

# Walt disney world

People



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Hidden from the general public, deep in the bellies of Walt Disney World, under the Cinderella Castle is where the famed Disney Operational Command Center. In this technological wonder, the underground bunker handles over 30 million annual visitors. It is a true art form when come to how the megaresort, Disney World conduct its crowd control during the busiest times of the year. Yet, the theme park operators must figure out how to speed up the pace even more. In a world of short attention ps created by video games and smartphones, the general park visitors has aculturecultural shift toward impatience.

To stay ahead of these new forms of virtual competition, Disney has to evolve its information systems. Information systems improve operation at Disney in two main ways. First, it increases efficiency of existing processes by automating steps that were manual. The command center uses video cameras, computer programs, digital park maps and other cutting edge tools to automatic spot gridlock before it forms and alerts the command center operators in real time in green, yellow and red outlines.

If route of Pirates of the Caribbean, the famed ride that inspired four major motion pictures on the screen changes from green to yellow, the center could respond by alerting the on duty managers to launch more boats. Also, informationtechnologyenable entirely new processes that are capable of transforming the business by change flow of information replace sequential steps with parallel steps and eliminate delays in decision making.

When the line become super congested, the command center has an option involves dispatching the likes of Captain Jack Sparrow or Goofy to the queue to entertain the patrons as they wait. To alleviate mobs, the command <https://assignbuster.com/walt-disney-world-research-paper-samples/>

center can summon a miniparade called “ Move it! Shake it! Celebrate It! ” into the less concentrated areas to siphon mass from the formed mob. To take advantage of the situation, other technicians in the command center dispatch additional workers to the surrounding restaurants to open additional registers, and greeters to hand out menus to people waiting in line.

Disney is not in a position to expand the park and the park holds only so many people at one time. This means Disney must increase revenue by adding to the customer experience. Because of long waits and crowds, in the past the average Magic Kingdom visitors has had time for only 9 rides out of more than 40. In the few month after the arrival of fully functional command center, the information system managed to lift that average to 10 (Barnes). Disney provides customers with many applications for hand held devices.

For example, Mobile Magic, a \$1. 99 app, allows visitors to locate on site Disney mascots and receive directions to where mascots are heading and signing autographs. It will also shows where the nearest restaurant with the shortest wait is near. If I am a business or MIS manager at Disney World, I will use an application for video, digital or a mobile device that would help Disney visitors to upload personal pictures and share with each other to create a mini community during their magical vacations.