



CONTEMPORARY GEOGRAPHIES  
OF LEISURE, TOURISM AND MOBILITY

TIMOTHY DUVAL TOURISM IN THE  
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**TOURISM IN THE CARIBBEAN**  
TRENDS, DEVELOPMENT, PROSPECTS  
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# Tourism in the Caribbean

The Caribbean is one of the world's premier tourism destinations. Changes in travel patterns, markets and traveller motivations have brought both considerable growth and dramatic change to the region's tourism sector. In addition, persistent turbulence in other economic sectors in the region has served to enhance the relative importance of tourism as an economic development strategy. Tourism is therefore becoming increasingly crucial to the economic survival of local economies in most, if not all, island states and dependencies in the region.

The book is divided into three parts. The first gives an overview of existing tourism trends in the region. Part two addresses tourism development issues, including sustainability, ecotourism, heritage tourism, cruise tourism, community participation, management implications for tourism businesses, resorts, regional organisational structures and linkages with agriculture. Part three considers future trends, including an assessment of recent world events and their impact on tourism in the region, and considers prospective shifts in access and airlift, economic sustainability and markets.

*Tourism in the Caribbean* brings together a high-calibre team of international researchers to provide an up-to-date assessment of the scope and nature of tourism development in the Caribbean. It will be a valuable resource for students of Tourism and Caribbean studies, as well as governments, and national and regional tourism offices.

**David Timothy Duval** is Lecturer in the Department of Tourism at the University of Otago, New Zealand.

# **Contemporary Geographies of Leisure, Tourism and Mobility**

Series Editor: Michael Hall is Professor at the Department of Tourism, University of Otago, New Zealand.

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Trends, development, prospects

**Edited by David Timothy Duval**

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In honour of his many contributions, both scholarly and personal, this book is dedicated to Klaus de Albuquerque, formerly Professor of Sociology of the College of Charleston, Charleston, South Carolina, USA.

*Klaus de Albuquerque*  
(1946–1999)

His name was like an archipelago,  
his skin a blend of German India,  
his blood laced with Mombasa brine,  
a multi-layered fabric fashioned  
from the whole earth catalogue.

Once the data were assembled  
he could draft a paper in a day  
despite the crowded classes  
and a parlour clutch of colleagues  
and the throw of his heart  
    always heeling towards his son.

Hidden underneath the arc of his pen  
from Papua New Guinea to the Caribbean,  
a single seam that marks the sky indelibly:  
Listen for the silent *anawim*.\*  
There was little I in this island man.

J. McElroy

\*Old Testament term for ‘marginalised’.



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# Preface

Ten years ago, almost to the date, I was involved in archaeological investigations on the island of St Vincent under the direction of Professor Louis Allaire, now retired from the University of Manitoba. In the late afternoons, after all the artifacts (mostly sherds of pottery) were washed and catalogued, I often found myself hopping in our rented 4 × 4 and exploring the southern part of the island. I recall marvelling at how few hotels I would see outside of the main town of Kingstown, and even there they were relatively few and far between. In fact, my genuine academic interest in tourism in the Caribbean can be pinpointed to a chance meeting I had in downtown Kingstown with a family of four, dressed more or less stereotypically as mass tourists: freshly-pressed polo shirts, white sneakers and wide straw hats (perhaps purchased locally – I wasn't entirely certain). In my consummate effort to be an 'alternative tourist', despite not even being aware of the existence of such a creature at the time, I was barefoot and wearing a ratty T-shirt and a pair of rather dirty and faded shorts which, without a doubt, had seen more prosperous days. In a rather meagre attempt at 'doing ethnography' (I was, after all, undertaking graduate work in Anthropology), I asked the family what brought them to St Vincent, especially given that it appeared to be, at least to my non-tourist eyes, such an undeveloped tourism destination. After all, there were only a handful of white sand beaches on the island. In answer to this question, which was undoubtedly perceived as rather intrusive (much like stand-up comedy, delivery is everything in ethnographic research – I have since become much more adept), they replied, quite simply, that their travel agent had recommended it for that very reason: it was unspoiled, lacked the throngs of people, and was inexpensive in comparison to other more developed islands nearby, particularly Barbados.

Since that chance meeting, the issue of tourism in the Caribbean has occupied the forefront of my mind. I watched with great interest as the Windward Islands were embroiled in a bitter dispute over bananas and preferential trade arrangements in the 1990s. Entire families, some of whom I got to know reasonably well, faced economic ruin. Many thought of getting work in tourist resorts in other islands. One year later, on my first

trip to Antigua, I recall comparing mentally that island with my experience in St Vincent. Antigua was richly developed from a tourism perspective, and there seemed to be tourists everywhere. I was truly hooked and sought to formally understand why such differentiation was taking place. I still do not know the answer.

While I would like to say that this book is the culmination of the quest that these events ultimately sparked, nothing could be further from the truth. In fact, tourism in the Caribbean is, as in most places around the world, an incredibly varied and turbulent phenomenon. Any hope of inductively arriving at a holistic perspective on the subject is probably beyond the grasp of any one individual. As a result, this book should be seen as yet another view of the key issues facing tourism in the region. It is but one version of recent (and past) events that have shaped the tourism sector. It is by no means the final word on the subject, and it is certainly meant to complement the views held by those who really know more about tourism in this region than perhaps anyone else: the residents and 'hosts' of the individual islands.

It is particularly fitting that this book is published roughly ten years after the seminal work of Dennis Gayle and Jon Goodrich appeared (*Tourism Marketing and Management in the Caribbean*, London: Routledge), since for many Caribbeanists working in the field of tourism the Gayle and Goodrich volume provided a benchmark. The genesis of this book came as a result of the realisation that there was a need for an up-to-date, academic synopsis of issues facing the Caribbean region. Beyond the visitor arrival and expenditure statistics, what was needed was a single source in which pertinent issues facing tourism development could be found. Critical questions that are in need of careful consideration include the impact of 11 September 2001, the changing nature of community participation throughout the region, the extent to which ecotourism and other forms of alternative tourism have proliferated, and how tourism development overall has changed the face of economic development in the Caribbean (and vice versa).

It is also particularly fitting that this book is being dedicated to one of the most respected Caribbean scholars of the last century. The work of Klaus de Albuquerque made an immense impression on me personally as a young graduate student. I was fortunate enough to befriend Klaus in 1998 in Antigua and subsequently learn from his vast experience and insights into both tourism and the wider economic framework of the Caribbean as a whole. His passing was troubling, both personally and professionally.

I want to extend my sincere appreciation to all the contributors in this volume for their support and useful guidance throughout the process. Their dedication to this project made it a thoroughly enjoyable undertaking. I am also grateful for my colleagues and friends at the University of Otago, particularly Mike Hall (for his endless encouragement and support), Stephen Boyd, James Higham, Hazel Tucker, Anna Carr, Brent Lovelock,

David Buisson (Dean, School of Business), Frances Cadogan and 'Chicken'. For the most part, they have (largely) indirectly contributed to the development of this book through their own efforts and successes as scholars and, by extension, created the necessary nurturing environment within which this project was developed and operationalised. Thanks also to Kate Feltoe for being a very capable and reliable research assistant.

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David Timothy Duval  
*Opoho, June 2003*



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**Part I**

**Trends in Caribbean  
tourism**



# 1 Trends and circumstances in Caribbean tourism

*David Timothy Duval*

## **Introduction**

The Caribbean has long been regarded as one of the world's premier travel destinations. While the turbulent nature of global tourism has led to numerous changes in travel patterns, markets and tourist motivations, the extent and scope of tourism in the Caribbean has been substantial. While tourism in the Caribbean is by no means recent (Bryden 1973; Perez 1975; Sealey 1982), periods of economic instability in many island states in the region have effectively enhanced the relative importance of tourism as an alternative economic development strategy. Many island states in the Caribbean are particularly vulnerable to global economic volatility due to a reliance on world markets for various produced goods (Payne and Sutton 2001). Somewhat ironically, the notion of 'smallness', in reference to the economic position of island states in general, and the extent to which the Caribbean functions as a peripheral destination to global flows of economic activity, actually bears little resemblance to the degree to which the region is situated as a key vacation destination for literally millions of foreign travellers. While the Caribbean is economically marginalised, it also plays host to millions of tourists each year.

In light of turbulent economic conditions in many island states in the region, it is not surprising that the scope of the tourism sector in the region is substantial. By the 1990s, tourism in the region generated US\$96 billion in expenditures per year and employed some 400,000 people (Gayle and Goodrich 1993). The World Travel and Tourism Council's (WTTC) Tourism Satellite Account (WTTC 2001) indicated that, region-wide, tourism accounted for approximately 2.5 million jobs or 15.5 per cent of total employment in 2001, and contributed 5.8 per cent (or US\$9.2 billion) to the region's Gross Domestic Product (GDP). By 2011, tourism is expected to contribute some US\$18.7 billion, or 6 per cent of total GDP (WTTC 2001). The significance of tourism in the Caribbean effectively mirrors, and even trumps, the importance and scope of tourism worldwide. For 2001, for example, the World Tourism Organization (WTO) estimated 693 million tourist arrivals worldwide and US\$463 billion in international tourism receipts (WTO 2002). While worldwide visitor arrival growth