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# CREATING A CONSUMER-DRIVEN BUSINESS MODEL FOR THE CRUISE LINE INDUSTRY



Creating a consumer-driven  
business model for the  
cruise line industry  
Case Royal Caribbean Cruise Lines Ltd.



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Case Royal Caribbean Cruise Lines Ltd. | The purpose of this study is to figure out a new kind of a cruise line business model that can be used by cruise line organizations in their business planning processes. The objective is to find out general frameworks and theories from the literature that could be applied to the empirical part of the study. Mainly, the goal is to examine tourism growth, current cruise...

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- Authored by Ahola, Anni
- Released at -



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