

Decision making case study

Business, Company



The decision for Royal Caribbean International to determine whether to continue to make stops in the devastated Island Nation of Haiti and its Labadee beach is certainly one that has deep implications associated with it. In the wake of the utterly devastating Haiti Earthquake, even though research states that there will be no effect on the number of reservations made for the cruise liner, the company still has a moral and social obligation which is far greater than the profit motive. Although the Labadee beach has remained untouched by the earthquake, having guests stay in the same area where thousands of people have died is both morally and ethically incorrect. However, since the Island nation of Haiti is a poor place, and that people living close to the Labadee beach depend on Royal Caribbean International for their livelihood, the company can help the people in a different method instead of having tourists come and stay at the beach. The company can create a charity fund and donate funds to help those who have been affected by the earthquake. In addition, the company can also combine efforts with local charities to ensure that those who have been affected are rehabilitated suitably. The donation option would also go down far more positively with the media as well, as totally abandoning Haiti, and the Labadee beach would be a selfish decision on the company's part.

Therefore, in the wake of the devastating earthquake, the ideal method for the Royal Caribbean to deal with the situation would be to donate funds through charity for the earthquake victims, while discontinuing tourist stops until the area is properly rehabilitated.