

SUSTAINABLE MARKETING OF HERITAGE TOURISM IN THE CARIBBEAN

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‘As the Caribbean Awaits!’

‘Soon Again in the Caribbean’

‘Life needs Happy Smiles’



Sustainable Marketing of Caribbean Authenticities

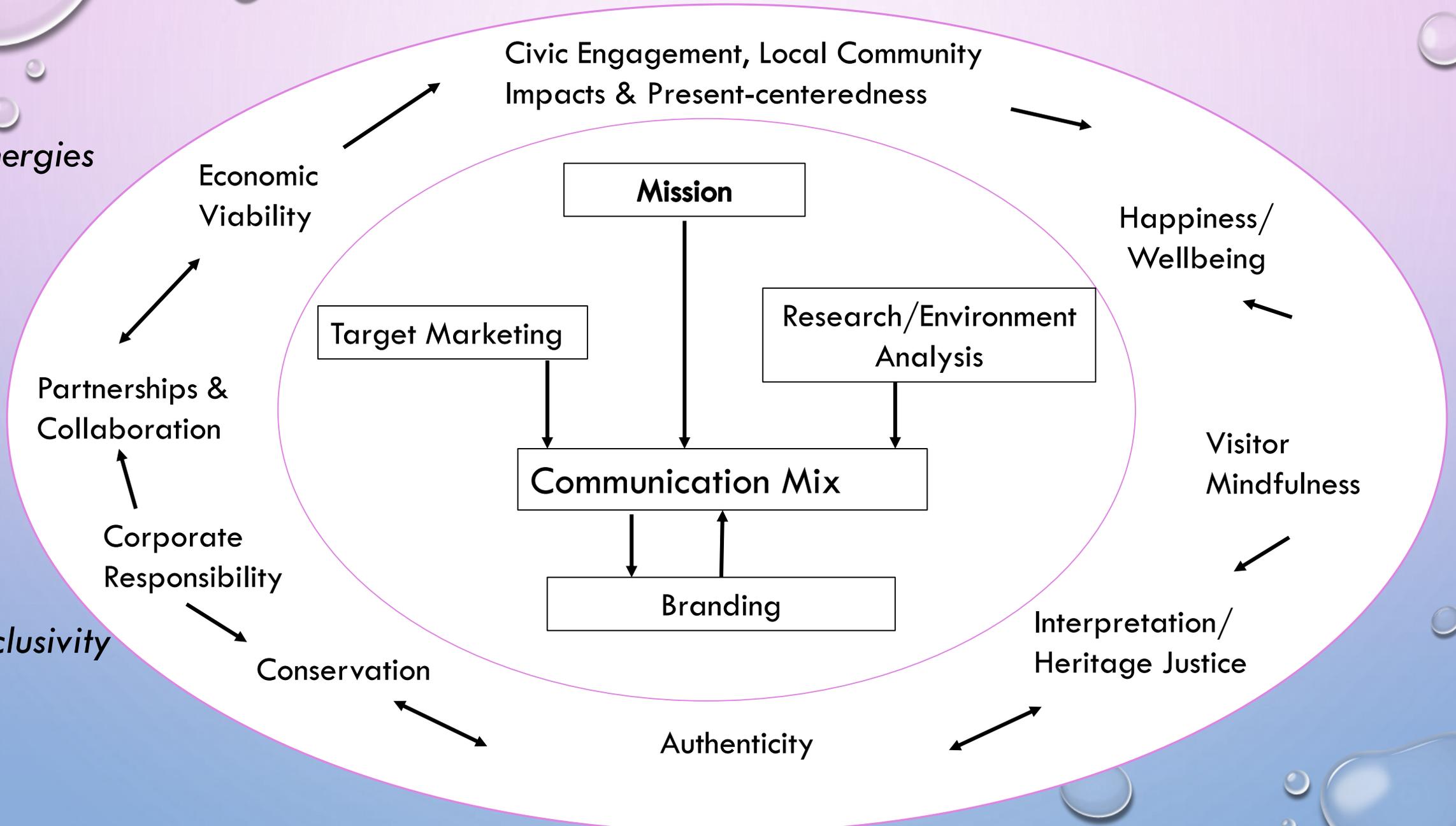
SUSTAINABLE MARKETING OF HERITAGE

- Sustainable Marketing Research study results
 - Universal support for the purest version of heritage authenticity and its negotiated versions
 - Global support for the preservation and restoration of heritage.
 - Marketing still in its initial phase at most heritage institutions in developing countries although it is more actively leveraged in developed countries.
 - Appropriate training and support needed to develop strategic heritage marketing initiatives
 - Partnerships and inter-sector collaborations mostly missing, although acknowledged
 - Long-term economic viability measures acknowledged but mostly not addressed

SUSTAINABLE MARKETING FRAMEWORK

Synergies

Exclusivity



PRESENT-CENTEREDNESS OF HERITAGE IN LOCAL COMMUNITIES

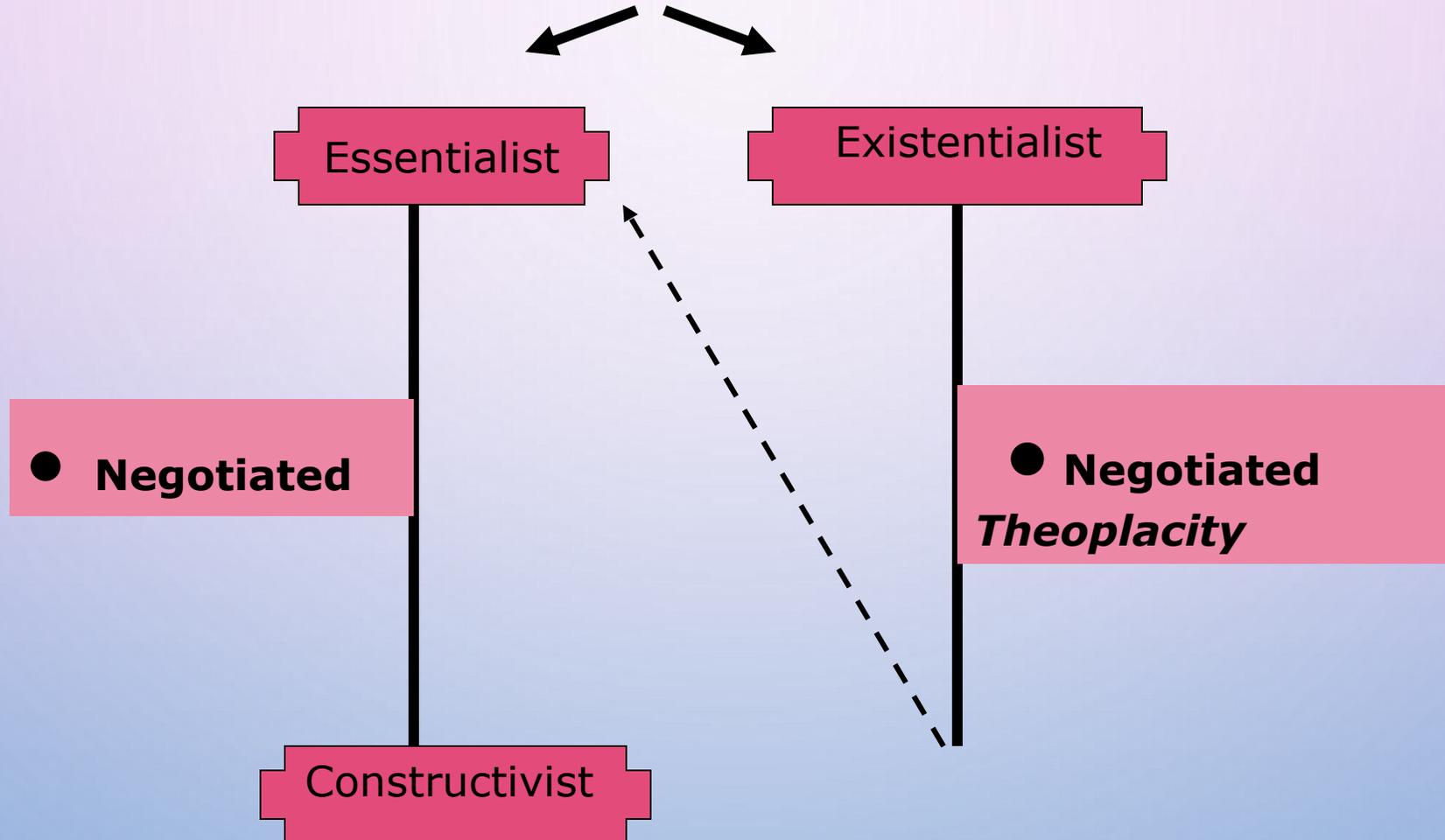
- *Addressing societal amnesia*
- *Forging meaningful connections*



UNDERSTANDING, INFORMING AND EDUCATING THE LOCAL COMMUNITIES

- Training
 - Community projects- Cultural Routes Project in Brazil
- Knowledge sharing- networking, feedback, and updates through workshops
- Applied Education & Research Initiatives - School of Community Resources and Development, Arizona State University
 - Online sustainable tourism degrees
 - Socio-economic impacts and visitor conversion studies
 - Costa Rica green skills taxonomy for the tourism sector project

AUTHENTICITY AND HERITAGE TOURISM



BRANDING AUTHENTICITY & BRAND PERSONALITY

- Organizers can leverage a festival's brand authenticity by showcasing continuity and genuineness. The purest version of authenticity can be orchestrated through cultural dance performances, music, garb and traditional food. A research study of a heritage festival hosted by the Indian diaspora reports that:
 - The diaspora is more driven by push motivations as they seek nostalgic and socializing opportunities.
 - On the other hand, the non-diaspora markets are motivated by pull factors
- Several dimensions of human personality can be reflected in heritage brands using the brand personality dimensions. People relate to familiarity and comfort:
 - ✦ Sincerity – represented by traits such as down-to-earth, real, sincere and honest.
 - ✦ Excitement – daring, exciting, imaginative, and contemporary
 - ✦ Competence – intelligent, reliable, secure, and confident
 - ✦ Sophistication – glamorous, upper class, good-looking, and charming
 - ✦ Ruggedness – tough, outdoorsy, masculine, and western (Aaker 1997)

HOMESTAYS- INTERNALIZING SUSTAINABLE HERITAGE DEVELOPMENT

- *Lifestyle Entrepreneurs*
- *Sustainable Livelihoods*



HERITAGE HOTELS & RESORTS



Sheraton Horse Pass Resort, Arizona, USA

- *Inclusive community opportunities*
- *Cultural hospitality Framework supporting local cultural practices and economic benefits*



Umaid Bhavan, Rajasthan, India

SLOW TOURISM

- Slow food travel- emerging trend
 - Promoting local gastronomic heritage
 - Building bonds with local farmers



SUSTAINABLE MARKETING STRATEGIES FOR HERITAGE CORRIDORS & PATHWAYS IN THE CARIBBEAN

Use authenticity as a branding tool

Design emotional and cognitive messages to connect using different brand personality dimensions

Use present-centered messages to secure local support

Identify push and pull motivations of niche markets and tailor unique messages to connect, promote slow tourism

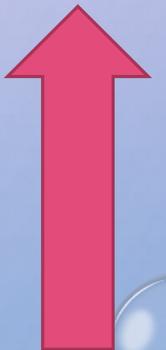
Use happiness and wellness themes, promote ethical behavior at crucial touchpoints

Influence decision making and buyer readiness stages

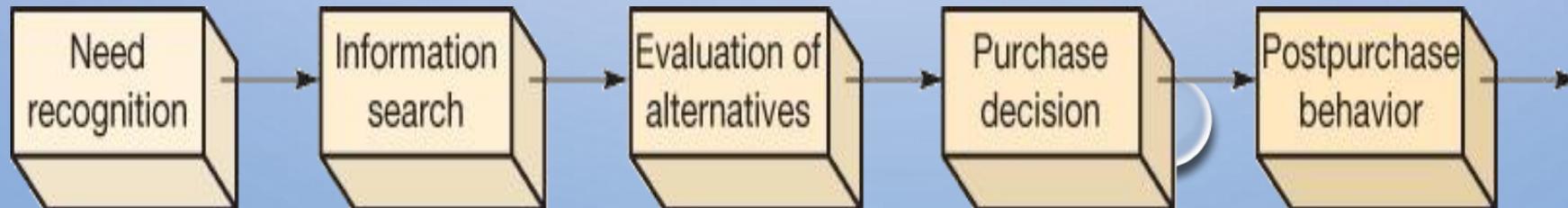
Exclusive



Synergies



Exclusive





The Grand Canyon National Park, Arizona (USA)

THANK YOU !!!