



# DESTINATION STEWARDSHIP

While cruise travel represents only a fraction of the global tourism market, the cruise industry is a leader in responsible tourism and is committed to the highest standards of destination stewardship—supporting local economies and fostering respect for local populations, environments and cultures.

- **CLIA cruise lines are committed to responsible tourism practices both on and off the ship, including an intense focus on the shoreside experience of its customers, and their impact on local communities.**
  - » The cruise community strives to make visitors feel welcome and comfortable in their new surroundings each time they visit a destination.
  - » As destinations experienced a surge in global tourism volumes over the past ten years, localized crowding has become a challenge for many city and national governments, and a top priority for CLIA cruise lines.
  - » The cruise industry has already identified a number of helpful practices—including staggered arrivals, excursion diversification and shoreside power—and continues to seek balanced approaches that respect local populations and support local economies.
- **As demand for cruising experienced substantial growth over the past 10 years, the cruise industry recognizes its responsibility to develop innovative and respectful tourism practices.**
  - » CLIA, in conjunction with bodies such as UNWTO, WTTC and GSTC, is helping port cities analyse the causes of and finding solutions to crowding.
  - » CLIA cruise line members engage in the careful selection of activities and shoreside excursions, educate passengers as to local customs and encourage them to support local businesses.
  - » Pioneering work in such locations as Juneau, Alaska, and more recently in Dubrovnik, Croatia is testament to what can be achieved.



- **Recognizing that there is no single overarching solution or approach that can be applied globally, CLIA cruise lines exercise the highest standards of responsible tourism in collaboration with destinations around the world.**
  - » In **Dubrovnik**, in collaboration with the Mayor's office and the City Council, CLIA signed a Memorandum of Understanding to work together to preserve and protect the cultural heritage of Dubrovnik and to help establish Dubrovnik as a model of sustainable tourism in the Adriatic region and beyond.
  - » In **Juneau**, CLIA member cruise lines helped establish the Travel Best Practices Management program (TBMP) in 1997 in response to community concerns about growth in visitors to Juneau.
    - Each year, members of the TBMP program review and discuss local concerns. Guidelines are then developed and implemented to protect the benefits of tourism while still addressing the concerns of local residents.
    - TBMP has been regarded by local officials as a great success story and is frequently publicly acknowledged. The program also conducts public education in print and on radio.
  - » In **Santorini**, the cruise industry is working with local authorities to ensure the success of a new ship arrival management system that will spread the flow of tourists visiting the island.