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Sustainable Development for Small Island Tourism: Developing Slow Tourism in the Caribbean

Abstract: This paper aims to: (a) analyze the diverse views held about slow tourism in the Caribbean islands of Antigua and Barbuda, and (b) to propose a conceptual basis for slow tourism as a beneficial component of sustainable development. Using evidence from stakeholder interviews, this paper illustrates how local businesses, products, and the dynamic nature of the tourism industry can be provided with opportunities to propel a regions' sustainability. The results of the study can contribute to the development agendas of many small islands, as they show how to establish effective development policy, management systems, and marketing strategies for sustainable tourism.

Keywords: Slow tourism; Sustainable tourism; Destination marketing strategy; Small islands; Stakeholder cooperation; Caribbean.

1. INTRODUCTION

Slow tourism is a form of tourism that respects local cultures, history and environments, while at the same time values social responsibility by celebrating diversity and the connection that a tourist gets from sharing and engaging in a space with other visitors and the host community (Heitmann, Robinson, & Povey, 2011; Lumsdon & McGrath, 2011; Sun & Lin, 2018; Wilson & Hannam, 2017). Ultimately, slowing the pace, connecting with people, and appreciating the environment, enriches the travel experience (Lin, 2018; Park & Lee, 2019). Researchers such as Oh, Assaf, and Baloglu (2016), suggest that slowness in tourism is primarily intrinsic, with goals aimed at revitalization and self-enrichment, where the tourist seeks novelty to expand their perspectives, connect more deeply to a destination, and restore a positive mindset. When slow tourism is looked at more closely, it is clear why slow tourists are more likely to engage in heritage sites, local cuisine, traditions, and the other unique qualities of a destination as opposed to other tourists (Caffyn, 2012; Lee, Riley, & Hampton, 2010; Lin, 2017). Slow tourism goes further by connecting sustainability with personal and social wellbeing in the community (Fullagar, Markwell, & Wilson,

2012). Connecting with the tourist destination and engaging with others in this way leads to a more fulfilling holiday as positive memories are formed (Almeida-Santana and Moreno-Gil, 2018). Contemporary practices often lead to tourists being hurried at a destination, with no time to truly reflect on the distinguishing elements of the travel experience. Thus, slow tourism lends itself to sustainable tourism in that the changing dynamic of tourists who are intrigued with nature and eco-tourism, heritage, agritourism, or other related forms of tourism can find solace in adopting a slower pace (Lin, 2018).

Sustainable tourism and the philosophy of travels share common characteristics (Adongo, Choe, & Han, 2017), and slow tourism can be considered an antidote to mass tourism (Conway & Timms, 2010; Heitmann, Robinson, & Povey, 2011; Okonkwo & Odey, 2018; Timms & Conway, 2012; Zielinski & Botero, 2015). When travel goals and motivations are aligned, staying for a longer period of time in a destination and exploring more local authentic and unique traditions becomes beneficial for local communities as well as tourists (Sun & Lin, 2018; Walker & Lee, 2019a). Slow tourism encourages local interactions, as tourists become more engaged with residents and communities, rather than being limited to holiday resort facilities or nearby surroundings (Park & Lee, 2019; Walker & Lee, 2019a). This in turn can lead to more economic benefits for those local communities that are situated away from hotels or other tourism facilities that usually cater to a high volume of tourists (Walker & Lee, 2019a). The current study supports Conway and Timms (2012), as it stresses a wide range of benefits from slow tourism that can contribute to reducing capital leakages using the indigenous provision of local agricultural products, handicrafts, furnishings, and other local activities, and resulting in a greater percentage of tourist expenditure being captured at the destination.

The Caribbean region receives more than 21 million visitors annually, and if the region were a single country it would be the third most visited country in the Americas, and the 14th most visited in the world (United Nations, 2016). However, Caribbean tourism has faced various challenges in recent years (Walker, 2017). Despite the availability of large-scale resort complexes, high volume visitation, abundant promotions and incentives, destinations such as Antigua and Barbuda lack a serious commitment to sustainable development from policymakers (McElroy & de Albuquerque, 1998; Yaw, 2005; Zielinski & Botero, 2015). Therefore, it is crucial that sustainable tourism is

prioritized in the overall tourism development agenda for Caribbean islands such as Antigua and Barbuda (Walker & Lee, 2019a). While the vulnerability of small island states has often been overstated, there is a need for alternative conceptualizations of development paths that not only prioritizes economic growth, but also recognizes the importance of social, cultural, and environmental well-being (Scheyvens & Momsen, 2008; Sinclair-Maragh & Gursoy, 2017; Umasuthan & Park, 2018; Walker & Lee, 2019a).

In terms of sustainable development the Cittàslow movement has materialized as an innovative approach to sustainability and local governance, in places where the local population is smaller than 50,000. The underlying concept and philosophy of Cittàslow is simple, yet the results of this approach can have a serious impact on the social economy and make local communities more resilient while achieving a holistic approach to sustainable development (Miele, 2008; Nilsson, Svård, Widarsson, & Wirell, 2011). As a process, the Cittàslow movement requires three main components (small size, slow ethos, and sustainability), and small island destinations such as Antigua and Barbuda possess two of these elements (small size and slow ethos) by nature, even though sustainability is still an ongoing challenge (Walker, 2017). Nevertheless, the aim of the Cittàslow movement is to reach incremental levels of sustainability, making it an achievement to strive towards (Park & Lee, 2019; Timms & Conway, 2012; Walker & Lee, 2019a). Figure 1 illustrates the three fundamental components of the Cittàslow philosophy.

Insert Figure 1 about here

There is thus clear room for improvement in Caribbean tourism, and concept of the slow tourism can assist in encouraging better practices toward sustainable development (Conway & Timms, 2010; Sinclair-Maragh & Gursoy, 2017). The implementation of this model can contribute to realizing sustainable tourism development while addressing wider sustainability concerns in Caribbean islands, and this would be applicable to Antigua and Barbuda (Walker, 2017; Zielinski & Botero, 2015). Therefore, the aim of this paper is: (a) to analyze the diverse views of slow tourism in the Caribbean islands of Antigua and Barbuda, and (b) to propose a conceptual basis for slow tourism as a beneficial component of sustainable tourism development in the Caribbean.

2. LITERATURE REVIEW

2.1. The Slow Movement and Tourism

This paper is primarily proposing that slow tourism experiences have the potential to encourage the Cittàslow movement, and by extension the slow food movement, in small Caribbean islands. Firstly, Lee (2014) noted that food is recognized as an important factor in the overall tourism experience, and according to Du Rand and Heath (2006), there are three components to food tourism: agriculture, which provides the product; a culture that provides the history and authenticity of the product; and tourism, which provides the infrastructure and services that combine the three into the food tourism experience. Secondly, while the Cittàslow approach to development supports ‘slow’ sustainable development at the local level by incorporating a social movement and a model for local governance, it also potentially creates an indirect impact for tourism development by improving product development and increased visibility to the tourist (Nilsson, Svård, Widarsson, & Wirell, 2011; Wilson & Hannam, 2017).

The slow food movement preceded the Cittàslow movement, and it incorporates food tourism and issues of sustainability. Food tourism can be a driving force for farmers to rethink their production activity, take diversification into account, and pursue opportunities that add value to their products (Sidalì, Spiller, & Schulze, 2011). The slow food movement has also been effective in raising the profile of key issues: particularly the significance of local food, fair trade buying practices for tourism stakeholders, and the transformation of local farmers’ markets and direct food purchases from growers into a leisure commodity (Fullagar, Markwell, & Wilson, 2012; Zhang, Lee, & Xiong, 2019). Sims (2009) posited that the idea of “all-round sustainability” is an integral part of the slow food movement, therefore, the movement advocates for sustainability on many levels, and the impact of the movement has brought about an overall change in the attitudes and lifestyle of people all over the world. The slow food network is present in the 12 Small Island Developing States (SIDS) and this includes slow fish, which covers the particular emphasis on the slow food network in the Caribbean region known as ‘Slow Fish Caribe’ (Walker & Lee, 2019b). This coupled with the increasing demand for locally produced food in the Caribbean (Conway, 2002), gives credence to the importance of the slow philosophy in tourism dependent and marginalized

regions of this region. However, the most noteworthy aspect of ‘slow food’ is what the movement achieves with the significant incorporation of local food and other products into the tourism industry through its extended network, the Cittàslow movement (Lee, Packer, & Scott, 2015; Wilson & Hannam, 2017).

Cittàslow as an evolved form of the slow movement takes this concept further by emphasizing the importance of eating local food, shopping at locally owned businesses such as craft shops, and preserving cultural heritage (Park & Lee, 2019). Supporters of the Cittàslow movement also place value on living a life where ‘slowing down’ takes precedence and makes time for the natural environment. Small towns are the primary focus of the movement and to be considered for Cittàslow certification, candidate towns must have fewer than 50,000 residents. With origins in Italy, the grassroots movement, Cittàslow, has been growing around the world, and although the main goal of the movement is to encourage residents of small communities to strive towards a better quality of life, the network also shares new ideas, experiences, and know-how (Walker & Lee, 2019a). Membership is carefully controlled by the organization, and local monitoring is essential in key areas including the environment, infrastructure, quality of life, the promotion of local agriculture, and hospitality and training (Knox, 2005; Mayer & Knox, 2009).

Empirical evidence illustrates that the movement has been successful in its initiatives around the world, but due to its flexibility, the main approach taken to achieve sustainability can vary by location. Figure 2 lists four main reasons why various destinations around the world have joined the Cittàslow network and the types of local strategies that have been adopted. Prospective Cittàslow destinations are encouraged to prioritize what will be the core of their unique identity based on local resources. The common factor in the international Cittàslow movement is the adaptation of local strategies that promote local uniqueness. This functions as an avenue for towns to create an authentic image and avoids copycat strategies that do not fit the overall sustainable agenda. Local uniqueness is part of the Cittàslow philosophy, and towns around the globe are finding creative ways of expressing their local identity through this movement, while at the same time, also achieving social progress, self-sufficiency, and spreading awareness within the community and to visitors.

Insert Figure 2 about here

2.2. Sustainable Tourism Development in the Caribbean Region

Sustainable tourism is often discussed in terms of a balance between economic and environmental concerns, and this is especially the case if tourism utilizes the environment as a resource (Adongo et al., 2017; Eslami, Khalifah, Mardani, Streimikiene, & Han, 2019; Lin, 2017). However, to achieve sustainable tourism that is socially acceptable, economically viable, and environmentally compatible there needs to be a long-term commitment that offers flexible policies while moving toward its implementation (Graci & Dodds, 2010). For small island developing states (SIDS) with limited resources, economic and social activities tend to be concentrated in the coastal zone, and the interconnectivity between economic, environmental, social, cultural and political spheres is pervasive, making sustainable tourism development a practical necessity rather than an option (Twining-Ward & Butler, 2002; Walker & Lee, 2019b).

Clarke (1997) presented some insights into the concept of sustainable tourism based purely on a literature review of past developments. Essentially, the goal of sustainability means that there needs to be an understanding of the general progress of a community (Duval, 2004). This includes the previous condition(s), the current discourse, and their interpretations and adaptations, as this will give a well-defined comprehension of the need to address future developments that move towards the ultimate goal of sustainability (Okonkwo & Odey, 2018). In addressing the longstanding problems of the tourism industry, Butler (1998) argues that the real focus of sustainability is likely to be on repairing the damage done by previous development initiatives.

Small islands across the globe have implemented various initiatives or taken steps towards sustainable tourism development. In Bali, local communities have embraced grassroots organizations to increase public knowledge and awareness around sustainable tourism, ownership and environmental concerns (Gurtner, 2016). Similarly, stakeholders in the Isle of Man have realized the need for a sense of ownership and collaboration to achieve sustainable tourism development (Canavan, 2017). Ownership impacts on leakages for small islands, and many islands are faced with high levels of foreign ownership in the tourism sector. Cuba has however

implemented policies where ownership must follow a 49% to 51% rule, and that has resulted in no foreign ownership for its hotels. The island has also made provisions where all fertile lands near resorts grow local produce that is directly supplied to the accommodation sector (Dodds, Dimanche, & Sadowski, 2017).

Likewise, sustainability from utilizing local products/produce in tourism businesses has been a growing trend in other small islands. King Island is known for its quality food as much as its unspoiled beauty and it has become a premium and gourmet destination through effective marketing by its local producers, whose efforts as well as those of policy makers allow for engagement in inclusive sustainable solutions (Khamis, 2007). The sustainable tourism agenda should be inclusive and take residents' as well as visitor assessments into account for it to be effective. Equally, sustainability must holistically reach a balance between social, economic and environmental concerns of islands. Therefore, when discussing sustainable tourism in islands, it is also important to address visitors' perspectives on these initiatives that are being implemented, and Schuhmann et al. (2019) noted the willingness of visitors to pay marine conservation fees in Barbados, just as Dodds, Graci, and Holmes (2010) have recorded a comparable willingness among visitors to Koh Phi Phi and Gili Trawangan to pay additional taxes aimed at supporting environmental protection. From a tourism marketing and management perspective, these practical approaches to sustainable tourism development provide a framework for research-based decision making on how other islands can observe future merits in enhancing the tourism product.

For many SIDS, policy has been geared towards finding ways to increase visitor arrivals and has not placed enough emphasis on factors that encourage sustainability (Zielinski & Botero, 2015). It is a problem that many policy makers have been more concerned about the number of tourist arrivals instead of the tourism multiplier effect (Apostolopoulos & Gayle, 2002). Much of the attention has been on improving facilities such as golf courses, all-inclusive resorts, cheaper air connections, and marketing strategies in source markets (McElroy & Parry, 2010). Yet, while these are important for sustaining tourism growth in the small island context, they do not necessarily address sustainable tourism development and how the balance of power can shift from external factors, thus reducing the vulnerabilities of the local economy (Sinclair-Maragh & Gursoy, 2017). The gap between government and the rest of the community tends to be wide in small island states

(Yaw, 2005). Nevertheless, with the present situation facing these areas, and their vulnerability to the negative effects of tourism growth and mass tourism, it is necessary to have more dialogue and co-operation between various stakeholders (Scheyvens & Momsen, 2008).

The value in sustainable development is that it allows different groups and individuals with diverse perspectives to band together around a common theme (Walker, 2020). However, the meanings attached to sustainable tourism vary depending on the different destinations, with little consensus among the interest groups and stakeholders (Lee, Riley, & Hampton, 2010; Okonkwo & Odey, 2018). Nonetheless, for small islands in the Caribbean that have approached sustainable tourism as an alternative response, various strategies have been applied depending on the priority of different stakeholders (Canavan, 2017; Zielinski & Botero, 2015). Policy makers in typical mass tourism Caribbean destinations, such as Jamaica, have recognized the need to engage in a more sustainable tourism product, escaping from the typical sun, sea and sand tourism attractions that most small islands are widely known for (Hall, Kirkpatrick, & Mitchell, 2005). Similarly, in Saint Lucia a multi-use national park in the south eastern region of the island has been established based on the principles of sustainable development (Burns & Novelli, 2006).

The meaning and implications of sustainable development has isolated sustainable tourism research, and its examination in isolation inevitably results in a partial picture of its consequences (Lumsdon & McGrath, 2011; Tao & Wall, 2009). The mandate is not clearly defined, probably due to the dynamic nature of the tourism industry, however, it is imperative to look at all aspects of this dynamic to achieve a cohesive framework for planning and implementation. In the Caribbean, various stakeholders have influenced the move towards sustainable tourism development. These stakeholders are not limited to the top down management of international organizations, government or the private sector, but also include the bottom up approach, with strong influence on policy makers from community pressure groups. Strong opposition has surfaced however because of environmentally detrimental tourism development and a lack of regard for sustainability. This, coupled with a lack of transparency in government policy making, has resulted in stalled developments on the islands of Antigua and Barbuda.

The sustainability issues facing small islands in the social context should be dealt with through empowerment of local communities and creating ways in which they can be included in the dynamic tourism system (Lin, 2017). Social issues should be addressed independently rather than only shadowing environmental and economic issues (Scheyvens & Momsen, 2008). Therefore, community involvement in the sustainable development process would allow residents to contribute to the tourism industry in a variety of ways. By empowering these communities, they could participate in creating economic linkages to the tourism industry, provide additional jobs, and further support sustainable tourism development. The trickle-down effect from such an approach could help to improve the well-being of residents in the marginalized locations of the Caribbean (Zielinski & Botero, 2015). Inevitably, economic progress, equitable prosperity, opportunity and stakeholder engagement should all be included in the overall goals of sustainable development. Cooperation among all the necessary actors in realizing the full potential of sustainable tourism development in the Caribbean requires innovative approaches to achieve these goals, and the community involvement that comes with the slow movement may be one of the best places to start.

2.3. Study Design

The sister islands of Antigua and Barbuda together with uninhabited Redonda are commonly referred to as “the heart of the Caribbean” because of their location approximately 17° north of the equator. This twin island state is situated in the middle of the Leeward Antilles and southern Windward Islands and makes up part of the Eastern Caribbean. Antigua is relatively small, although it is the largest of the English-speaking Leeward Islands. The population of Antigua and Barbuda is 102,012 (World Bank, 2017). Antigua accounts for over 98% of the population of the twin island state (Weaver, 1998), and physically is nearly twice as large as Barbuda (108 to 62 square miles).

Today, Antigua and Barbuda are a high-income non-OECD country (World Bank, 2019). With an open economy Antigua and Barbuda engages in international trade of goods and services that make up a major part of the country’s economic activity. Tourism accounts for the largest contributor to GDP. The tourism industry in Antigua and Barbuda like many other SIDS largely contributes to

foreign exchange earnings, and when both direct and indirect tourism services are considered, the industry serves as the largest employer. Schubert, Brida and Risso (2011) reported that Antigua and Barbuda's tourism industry was one of the first to be developed in the Eastern Caribbean and is ranked as the largest. However, the tourism industry in Antigua and Barbuda has had economic difficulties since the 1960s and 1980s tourism booms. Due to the strength and concentration of tourism related growth, Antigua and Barbuda experienced several interconnected structural imbalances that have affected its capacity to respond to long-term economic and environmental concerns (de Albuquerque & McElroy, 1995). Additionally, the country is unfortunately plagued by a legacy of debt that postpones much needed public investment, and by labor market distortions that favor government, tourism and construction over agriculture and manufacturing that have resulted in slow growth overall. Consequently, long standing environmental restoration, mitigation, monitoring, and enforcement plans are neglected or poorly implemented, while foreign direct investments in the tourism industry and other shortsighted solutions remains a priority for policy makers.

Tourism development in Antigua and Barbuda has had economic, environmental as well as socio-cultural implications. The geographical location of Antigua and Barbuda makes it an ideal layover point for airlift and cruise ships crossing the Atlantic (Schubert et al., 2011). They also emphasized that the greatest impact from tourism on the Antigua and Barbuda economy is made by commercial transactions: restaurants, hotels and other establishments in the tourism industry purchase a level of imports that is out of proportion with the demands of the domestic population, and there have been a variety of specialty enterprises that provide goods and services to the accommodation sector and directly to the visitor population. Nonetheless, tourism development has faced some opposition from small community stakeholders over the years. However, tourism development is encouraged by most the population. The opposition comes because of environmentally detrimental tourism development and the lack of regard for sustainability and has resulted in stalled developments on the islands of Antigua and Barbuda. Five case studies of hotel development in addition to sand mining in Barbuda were investigated by de Albuquerque and McElroy (1995) ,and they demonstrated the extent of the sustainability concerns in the twin island state while exposing the effectiveness of pressure groups in mobilizing the media and citizenry.

In the case of Barbuda, while there is no data on the relative or absolute contribution of tourism to the island economy or the number of international tourist arrivals, the development of tourism has been hindered due to poor accessibility, the absence of sufficient infrastructure and the communal system of land tenure (Weaver, 1998). There are few luxury hotels in Barbuda, and they account for a very small percentage of the overall hotel rooms in Antigua and Barbuda. Sustainability concerns in Barbuda are centered on the sand mining that has supported tourism related construction throughout the Caribbean. Barbuda's major freshwater aquifers are negatively affected by salt-water intrusion because of that mining (Walker, 2020). And, while there are current government policies and regulations that encourage firms in the hotel sector to use cleaner technology (Yaw, 2005), there are no laws in place that enforce this.

These examples have provided a brief look at tourism development in Antigua and Barbuda. They almost exclusively address environmental issues as these have been the priority for tourism development. Thus, there are a few areas that still need to be explored for a more holistic approach to sustainable tourism development. For example, tourism development should not only focus on environmental protection, consideration needs to be given to the social and economic dimensions of tourism. In countries like Antigua and Barbuda, the economic contribution of the tourism industry is undoubtedly beneficial from a macro-economic point of view. Thus, it may be reasonable to conclude that more attention should be given to the socio-cultural and socio-economic impacts of the tourism industry in Antigua and Barbuda.

3. METHODOLOGY

This study adopted a qualitative approach based on expert interviews with a diverse range of tourism stakeholders in Antigua and Barbuda. These interviewees are considered experts in their field based on their credentials. They have an extensive amount of knowledge and experience in the tourism industry in Antigua and Barbuda. A qualitative study was deemed necessary, as our literature review found few papers that document the perception of Caribbean tourism stakeholders of the contemporary issues in sustainable tourism or the goals of slow tourism. This study was therefore implemented using a two-phase research process; each phase enhancing the next to fulfill the research aims and objectives of the study. The first phase consisted of a pilot study which

provided an opportunity to check that the survey questions are clearly defined, easily understood, and that the responses would provide reliable and suitable information for the main research (Saunders, Lewis, & Thornhill, 2012). The main study was carried out step by step, from the conceptual process in the literature review, to actual data collection in a series of expert interviews.

For the expert interviews, we initially recruited three highly knowledgeable tourism stakeholders. One interviewee was selected in March 2016 from the government stakeholder group. In April 2016, two other interviewees were engaged one from the craft makers and the other from the tour operator stakeholder group. The researchers contacted each interviewee in advance and made separate appointments that were convenient. Semi-structured (focused) interviews were conducted to secure diverse yet intensive viewpoints from each interviewee. The expert interviews specifically focused on: (a) the primary challenges, policies and strategies that local businesses have been faced with or have used to gain a competitive advantage in the industry; (b) the benefits, challenges and past experiences of similar initiatives to the Cittàslow approach; (c) the opportunities and challenges of community development approaches such as the Cittàslow approach; and (d) the future of sustainable tourism development, including the key features that are viewed as most important to this.

The authors were mindful of the maturity of the tourism industry in Antigua and Barbuda while seeking information concerning the current situation and potential of sustainable tourism development in the twin island state. Stakeholders were invited to share their insights, opinions, experiences and suggestions regarding the industry. Of the “three experts,” the interviewee from the tour operators’ group was most forthcoming. This interviewee shared his opinions on challenges concerning the environment and tourism development in fragile areas and was uniquely placed to share his experiences with a range of various stakeholders (investors, tourists, residents, pressure groups, and so on). This interviewee was optimistic about sustainable tourism development in Antigua and Barbuda and was eager to voice his opinions on those changes that he viewed as potential solutions. Reference was made to some of the concerns of visitors, and the interviewee expressed a need to recognize and revamp the cultural aspects of the tourism product that has been lost due to the complacency of the tourism authorities.

Each interview took approximately 90-minutes, and even though a dominantly verbal “free-flowing” form of communication was used, specific questions were used as a guide. The other two experts shared their experiences and views on a variety of topics. The interviewee from the government stakeholder group articulated concerns related to insufficient resources and budget allocations that may result in new and innovative initiatives being overlooked. Reference was also made to the reluctant attitudes of senior officials in this regard. The expert from the craft maker’s stakeholder group referred to a lack of resources for local talent and was very critical of the potential of the Cittàslow movement. This interviewee expressed strong political sentiments and did not think that improvements would be possible soon due to the economic position of the twin island state.

The researchers then selected 12 distinct stakeholder groups for data collection in the main study. Participants from the government sector, non-governmental organizations, the media, tour operators, organic farmers, fisheries, restaurants, hotels, artisans, entrepreneurs, aviation management, and residents were selected. The stakeholders were selected based on their expertise in relation to their involvement with the growth and development of the tourism industry in Antigua and Barbuda. However, to safeguard this study from being overly expansive and at the same time ensuring its validity, the small population size was considered, and two stakeholders from each group were interviewed. A total of 27 stakeholders were interviewed between April and August 2016 (Table 1). The interviews were analyzed in accordance with the content analysis method referred to as the thematic framework approach. Each interview was transcribed from the initial notes and uploaded to the software program NVivo. The researchers also analyzed each transcript multiple times to highlight the contents that were related to major topics. Selected quotes were evaluated to organize an array of themes and prepare the data for further analysis. This was conducted based on the relationships, commonalities and subsequent issues under each major topic.

Insert Table 1 about here

4. RESULTS AND DISCUSSION

The main study concluded that Antigua and Barbuda stakeholders are exceedingly optimistic in relation to the future of the tourism industry, and all want to contribute to reinforcing the strengths of the country. Figure 3 illustrates the most frequent 1,000 words transcribed from the interviews and shows the prominence of words/ideas such as local businesses, responsibility of people and tourism market. From a frequency query of the in-depth interviews, the five most frequently used words during the interviews were Antigua, tourism, local, people and the Caribbean. The stakeholder groups each gave different viewpoints on the meaning of sustainability but commented on the diverse issues that they had each experienced or were subjected to regarding sustainability in Antigua and Barbuda, for example:

We need a forum for continued discussions with other stakeholders about sustainable tourism. Antigua needs citizens to help make sustainable development a reality;

Sustainable ocean management and sustainable fishing techniques are important.

Insert Figure 3 about here

With eating seafood being an important part of the food tourism industry in Antigua and Barbuda, respondents' views on sustainable fishing were of extreme interest. The interviewees also provided some examples of how their organization/business was contributing to increasing sustainable initiatives, in both large and small ways. Most of the interviewees were appreciative of the increased recent awareness given to sustainability. The researchers did not get feedback on the social aspects of sustainability, as most if not all interviewees spoke only of economic and environmental benefits. Conversely, the interviewees were all in agreement that there needs to be more inclusion of small businesses providing local food/products to the tourism industry, even though many of the interviewees confirmed that they are already working along with other tourism stakeholders in creating these linkages. Further comments were:

Policy makers are mostly concerned with securing big investments (hotel projects), cruise ship arrivals (docking fees), and air arrivals because of agreements and obligation to carriers;

The general approach concerning tourism is to consider purely economic interests...

Sandals (hotel group), a long-time supporter of sourcing local produce, have engaged in local Initiatives.

The stakeholders shared interesting information on the marketing of local food/products and economic linkages as they relate to the tourism industry. From these, the researchers became aware of a “*buy local*” movement that has been recently introduced to market Antiguan agriculture. Within this movement, there have been attempts to build consumer confidence about local organic produce with the main message that natural/organic produce is a better choice than imported produce. The researchers became familiar with the opinions of Antigua and Barbuda tourism stakeholders on the slow movement, and its underlying philosophy from these discussions. Since the movement has not been previously publicized in the country, the interviewees were unaware of the movement, except for one. The researchers were however able to briefly reference the underlying philosophy, and converse with the interviewees on similar type of initiatives:

Cittàslow or Slow Food would be great for Antigua and Barbuda if there is a concrete plan along with it.....for example tour operators can also work to promote it.

The only interviewee who was somewhat familiar with the Slow Food movement was one who knew about the Trinidad and Tobago movement and was enthusiastic about emulating it in Antigua and Barbuda. The other interviewees were all optimistic about an progressive approach to promoting more inclusion of local stakeholders in the tourism industry. However, the interviewees also stressed that the general attitude towards destination marketing in Antigua and Barbuda is complacency, and a significant number of the interviewees felt that there is major room for improvement, whether it is more focus on getting to know the needs of the target market or appealing to more suitable niche markets. Some interviewees said that as the global market has changed, so should the focus of Antigua and Barbuda tourism. Some of the views that were expressed by various interviewees are as follows:

Antigua needs a new tourism strategy, we need to be progressive and implement innovative ideas;

As one of the pioneers of Caribbean tourism, Antigua is now competing with other Caribbean destinations that were agriculturally based destinations (Grenada, Dominica, St. Lucia). One solution may be to find a more appropriate niche market that others don't cater to;

There are many countries that are in a position to compete with us ... not only in the Caribbean but now other islands and countries like Bali and Mauritius for example, and the attraction of beautiful beaches is no longer a good enough marketing strategy for us;

Organic produce and aquaponics are a new concept and it's an ideal marketing tool, the promotion of local fish (food) and a major tourist attraction ...there is a niche for us to supply for the Caribbean region as well.

The interviewees were asked questions in relation to the adaptability of the Cittàslow movement to Antigua and Barbuda, with the researchers referring to similar previous initiatives. More of the interviewees were open to the Slow Food concept than to Cittàslow, and the reason stated was the diversity of traditional food or “*island style*” fusions that Antigua and Barbuda take great pride in. Interviewees expressed pride in fresh, local tropical fruits especially, that are not available in tourism source markets. A few stakeholders discussed some of the successful initiatives that they have collaborated on. An example was the seafood festival, which includes the collaboration efforts of the government fisheries division, restaurants, chefs, visitors and residents, just to name a few. These efforts have allowed stakeholders to also increase their relationships and open a dialogue with other such initiatives. The interviewees were eager to inform the researchers how these consultations and exhibitions have enabled them to form alliances and partnerships, increasing their overall value and enabling them to work towards regional and international exports. For small, usually family owned businesses, these alliances increase the potential of stakeholders in small islands with a limited domestic market. The interviewees were optimistic about the future of sustainable tourism development in Antigua, and expressed enthusiasm towards community led initiatives; however, most also voiced their opinions on some of the challenges.

There was wide diversity in each interview, as each interviewee held different positions, and had varying degrees of knowledge. Their experience, enthusiasm, proficiency, and willingness to participate were heavily heterogeneous. Each interviewee had their own opinions and background concerning tourism within Antigua and Barbuda, and their interactions with local, regional and international stakeholders varied. Their main concerns for tourism were strongly subjective, so they could not be evaluated by a uniform questionnaire, just as the different ideas and dynamic of cooperation between different stakeholder groups could not be numerically expressed.

Although the Cittàslow movement is weak in the Caribbean, stakeholders in Antigua and Barbuda were open-minded and optimistic about a model of sustainable tourism that would encourage more input by residents, given the historical development of tourism in these states. However, a variety of issues were raised that included the need for additional support of small businesses, an increase in public awareness pertaining to sustainability, and the creation of an effective platform for stakeholders to collaborate (Walker, 2017). Additional findings focused on the need to change the attitude of stakeholders towards more locally produced agricultural products as well as, incorporating community led initiatives in the tourism industry (Walker, 2017). The current paper thus illustrates Caribbean-specific impacts that the strategies of the slow movement can utilize, while also highlighting some of the potential barriers to small islands in the Caribbean seamlessly adopting such a concept. The findings of this research also emphasize current and potential challenges to the strategic adoption of the Cittàslow approach, particularly in the Caribbean.

Insert Table 2 about here

4.1. Stakeholder Impact Analysis for Caribbean SIDS

From the investigation of various elements, the slow movement and its philosophy can contribute in filling the gap in the planning framework of sustainable tourism development in many Caribbean islands. The foundation of the Cittàslow model is based on the “grassroots” principal of inclusion, and proactive community support is necessary for its successful implementation (Walker, 2020). Here, residents are the beneficiaries of this model, and stakeholder cooperation is exemplified in ways that spur continuous initiatives and showcase mutual benefits for small communities. This, in turn, allows stakeholders to highlight the authentic nature of their communities, and attract visitors to the destination. Ultimately, social, environmental and economic impacts are experienced in a holistic way, as visitors also contribute to the social economy of the destination.

There are several opportunities and challenges in the likely future trends of sustainable tourism development, and this paper takes these into account. The nature of being small and remote presents opportunities as having a small population with tight kinship networks can allow a strong

sense of identity and esteem for traditional approaches to arise in sustainable development policies. Essentially, small tropical island destinations are becoming even more attractive, and their flexibility is demonstrated by their continuous adaptation to changes (Graci & Dodds, 2010). Small island tourism is also poised to benefit from the distinctive characteristics of their vibrant cultures. This creates opportunities to respond to consumer trends where authentic destinations are attractive for their simplicity, human interactions and benefits of nature. However, while the tourism industry allows small islands to overcome their size and embrace globalization, the nature of the industry does create challenges for small and vulnerable places. Butler (2015) discussed this by pointing out that the impacts of human activity on natural environments have been, and remain, a current challenge to tourism destinations. For islands, tourism development has generally occurred along the coast with little regard for conservation, however, the sustainable tourism development discourse has received commitment from stakeholders since the mid 1990s and has been advancing slowly despite challenges (Best & Thapa, 2013).

Consequently, the field of sustainable tourism has established more potential ways of encouraging improved outcomes (Bramwell & Lane, 2012). Advances have been made in relation to the environmental considerations of sustainable tourism development in many small islands. For instance, these challenges have instigated a push for the utilization of cleaner technologies, that has resulted in greener institutional environmental management and significant improvements for the sustainable tourism development agenda in small islands (Best & Thapa, 2013; Yaw, 2005). In principle, many of the opportunities and challenges explored throughout the sustainable tourism discourse have allowed for a reaffirmed commitment by various stakeholders as they employ innovative techniques aimed at identifying ways to secure positive benefits, as well as introduce approaches for regulation and development control (Bramwell & Lane, 2012).

Cleaner technologies within the tourism and hospitality sector is a good example of a contribution to sustainable tourism development and maintenance, upgrades in addition to future tourism infrastructure projects could shadow this standard. This has immediate economic impacts, as broadly speaking, niche branding can introduce other opportunities for the future of the tourism industry in small islands. The small island approach toward sustainability can be achieved if policy is adapted to encourage a proactive, interactive and flexible strategy that is continuously monitored

to address the future of tourism rather than solving short term issues (Apostolopoulos & Gayle, 2002). At the same time, to successfully market a destination of the future, issues of sustainability will need to be considered and incorporated into a sustainable tourism product. For instance, tourism based on community inclusion results in a better social, economic, and environmental future on a local scale by also highlighting the importance of wellbeing for the local population (Saarinen, 2006). Essentially, the future of sustainable tourism development in small islands should have the primary objective of providing lasting and secure livelihoods, which would minimize some of the negative impacts of the tourism industry such as cultural disruption, social instability and the issues in the natural environment (Hall, 1999).

The Cittàslow movement can serve as a promotional brand that enhances the destination distinctiveness of the Caribbean as it relates to market positioning for small island destinations (Timms & Conway, 2012; Zielinski & Botero, 2015). The underlying philosophy of the movement also encourages initiatives that place prominence on local inputs of products, ranging from produce, culture, and services just to name a few, into the overall destination output (Park & Lee, 2019). This approach to sustainability could be a way for residents in the Caribbean to retain more of the economic benefits from the tourism industry and decrease the percentage of leakage to outside economies that is quite common for many Caribbean islands. These mostly occur from the payments for imports, (including food) and other services. Also, stakeholders are affected by or benefit from tourism development in different ways, and social sustainability is primarily a result of stakeholder output potential. Therefore, it is imperative to include stakeholder cooperation when discussing sustainable tourism development in the Caribbean. Effectively, Cittàslow brand awareness can enhance these opportunities, and allow for stronger links between various economic sectors, thereby directly and indirectly influencing specific impact areas (marketing, linkages and cooperation), as discussed below.

4.1.1. Niche branding

While the Caribbean is traditionally known for its sun, sea, and sand tourism, it is a diverse region with authentic and open opportunities for appropriate development (Timms & Conway, 2012). Also, diversification into niche offerings that move away from mass tourism to a model focused on improvements in quality over quantity can be a viable alternative for small islands that already

embrace tourism as their key economic sector. The tropical twin island state falls into the intermediate impact stage of expansion and consolidation within the tourist area life cycle (TALC) model proposed by Butler (1980), given its current level of tourism development (McElroy & de Albuquerque, 1998; McElroy & Parry, 2010). Nevertheless, rapid growth coupled with a regional focus on visitor arrivals, and mass tourism poses a challenge for small islands like Antigua and Barbuda and illustrates a stronger need for the initiation of better sustainable tourism practices, as the country moves towards a mature destination.

Small islands can complement their well-known tourism product in the global industry, and control negative impacts by promoting specialty alternatives and quality over quantity (Duval, 2004; Gurtner, 2016; Twining-Ward & Butler, 2002). The slow movement also can provide an opportunity for small islands like Antigua and Barbuda to capitalize on this shift from a marketing perspective. While a new niche will attract a new target market, it can enhance the tourism product by attracting visitors that stay longer at the destination and spend more on local products and services (Walker & Lee, 2019b). According to Walker (2020), niche branding focused on the Cittàslow approach opens up innovative opportunities for small island tourism, and where long-term planning is concerned, the overall philosophy of the slow movement could have a greater impact beyond the tourism industry by offering opportunities for intersectoral linkages. Antigua and Barbuda already offer a few niche tourism products such as diving and sailing. Yet, a combination of new and existing tourism products can assist the destination to diversify the tourist experience (Benur & Bramwell, 2015; Dodds, Graci, & Holmes, 2010). In the case of Antigua and Barbuda, many tourists are attracted to this tiny twin island state as a honeymoon destination and its many well-preserved peaceful beaches and heritage sites, along with the natural landscape and traditional lifestyle. Cittàslow has the potential to function as a promotional brand that enriches the uniqueness of Antigua and Barbuda within the Caribbean chain of islands, based on its origins in community led initiatives and social responsibility (Walker, 2017).

4.1.2. Economic linkages

The slow philosophy could also be a way to revolutionize the economics of the tourism industry in small islands like Antigua and Barbuda. Greater integration of agriculture in the tourism industry will reduce leakage from the local economy and expand export earnings (Apostolopoulos & Gayle,

2002). The importation of food for the tourism industry could be reduced in the future if Cittàslow, and its extension Slow Food policy, are included in the overall sustainable agenda. The movements are closely linked, and one objective of Cittàslow is to improve the visibility of its communities by promoting this close relation to the Slow Food movement for the development of gastronomic tourism (Nilsson et al., 2011). Another perspective and resulting impact could be a reduction in the carbon footprint for transporting food for tourist consumption to the islands, and while this serves one purpose it also promotes the local agricultural industry, thus furthering sustainability (Dickinson & Lumsdon, 2010).

Where the Caribbean is concerned, historical and contemporary forces have helped shape the gestation of the tourism industry, and the decrease in agricultural production over time is a partial reflection of the increased attention given to the development of tourism (Duval, 2004). The export orientation focus of these economies has however limited the scope of economic diversification and the development of inter-sectoral linkages between tourism and the rest of the economy (Jayawardena & Ramajeasingh, 2003). Yet there is a huge benefit in creating networks and encouraging the development of inter-sectoral linkages (Hall et al., 2005). It may therefore be valuable for small island economies to facilitate a process that can introduce more local food production into the tourism industry. Antigua and Barbuda is a tropical country with favorable conditions for agricultural production, and there are numerous approaches to promoting more local food for production, and consumption. One example is the small community led initiative that has been adopted to address wastage of produce. Creative uses are made of mangoes that would have otherwise become waste, and the same idea has also been applied to fisheries, where the community movement has created additional income for the small fishing communities on the island. The slow movement philosophy could help to further this initiative by giving it more visibility to not only residents but also visitors, and this could give birth to other similar initiatives that advance sustainability.

This approach to development would not only focus on the satisfaction of fundamental human needs, but also help to support self-reliance, and drive a more balanced process between stakeholders. Backward economic linkages are essential here and need to be enhanced for the tourism industry to contribute to the well-being of residents (Scheyvens & Momsen, 2008). The

future challenge for small island states like Antigua and Barbuda is to encourage a greater use of indigenous products and services within the tourism industry and enable a more symbiotic relationship. This can even extend to food tourism, linking gastronomy and tourism branding.

4.1.3. Stakeholder cooperation

Graci and Dodds (2010) have illustrated some of the strengths in island sustainability through tourism, such as tight kinship networks, sense of identity, and unique cultural heritage. It can be said therefore that it is possible for policies and community cooperation to also positively impact on and contribute to a small island move towards sustainable tourism development. However, the small island approach toward sustainability can only be achieved if policy makers work towards a comprehensive, proactive, and interactive strategy that is flexible, and continuously monitored to address the future of tourism (Apostolopoulos & Gayle, 2002). This flexible approach to planning and development for small islands is even more critical when stakeholder cooperation is taken into consideration. It is important to discuss how different stakeholders are affected or benefit from tourism development, because just as economic sustainability affects the macro level, social sustainability primarily speaks to the micro level. It is thus imperative to strengthen stakeholder cooperation and policy in the discussion of sustainable tourism development in small island states.

Unfortunately, Antigua and Barbuda lack a serious political commitment to sustainable tourism development (Timms & Conway, 2012). In such small island states, policy has usually been geared towards finding ways to increase visitor arrivals and has not placed enough emphasis on factors that encourage sustainability. Much of the attention has been on improving facilities such as golf courses, all-inclusive resorts, cheaper air travel, and marketing strategies in source markets. Yet, while these are important for sustaining tourism growth, they do not necessarily address sustainable tourism development or assist the balance of power to shift from external factors or reduce the vulnerabilities in the local economy. Also, the gap between government and the rest of the people tends to be wide in small island states (Graci & Dodds, 2010). Nevertheless, with the present situation facing these islands, and their vulnerability to the negative effects of tourism growth and mass tourism, more dialogue and cooperation is needed between stakeholders.

The effects of mass tourism can easily damage small island states, and special attention needs to

be placed on the Anglophone Caribbean, where there is a high dependence on the tourism industry as a main source of income. Yet, while small island microstates should find alternative forms of economic development, tourism is inevitable, and must be integrated into local development to initiate ‘cooperative tourism,’ and that alternative forms of tourism development be continuously examined. This paper suggests that this alternative approach is one that takes social economy and the equitable distribution of benefits into account while developing a more sustainable tourism product. In many cases, the need for policy is not realized until an area has reached the decline stage, but if policy is established early in the life cycle, it is possible that, contrary to prevailing opinion, an area may never reach the decline stage (Fullagar, Markwell, & Wilson, 2012). For small island states that are limited in their opportunities for growth and development, sustainable tourism development should be encouraged, and special attention should be placed on their overall management.

5. CONCLUSIONS

The aims of this paper were to analyze the diverse views of slow tourism on the islands of Antigua and Barbuda, and to propose a conceptual basis for slow tourism as a beneficial component of the sustainable tourism development agenda in the Caribbean. Slow tourism is an emerging concept with several interpretations; this paper draws on the underlying slow movement philosophy that connects the Cittaslow (slow, small & sustainable towns) movement with tourism. For small island economies, the tourism industry has long been a way to promote employment opportunities and improve the quality of life for residents. However, although the economy has improved considerably in many Caribbean small islands such as Antigua and Barbuda in recent years, economic growth is still volatile and rising unemployment is still a major challenge for policy makers. Given the previously mentioned historical economic imbalances, the tourism industry should be more than a means of providing employment; but it should also be an industry of opportunity, where better job opportunities are created, entrepreneurship is seen as a viable option, and micro small and medium sized (MSMEs) businesses are included in the tourism value chain. The data presented here suggests that small and micro businesses are needed in tourism dependent countries like Antigua and Barbuda to reach sustainable development goals within the industry. Entrepreneurs are essential for these small island economies to realize increased levels of local

productivity, while at the same time decrease the prevailing level of tourism leakages.

Based on these findings and the current level of MSMEs support in Antigua and Barbuda, it is difficult to predict the nature of the social and political changes that might incorporate them. However, within the Caribbean, the tourism industry provides opportunities for the growth and development of MSMEs that allow women and young persons in rural communities to improve household incomes, as well as the ability to pass on local traditional skills such as art form, crafts, hair braiding, basket weaving and knowledge of local cuisine. Local crafts and traditions such as these are some of the most direct expressions of culture linked to the uniqueness of the destination, and in turn helps in providing an authentic visitor experience. The tourism industry provides a boundless opportunity for local entrepreneurs to supply indigenous products within the tourism industry, and while the most tourism dependent region in the world (the Caribbean) has been unable to capitalize on this economic growth opportunity to date, the philosophy behind the slow movement can help in raising awareness, and bring about incremental changes to the attitudes of stakeholders who could ultimately work together in achieving the full socio-economic potential. Caribbean countries such as Antigua and Barbuda and in extension, other SIDS that rely on the tourism industry for economic growth and development, are at a critical point where underutilized sectoral linkages need to be tapped into, if the goal of sustainable tourism development is to be attained.

The current study suggests that industry stakeholders should focus on contributing to the overall sustainability of tourism development in Antigua and Barbuda by addressing the current challenges they face, make improvements to the local business environment, give closer attention to niche market opportunities, and implement a thorough Cittàslow assessment as part of the feasibility study that is necessary for long-term sustainable planning, policy and development. Stakeholder challenges have become one of the most persistent issues affecting stakeholders who have participated in this study, as well as a lack of resources that are crucial for the efficient delivery and promotion of local tourism products (Walker, 2017). This study also illustrates that many tourism stakeholders in Antigua and Barbuda are unaware of what local products are available and can be competitive in the country for potential tourists.

It is therefore recommended that further studies be conducted to recognise what type of products exist in the market, and the opportunities for promoting these. It is also recommended that packaging, presentation and service quality be improved to meet international standards. While stakeholders in Antigua and Barbuda also expressed their thoughts on the destination image of Antigua and Barbuda, it is recommended that the country introduce itself as a sustainable/responsible tourism niche destination that is associated with the Cittàslow movement. This would include highlighting local events, food, products, and in turn allowing the destination to explore other marketing/branding opportunities that complement the existing beach-oriented offerings, attract new markets, or even motivate visitors to stay longer at the destination, hence increasing tourism yields. Lastly, a self-assessment for potential Cittàslow destinations that incorporates effective marketing, enterprise development, and financial targets, would be an efficient strategy for a small tourism-dependent island nation such as Antigua and Barbuda. In this regard, communities will have the opportunity to engage in capacity building where the available human capital can emphasize the key areas that the destination would like to endorse (Walker, 2017). However, since Antigua and Barbuda have recently implemented the slow food movement, it is strongly recommended that citizens be sensitized to the concepts of slow food and slow tourism, while gradually facilitating sustainable initiatives suitable for the more revised version of the slow movement for small destinations, Cittàslow.

The approach to tourism development in the Caribbean has overlooked the social dimension of sustainability, however in addition to providing jobs and preserving the natural environment, small Caribbean islands also need to promote the fact that sustainable production and consumption are linked to the industry (Walker, 2017). Research by Walker and Lee (2019b) notes that countries such as Antigua and Barbuda have made significant strides on issues of resource management, nonetheless, those relating to the social economy and inclusive growth have not received equal attention by policy makers, activist groups and other stakeholders. It is for this reason that the present study was designed to assess the socio-cultural and socio-economic impacts that the tourism industry has on Antigua and Barbuda. As the twin island state moves through a matured tourism phase, a progressive approach like the Cittàslow movement offers an important opportunity for this Caribbean island to become a pioneer in endorsing an inclusive form of sustainable tourism development.

Up to now, while studies across academic disciplines have analyzed the slow movement and relevant issues, there has been no robust study that seeks to theoretically reinforce the phenomenon. This paper therefore has significant academic and practical implications, as it adds to the sustainable tourism discussion on small island developing states (SIDS) by highlighting how the flexibility of this approach may prove beneficial to small tourism-dependent communities in marginalized destinations (Timms & Conway, 2012; Wilson & Hannam, 2017). By investigating the movement and its impact on tourism in the Caribbean, this paper provides a fundamental basis for creating an effective planning and management framework for aspiring Cittàslow destinations in small islands (Walker, 2017). With the introduction of concrete evidence on the precise issues that stakeholders in Antigua and Barbuda face, this paper will be of use to those industry practitioners and policy makers tasked with the planning and development of sustainable tourism initiatives, in a dynamic tourism industry where it is common to find a diverse range of institutions as well as stakeholders who have conflicting interests.

The Cittàslow movement was generally unfamiliar to a vast majority of the stakeholders in the case study destination. Therefore, the researchers were not able to examine a more detailed assessment of its impact through the primary data collection phase. These limitations prevented the authors from collecting further insights on the perception of stakeholders concerning the movement itself. Nonetheless, there is an opportunity to conduct further research through comparative studies of island destinations, specifically to measure the advancements made towards sustainability in islands that are currently within the Cittàslow network, and have benefited from an increasing level of self-sufficiency as a part of this movement. By creating a benchmark and collecting valuable historical data, further research can aid in developing indicators for the practical application and theoretical advance of this phenomenon.

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Table 1. Gender and age of the interviewees.

Gender	Age						Total
	20s	30s	40s	50s	60s	70s+	
Male	0	4	6	1	4	3	18
Female	2	2	1	2	1	1	9
Total	2	6	7	3	5	4	27

Table 2. Key concerns of participating stakeholder groups on ST and STD.

	Stakeholder	Key findings	Interview word frequency
Pilot study (3)	Government	Insufficient resources/budget Reluctant attitudes to changes	Antigua, people, tourism, local, destination
	Craft makers	Distrust between stakeholders	
	Tour operators	Degrading tourism product/culture	
Main survey (24)	Government	Inappropriate resource allocation and unnecessary bureaucracy	Antigua, tourism, local, agriculture and food
	NGO	Insufficient awareness of issues in sustainable tourism	People, local, students, Antigua, tourism
	Media	Role of social media in public awareness and community support	Media, tourism, government, local, business
	Tour operators	Recent coastal developments destroying eco-tourism product	Activities, park, responsibility, interest, beach
	Organic agriculture	Optimistic with increased (organic) agricultural interest among young persons	Water, farm, fish, aquaponics, Antigua
	Fisheries	Becoming more aware of sustainable fishing practices to protect livelihoods	Fishermen, seafood, lobsters, local, stakeholders
	Restaurant	Fresh, local produce is preferred but local farmers need more support	Local, harvested, authentic, Caribbean, food
	Hotel	Enhancing the tourism product will benefit guests and residents	Resort, shoreline staff, affluent, boutique
	Craft makers	The market is sufficient, but there is a lack of vocational training	Sector, clay, craft, design, décor
	Entrepreneur	Tourism stakeholders with shared interests are willing to work together	Funding, project, develop, marketing, internet
	Aviation	The cost of connecting islands remains a challenge for tourism	Tourism, Caribbean, travel, region, LIAT (airline headquartered in Antigua).
Residents	Local small businesses have a challenge in providing quality products	Cruise, Antigua, passengers, souvenirs, business	



Figure 1. Main components of the Cittàslow philosophy.
Source: The author (2020).

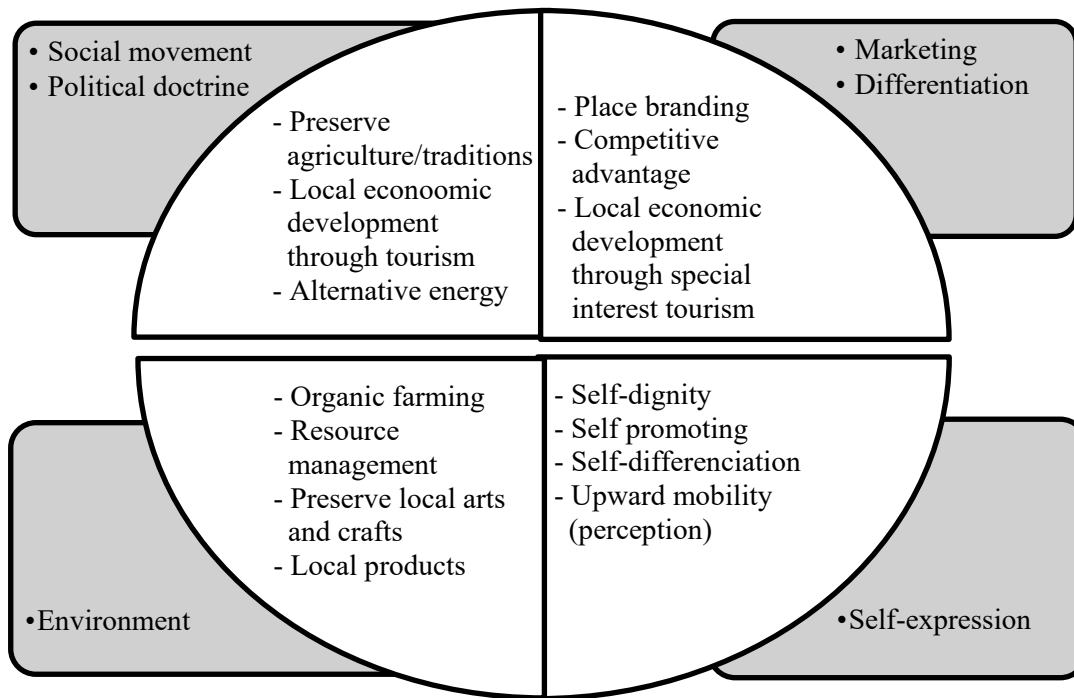


Figure 2. Various motivators for joining the Cittàslow network.

Source: The author (2020).



Figure 3. Main study interview word frequencies with 12 stakeholder groups (27 interviews).