



TOURISM SECURITY-SAFETY AND
POST CONFLICT DESTINATIONS

TOURISM SAFETY AND SECURITY FOR THE CARIBBEAN

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Tourism Safety and Security for the Caribbean

Tourism Security-safety and Post Conflict Destinations

Series editors: Maximiliano E. Korstanje and Hugues Seraphin

Since the turn of the century, the international rules surrounding security and safety have significantly changed, specifically within the tourism industry. In the age of globalization, terrorism and conflict have moved beyond individual high-profile targets; instead, tourists, travellers, and journalists are at risk. In response to this shift, the series invites authors and scholars to contribute to the conversation surrounding tourism security and postconflict destinations.

The series features monographs and edited collections to create a critical platform which not only explores the dichotomies of tourism from the theory of mobilities but also provides an insightful guide for policymakers, specialists, and social scientists interested in the future of tourism in a society where uncertainty, anxiety, and fear prevail.

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Tourism Safety and Security for the Caribbean

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INVESTOR IN PEOPLE

We would like to dedicate this text to the hardworking resilient people of the Caribbean who strive to create destination assurance through providing safety, security, and seamlessness in Tourism.

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Chapter 1

Introduction

Understanding Tourism Surety and Its Impact on Tourism Dependent Economies

The twentieth century's third decade began with multiple tourism security challenges. In the new decade's first month, we saw open hostilities between Iran and the United States. The world also witnessed the “accidental” shooting down of a Ukrainian passenger aircraft and the killing of all 170 people on board. The downing of the Ukrainian passenger plane was the reported motive for large scale antigovernment rioting in Iran and the killing of innocent civilians by the Iranian security forces.

In Paris weekly strikes continued and in Great Britain the monarchy continued to go through crises, some of which began at the end of the last decade. To add to the state of uncertainty, Britain is scheduled to leave the European Union at the end of 2020, and this might provoke further chaos in Europe. The Australian continent was also not exempt from danger as wild and bush fires destroyed millions of acres of land, threaten both wildlife and humans, shut down tourism resorts, and resulted in many people losing their homes. It should be noted that all these events occurred in the first half of the first month of the new decade, several weeks before the outbreak of the COVID-19 worldwide pandemic and the anti-police riots that first began in the United States. In early January of 2020, the American political system had been traumatized by an impeachment trial, and the Middle East was still “on hold” as Israel prepared for its third national election in less than a year.

These many events underscore the fact that we live in a turbulent age. Tourism officials face daily the reality that natural and manmade challenges can occur almost instantaneously. Because we live in a time of continuous news and worldwide broadcast and social media communication, negative news spreads quickly, just as in the case of wildfires. In an age of 24-hour seven-day a week, non-stop news cycles what occurs in one location is immediately known almost around the world. This interconnectivity is especially challenging for people within the tourism industry. Tourism professionals work in an industry where their clientele can easily panic upon hearing a negative news story and cancellations are a consistent possibility. To add to these professionals' difficulties, the media rarely give specifics or as a way to gain viewership or

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readers often reverts to the 1982 cliché attributed to the magazine *Broadcasting of "if it bleeds it leads"*.

What is true of the tourism industry throughout the world in general is especially true of the Caribbean region and its tourism industry. The Caribbean basin covers a vast area of which the great majority of its geography is sea rather than land. It is a region dotted with many parcels of land. Some of these land masses are extremely small, others are quite large and bigger than some mid-sized European nations. Almost all of them have long coastlines that are difficult at best to protect. The Caribbean is a region that has a great variety of cultures and languages. Although this region, with very few exceptions, lies between the Tropic of Cancer and the Equator, it is diverse both in topography and climate.

We can divide this region in a multiple of ways: politically, culturally, linguistically, and even economically. For example, The World Bank Group works with some 16 Caribbean nations or groupings. These are:

- (1) Bahamas
- (2) Barbados
- (3) Belize
- (4) Dominican Republic
- (5) Guyana
- (6) Haiti
- (7) Jamaica
- (8) The Eastern Caribbean States of:
 - Antigua
 - Barbuda
 - Dominica
 - Grenada
 - Saint Kitts and Nevis
 - Saint Lucia
 - Saint Vincent
 - The Grenadines

It should be noted that this listing does not include such Caribbean nations, groupings, or provinces of European nations as:

- Aruba
- Bonaire
- Cuba
- Curaçao
- Martinique
- Sint Maarten/Saint Martin
- Puerto Rico

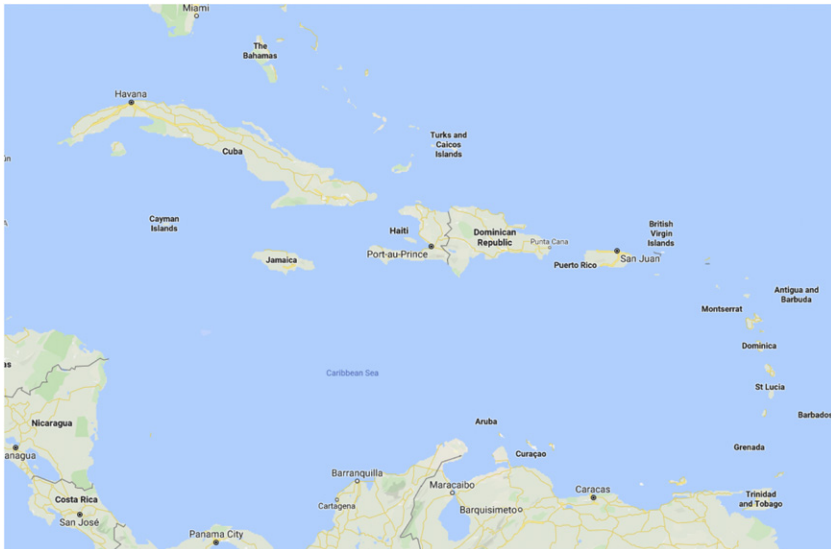
We find most of these political entities within the boundaries of the Caribbean Sea. As noted above, there are, however, exceptions to this rule. Thus, Belize is

located in Central America and Guyana is on the South American Continent, yet both consider themselves to be part of the Caribbean region.

Culturally not all of the lands that border on the Caribbean are considered to be Caribbean nations. As noted, Belize considers itself to be a Caribbean nation but rarely do we consider the other Central American nations, Mexico, and those South American nations that border the Caribbean as part of the Caribbean. However even here the reality is murky as many of these non-Caribbean nations often speak about having a “Caribbean region” within their borders. Were we to define the Caribbean merely by its geography then we would even be able to argue that the United States, with coastlines on the Gulf of Mexico, and close to both the Bahamas and Cuba is just as much a Caribbean nation as is Belize.

Taking into account all of the protectorates, semi-autonomous political entities, and provinces belonging to or being parts of European nations, then it becomes clear that the Caribbean is not merely a geographic or political region.

To add to the region’s diversity, these nations or “semi-nations” speak a variety of languages with Spanish being the language of most of the larger nations, followed by English, Dutch, French, and local Creoles. Politically the region is just as diverse. Because the nations and peoples of the Caribbean have been dominated for so long by outside powers, these colonial nations have not only left their mark in the languages spoken, but also in matters of law and jurisprudence, political systems and traditions, culture, policing, and the culinary arts. The result has been a cohesive geographic region in the eyes of the public, but in reality, separate worlds sharing the same sea.



Caribbean Basin. *Source:* Map provided by Google Maps ©2020.

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These political, cultural, and ethnic divergences occur in a region of the world dominated by small nations or semi-independent nations.

Ironically many people outside of the Caribbean consider it to be one unified region and are surprised to learn of the great variety and differences between its many geographical locations.

This belief that these nations, their different histories, cultures, and languages, are similar might come from the fact that many of these lands' tourism industries are dependent on some form of sun and sand tourism. It must be noted that many territories in the region also share a common historical journey. This has created an ongoing debate within the Islands tourism and political leadership. Within the Caribbean region, there are some political and tourism industry leaders, led by the Caribbean Tourism Organization who believe that these Caribbean political entities should market themselves as a single unit composed of many subparts. Others within the region disagree and argue that each location should market itself as separate units. These people argue that the different Caribbean lands are merely located in close proximity to each other. From their perspective, the differences in culture, legal systems, politics, and language demonstrate that these land masses are in close proximity to each other merely due only to geographic happenstance.

Because many of these political units (be they independent nations or territories) are small and with limited resources, they have established an organization called Caribbean Community and Common Market (CARICOM). This organization is based on the ideas of the European Union. The goal is for these nations to create a Caribbean Common Market, with the hope that these diverse lands will come together to form common regional policies. The magazine *Investopedia* reports that: "The Caribbean Community and Common Market (CARICOM) consists of twenty countries. Fifteen of these countries are full-fledged members of the community while five of them only retain associate member status. The 15 full-time countries are as follows:

- (1) Antigua and Barbuda
- (2) Bahamas
- (3) Barbados
- (4) Belize
- (5) Dominica
- (6) Grenada
- (7) Guyana
- (8) Haiti
- (9) Jamaica
- (10) Montserrat
- (11) Saint Lucia
- (12) Saint Kitts and Nevis
- (13) Saint Vincent and the Grenadines
- (14) Suriname
- (15) Trinidad and Tobago

The associate members are Anguilla, Bermuda, British Virgin Islands, Cayman Islands, and Turks and Caicos. Associate members retain part-time privileges."

Because tourism is economically so important to the Caribbean regions, there is no way of separating the industry from the region's political and economic realities. Within the tourism industry, there is a debate as to if the region ought to market itself as a whole or if each political unit within the region should market itself separately.

Those in favor of seeing the Caribbean as a tourism region rather than as separate tourism nations argue that from the visitor's perspective: many Caribbean locales sell semi-similar sun and sand tourism experiences. They note that many people who live outside of the region speak of it as if it were a single unit and as such joint marketing ventures provide economic benefits to all. For example, in an article written for *Bartleby Research* about Caribbean collaboration, the author states:

The case for regional integration is both simple and irrefutable. First, we are small, and we need to achieve economies of scale. We need to achieve such economies in markets, production, the mobilisation (sic) of regional capital for regional use, university education, science and technology, sea and air transport to mention some areas.

Proponents of regional marketing note that the cruise industry, a major provider of visitors to the region, must of necessity market the region as a whole, and that regionalization allows these small population bases to access a greater number of professionals and hold back the tide of brain drain by increasing opportunities.

Those in favor of joint marketing also argue that the lands of the Caribbean are too small to be able to compete with each other and that in regard to marketing working together provides an economy-of-scale.

Not everyone, however, agrees with the common marketing philosophy. Those who oppose the notion of regional marketing argue that:

- These are separate political entities with their own particular cultures, histories, cuisines, and languages.
- Regionalization means that when something goes wrong in one locale the public connects this problem to other parts of the Caribbean.

Sara Lynn has written about how the Caribbean can market as a whole, but much of what she has written reinforces the ideas of those who oppose joint marketing. In an article entitled "Marketing the Caribbean Region as a Whole," Lynn quotes Michael Sturman when he wrote:

Customers are comparing your brand's value to that of competing brands. To differentiate from your competition, you must ascertain key competitor's value propositions. Points of differentiation between your brand and those of competitors may be specific features or a focus on different experiences. (Sturman, Michael

C. Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice. Wiley, 2011, p. 398)

Lynn then goes on to state that:

To summarize, in order to market the Caribbean as a region, regional interests must first get behind the 'rising tide' idea (a rising tide lifts all ships). In order to do that, each destination must first feel secure in its own brand position and in order to do that, unique positioning points must be found for each and all subsequent marketing messages should support that differential.

From the perspective of those who oppose joint marketing, the Caribbean political units have not yet established secure brand positions.

The issue of regional versus local marketing and control within the Caribbean is often connected with issues of tourism security and well-being. One clear example is that Jamaica has the most recognizable brand from a marketing perspective, which may be attractive to other territories, however, it also has a greater burden regarding safety and security than many others.

Both the pro and con sides of the joint marketing debate note that the region faces numerous security and political challenges. These challenges range from the potential of mass migration from Venezuela to international drug cartels, from geographic and seismic challenges to potential changes in sea levels. The recent earthquake in Puerto Rico that resulted not only in deaths but also to the loss of communication with much of the outside world, serves as an example of the region's many challenges.

Furthermore, these security challenges might adversely impact the region's reputation and tourism industry. David Jessop, Chairman of the Caribbean Council, has written:

Not only does crime cause human suffering but, as these reports demonstrate, it can cause capital flight, the loss of those with skills or education who prefer to work in a more certain environment, and changes for the worse in the perception of a nation's investment climate. Moreover, studies by the Inter-American Development Bank (IDB), the University of the West Indies, and others, show that crime also is having a negative effect on social development by diverting limited resources away from health and education to security, the control of crime and the provision of facilities necessary for the administration of justice.

He then goes on to note that these crime waves not only hurt economies but also present major challenges to quality of life issues stating:

All of which is to say nothing about how it is changing the quality of life for all, or how, according to the IDB, concern among

citizens about crime and violence now far exceeds that about unemployment, healthcare and other issues across the whole Caribbean and Latin American region.

The Caribbean region has suffered from multiple forms of violence, and this violence has had a negative impact on many of the region's tourism economies. For example, Bertram Niles citing Theresa Turner-Jones of the Inter-American Development Bank notes: "The Caribbean region is rightfully known for its beauty, warmth, culture, music and, yes, beckoning environment." Therese Turner-Jones, the manager of the Caribbean Department of the Inter-American Development Bank, said last year: "But the darker side of having some of the world's highest violent crime rates remains a cause for concern." The World Bank supports this proposition when it states:

According to the report *Crime, Violence, and Development: Trends, Costs, and Policy Options in the Caribbean*, murder rates in the Caribbean are higher than in any other region of the world, and assault rates are significantly above the world average. Narcotics trafficking is at the core of these high rates. Narcotics trafficking diverts criminal justice resources from other important activities, increases and embeds violence, undermines social cohesion, and contributes to the widespread availability of firearms in the region.

The report notes that many Caribbean countries have become transit points for illegal drugs bound for the North American and European markets and that this illegal trafficking has also resulted in increased gun violence and human trafficking. It should be noted, however, that much of the violence occurs far from tourism areas and appears to be restricted to specific geographic zones within the region.

The [Table 1.1](#) below helps to distinguish the importance of tourism security for the economic viability of the Caribbean region. It also demonstrates that crime is spread unevenly throughout the region and that, in reality, these political entities are composed of separate populations. We may classify these populations as:

- Local population that reside in urban or semi-urban areas
- Local populations residing in rural areas
- Tourists/visitors coming as individuals and arriving by air
- Tourists/Visitors on vacation packages and staying in all-inclusive hotels
- Short term visitors arriving by cruise liners

Each of these populations are different and do not share the same proclivity of becoming a crime victim.

The [Table 1.1](#) below provides the murder rate per 100,000 people for selected nations within the Caribbean region. The below table should be read with the caveats noted immediately below it.

Table 1.1. Murder Rates per 100,000 People of Selected Caribbean Nations in Alphabetical Order.

| Nation | Last year Data Reported | Murder Rate per 100,000 People |
|---------------------|-------------------------|--------------------------------|
| | 2018 | |
| Belize | 35.9 | Per 100,000 |
| Costa Rica | 11.7 | Per 100,000 |
| Dominican Republic | 10.4 | Per 100,000 |
| Honduras | 40 | Per 100,000 |
| Jamaica | 47 | Per 100,000 |
| Panama | 9.6 | Per 100,000 |
| Puerto Rico | 20 | Per 100,000 |
| Trinidad and Tobago | 37.5 | Per 100,000 |

As noted above, one must be careful of quantitative analysis outside of the specific contexts. The following notes provide a part of the necessary context.

- Murder rates calculated by InSight Crime based on partial homicide data for 2018 and the country’s 2017 estimated population total, according to the Population Reference Bureau.
- This [Table 1.1](#) reflects only murder rates per 100,000 people within the general population. It does not distinguish members of the general population from those in the tourism population nor does it take into account cruise visitors and those in all-inclusive resorts. These latter two groups have considerably lower crime rates and especially lower murder rates than the general local population.
- Crime is not evenly distributed geographically. Some areas of each nation listed above are more impacted by crime than are others.
- The murder rate does not distinguish between murders of passion and random murders.

Because this region is so diverse, this book primarily focuses on three representative regions of the Caribbean. We will examine in depth, Jamaica, as a major player in the sun and surf market. Jamaica is an independent nation with both a major all-inclusive tourism industry and as a major cruise port-of-call. We shall also examine security in Saint Lucia as an example of a small island nation that is economically tourism dependent, markets itself as upscale and to Europeans, and has both a long-term air driven tourism industry and a cruise industry. We shall then look at Trinidad and Tobago. Trinidad and Tobago have traditionally had a petroleum-driven economy. The larger of its two islands is a center for business