Course Title	Principles of Marina & Yachting Industry				
Course Code	ATMY301				
Course Type	Elective				
Level	BSc (Level 1)				
Year / Semester	1st, 2nd etc.				
Teacher's Name	Mr.Tom Lord and Dr. Voudouris Ioannis				
ECTS	6	Lectures / week	3	Laboratories/week	N/A
Course Purpose	This course offers a comprehensive introduction to the yachting industry, covering both onshore and offshore operations. It examines the industry's structure, the roles of its various sectors, and how these functions vary internationally. Students will explore the economic impact of yachting on nautical tourism, current technological advancements, and the industry's shift toward sustainability. The course also highlights potential career opportunities across the yachting sector.				
Learning Outcomes	On completion of this course, students will be able to demonstrate; 1. A broad understanding gained, of the various elements that make up the recreational and professional yachting, and marina industries. 2. An understanding of the size of the industry both in Cyprus and internationally, with analysis of the economic benefits of the industry to tourism and ancillary industries. 3. Describe some of the key regulatory frameworks under which the industry operates, in terms of private and commercial operation, environmental sustainability. 4. Discuss the current horizon of innovation within the industry concerning security, use of new technologies and transition to increased environmental sustainability across all levels of the industry. 5. Make reference to relevant case studies to support their discussions.				
Prerequisites	Atss101 & ATSG101	Corequisites	N/A		

Course Content	Course Subjects:
	
	1. General Market Analysis
	    a. Definitions
	    b. Sector size and comparative analysis (value)
	    c. Employment statistics				

d. Case study - Cyprus Analysis - industry development

2. **Design, shipbuilding and maintenance**
   a. Market analysis
   b. Process flow - custom vs standard design and build
   c. Case studies - Karnic, Lurssen, San Lorenzo

3. **Yacht Brokerage, management and operation**
   a. Market analysis
   b. Direct / indirect sales
   c. Common management structures
   d. Crew and vessel operations
   e. Case study - Burgess / Hill Robinson etc

4. **Charter & Yachting Tourism**
   a. Market analysis and definitions - bareboat vs crewed.
   b. Tourism - destination analysis, local economic impact vs traditional tourism
   c. Legal aspects of charter management – MYBA / RINA contracts
   d. Case study - Greek charter market, Edmiston Charter Management

5. **Finance, Insurance, legal**
   a. Market analysis and comparison
   b. VAT implications for yacht owners
   c. Insurance considerations
   d. Flag, class, IMO
   e. Competition between jurisdictions
   f. Case study - SOS yachting

6. **Shoreside Infrastructure - ports, marinas, harbours, shipyards. (1)**
   a. Market analysis
   b. Infrastructure evolution to 'destination marinas'. Combination / integration with luxury waterfront real estate and commercial venue.
   c. Operational expectations & requirements:
       i. Location
       ii. Security
       iii. Facilities
       iv. Services
   d. Case study - Limassol Marina

7. **Shoreside Infrastructure - ports, marinas, harbours, shipyards. (2)**
   a. Regulatory consideratioins – national, MARPOL
   b. How infrasturcture creates a yachting destination.
   c. Technical services and facilities.
   d. Case study – MB92, Multimarine

8. **Technology and Innovation**
   a. Propulsion, fuels

	b. Digitisation and systems development c. Cyber security - IoT d. AI integration e. Case studies - Amels options, Marina Master, Sense4Boat, PickaPier, AI agents **9. Environmental Sustainability & Regulation** a. Regulatory framework - IMO, b. Market sentiment - anecdotally, reference events etc c. Effect of climate change d. Current picture and look ahead e. Case studies - Clean Marinas, Blue Flag, carbon credits, S/Y Black Pearl, hydrogen-powered San Lorenzo. **10. Employment / career opportunities** a. Ashore / afloat b. Crew education c. yacht operations and management d. infrastructure management e. tourism development f. recreational activity g. career paths, entry options, skills development. **11. Summary / Review**
Teaching Methodology	Information of the teaching methods to be used can be found in the Teaching Guidelines approved by the Senate (available from the Rectors Office). Furthermore, useful information on the different teaching methods that can be used, can be found in the Faculty Course Evaluation form (IQC101).
Bibliography	TBC ASAP (a) Textbooks: List the main books to be used in the class. Typically one to two books. (In some courses there might be more textbooks, according to the nature of the course). Keep in mind that the mentioned textbooks are the books that the students are expected to have (buy), while copies of the textbooks are expected to be found in the library). Lecturer's notes can be considered as a textbook only if they are in a book-like form. Class presentation notes and class supplementary material is not considered to be a textbook. Lecturer's notes can be considered as a textbook if there is no other suitable textbook, but they must be in the form of a book (Keep in mind that an external examiner might ask to see this). (b) References: List of books, manuals, periodicals, journals/articles, web links (url) etc that you will use partially in your lectures, or the students will be referred for supplementary reading information, or sources to be consulted for their assignments. Avoid lengthy lists of books obtained from publishers catalogues. It is essential that the bibliography used is related with the current developments in the field. Therefore, special attention should be given on the publication year of the books used. In specific courses the list of textbooks and references can include 'old' books as well.

Assessment	<u>(a) Methods:</u> Suggestion:
	
	Coursework –
	
	    1. Developing a modern marina infrastructure – reference Cyprus case study following marina visit
	       'How might a new marina project consider and leverage its location to create a desirable yachting facility?' (or similar)
	
	    2. Local industry analysis
	       SWOT analysis of the recreational yachting industry in Cyprus. In which areas could the industry collectively focus in order to differentiate Cyprus and establish its industry presence.
	
	    3. Innovation for sustainability
	       Identify and evaluate an example of technological innovation (whitn boat design/tech, shore infrastucture, policy application/enforcement within the industry, that contributes to environmental sustainability.
	
	Final Exam -
	
	<u>(b) Criteria:</u> Assessment criteria refers to how the marks corresponding to an assessment module will be allocated according to the answer of the student. For example, if the maximum marks for a literature review in a report is 20, then the criteria could be that the student gets 17 to 20 marks if the review covers all related work with a detail analysis and comparison, 14 to 16 if the review covers all related work with a rough analysis, etc. Usually assessment criteria are presented in a tabular form providing the criteria for each component and the assessment or grade range for each level. Even though many course description templates refer to assessment methods and criteria, it is difficult to describe them here, since the criteria are different for each assessment module. Usually, these criteria are provided when an assignment is given to the students, in the description of an exam question, in the project guidelines etc. To avoid lengthy descriptions, if necessary, provide an overview of the criteria or state where they can be made available to the students.
	
	<u>(c) Weights:</u>
	
	Suggestion – 60% coursework (20/20/20), 40% final exam
	
	More information of the assessment methods to be used is can be found in the Assessment Guidelines approved by the Senate (available from the Rectors Office). Furthermore, useful information on the different teaching methods that can be used, can be found in the Faculty Course Evaluation form (IQC101).

Language	English