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Rosen Library Exhibits


Rosen Library

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2009

## Cruising: A Whole Other World on Water, Exhibit Brochure

Grenka Bajramoski

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## About the Library



The Universal Orlando Foundation Library at UCF's Rosen College of Hospitality Management is devoted to the study of the hospitality and tourism industries.

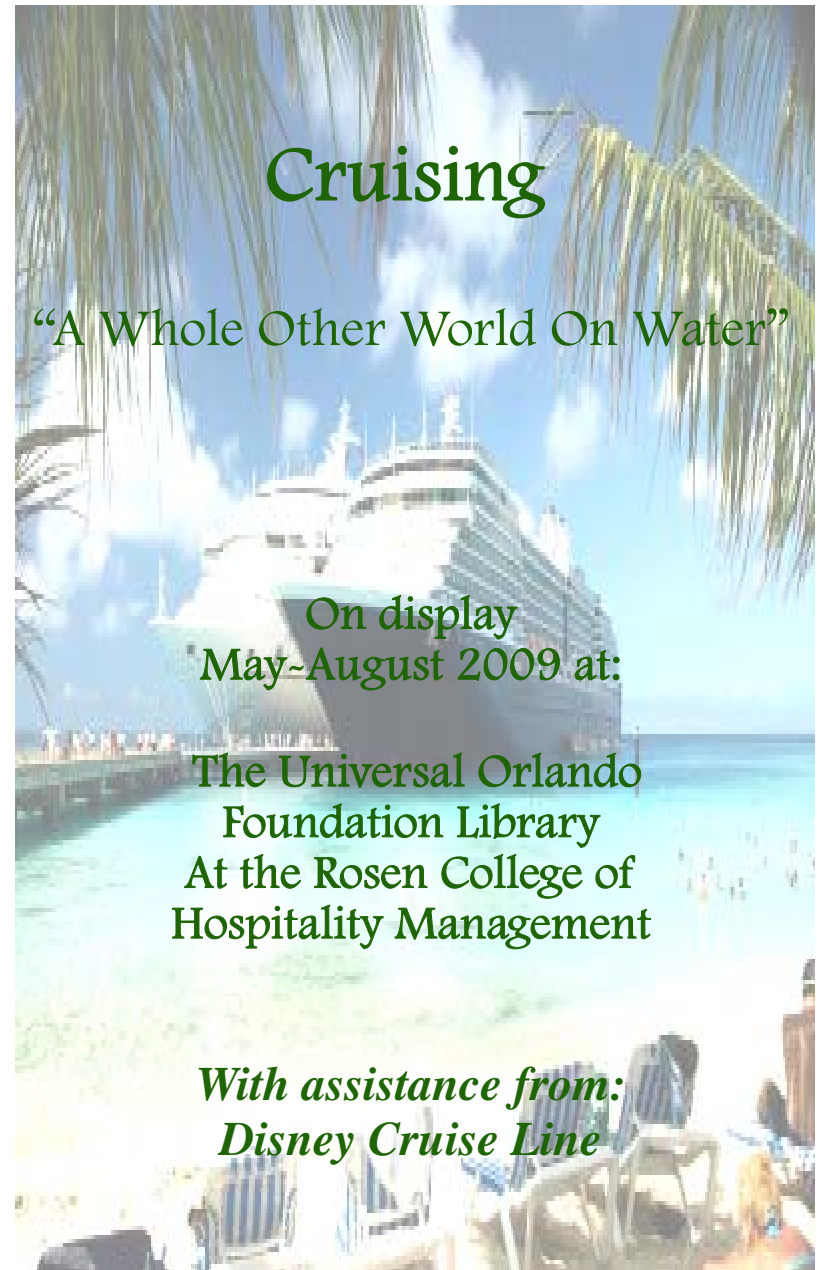
The Library is located at 9907 Universal Blvd., near International Drive and the heart of Central Florida's tourism area. For more information, visit the Universal Orlando Foundation Library's homepage at <http://library.ucf.edu/rosen> or call 407-903-8100.

## Special Thanks To:

- ◆ Display items loaned by:
  - \* Disney Cruise Line
- ◆ Exhibit & Brochure by:
  - \* Grenka Bajramoski, Sr. LTA,  
Universal Orlando Foundation Library



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## Cruising the Present...

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Cruise vacations offer guests the opportunity to leave behind their everyday routines in return for extraordinary experiences. According to the Cruise Lines International Association (CLIA), only 17% of the population has taken a cruise, so over 80% of the population has yet to experience a seagoing vacation. Clearly, the cruise industry has a growing future.

Cruise lines explore many different ways to entice new travelers to enter their world on water. The industry continuously offers cruisers innovative onboard facilities and exclusive amenities. They strive to keep their product fresh and exciting for cruisers. One marketing strategy is to provide new itineraries and ports worldwide to attract a diverse market of travelers. Another is to build new supersize ships. Most are providing a wide range of activities to guests such as ice skating rinks, bowling alleys, giant outdoor movie screens, and even a planetarium. Everyday, the cruise industry continues its quest to provide guests with a memorable and relaxing seagoing vacation.

## Cruising the Past....

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Though ships have been used for ocean travel for centuries, and cruising was fashionable among the wealthy in the 1920s and '30s, cruise tourism as we know it today began only 40 years ago.

Samuel Cunard contributed several innovations that we presently experience in the cruise industry worldwide. He once dreamed of bridging Britain and America with an oceanic railway. In 1840, the first "cruise" occurred when Samuel took 63 passengers on the steamship *Britannia* across the Atlantic.

With his entrepreneurial spirit, Cunard transformed the navigation of the world's oceans by providing innovative technologies on his ships, introducing new management practices, and making cruising a competitive global travel tourism activity. Samuel Cunard laid the foundations for the cruise industry to develop into what it is today.

## Disney Cruise Line

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Disney Cruise Line (DCL) made its first voyage in 1998. From the beginning, DCL designed its ships to be innovative, offering unique facilities and programs along with Disney's well known first-class service.

DCL is known for bringing family travel to the cruise industry. DCL's focus is on allowing families to reconnect while creating vacation memories that will last a lifetime. Each DCL vacation is designed with areas and activities that encourage quality family time as well as memorable individual experiences.



Disney continues to raise the bar on the cruise experience. "Disney is known for making dreams come true, and for creating worlds of fantasy that go beyond the imagination"  
~Karl Holz, president of Disney Cruise Line & New Vacation Operations

## Selected Cruise Guides:

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*Fodor's the complete guide to Caribbean cruises: Where to stay and eat for all budgets, must-see sights and local secrets, ratings you can trust.* Fodor's Travel Publications, 2006. Ros Gen Coll F2165 C64 2006

Hannafin, Matt and Sarna, Heidi. *Frommer's cruises & ports of call 2007: From U.S. & Canadian home ports to the Caribbean, Alaska, Hawaii & more.* Wiley Publishing, 2006. Ros Gen Coll G550 H366 2007

Marx, Jennifer. *PassPorter's field guide to the Disney Cruise Line: The take-along travel guide and planner.* PassPorter Travel Press, 2005. Ros Gen Coll G550 M3 2005

Scull, Theodore. *100 best cruise vacations: The top cruises throughout the world for all interests and budgets.* Globe Pequot Press, 2004. Ros Gen Coll G550 S38 2004