



Archipelago Tourism: Policies and Practices (New Directions in Tourism Analysis)

Godfrey Baldacchino

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Exploring the conceptual insights provided by the archipelagic 'twist' in the context of tourism principles, policies and practices, this volume draws on an international series of case studies to analyse best practice in branding, marketing and logistics in archipelago tourist destinations. The book asks and seeks to answer such questions as: How to 'sell' a multi-island destination, without risking a message that may be too complex and diffuse for audiences to grab on to? Does one encourage visitors to do 'island hopping'; and, if so, how and with what logistic facilities? How does one ascribe specific island destinations within an overall archipelago brand? Would smaller islands rebel against a composite branding strategy that actually benefits other islands? How does one read or craft transport policies as a function of the 'reterritorialisation' of a multi-island space? This book pioneers the exploration of the archipelago as tourism study focus (and not just locus); a heuristic device for rendering islands as sites of different tourism practices, industries and policies, but also of challenges and possibilities.

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