

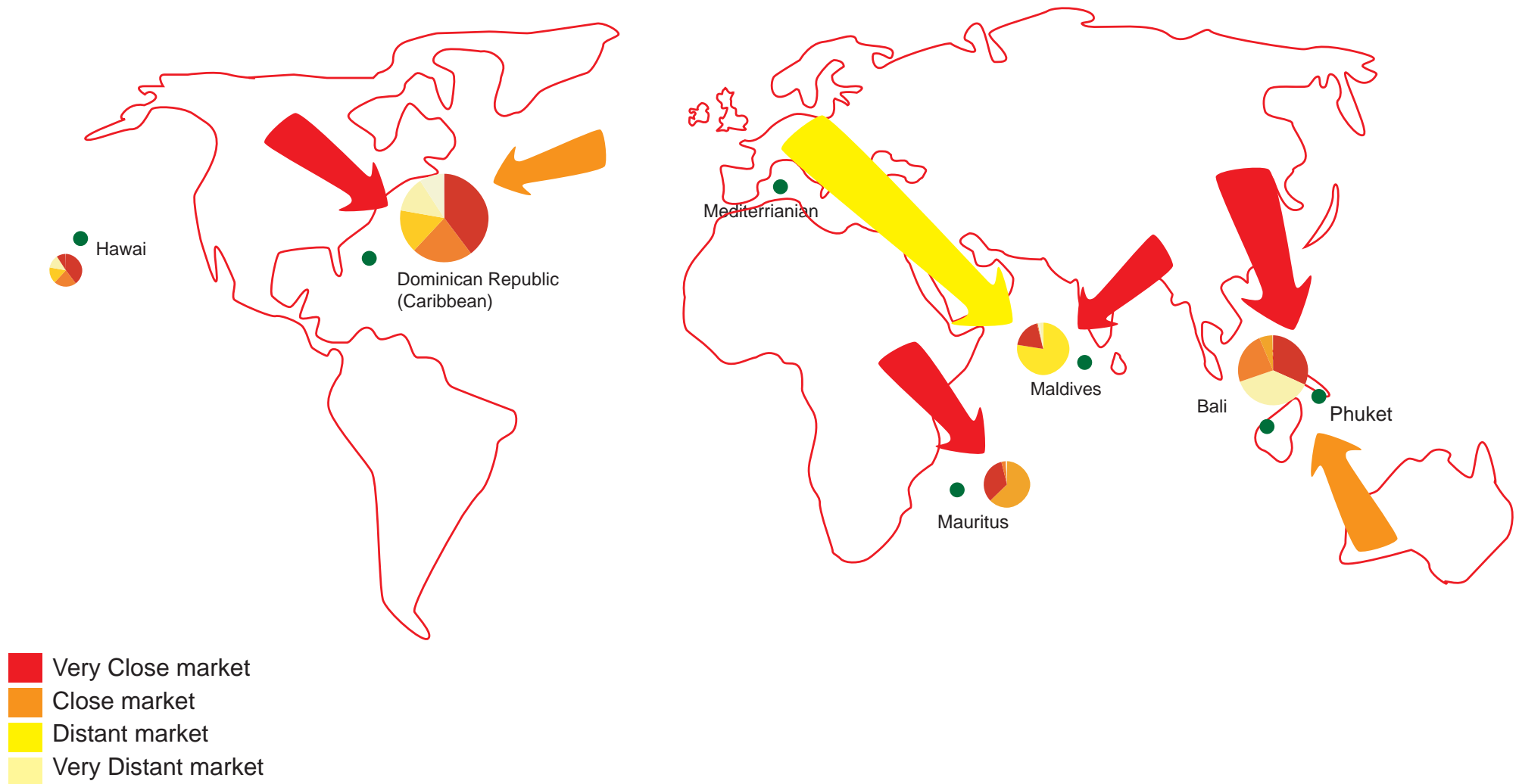
THE PR



ACCESSIBILITY AS MAIN DIFFERENTIATING FACTOR

GLOBAL PERSPECTIVE

Tourism to resort island destinations, greatly relies on accessibility as the main differentiating factor. Resort island destinations image is based on a very narrow and standardised idea of "Sun, Sea & Sand" denoting paradise. Island destinations. The idea of island destinations are not based on any realistic point of view by consumers. They have an idealised image of paradise, fuelled by marketing and promotional materials



EXOTIC RESORT ISLAND TOURISM AND ITS LINK WITH COLONIAL PAST.



Definition of “ Nostalgic Tourism (Neo Colonialism in modern guise)

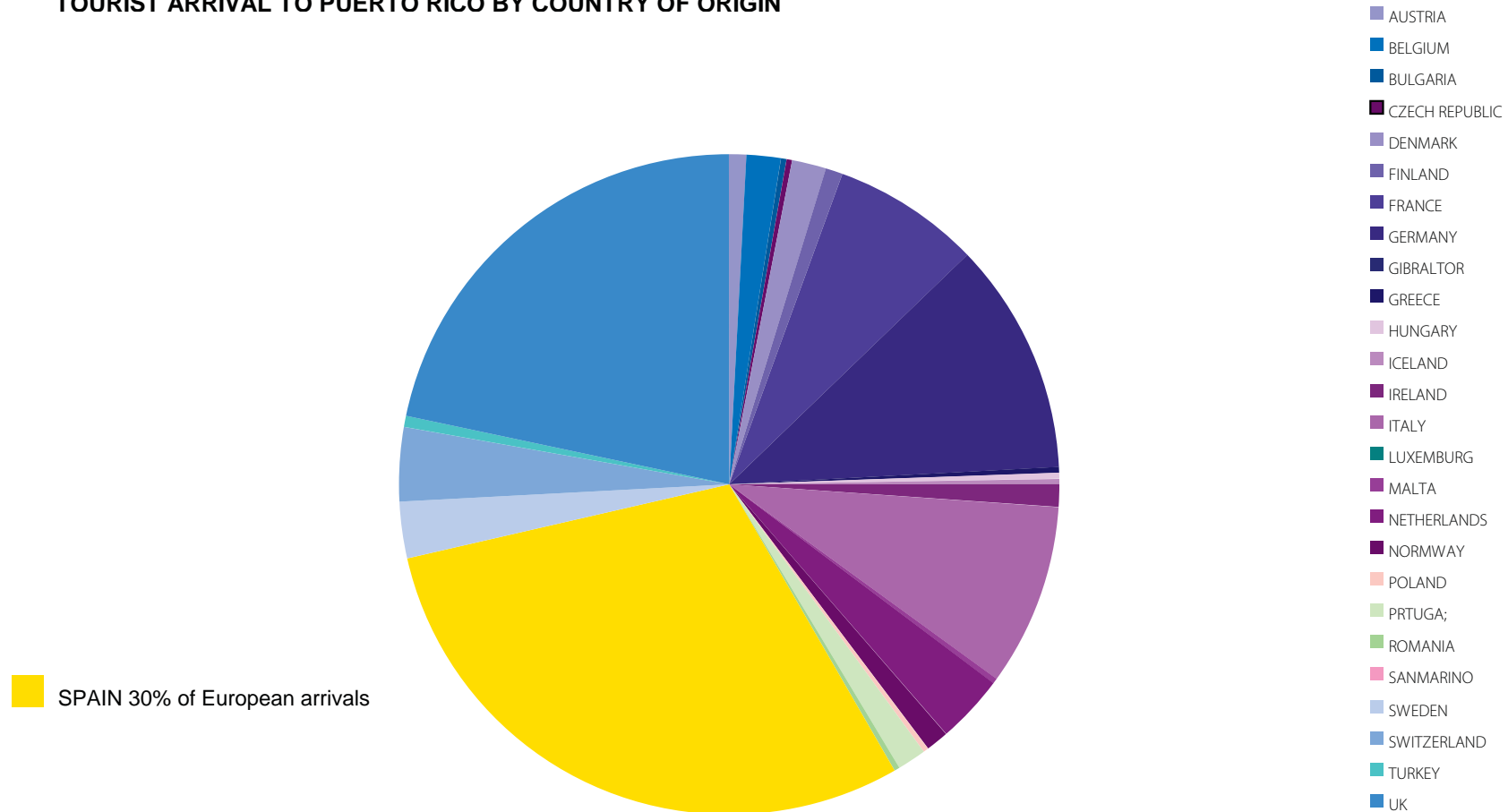
Tourism bears a nearly direct lineage to perhaps the first arbiter of the first/third world dynamic globalization: colonialism. This is most obvious in that nearly all tourists come from the first world, notably Europe and the United States, and are also the primary owners of the tourist infrastructure. Professor McCall's observation that whites are “living it up” in South Africa is true, to a large extent, throughout the world, with tourism among the central modes of their enjoyment. Tourism, like colonialism, involves an occupation and domination of space, in this instance by the tourist structure and tourists themselves. It is also an industry that, like colonialism, is enabled by expansions of power.

Tourists, especially those going to the third world, venture forth to survey the lands and peoples over which they reign: to catalogue it, exploit it, revel in its submission, and leave it, both in body and mind.

“Nostalgic elements that serve to naturalize the tourists’ desire to engage in leisurely activities while the local population,ensure their comfort”

There is no better place to explore the processes of colonization than the islands of the Caribbean. It was here that European colonization of foreign territories, which came to characterize the modern world, first took place. And it was from this region that the various European states learned valuable lessons about the colonial process. They applied these lessons elsewhere in the world—especially in Asia and Africa during the 19th century.

TOURIST ARRIVAL TO PUERTO RICO BY COUNTRY OF ORIGIN



Each of the European states ventured beyond its borders at different times: first Portugal, then Spain, then the Netherlands, England, and France. Their attempts to expand overseas were linked very closely with their struggles for political and economic power. Trade was considered a form of war, and trading stations were called forts. The search for a variety of products to trade drove the Europeans' explorations.

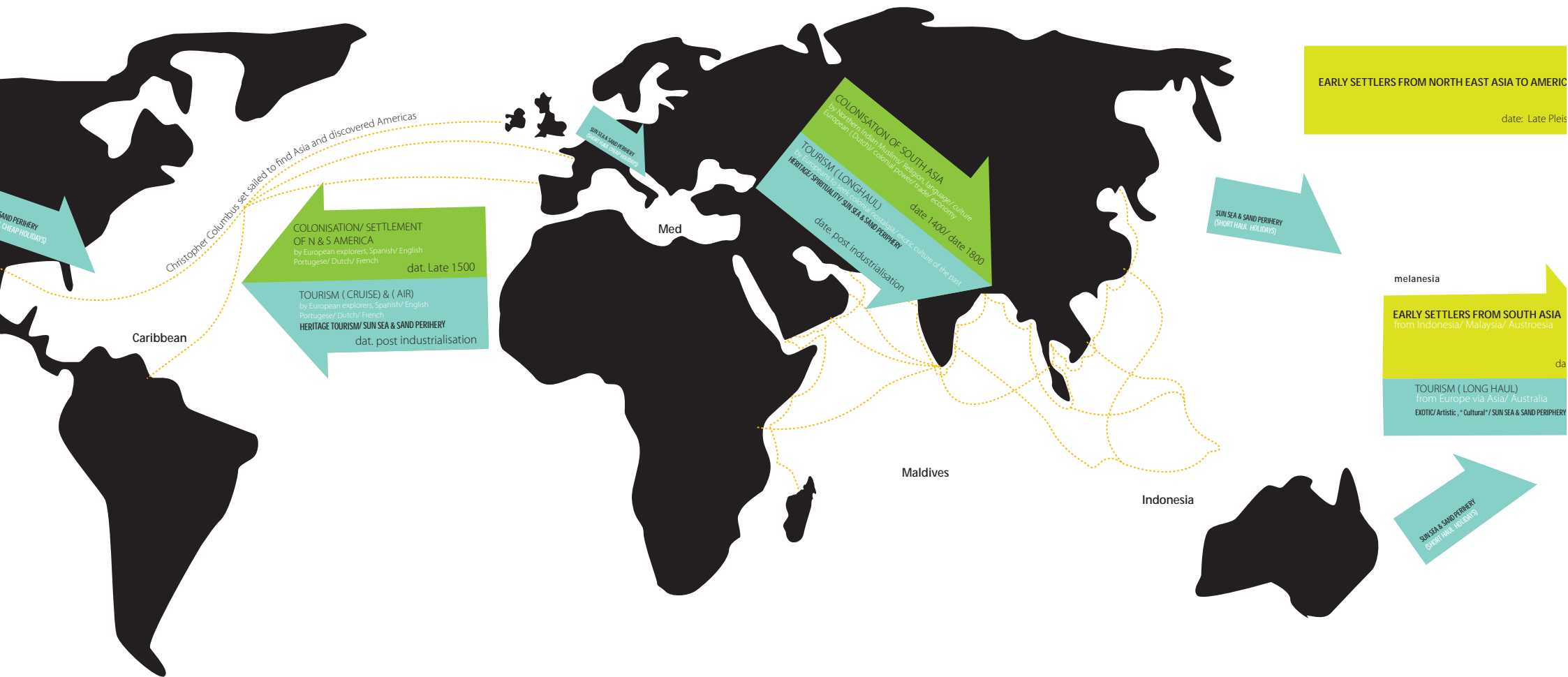
A pivotal point in European expansion occurred at the end of the 15th century. In 1492 Italian navigator Christopher Columbus sailed west across the Atlantic in an effort to reach Asia by a new route. Basing his voyage on his calculation of the earth's size (an estimate that turned out to be wrong), Columbus reached the Caribbean islands off what would later be called North and South America. On that journey as well as others that followed, Columbus claimed the areas and established outposts for Spain, which financed his voyages. Although at first he insisted the area was part of Asia, Columbus eventually realized that he was exploring what he called a "New World," as yet unknown to Europeans.

TO ESTABLISH THE BASIS FOR THE SHIFTS IN TOURISM PERIPHERIES, WE NEED TO ANALSYE THE HISTORICAL BASIS OF TOURIST INTEREST, AND HOW ATTITUDES CHANGE TRHOUGH TIME AND SPACE, IN THE PAST, PRESENT AND FUTURE.

EUROPEAN COLLECTIVE GAZE OF THE WORLD

Europe tends to be conceived as a singular unit projecting onto others a unified and ultimately coherent gaze, collective imagination and culture. I

European perspective and construction of the "otherness," beyond the boundaries of Western and Mediterranean Europe, which has fueled the dominance of Tourism from the Western continent.



PAST	COLONIAL PERIPHERY	PRESENT	SPIRITUAL PERIPHERY	FUTURE	EXOTIC PERIPHERY
<p>EARLY ANCESTERS</p> <p>The first people to come to the Americas arrived in the Western Hemisphere during the late Pleistocene Epoch (1.6 million to 10,000 years before present). Most scholars believe that these ancient ancestors of modern Native Americans were hunter-gatherers who migrated to the Americas from north-eastern Asia.</p>		<p>Muslim-dominated trade routes, which ultimately reached from the Sahara to Spain to the South China Sea, fostered travel. The key to their success was a more complex and increasingly integrated maritime trade throughout the Indian Ocean. This trade network linked China, Japan, Vietnam, and Cambodia in the east through Malaya and the Indonesian archipelago. From there it crossed into India and Sri Lanka, and then moved westward to Persia, Arabia, the East African coast as far south as Mozambique, and the eastern Mediterranean, finally connecting to Venice and Genoa.</p> <p>This global Islamization spread Arab names, words, alphabet, architecture, social attitudes, and cultural values to peoples around the world</p> <p>When many of the products, like pots/ silk/ porcelain, reached Europe, people there yearned to find their sources in the East, sparking the European age of exploration. Christopher Colombus set sailed insearch of Asia, via West/ and found Americas.</p> <p>The maritime network reached its height in the 1400s and 1500s, when Muslim political power was reduced but its economic and cultural power remained strong..</p>			

PAST**LAND/ SETTLEMENT**

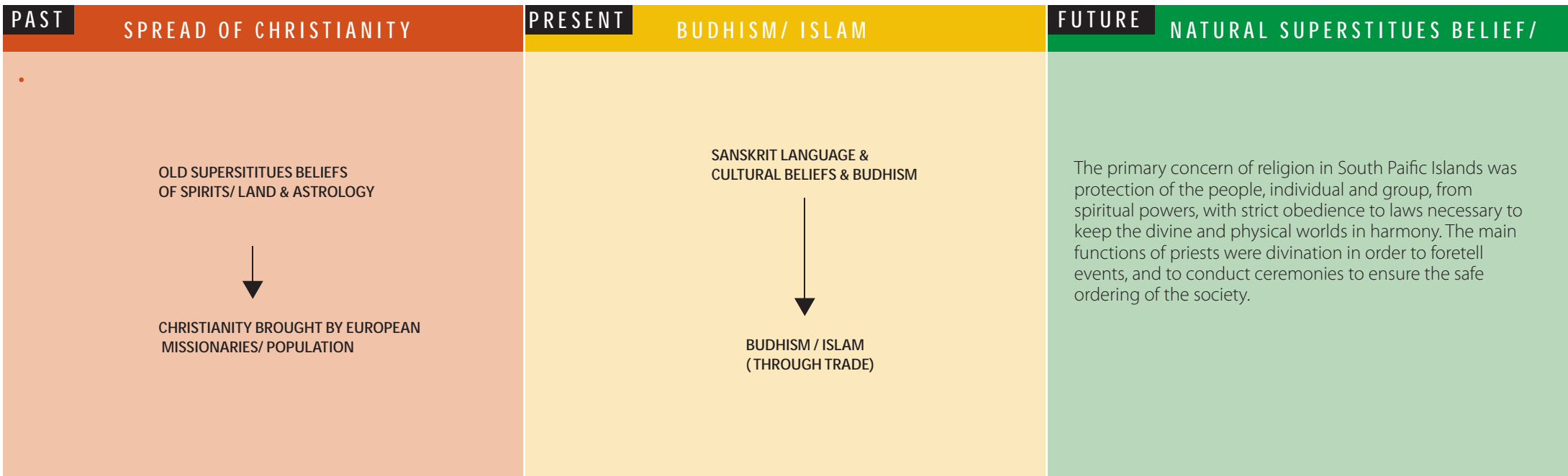
- A trickle of migrating Europeans established a growing population in the Caribbean and their settlements faced little resistance. These colonists from Europe often were averse to the kind of physical labor required for colonies to develop and become self-sustaining. Health and climatic reasons also made European residence in the tropics difficult. The settlers solved their labor problem by bringing in African slaves, which created multiracial societies.

PRESENT**SPICE TRADE/ ECONOMICAL**

By the middle of the 19th century, the European states had turned most of their attention toward Asia and Africa. In those places, they repeated the process that had been used in the Caribbean, but they also changed it. Having learned that building societies from the ground up was difficult, many European nations imposed their rule on top of existing local structures, leaving the local leaders in place with diminished authority. At the same time, European colonizers tried to extract as much as possible for their own increasingly global economic development.

FUTURE**ARTISTIC/ EXPLORATORY**

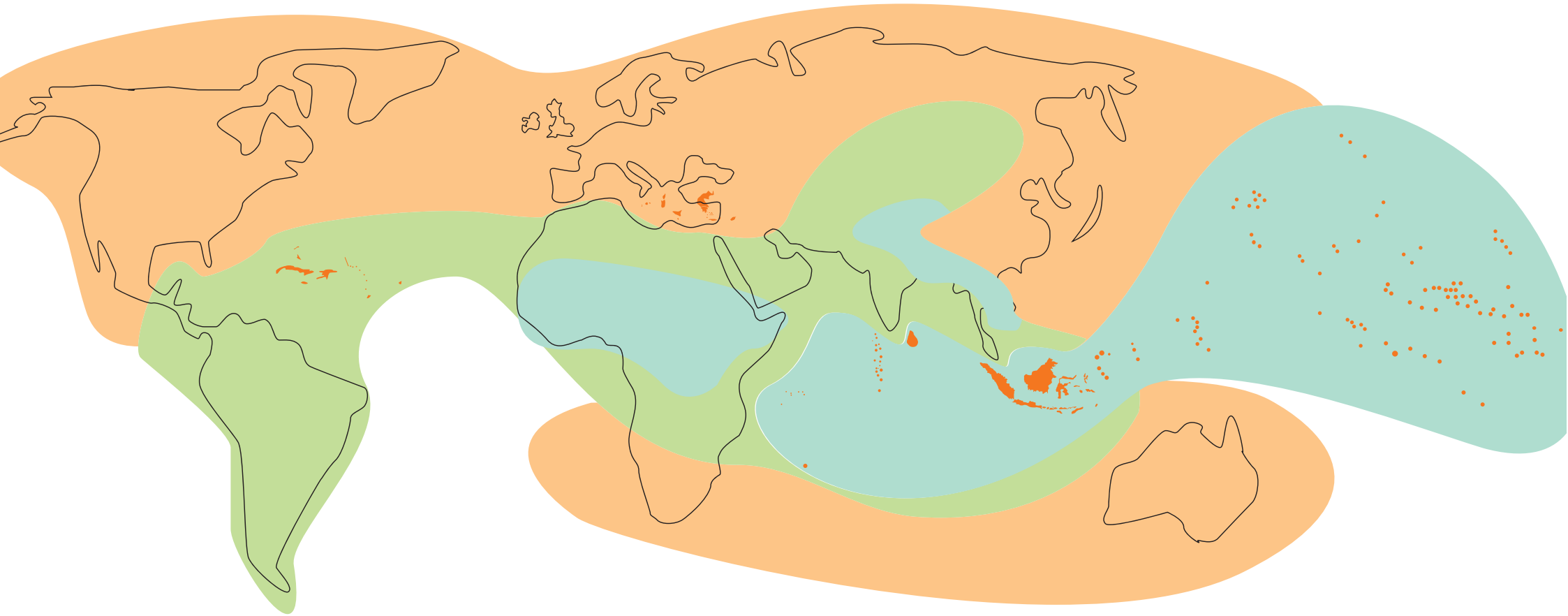
cliché of the Pacific as a paradise, and escapist fantasy, for workaday Americans.



PAST	COLONIALISM	PRESENT	ORIENTALISM	FUTURE	IDEALIZATION
	<p>the savage/ imperialist impose their presence on the savage primitve communities</p>	<p>"the others" a notion developed to facilitate colonizing mission on dominating the trade</p> <p>he Middle East and Asia are viewed with prejudice and racism. They are backward and unaware of their own history and culture. To fill this void, the West has created a culture, history, and future promise for them. On this framework rests not only the study of the Orient, but also the political imperialism of Europe in the East.</p>		<p>lack of resources/ and inaccessiblity deemed the pacific islands as nothing more than exploration of an unknown priimal land, untouched by modern civilisation. the pacific islands became firmly fixed in the collective european mythology as a place as close to paradise as can be on earth.</p> <p>The Pacific island became a glorified embelished western idea of the "exotic other".</p> <p>lack of interaction/ observe and document European collective gaze of the exotic</p>	

PAST	DOMINATION	PRESENT	FORNICATION	FUTURE	GAZE
	TOTAL DOMINATION		DEVELOPED A HYBRID CULTURE/ EUROASIAN		IMPOSITION OF AN IDEOLOGY OF THE EXOTIC/ FACILITATE EUROPEAN SUPERIORITY OVER THE WORLD.
	REAL		HYPERREAL		UTOPIAN
	Pre-modern" East truly exists outside the philosophic imagination of the Western Left represented here by Foucault. the idea that the west can discover its orgin through a journey into the past/ primitive/ to world that is timeless and unchanging/ utopian				
	DEVELOPED/ CIVILISED/ PRESENT.		DEVELOPING IN TO WEST/ BECOMING CIVILISED		PRIMITIVE/ PAST
	Time must render 'our' primitive past inaccessible, while space must make 'their' primitive present distant but accessible -- journeyable -- so that we can find the path back to 'our' lost origins Paradise/ merely becoming an image of the idyll that 'we' (the West) have tragically lost, or of the horrible savagery 'we' have thankfully overcome				
	TOURISM IS A JOURNEY BACK IN TIME/ TO OUR LOST ORIGIN/ OUR PRIMITIVE PAST/ EXPLORATION. THEREFORE FOR THE TOURISM CHARM TO WORK , the primitive must represent a common past our past, a Euro- American past so long gone that we can find no traces of it in Western spaces. This means denying the primitive past of their own.				

THROUGH GLOBALISATION, OUR PERSPECTIVE OF THE WORLD IS BASED ON A LINEAR HISTORY OF TIME, BASED ON A WESTERN PERSPECTIVE



- DEVELOPED WORLD/ CIVILIZED/PRESENT
- DEVELOPING WORLD/ BABARIANS/ TRANSITION, IMMEDIATE PAST
- SAVAGES/ PRIMITIVE/ ORIGIN/ HISTORICAL PAST

EUROCENTRIC COMMON HISTORY OF OUR ROUTE TO CIVILISATION

LINEAR DEVELOPMENT (TIME)

SAVAGE / PRIMITIVE SOCIETY/ **THE ORIGIN**

DEVELOPING ECONOMIES/ HYBRID CULTURE/ **IMMEDIATE PAST**

DEVELOPED ECONOMIES/ DOMINANT CULTURE/ **THE PRESENT**

COLONISATION OF DISTANT LAND FOR ECONOMICAL GAIN

TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN

JOURNEY BACK TO THE PAST (DISTANCE)

living lives of profound alienation in civilization as we do, the idea of going home, going primitive, seems appealing.

PAST COLONIES

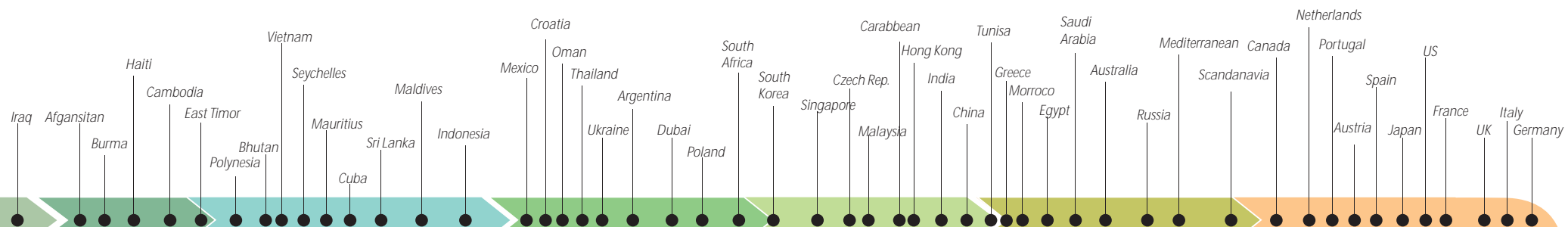
EMERGING DESTINATIONS
eg. Polynesian Islands

PAST DESTINATIONS/ EMERGING SOURCE MARKETS,
eg. India/ Eastern Europe

UNATTRACTIVE DESTINATIONS/ STAGNATED MARKET .
eg. Europe/ America

TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN

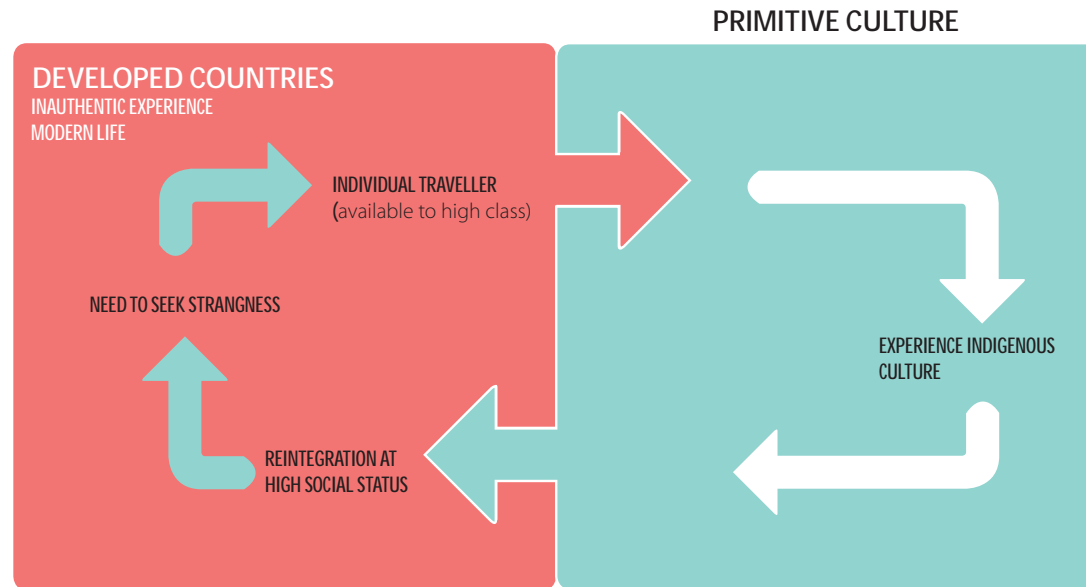
TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN



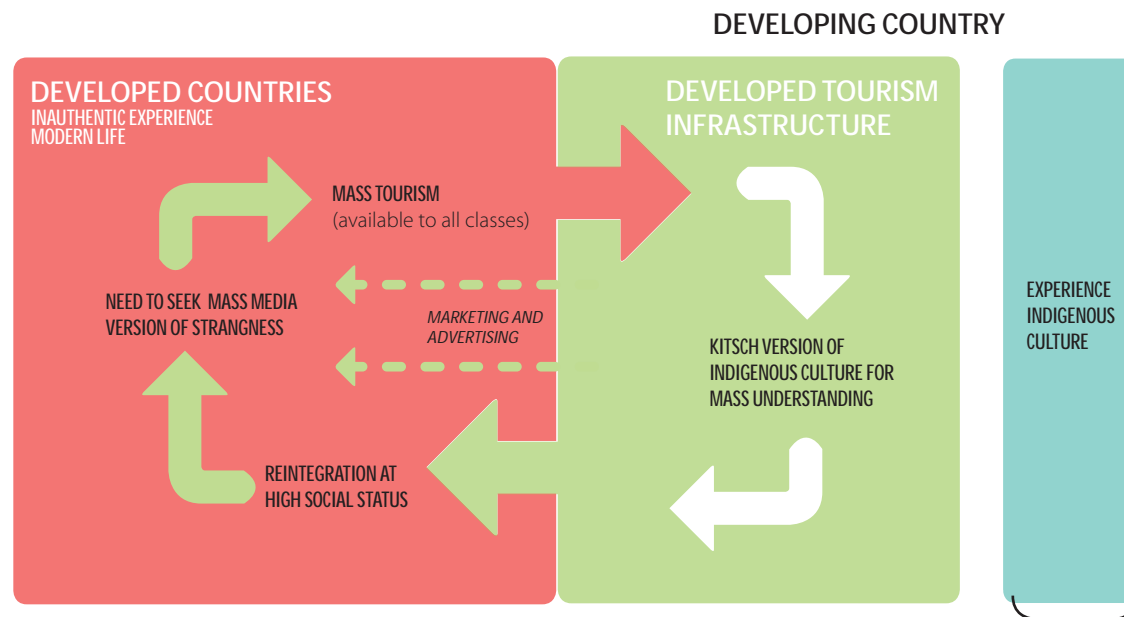
TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN

MECHANICAL PROCESS OF TOURISM FACILITATING LINEAR GLOBAL CULTURE

EARLY TOURISM



TOURISM AT PRESENT



THE PURSUIT OF THE EXOTIC AND DIVERSE ENDS IN UNIFORMITY

Mass tourism creates a set of hotel and tourist sights that is bland and lacking contradiction, "a mall monotonous world" that everywhere shows us our own image.

Mass tourism deny the primitive their own indigenous culture

SEEKING PRIMITIVE EXPERIENCE
COLONIAL KITSCH EXPERIENCE

UPPER MIDDLE CLASS OF DEVELOPING COUNTRIES

LOWER MIDDLE CLASS OF DEVELOP-

SEEK TO BE KINGS AND QUEENS. CITY BREAKS/ SHOPPING.
EXPERIENCE POP CULTURE/ LEISURE AND RECREATION

PAST COLONIES

EMERGING DESTINATIONS
eg. Polynesian Islands

PAST DESTINATIONS/
eg. India/ Eastern Europe

EMERGING SOURCE MARKETS,

UNATTRACTIVE DESTINATIONS/ STAGNATED MARKET.
eg. Europe/ America

UPPER CLASS/ SEEKING ORIGIN/ SEEKING TO AMMULATE THEIR PAST COLONIAL EUROPEAN RULERS OF
TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN

LOWER MIDDLE CLASS/ SEEKING TO SEE WHAT THEIR FUTURE HOLDS (LOOK INTO THE FUTURE)

MASS TOURISM / A JOURNEY IN TO THE COLONIAL PAST/ KITSCH EXPERIENCE OF LOST COLONIAL CULTURE

EXPENSIVE/ EXCLUSIVE/
NOVEL EXPERIENCE

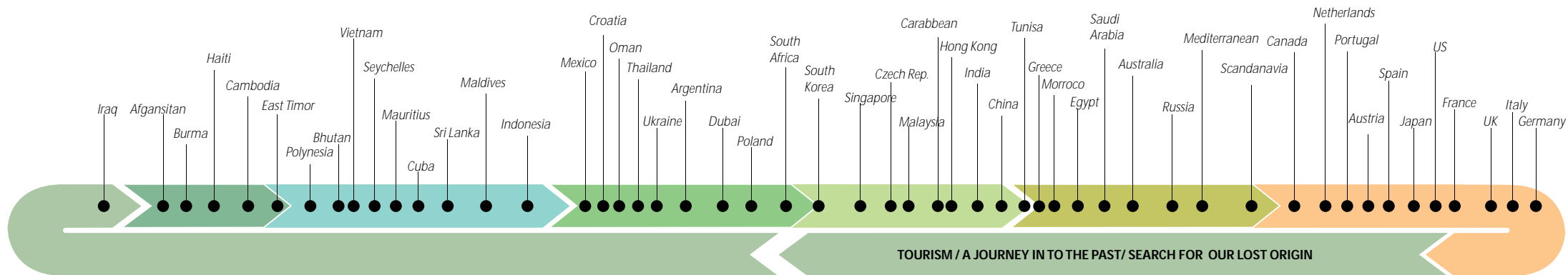
CITY BREAKS/ FAMILIARITY SEEKERS/
MASS TOURISM/ DOMESTIC TRAVEL

POSTMODERN VIEW OF THE WORLD/

ERADICATION OF TOURSITS, BASED ON WHERE THEY COME FROM/ BUT ON THEIR NEEDS/ ATTITUDES/ life stage
"collapsing Space and Time" (Brunn & Leinbach" 1991), of gloablisation through transformed informational communicational flows, and of the erosion of territorial frontiers and clear cut national and other social identities.

WITHIN THE LINEAR TIME/ SPACE

COUNTRIES

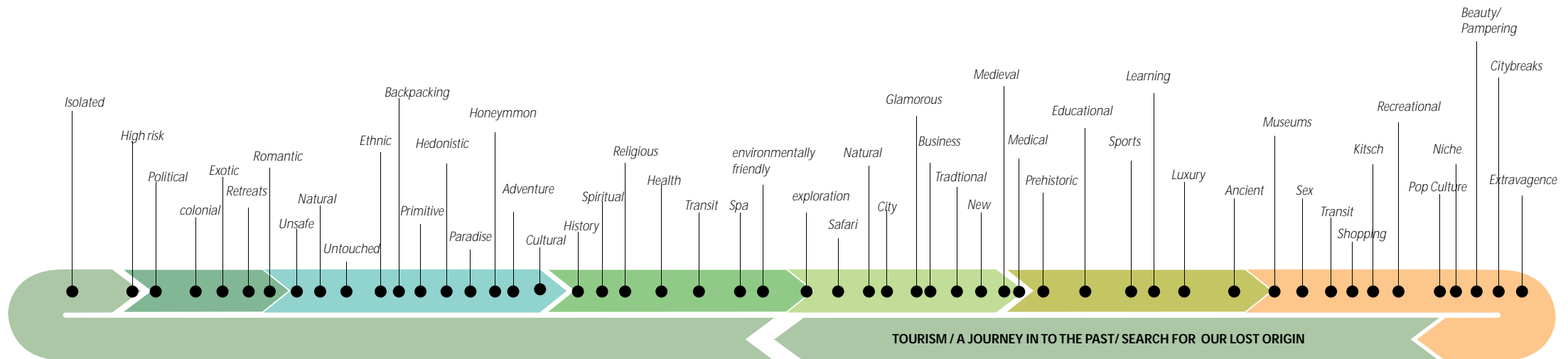


POSTMODERN VIEW OF THE WORLD/

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WITHIN THE LINEAR TIME/ SPACE

PERCEPTION SPACE

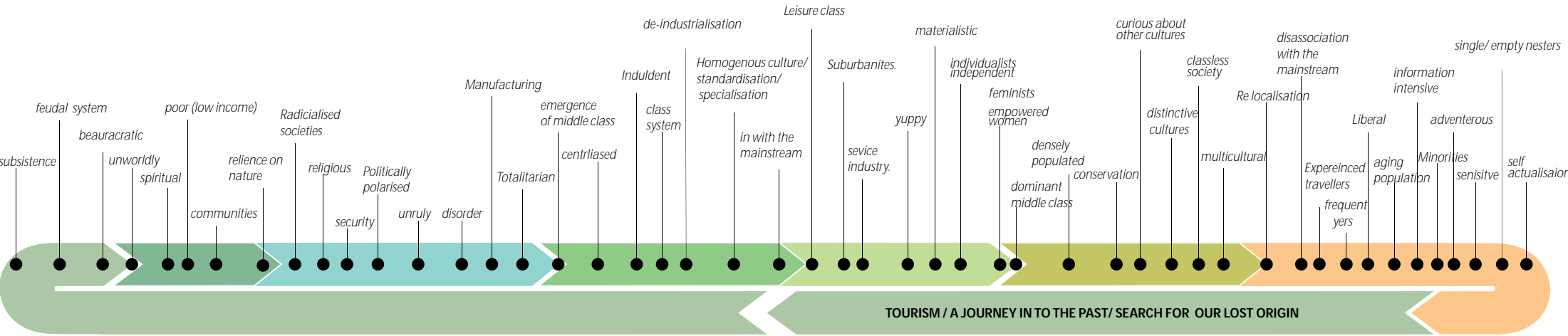


POSTMODERN VIEW OF THE WORLD/

ERADICATION OF TOURSITS, BASED ON WHERE THEY COME FROM/ BUT ON THEIR NEEDS/ ATTITUDES/ life stage
“collapsing Space and Time” (Brunn & Leinbach” 1991), of gloablisation through transformed informational communicational flows, and of the erosion of territorial frontiers and clear cut national and other social identities.

WITHIN THE LINEAR TIME/ SPACE

STAGE OF DEVELOPMENT



ATTITUDES AND PERCEPTION OF POTENTIAL CONSUMERS

TOURISM IS A PHYSICAL JOURNEY ACROSS SPACE AND TIME METAPHORICAL SENSE).
TOURISTS ARE MOTIVATED BY AN APPARENT NECESSITY FOR CHANGE/ THE DESIRE TO EXPLORE/ OR A SEARCH FOR THE EXTRAORDINARY

linear history of time/ space/ civilisation/ development/ modernity and tourism

MORE TIME WORKING/ EARNING MONEY

modernising
blue collar workers
Earning

RURAL

experience consumption

pre-capitalism
organised exploration

language of consumerism

erecting monuments to consumption and self-indulgence; and, two, to persuade people that only in consumption can they find not only satisfaction, but also mental and physical health, social status, happiness, rest, regeneration and contentment'

INDULGING EVERY DESIRE (FOCUS ON CONSUMERISM AS A WAY TO FINDING AN IDENTITY/

approaching post modernity

yuppies
tourist
spending
self indulgents
Urban Sophisticates
Wish ful thinkers
Suburbanites
Traditionalist

URBAN

FAMILIARITY SEEKERS

search for control

emphases upon an orderly totality

significance to tourism

packaged controlled holidays/ where the tourist gaze is controlled by the supplier

material consump-

liberal capitalism

individual travel by the rich

organised capitalism

mass tourist,

external journey for social status

QUESTION CONSUMERISM/ AND ARE MORE GEO-SAVVY
 Reflexive modernisation
 In modern societies, people are able to reflect, upon their own societies and its place within the world, both historically and geographically

culture/ history and environment/ are increasingly central elements of the culture of contemporary western societies

approaching neo postmodernity

post- tourist
saving/ more conscious spending
Good citizens
Geo- Savvy
Cosmopolitan
bobos: yuppie hippies

COSMOPOLITAN

NOVELTY SEEKERS

End of certainty

interpreter/ preventing distortion of meaning

significance to tourism

independence/ visitors are encouraged to look with interest on an enormous diversity of artefacts, cultures and meaning

spiritual consumption

visual consumption

disorganised capitalism

end of tourism

internal journey for self discovery

CIRCULAR FLOW CHART SHOWING HOW TOURISM ENABLE ACCESS TO A COMMON EUROCENTRIC PAST/ ORIGIN AND HISTORY

Tourism enabling the continuation of European Colonial conquest, (a sublimation of colonialization)

DIAGRAM CAN ALSO BE UTILISED TO SEE PROGRESSION OF IDEAS/ IMAGES/ AND PERCEPTION THROUGH A EUROCENTRIC COMMON LINEAR HISTORY/ AND THE PART TOURISM PLAYS IN CREATING AND PERPETUATING THESE VIEWS.



SUMMARY OF FINDINGS

REAL

COPY

ID
Our untamed selves/ our unconscious/ libidinous

EGO

SUPER EGO

NATURAL LANDSCAPE

CULTURAL LANDSCAPE

NON SPACES

IDEALISED

REALIST

HYPERREALITY

CHILD

YOUTH

OLD AGE

MIND

BODY

APPEARENCE

Asexual/ Beauty

Beauty Sexulaised/ Virginal Female / Seductress

Modernity/ Realism/ Experienced/ currupt/ Sophisticated/
prostitution/ presented, packaged for coconsumption

PAST COLONIES

EMERGING DESTINATIONS
eg. Polynesian Islands

PAST DESTINATIONS/
eg. India/ Eastern Europe

EMERGING SOURCE MARKETS,

UNATTRACTIVE DESTINATIONS/ STAGNATED MARKET .
eg. Europe/ America

TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN

TOURISM / A JOURNEY IN TO THE PAST/ SEARCH FOR OUR LOST ORIGIN

Man always seems to always to have cherished a vision or imagined, strange thoughts of a mysterious country to which he longs to go. whether this takes the form of a supposed realm of delight, which he may actually which to visit, or whether it is like a memory out of the past or a dream of the future, he has his idea of a golden age in the perfect milieu, or of a utopia, or a region he will attain to after death, if he fare well and the gods are proditionous.

CRONOLOGICAL HISTORY OF HUMAN KIND

ORIGIN

PARADISE

INDULGENCE

BODY

PUNISHMENT

HELL

TOURISM, A JOURNEY IN TO THE PAST, THROUGH SPACE

IMAGINARY JOURNEY THROUGH HELL, PURGATORY, AND HEAVEN



The Garden of Earthly Delights

The Garden of Earthly Delights, painted from about 1505 to 1510, was Hieronymus Bosch's interpretation of the **origin, indulgence, and punishment of sin**. In the late 16th century it was known as Lust or The Strawberry Painting.

SYMBOLISM OF OUR COMMON ORIGIN/ MYTHOLOGY

As depicted by Western Art/ mythology/ and common ideology

INNOCENCE

PARADISE

TEMPTATION

PARADISE LOST

JUDGMENT OF THE SOUL

HELL

TOURISM, A JOURNEY IN TO OUR LOST PARADISE

IMAGINARY PURSUIT TO A MYTHOLOGICAL PAST

Western Allegory/ Mythology of the
Fate of Human
Creating a Mythical narrative



Adam and Eve, c. 1550
Oil on canvas, 150 x 220 cm
Gallerie dell'Accademia,
Venice



The Fall and Expulsion from Garden of Eden
1509-10



La jeunesse de Bacchus (The Youth of Bacchus)
left, 1884



Christians depicts the world conceived by god as the Garden of Eden, a place of total innocence, and peace.

This innocence ends, however, as soon as Adam and Eve, Gods first human creations, eats the forbidden fruit, from the tree of knowledge.

Innocence lost, they become aware of their nakedness, and are expelled from Paradise by God.

The Earthly delights of sensual pleasure/ and temptation. many of the symbolic paintings of the western art depicts the carnal pleasures of worldly existence. Using greek mythological figures, Satyre/ Pan/ Herme/ Bacchus, to symbolise indulgence/ debauchery of the world.

Forever succumb to temptation of the body.

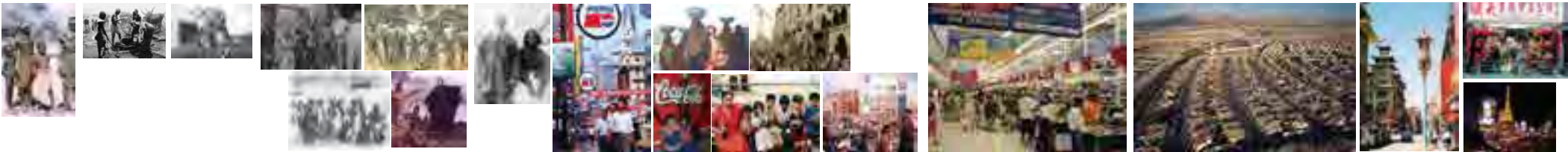
We are warned that choosing a path of debauchery may cause us to fall out of the holy grace of our omniscient God, leaving our afterlife to be one of pain, misery and suffering. Many western Artists and Writers works dedicated to depiction of hell. Dante's Divine comedy, draws a vivid picture of pain/ and suffering, of hell, that awaits human, for their sinful life.

HISTORY OF CIVILISATION THROUGH LINEAR HISTORY

Creation of Colonial Nostalgia



Allegory of Tourism/ and Development
of civilisation



Loss of innocence
COLONISATION

Standardisation of cultures/
TOURISM

Simulating lost cultures

SYMBOLISM AND CHRONOLOGICAL DEPICTION OF BEAUTY THROUGH HISTORY

IDEALISED BEAUTY

CORRUPTED BEAUTY/ REALITY OF BEAUTY

CREATING SYMBOLS OF BEAUTY COMMODIFICATION OF BEAUTY

TOURISM A SEARCH FOR BEAUTY LOST IN SPACE AND TIME

IMAGINARY JOURNEY TO SEEK THE ORIGIN OF BEAUTY

Allegory of Tourism/ and idea of beauty through history

"loss of idealism/ and universal idea of beauty.



BIRTH OF VENUS

the story of her birth was the symbol of mystery through which the divine message of beauty came into the world.

"Idealisation of Beauty"



BIRTH OF VENUS

Sexualisation of Venus/ Beauty. Venus is reduced to her sexuality and her body is fetishized (the hand covering her genitals, symbolising her reproductivity).

Beauty becomes vulnerable and exposed to the "Male (Tourist) Gaze"

"Idealisation of Sexuality"



Commodification and corruption of Beauty/ Olympia's confrontational, even glaring, gaze.

Beauty becomes threatening/ and graphic.

"Beauty is stripped of its idealised view/ and made real"

Woman as representation signifies castration, inducing voyeuristic or fetishistic mechanisms to circumvent her threat.



Women/ Beauty was fragile, and easily corruptable. the Western perception that women symbolised nature/ which was irrational, volatile and to be feared.

These ideas filter through to our Popular culture and media/ advertising.

Beauty/ Women/ Paradise, seducing the Male/ Westerner to seek carnal pleasures of the world.

CREATING IMAGES OF THE "OTHER/ THE UNKNOWN" THROUGH HISTORY AND SPACE



ORIENTALISM (formalisation of the "other" or what is different)

"depicting the savage/ barbarism & decadence of the "other."

DISTANCING OF "OTHER", THROUGH TIME AND SEXUALITY



COLONIALISM



ORIENTALISM



TOURISM

Orientalism as a movement is an interpretation of what is alien, and different to the Western eye.

"The Orient exists for the West, and is constructed by and in relation to the West. It is a mirror image of what is inferior and alien ("Other") to the West." Edward Said.

By knowing of what is alien, and different, the West came to own it. The Orient became the studied, the seen, the observed, the OBJECT. Like the feminine body, it became legitimate object for the man, (Western) gaze.

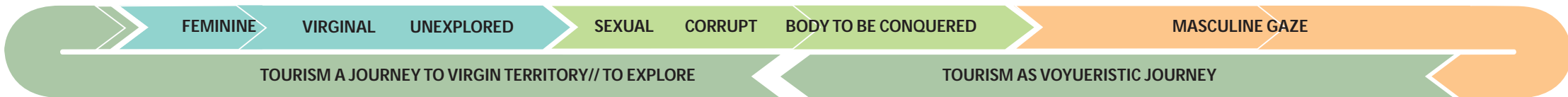
The Orient, essentializes an image of a prototypical Oriental—a biological inferior that is culturally backward, peculiar, and unchanging—to be depicted in dominating and sexual terms.

Tourism perpetuates this very concept through images in promotional images, a place, very **peculiar (Exotic)**, **unchanging (tranquil)**.

The Western became the looker(active) and the Orient, the object to be seen (passive object). the structure and idea of Tourism.

"Stereotyping what is foreign, for ease of understanding and western dominance over other cultures.

SEXUALISATION OF SPACE/ TIME



SEXUALISING SPACE

"Feminising the primitive/ savage."



The ENUCH depicted, holding the mirror up to the white Woman. Signifying the fact that tourism facilitate the vanity of the tourist. People of the country are desexualised, and what is consumed is the environment which is feminised or sexualised, a place that would sure come to wants of the tourist or the looker.

In the colonial times, far off continents, colonized by Europeans were libidiously erotized, through the Males view or gaze. Women were figured as sexually ravenous and bodering animals in their corporeality. These projections of "other lands", stemmed from European forbidden sexual desires and fears.

Foreign lands were considered to be a 'virgin territory' which the male explorers and colonial masters with their mission to boldly go where no man has gone before conquered, domesticated and insemi-nated with Western male rationality and culture.

Gauguin depiction of Tahiti/ Native women depicted as object for the male gaze/ sexulised, within a colourful and idelaised view of paradise

Gauguin, "others" are depicted as representing the good that is thought to be missing in the European civilisation

THE WESTERN GAZE OF THE "OTHER" THROUGH SPACE AND TIME

MYSTERIOUS

IDEALISED

UNTOUCHED

OBJECTIFIED

EROTISED

WESTERN GAZE

NORMAL REALITY

TOURISM, A JOURNEY IN TO THE UNKNOWN

IMAGINARY JOURNEY TO AN IEROTIC FEMININE SPACE, EROTICISED

The European/ Western tourist wield political and economical power while at the same time, he or she seeks to create and define the tourist site through knowledge that is both culturebound in discourse and is supported by tourism marketing practices. Thus the economic and representational acts of the power interacts and support one another..



Innocence



Geisha/ Japan



Josephine Baker/
West Indies



Indian dancer



Harem whore.

Orientalism/ Native women as seductress

immortalised/ idealised view of beauty/ Naive and innocent, without knowledge of the earthly delights of the body.

Women lay themselves open to be desired/
Symbolic of the feminine space/ the exotic/ erotic space/
tourist destinations

Tourism deems the feminine "other" space as prey to mens(tourists) desires.

the Orientalist women and "other space", regard themselves as objects, always trying to attract mens attention

Natural/ Untouched/ Pure/ Idealistic/ Novelty/
Unexpected

tourist spaces are viewed and promoted as
tremtresses of mens (tourist) carnal pleasures.

Familiar/ Expected/ Touched/ Sexualised/ Stereotyped
culture.

Western Observer/ the Western Gaze/

Seeking pleasure for their lost
origin/ a primitive pas/ their
innocence.

AT PRESENT

For the Wetsern Gaze such exotic places, due to lack of knowledge are very standardised/ idealised.

Their perception of the the "other," has not corrupted the indigenous culture.

Colonial heritage/ Perception of the place is set by the Western view (orientalism).

Familiar Western view of the culture is used for Tourism purpose.

No perception of themselves/ homogenised culture/
They view culture as foreign, which can be accessed through travel.

No diverse signs and symbols to clearly define the place, for tourist. Just a universal idea of paradise.

Places are transformed into diversed commercial signs and symbols

MEDIA/ AND CONSUMPTION OF SPACE

BEAUTY

NATURAL LANDSCAPE

CULTURE SCAPE

CULTURE SCAPE

POPULAR CULTURE

IMAGE CULTURE

TOURISM, AN EXPERIENCE OF EXOTIC

IMAGINARY JOURNEY TO OBSERVE A LOST CULTURE

PAST ADVERTISING



PRESENT ADVERTISING

Stereotype the culture of the destination, for ease of understanding and attract tourist interest. Thus promoting a diversity which is dictated by the tourist gaze.



FILM AND MEDIA

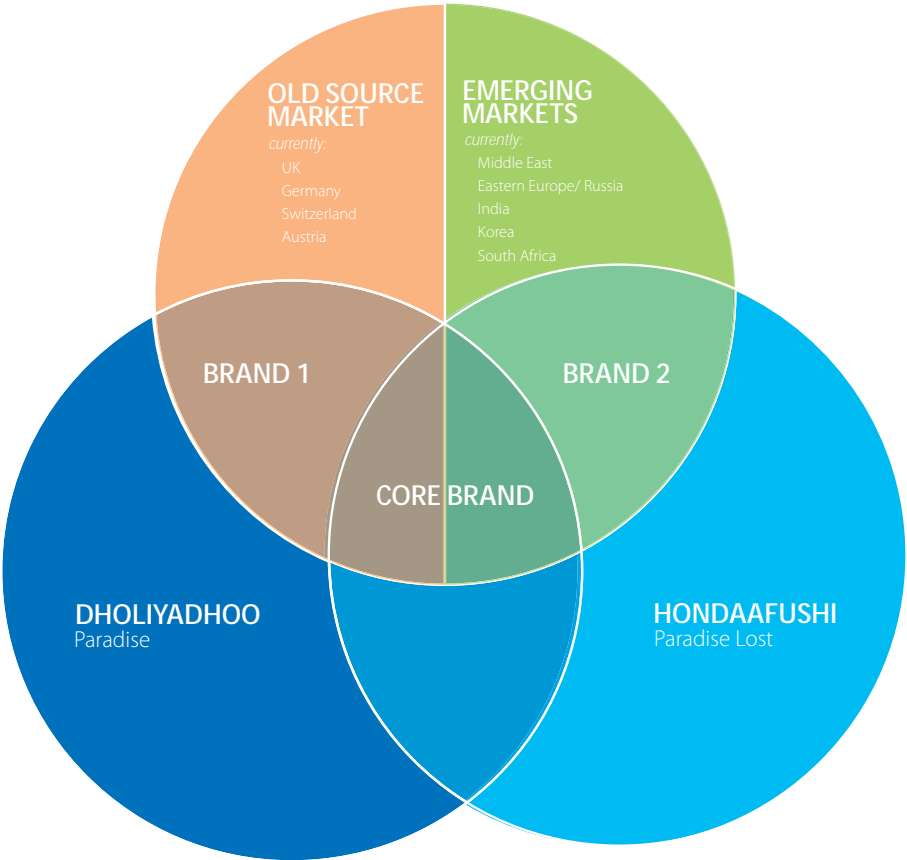
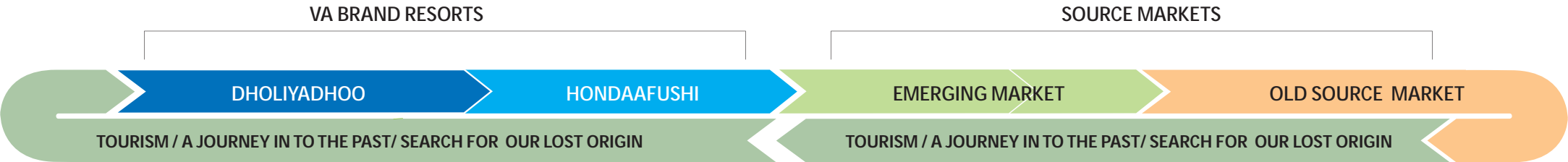
Western media and films propagate and promote the idea of the orient/ savage/ and unchanging world of the colonies



in the beauty of the landscape, the flora and fauna are highlighted.
THE POTENTIAL TOURIST IS INVITED TO IMAGINE HIM/HERSELF IN THE PARADIAL ENVIRONMENT, WHERE THE LANDSCAPE AND THE LOCAL POPULATION ARE TO BE CONSUMED PRIMARILY THROUGH OBSERVATION

The "Others" come to see themselves in the same terms as European representation of them

BRAND DEVELOPMENT STRATEGY



CONSUMER MARKET ANALYSIS *PUSH FACTORS*

It is evident within the Eurocentric flow chart and consumer research on Maldives tourism industry that there are two very distinctive source markets for resort island products, with very specific needs and attitudes. The emerging markets shows encouraging signs of growth, unlike Old Source market although very stagnant, still is the dominant market leader. Within the Linear history diagram it is evident that both these distinctive source markets are in very different stage of growth, economic wise, knowledge wise, and ideology wise. These two distinctive attitudes and psychographics will be analysed, to identify what motivates both these groups to travel to the maldives.

OLD SOURCE MARKET

Consumer analysis

- DEVELOPED COUNTRIES
- COLONIAL PAST
- WESTERN CIVILISATION
- AGING POPULATION
- POSTMODERN SOCIETIES
- HIGH LEVEL OF EMPTY NESTERS
- MAINSTREAM MARKET AGE GROUPS, (25 - 35) & (50+)
- EMPTY NESTERS
- SELF ACTUALISATION

The Self-Actualization is described by Maslow as an ongoing process involved in a cause outside their own skin. People on this level of need, work at something very precious. This is a vocation or a calling in the old priestly sense. These people are very ne, healthy, strong, sagacious (that is, very smart) and creative

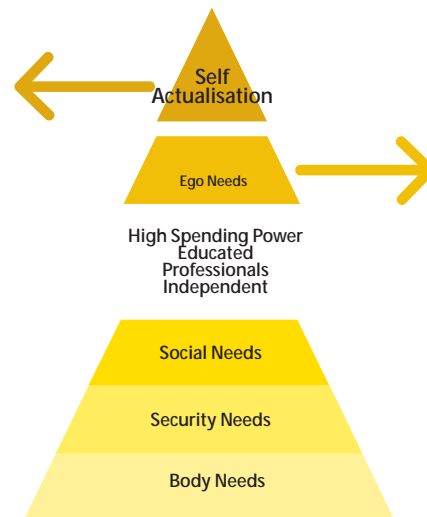
- SOCIALLY CONSCIOUS (bobos)

are driven to expand their cultural horizons through experience and travel. Related to the growth of new segment is the development in the travel market for authentic experiences including the interest in heritage, local culture and closeness to nature?
- SEEK NOVEL EXPERIENCES

Seek unique experiences, culturally and spiritualy. They measure their self worth, in terms of being able to obtain knowledge of "others", enabling to increase their social status within their own social group.
- CULTURED/ ARISTOCRATIC MIND SET
- PAST CLASS SYSTEM (MAINSTREAM POPULATION, (MIDDLE CLASS)
- EXPERIENCED TRAVLLERS/ FREQUENT FLYERS
- FREQUENT SHORT BREAKS/ especially regional based travel (SHORT HAUL)
- HIGHLY MOTVATED/ NEED EXTENSIVE INFORMATION TO MAKE DECISION
- HIGH LEVEL OF SELF KNOWLEDGE/ REQUIRES FLEXIBLITY & CUSTOMISATION
- PAST CLASS SYSTEM STILL EXIST/ ARISTOCRATIC HERITAGE PREVALANT.

want to carry on the colonial past/ imperialist agendas/ through exploration and search for the oriental past.
- GEO - Savvy
 - More likely to travel to destinations with authentichistorical & archeological significance.
 - Travel to experience, people, lifestyle and culture different to their own
 - Fee its important to learn about their destnations people, history & culture.
 - Well above average interest in envionrmantally - orientated travel . its important for them not to damage the envionrment when they travel.
 - Like to travel to remote locale/

MASLOWS HIERACHY OF NEEDS



EMERGING MARKETS

Consumer analysis

- DEVELOPING COUNTRY
- PAST COLONIES
- MORE DISPERSED CIVILISATION
- YOUNG AGE GROUP
- MODERN SOCIETIES
- YOUNG FAMILIES
- MAINSTREAM MARKET AGE GROUPS , (30 - 50 age group)
- 2.1 CHILDREN
- HIGH INCOME EARNERS

spend large proportion of their income on leisure and luxury goods and services.

EGO NEEDS

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- INDIVIDUALISTIC/ Yuppies
- SEEK FAMILIARITY

They want to consume what is familiar to them, which is popularised image and ideas od themselves. The kitsch/ Popular culture. They are only able to measure their self worth, in terms of material possesion and expressed in free spending lifestyle - including tourism
- NOUVEAU RICHE/ METREOCRATIC
- NO MAINSTREAM CLASS (HUGE DIFFERENCE IN WEATH WITHIN THE POPULATION

Upper middle classes spending power can be almost 20 times more than the average citizen of many of the developing countires.
- LESS FREQUENT FLYERS/ LESS EXPEREINCED TRAVELLERS
- LONGER BREAKS/ LONG HAUL.
- REQUIRE STANDARDISED SERVICE
- IMAGE CONSCIOUS/ DEFINE REALITY THROUGH IMAGES IN ADVERTISING

the desire to wear expensive brand-name clothes & desire to aunt it to others. They desire to talked about in society, among their peers..
- HIGHLY BRAND AWARE/ BRAND CONSCIOUS and judge their social status within society, by their ability to consume
- AMMULATE THIER COLONIAL HERITAGE/

Judge their status in the social heirachy, in terms of their ability to ammulate colonialist's image of the past.
- SELF INDULGENTS
 - More likely to use high qauality accomodation with ne dinning
 - Value luxury and pampering
 - Look for family and friends, and mass media for recommendations
 - Want to have fun and be entertained, when they travel
 - They see travel as a way to get away from the demands at home and at work

PRODUCT ANALYSIS

PULL FACTORS

Two resort located 80 km from each other, in the furthest north atoll in Maldives. Both Islands are uninhabitant islands, with very subtle natural differences, which will be analysed to find a unique product identity which has correlation with the target market groups.

SIGNIFICANCE OF THE ATOLL

Due to the geographical isolation of the island of the Maldives, there was a significant difference in how different regions were influenced during the interaction with the Indian Ocean Rim countries. As mobility and infrastructure linking the whole archipelago was very primitive, this enabled more regional autonomy, within the islands of Maldives.

A cultural North/ South divide was established during this time as Merchants and Travellers interacted in various region of the Maldives at various periods and significance. Due to the nature of the monsoon and the current and the Indian Ocean, most of the Arab travellers have contacts with the Northern Atolls, while the South East Asian visited the Southern atoll. This aspect is still visible within the communities of these regions of the Maldives. During these contacts, which could last up to a full monsoon, exchange goods, ideas and culture developed micro communities in small low lying islands within larger atoll system to the macro level of a state or an independent nation called Maldives



DHOLIYADHOO



HONDAAFUSHI

PHYSICAL LANDSCAPE

Crescent shape island, enclosed in its own reef at approximet diatnce form neighbouring islands. "The island is a Reef, within the reef"

The Island sits in the middle of the atoll, with very few islands closed by, giving the island a naturally protected feel and a serene and calm atmospher.

The crescent shape means the north face of the island, is very private at every angle. The south face faces a enclosed private reef.

- PRIVATE
- SERENE
- CALM
- SECLUDED
- UNIQUE SHAPE
- DYNAMIC
- NARROW
- EXPOSED TO NATURE
- SURROUNDING REEF AND LAGOON MORE DOMINANTE THAN THE ISLAND

THE RESORT

100 BEDS/ predominately water bungalows, on the North East stip
Similar type of room types.

PHYSICAL LANDSCAPE

No definable shape/ Located directly 80km North of Dholiyadhoo, with a waste surrounding lagoon/ and large beach. Closer to surrounding inhabitant islands, and only 12 km from the local airport, at Hanimaadhoo.

- PUBLIC/ SOCIAL SURROUNDING
- LESS UNIQUE
- HUGE LAND SURFACE AREA
- OPEN LAGOON
- LARGE BEACH
- EXPOSED
- WIDE
- CLOSE TO LOCAL ISLANDS
- MORE ACCESSIBLE

THE RESORT

200 BEDS/ Water Bungalows/ and Land Bungalows/ isolated water bungalows
More range/ and choice of type of accomodation.
Golf Course/ Club



CORE BRAND



rejuvenation
indulge your senses
pure indulgence
renew your primordial sense
getting back to your origin
rejuvenate body and mind
indulge your primal instincts
complete renewal and rejuvenation
attain full rejuvenation
"all is one"
a return to paradise. nature, your primordial self
indulgence of earthly delights
regain purity and rejuvenation

ARO
RESORTS

"rejuvenate all senses"

BRAND 2



BRAND IDENTITY 2

=

CONSUMER IDENTITY +

PRODUCT IDENTITY

BRAND ATTRIBUTES

TERMINAL VALUES

SELF KNOWLEDGE

OLD SOURCE MARKET

PRODUCT KNOWLEDGE

SEVEN DEADLY SINS

PRIDE ●
ENVY ●
GLUTTONY ●
LUST ●
ANGER ●
GREED ●
SLOTH ●

Id ●
Roman- ●
Mysterious ●
Sensual ●
Gentle ●
Pure ●
Primitive ●
Fragile ●
Virginal ●
Idealized ●
Real ●
Innocent ●
Mind ●
Soul ●
Distant ●
Exotic ●

EGO NEEDS ●
SEEK FAMILIARITY ●
LESS EXPERIENCED TRAVELLERS/ ●
LESS FREQUENT FLYERS ●
FAMILY ●
INDIVIDUALISTIC (YUPPIE) ●
SELF - INDULGENT ●
MAINSTREAM MARKET ●
AGE GROUPS , (30 - 50 yrs) ●
MODERN SOCIETIES ●
YOUNG POPULATION ●
PAST COLONIES ●
DEVELOPING COUNTRIES ●

PUBLIC/ SOCIAL SURROUNDING ●
LESS UNIQUE ●
HUGE LAND SURFACE AREA ●
OPEN LAGOON ●
LARGE BEACH AREA ●
EXPOSED ●
WIDE ●
CLOSE TO LOCAL ISLANDS ●
MORE ACCESSIBLE ●

pure indulgence
pure indulgence & luxury
indulgence & Luxury
decadent luxury
self indulgent luxury
outrageous luxury
excessive indulgence
excessively indulgent

HONDAAFUSHI
resort & spa

"INDULGENT"

BRAND DEVELOPMENT

PULL FACTORS + PULL FACTORS



BRAND 1

$$\text{PRODUCT IDENTITY} + \text{CONSUMER} = \text{BRAND IDENTITY 1}$$

PRODUCT KNOWLEDGE

- PRIVATE
- SERENE
- CALM
- SECLUDED
- UNIQUE
- DYNAMIC
- NARROW
- EXPOSED TO NATURE
- SURROUNDING REEF AND LAGOON MORE DOMINANT THAN THE ISLAND

SELF KNOWLEDGE

OLD SOURCE MARKET

- SELF ACTUALISATION
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- SOCIALLY CONSCIOUS (bobos)
- GEO - Savvy
- MARKET AGE GROUPS, (25 - 35) & (50+)
- POSTMODERN SOCIETIES
- AGING POPULATION
- POSTMODERN SOCIETIES
- COLONIAL PAST
- DEVELOPED COUNTRIES

TERMINAL VALUES

- Id
- Romantic
- Mysterious
- Sensual
- Gentle
- Pure
- Primitive
- Fragile
- Virginal
- Idealized
- Real
- Innocent
- Mind
- Soul
- Distant
- Exotic

BRAND ATTRIBUTES

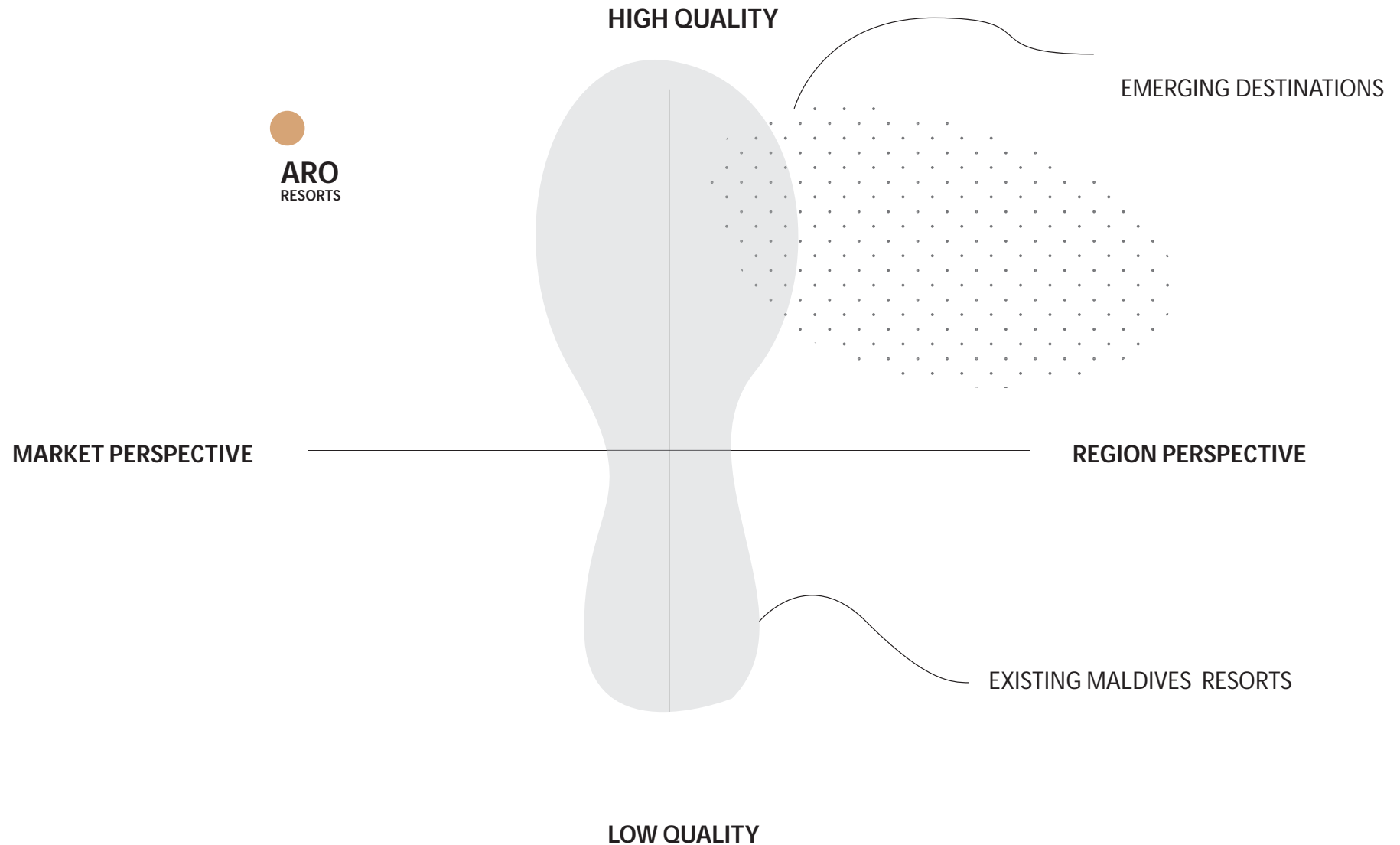
SEVEN HEAVENLY VIRTUES

- HUMILITY
- KINDNESS
- ABSTENENCE
- CHASTITY
- PATIENCE
- LIBERTY
- DILIGENCE

pure simplicity
pure & simple
comfortably simple
elegantly simple

DHOLIYAADHOO
resort & spa

"PURE"



BRAND POSITIONING

The ARO brand resorts are positioned, taking into consideration market orientated view, of what consumers perceive and expect from an island destination like Maldives. By positioning The two resorts within the realm of a Global consensus of what is known as “Eurocentric view of our global history”. Aro resorts will facilitate, a journey into a lost origin/ celebration of an idealised state/ a mysterious, mythical place, which man longs to go to or which he presumes to have belonged to.



OUROBOROS: ("the tail-devourer")

The serpent or dragon eating its own tail has survived from antiquity and can be traced back to Ancient Egypt.

"Ouroboros", can be seen as an allegory, of Tourism, "as a need to go back intime to a lost history or origin.



LUNAR CYCLE/ MENSURATION CYCLE:

Mensuration is commonly described as a curse on all women, a condemnation for being seduced by the serpent in the garden of eden.

Both mensuration cycle and Lunar cycle are distinctively linked, they both take approximately 28 days to go full circle, and symbolises rejuvenation, (a continuum of rebirth, and new start)



7 SINS:

7 is quite significant number within the Lunar cycle, as within the 4 phases, between full moon, half moon, new moon, and half moon, there are approximately 7 days.
There are also 7 deadly sins and 7 contradictory virtues.

