

CRUISE SHIPPING SUPPLY CHAINS AND THE IMPACTS OF DISRUPTORS: THE CASE OF THE CARRIBEAN



Jean-Paul Rodrigue and Grace W.Y. Wang

This paper examines the sustainability practices of the supply chains of cruise lines in the face of increasing climate disasters.

APPROACH:

The sustainability of cruise ship supply chain practices is investigated through the lenses of contract dynamics among actors, including sourcing patterns, pricing, and delivery patterns. The Caribbean is used as a case study for this analysis.

MAIN FINDINGS:

- The main practices from cruise ships to support their supply chains in the face of natural disasters include cruise lines are found to have include:
 - Reducing the number of cruise offerings during peak hurricane season (standard practice).
 - Deploying ships across several turn ports and with varied itineraries (standard practice).
 - Curtailing current trips and re-route ships away from the path followed by hurricanes by changing ports of call (common).
 - Changing the turn port and ship resupply to an unimpacted location (occasional).
 - Activate ships to bring supplies and humanitarian aid to remote areas such as islands (rare).
 - Offering evacuation cruises out of areas about to be impacted, mainly if they are turn ports (occasional).
 - Activating ships as floating hotels and restaurants, particularly for aid workers (rare).