

website work

by Google Scholer

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The carnival corporation

Introduction

The website selected to be evaluated in this paper is the carnival corporation (<https://www.carnival.com/>). The goal of the website is to provide reliable information about the services offered by the carnival corporation which involves providing a memorable cruise vacation experience. Despite the fact that it is a commercial website, its purpose is not only to sell its services but it is also designed to inform and also educate the general public on what they need to know about cruise vacations.

First of all, the Carnival Corporation is a website that is well-structured and that which one can easily navigate through. When browsing the website, it is obvious that there is consistency of its domain look as well as its formatting. It is structured in a way that makes users to find requested pieces of information by use of minimum clicks. The Carnival Corporation website is updated on the regular basis with the last update being on 17th January 2019. Its copy right date is 2019 with numerous up to date news as well as clips.

The site is well maintained therefore it provides updated information that is useful to the general public. The information posted on the website can be trusted because it is directly from the company source and hence not anonymous. Most of the articles on the website are written by Carnival Corporation rather than being written individually. Being that the organization is a

corporation with a high public profile, it means that the authority of information posted on the website is mostly dependent on how an individual views the organization. The website also has important organization's contact information such as the email and the phone number. Upon contacting the contact number availed at the website, it is clear that the organization is in existence.

The website is user friendly and one can navigate it with ease. It also proves to be friendly to those who are not savvy in terms of technology. The information posted on the website can easily be downloaded and printed- for those who need printed copy. The author provides thorough information about the organization for being the leading cruise line in the entire world. Cruise ship is regarded as a unique form of entertainment. The author explains that it involves travelling to exotic places, use of musical theatres, onboard hotel services as well as gambling. The website also informs the public how the company has been able to acquire solid channels of distribution to enhance quality service delivery which includes partnering with various tourism service providers worldwide (Keefe, Mike, John Ross & Middlebrook, 185). Upon considering the kind of services the organization offers through their website, an individual will start to gain an understanding as to why Carnival Company is considered to be the leader when it comes to the cruise travelling business.

The information provided for on the website is reliable because it does not take any political stand in general. Despite the fact that it is a commercial website, it does not only dwell on selling of its services but also informs the general public of the need for cruise shipping. It proves to provide in depth information about cruise shipping hence can be used as a primary source. The information on the website can be "find filtered" since the prospective customers would like to have an easy time finding the products and services offered. Carnival Corporation

describes the information on its website in details making its customers to fully understand them. The author has thoroughly proof read the organization's webpage and you could not see any typing errors in the entire website. This means that the author is very professional.

One might not really determine how old the site is, however, the information gets updated frequently. The website is intended for the general public, especially those who would be interested in cruise shipping because it is an established and trusted brand. The website does not seem to acknowledge any disagreement in the field neither does it respond to same issues that appear in other websites for the competing organizations. In order to sustain the competitive advantage, the company has to keep evolving. The articles on the website have numerous statistics together with other information that helps in backing up its arguments. For instance, it gives details of how the market for the cruise travels is young and saturated at the same time. The dynamic nature of the market gives immense opportunities for various companies to be able to merge and go for the market shares that are yet to be explored (Kwortnik & Robert, 298). The references for the website are not supplied, the information is stated in depth but sources have not been provided. However, further links to similar website has evidently been provided.

In conclusion, Carnival Corporation is the leading cruise shipping company in the entire world. In the evaluation, its website is of high quality. The website is also well-structured and that which one can easily navigate through. When browsing the carnival corporation website, it is obvious that there is consistency of its domain look as well as its formatting. It is structured in a way that makes users to find requested pieces of information by use of minimum clicks.

Work cited

Keefe, Mike, John Ross, and Bill Middlebrook. "CARNIVAL CORPORATION—
2000." *Strategic Management: Cases*(2001): 185.

¹
Kwortnik Jr, Robert J. "Carnival cruise lines: burnishing the brand." *Cornell Hotel and
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