The 3rd International Tourism Conference

TOURISM AND INNOVATION
Re-inventing, Revolutionizing, Transforming

November 9-11, 2014
Iberostar Rose-Hall Beach Hotel
Montego Bay
ACKNOWLEDGEMENTS

The 2014 planning committee acknowledges our partners:

◊ The Campuses of the University of the West Indies:
   - Mona Campus
   - St. Augustine
   - Cave Hill

◊ Ted Rodgers School of Management, Ryerson University

◊ Centre for Tourism and Policy Research, UWI Mona

◊ Montego Bay Marine Park

◊ Rasta Indigenous Village

◊ Jamaica Tour Limited
EXECUTIVE DIRECTOR’S WELCOME

Position Tourism in the Social Sciences Domain

This 3rd International Tourism conference hosted by the Mona School of Business and Management at the UWI along with collaborating partner Universities, Ryerson out of Canada and Rose College out of the USA is an important calendar event for the University of the West Indies. The conference evolved from discussion among colleagues who have made teaching and research in the area of tourism their vocation; at the biennial cross faculty conference hosted by the Faculty of Social Sciences across the UWI campuses. This conference is a true demonstration of the regional nature of our University as all three physical campuses have participated in the planning and execution of the event. I congratulate the entire team for their diligence, dedication and sacrifice to make this conference a reality.

As we conference to look at Tourism and Innovation: Re-inventing, Revolutionizing, Transforming it is critical that we try to situate the research on Tourism in its rightful domain if it is to stand the test of time and gain prestige in the Social Sciences community. In this regard, it will be useful for the researchers in this area to reflect on the scientific nature of the field and to situate it within the realms of the social sciences discipline. Questions such as: what is unique about tourism research? Can tourism research survive without the foundational understanding of traditional disciplines in the social sciences? Can tourism research stand the test of time in conditions where resources are scare and decisions have to be made about right-sizing of the portfolio of offerings within a University? These reflections will no
doubt shed important light on how the research community in the tourism domain can band together to lift the prestige of the discipline among social science researchers.

I am confident that the gathering of minds from this august body, will find the discourses intense but rewarding and that the area of inquiry will benefit greatly from the exchanges. We as a University pride ourselves on the creation of new knowledge to advance our community and society. The debates generated from this conference will move us along this path-way in a substantial way. I encourage you to think deeply about the issues of the day and spend some time to deliberate on how best we can find solutions to our many problems.

While you deliberate and have an intellectual feast, I encourage you to have fun and enjoy all the social aspects of the conference as well. Have a great conference and I look forward to seeing you at the next staging.

Densil A. Williams
Mona School of Business and Management
UWI Mona
**Sunday 9th November, 2014**

6:00pm — 7:00pm  
ARRIVAL  
Cocktails — Music Bar

**Monday 10th November, 2014**

All Day  
REGISTRATION

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am – 10:30am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td></td>
<td>Chairman — Andrew Spencer, PhD</td>
</tr>
<tr>
<td></td>
<td>Welcome</td>
</tr>
<tr>
<td></td>
<td>Greetings — Luz Arrieta-Longsworth, PhD</td>
</tr>
<tr>
<td></td>
<td>Greetings — Prof. Densil Williams</td>
</tr>
<tr>
<td></td>
<td>Greetings — Mayor Glendon Harris, Montego Bay</td>
</tr>
<tr>
<td></td>
<td>Keynote Address — Prof. Dimitrios Buhalis</td>
</tr>
<tr>
<td>10:30am – 11:00am</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>11:00am – 12:00noon</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:00noon – 1:00pm</td>
<td>Poster Session</td>
</tr>
<tr>
<td>1:00pm – 2:00pm</td>
<td>LUNCH</td>
</tr>
<tr>
<td>2:00pm – 3:30pm</td>
<td>General Session</td>
</tr>
<tr>
<td>3:30pm – 4:30pm</td>
<td>Concurrent Sessions</td>
</tr>
</tbody>
</table>

**Tuesday 11th November, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am – 9:00am</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>8:00am – 9:30am</td>
<td>General Session</td>
</tr>
<tr>
<td>9:30am – 10:30am</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>10:30am – 11:00am</td>
<td>COFFEE BREAK</td>
</tr>
<tr>
<td>11:00am – 12:00noon</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:00noon – 1:30pm</td>
<td>AWARDS</td>
</tr>
<tr>
<td></td>
<td>BOOK LAUNCH — Prof. Ian Boxill &amp; Dr. Sherma Roberts</td>
</tr>
<tr>
<td>1:30pm – 2:30pm</td>
<td>LUNCH</td>
</tr>
<tr>
<td>2:30pm – 5:00pm</td>
<td>Study Tours</td>
</tr>
</tbody>
</table>
PROFILE—KEYNOTE SPEAKER

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. His research area is cutting across a number of disciplines and is looking into adoption of innovations for creating value for both consumers and organisations.

Close collaboration with industry, governments and international organisations from around the world ensures that results have relevance and impact in the real world whilst constantly pushing the boundaries of knowledge and academic excellence.

He is currently Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. Dimitrios is also the immediate past President of the International Federation for Information Technologies in Travel and Tourism (IFITT).

Dimitrios is researching, lecturing, advising and facilitating progress in organisations globally, whilst his books and publications are studied widely by both students and professionals around the world. He is frequently delivering keynote presentations, speeches, seminars and workshops in both academic and professional conferences globally.

www.buhalis.com
### Monday November 10th 2014

**Concurrent Sessions 11:00 am-12:00 noon**

<table>
<thead>
<tr>
<th>Session 1 (Marketing) Room 1</th>
<th>Session 2 (ICT) Room 2</th>
<th>Session 3 (Destination Management) Room 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evergreen Brickworks – positioning an urban revitalization project as a tourist attraction. <em>Dodds, Racheal</em></td>
<td>Guest acceptance of smartphone apps at hotels and resorts <em>Shaw, Norman</em></td>
<td>Partnerships and innovation in tourism destinations <em>Florian, Zach</em></td>
</tr>
<tr>
<td>Brand Jamaica: Engaging Brand Communities in Co-Creation of the Nation Brand <em>Beverley Joseph</em></td>
<td>Adoption and Features of North American Hotel Mobile Applications <em>Gibbs, Chris; Saltzman, Jesse; Gretzel, Ulrike</em></td>
<td>Who are the real winners and losers in heritage tourism? <em>Bradford, Berkita; Bradford, D’Andra</em></td>
</tr>
</tbody>
</table>

**Poster Session (Room 3) 12:00 noon-1:00pm**

| Corporate Social Responsibility in the Hotel Sector: *Arthur, Calisa* |
| When assigning a business plan is not enough? *Bradford, Berkita; Valentine, Erick* |
| Examining the Economic Significance of the Surfer Traveler: *Hritz, Nancy; Alexia, Franzidis* |
| Motivation and Perceptions as Influencers of Tourism Demand- The case study of Jamaica as a holiday destination: *La Crette-Dressekie, Miranda* |
| Assessing the uptake in the provisions of the Economic Partnership Agreement by the Barbados tourism industry::: *Roberts, Sherma; Marshall, Ayanna Young*** |
Lunch 1:00pm-2:00pm

General Session: 2:00pm – 3:30pm

**Smart Tourism in Small Island Destinations (SIDS)** – Professor Robertico Croes, University of Central Florida

**Panel Session - Perspectives on Tourism Innovation**

Moderator: Professor Robertico Croes

Mr. Dennis Hickey – Tourism Product Development Company Ltd.

Ms. Arlene McKenzie – Owner/Operator—Rasta Indigenous Village

Mr. Hugh Shim-Chief Executive Director - Montego Bay Marine Park

Concurrent Sessions 3:30pm - 4:30pm

<table>
<thead>
<tr>
<th>Session 4 (Destination Management) Room 1</th>
<th>Session 5 (Tourism Policy and Governance) Room 2</th>
<th>Session 6 (Education) Room 3</th>
</tr>
</thead>
</table>
| Post-Colonization and Tourism in Jamaica: A Discussion Paper  
_Hoston, Douglas; Sinclair-Maragh, Gaunette_ | Considerations for Tourism Extension Services to Enhance Local Capacities and Adaptive Governance: Two Case Studies From The Caribbean.  
_Holladay, Patrick_ | Repositioning Caribbean Tourism Education and Training: Regionalism and Internationalization  
_Spencer, Andrew_ |
| Souvenir Atmosphere: Comparing cruise passengers behaviors in small ports.  
_Jolliffe, Lee; Trim, Thu; Lemky, Kim; Cave, Jenny_ | Understanding policy networks in the Caribbean tourism sector.  
_McLeod, Michelle; Chambers, Donna; Airey, David_ | Experiential Learning Partnerships in Hospitality  
_Silkes, Carol_ |
| Branding a Caribbean Destination through Heritage tourism.  
_Ramjohn, Marina; Alleyne, Carlene_ | Open data and Community Tourism: A Strategy for Empowering Local Communities  
_McNaughton, Maurice_ | Competency-Based Training in Aviation: The Impact on Flight Attendant Performance and Passenger Satisfaction.  
_Gibbs, Latoya; Slevitch, Lisa_ |
**Tuesday November 11th 2014**

**Registration** 8:00am – 9:00am

**General Session:** 8:00am – 9:30am

**Progress in Hospitality Research – Professor Fevzi Okumus, University of Central Florida**

**Panel Session:** *Perspectives in Hospitality Innovation*
- Moderator: Professor Fevzi Okumus
- Mr. Hugh Cresser, Environmental Management Consultant
- Mr. Godfrey Dyer, Hotelier, former Chairman of TPDCo and Executive Member of the Jamaica Hotel and Tourist Association

**Concurrent Sessions 9:30am – 10:30am**

<table>
<thead>
<tr>
<th>Session 7 (Hospitality and Human Resource Management) Room 1</th>
<th>Session 8 (Business) Room 2</th>
<th>Session 9 (Attractions) Room 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplace health and wellbeing: Considering the tourism workforce.</td>
<td>Examining the use of quantitative decision-making Techniques in Jamaica’s Hotel Industry</td>
<td>A Demographic Analysis of Residents’ Support for Tourism Development in Jamaica.</td>
</tr>
<tr>
<td><em>Hartwell, Heather; Hemmingway, Ann; Ladkin, Adele</em></td>
<td><em>Nicholson, Lawrence; Harrow, Grantley</em></td>
<td><em>Sinclair-Maragh, Gaunette</em></td>
</tr>
<tr>
<td>The influence of demographic characteristics on Jamaican hotel employees’ choice of engagement drivers</td>
<td>International Business (Offshore) and Tourism in Barbados: Mutually Exclusive or Symbiotic?</td>
<td>Are the interests of Cultural Resource Management and Tourism Always Reconcilable- What of Jamaica?</td>
</tr>
<tr>
<td><em>Rigg, Julaine</em></td>
<td><em>Canada Terri; Lutuchy, Terri; Beckles, Beverley</em></td>
<td><em>White, Thelma</em></td>
</tr>
<tr>
<td>Factors impacting absence behavior in the hospitality industry.</td>
<td>Financial Hotels Turnaround: Evidence from Jamaica Pegasus.</td>
<td>Food Tourism in Ghana</td>
</tr>
<tr>
<td><em>Roberts, Sherma</em></td>
<td><em>Lawrence, Williams</em></td>
<td><em>Adjei-Frempong, Augusta</em></td>
</tr>
</tbody>
</table>

**Coffee Break** 10:30am- 11:00am
<table>
<thead>
<tr>
<th>Concurrent Sessions 11:00am – 12:00 noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 10 (Destination Management) Room 1</td>
</tr>
</tbody>
</table>
| Exploring Clustering as a Destination Development Strategy: the case of La Brea  
  Laing, Christina; Lewis-Cameron, Acolla | The Devil in the Details: Understanding Micro-business mindset in Jamaican tourism  
  Crick, Anne | The UWI Community Film Project  
  Boxill, Ian |
| The impact of the International Sporting Events on International Arrivals: Melbourne Australia and Jamaica  
  Logan, Twila-Mae; Scott, Clive; Huntley-Lewis, Erika | What’s romance got to do with it? Female sex tourism in Jamaica  
  Bean, Dalea; Spencer, Andrew | Employee Resistance and the Service Experience: A management perspective on the disconnect between employee behaviours and organizational interest  
  Cowell, Noel; Crick, Anne |
| Baha Mar: Blessing or Burden? - A Baseline Study of Local Perceptions  
  McKay, Elizabeth | Market(ing) Women: making rural women 'count' in tourism.  
  Nicholson, Tamara | |

12:00 noon—1:30pm

Best Paper Award sponsored by the *International Journal of Contemporary Hospitality Management* (Professor Okumus)

Book launches (Professor Ian Boxill & Dr. Sherma Roberts)

<table>
<thead>
<tr>
<th>L U N C H 1:30pm -2:30pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Tour  2:30pm -5:00pm</td>
</tr>
</tbody>
</table>
| *Rasta Indigenous Village*  
| *Montego Marine Park* |
INVITED SPEAKER

Dr. Croes currently serves as the Chair of the Tourism, Events & Attractions department as well as the Associate Director of the Dick Pope Sr. Institute for Tourism Studies at the Rosen College.

Dr. Croes recently published a book titled, The Small Island Paradox: Tourism Specialization as a Potential Solution that explains the growth and prosperity of small island destinations. His other recent book is on the application of demand models to a small economy and is titled Anatomy of Demand in International Tourism. Additionally, he is a contributor to several books.

His fields of interest include: econometrics applications in hospitality, tourism demand analysis/forecasting, tourism economic impact, competitive and sustainable tourism in tourism development analysis, tourism development applied to poverty alleviation and tourism development in small islands and developing countries.

http://hospitality.ucf.edu/person/robertico-croes/
Dr. Okumus is a Professor in the Hospitality Services Department with the Rosen College of Hospitality Management. Prof. Okumus was the founding Chair of the Hospitality Services Department from 2007-2013. He received his PhD in Strategic Hotel Management in 2000 from Oxford Brookes University, UK. His research focuses on strategy implementation, change management, competitive advantage, knowledge management, crisis management, cross-cultural management, destination marketing, information technology and developing countries.

Professor Okumus has widely published in leading journals, including Annals of Tourism Research, Tourism Management, Service Industries Journal, Management Decision, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management and Journal of Hospitality and Tourism Research. He has over 67 refereed journal articles and over 160 academic publications (refereed journal articles, book chapters, conference presentations etc.). He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM), which is one of the top-tier journals in the hospitality field with an impact factor of 1.266. He also serves on the editorial boards of 14 international journals. He is a frequent speaker at international conferences.

http://hospitality.ucf.edu/person/fevzi-okumus/
Dennis Hickey is the Executive Director of the Tourism Product Development Company Limited (TPDCo). Prior to this posting, he held the post of Director and Vice President of MoneyMasters Limited (MML) where he managed the marketing and business development portfolios. He is a trained Economist with a Masters in Economics from Vanderbilt University, Graduate Programme in Economic Development which he attended as a Fulbright Scholar.

He has more than 20 years of experience in business development, marketing financial services and operations management having held leadership positions at COK Co-operative Credit Union, Dyoll Caribbean Financial Services Limited and Leder Mode Limited. Mr. Hickey was a member of the adjunct Faculty of the University of Technology (UTECH), Jamaica for 15 years, and is a former Chairman of the Board of Agro Investment Corporation Jamaica. He is also a Director of the Transport Authority.

Dennis Hickey also holds a B.A. in Business Administration from UTECH and a Diploma in Marketing from the Chartered Institute of Marketing (CIM), England. He continues to serve the Fulbright/Humphrey Alumni Association as an Executive Member, the Knox Past Students Association and he is also the Chairman of the Board of Tarrant Primary School.
Hugh Anthony Shim is a true Montegonian. He attended Mt. Alvernia Prep and Cornwall College. He earned a Bachelor of Arts degree in Philosophy and a Master of Science in Adult Education at the University of Southern Maine in 1980 and 1982 respectively, where he became a member of the Phi Mu Delta Fraternity, played soccer, and coached field hockey.

On returning to Jamaica in 1982, he taught for six years at the Sam Sharpe Teachers College where he was also the guidance counselor/educator and manager of the youth club and marching band. He later embarked on a career in tourism training in 1998 as a training officer and training manager with the Jamaica Tourist Board. Then he went on to become the head of tourism training programmes with Tourism Product Development Company Ltd.

During his tenure he and his team developed and implemented, The Team Jamaica programme, Community Based Tourism Development and skills programmes. He also contributed to the formulation of the 2010 Tourism Master Plan for Sustainable Development. In 2010-2013 he launched the Jamaica Drums 4 Peace Initiative and conducted teambuilding activities using drum circles.

Mr. Shim served on boards and committees such as the Montego Bay Community College, HEART NTA NCTVET, assisted in the development of the Rastafari Indigenous Village. In July 2013 he joined the Montego Bay Marine park team as the Executive Director and is currently engaged in the care and protection of the park using enforcement of regulations, scientific research, outreach and educational programmes.
Ms. Arlene McKenzie completed tertiary education in the UK (University of London - Frobel and North London University), with a degree in Sociology & Education and Masters in Arts & Heritage Management. She has worked for some years in Youth & community service in London, engaged in management and training. On returning to Jamaica in 1987, she entered Tourism, where she worked primarily for government agencies. Her knowledge, skills and experience of over twenty years has been within tourism, with responsibilities in the areas of: promotions, investment, training, research and standards. Concurrently, in 2007 the Rastafari Village was born, and as a founding member, she has devoted her time to building and sustaining its mission. The village is dynamic, representing diverse “stories” while preserving and conserving traditional knowledge and practices.

Mr. Dyer served on many boards including President of the Jamaica Hotel & Tourist Association, Vice President of the Private sector Organization of Jamaica and, World President of the Kiwanis International Foundation. Demonstrating remarkable energy and unswerving commitment, Mr. Dyer currently serves as Chairman, Summerfest Production Ltd., Director, Montego Bay Chamber of Commerce & Industry and Member, UDC Advisory Council, Montego Bay.

Mr. Dyer currently operates a Tourism Consulting Service and is married; he is the father of one daughter and four sons. He is also a Justice of the Peace, for the parish of St. James.
Hugh Cresser has a career in Sustainable Tourism Management and Planning that spans over thirty-five (35) years in Jamaica and the Caribbean. His career has covered technical areas such as Project Management, Development of Community Tourism Enterprises, Tourism Product Development, Sustainable Tourism Planning and Development, Hotel and Tourism Management, Marketing, Hospitality Training and Education where he developed the Hospitality and Tourism Degree Programme at the University of Technology, Jamaica.

For the past fourteen (14) years, his focus has been on introducing Environmental Management Systems within the hotel industry as a means of achieving Sustainable Tourism Development. He has served in senior management positions, as Project Coordinator for the USAID-funded Environmental Audits for Sustainable Tourism (EAST) Project and as Deputy Chief of Party on the USAID/Rural Enterprise Agriculture and Community Tourism (REACT) Project. He presently sits on the Advisory Board of the College of Hotel and Tourism Management at Niagara University and is a member of the Global Sustainable Tourism Council and a member of their Accreditation Board.

In July 2005, he was recognized by the Government of Jamaica for his work in tourism when he was awarded the Jamaica Tourist Board’s SO’h Anniversary Award for exemplary work in the development and promotion of Sustainable Tourism in Jamaica.

He holds a MA in Tourism Planning and Development from the George Washington University where he was an OAS Fellow (1977-1978) and a BSc, in Transportation Travel and Tourism from Niagara University, Lewiston, New York.
CHAIR’S Closing Remarks

When we began planning for the 3rd International Tourism Conference in 2013, an important consideration that guided the team was the commitment made by the University of the West Indies to encourage research and discourse on an industry that is vital to the Caribbean and the global economy. The theme of the conference: *Tourism and Innovation: Re-Inventing, Revolutionising, Transforming* is most appropriate at this time when our industry continues to face internal and external pressures. Yet in the face of these challenges, tourism continues to thrive as industry stakeholders find creative ways to refresh their products, introduce new products and utilize changes in technology to keep themselves competitive. The saying “innovate or die” may now seem cliché but in those simple words lie the truth that the future of tourism will be shaped by the innovators.

The continued support from the three campuses – Mona, Cave Hill and St. Augustine, along with our partner Ted Rogers School of Management, Ryerson University ensured that this event became a reality. As such, I am delighted by the response received and welcome each delegate to Jamaica.

I take this opportunity to say thank you to the planning committee members, administrative staff and volunteers for your input and contribution to this process. The kind assistance, dedication and hard work is appreciated. Sincere gratitude is also extended to the team from the University of Central Florida and the Editors of the International Journal of Contemporary Hospitality Management for providing the Best Paper Award. We are also grateful to the management and staff of the Iberostar Rose Hall Hotel for serving as our gracious hosts.

I trust that you will all have a rewarding experience.

*Eritha Huntley Lewis*
Lecturer—Tourism
Chair of the Organising Committee 2014
PLANNING COMMITTEE 2014

Eritha Huntley Lewis – Chair
Andrew Spencer, PhD – Co-Chair
Twila-Mae Logan, PhD
Michelle McLeod, PhD
Clive Scott, PhD
Anne Crick, PhD
Lawrence Nicholson, PhD
Ian Boxill, PhD
Luz Longsworth, PhD—UWI, Western Jamaica Campus
Sherma Roberts, PhD – UWI Cave Hill Campus
Acolla Lewis-Cameron, PhD—UWI, St. Augustine Campus
Janice Henlin—Marketing
Leighton Duncan—IT Support
Marvalyn Campbell—Logistics
Keneisha Robb – Administrative Support
Tiffany Blake – Administrative Support