada, and Alaska, including from the Pacific Ocean through the Panama Canal or to the Atlantic Ocean around South America;
- To the Indian Ocean via Arabia (Suez Canal);

- For the southern islands of the Pacific Ocean (Australia and New Zealand);
- Hawaii and the Caribbean and others.

Sea voyages are one of the most convenient and therefore the most expensive types of vacations. Due to the low speed of ships and low cost of service, the cost of water travel in Russia is 3-5 times lower than world prices. Therefore, competition in the domestic cruise market exists only among Russian travel agencies and is almost non-existent with foreign companies. High-end foreign cruise lines do not make special attempts to enter the Russian market. Most parts of the country's passenger fleet are located in Odessa. This determines the direction of sea cruise routes offered in the Russian market. The most common offers are boats across the Mediterranean with calls to ports in Turkey (Istanbul), Greece (Piraeus), Egypt (Port Said, Alexandria), Israel, Italy, Spain and other countries. trips. with popular Russian tourists cruising in the Baltic and North Seas, starting in St. Petersburg or Kaliningrad, providing stops in Northern European and Scandinavian ports. Especially popular among Russians is the traditional European cruise Odessa - St. Petersburg, which allows you to see almost all the major countries of the Old World in one trip. The conditions of sea voyages are very diverse, ranging from a week to a month, depending on the direction of the routes. They can start and end both on the same port and on different ports. Sea voyages are also called air and motor boat voyages because tour operators deliver customers to the port of departure and home by plane. There are several dozen specialized cruise companies around the world that operate one or two to 15-20 passenger ships. Most cruise operators are affiliated with the CLIA Professional International Association. It coordinates cruise business internationally. Many travel agencies, especially those that specialize in leisure and cruises, are also members of this association. By 2007, the CLIA had united nearly 33 travel agencies and more than 20,000 travel agencies selling cruise travel. It is an international body dedicated to promoting the cruise industry for travel consumers and travel agencies. SYL assists travel agencies in training professionals, public relations and advertising. Thanks to the special training of travel agencies and a skillful advertising campaign, SYL has managed to turn sea cruises into a classic form of recreation. 95% of all cruise trips are sold through CLIA travel agencies, making this tourist product second only to air ticket sales. SYL divides sea routes into four categories depending on the cost of a day's accommodation: economic (\$ 75-150 per day) - festival ships, TUI-Thomson companies, as well as Shota Rustaveli's former flagship - the current Lssedo. ); classic (\$ 100-200 per day) - Carnival, Norwegian, Costa Cruises); premium cruises (\$ 150-400 per day - Princess, Royal Caribbean, Dutch America); luxury tours (up to \$ 1,000 per day) - by Cunard, Silversea Cruises, Radisson Seven Seas, Crystal.

## REFERENCES

1. The main types of tourism. The cruise industry as a fast-growing branch of the tourism industry. Classification of sea cruise ships. Trips on inland waterways (rivers, lakes, canals). Features river walks ... The flow of tourists. abstract, added on 2014-09-13
2. Legal issues of regulation of tourist transportation by sea and inland water transport. Advantages, disadvantages and motivation of water travel for tourists. Cruise business in the global tourism market. Cruise, yacht travel contract documents. term work, added 20.12.2010

3. Sea routes. Modern means of transporting sea passengers. Linear transport. Cruise tourism. Ferry lines and straits crossings. Sailing cruise ships. Trips on old and traditional sailing ships. Cruise-yacht tourism. abstract, added 06/03/2008
4. The essence of sea voyages and travel with all-round services on board. Russian Tourist Navy; tourism, entertainment, linear transport and private flights. Cruise services, the responsibility of the parties in the organization of cruises. abstract, added 18.07.2010
5. Cruise tourism market analysis. History of sea voyages in the Russian Federation. Specific features, problems and development prospects of their organization and implementation. The state of maritime transport in the country. Cruise insurance. Advertising measures for the development of the species, its promotion. dissertation, added 21/01/2016
6. The theoretical basis is the formation of the cruise tourism industry. Selection of cruise types, features and ships. Analysis of the state of this industry in the Baikal region. The main problems and prospects of water tourism in the Baikal region. term work, added 20.04.2015
7. Traveling along rivers and lakes is one of the most popular recreational activities in countries with developed inland water systems. The advantage of inland waterways over sea voyages. Inland water transport. term work, added 23.12.2008
8. The emergence and development of tourism. Formation and promotion of excursions. Accommodation and catering services in tourism. Classification of hotels, basic services and their purpose. Road and rail transport. Sea, river and air travel. term work, added 21/01/2011
9. Chapter 2 Religious Tourism 2.1. Definition and types of religious tourism.
10. TSB from the author's book The Great Soviet Encyclopedia (TU) Chapter 3 Religious Tourism in Christianity .
11. From the book of a real gentleman. The author of modern etiquette for men is Vos Elena
12. Chapter 4 Religious Tourism in Islam Religious.
13. From the book Altai. Katunga travel author Zlobina Tatiana
14. Chapter 5 Religious Tourism in Buddhism Buddhism is the oldest of the three world religions. The Buddhist world covers many countries of South, Southeast and East Asia, as well as a number of regions of Russia. There are many Buddhist temples in Western Europe. by
15. From the book of Riga. The author of the facts and myths about the Middle West or Russian Europe is Alexei Evdokimov Chapter 6 Business Tourism 6.1. Business Geography
16. From the author's book. Chapter 7 Health Tourism 7.1. Balneology Health tourism.
17. From the author's book Chapter 8 Ecological tourism 8.1.