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BOOK REVIEW:

Tourism Management in Warm-water Island Destinations

Edited by Michelle McLeod and Robertico Croes

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Currently, there is a scarcity of books/publications on tourism management in warm-water island destinations. Hence, the inaugural edition of this book is indeed welcomed as it provides a platform for emerging systemic perspectives of the various aspects of island tourism management.

As indicated by the authors, “Warm-water islands are a cohesive group of islands, distinguished by their geography and remoteness, history as former colonial territories, and dependence on external stakeholders for their economic and social development”, and “they are located between Tropic of Cancer and the Tropic of Capricorn at 23.5° north and south of the equator respectively”. Islands that fall within this tropical zone include the Caribbean, the Indian Ocean and the Pacific.

The inaugural edition of this excellently edited book is indeed timely as the world is currently facing unprecedented challenges arising from globalization, global warming and climate change. This is more evident in small island destinations across warm waters where these challenges threaten the prospects of sustainable development (UNDESA, 2014). Hence, the aim of this book is to provide a platform for emerging systemic perspectives of the various aspects of island tourism with the

view that strategies for the management and development of tourism in island environments can be improved and will be of interest to those studying and researching within destination management.

The book contains twelve chapters segmented to three parts that focus on transport and hospitality; policy, planning and development; and marketing and management, respectively. In chapter one, the book preludes with an overview of tourism in warm-water island destinations. This is critical to baseline the discussions in the subsequent chapters. The editors, McLeod and Croes, outline the definitions and concept of warm-water island tourism management, the rationale for the book's structure, and emphasize how critical it is to understand these challenges that affect tourism performance and impact residents.

Chapter two of part one by Vanderpool-Wallace looks at travel transportation in island tourism destinations. Unlike mainland destinations, there are limited modes of transportation on which these islands can rely to bring visitors to the destination. Hence, for most tourism dependent islands, air transportation, cruise ships and tourism are inextricably intertwined as the economic viability of the island is dependent on their synergy. The Cricket World Cup in the Caribbean in 2007 and the International Monetary Fund conference in an island destination are highlighted in the chapter to solidify the discussions.

Chapter three by Adams looks at the altruistic behavioural change approach to sustainable tourism when funds are scarce in island tourism destinations. Using the small business enterprise within the Caribbean Island of Grenada as an example, the chapter presents an insight into the process and approach in obtaining the 'certification labels' that are seen as an important operating practice for a tourism business, especially in small island destinations.

Chapter four focuses on tourist motivation and demand for the islands. Croes and Ridderstaat shed light on the characteristics and various demand models for small island destinations by assessing the motivational and economic aspects of tourists choosing to visit island destinations. In this chapter, the authors look at the demand model in the Caribbean in particular in Aruba, The Bahamas, Barbados, Jamaica, the Dominican Republic and Cuba.

Subsequently, chapter five authored by Crick looks at the changing appearance of Caribbean hospitality, services and businesses, especially with the emergence of the 'new tourist' and the millennials. SERVQUAL dimensions

(Zeithaml, Berry & Parasuraman, 1993) are discussed with regard to the gaps in expectations and actual experiences in island tourism destinations. The chapter ends with discussions on the role of the public and private sectors in ensuring quality products and services in hospitality. The diversity in the market, the innovative and collaborative responses from hospitality businesses and governments is required for the future of the Caribbean tourism industry.

Part two of the book starts with chapter six which presents a comparative analysis of tourism policy networks in the Caribbean with a focus on Jamaica and Trinidad and Tobago. The chapter highlights that the relationships forged between tourism policy actors are important for the formulation and implementation of tourism policy. Theoretical and methodological approaches are provided to understand tourism policy making processes.

Chapter seven uses Cuba as a case study in understanding the planning for growth in islands. Doods, Dimanche and Sadowski highlight that it is critical for island tourism to focus on planning if a competitive sustainable tourism industry is to be realised. Cuba's rise, as it emerges within the region's tourism landscape, has carefully approached tourism planning and economic development from which other island destinations can learn.

Croes, Rivera and Semrad's chapter eight examines the relationship between tourism development and the well-being of residents impacted by that development especially on the social dynamics of small islands. The chapter highlights the connection between income and residents' well-being which is not self-evident. Thus, relative income is more critical than absolute income in small islands, as discussed in the case study in Aruba where comparisons of life situations in the island mediate the relationship between tourism development and the residents' satisfaction with life.

The next four chapters in part three focus on island tourism marketing and management. Chapter nine gives an overview of the marketing and management trends using consumer perspectives for tourism in the Seychelles. The authors, Seetaram and Joubert, considered consumers' perceptions using the netnographic technique to provide a basis for island tourism success. As indicated by Rageh, Melewar and Woodside (2013), netnographic technique involves searching for and analyzing relevant computer-generated data to address identified research questions. This technique is proven in the chapter to be useful.

Chapter ten by McLeod and Scott, looks at network perspectives in destination management. Using the case study in Grand Bahama Island in The Bahamas, this chapter explores the coordination of tourism activities within a destination and highlights the importance of destination management collaboration practices for island tourism destination success. The chapter further highlights an approach to avert decline by understanding the character of the destination.

Chapter eleven, authored by Semrad, Rivera and Croes, interestingly discusses the role and positive contribution of music festivals to tourism in small island destinations using a longitudinal study in Aruba and Curacao as an example. The chapter looks at the growing popularity of Caribbean island destinations using music festivals as a means to boost tourism during the low-demand season.

Finally, chapter twelve by McLeod highlights some of the relevant quantitative and qualitative methodologies for island tourism research. She further supports using social network analysis (SNA) as an appropriate technique for destination analysis as it provides measures regarding the structural patterns of connected systems which is the case in island tourism destinations.

In summary, this book gives a good broad view of some of the challenges in managing small island destinations. Nonetheless, the only gap that can be observed is that all of the chapters tend not to baseline the discussions on warm-water island destinations. Although the examples of cases are mainly based on the situation in the Caribbean, there is a lack of discussion on how this is different in cold-water island destinations (Baldacchino, 2006) especially with regard to transport and hospitality; policy, planning and development; and marketing and management. Managing warm-water island destinations has its own unique challenges. One of the most critical challenges that was not highlighted in this book is how to manage tourism post-hurricanes. Most warm-water island destinations like the Caribbean are highly susceptible to natural disasters such as hurricanes. Given the apparent rise in the number of hurricanes in the Caribbean (as seen in 2017), this potential impact on tourism may be regarded as particularly worrisome for the region (Granvorka & Strobl, 2013). Consequently, the issue of climate change is certainly impacting tourism management in warm-water small island destinations. A chapter highlighting the impact of natural disasters in these island destinations would have made this book complete.

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