

# Advantage and disadvantages of disney cruises



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Cruises traveling is become more and more popular nowadays. In this article, a very famous cruise-the Disney Cruises is introduced, including basic information, advantage and disadvantage analysis, and the future development trend.

Cruise Tourism is one of the major growth areas of world tourism (Peisley, 1992; Hobson, 1993; Cruise Lines International Association, 1995). Before the development of air travel, passenger liners were commonly used for overseas traveling in the 1800 ' s . Along with the development of the economic, people became richer and richer. More and More people like to travel far overseas for different sightseeing. So the cruise industry came into being and became a traveling method( Robert E. Wood , 2000)

For the time being, after about 200 year's development, the cruise tourism has grown very fast and got well development ( LIBURD, J. J. 2001 ) . Cruise lines are developing new and innovative ways to attract customers.

The cruise ships for the time being can offer better rooms than hotels, for example, the rooms in cruise ships often have luxury bathrooms separately for every person with private space. What is more, the entertainment activities are various, with singers, dances, casinos and so on. The ships are designed with high-technological systems, in order to decrease the weight and provide more space.

The world famous cruises include Queen Mary 2, Voyager of the Seas, Explorer of the Seas, Adventure of the Seas, Navigator of the Seas, Mariner Of the Seas etc.. The Wonder and the Magic are also two famous ships all around the world which belong to the Disney Cruise company.

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Disney Cruise Company is an American company . The Disney Cruise has the most stunning destinations-in the most exciting regions around the world- international ports of call, from the Caribbean region to Europe and beyond.

## **The introduction of Disney Cruises**

Disney Cruise is operated by Walt Disney Parks and Resorts, with a headquarter in Celebration, Florida. It is a subsidiary of the Walt Disney Company, and the Walt Disney company is a world wide famous company which provide Disney Series products, with a sales network all over the world.

The Disney Cruise line was first produced in 1995 and it's first operation was on July 30, 1998. Every ship, the Wonder and the Magic, has 900 staterooms with world advanced level of design. The current routes include the Bahamas, the Carribean etc. ( M Mancini , 2004 ) .

The chief executive officer of the Disney Cruises is Karl Holz. The Disney Cruises is a branch of the Walt Disney Company. Right now the Disney lines have many customers all over the world with the famous “ Disney” brand.

The ships were mainly marketed for family vacations and have customized Disney traveling projects. (PF Wilkinson , 1999) . The Magic ship was first operated on July 30, 1998. And the Wonder ship started to ship from August 15, 1999. Both of the ships have luxury restaurants and entertainment balls and parties( M Mancini , 2004 ) . In recent years, the Disney is becoming more and more popular in adults. Many adults love the Disney Cruises because they can playing like kids at the same time of traveling all lover the world.

Currently, the Disney Cruise Line has two ships, the Magic ship and the Wonder ship. Right now, Disney is creating two new cruise ships. These two vessels, named the Disney Dream and the Disney Fantasy are under construction. When these ships put into use in the future, they will help to expand the Disney line's fleet. The Magic ship is expected to set sail in 2011, and the Wonder ship about one year later, will set sail in 2012. What's more, Disney also owns a private island called Castaway Cay, it is in the Bahamas and is used as an exclusive port of call for Disney's ships.

## **Disney Cruise Destinations**

The cruises lines have many destinations (Common-wealth of Australia, 1995). It sails to the most unique and beautiful places in the world. The destinations include the world most famous beaches, holiday villages and other sight seeing places. The Disney ships go travels to Caribbean Islands, Bahamas, the Mediterranean Region and so on.

The Mediterranean Region includes Spain, Italy, England, Sicily etc., actually this region receives many tourists from all over the world. In Spain region, tourists can go to the city of Barcelona and go shopping, for this is also a shopping heaven.

Speaking to other places, the Disney Cruises also travel to Barbados, Costa Maya, St. Kitts and St. Lucia. In a word, the Disney Cruises travel to the most beautiful and wonderful places in the world, that is why so many people all around the world select the Disney Cruise line and love its vacation.

## **The advantage analysis of Disney Cruises**

There are many advantages of Disney Cruise so many people choose it for overseas traveling.

It is Mickey ! And it is loved by so many children. Disney is vacation heaven for children; it provides v ery good traveling environment and excellent kid ' s programs. It has about one third of the ship only for children. And most rooms are both balconies for sightseeing ( MB Sehlinger, L Opsomer, L Testa , 2009 ).

It has so many excellent programs specially customized for children. I t has many teen centers and variety of projects.

As for entertainment, it has top quality musicals. Besides, it private s island Castaway Cay . What ' s more, Disney is a famous tourism brand, not only for cruises, but also for theme parks. T he packages can combine Disney cruises with theme parks

Some of the tourists sad, Disney is more of an expensive cruise and they are worth every penny. Their private island is immaculate and awesome. The Disney cruise lines are different with others in many details. It provides fine accommodations, and most rooms are giving perfect experience with more space than other ships.

The Disney line has very cute decorative things loved by most children; It has variety of playing games, not only for children but also for adults.

## **The disadvantage analysis of Disney Cruises**

The ship only has about one third of the places for adults; many places are prepared for the children. So some people think that it is not a very proper one for adults only, better with children.

Disney is the only line for free fuel surcharge and this line offers free soda for 24 hours per day. But if comparing other costs, Disney seems more expensive

Comparing with other cruise lines, the Disney ships, both the Magic and the Wonder, are a little bit small. The Royal Caribbean ships have the scales at over 150, 000 tons, however, Disney only around 80, 000 tons

There is no casino on board, some passengers don't like this.

Some tourists think that their unsavory food and impolite service are terrible. The European tourists don't like the food. What's more, the waiters told tourists that they are providing food mainly for Middle Americas who like eating meat loaf at the dinner. The food much better are all need extra pay for Europeans.

It has terrible service. The work ethic and cleanliness are also dissatisfied. The staff of the Disney Cruises asks tourists for satisfaction cards, to give 1 to 5 score for their service. However, the staff bed for scores of 5 or else they will get fired. It is sad and insulting for the tourists. The tourists have to give 5 scores, with dissatisfying mood.

Some tourists think it is a terrible experience; they doubt the band of “Disney” and can not trust it any more. Other cruise companies offer better products and service, they will choose another cruise line next time.

### **The future development of Disney Cruises**

In the next two or three years, Disney Cruises will add two ships and provide more wonderful lines ( DOWLING, R. K., ed. 2006 ). The future trend of the cruise tourism is that it will add more cruises lines with variety of lifestyles. And the ships will be bigger and bigger. As for the service, it will also become better both in quality and quantity. The cruise tourism will cover more destinations with more playing programs. So there will be a very bright future for the cruise tourism. It will be a choice for more and more tourists. As for the Disney line, will the operation of two more ships, the Disney line will receive more passengers and provide wonderful holidays. We believe that in the next few years, the cruises traveling will be selected by more people and the Disney Cruise line will have more market share and more customers with its excellent vacation design, good service etc.