



ROYAL CARIBBEAN CRUISES LTD.

# Gestión de Destinos

## *Nuestro Marco para el Turismo Sostenible*

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Dirección de Turismo Sostenible de la AEC – CETS 25  
Antigua, Guatemala, 22 mayo, 2014

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# Contexto Global

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- Crecimiento de la Industria de Cruceros
  - 21.3 M de Pasajeros en 2013, proyección de 21.7M en 2014
  - 55% Con origen en Norte América
  - Penetración del Mercado de (3.4%) US, 1.2% (UE)
  - El Caribe continua como el destino líder para cruceros Caribbean
    - 37.3% de todos los despliegues globales
    - 12% incremento proyectado para 2014
  - Crecimiento significativo en Europa, Australia y Asia
  - 2014 proyecta 20% aumento para el negocio de verano en el Caribe/Bahamas - niveles históricos superando a la temporada 2010



# Nuestra Compañía



- 41 Barcos
- 490 Destinos Globales
- 4.1M Pasajeros, 65K empleados
- 6 barcos más para 2016, total cap. 120,500 embarcaderos



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# ¿Por qué Gestión de Destino?

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- Es un pilar importante para nuestro compromiso de Sostenibilidad
- Los destinos son el alma de nuestro negocio
- ¡Nuestros Huéspedes nos dicen a dónde quieren que los llevemos!
  - Los destinos deben mantener su valor para los consumidores
- Imperativo del Negocio:
  - Los barcos recién construídos pueden representar una inversión de casi \$1B, algunos pueden visitar solamente un número limitado de puertos (AL + OA)
  - Los destinos deben planificar y tomar acciones para mantener su atractivo



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# Cronología de la Gestión de Destinos

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- **2009:** Anfitriones del tanque de pensamientos a bordo del crucero inaugural del Oasis de los Mares
- **2010:** Lanzamiento del Programa de Excursiones a Playas Sostenibles
- **2011:** Los Destinos Privados de Bahamas y Haití alcanzaron nivel bronce en la eco certificación para atracciones y operaciones de excursiones del Programa de Educación de Turismo Sostenible- *STEP*- (ambos actualmente con nivel Oro)
- **2012:** Patrocinador de la creación del Criterio Global de Turismo Sostenible para Destinos-GSTC
- **2013:** Apoyo al diagnóstico del manejo de destino y agenda de medidas en Cozumel y Roatán
- **2013:** Apoyo para crear una herramienta de supervisión de destinos diseñada para ayudarles a seguir tendencias y cambios que ocurren a través del tiempo.
- **2014:** Socio Fundador en la Alianza de Destinos Sostenibles de las Américas



# Gestión de Destinos RCL

- Destinos Privados
- Proveedores de Excursiones a la Playa
- Managers de Destinos



[www.destinationsfortomorrow.org](http://www.destinationsfortomorrow.org)

# Soluciones de Sostenibilidad: Destinos

- Herramientas que ayudan a hacer factible la sostenibilidad
- Autoevaluación de la sostenibilidad del destino
  - Diagnóstico Rápido del Destino Sostenible
  - SMART – Supervisión Estratégica y Respuesta para el Turismo

## Autoevaluación de la sostenibilidad del destino

**Sustainable Travel International**  
Leave the world a better place

**STLN SUSTAINABLE TRAVEL LEADERSHIP NETWORK**

**Destination Sustainability Self-Assessment**

This self-assessment evaluates a destination's journey and progress towards sustainability. It is an honor-based system designed for destination managers. By agreeing to participate in this assessment, you pledge that the responses you provide are true and correct to the best of your knowledge.

In order to get a copy of your results we will need to verify a small random sample of your responses. Once these are verified, you will receive a report of your destination's current sustainability status and a Statement of Completion.

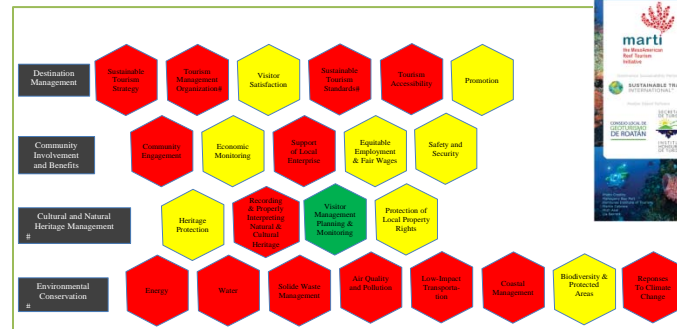
Your survey responses will be stored on a secure server and will only be shared with authorized sustainability staff. All responses will be kept confidential.

**Sustainable Travel International**

**Destination Sustainability Self-Assessment Indicator Report**

Indicator	Level of Implementation
A1. Sustainable Tourism Strategy. Does the destination have a multi-year sustainable tourism strategy with implementation, monitoring, development control and evaluation systems?	Green
A2. Sustainability Standards. Does the destination have an industry supported voluntary, verified, certification/labeling program to promote sustainable tourism standards?	Red
A3. Tourism Satisfaction. Does the destination have a system to monitor, publicly report, and improve tourist satisfaction at a destination level?	Red
A4. Safety and Security. Does the destination have a system to respond to tourism-related crime and safety?	Red
A5. Access for All. Does the destination have an accessibility policy that requires tourist sites and facilities to be accessible to all including persons with disabilities and others who have specific access requirements?	Red
A6. Promotion. Are the destination's promotional materials accurate and complete with regard to the destination and its tourism products and services, including sustainability claims?	Green

## Diagnóstico Rápido del Destino Sostenible



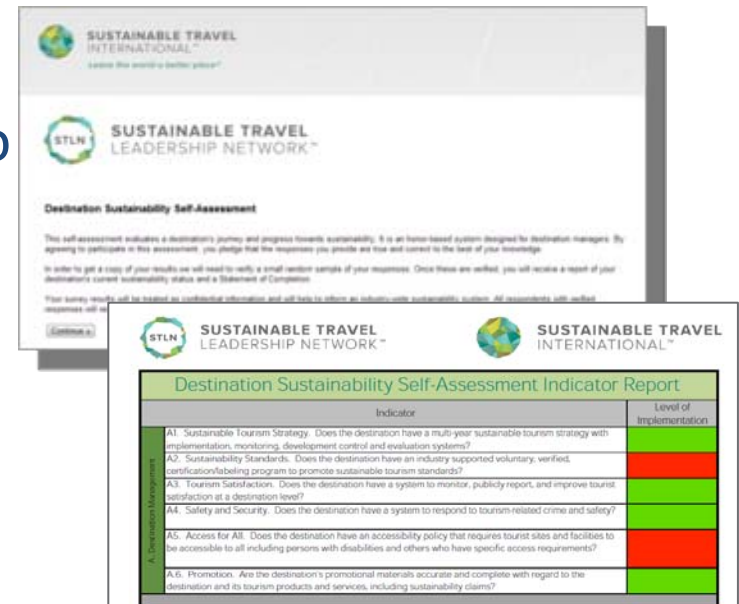
## Supervisión Estratégica y Repuesta para el Turismo (SMART)

Indicator	Practice	Measurement Indicator	Value	Goal
A1. Sustainable Tourism Strategy	Does the destination have a multi-year sustainable tourism strategy with implementation, monitoring, development control and evaluation systems?	Number of years since last update of tourism strategy	10	10
A2. Sustainability Standards	Does the destination have an industry supported voluntary, verified, certification/labeling program to promote sustainable tourism standards?	Average hourly wage in the tourism sector compared with the minimum wage	10	10
A3. Tourism Satisfaction	Does the destination have a system to monitor, publicly report, and improve tourist satisfaction at a destination level?	Percentage of attraction sites with visitor management plans	10	10
A4. Safety and Security	Does the destination have a system to respond to tourism-related crime and safety?	Disaster-resilient people (e.g. visitors, workers) as a percentage of overall people present in the destination	10	10
A5. Access for All	Does the destination have an accessibility policy that requires tourist sites and facilities to be accessible to all including persons with disabilities and others who have specific access requirements?	The destination's tourism strategy addresses sustainable development goals in its overall set of goals (e.g. quality of life, economic performance, business environment, environmental management, social inclusion)	10	10
A6. Promotion	Are the destination's promotional materials accurate and complete with regard to the destination and its tourism products and services, including sustainability claims?	Ratio of tourism organizations' non-operational budget dedicated to sustainable tourism, planning and product development, vs. marketing	10	10
A7. Environmental Conservation	Does the destination have a system to monitor, publicly report, and improve environmental conservation at a destination level?	Average length of stay of tourists (nights)	10	10
A8. Cultural and Natural Heritage Management	Does the destination have a system to monitor, publicly report, and improve cultural and natural heritage management at a destination level?	Number of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A9. Community Involvement and Benefits	Does the destination have a system to monitor, publicly report, and improve community involvement and benefits at a destination level?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A10. Destination Management	Does the destination have a system to monitor, publicly report, and improve destination management at a destination level?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A11. Sustainable Tourism Strategy	Does the destination have a multi-year sustainable tourism strategy with implementation, monitoring, development control and evaluation systems?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A12. Sustainability Standards	Does the destination have an industry supported voluntary, verified, certification/labeling program to promote sustainable tourism standards?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A13. Tourism Satisfaction	Does the destination have a system to monitor, publicly report, and improve tourist satisfaction at a destination level?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A14. Safety and Security	Does the destination have a system to respond to tourism-related crime and safety?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A15. Access for All	Does the destination have an accessibility policy that requires tourist sites and facilities to be accessible to all including persons with disabilities and others who have specific access requirements?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10
A16. Promotion	Are the destination's promotional materials accurate and complete with regard to the destination and its tourism products and services, including sustainability claims?	Percentage of tourism enterprises that have a public, available crisis and emergency response plan	10	10

# Autoevaluación de la Sostenibilidad de un Destino

- Incluye 25 indicadores claves para integrar prácticas de gestión para el desarrollo sostenible del destino
- Primer paso para el manejo del destino sostenible
- Informe completo y certificado de culminación al verificarse una muestra aleatoria de respuestas
- RCL patrocina 75 Destinos para Cruceros en 2014

## Autoevaluación de Sostenibilidad del Destino



**Destination Sustainability Self-Assessment**

This self-assessment evaluates a destination's journey and progress towards sustainability. It is an honor-based system designed for destination managers. By agreeing to participate in this assessment, you pledge that the responses you provide are true and correct to the best of your knowledge.

In order to get a copy of your results we will need to verify a small random sample of your responses. Once these are verified, you will receive a report of your destination's current sustainability status and a Statement of Completion.

Your survey results will be treated as confidential information and will only be shared on industry-wide sustainability systems. All respondents will be notified.

[Continue](#)

Destination Sustainability Self-Assessment Indicator Report	
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A.6. Promotion. Are the destination's promotional materials accurate and complete with regard to the destination and its tourism products and services, including sustainability claims?	Green

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# Para conocer más

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- En línea
  - [www.destinationsfortomorrow.com](http://www.destinationsfortomorrow.com)
- Sesión Plenaria
- Contacto:
  - Mpena@rccl.com



## Muchas Gracias

