

The Outer Islands of Vanuatu: Is there a synergy between tourists and locals?

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Introduction

The complex nature of destination development, particularly in remote regions have a number of associated issues that include cultural differences, infrastructure and an apparent confusion on the part of government on the implementation of proactive tourism development policies, has generated an enormous literature base and has identified many areas of study. A researcher faces many temptations to delve into a tempting menu of issues. However, it appears that the central issues involved in the study of development in Vanuatu's outer islands is the willingness of the key local stakeholders to develop a tourism product that can be marketed and the identification of a market for that product. Identifying a common ground between the two groups (the local indigenous and the tourists) will involve compromise on the part of the stakeholders rather than the tourist because of the mobile nature of the tourist and the immobile nature of much of the tourism product. Against this background the main issues to be discussed in this paper are tourism development in remote island communities together with the traveller's expectations and the expectations the local indigenous have on what they think the traveller's want by way of the tourism experience.

Destinations are a combination of tourism products including, accommodation, transportation, shopping, climate, attractions, culture and tours as well as infrastructure that when combined offer an integrated experience to the traveller. In most instances destinations are regarded as well-defined geographical areas, such as a country, an island or a town (Hall, 2000; Davidson & Maitland, 1997). According to Buhalis & Cooper (1998) it is now recognised that a destination can also have a 'perceptual concept' which the consumer can interpret subjectively according to their past experiences, cultural background, reason for visit and educational background. Not all destinations can take into consideration the preferences of the consumer of travel and tourism industry because of geographical or political barriers that may be imposed (Buhalis & Cooper 1998).

All destinations offer a combination of tourism products and services that are used under the brand name of a particular destination. Leiper (2003) explains that destinations are places toward which people travel and where they choose to stay in order to experience certain features or characteristics. Destinations are also discussed in terms of the focus of facilities and services designed to meet the needs of the tourists (Cooper, Fletcher, Gilbert, Shepherd and Wanhill 1998). A destination is then a culmination of all products, services and experiences provided locally. An understanding of the concept of destination facilitates and tourism issues need to be addressed in the management of the demand and supply is required to enhance the outputs for all stakeholders.

The complexity of destinations, their development, planning, marketing and management is an issue that has intrigued researchers for some time and significant literature has emerged that examines elements of the destination. For example, destination planning and development of facilities has been examined by Inskeep (1991, 1994), Pearce (1989), Gunn, (1994), Butler (1980), Cooper et al (1998), Prideaux (2000). Other researchers have

examined aspects of destination marketing including (Heath & Wall, 1992; Goodall & Ashworth, 1998). Some research has also been conducted into examining destinations as an experience provided for tourists and locals (Cassidy & Brown 2010: Ryan 1991, 1997).

While acknowledging that extensive research has been undertaken into many of the central issues that pertain to destination growth and evolution, the development needs of small remote islands regions remains an issue that warrants additional investigation from several perspective's; the views of local stakeholders as to the form and rate of development, and the types of touristic experiences that potential visitors to these regions may wish to experience. Unfortunately, in a buyer's market where the mobility of the tourist is such that there is a wide range of available alternatives, there are significant limitations to the ability of many destinations to dictate the terms of their development, particularly where the wish to target specific markets that may be geographic or life style based. Thus, for Vanuatu's outer island communities tourism development options are subject to a number of constraints that are imposed by remoteness, and resulting difficulty in travel to the destination, as well as a need to make a realistic assessment of markets and who in these markets may be interested in travelling to the destination. In assessing the wants of particular groups of travellers who are realistically able to travel to the destination, in this case the outer islands, and the development wishes of local stakeholders. There may need to be a series of compromises made to accommodate the needs of a specific market. If the cost of development is perceived to be too high decisions may be made to impose limitations on development that may preclude otherwise viable development options.

Geographic information

Vanuatu is situated in the South Pacific, which is made up of three major regions - Melanesia, Micronesia and Polynesia. Vanuatu is within the Melanesian group and constitutes only 0.6% of the total land of the South Pacific (Weaver 1998). The islands that constitute the nation of Vanuatu form a "Y" shaped formed by a chain of 83 islands and have a total land mass of approximately 13,000 square kilometres. Physically, the islands are the result of volcanic activity although there are a number of islands that formed as coral cays. The island of Tanna boasts the most accessible live volcano in the world, Yasur. Vanuatu, which means "Land Eternal", is considered one of the more culturally diverse countries in the world with small communities of Australian, New Zealand, Vietnamese, Chinese and other pacific islands people live together with the Ni-Vanuatu. The Ni-Vanuatu have populated these islands for centuries and there are more than 115 distinctly different cultures and languages thriving today (Vanuatu Tourism Office 2009).

Whilst much of Vanuatu is comprised of forests, plains or volcanoes, it has a distinct pacific island flavour with palm trees, frangipani and hibiscus flowers giving it a bright and exotic feel. This together with beautiful beaches and magnificent marine life for snorkelling and diving make Vanuatu a very desirable tourist destination. There is also considerable opportunity for the development of cultural and ecotourism as well as the more traditional tourism products based on sand, sun and surf (Weaver 2008).

Vanuatu's unique history influenced the opportunities for tourism development as well as adding other dimensions that have compounded the problems faced in developing tourism both on the main island of Efate and the outer islands. Vanuatu's peoples are a blend of traditional cultures overlaid with a sometimes confusing mix of traditions and outlooks inherited from the joint UK and French colonial administration known as a condominium (Vanuatu Tourism Office 2009). These cultural differences and complexities have at times lead to political differences which have made the task of nation building more difficult than in other south pacific nations with the exceptions of the Solomon Islands and Fiji. These difficulties have also made the task of tourism development more difficult particularly where remote regions such as Espiritu Santo which have different cultural traditions and often many different languages compared to the population centered on the main island of Efate (Regenvanu, 1996).

Tourism Development in Remote Island Communities

A number of studies have been undertaken into the development of tourism in remote areas including remote regions in continental areas (Buhalis and Cooper 1998) and in remote islands (King 1997, Fagence 1997, de Burlo 1996, Craig Smith 1996). Relatively few studies have investigated the relationship between tourism development in indigenous societies and travellers expectations in the South Pacific (Cassidy & Brown 2010). Researchers including Weaver (1998: 2008) and Wahab (1997) have focused their attention on tourism development in indigenous societies but ignored issues of traveller expectations. In many areas, tourism development in third world countries has come about on an ad hoc basis with little thought given to local society or the expectation of the traveller. Minerbi (1992) notes that: tourism is not a practice of the indigenous, but large corporations making as much money as possible in ways which may not be compatible with balanced island development. The large corporations are looking at maximising profit and this may conflict with the traditional island ethics of giving and sharing. In many instances the tourism planning tends to bypass the local people. The limited coverage of this topic in the literature indicates that there is considerable scope for further research in issues such as the stakeholder outcomes of the local residents on the outer islands of Vanuatu together with meeting the needs of the travellers to Port Vila and the outer islands.

According to Craig-Smith and Fagence (1994) difficulties that may be faced in developing remote regions include few financial resources, unskilled labour, social structure, land tenure and poor planning. To this list can be environmental issues (Dowling 1999; Page & Dowling 2002), issues of foreign investment criteria (Misitis and Tola 2000), culture (Carlsen 1999; McKercher & du Cros 2004) and climate (Craig-Smith 1996) and climate change (Hamilton, Maddison & Tol 2005). Hall (1998) noted that secondary tourism activities (STAs) would be useful in diversifying and expanding activities by involving the local indigenous people in the tourism industry. Hall (1997) indicates that this type of tourism must ensure that:

- it is achievable and profitable
- it supplements the village's subsistence economy
- it enhances the preservation and enrichment of local culture

- it enhanced village stability both socially and economically
- that there is an initial investment indicated and that it is not exceeded
- it can be achieved and managed by locals only

While specifically directed at the village level in Hall's study similar issues need to be addressed when considering tourism development in remote regions.

An aspect of tourism that works for remote regions is that distance need not be a problem as long as there is accessibility. There is accessibility to the main island of Efate and the outer islands in Vanuatu by Air Vanuatu. However, even the most adventurous traveller termed the allocentrics (Plog 1974) still required some infrastructure.

Plog (1974) noted that allocentrics;

- prefer non-touristy areas
- enjoy sense of discovery and delight in new experience, before others have visited the area
- prefer novel and different destinations
- high activity level
- prefer flying to destinations
- tour accommodations should include adequate-to-good hotels and food, not necessarily modern or chain-type hotels, and few 'tourist' type attractions
- enjoy meeting and dealing with people from a strange or foreign culture
- tour arrangements should include basic (transportation and hotels) and allow considerable freedom and flexibility.

Developing further tourism beyond the first adventurer's, Plog's model, requires an increasingly sophisticated infrastructure at the destination as well as an enhancement of the image of the destination in the eyes of both travel wholesaler and retailer as well as the final consumer, the tourist.

In addressing tourism development in remote areas two major issues are apparent:

- What form of development is possible given the level of exploitable resources available in a remote area and at what level of use is the area sustainable in the long run, and
- What form of tourism development will interest potential visitors?

These are significant issues for the outer islands as developing an inappropriate form of facilities may lead to non-sustainable levels of development or the failure to attract sufficient tourists to ensure viability as a destination. The development of tourism typologies such as Plog (1974) and Cohen (1972) gives some clues as to the match between the level of tourism development possible and the type of tourist that may be attracted at each level of possible development. Some research into these issues (Cassidy 2002, 2004; Cassidy & Brown 2010) has been undertaken in the outer islands and are issues that will be addressed as a step in identifying the possible future tourism development options.

The purpose of this research

This research seeks to identify the expectations of those Australian leisure travellers who went to the remote outer islands of Espiritu Santo and Tangoa in Vanuatu and to compare

these expectations with those of the local Ni-Vanuatu residents. Little research has been undertaken in relation to the needs or expectations of the traveller to the outer islands, or if the traveller is receiving the travel experience they anticipated or wanted. There has been research undertaken on Micronesia, Melanesia and Polynesia in general in relation to tourism (Berno & Douglas 1998; Sofield 1996) but little on this specific area or topic.

The primary research for this study took place at Bauerfield International Airport in Port Vila, Vanuatu, where departing travellers were asked to complete questionnaires. There were two separate questionnaires for travellers – one for those who did *not* travel to the outer islands and one for those who did. Respondents totalled 185. Another source of primary data was a questionnaire, distributed to local residents of Espiritu Santo and the even smaller island of Tangoa and this survey totalled 61 respondents. On the islands of Espiritu Santo and Tangoa an interpreter was on hand should the Ni-Vanuatu respondents require it to be translated to Bislama.

The questionnaire was considered the most appropriate form of exploratory research and it was administered personally. The questionnaire for the tourists was designed to gain information to assist Vanuatu's tourist trade to the outer islands together with obtaining information that will assist the travel industry to provide a suitable package to the destination. The first section combined questions of a socio-demographic nature type of activities to be engaged in during the visit.

The last section of the questionnaire related to the outer islands of Vanuatu and asked if the client travelled to an outer island and if so, how did they hear about the island. The questionnaire also asked those who did *not* visit an outer island why they did *not*. The design of the questionnaire for the Ni-Vanuatu on the outer islands did not employ a five point Likert Scale (Ryan 1995; Malhotra 1999), as it was not deemed necessary by the academics who reviewed the questionnaire. It was suggested that the questionnaire should be as simple as possible using the statements agree (yes) or disagree (no) with the relevant statements.

Residents of Espiritu Santo and Tangoa Island

The questionnaires were distributed in Luganville, the capital of Espiritu Santo, to the people in the street and shopkeepers as well as those living by subsistence farming in villages, on the islands of Espiritu Santo and Tangoa which is only a few minutes canoe ride from Espiritu Santo. Although the Ni-Vanuatu people are traditionally a very shy race they were willing to complete the questionnaires and in two villages an interpreter was required. A total of 61 Ni-Vanuatu responses were obtained as the researcher only at 2 days to complete the questionnaires on these two islands.

Results of socio-demographic information

A total of 185 travellers departing Vanuatu for Australia were surveyed. Of these respondents, 164 indicated that they did *not* go to an outer island while 21 respondents said that they had visited an outer island of Vanuatu. The leisure traveller was the focus of this study and these numbers represented a significant number of passengers travelling during this

time. The exact percentage of travellers captured for each flight is not known as the load factor (number of passengers carried on each flight) could not be obtained.

A prime objective of the study was to develop a profile of the Australian leisure tourist to Vanuatu, together with those who *went* to an outer island and those who *did not*. The respondents were asked to complete four (4) questions relating to demographics. To develop a general profile of the Australian traveller to Vanuatu, the questions relating to demographic information, 'travel reasons' and 'travel behaviour' of the respondents were analysed.

The results shown in Table 1 compare the age groups of those who *did* and those who *did not* travel to an outer island.

Table 1 Age of Australian respondents

Age group	Did not travel to an outer island. Percentage (%)	Did travel to an outer island. Percentage (%)
20 years and under	2.8	0
21-29 years	36.2	14.3
30-39 years	29.1	33.3
40-49 years	12.1	14.3
50-59 years	14.2	33.3
60 years and over	5.7	4.8

The age of respondents in the 20 years and under and the 60 years and over tend to indicate that figures for both age groups are very low in the two groups. From these findings it would appear that Vanuatu as a destination, does not appeal to either of the age groups from the sample of respondents surveyed. The research also indicates that there were more respondents between the ages of 30-39 and 50-59 years who travelled to an outer island.

Table 2 shows that of the respondents surveyed the greater percentage were females who *did not* travel to an outer island. This result was greater than the male percentage. However, of those who *did* travel to an outer island the results indicated that there was little difference between the number of males and females travelling to an outer island. The reasons for this are not known.

Table 2 Gender of those who went to an outer island.

Gender	Did not travel to an outer island.	Did travel to an outer island.
Male	35.9%	47.6%
Female	64.1%	52.4%

It would appear that females are prepared to travel to the capital Port Vila while fewer females tend to travel to an outer island.

Table 3 shows that of the respondents surveyed the greater percentage were females who did *not* travel to an outer island. This result was greater than the male percentage. However, of those who *did* travel to an outer island the results indicated that there was little difference between the number of males and females travelling to an outer island. The reasons for this are not known.

Table 3 State responses

State	Did <i>not</i> travel to an outer island.	<i>Did</i> travel to an outer island.
New South Wales	47.4	14.9
Queensland	26.3	48.2
Victoria	10.5	29.8
Other states combined	15.8	7.1

In the majority of instances there was only one, or in some cases, two respondents per postcode, with the exception of Queensland which had three or four respondents for several postcodes which may suggest that the respondents were travelling as a family or group. Table 3 shows that respondents from Queensland had the highest response rate of those who *did* travel to an outer island while New South Wales had the highest response rate for those who did *not* travel to an outer island.

It is evident from the survey results shown in Table 4 that of the two groups the professional occupation ranked first followed by technical/trade. Those who responded to the survey that they were retired scored a low response rate with the total number of thirteen. This would indicate that Vanuatu is not considered a destination for the retiree market or has not been promoted to them.

Table 4 Occupation of respondents.

Occupation	Did <i>not</i> travel to an outer island. Percentage (%)	<i>Did</i> travel to an outer island. Percentage (%)
Professional	33.1	47.6
Technical/Trade	13.6	14.3
Clerical/sales	9.9	14.3
Manager/Executive	11.3	0
Self-employed	0	9.5
Retired	3.5	9.5
Other	28.3	4.8

To summarise the socio-economic information provided by the respondents it would appear that the majority of respondents who travelled to the outer islands of Vanuatu were between the ages of 30-39 (33.3%) and 50-59 (33.3%) years of age and were professionals with the majority travelling from New South Wales and Queensland. There was an equal mix of males and females travelling to the outer islands. The majority of those who did not go to the outer islands of Vanuatu tended to be professionals between the ages of 21-39 (34.9%) years of age. Females travelling to Port Vila during the survey period outnumbered males by approximately 15%.

Queensland (48.2%) had the majority of travellers to Vanuatu during this period. This would indicate target markets not currently being reached are Western Australia, Northern Territory, Tasmania and South Australia. These target markets may not see Vanuatu as a viable destination due to the location and costs involved in arriving at the departure point for flights to Vanuatu.

This research would indicate that there is a different market travelling to the outer islands of Vanuatu as opposed to those travelling to Port Vila on the main island of Efate. These differences would need to be further researched by the interested stakeholders, such as tour wholesalers, tourist bureaux, retail travel agents, airlines and accommodation houses to ascertain why the majority of travellers to Vanuatu do not travel to an outer island.

Activities that the tourists participated in or thought they would participate in.

The information contained in Table 5 represents the responses of those who *did* travel to an outer island and the activities they participated in and those who did *not* travel to an outer island but thought they might participate in these various activities or not.

Table 5 Responses from those who participated in the nominated activity.

Activity	Did not travel to an outer island. Percentage (%)	Rank	Did travel to an outer island. Percentage (%)	Rank
Shopping	87.1	1	70	1
Going to the beach	84.9	2	70	1
Going to restaurants	77	3	60	4
Buying handicrafts	45.3	4	65	3
Attending a cultural show	44.6	5	25	6
Going on a boat cruise	33.1	6	15	8
Rainforest tour	28.8	7	15	8
Visiting a national park	24.5	8	10	10
Going on a coach tour	20.1	9	10	10

Visiting a casino	18	10	5	13
Scuba diving	15.9	11	36.8	5
Visiting a nightclub	9.4	12	5	13
Fishing	7.9	13	10	10
Visiting a club	3.6	14	19	7

The majority of respondents from both surveys indicated that they did or intended to go to the beach, dine in restaurants and use the shopping facilities. Other responses were varied however, it would appear that those visiting the outer islands are more likely to purchase more local handicrafts, go scuba diving (WWII wrecks), visit a club and go fishing than those who do not visit an outer island. There were various other responses under the heading of 'other' which were paddling, snorkelling, skiing, visiting nakamals and local World War II historical sites.

Sources of information on the outer islands

Respondents who *did* travel to the outer islands of Vanuatu were asked where they heard about the outer islands. Their responses are noted in Table 6.

Table 6 Source of information.

Source	Percentage	Rank
Travel agent	26.7	2
Friend's recommendation	42.9	1
Travel brochure	7.1	4
Air Vanuatu	0	5
Qantas	0	5
The internet	7.1	4
Newspaper advertisement	0	5
Travel guide book	19	3

Table 6 shows that the recommendation of a friend ranked as number one (42.9%) with the respondents who travelled to an outer island. This was then followed by the retail travel agents (26.7%). It should be of concern to the travel industry that the respondents indicated such a low finding for the retail travel agent as a source of information on the outer islands.

Why didn't some of the travellers visit an outer island?

This section looks at the reasons why tourists did *not* travel to an outer island in Vanuatu. Respondents were asked to indicate the reasons why they did *not* travel from the main island of Efate. From this information the tour operators and travel industry specialists may address issues of concern raised.

Table 7 Why didn't travellers go to an outer island?

Reason	Did <i>not</i> go to an outer island. Percentage (%)	Rank
Too expensive	32.2	1
Haven't heard of any outer islands	15.8	4
No interest in the outer islands	2.7	8
Wanted a stay put holiday	27.4	2
Not recommended/mentioned at time of booking.	8.9	6
Did not want to fly in a domestic aircraft	14.6	5
Not enough time	27.3	3
Other reasons	6.2	7

None of the responses rated highly however the reason ranked as number one is that the respondents *perceived* it to be too expensive to fly to an outer island. Secondly, they wanted a 'stay put' holiday, and thirdly there was not enough time to travel to an outer island. Over 15% hadn't heard of the outer islands as a holiday choice and this presents a marketing issue that the outer islands need to address.

Ni-Vanuatu responses

Local residents were asked if they wanted to have tourists on their island and the majority of respondents (93.4%) said that they did. The remaining 6.6% chose not to answer the questions. So they haven't said outright that they don't want tourists.

The main responses given as to why local residents wanted tourists on their islands were that the tourists were good for the economy (74.8%), the local residents liked showing visitors their culture (62.3%) and that tourists bring development (54.2%).

The Ni Vanuatu were asked to indicate which activities/facilities they thought tourists to their island would be interested in using. The responses are indicated in Table 8.

Table 8 Activities/facilities which local residents think tourists would use.

Activities/facilities	Percentage (%) yes	Rank	Mean	Percentage (%) no	Rank	Mean
Going to beaches	83.3	1	1.17	16.7	14	1.30
Visiting National Parks	28.3	8	1.74	71.7	7	1.90
Visiting local rainforests	53.3	4	1.72	46.7	11	1.85
Shopping	21.7	10	1.12	78.3	5	1.30
Buying local handicrafts	80	2	1.58	18.3	13	1.35
Coach tours	23	9	1.75	75.4	6	1.90
Boat cruises	35	6	1.62	65	9	1.85
Fishing	33.3	7	1.90	66.7	8	1.90
Scuba diving	75	3	1.87	25	12	1.63
Restaurants	21.7	10	1.20	78.3	4	1.40
Casino	13.3	12	1.78	86.7	3	1.95
Nightclubs	8.3	13	1.88	91.7	1	1.95
Clubs	8.3	13	1.97	91.7	1	1.80
Cultural shows	48.3	5	1.51	51.7	10	1.75

It is evident that local residents believe that tourists will use the beaches, buy local handicrafts, go scuba diving and see a cultural show. The local residents do not feel that tourists to their island would be interested in night clubs, clubs, casinos, shopping or restaurants.

When comparing Table 8 which reflects the local resident's thoughts and Table 5 which indicates the intended use by those who did *not* go to an outer island and the actual use of those who *did* visit an outer island, there are many discrepancies.

Local residents were asked to either agree or disagree to a series of statements relating to tourism and their traditional island way of life. The responses are shown in Table 9

Table 9 Local resident responses

Statement	Percentage (%) Agree	Rank	Percentage (%) Disagree	Rank
Tourism is good for employment.	98.2	1	1.8	8
There should be more tourism on the island.	85.7	6	14.3	3
Tourism has no effect on the traditional way of life.	40	7	60	2
More restaurants are needed on the island	96.6	2	3.4	7
More shopping opportunities needed	89.7	5	10.3	4
More tourism related activities needed	92.7	4	7.3	5
More local cultural experiences needed	94.6	3	5.4	6
Tourism has a bad effect on traditional way of life.	25.9	8	74.1	1

Whilst most Ni-Vanuatu agree that tourism is good for the economy and the majority also feel that the tourism experience on their outer island is lacking because of limited restaurants, shopping, cultural experiences and tourism related experiences. Although the Ni-Vanuatu indicated in Table 8 that only a small percentage of visitors would use shopping facilities or restaurants they do understand the impact or importance of tourism to their island economy.

Summary of local residents' opinions on tourism

The majority of local respondents were female (54.1%) between 21-29 years of age (32.8%) with the most respondents indicated they were in full time employment (62.7%) however only 38% thought that their employment was tourism related.

The local residents of Espiritu Santo and Tangoa Islands agree that they want tourists to come to their islands (93.4%) whilst they also believe that tourism is good for employment (98.2%) and that there should be more tourism on the islands (85.7%). Interestingly, the local respondents want tourism, 60% of local respondents advised that they thought tourism had an effect on the traditional way of life.

The majority of Ni Vanuatu believe that tourists are good for the economy (73.85%) and the preferred nationality of tourists is Australian while the least preferred nationality are the French.

Whilst on the island the local residents think the three main activities that the tourists will participate in are going to the beaches (83.3%), buying local handicrafts (80%) and scuba diving (75%). They do not think that the tourists will want nightclubs, clubs or casinos to any great degree and place limited importance on shopping (21.7%) and restaurants (21.7%). The respondents also felt that there should be more restaurants (96.6%) and local cultural experiences for the tourists (94.6)

Gaps identified in this research and recommendations

The analysis of this research identified gaps in the tourists and local expectations on the finding of the three groups in relation to the activities or facilities which the tourists would use.

As Australia is a major source of tourists to Vanuatu it is important that all stakeholders are aware of the needs of visitors and local residents alike. The future growth of Australian visitors to Vanuatu is dependent upon the collaboration of all players in the tourism industry. These include the Vanuatu tourism industry and the Australian wholesale/retail travel industry. The stakeholders in the industry should ensure that improvements and promotions are encouraged to ensure more Australian and overseas visitors. Vanuatu has potential to develop its outer islands into a more attractive holiday destination should the following recommendations be implemented:

- continue to promote the climate, beaches and friendliness of local residents.
- educate the point of contact people (retail and wholesale agents, airlines) about selling packages which include the outer islands and sell the products as value products and relate to a 'per diem' sales technique so that prospective travellers do not think that domestic airfares in Vanuatu are too expensive.
- as the local residents believe tourism is good for employment perhaps the Vanuatu government would work together with them to develop more local cultural experiences, restaurants and shopping opportunities to draw more visitors to the outer islands.

Whilst these are recommendations it should be noted that the values and ideals of the Ni-Vanuatu people should be sustainably imbedded in any development which may occur as the nation is presently rural based with subsistence farming and agriculture as the main forms of livelihood. A shift to tourism from the agricultural sector will create issues which will need to be researched and addressed.

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