

Tourism in Cayman Island

[Name of Student]

[Name of Institution]

[Course]

1.1

Potential Research Proposal

The Cayman Islands is an autonomous British territory. Cayman Islands consist of three islands, i.e. Grand Cayman, Cayman Brac and Little Cayman covering a total area of 264-square-kilometre. The Cayman Island is recognized worldwide for being a tax haven, often leaving aside its main tourist attraction, its lush beaches and placing an important place in the ranking of importance. These are located 290 km northwest of Jamaica, and consist of three islands; known as Grand Cayman, Little Cayman and Cayman Brac. Among the most important beaches, one can find the beautiful Seven Mile Beach on the Grand Cayman Island, where the Caribbean rhythms of the region and its main dances concur, giving the tourist an atmosphere of rumba and regional folklore, unique in the Caribbean region (Ren, 2017).

One of the ecological attractions that tourists find in Grand Cayman, is La Granja de Tortugas, an eco-tourist and conservation center par excellence, which is located in the West Bay district, and there it was initially sought to raise the green turtle for commercial purposes, however, the investors could not obtain the meat so appreciated, without depleting the wild population of the species (Maxfield, 2018). Other tourist attractions of Grand Cayman, are the Ironshore Marine Park of Hell, also the home of the Cayman Turtle Farm, the production of gourmet sea salt and the Mastic Route, the latter is characterized by being a trail that crosses the forests of the center of the island.

Over the past decade, the tourism and services sector has established itself as the real engine of the Cayman Island economy. International tourism is supported by the affirmation of a few large recognized destinations such as the Mexican resorts of the Cancún region and the large

Caribbean islands (Puerto Rico, Cuba, the Dominican Republic etc.). If overall the volume of activities appears relatively modest (far from the frequentation levels of the shores of the north of the Mediterranean) (Cater and Richardson, 2017), this must be reconsidered in view of the small size of the host territories such as Cayman Island.

1.2

Factors of selecting the research Proposal

In Cayman Island, tourism activity appears to be a dynamic engine of island territorial development, offering the full range of possibilities and targeting local and regional clientele from intermediate-level countries, tourists from emigration and the most demanding international tourists. Finally, the tourism sector also adapts to the regressive evolution of the coastlines, making it possible to reduce the seaside habitat and to increase the new tourist functionalities which the inhabitants then appropriate (Weaver, 2017).

The large islands of the Caribbean have opted for mass strategies. They are organized around large bathing complexes from which stays are offered at relatively low costs. The example of Cuba is significant with regard to: in the early 1990s, the island regained its level of activity in 1957; then in 2004 the threshold of two million tourists was crossed (Cater and Richardson, 2017). Cayman Island is devoted to luxury tourism. It focuses to remain a preserved "paradise", isolated from the rest of the world.

1.3

Research Project Proposal

Despite the importance of the financial flows that cross Cayman Island, the share of income that truly contributes to the development of the island is considered insufficient. Several reasons explain the weakness of the expected ripple effect: first of all, the importance of the all-inclusive stay mainly designed and purchased in the consumer's country of origin (Saner et al., 2019); the most comfortable part of the income then belongs to those who then control the market.

It is also necessary to underline the importance of foreign capital in the region (more than 60% of the hotel structures belong to nationals outside the region) and the challenges around the supply of tourist places where international, global logics take precedence (Pham et al., 2019). The possibilities of involving local populations in the tourism process are therefore limited.

The Cayman Islands function more like simple reception supports which are part of an international logic where the prospects of local participation are reduced (lack of capital and access to the source markets). It is therefore in this context (where the importance of tourist flows and island resources contrasts with the low income) that reflection on the search for new alternatives, better anchored in the territories and host societies, is essential.

While tourism was initiated by structural development plans and the stranglehold of major international operators, as soon as living standards improved, island initiatives developed, from the small seller in the informal sector to the luxury hotel industry based on island capital, including all the variations of sustainable tourism. Since the 1960s, different players have been adapting to buoyant markets, new expectations or certain promising tourist niches. This is the case of cruise tourism, which is an ancient activity in the Caribbean, and of large yachting, which appears in its magnitude as a rapidly growing tourism sector. There are two very different

sector in terms of tourism and infrastructure flows, i.e. cruising and large yachting. The clientele are different, but the strategies implemented show strong complementarity.

1.4

Plan of Proposal

This research Proposal, with the help of existing literature, presents the strategies to introduce cruising and large yachting projects in Cayman Islands in order to compete with other nearby tourists destinations and to make Cayman Islands a preferred tourist destination.

This project will take around 10 weeks' time in which the researcher will perform different steps of research project which are given below:

Week \ Task	One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten
Topic selection										
Background research										
Designing Research question & objective										
Literature review										
Data Collection stage										
Data analysis stage										
Conclusion & Recommendation for the study										
Writing of Executive summary										
Grammar check, printing & submission										

2.1

Research Purpose and Questions

The basic purpose of this study is to find some new strategy to attract more tourists towards Cayman Islands. This study proposes to introduce cruising and large yachting as new projects to attract tourists.

This research study will try to find the answers of the following questions:

- What is the situation of tourisms in Cayman Islands and is the tourism sector of Cayman Islands competitive with nearby tourism destinations?
- How Cayman Islands would become more attractive for tourists?
- Will Cayman Islands be able to implement cruising and large yachting successfully to attract more visitors?

2.2

Suitable methods for the proposed Project

For the proposed project, first the models of other destination where it is already implemented should be reviewed. Some present cruise liners destinations have already themselves to become attractive for the passengers. For example, in Fort-de-France, some liners still dock in the commercial port, which, requires the use of taxis to reach the city centre.

However, others have been docking at the Pointe Simon pontoon, which is 270 meters long. The local government has completely redesigned the waterfront in 2010, with the modern towers of Pointe Simon on the one hand and landscaped landscaping on the other hand

overlooking a small beach at the foot of Fort Saint-Louis. A Creole market is located at the end of the arrival pontoon for cruise passengers. The city centre and its shops are slowly changing with the facades being coloured. Restaurants, fashion and souvenir shops replace the old port counters. The Grand Maritime Port of Martinique is also redeveloping the Tourelles cruise terminal in the commercial port in order to support the development of the headlines allowing the reception of two liners.

A vast space is reconfigured to ensure the provisioning and securing of the site and to become an entertainment area (sports field, mini-golf), where passengers can have fun and eat. A small ferry terminal will also be installed to allow cruise passengers to embark directly on boats to visit the small islands and the Pointe du Bout hotel zone, located on the south shore of the Bay of Fort-de-France. All this corresponds to the great boom experienced again by cruising in the French Antilles (Honey, 2019).

Large yachting tends to develop in number of units, but also by the dimensions of large yachts. In 2016, the owners were from the United States, Italy, Germany and Great Britain. Next come Russia and the Middle East. 80% of yachts are rented, so it is rare that a yacht is only used by its owner. The rental allows to maintain the ship and its crew and becomes profitable with 10 to 12 weeks of rental. Rents can reach very high sums depending on the yacht and its standing... 750,000 euros per week for a 60-meter ship for 12 passengers and 14 crew members (Wang, 2019). Finally, certain formulas make it possible to adapt to different client segments for events or festive stays such as yacht days or Christmas parties.

In these conditions, the ports are equipped with very high-end facilities, surrounded by real estate complexes and luxury shops. These ideal and economic spinoffs explain the highest

concentrations in Florida and in the North of the Caribbean Arc. In 2016, there were 22 ports in Florida and 46 for all of the Caribbean islands. The north of the Caribbean has the largest accommodation capacities: 662 berths for the 15 ports of the Bahamas archipelago, 347 berths in Sint-Maarten (7 ports), 187 berths in Antigua (5 ports). South of the Antilles arc, the number of places is limited and often only concerns a single marina: 40 places in Pointe à Pitre, 20 places in Le Marin, 6 in Grenada, 16 in Trinidad (Ettenger et al., 2017).

2.3

Data Collection

The data is collected first by reviewing the relevant literature on the topic and then find suitable strategies to implement these strategies to make the project successful.

3.1

Evaluating the Outcome

During the high season (from December to April), three to five liners dock daily per stopover, delivering several thousand cruise passengers who then become the majority in small towns. With the modernization and extension of port areas, Cayman Islands may have cut themselves off from the sea. Under these conditions, the break was very strong for cruise passengers who left their luxurious decor to land on a quay lined with warehouses and hollow urban surroundings ... However, given the economic benefits that can bring a few thousand cruise passengers every day for several months. Cayman Island should develop terminals dedicated to cruising and to develop the waterfronts. It is a question of making Cayman Islands attractive to cruise lines, in a context of intense interinsular competition. Many old destinations

of Cruise liners have indeed lost the charm of their wooden houses, small trades, markets, and constituted and become a real repellents for tourist activities, confined to beaches and a few forest walks (Wilkinson, 2017). This is the time for Cayman Island to develop itself to become a choice destination for the passengers of cruise liners.

The government and tourism department of Cayman Islands must know that the urban policies that led to the rehabilitation of the waterfronts should be very interventionist, with the essential aim of attracting liners to capture financial resources. The tourism development of Cayman Islands must be accompanied by a metamorphosis of the commercial apparatus: reconstruction of the market, the seaside should be allocated for restaurants, art galleries, souvenir shops. In the French West Indies, they have perfumeries, jewellery stores, fashion stores discretely punctuate the few streets surveyed by cruise passengers (Weaver and Lawton, 2017). At Pointe Séraphine in Castries, as at the Saint-John Persecenter in Pointe-à-Pitre, a sometimes zero-rated shopping mall offers all international products, a few steps from the boarding bridge. These areas of the cruise are also places of diversity and are appropriate by the islanders, who especially in low season constitutes the main part of the clientele.

The Caribbean constitutes an important cruising area, which offers many advantages: numerous islands allowing short journeys, small discrete and well-equipped islands, a large number of offshore financial centres allowing the registration of flags of convenience, the strong presence of refit companies (maintenance and wintering of ships) and the presence of a large number of wealthy owners and tenants. Thus, Large Yachting is also an important sector of development for Cayman Island.

Large Yachting can help Cayman Islands to develop the island as well as to boost its economy because in large Yachting ports, a luxury economy has developed: from VIP reception at airports for private planes, catering, events, maintenance and surveillance. In these ports, the beaches have a density of facilities and functions: water games, cafes and beach restaurants, craft market offering local products and various services such as sea excursions. A second food market, also hosting craft stores and local products, internalize this centrality. On both sides, along the seafront, souvenir shops and beach clothes, fast food are gradually replacing the traditional commercial device (grocery store) and old housing ... Indeed, small traditional huts no longer meet comfort standards. A third craft market dedicated to tourism provides the junction between the hotel zone and the town (Battistella et al., 2018). The activities and facilities related to fishing, which constituted the main part of the occupation of the seafront, were grouped on the edge of the town around a small port welcoming fishing canoes and catamarans that goes out at the sea.

In gastronomic matters, the Cayman Islands are characterized by offering the best and exquisite food of the Caribbean, and not to mention the excellent restaurants located in this magical and paradisiacal place, the strength of these commercial establishments is the offer in fish dishes and their various Preparation forms obtaining flavours and colours that produce a unique sensation on the palate of all tourists. By becoming a large yachting port, Cayman Islands' hotel zone would become more actively and lively. Different companies would offer bungalows and second homes which would stretch by the sea to the east of the town. Occasionally, at the weekend, during festive events, these seaside spaces would experience an influx of itinerant shops (tattoos, sale of Cayman meals, small crafts). This passage from a place

would turn towards fishing with fun and tourist functions would be fully appropriate by the inhabitants, who would develop all the standard beach practices there.

3.2

Interpreting the Outcomes

Although the increase in the number of cruise passengers seems steady, this does not prevent strong rivalry and notable local developments which have an impact on tourism economies. The Caribbean is still the leading cruise region, accounting for 33.7% of the offer, far ahead of the Mediterranean (18.7%). In the Caribbean basin, Miami dominates the whole and ensures the transit of nearly 10 million passengers. The other major ports at the “head of line” position are: Port Canaveral, Tampa, Fort Lauderdale and San Juan de Puerto Rico. The most frequented destinations remain the islands of the north of the archipelago, as well as the shores of the Gulf of Mexico, New Orleans, Cancun or Nassau (Bahamas), which welcome 2.4 million passengers). Six destinations bring together two thirds of cruise passengers: the Bahamas and the United States Virgin Islands (13%), Cozumel in Mexico (11%), Puerto Rico (9%), the Cayman Islands (8%) and the Dutch islands, mainly Sint Maarten (8%). In contrast, Saint Vincent and the Grenadines host 124,000 cruise passengers, and Trinidad and Tobago 58,700 (Mackay and Spencer, 2017).

For almost 50 years, the Cayman Islands have experienced a boom in tourist activity, an increase in the number of tourists and a wide distribution of tourist areas - in other words, an evolution which led initial hotel shells to real systems tourism including international hotels (which coexist with rental accommodation with locals), shops and nautical services. Tourism has generated significant local development and today makes it possible to also welcome a large

regional clientele which is open to both tourism and outdoor recreation, in particular to all forms of water sports. However, there are gradients of tourism development: when tourism activity remains minor and development levels are very low, the preferred development model remains that of the enclave, which reduces contacts between populations, local players in the tourism sector and international groups and clienteles.

Thus, the tourism economy allows a real local development, also responding to the island clientele which finds a more marked interest for recreational nautical practices. Like any tourism sector in an island environment, societal, social and environmental balances remain fragile. An economic, social or environmental, local or international crisis can sweep away an entire sector or put it in difficulty. The effective involvement of local communities is essential, it is still necessary to know what means they have to resist and / or adapt to the neoliberal models which open their territories to international tourism. Given the importance of the financial stakes around tourism, cruise liners and large yachting projects involving multiple partners, often competitors, are part of political choices. If there are excellent realizations having value of model, it also appears incontestable that these projects open the way to development and growth in Cayman Islands.

3.3

Presenting the result to the Target Audience

This research study is important for the tourism department of Cayman Islands because it helps them to formulate suitable strategies for implementing the project. Hence, the target audience is government tourism department and different destination managers.

In order to disseminate the information, the proposed proposal should be presented to the target audience in a form of printed booklet. It is also feasible to publish this information on a website and contact the target audience through email and discuss the information with them.

References

- Battistella, C., Cagnina, M.R., Cicero, L. and Preghenella, N., 2018. Sustainable business models of SMEs: Challenges in yacht tourism sector. *Sustainability*, 10(10), p.3437.
- Cater, C. and Richardson, S., 2017. Marine and coastal tourism. In *Marine and Coastal Resource Management* (pp. 267-287). Routledge.
- Ettenger, K., Honey, M. and Hogenson, S. eds., 2017. *Marine Tourism, Climate Change, and Resilience in the Caribbean, Volume II: Recreation, Yachts, and Cruise Ships*. Business Expert Press.
- Honey, M., 2019. *Cruise Tourism in the Caribbean: Selling Sunshine*. Routledge.
- Mackay, E.A. and Spencer, A., 2017. The future of Caribbean tourism: competition and climate change implications. *Worldwide hospitality and tourism themes*.
- Maxfield, H., 2018. The Cayman Islands coral reefs: global issues, local solutions. *Teaching Geography*, 43(1), pp.16-18.
- Pham, K., Andereck, K. and Vogt, C., 2019. Local residents' perceptions about tourism development.
- Ren, M., 2017. Origin of Island Dolostone: Case Study of Cayman Formation (Miocene), Grand Cayman, British West Indies.
- Saner, R., Yiu, L. and Filadoro, M., 2019. Tourism development in least developed countries: challenges and opportunities. In *Sustainable Tourism: Breakthroughs in Research and Practice* (pp. 94-120). IGI Global.
- Wang, S., Yan, R., Wu, L. and Yang, D., 2019. Optimal re-allocation of mooring areas for yachts. *Maritime Business Review*.
- Weaver, D.B., 2017. Core-periphery relationships and the sustainability paradox of small island tourism. *Tourism Recreation Research*, 42(1), pp.11-21.
- Weaver, D.B. and Lawton, L.J., 2017. The cruise shorescape as contested tourism space: Evidence from the warm-water pleasure periphery. *Tourism Management Perspectives*, 24, pp.117-125.
- Wilkinson, P., 2017. Cruise Ship Tourism in the Caribbean: The Mess of Mass

Tourism. *Mass Tourism in a Small World*, p.210.