

Royal Caribbean International



Digital skills and
research methods
(BMSW4003_LON)



Prifysgol Cymru
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LECTURE : BALENDRAN KANDASEMY

Group Member's

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Background of the organisation

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Royal Caribbean international

- “Royal Caribbean Cruises is a leisure cruise company”
(Comyn-Watteau et al.2016,p55)
- “Aiming at being competitive in the luxury leisure business”
(Comyn-Watteau et al.2016,p55)
- Over 41 ships , carry 5000 passenger,300 destinations
(Benckendorff, Sheldon and Fesenmaier, 2014, p. 221)

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Early history

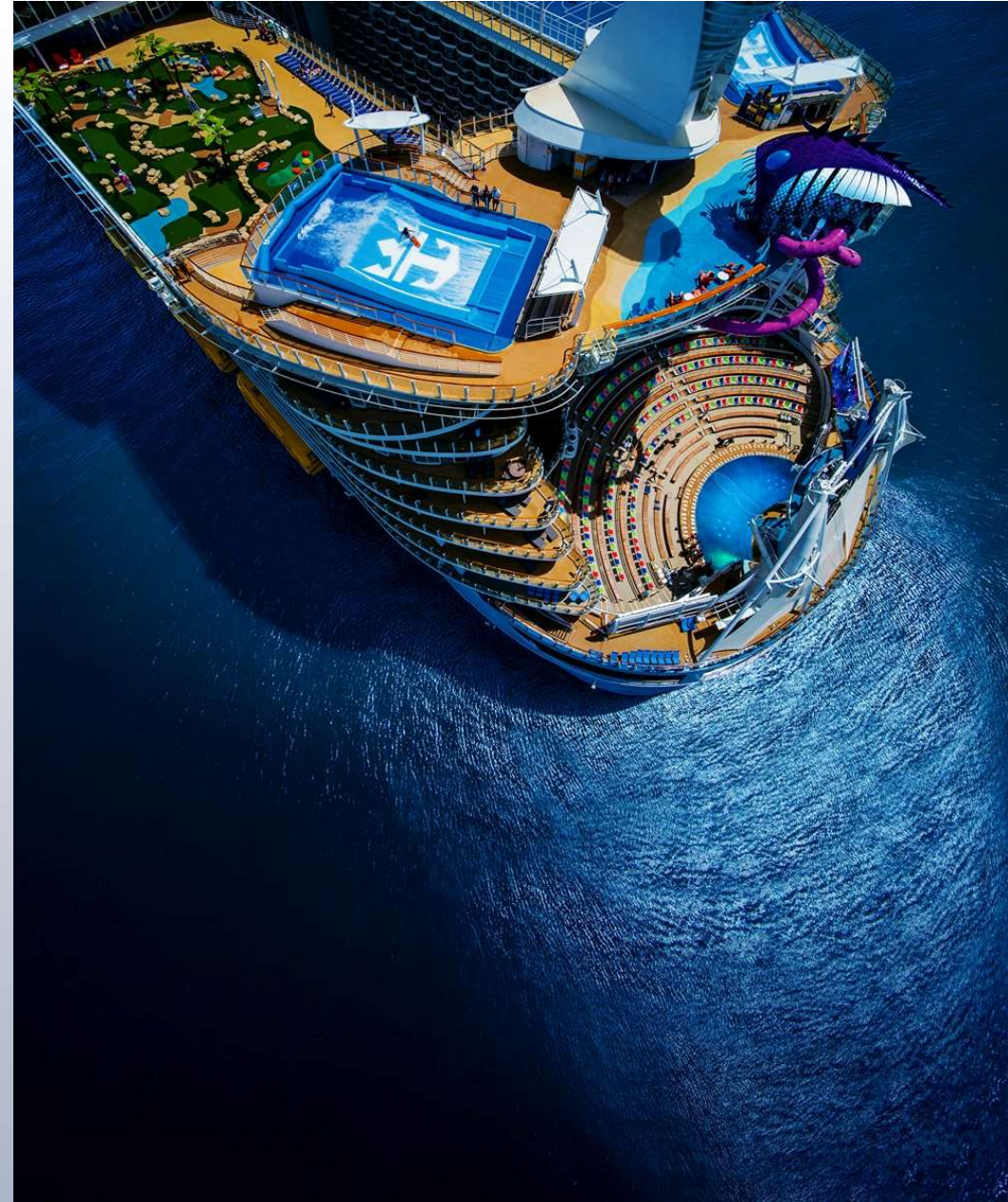
- Was Established in 1968
(Quelch, 2016, p.55)
- In 1970 – launched first cruise line
- Royal Caribbean has built their own brand

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Future vision

- “Empower and enable their employees”
- “Deliver best vacation experience to guests”
- “Generating superior returns to their stakeholders”
- “Enhancing the wellbeing of communities”



CHALLENGES

BEFORE

THE MODERN TECHNOLOGY

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Royal Caribbean
INTERNATIONAL



Organisation challenges



Voyager cruise
RCI (Press Kits, n.d).



Check-in in time



Difficulty to supervise the
staff

Progress

New technology



Internet on board
(Sloan, 2021)



Improvement of
Communication



INSIGHTS TO THE MODERN

TECHNOLOGY INTRODUCED

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Introducing voom



“

Voom is a high- speed internet service that claims to be The fastest on The sea.

(SES S.A, 2022)

How Does The

Voom
internet

Work ????

Using a distinct type
of satellite
technology

Communication signals to
ships in the middle of the
ocean

Connectivity from
almost anywhere
onboard.

Passengers may
communicate with
their friends and
family all around
The world

INSIDE INTERNET VOOM

Two WiFi
packages: Surf and
Surf & Stream

"Surf" is a decent
option for minimal
requirements

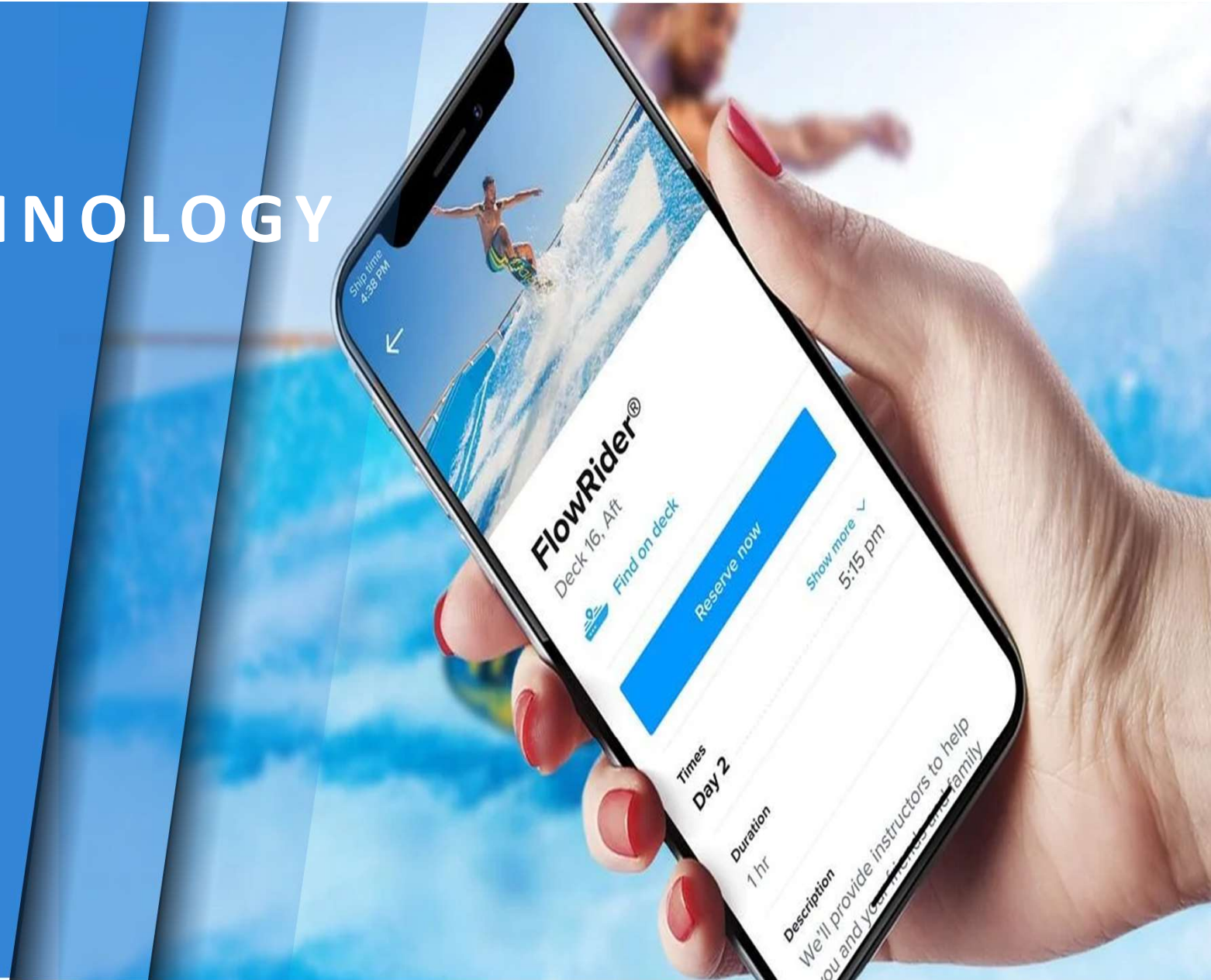
"Surf and Stream"
is The quicker
option

Guests can use as
many devices as
they wish

THE IMPACT OF THE TECHNOLOGY INTRODUCED

Student:

Mihail Pecica
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Positive
Impact of
VOOM internet



High-Speed in your hands



Working/studyng online



Stay connected And share The joy



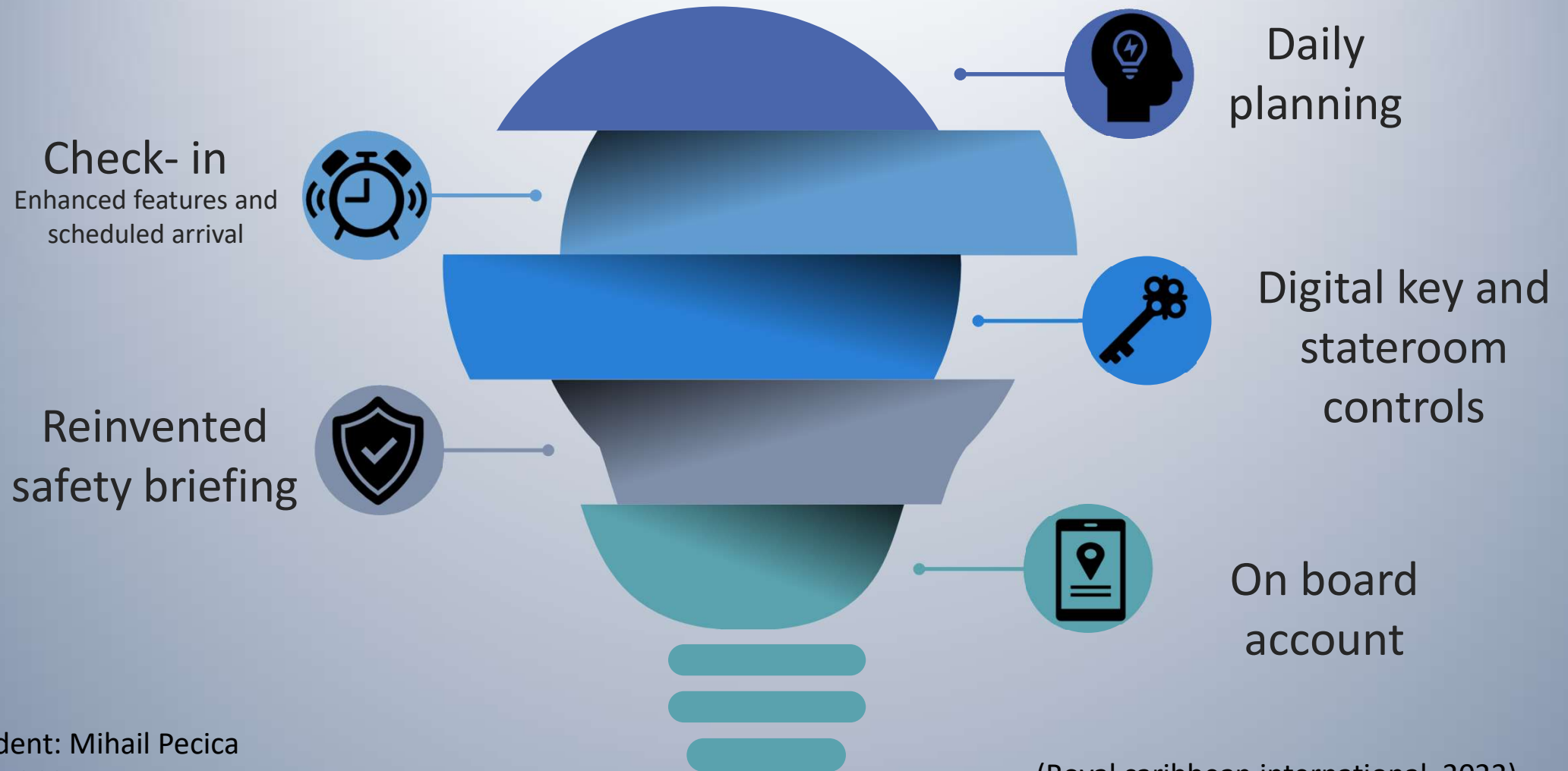
Book your cruises



Less people on duties

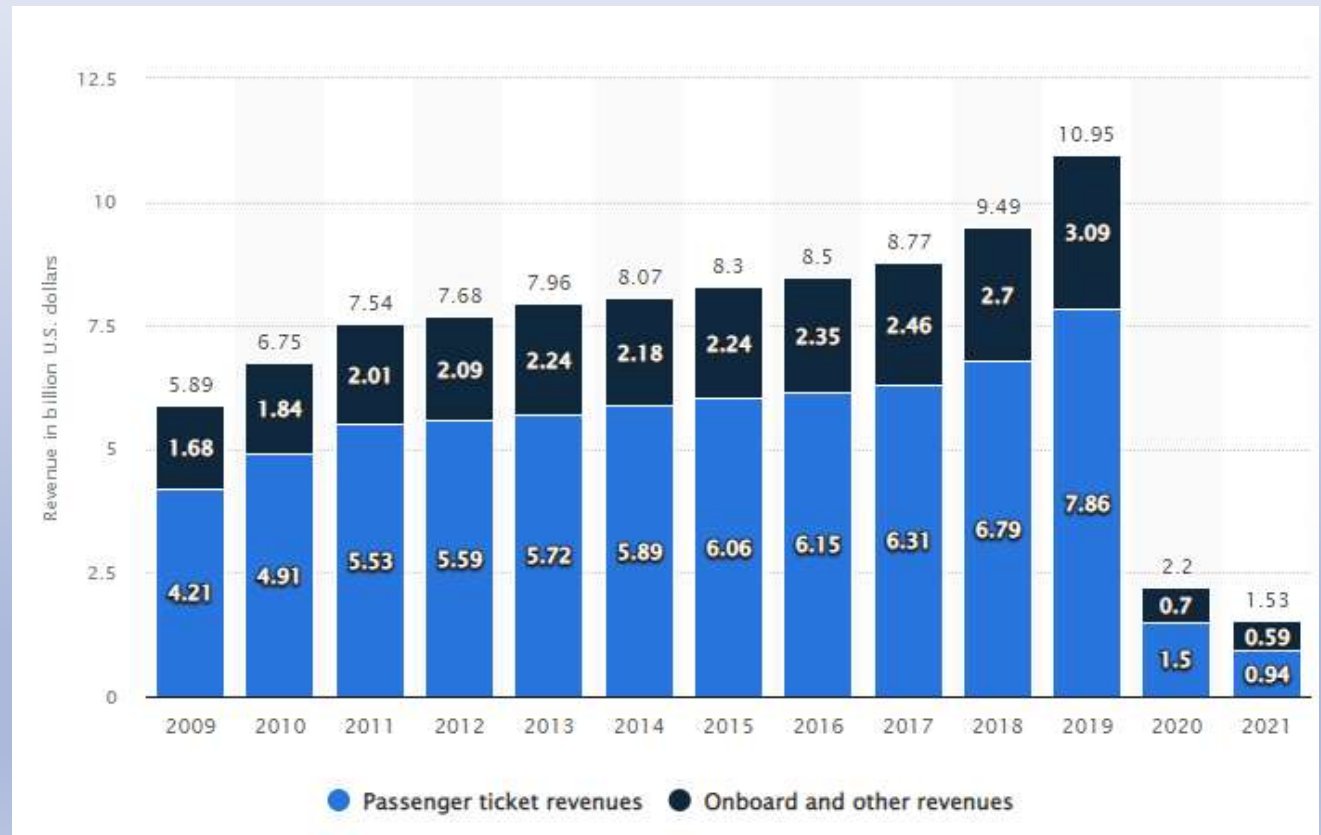
5 improvements of royal caribbean's APP





REVENUE OF ROYAL CARIBBEAN (IN BILLIONUS.DOLLARS)

- In 2020 and 2021 decline due to Coronavirus
- In 2021 tickets generated 12% of revenue from 2019



LESSONS FROM THE CASE *STUDY*

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Challenges faced

Improve
experience
on board

Attract
young
passengers

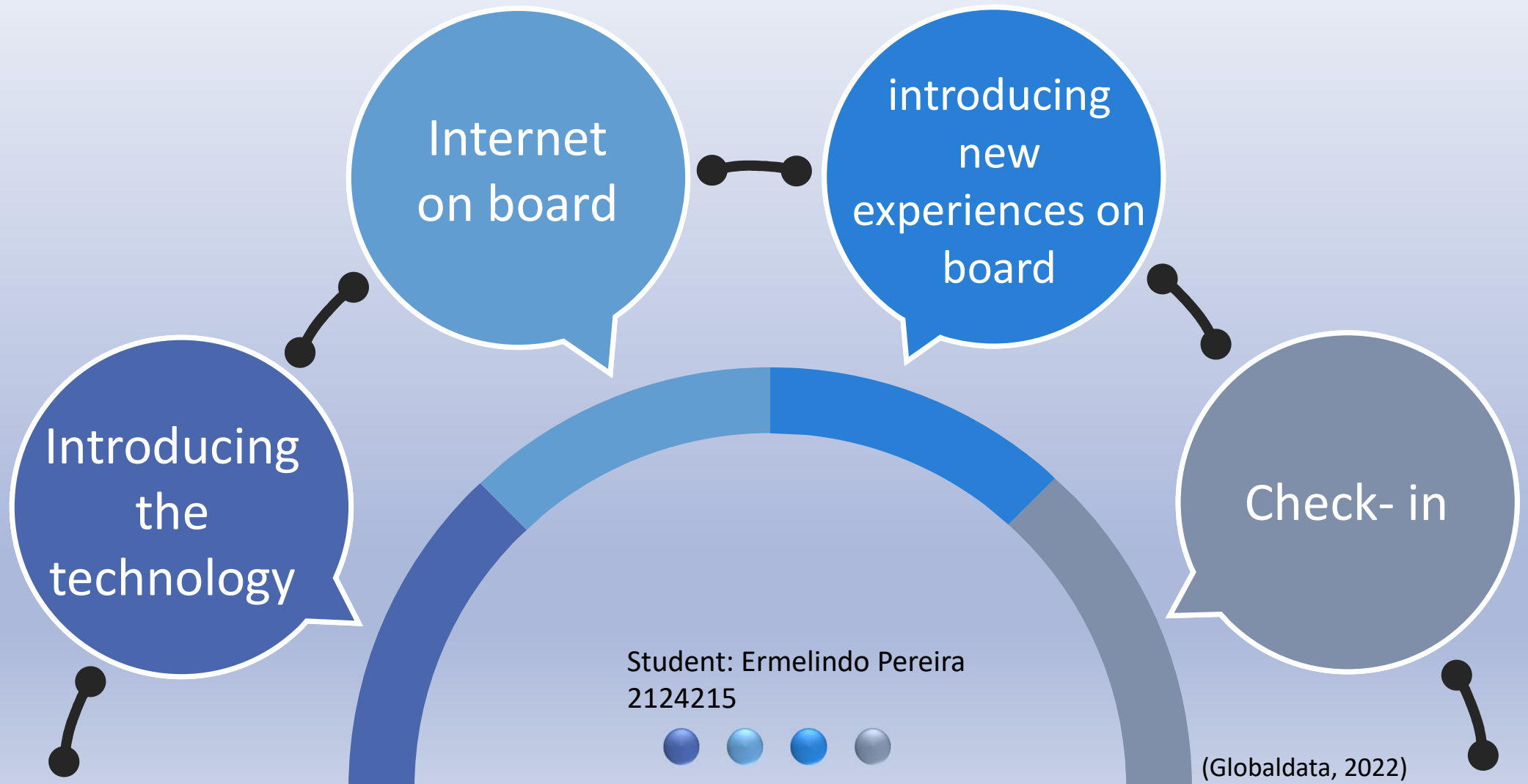
Deal
with
covid-19

Avoid
lines

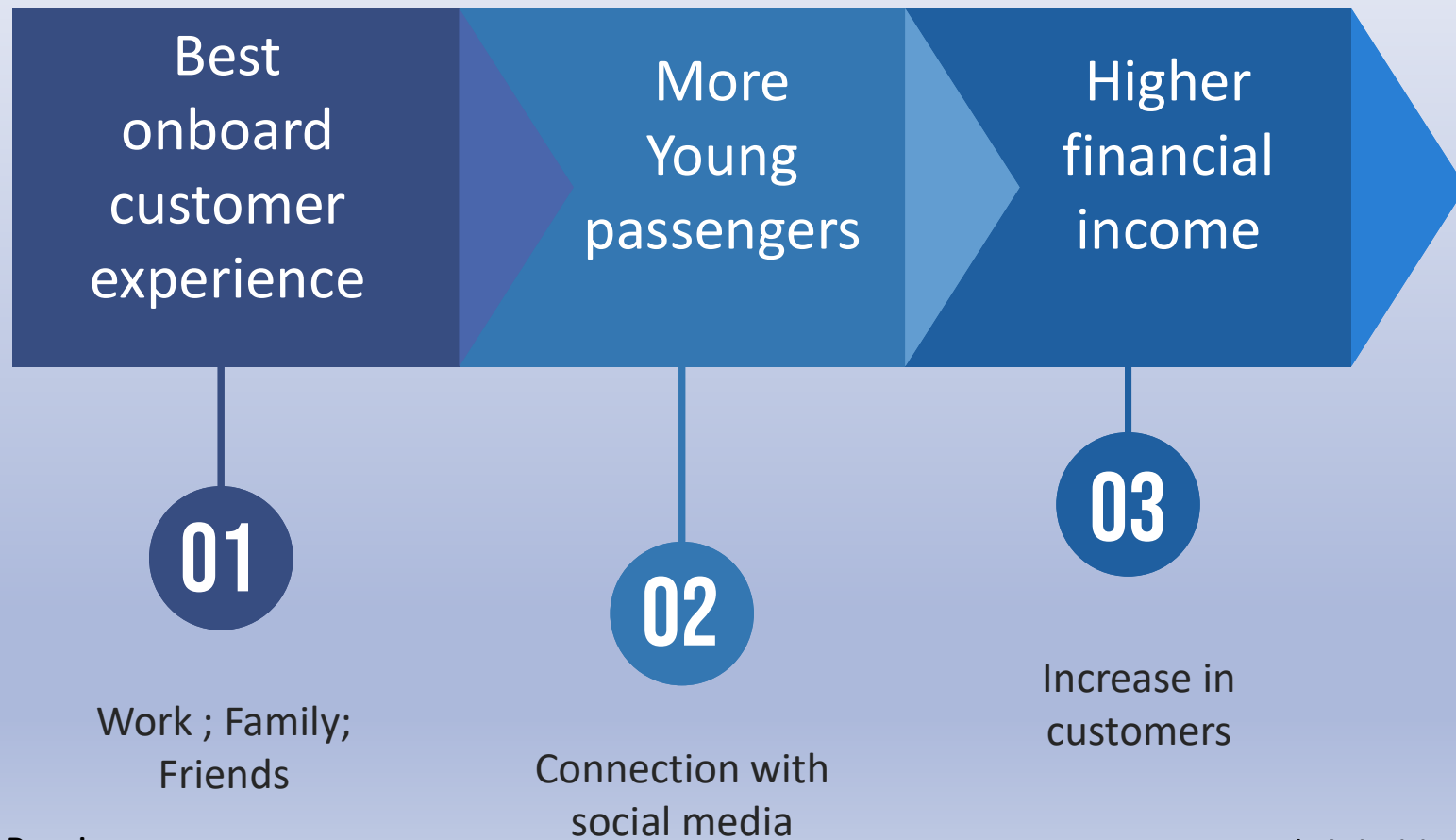
Increase
their
incomes

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Solutions



RESULTS



(Globaldata, 2022)

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Thank you!!!

