

include the bridge, engine room, the **galley**, and storerooms. As a cruise passenger, you may be able to visit the bridge and the galley on special days, but you will not be able to view the engine room or crew quarters for safety and privacy reasons.

Moving up the ship from the crew quarters you will find the passenger staterooms. In every stateroom, you will find varying configurations of **berths** (beds). Staterooms are configured with single beds that can be moved together and converted in to queen-sized beds. Single beds are used to provide the opportunity for maximum passenger occupancy. With that in mind, many staterooms will also have two upper berths that can be folded into the wall during the day creating room for four passengers in a cabin.

Public areas will be found on the upper levels. Exploring the ship, passengers can find a variety of spaces dedicated to their enjoyment including on megaships and many midsized ships:

- The reception area and front office
- Information and excursion desks
- Dining rooms, specialty restaurants, and pubs
- Shopping
- Health clubs and spa
- Casino
- Movie theater
- Showrooms and lounges
- Photo and art auction galleries
- Pools and activity areas
- Library and card rooms
- Internet center
- Medical facilities

And, this may just be the start as increasing ship sizes and creativity have given rise to driving ranges, wave pools, skating rinks, and more. Although cruising itineraries can be commonly found in 2-, 3-, 4-, 7-, and 14-day (or more) lengths, short cruises are proving to be the most popular and fastest-growing segment of this industry group. As was the case with Richard and Connie in our chapter opener, first-time cruisers are especially attracted to shorter cruises to test the waters and sample the cruising experience before committing to a longer itinerary. In addition, there are other factors contributing to the popularity of shorter cruises. Families and two-income households are finding short cruises to be attractive as they try to coordinate busy and often conflicting schedules that interfere with attempts to take extended vacations. Workers in pressure-filled jobs are seeking shorter and more frequent stress-relieving breaks to rest, relax, and recharge.³¹

Whether it is the inclusive pricing policies, one class of service (everyone receives the same service no matter how much he or she paid for the cabin), close attention to service details, or convenient itineraries, people seem not only to enjoy but also to praise their cruising experiences. Based on a cruise ship passenger satisfaction survey, 78.6% of passengers found the trip “enjoyable” and 19.3% found the trip “most enjoyable.”³² Cruises are able to achieve these high levels of satisfaction because they can deliver high-quality service in addition to effectively combining two important characteristics of a good trip. First, passengers see and experience new activities, sights, and cultures through onboard activities and different ports of call. Second, passengers enjoy these experiences with a feeling of safety, security, and comfort in familiar surroundings, established schedules, and attentive service.

Once onboard a cruise ship, everyone, no matter how much the passenger paid for the cruise or where his or her cabin is located, has arrived at his or her destination