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# Blue tourism:

## Opportunities in Oceans and Coasts in the Caribbean

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Sixteenth Session of the IOC (of UNESCO)  
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# Structure



- ❑ **Introduction.**
- ❑ **The Blue economy and tourism demand.**
- ❑ **Some comments.**
- ❑ **Concluding remarks**



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# I. Introduction

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# Introduction



- ❑ **The largest university by enrollment in Florida with 71,948 students.**
- ❑ **Employs more than 12,000 faculty and staff members.**
- ❑ **Impacts more than 112,000 additional jobs.**
- ❑ **Adds \$7.73 billion of value to the economy.**
- ❑ **2020-2021 operating budget: \$1.95 billion.**



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# Introduction



Rosen College of  
Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA



- ❑ More than 3,000 undergraduate students.
- ❑ Rated in 2020 by ShanghaiRankings as no. 1 university for hospitality and tourism programs, and no. 2 in the world.
- ❑ 72 full-time faculty + 38 adjuncts.
- ❑ Dick Pope Sr. Institute for Tourism Studies: conducted studies countries such as Australia, Canada, Japan, New Zealand, South Africa, South Korea, Aruba, Curacao, Bonaire, Ecuador, but also in Florida.



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# Introduction



- ❑ **Economist at the Central Bank of Aruba (1996 – 2008).**
- ❑ **Director of Research Department of Central Bank of Aruba (2008-2016).**
- ❑ **University of Central Florida (2016 – today).**
- ❑ **Ph.D. in Tourism Economics from the University of Amsterdam (2015).**
- ❑ **28 peer-reviewed publications.**
- ❑ **24 peer-reviewed conference paper presentation.**
- ❑ **2 books.**
- ❑ **Teach Finance, Accounting, and Econometrics at the Rosen College of Hospitality Management.**

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# II. The Blue Economy and tourism demand



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# The Blue Economy and Tourism Demand

## Blue economy:

**A range of economic sectors and related policies that together determine whether using oceanic resources is sustainable (World Bank Group & United Nations, 2017).**

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Source:

- World Bank Group, & United Nations (2017). The Potential of the Blue Economy: Increasing long-term Benefits of the Sustainable Use of Marine Resources for Small Island Developing States and Coastal Least Developed Countries. Washington: International Bank for Reconstruction/The World Bank.



# The Blue Economy and Tourism Demand

## Blue economy

### Promotes:

- Economic growth
- Social inclusion
- Preservation or improvement of life necessities



### Ensures:

- Environmental sustainability of oceans and coastal areas

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Source:

- World Bank Group, & United Nations (2017). The Potential of the Blue Economy: Increasing long-term Benefits of the Sustainable Use of Marine Resources for Small Island Developing States and Coastal Least Developed Countries. Washington: International Bank for Reconstruction/The World Bank.

# The Blue Economy and Tourism Demand

## Blue economy

### Traditional ocean industries:

- Fisheries
- Marine transport
- Tourism**



### Emerging activities:

- Offshore renewable energy aquaculture
- Seabed extractive activities
- Marine biotechnology
- Bioprospecting

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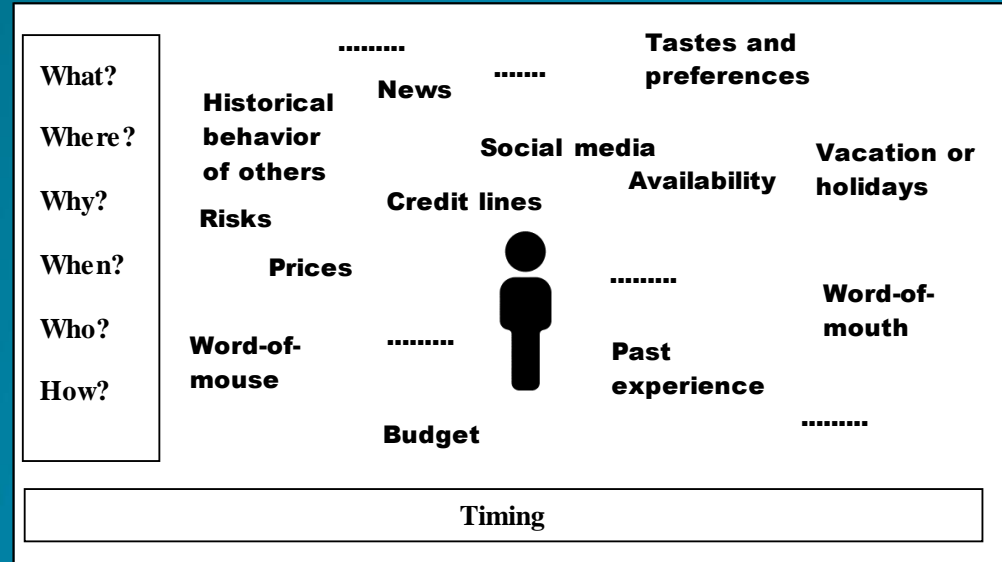
Source:

- World Bank Group, & United Nations (2017). The Potential of the Blue Economy: Increasing long-term Benefits of the Sustainable Use of Marine Resources for Small Island Developing States and Coastal Least Developed Countries. Washington: International Bank for Reconstruction/The World Bank.

# The Blue Economy and Tourism Demand

## Tourism demand:

- ❑ **A measure of visitors' use of a good or service (Frechling, 2001).**
- ❑ **There are many factors that influence tourism demand.**
- ❑ **Question: How does the Blue Economy fit into tourism demand for the Caribbean?**



# The Blue Economy and Tourism Demand

## Example of ocean and coast use in the Caribbean

Transport/site-seeing/fishing	Watersports		At the beach or at the coast
<ul style="list-style-type: none"> <li>Cruise ships</li> </ul>	<ul style="list-style-type: none"> <li>Horse surfing</li> </ul>	<ul style="list-style-type: none"> <li>Barefoot water-skiing</li> </ul>	<ul style="list-style-type: none"> <li>Recreational swimming</li> </ul>
<ul style="list-style-type: none"> <li>Ferries</li> </ul>	<ul style="list-style-type: none"> <li>Kayak surfing</li> </ul>	<ul style="list-style-type: none"> <li>Canoeing</li> </ul>	<ul style="list-style-type: none"> <li>Beach therapy</li> </ul>
<ul style="list-style-type: none"> <li>Submarines</li> </ul>	<ul style="list-style-type: none"> <li>Snorkeling</li> </ul>	<ul style="list-style-type: none"> <li>Wake-skating</li> </ul>	<ul style="list-style-type: none"> <li>Get married</li> </ul>
<ul style="list-style-type: none"> <li>Boat tours/fishing tours</li> </ul>	<ul style="list-style-type: none"> <li>Underwater scootering</li> </ul>	<ul style="list-style-type: none"> <li>Jet surfing</li> </ul>	<ul style="list-style-type: none"> <li>Exercise/walking/biking</li> </ul>
	<ul style="list-style-type: none"> <li>Sea walking</li> </ul>	<ul style="list-style-type: none"> <li>Surf-skiing</li> </ul>	
	<ul style="list-style-type: none"> <li>Snuba diving</li> </ul>	<ul style="list-style-type: none"> <li>Cliff diving</li> </ul>	
	<ul style="list-style-type: none"> <li>Flyboard flying</li> </ul>	<ul style="list-style-type: none"> <li>SUB yoga</li> </ul>	
	<ul style="list-style-type: none"> <li>Freediving</li> </ul>	<ul style="list-style-type: none"> <li>Shark diving</li> </ul>	
	<ul style="list-style-type: none"> <li>Spinnaker flying</li> </ul>	<ul style="list-style-type: none"> <li>Horseback riding on the beach</li> </ul>	
	<ul style="list-style-type: none"> <li>Sub-wing diving</li> </ul>	<ul style="list-style-type: none"> <li>Scuba diving</li> </ul>	



# III. Some comments

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# Comment 1: The tourism product is heterogeneous.

## The tourism product

Pleasure	Personal quest	Human endeavor	Nature	Business
<ul style="list-style-type: none"> <li>Food and drink</li> </ul>	<ul style="list-style-type: none"> <li>Personal history (e.g., diaspora)</li> </ul>	<ul style="list-style-type: none"> <li>Industrial (e.g., science)</li> </ul>	<ul style="list-style-type: none"> <li>Winter participatory (e.g., animal based)</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>
<ul style="list-style-type: none"> <li>Leisure (e.g., shopping, sightseeing)</li> </ul>	<ul style="list-style-type: none"> <li>Religious (e.g., pilgrimage)</li> </ul>	<ul style="list-style-type: none"> <li>Built heritage (e.g., archaeology)</li> </ul>	<ul style="list-style-type: none"> <li>Place-based (e.g., protected areas)</li> </ul>	<ul style="list-style-type: none"> <li>Conventions</li> </ul>
<ul style="list-style-type: none"> <li>Indulgent (e.g., party tourism)</li> </ul>	<ul style="list-style-type: none"> <li>Medical/wellness</li> </ul>	<ul style="list-style-type: none"> <li>People and intangible heritage (e.g., cultural celebrations)</li> </ul>	<ul style="list-style-type: none"> <li>Consumptive (e.g., hunting and fishing)</li> </ul>	<ul style="list-style-type: none"> <li>Exhibitions</li> </ul>
<ul style="list-style-type: none"> <li>Personal events (e.g., family &amp; friends)</li> </ul>	<ul style="list-style-type: none"> <li>Learning (e.g., cultural exchange)</li> </ul>	<ul style="list-style-type: none"> <li>Creative (e.g., festivals and events)</li> </ul>	<ul style="list-style-type: none"> <li>Adventure (areal, aquatic, terrestrial)</li> </ul>	
<ul style="list-style-type: none"> <li>Build attractions (e.g., gaming)</li> </ul>		<ul style="list-style-type: none"> <li>Dark (e.g., dark resting places)</li> </ul>	<ul style="list-style-type: none"> <li>Natural area and wildlife appreciation and learning</li> </ul>	
<ul style="list-style-type: none"> <li>Sport (passive and active)</li> </ul>		<ul style="list-style-type: none"> <li>Museums and interpretive centers (e.g., science &amp; technology)</li> </ul>		
<ul style="list-style-type: none"> <li>Recreation (e.g., passive and active)</li> </ul>				

Source: McKercher (2016)

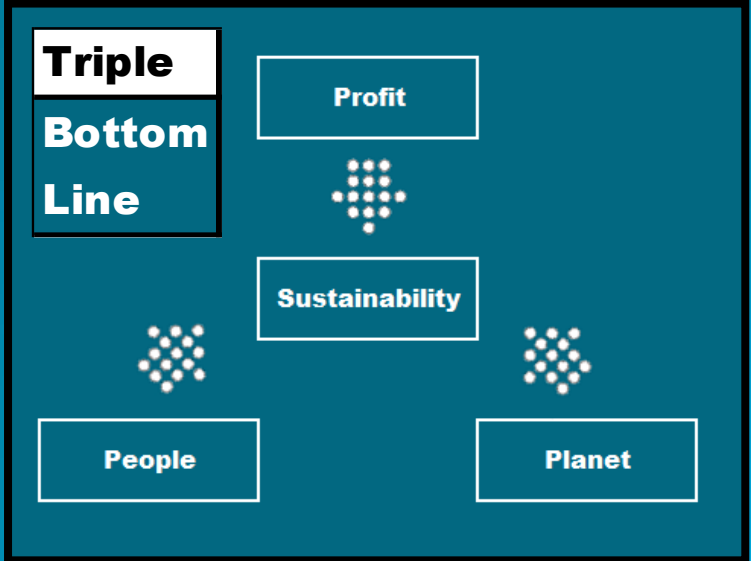
Source:

- McKercher, B.(2016). Towards a taxonomy of tourism products. Tourism Management, 54, 196-208.

# Comment 2: Sustainability goes beyond environmental effects.

## Tourism demand:

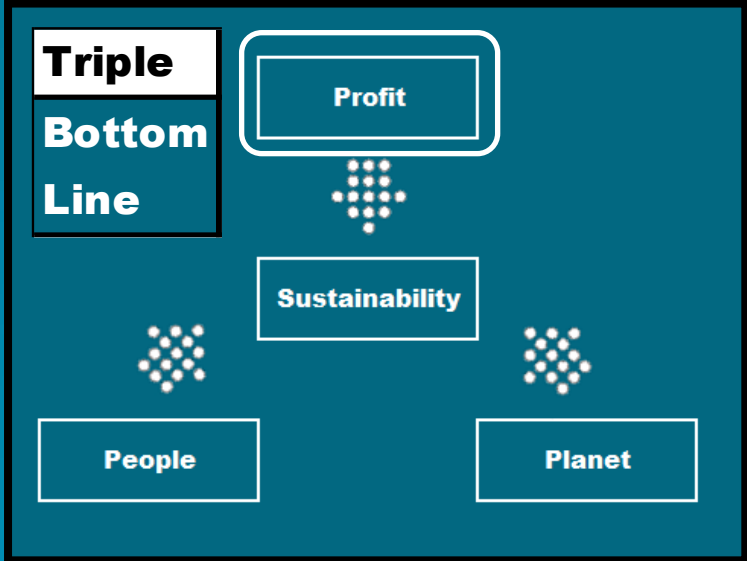
- How sustainable are these activities?
- Environmental sustainability matters.
- But let's not forget about the broader context of sustainability.



# Comment 3: Economics matter

## Tourism demand:

- ❑ **How sustainable are these activities?**
- ❑ **Environmental sustainability matters.**
- ❑ **But let's not forget about the broader context of sustainability.**



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# Comment 3: Economics matter

- ❑ **Tourism matters for the economy and labor.**
- ❑ **Sustainability (continuity) of activity is important.**

<b>Contribution of tourism to the economy and labor of SIDS</b>		
	<b>Economy (in %)</b>	<b>Labor (in %)</b>
<b>Anguilla</b>	<b>37.1%</b>	<b>51.3%</b>
<b>Antigua and Barbuda</b>	<b>42.7%</b>	<b>90.7%</b>
<b>Aruba</b>	<b>73.6%</b>	<b>84.3%</b>
<b>Bahamas</b>	<b>43.3%</b>	<b>52.2%</b>
<b>Barbados</b>	<b>30.9%</b>	<b>33.4%</b>
<b>Belize</b>	<b>37.2%</b>	<b>39.3%</b>
<b>Bermuda</b>	<b>18.7%</b>	<b>23.0%</b>
<b>Cayman Islands</b>	<b>25.5%</b>	<b>33.2%</b>
<b>Cuba</b>	<b>10.3%</b>	<b>11.0%</b>
<b>Dominica</b>	<b>36.9%</b>	<b>38.7%</b>
<b>Dominican Republic</b>	<b>16.3%</b>	<b>17.3%</b>
<b>Former Netherlands Antilles</b>	<b>23.5%</b>	<b>25.7%</b>

**Source: World Travel & Tourism Council.**

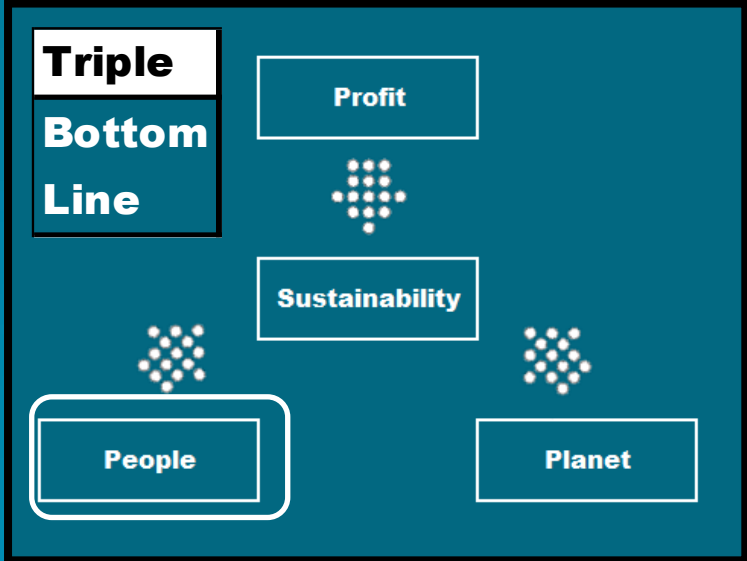
<b>Contribution of tourism to the economy and labor of SIDS (Continued)</b>		
<b>Grenada</b>	<b>40.5%</b>	<b>42.9%</b>
<b>Guadeloupe</b>	<b>9.5%</b>	<b>10.7%</b>
<b>Haiti</b>	<b>8.4%</b>	<b>8.6%</b>
<b>Jamaica</b>	<b>31.1%</b>	<b>32.8%</b>
<b>Martinique</b>	<b>7.8%</b>	<b>8.9%</b>
<b>St. Kitts &amp; Nevis</b>	<b>28.2%</b>	<b>59.1%</b>
<b>St. Lucia</b>	<b>40.7%</b>	<b>78.1%</b>
<b>St. Vincent and the Grenadines</b>	<b>28.6%</b>	<b>45.2%</b>
<b>Trinidad &amp; Tobago</b>	<b>7.8%</b>	<b>8.5%</b>
<b>Uk Virgin Islands</b>	<b>57.0%</b>	<b>66.4%</b>
<b>US Virgin Islands</b>	<b>55.5%</b>	<b>68.8%</b>

**Source: World Travel & Tourism Council.**

# Comment 4: Residents are also key players

## Tourism demand:

- ❑ **How sustainable are these activities?**
- ❑ **Environmental sustainability matters.**
- ❑ **Let's not forget about the broader context of sustainability.**



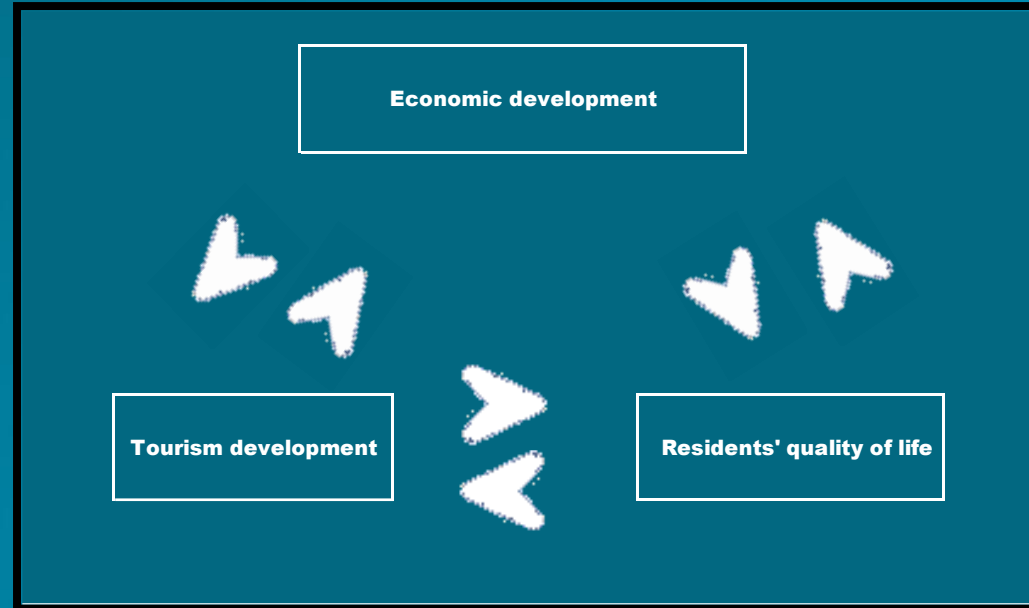
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# Comment 4: Residents are also key players

## Tourism demand:

- ❑ **Tourism and residents quality of life can affect each other mutually, either direct or indirect via economic development (Ridderstaat, Croes, & Nijkamp, 2016a; 2016b).**
- ❑ **This relationship can even differ by the type of markets that a country attracts (Fu, Ridderstaat, & Jia, 2020).**



Source:

- Ridderstaat, J., Croes, R., & Nijkamp, P. (2016a). The tourism development–quality of life nexus in a small island destination. *Journal of Travel Research*, 55(1), 79-94.
- Ridderstaat, J., Croes, R., & Nijkamp, P. (2016b). A two-way causal chain between tourism development and quality of life in a small island destination: an empirical analysis. *Journal of Sustainable Tourism*, 24(10), 1461-1479.
- Fu, X., Ridderstaat, J., & Jia, H. (2020). Are all tourism markets equal? Linkages between market-based tourism demand, quality of life, and economic development in Hong Kong. *Tourism Management*, 77.

# IV. Concluding remarks

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# Concluding remarks

- A Blue Economy is an interesting approach, but not without challenges when considering tourism.**
- Our sustainability thinking should be broader than environmental protection.**
- The Blue Economy has to be economically feasible and sustainable.**
- Residents need to experience the positive effects of the tourism-related Blue Economy, otherwise they will not support this development.**
- Context matters.**
- Research is needed.**



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**MUCHAS GRACIAS**



**THANK YOU**



**MERCI BEAUCOUP**



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