CASE 13: CARNIVAL COMPANY AND PLC

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The carnival industry has been in place for quite a long time. This was as a result of the gap in the provision of leisure services to the growing number of local and international tourists. The industry has over the years increased the number of passengers a cruise ship can hold from less than a hundred to over two thousand passengers .Examples of this large-sized cruise ships include the: 2124-passenger Carnival Legend and also the 3646-passenger Carnival Dream cruise ships .These modern cruise ships come along with amenities such as comfortable bedrooms that are self-contained with water. There are also restaurants present in the ships with qualified and competent chefs and staff .These are just but a few measures that have been put in place so as to ensure clientele satisfaction and comfort. This sector just like any other has been rocked with a wave of problems have seen a reduction in the number of its users .These challenges result from generators malfunctions, fire outbreaks .This has forced the stakeholders in the sector to incorporate upgrade in the safety programs and facilities in the cruise ships .

The tragedies experienced by passengers leaves a lot to be desired a recent more horrific report, involved a 2758 –passenger Carnival Triumph as the passenger on board all perished as a result of a fire that occurred from the engine room .Cases of pathetic conditions were also reported by the passengers as the vessel headed to Mobile, Ala .This scenario led to a 17percentage decrease in trust of Americans of Carnival Cruise Lines, as a study held in February this year discovered.

The carnival sector prides itself in the execution of well-formulated strategies to attract and sustain clientele .The industry like any other careful gathers information from the internal and external threats as well as opportunities they may face. The external factors include the natural environment (climate), social environment .The internal aspect comprises of resources (skills, knowledge), culture of the firm (expectations) and structure that mainly deals with administration chain. The firm goes ahead to clearly and precisely define its objectives, policies so as to easily sustain the competition posed by other key players in the same field (Bryan, 2012). The concept of planning is also clearly impacted by the managers of these carnival companies, as they sit down to carefully budget in terms of finances .The financial aspect involves a clearly outlined budget of the resources needed for particular activities, that are aimed at yielding a profit at the end of it all. There is also externally-aimed planning, this done with the aim enabling the firm to quickly adapt to market changes that occur more frequently due to the enhancement of technology.

The carnival sector also tries to incorporate the aspect of globalization as all businesses want to attract clientele from all parts of the world .This technique is illustrated from the attractive packages that cruise ships offer international clients, from reduced prices to extra exclusive treatment such as spa services, butler services .This is to boost the company’s income by ensuring they do not incur a relatively dormant low-season that brings about retardation in the firm's resources. The carnival firms also try to ensure that they do not negatively impact the environment through the emission of toxic gasses into the atmosphere (Jankowski & Kowalski, 2015). This could be through the use of alternative means of energy and also recycle of waste products instead of directly depositing them into the sea. This measure builds the firm's trust in the environmental conscience clients.

The carnival companies have also had their own share of problems, which have impacted negatively on them as a sector and the clients as well. There is fierce competition from other modes of transportation such as the airlines .Tourists nowadays prefer airplanes to cruise ships as airplanes are a quicker mode of transport that saves on time and resources that could have been used on the cruise ships (Vassalos, 2016).The sector has also experienced mechanical problems on a number of its cruise ships ,this element reduces people trust in the competence of this sector, as people prefer any mode of leisure that would ensure their security above all things .Financial problems are a major threat towards crippling the industry ,as upgrades meant for the cruise ships require resources, which are not guaranteed of fully being recovered from the profits projected by the company(Coggins Jr, 2014) These are just but a few of the problems encountered by the carnival company.

The carnival firms have a chance to redeem themselves by putting in place cost-efficient alternations to the cruise ship’s equipment of safety .The ships should also have well-maintained and running backup generators so as to ensure the cruise ships’ operations are not paralyzed due to power problems in the ships controls. The staff who board these ships should also undergo training so as to ensure they can quickly and effectively respond to fire outbreaks in the ships in an effort to preserve human lives. These implementations are meant to help carnival companies that yet to encounter any reputable disasters to fully prepare themselves for any future encounters .Prevention is better than cure, as once the damage is done gaining back public trust in a firm is a difficult journey.

The integration of new technology in cruise ships could also improve time efficiency, as the ships could look for the best modes of leisure that are yet to be incorporated by other leisure providers and make them their own .This could be the enhancement of butler services .This strategy can set carnival sector from the rest thereby attracting more clientele at the end of the day.

Any carnival company that wants to maintain its reputation as a trustworthy and competent brand has to adhere to clients’ needs .These companies also have to comfortably adapt to the technological and market changes taking place on a daily basis.

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