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University of the West Indies  
Mona Kingston 7  
Jamaica  
E-mail: [ian.boxill@uwimona.edu.jm](mailto:ian.boxill@uwimona.edu.jm)

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**TOURISM MARKETING:  
INSIGHTS FROM THE CARIBBEAN**

**GUEST EDITORS**

*Trevor A. Smith* and *Oniel Jones*



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**Tourism marketing: Insights from the Caribbean**

Guest editors: Trevor A. Smith and Oniel Jones

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**Articles**

**Demographic factors that influence tourists' vacation choice**

Densil A. Williams  
Derrick D. Deslandes  
and Damion Crawford

*This paper reports an empirical investigation into the vacation choice decision making process by tourists. Using decision theory as the guiding conceptual framework, it analyses the demographic factors that differentiate between whether or not a tourist takes a cruise-based vacation versus a land-based vacation. Data collected from a survey of 1,279 tourists were analysed using the logistic regression model. The results reveal that age, gender and income are the most important factors that determine vacation choice among tourists. These results can be used by marketing personnel in both the cruise- and the land-based sectors to plan marketing programmes and segment their advertisements to different profiles of tourists.*  
**Key words:** tourists, vacation choices, cruise ship, land-based

**McDonaldization, mass customization and customization**

*An analysis of Jamaica's all-inclusive hotel sector*

Anne P. Crick\*  
and  
Archibald Campbell

*All-inclusive hotels have been a part of Jamaica's tourism landscape for almost three decades and currently dominate Jamaica's hospitality product. The all-inclusive phenomena has however received virtually no academic analysis. This lack of analysis means that there is no understanding of why all-inclusives have grown so phenomenally. It also makes it difficult to understand weaknesses, strengths and the future of the all-inclusive sector. As a way of understanding this phenomenon better, a conceptual analysis of Jamaica's all-inclusive hotels was undertaken using material derived from documented sources and interviews of executives of all-inclusive hotels. The article begins by tracing the evolution of Jamaica's all-inclusive hotels and continues with an*

*analysis of these hotels using three conceptual models – McDonaldization, mass customization and customization. The article highlights the contributions and limitations of each model for the individual hotels and for Jamaica. It determines that while there is room for all three models, each hotel must carefully define its product and clearly distinguish it from other models in the market so as not to confuse travellers and dilute the product.*

**Key words:** *all-inclusive hotels, McDonaldization, mass customization, customization, Jamaica*

## **Destination choice and levels of satisfaction with Jamaican All-Inclusive Hotels**

Trevor A. Smith

*The study seeks to uncover the most important reasons for choosing Jamaica as a tourist destination; and to determine satisfaction factors and levels within Jamaican all-inclusive hotels. Factor analysis was used as the statistical technique for analysing interrelationships among the large number of satisfaction items and mean scores were generated for ranking destination choice reasons and satisfaction attributes. Additionally, the One-Way ANOVA was used to ascertain relationships among hotel ranking, visitor information and satisfaction factors. The findings indicated that the weather, beach front properties and friendly people were the top three reasons for choosing the destination. Friendly staff, ambience of beach front properties, service at bars and comfortable and relaxing environment were the most satisfying experiences; while exposure to culture and available activities for children were least satisfying. Six satisfaction factors were generated and results of the One-Way ANOVA revealed that hotel ranking and visitor information were related to satisfaction factors. Cultural exposure, service quality and value for money were the areas recommended for improvement in the all-inclusive package.*

**Key words:** *destination choice, all-inclusive hotels, visitor satisfaction, Jamaica*

## **Accommodating uncertainty and minimizing risk Can foresighting and scenario planning provide a more durable basis for sustainable tourism development in the Caribbean?**

K'adamawe K'nife

*Regionally the tourism industry is a critical element in generating high growth rates necessary for sustainable development. Currently (at 2004 figures) this sector contributes 4.5% of GDP directly while 14.8% of GDP is directly or indirectly derived from the industry. The forecasts up to 2014 suggest that the direct contributions would approximate to 5.2% of GDP and direct/indirect*

contributions to 16.5% of GDP (WTTC, 2004). Achieving these projections is however increasingly threatened by a number of exogenously and endogenously determined factors that can create shocks and discontinuities. If these factors are not prepared for the resulting discontinuities can prevent the region from attaining its forecasted objectives. As the region becomes more open, the risk and uncertainty associated with these shock factors increases. The traditional approach to planning – conventional Forecasting – has been inadequate in anticipating and bolstering the planning process to deal with these shocks. Foresighting and Scenario planning has evolve as responses to this failure. They accommodate uncertainty and risk through anticipating and preparing for multiple futures. The paper examines the usefulness of Foresighting and Scenario planning as an alternative and more robust approach to planning for sustainable tourism development in the region.

**Key words:** foresighting, scenario planning, sustainable tourism, development, Caribbean

## Book Reviews

### ***Managing Sustainable Tourism: A Legacy for the Future***

David L. Edgell, Sr., (Binghamton, New York: The Haworth Hospitality Press, The Haworth Press, Inc., 2006. ISBN 9780789027702)

**Reviewed by Tanzia S. Saunders**

Department of Management Studies  
University of the West Indies

### ***Tourism and HIV/AIDS in Jamaica and The Bahamas***

by Ian Boxill, with Kerry-Ann Lewis, Rosemarie Frey, Paul Martin, Denise Treasure, Wayne Bowen and Taromi Joseph (Kingston, Jamaica: Arawak publications, 2005. ISBN 9789768189646)

**Reviewed by Oniel Jones and Tanya Francis**

Department of Management Studies,  
University of the West Indies, Mona