

GUIDING PRINCIPLES FOR RESPONSIBLE TOURISM

SUSTAINABLE TOURISM PRACTICES IN THE DESTINATIONS CRUISE SHIPS VISIT



“Consistent with UN Tourism’s definition of responsible tourism, we partner with city authorities, ports, and other organizations on sustainable tourism initiatives to help preserve the integrity, cultural heritage, and beauty of the world’s most treasured destinations.”



KELLY CRAIGHEAD
President and CEO,
Cruise Lines International Association (CLIA)



Foreword

The cruise industry strives to be a leader in innovation and responsible tourism, and routinely demonstrates its commitment to **environmental sustainability** and destination stewardship, as well as respecting cultural heritage and providing a range of rewarding **career opportunities**, and, above all, prioritizing the **health and safety** of guests, crew and the communities which cruise ships visit.

Cruise Lines International Association (CLIA) represents the world’s most prestigious cruise lines; a highly trained and certified travel agent community; and a wide range of suppliers and business partners. CLIA’s Global Maritime Policy and Government Affairs teams coordinate the collaborative work of CLIA member cruise lines on key maritime, tourism, and transportation policy and legislative matters that impact the cruise industry--engaging with professionals across these sectors, as well as international, national and local governmental bodies and non-governmental organizations. CLIA leads efforts to educate policymakers and develop policies and practices that support a sustainable cruise industry environment.

One of the key ingredients for responsible tourism is destination stewardship. Consistent with UN Tourism’s definition of responsible tourism, we partner with city authorities, ports, and other organizations on sustainable tourism

initiatives to help preserve the integrity, cultural heritage, and beauty of the world’s most treasured destinations.

We share a common vision to capture the social and economic benefits of tourism for residents while safeguarding the long-term sustainability of cruise destinations for future generations.

CLIA and its cruise line members have identified the Sustainable Development Goals (SDGs) to which the industry is contributing and can make a difference. The CLIA approach to sustainable cruising is outlined in the report **Charting the Future of Sustainable Cruise Travel**. In this publication we focus on our industry’s guiding principles to support responsible cruise tourism in ports and destinations.

These guiding principles exclusively address land- and shore-based activities, recognizing that CLIA member cruise lines strive to be good global citizens. This includes, as a requirement of membership, an expansive and robust set of policies and practices set forth in CLIA’s Compendium of Maritime Policies. Land activities include shore excursions and other passenger movements off the ship as part of cruise itineraries. Shore activities include those specifically connected to the ship’s interaction with port and related land-based infrastructure while calling in a destination.

CLIA member cruise lines seek to be responsible partners to the communities where ships call, taking full account of current and future economic, social, and environmental impacts of our presence in destinations, addressing the needs of visitors, the travel and tourism industry, the environment, and host communities. In applying these principles, member cruise lines recognize that each community is unique, and optimal practices will vary from destination to destination. To demonstrate these values, member cruise lines aspire to uphold the following Guiding Principles for Responsible Cruise Tourism, which reflect current practices and a commitment to progress.



GUIDING PRINCIPLES FOR SUSTAINABLE TOURISM IN THE DESTINATIONS CRUISE SHIPS VISIT

COLLABORATE WITH THE COMMUNITIES SHIPS VISIT

Cruise lines seek to collaborate with the communities ships visit by managing operations in ways that help reduce environmental impacts and support biodiversity and conservation initiatives.



SUPPORT QUALITY OF LIFE AND RESPECT CULTURAL AND NATURAL HERITAGE

Cruise lines aim to support and work with port and local officials, stakeholders, passengers, and partners to limit disruptions to daily life and to protect sensitive cultural and natural resources in the destinations ships visit.



CONTRIBUTE TO THE ECONOMIC WELL-BEING OF HOST COMMUNITIES

Our members pursue commercial opportunities for local businesses and, where feasible, provision ships locally and sustainably at ports of embarkation and ports of call.



PROTECT PUBLIC HEALTH

Cruise lines strive to take measures for the protection of the health of passengers, crew, and the communities ships visit.

PROVIDE REWARDING EMPLOYMENT EXPERIENCES AND CAREER PATHS

Cruise lines seek to provide rewarding employment experiences and careers to a global and diverse workforce from more than 150 countries—including on board and on shore opportunities in cruise line headquarters and regional offices, in ports and destinations, and other locations throughout the world where the industry's vast network of partners and supply chains operate.



DEMONSTRATE GOOD GOVERNANCE

Cruise lines aim to follow policies and practices that support good governance, as well as provide accurate and timely information about operations globally and in ports and destinations to maximize collaboration, planning and sound decision-making with and by local authorities.



WORK WITH GLOBAL TRAVEL AND TOURISM PARTNERS ON BEST PRACTICES FOR OPTIMIZING CRUISE TOURISM IN PORT DESTINATIONS

Cruise lines seek to proactively collaborate with partners to identify industry level policies and practices in conjunction with trained destination managers to effectively optimize cruise tourism in destinations.





Collaborate with the Communities Ships Visit

Cruise lines seek to manage their operations in such a way as to consistently meet or exceed regulations and conventions to respect the destinations ships visit, engage in continual improvement and work with partners to reduce environmental impacts.

OUR VISION IS NET ZERO EMISSIONS BY 2050

The sustainability strategy of our industry focuses on three pillars of action:

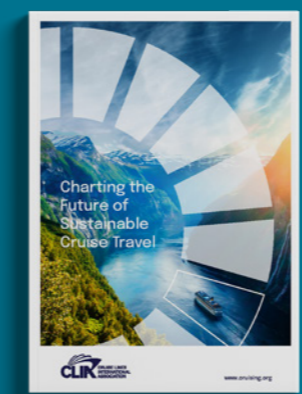
-  Reducing the carbon footprint of ships while at berth and at sea
-  Investing in advanced environmental technologies onboard
-  Partnering with cities and ports on sustainable tourism

In 2023, CLIA published a report, "Charting the Future of Sustainable Cruise Travel," highlighting the environmental practices of the cruise industry.



Examples of this strategy are evident in multiple ports and destinations.

- + In Italy, CLIA member cruise lines have signed voluntary Blue Flag Agreements in several ports, including Genoa, La Spezia, and Venice.
- + In France, CLIA and its member cruise lines engaged with the Government to reach an agreement that would for the first time include all French ports in the Mediterranean.
- + In 2022, cruise lines and the French Government signed a Charter of Sustainable Cruising in the French Mediterranean. The Charter, which identified concrete actions to strengthen efforts already undertaken, set a new framework for cooperation with the French authorities to contribute to the achievement of environmental objectives in the Mediterranean.



Find out more: [cruising.org](https://www.cruising.org)





Support Quality of Life and Respect Cultural and Natural Heritage

Cruise lines aim to work with port and local officials, stakeholders, passengers, and partners to limit disruptions to daily life and to protect sensitive cultural and natural resources in the destinations where ships visit.



Examples from CLIA member cruise lines include:

- + Working with local officials, partners, and stakeholders on the development of comprehensive assessments and destination management plans that help protect and promote quality of life and respect for cultural and natural treasures in destinations
- + Working with local officials and ports on specific plans limited to the management of cruise impacts on the destination, where a comprehensive destination management plan is not applicable
- + Timing arrival and departure times of passenger vehicles that move cruise passengers in ways to mitigate or avoid peaks in traffic within the destination
- + Optimising disembarkation time distribution across cruise ships in ports in the interest of balancing the flow of visitors
- + Broadening the dispersal of visitor excursions across the destination to move passengers to, through, and beyond the gateways
- + Partnering with tour operators and guides who are certified to Global Sustainable Tourism Council (GSTC) or comparable standards
- + Broadening dispersal to boost more businesses while controlling visitor flow

Case study

Featuring UNESCO-designated natural and historic sites, the city of Dubrovnik is renowned for the richness of its history, architecture, and cultural experiences. As tourism to Dubrovnik continued to grow, city leaders needed to capture the social and economic benefits of tourism while safeguarding the long-term viability and livability of the city.

The cruise industry uniquely played a leadership role as a solution provider by working with Mayor Franković to stagger arrival and departure schedules to optimize visitor flow, which helped relieve congestion at the Old Town's Pile Gate. Cruise lines also worked with the local community to develop new tours to include sites outside the Old Town, as well as other actions in support of the Mayor's "Respect the City" program.

As the city was deliberating how to introduce responsible tourism principles into their planning processes, CLIA supported the city by commissioning the Global Sustainable Tourism Council (GSTC) to assess Dubrovnik's sustainability status, using the global criteria for sustainable destinations. The assessment helped to inform the city's approach towards sustainable tourism management in collaboration with the cruise industry.

Dubrovnik offers an example for how popular destinations can preserve the unique culture and heritage that draw thousands of visitors each year.





Contribute to the Economic Well-being of Host Communities

Our members help create opportunities for local businesses including, where feasible, provisioning ships locally and sustainably at home ports and ports of call.

Examples of ways CLIA-member cruise lines support local economies include:

- + Building positive entrepreneurial relationships with local businesses to boost commerce
- + Expanding excursion options and experiences to support local businesses
- + Promoting local retail, dining, cultural and other attractions to passengers--and encouraging guides and tour operators to do the same--in order to prioritize passenger spending with local businesses
- + Provisioning ships locally and sustainably (including food, beverage, technical services and port workers) in order to provide predictable revenue streams to local businesses

These and similar practices also help increase employment opportunities for local residents.



Case study

The economic contribution from cruise to the global economy is enormous. In 2019, despite cruise being just 2% of international arrivals (29.7 million cruise passengers among 1.5 billion total international arrivals), the industry generated \$155 billion (or 8%) of the \$1.9 trillion in total spend by international travelers—supporting 1.2 million incremental jobs and \$43 billion in wages worldwide, representing 3% of the \$1.7 billion in total wages generated by travel and tourism.

It's important to note that the economic contribution of cruise goes well beyond cruise traveler spending in ports of call over the course of a typical seven-day cruise (which averages about \$750 per passenger). In fact, CLIA's economic impact analysis shows that approximately 75% of the economic benefits of cruise is attributable to the cruise industry's onshore activities. In addition, as evidence of both the present and future value of cruise tourism, cruise passengers stay an average of one to two nights in their ports of embarkation before and/or after the cruise—and six out of 10 cruise travellers later return to places they first visited on a cruise—generating even more opportunities for local businesses to develop and market their products and services to cruise travelers. All told, cruise activity in ports and destinations can lead to the development of new infrastructure and amenities, such as expanded port facilities and improved transportation links—further enhancing the destination's appeal to all types of travelers.





Protect Public Health

The cruise industry is a model for other travel sectors for health protocols and practices—which contributes to cruise being one of the safest forms of travel. Cruise lines go to great lengths to support and health and wellness of all on board, as well as the communities ships visit.

Examples from CLIA member cruise lines include:

- + Collaboration with global and regional health authorities in the interest of public health—including the World Health Organization (WHO), the U.S. Centers for Disease Control (CDC), and the European Centre for Disease Control and Prevention (ECDCP), among others
- + Pre-boarding health screenings of passengers and timely health reporting to authorities
- + Strict cleaning and sanitation protocols under normal circumstances, at a higher frequency than most other settings
- + On board medical facilities that, as a requirement of membership, must meet the standards set forth by the American College of Emergency Physicians, available 24/7
- + Outbreak Prevention and Response Protocols on board outlining detailed response procedures
- + Announced and unannounced health inspections and enforcement by public health authorities worldwide (e.g., includes at least two unannounced health inspections annually in the U.S. under the CDC's Vessel Sanitation Program (VSP), which applies to any cruise ship sailing to or from U.S. ports at a level of federal scrutiny that is unprecedented within the travel and hospitality industry)
- + Health reporting governed by the WHO, which requires that Health Declarations detailing illnesses of individuals on board be provided to port authorities around the globe prior to a ship's entry.
- + Three or more formal internal public health inspections each year
- + Extensive training for all on board personnel in first aid and public health policies
- + Enhanced air filtration
- + Contactless transactions

Multi-layered Oversight, Enforcement, and Reporting

The cruise industry is subject to health, safety, and environmental regulations developed by the International Maritime Organization (IMO) and enforced through flag state inspections and port state verification, countries of registration (flag states), classification societies, and public health authorities. Every cruise ship receives multiple inspections each year – announced and unannounced. In addition, as a requirement of membership, all CLIA cruise line members must adhere to a strict and robust set of policies and practices which undergo constant review and improvement and often exceed what international, national and local laws require.

No other form of travel provides such multi-layered oversight and enforcement, plus transparency through required reporting. Highlights include:

International Maritime Organization & International Labour Organization

- + Apply safety and environmental rules and guidelines and provide oversight for ship design, construction, and operation through surveys, audits, and inspections.

Federal/National Authorities and Port States

- + Review ship designs and issue safety certification before the ship sails.
- + Conduct announced and unannounced inspections and enforce compliance with international and domestic laws and regulations
- + Detain ships if serious violations are found

Major international Port State Control regimes include the Paris Memorandum of Understanding / MOU on Port State Control (28 maritime administrations participating), Tokyo MOU (21 administrations

participating), plus other regional MOUs including: Vina Del Mar (Central & South America), Mediterranean, and Indian Ocean. Regulators and enforcement authorities at the U.S. federal level include the U.S. Coast Guard, the U.S. Centers for Disease Control and Prevention (CDC), Federal Maritime Commission, and the Environmental Protection Agency.

Countries of Registration | Flag States

- + Ensure that registered ships meet national and international requirements.

Classification Societies

- + Set safety and environmental rules and guidelines and provide oversight for ship design construction and operation.
- + Conduct inspections and surveys on behalf of flag states, insurers and other members of the maritime community to make sure ships are seaworthy and managed responsibly.





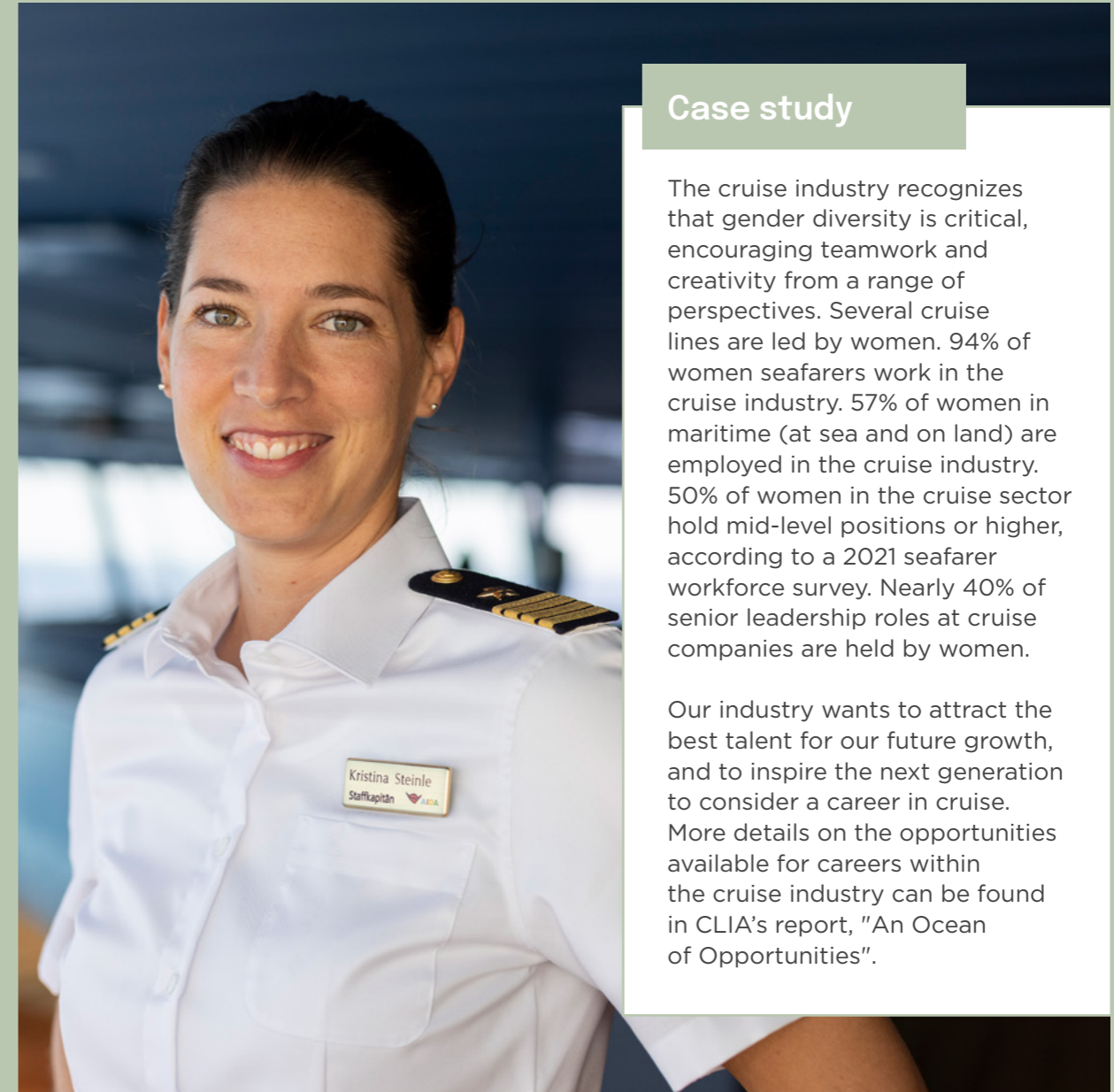
Provide Rewarding Employment Experiences and Career Paths

Cruise lines seek to support providing rewarding employment experiences and career paths to a global and diverse workforce from more than 150 countries—including opportunities on board and on shore directly with cruise lines, as well as through a vast network in ports and destinations and with partners and supply chains worldwide.

Examples from CLIA member cruise lines include:

- + Training and professional development opportunities to foster career advancement
- + Recruiting efforts to support direct employment on board cruise ships—with crew members from all over the world, including Asia, Europe, North and Central America, and Caribbean nations
- + Intentional hiring in support of diversity and inclusion initiatives that reflect the communities cruise lines serve
- + Evaluating companies in the supply chain, guides, and excursion providers for working conditions, use of child labor, etc.

“CLIA member cruise lines are proud to employ a multinational workforce, representing more than 150 countries. Often, there may be crew from more than 75 nationalities working onboard a ship at any time.”



Case study

The cruise industry recognizes that gender diversity is critical, encouraging teamwork and creativity from a range of perspectives. Several cruise lines are led by women. 94% of women seafarers work in the cruise industry. 57% of women in maritime (at sea and on land) are employed in the cruise industry. 50% of women in the cruise sector hold mid-level positions or higher, according to a 2021 seafarer workforce survey. Nearly 40% of senior leadership roles at cruise companies are held by women.

Our industry wants to attract the best talent for our future growth, and to inspire the next generation to consider a career in cruise. More details on the opportunities available for careers within the cruise industry can be found in CLIA’s report, “An Ocean of Opportunities”.

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Find out more:
cruising.org



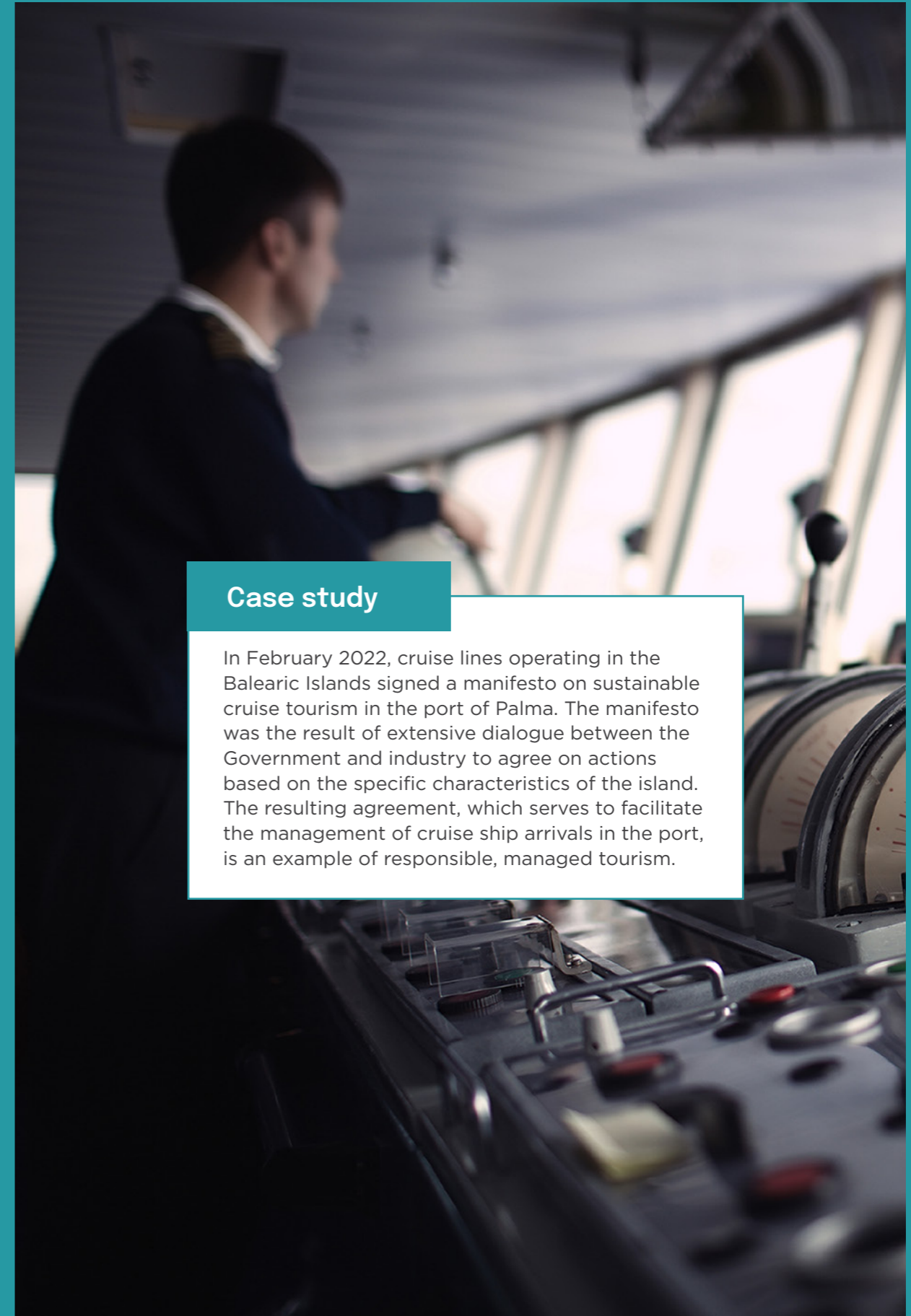


Demonstrate Good Governance

Cruise lines aim to follow policies and practices that support good governance, as well as provide accurate and timely information about operations in ports and destinations to maximize collaboration, planning and sound decision-making by and with local authorities.

Examples from CLIA member cruise lines include:

- + Making relevant, accurate, and timely information regarding cruise operations available to authorities and stakeholders to support evidence-based decisionmaking
- + Communicating public health information to authorities as part of the industry's robust oversight and prioritization of public health and safety
- + Conducting third-party research to validate assertions and provide factual, fair, and impartial data for effective decision-making for the mutual and long-term benefit of communities, residents, and visitors.



Case study

In February 2022, cruise lines operating in the Balearic Islands signed a manifesto on sustainable cruise tourism in the port of Palma. The manifesto was the result of extensive dialogue between the Government and industry to agree on actions based on the specific characteristics of the island. The resulting agreement, which serves to facilitate the management of cruise ship arrivals in the port, is an example of responsible, managed tourism.



Work with Global Travel and Tourism Partners on Best Practices for Optimizing Cruise Tourism in Port Destinations

CLIA and member cruise lines work closely with global travel and tourism partners to develop best practices that support tourism management needs while also protecting the economic benefits that cruise tourism brings to communities.



Examples from CLIA member cruise lines include:

- + Leveraging the unique characteristics of cruise as a solution provider, since cruise ship arrivals are planned two to three years in advance
- + Collaborating with UN Tourism to educate Ministers of Tourism on the benefits of cruise tourism
- + Collaborating with the Organization for Economic Cooperation and Development's Tourism Committee concerning management of cruise tourism
- + Working with Destinations International to include a module on optimizing the socio-economic benefits of cruise tourism in communities as part of its destination management certification program



Principles for Mutually Successful Engagement

Applying these Guiding Principles requires cooperation and dialogue between the cruise sector, ports, and destinations. Time and again it has been shown that collaboration to achieve a common goal is the most effective strategy. As a result, CLIA has also developed a set of principles for engagement in ports and destinations and invites stakeholders to align on agreed-upon principles for mutual success. Using past experience, the industry has identified five (5) principles for mutually beneficial engagement: transparency, consultation, cooperation, timing and enforcement.



- + Transparency and timely consultation help identify opportunities to collaborate and ensure solutions-approach to destination stewardship, such as appropriate berthing policies, is identified and developed well in advance
- + Cooperation with local and regional authorities in the inter tourism policies that are developed wholistically with key stakeholders, including potential impacts on neighbouring ports and cities in the region
- + Timing that considers the varying planning requirements of different stakeholders will help ensure coordinated and effective implementation of policies by ports, destinations, cruise lines and service providers
- + Enforcement of agreed-upon elements of local tourism policies that allows for ongoing dialogue and input from all stakeholders will help make sure tourism management initiatives evolve in ways that keep them fit for purpose and aligned with long-term strategies

These principles lay the foundation for ongoing cooperation and joint activities, and define the framework for creating local rules, while holding all parties accountable:

Transparency

The authorities involved agree to clearly communicate in writing to all parties who may be impacted by issues or policies. For example: measures for management of tourism flows and other decisions are readily accessible; conditions and criteria for berthing allocation and available port services are clear to all parties, available online, and updated in real time.

Consultation:

All parties agree to establish a local cruise committee under the authority of the port and/or municipality in the interest of involving all stakeholders in the policy-making process. Participants to be included, at a minimum, are the Port Authority and the corresponding Municipality (also a group of, if there is regional cooperation), cruise lines, terminal operator(s), port agents and tour operators.

Cooperation:

Impacted stakeholders (e.g., the local cruise committee, business owners and retail establishments, local transport companies, the local tourism board, HORECA and other tourism stakeholders) agree to meet on a regular basis (at least twice a year, at the beginning and the end of the core season) to review and address evolving or new needs in the destination.

Enforcement:

Authorities agree that enforcement actions will be determined and agreed-upon upfront and consistently applied in a non-discriminatory manner. As cruise lines must refrain from determining deployment and timing for cruise port calls with each other due to anti-trust laws, relevant decisions must be coordinated by relevant parties such as a cruise scheduling committee at the port and destination. Relatedly, in the event of structural, resource and/or infrastructure constraints or other barriers that prevent one or more stakeholders from being able to meet obligations, the parties agree to reasonable flexibility in enforcement measures in consultation with the local cruise committee/decisionmakers (see "Consultation"). All parties agree to implement an ongoing review process (e.g., annual at a minimum) to support continuous improvement and to make sure processes and procedures are relevant and working as intended.

Timing:

Given that cruise itineraries are commercialized 1 to 2 years in advance, any change to port operations need to be communicated at least 18 months prior to entry into force. This will allow time to communicate and discuss changes for mutual understanding and stakeholders to prepare and adapt accordingly (e.g., communication and discussion regarding significant changes would ideally begin 18 to 24 months before finalization and entry into force).





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