

Yachting Industry – a possibility for Finnish seafarers

The need for Merchant mariners

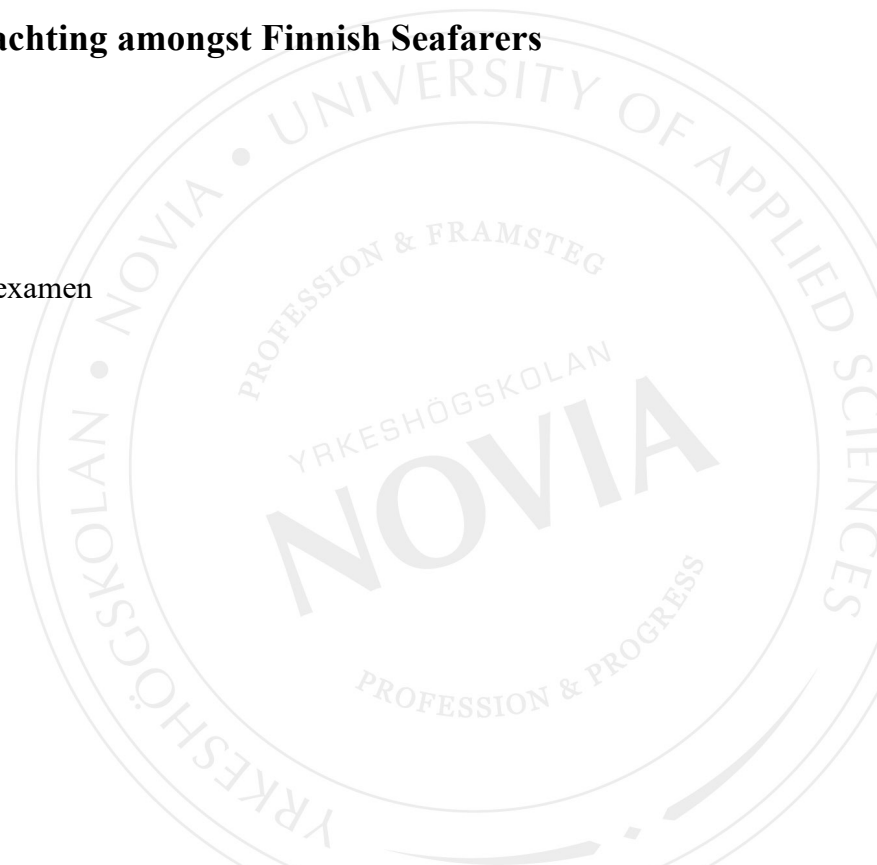
Study about the interest in Yachting amongst Finnish Seafarers

Anton Svanström

Examensarbete för Sjökapten (YH)-examen

Utbildning i Sjöfart

Åbo, 2021



BACHELOR'S THESIS

Author: Anton Svanström

Degree Programme: Maritime Management, Captain, Turku, Finland

Specialization:

Supervisor(s): Ritva Lindell, Peter Björkroth

Title: Yachting Industry

Date 13.02.2020 Number of pages 25 Appendices

Abstract

I have decided to do my thesis about the Yachting industry and look a bit closer at the growing demand for merchant mariners in the industry. In Finland it can be challenging to find work as an Officer, that is why many young examined seafarers choose to pursue a career outside of the Finnish flag. Yachting can be one of the answers for seafarers who are willing to take a step further to gain experience.

After I have worked on one of the most prestigious yachts in the game, I have realized that the industry is growing both in fleet size and in size of the yachts, which can create opportunities for Finnish seafarers.

In Finland, we have a long history of merchant shipping, which can be seen in our high-quality educational system. The question is: How could we get the most significant advantage of it in yachting?

Yachting is a quite closed industry, which can be challenging to get into, especially if you don't know-how. In my thesis, I have done a study about the need to get more information out to the students and how it could be developed.

Language: English Key

words:

EXAMENSARBETE

Författare: Anton Svanström

Utbildning och ort: Sjökapten, Åbo, Finland

Inriktningsalternativ/Fördjupning:

Handledare: Ritva Lindell, Peter Börkroth

Titel: Yachting Industry

Datum 13.2.2020 Sidantal 25 Bilagor

Abstrakt

Jag har bestämt mig att fördjupa mig i Yachting industrin för att kunna hänvisa att det finns ett växande behov av sjöfolk med handelssjöfarts bakgrund. I Finland kan det vara väldigt utmanande att hitta styrmans jobb, under finsk flagg, därför har många unga sjömän bestämt sig att söka sin första styrmans praktik utomlands. Yachting kan vara ett svar till dem som aktivt söker och har en vilja att få jobba som styrman.

Efter att jag har jobbat snart ett år på en av de största Yachterna i världen, har jag fått en bild och uppfattning om att industrin håller på att expandera, vilket betyder att det kan öppna upp nya möjligheter för finskt sjöfolk.

Vi har en skolning av bra kvalitet, med långa anor, frågan är: Hur kan vi använda denna till nytta i Yachting?

Yachting är en väldigt sluten industri, som kan vara svår att komma in i, speciellt om man inte vet hur man skall gå till väga. I detta arbete har jag kartlagt behovet för att få mera information till studeranden i Finland och möjligtvis hur informationsflödet kunde förbättras.

Språk: Engelska Nyckelord:

OPINNÄYTETYÖ

Tekijä: Anton Svanström

Koulutus ja paikkakunta: Merikapteeni, Turku, Finland

Suuntautumisvaihtoehto/Syventävät opinnot:

Ohjaaja(t): Ritva Lindell, Peter Björkroth

Nimike: Yachting Industry

Päivämäärä 13.02.2020

Sivumäärä 25 Liitteet

Tiivistelmä

Olen päättänyt syventyä jahtialaan, näyttääkseni todeksi kasvavan tarpeen ammattimerenkulkijoista kyseisessä aihepiirissä. Suomessa on tunnetusti vähemmän töitä perämiehille, kun mitä on perämiehiä työmarkkinoilla, mikä luo omat haasteensa saada omaa koulutusta vastaavaa työtä suomen lipun alla. Siksi yhä useampi vastavalmistunut merenkulkija on päättänyt lähteä hakemaan ensimmäisiä työkokemuksiaan maailmalta. Jahdit voivat olla yksi mahdollisuus niille, jotka ovat valmiit ottamaan haasteen vastaan.

Työskenneltyäni vuoden yhdellä maailman kuuluisimmilla jahdilla, olen saanut sellaisen käsityksen, että ala on kasvamassa sekä alusmäärän että aluskoon mukaan. Tämä avaa mahdollisuuksia suomalaisille merenkulkijoille työpaikkamäärien kasvaessa.

Suomalaisilla ja skandinaaveilla on vahvat merenkulun perinteet. Nämä vahvat merenkulun perinteet näkyvät suomalaisessa sekä skandinaavisessa laadukkaassa merenkulun koulutuksessa. Tämän koulutuksen soveltaminen jahtien tarpeisiin on asia, joka vaatii vielä kehittämistä.

Jahtiala on suhteellisen suljettu yhteisö, mikä luo omat haasteensa työpaikan saannin suhteen, varsinkin jollei tiedä mistä pitäisi aloittaa. Tässä opinnäytetyössä olen kartoittanut tarvetta saada enemmän tietoa opiskelijoille aiheesta ja miten tiedonkulkua voitaisiin edistää.

Kieli: Englanti

Avainsanat:

Table of Contents

Abbreviations.....	1
1 Introduction	1
2 Problem.....	2
2.1 Questions	2
2.2 General.....	2
3 Education and yachting	3
3.1 Demand.....	3
3.2 Yachting Education	3
4 Insight to the Industry Orderbook	4
4.1 General.....	4
4.2 Completed projects	4
4.3 Upcoming projects.....	5
4.4 Builders' insights	6
4.4.1 Feadship.....	6
4.4.2 Lürssen.....	6
4.4.3 Oceanco	6
5 Method.....	7
5.1 Online Questionnaire	7
5.1.1 Reliability	7
5.1.2 The Study.....	7
5.2 Interviewing Yachting Professionals.....	8
6 Results	8
6.1 Results from Questionnaire	8
6.1.1 General.....	8
6.1.2 Distribution of Survey	9
6.2 The Survey.....	10
6.3 Summary of results	19
6.2 Questions to Yachting Professionals	19
6.2.1 Answers	19
7 Discussion & Conclusion	23
8 Works Cited.....	24
9 Afterword.....	26
Progress made during the project	26
Recommendations	26
Own thoughts.....	27

Abbreviations

3000GT = Restriction on Certificate of competence, allowed to operate on a yacht less than 3000GT

GT = Gross Tonnage

M= Meter

MCA = Maritime and Coastguard Agency

STCW =The International Convention on Standards of Training, Certification, and Watchkeeping for Seafarers

OOW = Officer of the watch

ENÅ = Elevförening vid Navigationsskolan I Åbo

1 Introduction

After working on one of the most prestigious and famous yachts in the world, I have started to realize that there is very little to no information to find about yachting in Finland. My goal with my thesis is to bring yachting one step closer to all the seafarers in Finland who are interested in learning more and maybe even pursuing a career in Yachting.

It is a fact that the yachts are getting bigger and bigger, and the quantity is expanding as well. This creates a need and a gap that the competent merchant mariners need to fill. As an example, 90% of yachts over 90m need the Senior Deck and Engine crew to have Unlimited tickets, compared to the restricted 3000GT tickets that some yachting officers hold.

We, as merchant mariners of the Nordic countries, have a considerable advantage and potential. It would be foolish not to use it, while the chance is here at a grabbing distance. We have a great and free educational system compared to others. We usually start younger and work our way up. By nature, we Scandinavians are humble and loyal workers without any dramas.

As I have experience and knowledge of how hard it is to get started in the Yachting industry, I know it takes quite a long time to learn all the tips and tricks. This is the reason why I have decided to create a quick, course type, platform about yachting, and how to get in, as a part of my thesis. This included a study about yachting that has been sent out to maritime students all over Finland.

2 Problem

The problems are speculative as to where the industry is heading in the upcoming years.

2.1 Questions

Where is the industry heading, is there a need for educated seafarers?

Is there a genuine interest within the young Finnish seafarers towards the Industry?

2.2 General

It is a fact that yachts in the world are getting bigger and bigger (Whittell, 2019). With that in mind, there occurs a problem in the yachting industry - they need competent professionals to take the watches on the vessels. There is only one quick solution to the future need of workers with unlimited tickets, merchant mariners.

GLOBAL SUPERYACHT ORDER BOOK BY YEAR

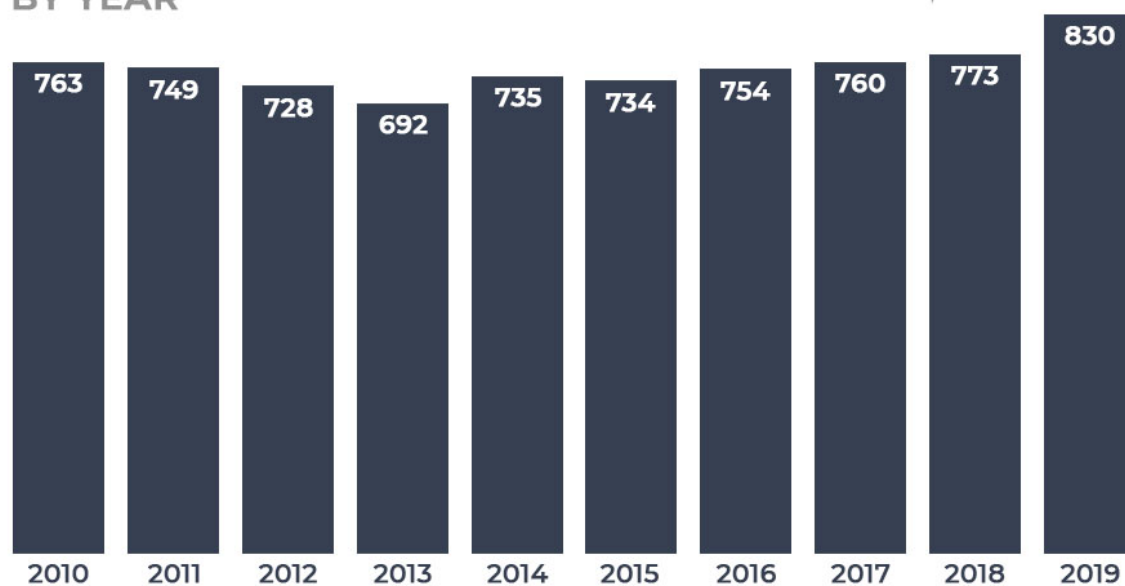


Figure 1.: Global Superyacht order book tally by Tom George Yacht Group

This tally of over 24m yachts built, proves that there is a definite increase of about 10% in the orders from 2018 to 2019. It is predicted that there is going to be an even more significant increase in the future. Also, the tonnage of the yachts is increasing now and in the future. (Whittell, 2019)

The positive mood that has been evident at boat shows in recent years has had a visible impact on the 2019 Global Order Book, with 57 more projects reported over the past year. Some 830 superyachts measuring 24m, or more, are under construction or on order with hull numbers and/or deposits at shipyards around the world. (Whittell, 2019)

3 Education and yachting

3.1 Demand

The need for more specific training in securing a job in the yachting industry.

As later shown, there is a significant demand for having more information about the changes created in the yacht industry for students in Scandinavia. The main problem is that there are only a few of us out there, and we have a hard time finding information about the first steps on how to get into the yachting industry.

Based on yachting employees' experiences, the yachting industry has a whole different kind of setup for recruiting new people, which some might call narrow-minded. There is little to no recruiting from outside the industry, even if some applicants might have extensive and valuable experience in other maritime operations, this cannot be seen by the recruiters. Of course, the combined demands of 7-star customer service and understanding of large vessel operations might be a tall call.

3.2 Yachting Education

Translated from Swedish: The majority of all Yacht officers have a competency that is restricted to 3000GT when the yacht is over 24m in length with a maximum capacity of 12 passengers. On Yachts over 3000GT (about 90m in length generally), all senior crew must have commercial competencies, e.g., STCW OOW Unlimited, at this point, all vessels have to follow the commercial competency requirements. (Hallingström & Johansson, 2019)

4 Insight to the Industry Orderbook

4.1 General

Researching the industry and where it's heading, it becomes clear that the financial situation of the world economy is linked to the yachting industry, even if the wealthiest percentage in the world will still increasingly become even wealthier.

Yacht owners buy the yachts for many different reasons, some for pure leisure, others for exploring and research. The industry is evolving quickly, and the market is widening in terms of the demand for different yachts. Some owners are in the industry for making money with chartering, while others may keep their yacht as their private mansion. Exploring yachts are booming, as is the supply yacht niche. Made for getting all the toys for the guests onboard to make the most of their stay on the yacht.

4.2 Completed projects

Analyzing the 70 most significant projects from the past 19 years, it becomes more than clear that the yachts built during the last six years has gotten bigger by size, with a 40% increase between years 2008-2011 and 2012-2015 and even after that there is a steady increase of 20% per three years. The trend is increasing. (Tom George, n.y.)

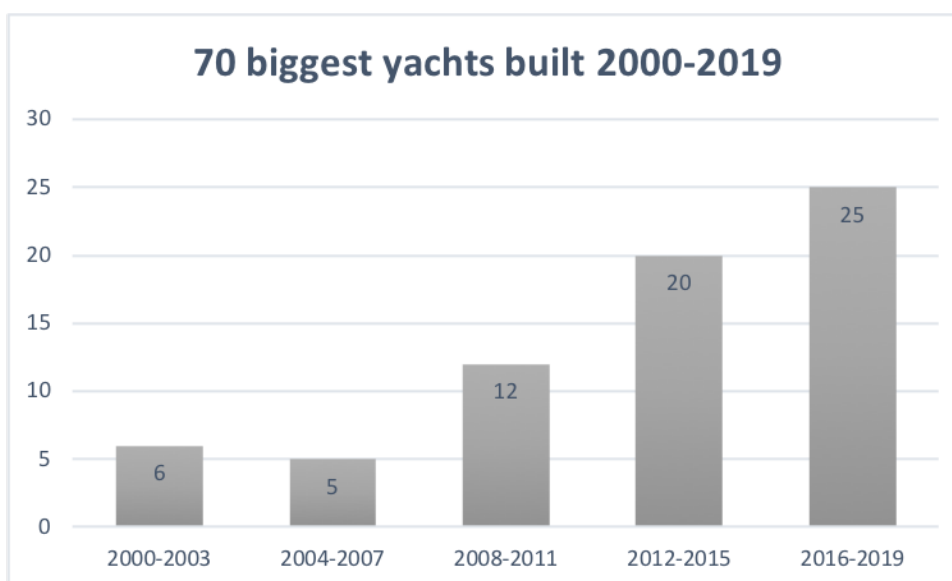


Figure 2. (Boat I (Boat International, n.y.)

4.3 Upcoming projects

Shipyards building yachts are a good evaluator of what direction the whole industry is going. Lately, there has been a definite increase in starting projects without an owner and selling the project as it is built, called speculative building.

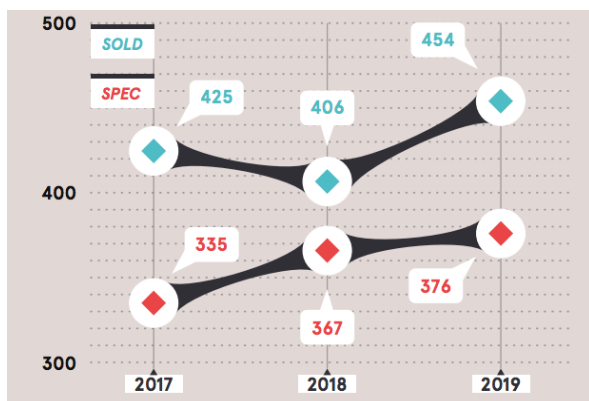


Figure 3. Of builds started on speculation and already sold projects. (Whittell, 2019)

We have seen a flurry of 100m-plus projects delivered this year, but the biggest market has been supported by new orders, and we count 19 under construction or with a deposit paid, down from 20 in 2017. (Whittell, 2019)

The positive mood that has been evident at boat shows in recent years has had a visible impact on the 2019 Global Order Book, with 57 more projects reported over the past year. Some 830 superyachts measuring 24m or more are under construction or on order with hull numbers and/or deposits at shipyards around the world. In total, the projects represent a length of 32.7km (up 3.7 percent) but with a shorter average vessel size of 39.39m compared to last year (down three percent). (Whittell, 2019)

According to research by Boat International, the total number of superyachts being built – meaning boats over 24 meters long – is 807, with 21 over 100m. The growth in the number of active shipyards is encouraging, and the amazing performance in the substantial yacht sector shows there are still plenty of owners willing to commission massive superyacht projects. The number of yachts over 75 meters in build now is double the number recorded in 2009 – the peak of the previous superyacht boom. (Daniel, Alex, 2019)

Many new build projects are not reported publicly, which means that there are many more projects coming than what the order books might show. (Yacht Captain participation in interviews, 2020)

4.4 Builders' insights

A short insight into the most significant shipyard's current projects.

4.4.1 Feadship

Feadship has 18 projects under construction (up from 15 in 2017), with a total length of 1,380m (up from 1,187m). This is to be expected given the extra capacity the company has coming online at a large new shed in Amsterdam that can build yachts up to 160m. (Whittell, 2019)

4.4.2 Lürssen

Lürssen's position at the market remains strong, with six projects over 100m currently being built, even after the fire in September 2018 that destroyed the 145m project, Sassi. (Whittell, 2019)

4.4.3 Oceanco

Oceanco is slowly but steadily taking over a more significant market cap in terms of projects on order or under construction and their total length and gross tonnage. They currently have five projects on order, of which four is exceeding 100m in length. (Whittell, 2019)

5 Method

5.1 Online questionnaire

The purpose of a survey is to produce accurate information that reflects the views and experiences of a given population. Strategies to avoid coverage error:

1. Consider whether the survey mode (i.e., internet, telephone, mail, etc.) applies to all units.
2. Be sure that units included in the sample frame are indeed members of the population of interest and not from another community. (Boussalis, Basic Survey Theory, and Design, 2012)

The survey was chosen to be made via google docs, which is the most popular platform for this kind of survey:

- Is applicable on all units (phone, computer windows/mac)
- Easy to distribute to all parties
- Easy to analyze data
- It is free of charge
- The platform is pleasant to use

5.1.1 Reliability

It is clear that most of the people answering the survey already have an interest in the subject, and because of this, the answers are a bit predictable. Maybe the appropriate point of view is more about how broad and significant the interest is.

5.1.2 The study

The Survey was chosen to map out the interest and need for education in yachting. There is not much information out there, and there are no courses in Finland that could help students and other employees to get more information or even a job in the Yachting industry.

The survey is somewhat speculative, but the questions are not trying to lead the participants in any direction. Some of the questions might be a little advanced, and it would be easier for participants to answer after getting a better insight into the industry.

5.2 Interviewing Yachting Professionals

To cover the subject from multiple angles, I have chosen to talk to some professionals, mostly captains that have a long experience in yachting. The aim was to foresee where the industry is heading during the next five years.

As most of us seafarers are away and live across the world, I have chosen to do the interviews via email and by phone.

The questions are mainly chosen based on the work, with space for the professionals to freely express their sight and point of view of the industry.

The basis for choosing the participants:

- Industry knowledge.
- Knowledge about the Finnish educational system.
- Works or have recently worked on a Yacht.
- Most of the criteria filling professionals are Captains.

6 Results

Superyachts – a career for you?

6.1 Results from questionnaire

6.1.1 General

I am delighted with the number of answers and the answers themselves.

The idea about the Survey was formed over a longer time and is a product of a long-lasting co-operation with the British recruiting and training agency Insignia Crew, which I have been delighted to work with, getting the support and idea exchange needed.

The purpose of the survey is to find out the interest in yachting on a bigger scale, mostly from the young and career-oriented students of the maritime schools in Finland.

6.1.2 Distribution of Survey

31.10.2019 Maritime Fair at Aboa Mare Turku.

I held a presentation about Yachting at the Career Day event, and after this, we agreed with the ENÅ, Maritime school student body representative that they would send out an email and encourage students to take part in the Survey.

02.11.2019 Facebook announcement

I sent out an open message on the Finnish seafarer's Facebook site called: Skönärit ja muut merenkulkiat, which reaches about 5,300 old and new seafarers. Bear in mind that the Survey is mainly pointed out to students and recently graduated seafarers.

06.11.2019 Announcement in Åland's sjöfart

I reached out to Åland's sjöfart and told them my story and that I would appreciate their help. They were keen to help me out. They wrote a short story about me on their media site with a link to the survey, this was a significant boost to my survey, mostly to reach out to the seafarers on Åland Islands. Åland's sjöfart is a significant and growing forum with about 8,300 followers in Finland and Sweden.

6.2 The Survey

Where are you studying?

The first question was chosen to get to know where the recipients are from. Fortunately, there is quite a wide range in the recipients, to get a bigger picture of the need for a platform.

1. Where are you studying?

88 responses

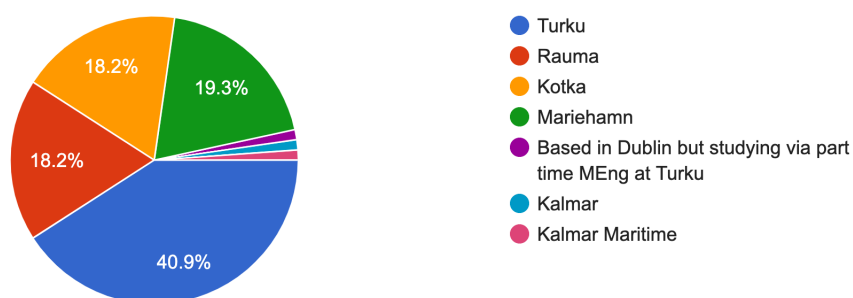


Figure 4.

Results:

Turku: 36 answers

Mariehamn: 17 answers

Kotka: 16 answers

Rauma: 16 answer

Others: 3 answers

It is quite clear that the majority of 88 recipients are from Aboa Mare, Turku. I'm glad that we had such significant interest from Aboa mare because we can get a truthful picture of the importance and need for a course that we could pilot.

What are you studying?

What are you studying?

86 responses

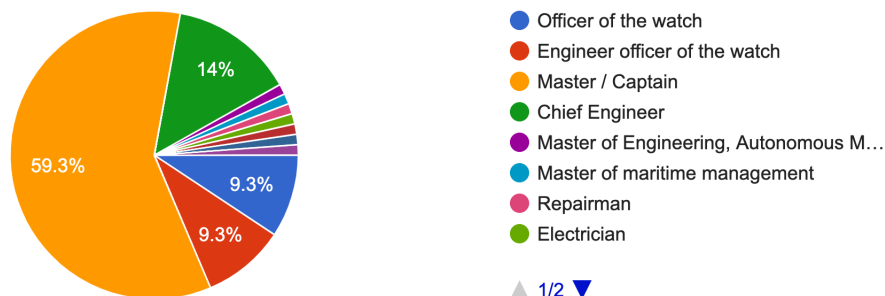


Figure 5.

As the graphic clearly shows most of the students are or have studied management to get a master's degree in Maritime, this also correlates to the most popular education in the range of maritime educations in Finland. The significant majority is studying to be Deck Officers and later on Captains. This raises a question: Where can we find jobs for all of the newly graduated maritime professionals? If we look at the numbers, it is clear that everybody can not get a job under the Finnish flag. Gladly we are in one of the most international industries. We only need to find a way to get the information about assignments to the students that are graduating, so that they can choose the right career path for themselves.

Speculative: Is there a need for more "how to get work"-orientated workshops?

For how long have you studied Maritime?

For how long have you studied Maritime ?

89 responses

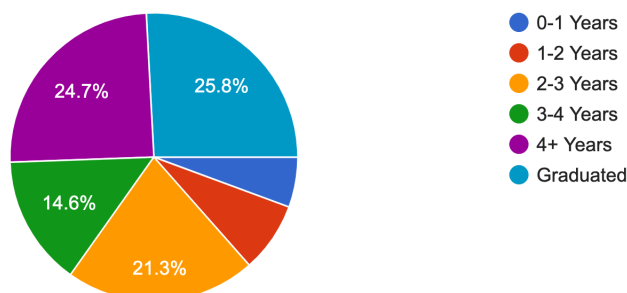


Figure 6.

This question had the most significant variation of all questions. For the survey, it is great to have a wide range, but still have a majority of the respondents being students who are soon getting their tickets and are on a hunt for an excellent job for themselves.

As we can see, about 70% of all respondents have studied for over three years and are committed to finishing their studies in the maritime school and getting a job after that. For these individuals, it is essential to get all the information available about the different career paths out there.

Figure 6.

Does the thought of being employed aboard a large superyacht excite you?

Does the thought of being employed aboard a large superyacht excite you?

89 responses

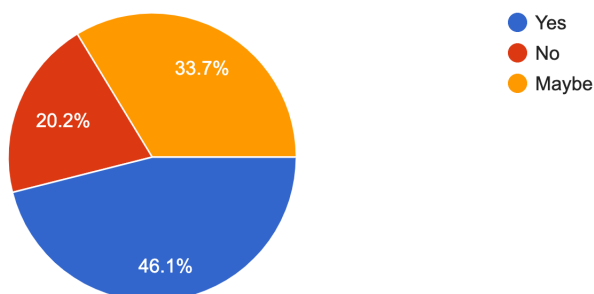


Figure 7.

A straightforward question, which is most likely affected by the level of knowledge about the topic: most Finnish people want to know the facts before jumping into the deep end. Impulsivity is not one of our main qualities.

Still, the clear majority thinks of the employment highly, and would most likely try to pursue work in this field. Also, a big part answered maybe, showing that they want to know more before making any decision

Would you like to know more about the industry?

Would you like to know more about the industry?

89 responses

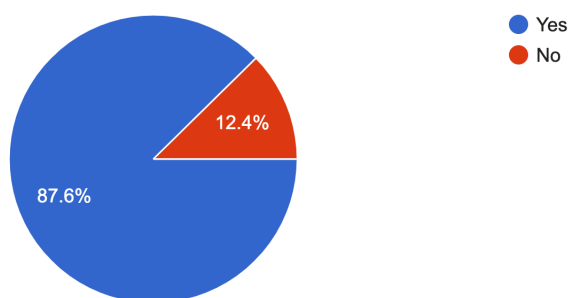


Figure 8.

This is one of the most evident graphics, and this shows that there is a huge potential in getting more information to the students in the schools; the students are interested and have a will to learn more. Now the questions are mainly: “Who has the information to provide?” “How can we provide for the demand?” and “How can we make it as quickly available as possible?”

Would you like your school to provide more information about this new area of employment?

Would you like your school to provide more information about this new area of employment?

89 responses

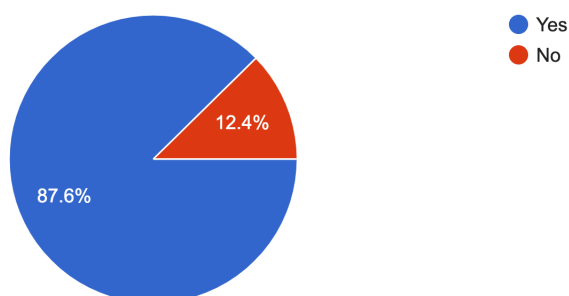


Figure 9.

Almost 90% of all participants want the schools to provide information for the interested students. Is there enough potential and resources for the schools to start producing more education in this area of employment? It is a hard topic because there are not enough experts or any kind of agency working in Finland, even though we have a great educational system that could fit the uprising crewing market of the yachting industry.

If you thought a career in the Superyacht industry was achievable quickly and easily, would you pursue this route of employment?

If you thought a career in Superyacht industry was achievable quickly and easily, would you pursue this route of employment?

89 responses

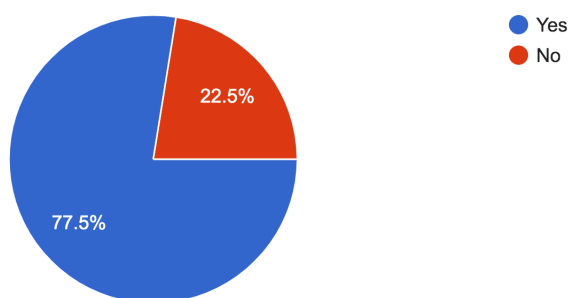


Figure 10.

In this Question, the participants have to think a few steps further on their careers in the maritime sector. Still, over 75% of the participants answered yes. If the information and the channel to the employers would be open to the Finnish seafarers, we could see a positive outcome in increasing the Finnish experience on superyachts worldwide.

If your school offered a "New" Course about yachting, would you sign up?

If your School offered a 'New' course about Yachting, would you sign up?

87 responses

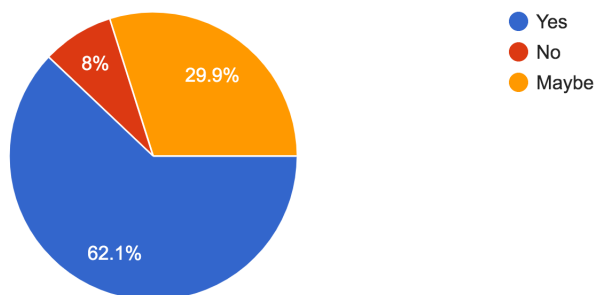


Figure 11.

The question is quite big and speculative but still has a valid point and purpose.

The majority of the students would sign up for a course regarding this topic, and a big part would consider signing up. There is a demand for providing more information about this new area of employment to students.

To find the final interest rate, a pilot course would be an option. After this, the course could be developed further out of the feedback given.

What would your key drive be to join the Superyacht industry?

Answering options:

Gain experience and build skillsets

It's extraordinary

Adventure

Competitive (tax-free) salaries

Good rotation

A move away from the commercial shipping industry

Being privileged to travel to exclusive destinations

Working in an ultra-high net worth community

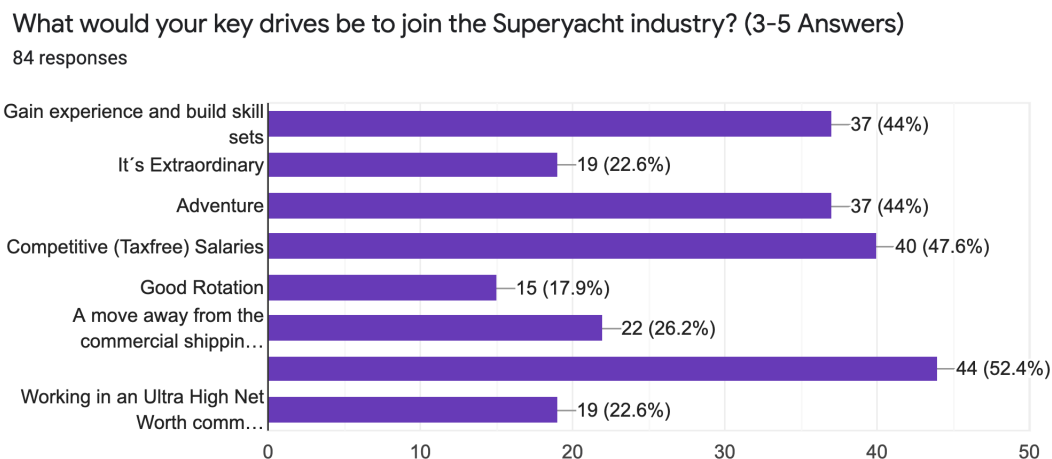


Figure 12.

A long shot, because most participants work on intuition and prejudice about the industry, without any trustworthy information. Although this clearly shows which are the motivation factors regarding the industry and which points might affect the decision of taking a job onboard a Superyacht.

There are four valuable factors, which are:

Being privileged to travel to exclusive destinations

Competitive (Tax-free) Salaries

Gain experience and build skillsets

Adventure

It puts all the information that people generally have about the industry in a nutshell. With these answers, it is easy to see what drives and motivates people and maybe what to direct energy in the future, regarding motivating people towards the industry.

On a scale of 1-10, how attractive do you find the Superyacht industry?

On a scale of 1-10, how attractive do you find the Superyacht industry?
88 responses

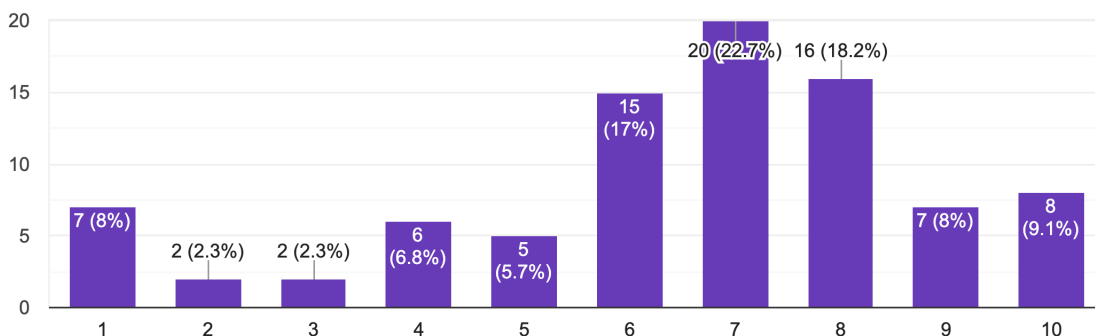


Figure 13.

This question forms an overview of the general attraction towards the industry and acts more like a pre-warming question for the follow-up. The interest levels are high, and people would like to know more, if only there would be an easily approachable way to get more information.

On a scale from 0-10, would you apply for positions if you thought you have a fair chance of getting the job? 10- is a very high chance you would apply

On a scale from 0-10 would you apply for positions if you thought you have a fair chance of getting the job? 10 - being a very high chance you would apply
86 responses

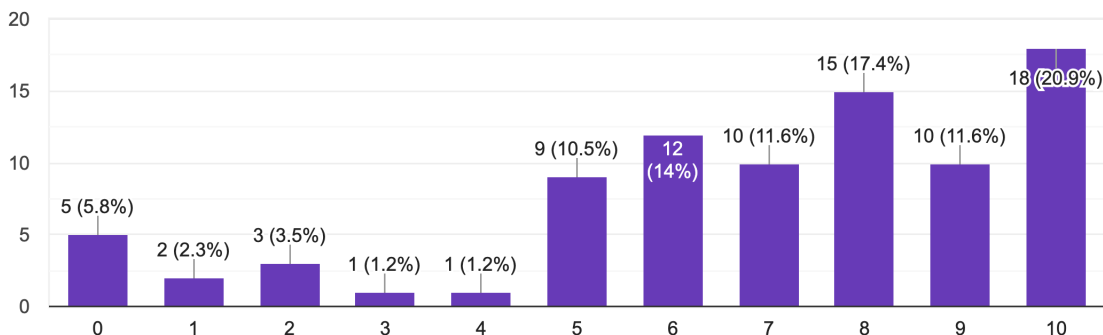


Figure 14.

The idea behind this particular question was to map out even more deeply how many of the recipients would desire a position onboard a yacht and how many would take the job.

The answers are pretty clear, and straightforward, over 85% would apply (5 and above), and over 50% voted highly (8 and over) that they would apply.

If you would be offered a position on a superyacht which you felt below your capabilities, would you accept the position with a clear and positive mindset knowing that the prospect of promotion would follow after some time, therefore developing your experience and understanding of how a Superyacht operates in all departments?

If you would be offered a position on a superyacht which you felt was below your capabilities, would you accept the position with a clear and pos... of how a Superyacht operates in all departments.
88 responses

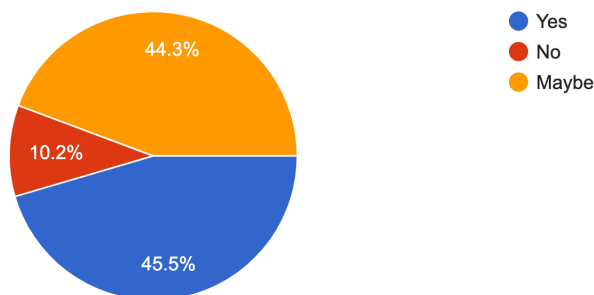


Figure 15.

This question is a little bit hypothetical but describes the atmosphere and prejudice in the industry well. The fact is that if you want to secure a job onboard a yacht quickly, you must be ready to take a position below your capabilities and education. After this, you can or will be promoted to the desired position within time.

Most employers see it as a significant advantage that, e.g., an officer has worked some time as a deckhand because you would think the officer has a better knowledge and understanding about the deck operations in general and is ready to grind for the money.

6.3 Summary of results

After analyzing these answers for some time, the big picture is evident. Most recipients have a genuine interest in yachting and are keen to know more if they only had the know-how.

The significant majority have a similar answer pattern, even if their backgrounds might differ regarding where and for how long they studied. The results are pleasing and might determine the future of yachting in Finland and the Nordic countries in general.

6.2 Questions to Yachting Professionals

1. Do you think there is enough potential in the industry to provide jobs for Finnish seafarers?
2. Do you think there would be a demand for a course, preparing students for this?
3. Do you think the topic could be included in a study plan as an eligible course?
4. What do you think would be the next step for bringing this topic closer to students?
5. Are the employers interested in what Finnish seafarers have to offer?
6. Own thoughts regarding this topic.

6.2.1 Answers

Answerer 1: Finnish Captain, MY 50m, Age: 47, Years in the industry: 19

1. Do you think there is enough potential in the industry to provide jobs for Finnish seafarers?
YES
2. Do you think there would be a demand for a course, preparing students for this? YES
3. Do you think the topic could be included in a study plan as an eligible course? YES
4. What do you think would be the next step for bringing this topic closer to students? Some short courses for the yachting industry^[1]_[SEP]
5. Are the employers interested in what Finnish seafarers have to offer? YES
6. Own thoughts regarding this topic. This is an undervalued part of Finnish maritime schools and an administrative part. There is a big demand for qualified crew in the Yachting industry, and we need a similar certification class for yachts as the UK is offering. It would open a lot of new job opportunities as also a lot of new international students for school. Yachting courses are good business for schools.

Answerer 2: Finnish Captain, age: 47

Background: at sea since -92. The first command in -97 and yachting since -99. On a side note, I started on the white boats a long time ago with stints back on the commercial side as spending too much time on charter / private vessels will make you a bit soft and lose touch with reality. Commanded some of the larger ones but have been drifting towards the support vessel side as it has a bit more to offer and tends to have a bit more professional approach to the maritime side.

1. Do you think there is enough potential in the industry to provide jobs for Finnish seafarers?

Yes, during my years within the yachting industry, I have seen a continuous increase/demand for Scandinavian and Finnish seafarers. Twenty years ago, the majority of Scandinavian seafarers were Swedish, but this has changed during the last ten years with the Danes and Finns coming into the industry.

2. Do you think there would be a demand for a course, preparing students for this?

Absolutely. Like any highly specialized part of the maritime industry (offshore, tankers, bulkers, etc.), the yachting industry has specialized requirements. Any newcomer into yachting could gain a valuable head start and ensure continued employment within the industry if he had a firm grasp of what is expected of him both skill-wise and on a personal level. I like to compare the differences in road traffic. Commercial seafaring is like driving a large lorry, and yachting is chauffeuring a limousine. Both do essentially the same thing, use the same roads, and follow the same rules. But both the skill- and mindset are very different.

3. Do you think the topic could be included in a study plan as an eligible course?

Yes, the same reasoning as above.

4. What do you think would be the next step for bringing this topic closer to students?

Research what the crewing agencies, crew training centers, and management companies offer in the way of entry-level courses for yachting. Contact larger vessels/captains to get their view on what they expect/wish any new employee would know before they join. See

how this could correlate with current course material and knowledge within the proposed training facility. Some can probably be done in-house, but a fair amount will have to be done via consultants who could cause some friction. Outline a rough course plan and get on it.

5. Are the employers interested in what Finnish seafarers have to offer?

Yes. Finnish seafarers have a very good reputation for both their honesty, skillset, and no-nonsense approach. We tend to have an efficient but easy-going leadership style that creates a good working atmosphere.

6. Own thoughts regarding this topic.

I like the idea and can say that as an old teacher myself (during my time off) in the maritime academy, I have thought about it. But I would perhaps go a slightly different route and outline the course in its entirety as a private course and then offer it to the Finnish maritime academies.

Answerer 3: Finnish Captain, age: 43

Background: at sea since -94, on yachts since -04, in command since 2010, have worked on several of the world's most prestigious yachts.

1. Do you think there is enough potential in the industry to provide jobs for Finnish seafarers?

Yes, the industry has big growth potential. We have the education and mindset to pursue higher positions on yachts. Finns, in general, have a good reputation in the industry.

2. Do you think there would be a demand for a course, preparing students for this?

Yes, there is a need for a course to learn the ropes and help the keen taking the first steps towards the industry, the course could even be obligatory in a curriculum, due to the changes it creates, attention to detail is never a bad thing.

3. Do you think the topic could be included in a study plan as an eligible course?

Yes, the same reasoning as above. There could be a course combining the Cruise industry and Yachting. Including recruiting Agencies wouldn't be a bad thing either.

4. What do you think would be the next step for bringing this topic closer to students?

A course would probably be the first step. Also, having an experienced yacht Captain coming to visit during the course could be motivational for the students, to see somebody who knows the industry and how it works.

5. Are the employers interested in what Finnish seafarers have to offer?

Yes. Finnish seafarers have a good neutral reputation in the yachting industry.

6. Own thoughts regarding this topic.

Thoughts about bringing the Finnish seafarers closer to the industry are only positive, and this is the time to do it, while the industry is growing. The most important things are to get employers closer and introduce them to the students.

Regarding the industry in General, quick movements create career chances faster than in other maritime industries. The seafarers have a more significant opportunity to impact and influence their own economic life regarding taxpaying and pension saving. This might not be something for individuals who highly value job security, as said quick movements, can go both ways for reasons non-dependant of the employee. Yachting can create a sort of freedom that other maritime branches cannot. Working your way up is the right way to go getting into the industry.

7 Discussion & Conclusion

1. Where is the industry heading, is there a need for educated seafarers?

Evidently, yes. There is a growing demand for more merchant mariners with Unlimited tickets. This could create significant opportunities for seafarers with a thirst for something different.

Mostly for persons that are keen and want to impact their future in and influence their lives themselves. Yachting creates freedom.

2. Is there a genuine interest within the young Finnish seafarers towards the Industry?

During this exciting project, it has become more and more evident that there are interest and eagerness for the industry. Many questions need answering, but I feel confident that this project has brought the yachting world closer to the Maritime students in Finland. The best thing would be even to bring it closer and help other seafarers out there secure a job in yachting, getting some proof that this could lead somewhere longer.

The more research I've done during the project, the more evident it is for me where the industry is heading and what opportunities it creates for young seafarers.

8 Works Cited

- Whittell, G. (2019, January). *Boat International*. Retrieved from Horizon:
<https://www.horizonyachtusa.com/photos/articleDocs/78.pdf>
- Hallingström & Johansson. (2019). *UTBILDNING OCH BEHÖRIGHETER I YACHTBRANSCHEN*. Retrieved from
https://www.theseus.fi/bitstream/handle/10024/158025/David_Hallingstrom%20Linus_Johansson.pdf?sequence=1&isAllowed=y:
https://www.theseus.fi/bitstream/handle/10024/158025/David_Hallingstrom%20Linus_Johansson.pdf?sequence=1&isAllowed=y
- Boussalis, C. (2012). *Training on Basic Survey Theory and Design*. Retrieved from
<http://hnmcp.law.harvard.edu/wp-content/uploads/2012/02/Constantine-Boussalis-Training-on-Basic-Survey-Theory-and-Design.pdf>
- Daniel, A. (2019, December 17). *Yacht the hell? More 100-meter superyachts are being built than ever before*. Retrieved from <https://www.cityam.com/yacht-the-hell-more-100-metre-superyachts-being-built-than-ever-before/>
- Boat International. (n.y.). *Largest yachts in the world*. Retrieved 11 2019, from
<https://www.boatinternational.com/yachts/the-register/largest-yachts-in-the-world>
- Tom George. (n.y.). *A Snapshot of the Global Superyacht Order Book*. Retrieved 11 2019, from Tom George: <https://tgyg.yachts/news/global-superyacht-order-book>
- Daniel, Alex. (2019, December 17). *Yacht the hell? More 100-meter superyachts are being built than ever before*. Retrieved from <https://www.cityam.com/yacht-the-hell-more-100-metre-superyachts-being-built-than-ever-before/>
- Boussalis, C. (2012). *Basic Survey Theory and Design*. Retrieved from
<http://hnmcp.law.harvard.edu/wp-content/uploads/2012/02/Constantine-Boussalis-Training-on-Basic-Survey-Theory-and-Design.pdf>

Appendix 1:

Survey Questions:

Where are you studying?

What are you studying?

For how long have you been studying maritime?

Does the thought of being employed onboard a large superyacht excite you?

Would you like to know more about the industry?

Would you like your school to provide more information about this new area of employment?

If you thought a career in the Superyacht industry was achievable quickly and easily, would you pursue this route of employment?

If your School offered a 'New' course about Yachting, would you sign up?

What would your crucial drive be to join the Superyacht industry?

On a scale of 1-10, how attractive do you find the Superyacht industry?

On a scale from 0-10, would you apply for positions if you thought you have a fair chance of getting the job?

If you would be offered a position on a superyacht that you felt was below your capabilities, would you accept the position with a clear and positive mindset knowing that the prospect of promotion would follow after some time, therefore developing your experience and understanding of how a Superyacht operates in all departments?

9 Afterword

Progress made during the project

During this project, there has formed a co-operation between Aboa mare and a 50 m MY, regarding possibilities to send out Deck and Engineer apprentices to do their onboard training onboard this superyacht.

During this project, an Agentur has offered to help me out, forming the courses and recruiting people directly from the school to work on some of the most prestigious yachts in the world.

We founded a company Yachting Finland Oy during the project. The purpose of the company is to provide support and solutions for Scandinavian merchant marines who wish to get into the yachting industry. Key points are to even out the playing field by getting newly graduated mariners into the yachting industry.

At the end of the project, we have managed to get multiple co-operations with companies and captains in the industry.

Recommendations

I think of Aboa Mare as a trendsetter and one of the schools that can provide for future needs with the future of the whole Maritime industry in mind. It is essential to keep on the move the entire time and get all the information there is out to the students as the industry and employments situations evolve. For a sustainable future, and for keeping the quality and interest towards education high, we need to go where the jobs are, currently, e.g., Yachting Industry. It has massive potential as a long-term opportunity for students who are ready to try their wings in this area of employment. I am committed to helping every individual out to find their career path in this hectic world. I have opened every door, made mistakes, walked the walk, and I am ready to help out in smoothing the way of others so that they do not waste their time.

Own thoughts

Currently, we live in exciting times regarding the transition and future sights for students graduating in the near future. Most of the eager recently graduated students will most likely go and explore a little before settling down in a chosen position/company. I think it is important to understand the bigger picture and how we can, with our behavior, impact the paths of our careers.

We have the means to provide. We must only find our way of how to contribute. We are almost there.