CRUISE LEADERSHIP IN RESPONSIBLE TOURISM

Cruise lines are following a path to decarbonisation with advancements in technology, infrastructure, and operations

- Multiple pilot projects and collaborative initiatives are underway.
- New engines and propulsion technologies are actively being planned and tested for use on cruise ships.

Technology  

Infrastructure  

Operations
CRUISE LEADERSHIP IN RESPONSIBLE TOURISM

Cruise is a model for responsible and sustainable tourism

Managed tourism

- Active collaboration with ports and destinations helps maximize the benefits of tourism for communities.
- Ship arrival and departure schedules are established with ports up to three years in advance—and most passengers participate in shore excursions organized by the cruise lines with local providers—providing destinations with advance information about tourism flows so they can plan accordingly.
- Collaborative, sustainable tourism initiatives led by the cruise industry, destinations, ports, community organizations, and stakeholders are helping to achieve mutual objectives to preserve the integrity, cultural heritage, and beauty of the world’s most treasured destinations for future generations.

“We’re seeing the cruise industry acting much more proactively in collaborating with port managers to better manage visitor flows.”

Randy Durband, CEO
Global Sustainable Tourism Council
‘The Cruise industry proved its **resilience** and financial strength during COVID-19 and it has many of the requisite strengths to ensure not only survival but **ongoing growth**.

That growth will falter if the **ecosystem**, including cruise lines, cannot **meet the destination management, environmental and social challenges** it is currently confronting.’

*Source: EU-EC/Deloitte/Ramboll*
PORT OF LISBON

GSTC DESTINATION ASSESSMENT

Executive summary

For Lisbon, in total there were 2 respondents who filled in the survey sent as part of this study. The results show that Lisbon is performing best in its socio-economic benefits pillar with room for improvement in destination management and environmental sustainability. The results indicate that Lisbon needs to develop a system in place to cope with the heavy inflow of cruise passengers so that a balance can be achieved between the community, environment and economy. In addition, based on the interviews, it was evident that given cruise volume is a significantly smaller proportion of the total tourism volume (~1%), more attention needs to be paid to this niche industry.

NGSTC has translated the GSTC evaluation system into a ‘traffic light system’ with the following scoring methodology:
- Excellent (5.00 – 6.00)
- Good (4.00 – 5.99)
- Needs improvement (3.50 – 3.99)
- Moderate risk (2.00 – 2.49)
- Risk (0.00 – 1.99)

Destination Management

- Destination management responsibility
- Destination strategy & action plan
- Monitoring and reporting
- Regulation to receive cruise ships
- Infrastructure management responsibility
- Sustainability awareness of the above org.
- Engagement with other bodies
- Enterprise engagement & sustainability standards
- Resident engagement and feedback
- Visitor engagement and feedback
- Promotion and information
- Managing visitor volumes & activities
- Risk management & development control
- Climate change adaptation
- Public Health issues

Environmental Sustainability

- Protection of sensitive environments
- Visitor management at natural sites
- Wildlife interaction
- Species exploitation & animal welfare
- Energy conservation
- Water stewardship
- Water quality
- Wastewater
- Solid waste
- GHG emissions & climate change mitigation
- Low-effect transportation
- Light and noise pollution

Socio-economic benefits

- Measuring the economic contribution
- Decent work and career opportunities
- Preventing exploitation & discrimination

Opportunities

- Managing peak volumes of cruise passengers
- Improve engagement with cruise related stakeholders to develop the industry
- Incorporate clear monitoring and reporting indicators for cruise tourism to assess the sustainability of the industry

Challenges

- Continue work
- Develop new measures

Source: EU-EC/Deloitte/Ramboll
GOOD PRACTICES EXAMPLES

- Cruise-specific Onshore Power Supply (OPS) at the cruise terminal of Altona

- Environmental Ships Index (ESI) at-berth module that calculates cruise ship emissions at the berth that it is planned to implement in various EU ports

- Sustainable cruise terminal in the Port of Tallinn, Estonia

- Holistic approach to tourism in Dubrovnik, Croatia

- Waste reduction programme 4GOODFOOD implemented in at least 8 EU destinations;

Source: EU-EC/Deloitte/Ramboll