
Girish Prayag
SKEMA Business School

A Research Agenda for Understanding Tourism Development in Indian-Ocean Islands

This study reviews existing published academic literature on five Indian Ocean islands namely, Madagascar, Maldives, Mauritius, Reunion Island, and Seychelles, and offers future research directions. The Social Science Citation Index (SSCI) list of tourism and hospitality journals was used to identify articles related to tourism development of these small island developing states (SIDS) and Google Scholar (GS) was used to identify their citation counts. The findings indicated that Mauritius remains the most researched while Reunion Island is the least. Researchers employ mostly quantitative techniques with modeling/forecasting papers having the highest citation counts. The review clearly showed a lack of studies on the hospitality sector, host culture, tourism impacts and policy, and comparative studies on these islands. Future research directions are offered.

Key words: SIDS, tourism development, Indian-Ocean, Google Scholar

Girish Prayag
Assistant Professor of Marketing
SKEMA Business School
Sophia-Antipolis
60 Rue Dostoievski
BP85 06902
Sophia Antipolis Cedex
France
Phone: [+33] 0 4 93 95 4553
Fax : [+33] 0 4 93 95 4406
Email: girish.prayag@skema.edu

Girish Prayag is an assistant professor of marketing at SKEMA Business School in France. Prior to this, he was a lecturer at the University of Mauritius and completed doctoral studies at the University of Waikato in New Zealand. His research interests are related to island tourism, destination image, sustainable tourism and other consumer behavior topics. He has published work in both tourism and marketing journals, including *Marketing Intelligence & Planning*, *Tourism Analysis*, and *Current Issues in Tourism*.

Introduction

Tourism has become the leading economic activity in many SIDS and a key element of their development strategies (de Villiers, 2005). The Indian Ocean Islands, of which Madagascar, Mauritius, Reunion, Maldives and Seychelles remain the most important tourist destinations, rely to varying extent on tourism for economic development. The contribution of the travel and tourism industry (TTI) to these island economies is not negligible. Table 1 provides a summary of the main characteristics of the TTI for the aforementioned islands in 2010 with respect to the contribution of tourism to Gross Domestic Product (GDP), direct employment, earnings from tourism, and investment in tourism. Clearly, these statistics suggest that Maldives and Seychelles are the most reliant on the tourism industry for economic development. However, the highest earnings and investment in tourism are for Mauritius and Madagascar respectively, suggesting that the competitiveness of these islands differs. In fact, Mauritius and Barbados are the only two islands to rank in the top 50 countries, 40th and 30th respectively, for overall destination competitiveness on the Travel and Tourism Competitiveness Index (World Economic Forum, 2009).

Recently, there has been a renewed interest on behalf of the academic community for tourism activities in SIDS. This can be seen in a number of books (e.g. Lewis-Cameron & Roberts, 2010; Graci & Dodds, 2010), and special issues of tourism related journals such as *Asia-Pacific Journal of Tourism Research* (2009) and *International Journal of Culture, Tourism and Hospitality Research* (2010). This interest for SIDS stems from their comparative advantage in tourism related activities given their unique eco-systems, culture, geographical isolation, political autonomy and relatively large coastline in relation to landmass (Butler, 1993; Reid & Reid, 1994; Croes, 2006; Hall, 2009). These characteristics increase the appeal of SIDS as tourist destinations. Existing research on SIDS relates mostly to the spatial structure of their tourism industry (Lockhart, 1997; Andriotis, 2006), visitor

patterns (Prideaux & Crosswell, 2006), tourism impacts (Archer, 1985; Wilkinson, 1989; Bramwell, 2003; Nunkoo & Ramkisson, 2010a), sustainability issues and tourism development (Sharpley & Forster, 2003; Aguilo *et al.*, 2005; Croes 2006; Nunkoo & Ramkisson, 2010b; Prayag *et al.*, 2010), tourism planning and policy (Batle, 2000; Bramwell & Meyer, 2007) and tourism marketing strategies (Archer, 1985; Reid & Reid, 1994; Beerli & Martin, 2004; Prayag, 2009). However, these studies are mainly focused on geographical areas such as the Balearic, Caribbean and Asia-Pacific. Indian Ocean islands remain the least researched.

Table 1: Main characteristics of the TTI

Island	Contribution of Travel & Tourism to GDP	Direct Employment in Tourism Industry	Travel & Tourism export earnings (US \$)	Travel & Tourism investment (US \$)
Madagascar	12.7%	135,000 (3% of total employment)	468.7mn	611.1mn
Maldives	63.4%	38,000 (28.1% of total employment)	621.8mn	164.6mn
Mauritius	26.5%	75,000 (14.2% of total employment)	1,682.0mn	475.4mn
Reunion	4.0%	4,000 (1.9% of total employment)	233.0mn	222.9mn
Seychelles	46.4%	12,000 (31.5% of total employment)	382.5mn	39.0mn

Source: World Travel & Tourism Council Country Reports 2010

This renewed interest in SIDS also relate much to their economic and social development using a sustainability framework- a complex task for them (Graci & Dodds, 2010). In a study of 51 islands, McElroy (2003) found that Indian Ocean Islands were characterised by small facilities, long stays and limited infrastructure that had a negative impact on the environment. In particular due to tourism, unplanned urbanisation, sand mining, mangrove destruction and coastal pollution, the flora and fauna were endangered, while some beach resorts were under

threat from sea-level rise. Others highlighted some tourism development issues associated with the hospitality industry such as poorly paid jobs for employees, lack of future career paths for local employees, huge resort complexes - called 'concrete' tourism, lack of legislation and confusing regulations, and poorly trained staff and management (Gil, 2003). Therefore, there is a need to understand the challenges (e.g. economic, social and environmental) associated with tourism development for SIDS. Such an understanding may enable the academic community as well as practitioners to recommend tourism development paths.

Accordingly, the purpose of this paper is to evaluate the existing stream of published academic literature on tourism development in Indian-Ocean islands and offers future research directions for researchers involved and interested in this region. Also, the paper identifies the most popular research methods used to investigate tourism development issues for these islands. Hence, the main contribution of this paper is a review of the literature in mainstream tourism and hospitality related journals and the identification of current knowledge gaps specifically for the five islands mentioned earlier. By no means, the articles reviewed in this study are exhaustive of all tourism literature that exists on these islands, but rather offer a snapshot of current published research areas. Next, the methodology employed for reviewing the literature is described.

Methodology

It is widely accepted that Thomson Scientific's SSCI journal list comprises some of the most cited tourism and hospitality journals. As of 2010, the hospitality, leisure, sport and tourism category comprises 26 journals. The Thompson Scientific ISI impact factor of SSCI journals offers some insights into the status and quality of a journal (Law & van der Veen, 2008). Hence, the list of 26 journals was initially screened to identify the most pertinent ones in

reporting tourism development studies. In total 15 journals was included in this review (i.e. *Annals of Tourism Research, Cornell Hospitality Quarterly, Current Issues in Tourism, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management, International Journal of Tourism Research, Journal of Hospitality & Tourism Research, Journal of Hospitality Leisure Sport & Tourism Education, Journal of Sustainable Tourism, Journal of Travel Research, Journal of Travel & Tourism Marketing, Scandinavian Journal of Hospitality & Tourism, Tourism Economics, Tourism Geographies, Tourism Management*).

The EBSCO and ProQuest databases were used to identify abstracts from these journals using the five islands as the keywords for the search query. Thereafter, the actual full length articles were screened to understand their relevance to tourism development. Also, GS remains an appropriate tool to assess citation rates of academic articles and authors in the tourism and hospitality fields (Law & van der Veen, 2008; McKercher, 2008). Hall (2006) uses GS as a means to assess the citation impact of tourism publications in comparison with SSCI. He concludes that post-1990, the citation counts tended to be the same using both tool. In fact, GS offers the possibility to link a wide range of peer reviewed papers, theses, books, abstracts and articles amongst others (Hall, 2006). Consequently, in this study GS was used as a tool to identify citation counts. The choice to include some articles and exclude others, was based on three criteria: (i) the article has been published in the SSCI list of tourism or hospitality related journals between 1980 and December 2010; (ii) GS citation counts of the article as of December 2010; (iii) main topic of the article should be related to tourism/destination development of these five islands.

Findings

The findings are reported for each island, providing a summary of published articles and identifying the main topics of interest, as well as the methodology used. In total, 29 articles were found and the most popular journal for publishing on tourism development of these SIDS was *Journal of Sustainable Tourism*. Of the five islands, Mauritius remains the most popular site of study (18 articles) followed by Madagascar (4 articles) while Reunion Island is the least researched (no articles).

Madagascar

Despite being the largest island in the Indian Ocean, Madagascar has received scant attention in the tourism and hospitality literature. As can be seen in Table 2, the majority of published academic studies on this destination pertain to issues of tourism development (e.g. Jensen, 2010) and eco-tourism (Ormsby & Mannle, 2006; Duffy, 2008). The citation counts of these articles remain low, with qualitative techniques such as personal in-depth interviews as the main research method. The article by Ormsby and Mannle (2006) is particularly interesting given that it uses a mixed method to understand eco-tourism development in Masoala National Park. Also, the remaining articles deviate from the more traditional positivistic stances adopted to study tourism development issues. The use of qualitative techniques such as personal interviews, participant observation and the case study method attests to some attempt of behalf of researchers to produce indigenous knowledge about Madagascar.

Table 2: Published academic studies on the island of Madagascar in SSCI journals

Author/s	Journal	Citation count (Dec 2010)	Main topic of article	Research Method	Main Findings
Ormsby & Mannle (2006)	Journal of Sustainable Tourism	17	Eco-tourism	Mixed method - In-depth interviews, participant observation & archival research	Actual and potential benefits received from eco-tourism influenced positive and negative perceptions of the National Park by residents
Duffy (2008)	Journal of Sustainable Tourism	7	Eco-tourism	Case study method	Power dynamics that hold meanings and influence practices of participation in community based

					natural resource management
Jensen (2009)	Current Issues in Tourism	1	Local competence development & sustainable tourism	Qualitative-personal interviews	Tour operators have limited involvement in the cooperation with local actors in Madagascar and problems linked to partner-specific, local attraction-specific and context-specific factors are uncovered.
Jensen (2010)	Journal of Sustainable Tourism	0	Sustainable Tourism Development	Qualitative-personal interviews, field trip experience & participant observation	Inclination of the host society to welcome accompanied tourists, facilitated by local guides, enables development of strong social ties with the host community

Mauritius

Mauritius remains to date the most successful of these islands and, consequently, has been the subject of much academic attention in the tourism literature. So far, the main areas of research have been: (i) tourism and destination development (Archer, 1985; Khadaroo & Seetanah, 2007); (ii) economic forecasts (Durberry, 2002, 2004; Gooroochurn, 2005) (iv) image of Mauritius and visitors' loyalty (Kandampully & Hu, 2007; Prayag, 2009); (v) resident perspectives of sustainable tourism and tourism impact (Archer, 1989; Nunkoo & Ramkissoon 2010a,b,c); (vi) service quality & hospitality issues (Juwaheer & Ross, 2003; Juwaheer, 2007). The citation counts (Table 3) show that Durberry's (2004) article on the relationship between tourism and economic development is currently the most widely cited, followed by Gooroochurn and Sinclair's (2005) study on tourism taxation in Mauritius. Notable citation counts also include Juwaheer and Ross's (2003) study on hotel guest perceptions and Durberry's (2002) article on economic contribution of tourism. The quantitative method involving the use of surveys remains the preferred research method and the majority of these studies (e.g. Archer, 1985; Ladkin & Juwaheer, 2000; Durberry, 2002; Prayag, 2009; Nunkoo & Ramkissoon, 2010 a,b) tend to replicate prior studies and/or verify (or falsify) pre-established assumptions about a phenomenon in an island context. The published articles (Table 3) appear in a variety of journals, with the two most popular being *Annals of Tourism Research* and *International Journal of Contemporary Hospitality*

Management. In general, the citation counts for the articles remain fairly low. Therefore, there is a need for knowledge, produced from non-positivistic methodologies, that seeks to uncover the meanings, attitudes, and behaviours specific to island tourism and islanders.

Table 3: Published academic studies on the island of Mauritius in SSCI journals

Author/s	Journal	Citation count (Dec 2010)	Main topic of article	Research Method	Main Findings
Archer (1985)	Tourism Management	22	Economic impact	Quantitative	Tourism impact analysis used to provide marketing implications to help maximize economic impact of tourism for Mauritius
Debbage (1991)	Annals of Tourism Research	0	Sustainable development	Report- review of a conference	A study of the relationship between population and sustainable development with the aim of preventing overdevelopment in Mauritius.
Ladkin & Juwaheer (2000)	International Journal of Contemporary Hospitality Management	12	Career paths of hotel managers	Mixed method – qualitative & quantitative data	Hotel managers in Mauritius have a high degree of international mobility. The food and beverage function is the dominant route to general management roles.
Durbarray (2002)	Annals of Tourism Research	25	Economic contribution of tourism	Quantitative – econometric modelling	Tourism led economic growth for Mauritius was supported by applying cointegration and causality tests.
Carlsen & Jaufeerally (2003)	Current Issues in Tourism	3	Tourism Trends in Mauritius	Quantitative	Success of Mauritius rests on tourists accommodated in the informal sector and tourist spending declined from 1990 to 1997
Juwaheer & Ross (2003)	International Journal of Contemporary Hospitality Management	25	Hotel guest perceptions	Quantitative	Customers' perceptions of service quality in the hotel industry for Mauritius fell short of their expectations, with the empathy dimension of SERVQUAL showing the largest gap.
Durbarray (2004)	Tourism Economics	93	Tourism & economic growth	Quantitative	Using cointegration and causality tests, findings support that tourism has promoted growth, and had a significant positive impact on Mauritian economic development.
Gooroochurn & Sinclair (2005)	Annals of Tourism Research	29	Tourism taxation	Quantitative	Taxing tourism in Mauritius is relatively more efficient and equitable than levying other sectors
Juwaheer (2007)	Journal of Travel & Tourism Marketing	1	Service quality expectations	Quantitative	Service quality expectations can be used to identify segments of international visitors to Mauritius. Expectations also influence satisfaction levels.
Kandampully & Hu (2007)	International Journal of Contemporary Hospitality Management	7	Corporate image & loyalty of hotel customers	Quantitative	Improvements in service quality and corporate image seem to contribute to customer loyalty
Khadaroo & Seetanah (2007)	Annals of Tourism Research	11	Transport infrastructure & destination development	Quantitative	Tourists from Europe/America and Asia are particularly sensitive to the island's transport infrastructure. Those from Europe/America are also sensitive to non-transport infrastructure.
Nunkoo & Ramkissoon (2009)	Journal of Sustainable Tourism	5	Host attitudes to tourism	Qualitative- review of literature	Means-end chain theory and laddering technique can be applied successfully to study host attitudes to tourism

Prayag (2009)	Journal of Travel & Tourism Marketing	4	Destination image & future behaviour visitors	Quantitative	Destination image has both a direct and indirect influence on future behaviour of international visitors to Mauritius
Seetannah & Khadaroo (2009)	Tourism Economics	0	Transport Capital & Tourism Development	Quantitative	The stock of transport capital has contributed positively to the number of tourist arrivals in both short run and long run for Mauritius. This highlights the importance of transport capital in adding to the value of tourism service and experience.
Nunkoo & Ramkissoon (2010a)	Journal of Sustainable Tourism	2	Tourism development & community support	Quantitative - Survey	Satisfaction with community support services influences residents' attitudes for tourism development
Nunkoo & Ramkissoon (2010b)	Current Issues in Tourism	5	Tourism impacts in urban destination	Quantitative – survey of residents	Positive impacts are recognised by residents and they expressed concerns about negative impacts.
Nunkoo & Ramkissoon (2010c)	Current Issues in Tourism	0	Residents' support for tourism	Qualitative- review of literature	Theory of planned behaviour applied to study host behaviour to tourism
Nunkoo, Gursoy & Juwaheer (2010)	Journal of Sustainable Tourism	0	Tourism development & community attitudes	Qualitative – review of literature	Develops a conceptual model using social exchange theory and identity theory to understand attitudes and support for tourism development
Phau, Shanka & Dhayan (2010)	International Journal of Contemporary Hospitality Management	0	Destination image & choice intention	Quantitative-survey	Organic and induced sources of information have an influence on destination image of Mauritius and choice intention.

Maldives

The island of Maldives has been the subject of sporadic studies dealing with tourism development (Satiendrakumar & Tisdell, 1989), crisis management (Carlsen & Hughes, 2008) and forecasting of tourist arrivals (Shareef & McAleer, 2007). The citation counts of the published articles are noteworthy (Table 4), especially Shareef and McAleer's (2007) article dealing with the uncertainty of tourist arrivals to the Maldives. The island's hospitality industry remains to date under-researched while indigenous research unique to the Maldivian culture is non-existent, at least, in the mainstream tourism/hospitality journals.

Table 4: Published academic studies on the island of Maldives in SSCI journals

Author/s	Journal	Citation count (Dec 2010)	Main topic of article	Research Method	Main Findings/Implications
Satiendrakumar & Tisdell (1989)	Annals of Tourism Research	18	Tourism & economic development	Qualitative	Ability of the tourist industry to absorb fisherman displaced by technological change. Factors

					such as employment of locals and alternative employment opportunities are considered
Shareef & McAleer (2007)	Tourism Management	35	Uncertainty in tourist arrivals	Quantitative	Government of the Maldives and major tour operators that organise tourist vacations have to emphasise their marketing efforts independently of each tourist source country
Carlsen & Hughes (2008)	Journal of Travel & Tourism Marketing	5	Tourism market recovery after natural disaster	Qualitative	'One size fits all' marketing strategy will not in itself be sufficient to achieve acceptable rates of recovery following a disaster in Maldives.

Reunion Island

Reunion Island, a French overseas department, has to date galvanised no research attention in mainstream tourism and hospitality related journals. It is the least researched destination of the five considered in this study. The island has many tourist attractions such as Piton des Neiges (the highest mountain peak), Piton de la Fournaise (volcano) and the collapsed caldera of Cirque de Cilaos. Interestingly, the island remains popular as a site for geological and environmental studies. For example, Fisk *et al.* (1988) geochemical and experimental study of magmas of Reunion Island remains widely cited (GS citation count= 85) while Naim's (1993) study on eutrophication in a reef community of the island is widely cited (GS citation count= 52). Yet, no studies have appeared on the tourism and hospitality industry of Reunion Island. This may reflect the commodification of tourism research in response to the needs of the academic community to produce research outputs that have some exchange value (Tribe, 2006). The voice of marginalised island communities and destinations is silenced in the global tourism industry, where successful destinations are the most researched and published. Hence, there is a pressing need to integrate marginalised destination and other fields of research such as geological or environmental studies in mainstream tourism literature. A starting point could be environmental impact studies that are cross-disciplinary.

Seychelles

The archipelago of Seychelles comprises 115 islands of granitic origin. Similar to the Maldives, the Seychelles has been sporadically researched in the mainstream tourism and hospitality literature. Of the 15 SSCI journals considered, only three articles were found, two of which are from *Annals of Tourism Research* (Table 5). Interestingly, the article by Archer and Fletcher (1996) on economic impact of tourism remains the most widely cited article (GS citation count=131) when considering all articles included in this review. Also, ethnography (Wilson, 1994) appears as a valuable alternative to quantitative approaches used by researchers. The emergence of climate change (Table 5) as a concern for SIDS can be seen in the recent article by Gossling and Schumacher (2009). Yet, hospitality issues for this island have galvanised no attention by academic researchers so far.

Table 5: Published academic studies on Seychelles archipelago in SSCI journals

Author/s	Journal	Citation count (Dec 2010)	Main topic of article	Research Method	Main Findings
Wilson (1994)	Annals of Tourism Research	13	Tourism development	Qualitative-ethnography	Previous uncertainty about tourism development in Seychelles had given way to its acceptance.
Archer & Fletcher (1996)	Annals of Tourism Research	131	Economic impact of tourism	Quantitative	Tourism impacts, found to vary by visitors' countries of origin and related almost entirely to the different magnitudes of expenditure than to variations in the size of the multiplier by country of residence.
Gossling & Schumacher (2009)	Journal of Sustainable Tourism	2	Carbon neutral destination policies & climate change	Quantitative – survey of tourists and stakeholders	Challenges and complexities for Seychelles, and other SIDS to implement and finance carbon neutrality

Implications for Future Research

A number of key issues emerge from this review of tourism/hospitality research on the five islands:

- Quantitative studies are the most popular, particularly with modelling/forecasting techniques, and these tend to have the highest citation counts. Therefore, positivism

retains its popularity as a research paradigm for studying Indian Ocean island tourism and many of these studies replicate methodologies and techniques used elsewhere.

- The contribution of the hospitality industry to successful tourism and destination development remains an area of significant omission in the literature, except for sporadic studies on the hospitality sector in Mauritius.
- The emergence of a stream of tourism impact studies incorporating topical issues such as climate change, crisis management, environmental and socio-cultural impacts of tourism development. These studies are not necessarily integrated with related fields of research found in anthropology, sociology, and urban planning.
- Of the articles reviewed, *Annals of Tourism Research* (7) and *Journal of Sustainable Tourism* (7) are the most popular publication outlets, followed closely by *Current Issues in Tourism* (4) and *International Journal of Contemporary Hospitality Management* (4), *Journal of Travel & Tourism Marketing* (3), *Tourism Management* (2) and *Tourism Economics* (2). This reflects the current traditional inter and multi-disciplinary approaches adopted by researchers for studying tourism development. Consequently, such research appears in mostly tourism oriented journals.
- Overall, the citation counts of the articles reviewed remain fairly low. This is not surprising given that the region as a research site remains marginalised in the tourism literature.

Nonetheless, based on the findings above, a number of key research areas can be formulated for researchers interested in these five SIDS:

- (1) Tourism impact studies and economic forecasts for other islands such as Maldives, Seychelles, Madagascar and Reunion Island can contribute to better understandings of

tourism development in the region. Comparative studies may be particularly useful to understand best practices and tourism policy options for SIDS. Of interest will be the influence of destination development stage on tourism policy options or vice-versa. Yet, the positivist approach adopted so far has its own limitation of presenting selective truths about a tourism phenomenon. Tribe (2006) calls for more interpretivists studies, focusing on the social world of tourism, that may be of importance to island destinations given their marginalised status in the tourism literature.

- (2) Related to the above, visitors' perceptions of host culture and host perceptions of guests remain unexplored for these islands. While this research area (see Reisinger & Turner, 2002a,b) remains popular in the tourism literature, understanding perceptions of 'others' is a key ingredient for destination development and market diversification for these islands, who are often dependent on a few key generating markets. The 'others' can be visitors of different age, race, gender, and sexual orientation but also those socially excluded from the mainstream tourism industry (Small *et al.*, 2008). Issues of mobility and marginalisation would be a fruitful area of research for SIDS in general.
- (3) The idyllic image of these islands and their metamorphosis in the twenty-first century to accommodate for the changing nature of the tourist experience and expectations remain areas to be explored. While the sun, sand and sea image of these islands may dominate in their various target markets, the evolution of this image remains unknown in light of changing visitors' behaviour and DMOs attempt to bring visitors more in-land and spreading the economic benefits of tourism to previously disadvantaged areas. To this effect, poverty alleviation using tourism would be another worthwhile area of research, especially for Madagascar.

- (4) Studies focusing on service design, service quality and the behaviour of the resort guests in islands other than Mauritius, may provide insights into hotel development and its relationship with destination development for the other islands. Should the hotel development strategy be the same for other islands? Are there possibilities to brand the region as a luxury destination given the high quality reputation of hotels in Seychelles, Maldives and Mauritius? These would be other worthwhile areas to explore in order to increase the competitiveness of these islands.
- (5) Marketing studies with a special interest on branding, differentiation and positioning strategies of these islands may further help to improve the competitiveness of these islands and provide a clearer path for tourism development. Studying the marketing constraints, challenges and politics involved in destination management may offer insights for collaborative destination marketing between these islands. This may help to improve the competitiveness of the region against for example, Balearic and Caribbean islands. Destination choice studies on tourists from emerging markets such as China and India may offer opportunities for these islands to diversify and reinvent their product base.
- (6) Climate change, environmental sustainability for these islands and sustainable development in general are fruitful areas of research. However, as Hughes (1995) argued, researchers have adopted a technical, rational and scientific approach to studying these phenomena. This has led to a current discourse on these topics that is shaping a preferred version of reality for small islands. Hollinshead (1999) argues that much of such research is entrenched in a priori understandings of cultural and environmental matters and preformulated understandings about a distant population (islanders). Therefore, there is a need for research emanating from islanders point of

view on such issues entrenched in interpretivism and more reflexivity in island tourism research.

Conclusion

The purpose of this paper was to review the literature on tourism development in Indian Ocean islands and the findings show that indeed the region remains under-researched. However, a number of key issues were identified such as a positivist tradition in most studies, with a clear preference for Mauritius as the site of the study, and the replication of existing methodologies and techniques. The paper calls for more qualitative studies using interpretivistic approaches from researchers interested in the region, but more specifically, research on 'islanders' from 'islanders'. This can enable the emergence of alternative ways of understanding tourism development in small islands and conceptualising host-guest relations. Yet, this review is not without limitations. First and foremost, the list of journals reviewed by no means provides a complete 'truth' on research published on these islands. Nonetheless, these are the most popular journals in the tourism and hospitality field. Second, the paper does not include tourism development issues discussed in non-tourism related journals. Therefore, the paper offers a 'selective truth' that would be useful for directing future research in the region.

References

- Alexander, J. (2002). On the social construction of moral universals: The 'Holocaust' from Aguiló, E., Alegre, J., & Sard, M. (2005). The persistence of the sun and sand tourism model. *Tourism Management*, 26(2), 219-231.
- Andriotis, K. (2006). Hosts, guests, and politics: Coastal resorts morphological change. *Annals of Tourism Research*, 33(4), 1079-1098.
- Archer, B. (1985). Tourism in Mauritius: an economic impact study with marketing implications. *Tourism Management*, 6(1), 50-54
- Archer, B., & Fletcher, J. (1996). The economic impact of tourism in the Seychelles. *Annals of Tourism Research*, 23(1), 32-47.
- Batle, J. (2000). Rethinking tourism in the Balearic Islands. *Annals of Tourism Research*, 27(2), 524-526.
- Berli, A., & Martin, J.D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Bramwell, B., & Meyer, D. (2007). Power and tourism policy relations in transition. *Annals of Tourism Research*, 34(3), 766-788.
- Butler, R.W. (1993). Tourism development in small islands: Past influences and future directions. In D. Lockhart, D. D. Smith, & J. Schembri (Eds.), *The development process in small islands states* (pp. 71-91). London: Routledge.
- Carlsen, J. & Jauffeerally, K. (2003). An analysis of tourism trends in Mauritius 1979 to 1998. *Current Issues in Tourism*, 6(3), 235-249.
- Carlsen, J. C. & Hughes, M. (2008). Tourism market recovery in the Maldives after the 2004 Indian Ocean tsunami. *Journal of Travel & Tourism Marketing*, 23(2), 139-149.

- Croes, R.R. (2006). A paradigm shift to a new strategy for small island economies: Embracing demand side economies for value enhancement and long term economic stability. *Tourism Management*, 27(3), 453-465.
- Debbage, K.G. (1991). Population and sustainable development in Mauritius. *Annals of Tourism Research*, 18(2), 340-342.
- De Villiers, D. (2005). Small islands big stakes. Opening Speech of the United Nations Conference on Small Islands, Port-Louis, Mauritius (10-14 January).
- Duffy, R. (2008). Neoliberalising nature: global networks and ecotourism development in Madagascar. *Journal of Sustainable Tourism*, 16(3), 327-344.
- Durbarry, R. (2002). The economic contribution of tourism in Mauritius. *Annals of Tourism Research*, 29(3), 862-865.
- Durbarry, R. (2004). Tourism and economic growth: the case of Mauritius. *Tourism Economics*, 10 (4), 389-401
- Fisk, M.R., Upton, B.G.J., Ford, C.E., & White, W.M. (1988). Geochemical and experimental study of the genesis of magmas of Reunion Island, Indian Ocean. *Journal of Geophysical Research*, 93(B5), 4933-4950.
- Gil, S.M. (2003). Tourism development in the Canary Islands. *Annals of Tourism Research*, 30(3), 744-747.
- Gooroochurn, N., & Sinclair, T. (2005) Economics of tourism taxation: evidence from Mauritius. *Annals of Tourism Research*, 32(2), 478-498.

- Gossling, S., & Schumacher K.P. (2009). Implementing carbon neutral destination policies: issues from the Seychelles. *Journal of Sustainable Tourism, 18*(3), 377-391.
- Graci, S., & Dodds, R. (2010). *Sustainable tourism in island destinations*. Earthscan.
- Hall, C.M. (2006). The impact of tourism knowledge: Google Scholar, citations and the opening up of the academic space. *e-Review of Tourism Research, 4*(5), 119-136.
- Hall, C.M. (2009). Island destinations: A natural laboratory for tourism. *Asian Pacific Journal of Tourism Research, 15*(3), 245-249.
- Hollinshead, K. (1999). Surveillance of the worlds of tourism: Foucault and the eye of power. *Tourism Management, 20*(1), 7-23.
- Hughes, G. (1995). The cultural construction of sustainable tourism. *Tourism Management, 16*(1), 49-59.
- Jensen, O. (2009). The activation of local service suppliers by incoming tour operators in a “developing” destination – the case of Madagascar. *Current Issues in Tourism, 12*(2), 133-163.
- Jensen, O. (2010). Social mediation in remote developing world tourism locations - the significance of social ties between local guides and host communities in sustainable tourism development. *Journal of Sustainable Tourism, 18*(5), 615-633.
- Juwaheer, T.D. (2007). Using service quality expectations as a criterion to segment international tourists in the hospitality industry: an outlook of hotels of Mauritius. *Journal of Travel & Tourism Marketing, 21*(2), 1-18.
- Juwaheer, T.D., & Ross, D.L. (2003). A study of hotel guest perceptions in Mauritius. *International Journal of Contemporary Hospitality Management, 15*(2), 105-115.

- Kandampully, J., & Hu, H.H. (2007). Do hoteliers need to manage image to retain loyal customers? *International Journal of Contemporary Hospitality Management*, 19(6), 435-443.
- Khadaroo, J., & Seetanah, B. (2007). Transport infrastructure and tourism development, *Annals of Tourism Research*, 34(4), 1021-1032.
- Ladkin, A., & Juwaheer, T.D. (2000). The career paths of hotel general managers in Mauritius. *International Journal of Contemporary Hospitality Management*, 12(2), 119-125.
- Law, R., & van der Veen, R. (2008). The popularity of prestigious hospitality journals: A Google Scholar approach. *International Journal of Contemporary Hospitality Management*, 20(2), 113-125.
- Lewis-Cameron, A., & Roberts, S. (2010). *Marketing island destinations: concept & cases*. Elsevier, London.
- Lockhart, D.G. (1997). Islands and tourism: An overview. In D.G. Lockhart & D. Drakakis-Smith (Eds.), *Island tourism: Trends and prospects* (pp. 3-20). London: Pinter.
- McElroy, J.L. (2003). Tourism development in small islands across the world. *Geografiska Annaler*, 85B(4), 231-242.
- McKercher, B. (2008). A citation analysis of tourism scholars. *Tourism Management*, 29(6), 1226-1232.
- Naim, O. (1993). Seasonal response of a fringing reef community to eutrophication (Reunion Island, Western Indian Ocean). *Marine Ecology Progress Series*, 99, 137-151.

- Nunkoo, R. & Ramkissoon, H. (2009). Applying the means-end chain theory and the laddering technique to the study of host attitudes to tourism. *Journal of Sustainable Tourism, 17*(3), 337-355
- Nunkoo, R. & Ramkissoon, H. (2010a). Modeling community support for a proposed integrated resort project. *Journal of Sustainable Tourism, 18*(2), 257-277
- Nunkoo, R. & Ramkissoon, H. (2010b). Small island urban tourism: a residents' perspective. *Current Issues in Tourism, 13*(1), 37-60.
- Nunkoo, R. & Ramkissoon, H. (2010c). Gendered theory of planned behavior and residents' support for tourism. *Current Issues in Tourism, 13*(6), 525-540.
- Nunkoo, R., Gursoy, D., & Juwaheer, T.D. (2010). Island residents' identities and their support for tourism: an integration of two theories. *Journal of Sustainable Tourism, 18*(5), 675-693.
- Ormsby, A. & Mannle, K. (2006). Ecotourism benefits and the role of local guides at Masoala National Park, Madagascar. *Journal of Sustainable Tourism, 14*(3), 271-287.
- Phau, I, Shanka, T., & Dhayan, N. (2010). Destination image and choice intention of university student travelers to Mauritius. *International Journal of Contemporary Hospitality Management, 22*(5), 758-764.
- Prayag, G. (2009). Tourists' evaluations of destination image, satisfaction, and future behavioral intentions—the case of Mauritius. *Journal of Travel & Tourism Marketing, 26*(8), 836-853.
- Prayag, G., Dookhony-Ramphul, K., & Maryeven, M. (2010). Hotel development and tourism impacts in Mauritius: hoteliers' perspectives on sustainable tourism. *Development Southern Africa, 27*(5), 697-712.
- Prideaux, B., & Crosswell, M. (2006). The value of visitor surveys: The case of Norfolk Island. *Journal of Vacation Marketing, 12*(4), 359-370.

- Reid, S.D., & Reid, L.J. (1994). Tourism marketing management in small island nations: A tale of micro-destinations. *Journal of International Consumer Marketing*, 6(3/4), 39-60.
- Reisinger, Y., & Turner, L. (2002a). Cultural differences between Asian tourist markets and Australian hosts, Part 1. *Journal of Travel Research*, 40(Feb), 295-315.
- Reisinger, Y., & Turner, L. (2002b). Cultural differences between Asian tourist markets and Australian hosts, Part 2. *Journal of Travel Research*, 40(May), 374-384.
- Sathiendrakumar, R., & Tisdell, C. (1989). Tourism and the economic development of the Maldives. *Annals of Tourism Research*, 16(2), 254-269.
- Seetanah, B., & Khadaroo, J. (2009). An analysis of the relationship between transport capital and tourism development in a dynamic framework. *Tourism Economics*, 15(4), 785-802.
- Shareef, R., & McAleer, M. (2007). Modelling the uncertainty in monthly international tourist arrivals to the Maldives. *Tourism Management*, 28(1), 23-45.
- Sharpley, R., & Forster, G. (2003). The implications of hotel employee attitudes for the development of quality tourism: The case of Cyprus. *Tourism Management*, 24(6), 687-697.
- Small, J., Harris, C., & McIntosh, A. (2008). Whose body is welcome in paradise? Proceedings of the 18th Annual Council for Australian University Tourism & Hospitality Education (CAUTHE) Conference, 11-14 Feb, Gold Coast, Australia.
- Tribe, J. (2006). The truth about tourism. *Annals of Tourism Research*, 33(2), 360-381.
- Wilkinson, P.F. (1989). Strategies for tourism in island microstates. *Annals of Tourism Research*, 16(2), 153-177.

Wilson, D. (1994). Unique by a thousand miles: Seychelles tourism revisited. *Annals of Tourism Research*, 21(1), 20-45.

World Economic Forum. (2009). *The travel and tourism competitiveness index 2009: Measuring sectoral drivers in a downturn*. World Economic Forum.

O'Leary, S. (2005). *Cyber-religion: On the cutting edge between the virtual and the real*. In M. Højsgaard & M. Warburg (Eds.), *Religion and Cyberspace* (pp. 15-37). New York: Routledge.

Public Broadcasting System (2005a). "Auschwitz": Transcript of episode 4. Available at <http://www.pbs.org/auschwitz/about/transcripts_4.html> (7 February 2006).

----- (2005b). "Auschwitz": Transcript of episode 3. Available at <http://www.pbs.org/auschwitz/about/transcripts_3.html> (7 February 2006).

Remember.org (2006a). Available at <<http://remember.org>> (1 February 2006).

----- (2006b). A virtual tour of Auschwitz/Birkenau. Available at <<http://www.remember.org/auschwitz/>> (20 June 2006).

Ritzer, G. (2005). *Enchanting a disenchanted world: Revolutionizing the means of consumption* (2nd ed.). Thousand Oaks: Sage.

Stier, O. (2003). *Committed to memory: Cultural mediations of the Holocaust*. Amherst: University of Massachusetts Press.

Stone, P.R. (2006). A Dark Tourism spectrum: Towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An Interdisciplinary International Journal*, 52, 145-160.

Tumarkin, M. (2005). *Traumascapes: The power and fate of places transformed by tragedy*. Melbourne: Melbourne University Press.

Urry, J. (2002). *The tourist gaze* (2nd ed.). London: Sage.

Weissman, G. (2004). *Fantasies of witnessing: Postwar efforts to experience the Holocaust*. Ithaca: Cornell University Press.

Young, J. (1993). *The texture of memory: Holocaust memorials and meaning*. New Haven: Yale University Press.