



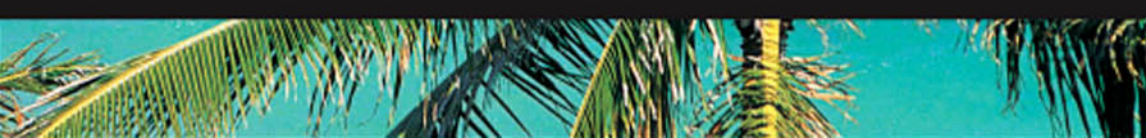
ELSEVIER INSIGHTS



MARKETING ISLAND DESTINATIONS

CONCEPTS AND CASES

Edited by **ACOLLA LEWIS-CAMERON • SHERMA ROBERTS**



Marketing Island Destinations

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Concepts and Cases

Edited by

*Acolla Lewis-Cameron
Sherma Roberts*



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Preface

Over the past three decades, tourism has emerged as a major force in the global economy, with most countries, whether developed or developing, having increasing opportunities to participate, as both host and guest, in this socio-economic phenomenon. Competition for a share of the tourism market has intensified as rapid tourism developments have been undertaken by various destinations in an attempt to reap those economic benefits from one of the world's leading industries. The growth in tourism has propelled significant changes in the way in which destinations are managed and marketed. The challenge for many small island destinations is how to become or remain competitive. It is against this background that destination marketing has assumed the critical role of ensuring that the destination life cycle does not enter into a stage of saturation and decline, and the destination is able to adapt to the changing marketplace, seize opportunities and sustain its vitality.

The editors of this book are both Caribbean nationals and tourism academicians. Based on our research and experience in the industry in the region, we have recognized that there is a dearth of information available in the area of destination marketing in the Caribbean and by extension, other Small Island Developing States (SIDS). Tourism has been the mainstay of many island economies for several decades and therefore these islands are well positioned to share their marketing successes and challenges. To date, there has been much literature published in the areas of Tourism Marketing and Marketing in Travel and Tourism where the emphasis is on applying the four Ps of marketing to tourism. The focus of the content of the majority of the texts in these areas is the marketing of the tourism product, i.e. accommodation and transport. This book takes a holistic approach and considers marketing from a macro perspective, from the view of the destination.

The book makes a unique contribution to the literature on destination marketing in three noteworthy ways. First, it takes a multi-dimensional approach to the area by addressing the amalgam of issues involved in the marketing of a destination. This is distinct from the one-dimensional approach adopted by the more recent publications. Second, it seeks to capture the practice of destination marketing and its concomitant challenges at the ground level. By prefacing the case study discussions with the conceptual framework of destination marketing, it provides a rich balance of theory and practice in action. Third, it adopts an SIDS perspective of destination marketing, which adds tremendous value to the literature. The majority of the destinations under study are tourism-dependent islands and therefore destination marketing takes on a different meaning in this context, as it is a means to economic survival.

Contributions for this book have been received from both academics and practitioners in the Caribbean, the Mediterranean and the South Pacific, thus providing a

rich balance in terms of contexts and perspectives. The core areas of branding, image development and management, niche marketing and crisis marketing have been well developed in the case studies. The inclusion of discussion questions at the end of chapter gives users of this book an opportunity to engage with the key issues and to apply the suggested frameworks to their specific contexts. The research findings presented in this book are timely and, we believe, will be relevant to academics, practitioners and students of island destinations and strategic destination marketing.

We want to take this opportunity to firstly thank all our contributors for their invaluable input into this text and for their patience in staying the course and seeing the process through to completion in the midst of the various setbacks. It has certainly been a pleasure working with you all and we trust that we can do this again. We thank the publisher, Elsevier, for willingly accepting this project and for their support and guidance throughout the publishing process. Thanks to our family and friends who have been pillars of support in so many ways. Last, but NOT least, thanks to the *Lord Jesus Christ* for His love, grace and patience.

Foreword

One of the notable features of the development of tourism studies over recent years has been a de-centring of tourism knowledge and research. This has enabled two important developments to take place. The first of these is that the issues and problems of tourism have widened out from the narrow and somewhat self-centred concerns of the well-established metropolitan centres of tourism and tourism research. The second related development is a growth in academic capacity in tourism studies that is now more widely distributed throughout the world. These two factors mean that we can look forward to an era of the surfacing and analysis of regional issues by regionally based academics.

The editors of this book, Dr. Acolla Lewis-Cameron and Dr. Sherma Roberts, are both nationals of the Caribbean, now based at the University of the West Indies, but both have been educated in the Caribbean and in the United Kingdom. They therefore bring a nuanced, hybrid view to the issues of importance to Island States and contribute to the ability of Island States to understand, analyse and solve problems with a deep and sensitive contextual knowledge and on their own terms. Thus, the cases represented in this text provide deep regional insights on how islands, many of which are very tourism-dependent, are grappling with the rapid changes taking place in their sources markets, among their consumers, and within their own national and regional spaces. How these 'global' transformations are impacting upon the marketing of island destinations are therefore worthy of analytical consideration and have been addressed by many of the authors in this volume.

The editors together with other academic colleagues have already put down a marker of regional academic self-sufficiency by their recent (2009) organization of the First International Caribbean Tourism Conference, held at the University of the West Indies, Barbados. This book – *Marketing Island Destinations: Concepts and Cases* – is an important further milestone in this journey.

John Tribe
Professor of Tourism
University of Surrey, 2010

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