

from its governmental and quasi-governmental founders. Its 'Cruise Ship Stewardship Initiative' was a key project. The Initiative focused on the **cruise industry** voluntarily adopting **standards** of environmentally responsible **tourism**. OBF's goal was an eco-certification programme that would identify and reward cruise lines that took meaningful and positive steps.

The relationship between OBF and the cruise industry became strained, as the industry realized OBF was serious in its goals and would not participate in a **'greenwash'**. There was a period of posturing, cloaked threats and other forms of political gamesmanship. As the potential slipped away for industry cooperation on a plan for eco-certification and commitment to greater environmental responsibility, OBF became frustrated and more confrontational, culminating in *Blowing the Whistle and the Case for Cruise Ship Certification*, an October 2002 report directly confronting contradictions between cruise industry claims and practices. The cruise industry applied pressure on those funding OBF and successfully caused the organization to lose most of its funding in retribution for the report. OBF closed its doors a year later. A follow-up report, completed in September 2003, was never released.

Related internet source

For a copy of *Blowing the Whistle and the Case for Cruise Ship Certification*: http://www.kahea.org/ocean/pdf/blowing_whistle_10-02.pdf

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OECD: see **Organization for Economic Co-operation and Development**

Olivia Cruises: see **Gay Cruises**

On-board Activity Activity choices on board cruise ships are endless, diverse, exciting and/or relaxing, and often influence one's selection of one particular **cruise line** over another. The variety and volume of food and drinks on cruises are well known – there are excellent dining opportunities, bars, lounges and poolside bars. There is live entertainment in the form of Broadway-style reviews, comedy acts, casinos and dancing at nightclubs. Many people

enjoy shopping at the on-board stores and boutiques for duty-free items. If one is feeling active, sporting activities available on board can include deck games, basketball courts, running tracks, volleyball nets, golf driving ranges, jogging, swimming, weight lifting, kickboxing, Pilates, yoga, ice-skating, rock climbing and miniature golf. For quieter moments, access to the internet is available, there is a library or one can play cards in a card room. A visit to the spa or beauty salon can be a rejuvenating part of a **cruise**, with massages, thalassotherapy and ionathermic detoxifications.

There can be all types of personal enrichment activities, or classes and demonstrations, including guest lecturers, ice-sculpting classes, clinics to improve one's golf swing, as well as interdenominational worship services. Some cruises offer art tours and auctions. There are even supervised youth activities and family activities (including family cruises) that can include poolside movies, new-release movies and water parks.

Related internet sources

About cruises: <http://cruises.about.com/od/on-board-activities>

Best family ships: <http://www.msnbc.msn.com/id/9970839>

Boat cruise on-board activities: <http://www.boatcruise.com>

What to expect – on-board activities: <http://www.cruisecritic.com/ftc/articles.cfm?ID=153>

Spas at sea: <http://cruises.about.com/cs/spasatsea/a/cruisespas.htm>

Dagmar Ferti

On-board Revenue On-board revenue is a key element in the financial bottom line of cruise ships, and it has become a larger factor in recent years – Holland America Line, for example, increased per capita on-board spending by 41% between 1996 and 2001, and the numbers continue to grow. On-board revenue contributes as much as one-third of the profits generated by a cruise ship.

Sources of on-board revenue include bar sales, casino operations, photography, on-board shops, **shore excursions**, spa services, communication charges (including telephone, internet and cellular telephone service), art auctions, in-room minibars and bingo. In