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

Civic Engagement, Local Community Impacts & Present-centeredness

Mission

Target Marketing

Research/Environment Analysis

Communication Mix

Branding

Economic Viability

Partnerships & Collaboration

Corporate Responsibility

Conservation

Synergies

Happiness/Wellbeing

Visitor Mindfulness

Interpretation/Heritage Justice

Exclusivity

Authenticity
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

- Essentialist
- Constructivist
- Negotiated

- Existentialist
- Negotiated
  Theoplacity

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

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

Sheraton Horse Pass Resort, Arizona, USA
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**

<table>
<thead>
<tr>
<th>Use authenticity as a branding tool</th>
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<td>Design emotional and cognitive messages to connect using different brand personality dimensions</td>
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<td>Use present-centered messages to secure local support</td>
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<tr>
<td>Identify push and pull motivations of niche markets and tailor unique messages to connect, promote slow tourism</td>
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<td>Use happiness and wellness themes, promote ethical behavior at crucial touchpoints</td>
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<td>Influence decision making and buyer readiness stages</td>
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![Marketing Stages Diagram](http://example.com/marketing-stages.png)

1. Need recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Postpurchase behavior

**Exclusive**

**Synergies**