

*Project Report on Travel as an Agent of  
Transformation –Tourism as a means of Social  
Change or Community Development in the US Virgin  
Island*

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## Table of Contents

1. Introduction to Research .....	3
1.1 Proposal Summary .....	3
1.2. Impact Statement .....	3
1.3. Project Description.....	3
1.3.a. Background of the Research .....	3
1.3.b. Aim of the Research.....	4
1.3.c. Research Question.....	4
1.3.d. Introduction to Literature Review.....	4
1.3.e. Introduction to Research Methodology.....	4
1.3.f Significance of the Research in The Context of the U.S. Virgin Islands .....	5
1.3.g. Ethical Considerations .....	6
2. Literature Review.....	6
2.1. Concept of Travel and Tourism .....	6
Types of Niche Tourisms.....	7
2.2. Community-based Tourism .....	7
2.3. Why Community Based tourism.....	7
2.4. Principles of Community Tourism.....	8
3. Research Methodology .....	11
4, Findings of the Research.....	12
Discussion on the Findings .....	14
Conclusion and Recommendation .....	14
References.....	16

## **1. Introduction to Research**

### **1.1 Proposal Summary**

Travel and Tourism is a major economic activity for any country and the travel and tourism industry affects the country doing social, cultural and economical change in the country. The present research taken up by the researcher is also based on the same premise and the topic of the research is **“Travel as an agent of transformation- tourism as a means for social change or community development in the US Virgin Island”**. The researcher aims to understand the kind of transformation travel brings for US Virgin Island and how tourism brings about social or community development. This research is very significant as it will provide a good premise for further research in the field and will provide better recommendations for US Virgin Island to improve its Travel and Tourism activities

### **1.2. Impact Statement**

The present research will aid the researcher to understand the impact travel and tourism will have on US Virgin Islands based on the transformation brought in by the travellers coming in to same way the impact tourism will have on the society and community development within US Virgin Islands. The research will also try to analyse the economic development in the society and how it aids the region to grow in the light of the cost it could incur for the country to do the development required for the tourist activity. The research will also through light on the social development Travel and Tourism will bring about for the area.

### **1.3. Project Description**

#### **1.3.a. Background of the Research**

The advent of globalization has opened the gates of varied countries as the tourist market for the travellers across the world to visit and enjoy their vacation, business stay and do other leisure activities (Aaltio-Marjosola and Mills, 2002). In the same way US Virgin Island is a tourist spot famous for its natural beauty which has aided the economic development in the region through travellers coming in to the region with employment creation and income generation. The impact of travellers has aided the transformation of the place which is a part of Caribbean having thousands of diverse islands (Aswathappa, 2010). The Virgin Islands are known for their coral reefs and 68 volcanic islands. The island has been a bustling tourist spot since the end of Second

World War and tourism has been the major activity for the region with its beautiful white sandy beaches, various cays, and interesting fauna and is also famous for diving, sailing, and sport fishing (Cook, 2007). Thus the researcher has taken up the research to understand how the travel has aided the change in the region.

### **1.3.b. Aim of the Research**

On the basis of the background of the research the researcher has presented the desires.

To understand impact of Travel on Transformation of US Virgin Islands and Effects of Tourism on the social change or community development in the US Virgin Islands

Research Objectives

1. To analyse the concept of Travel and Tourism
2. To evaluate the impact of Travel and Tourism on a Destination in context of US Virgin Islands
3. To assess the social change or community development of US Virgin Islands
4. To provide recommendations appropriate for the research

### **1.3.c. Research queries**

The research question is written below:

Q.1 How does the Travel impact the transformation of US Virgin Islands and Tourism affects the social change of US Virgin Islands?

### **1.3.d. Introduction to Literature Review**

The review of literature is an important part in a research where the works relevant to the field of research are studied and the concepts of the research are understood in a peer reviewed way. The literary works of varied eminent authors on Travel and Tourism and US Virgin Islands has been taken up to understand the requirement of the research. The research methodology is described as per the theories and facts mentioned in the reviews of the creative writing.

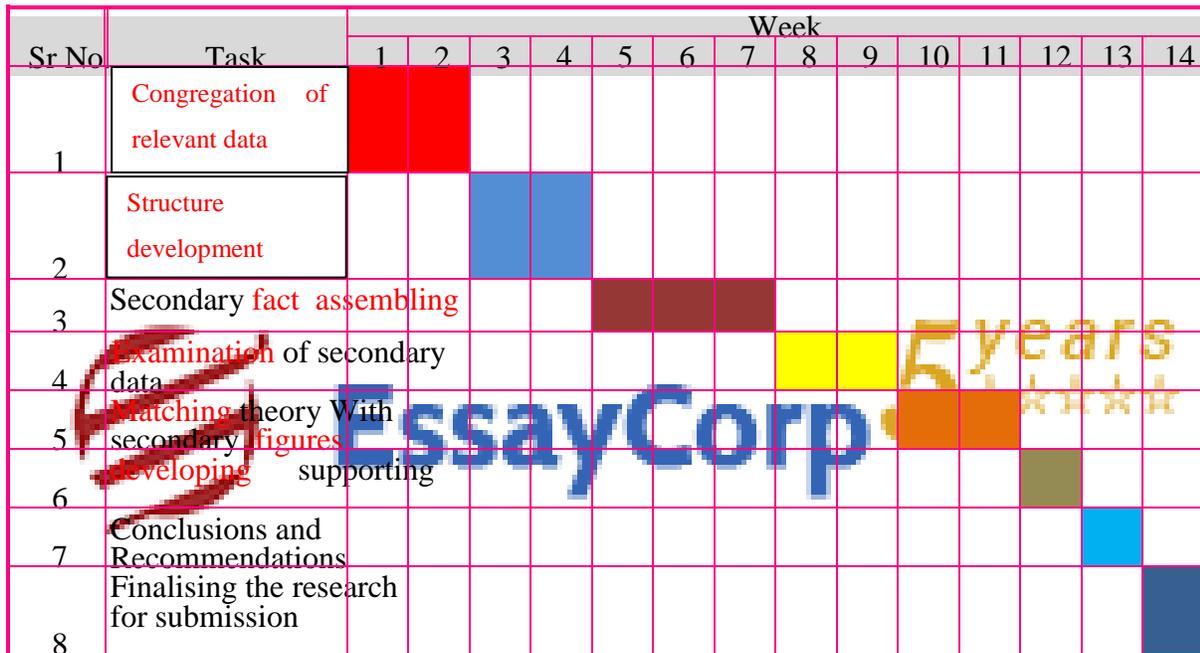
### **1.3.e. Introduction to Research Methodology**

Researcher adopts the research methodology which provides the researcher with a clear idea of how to conduct the research based on the subject of the study (Ethridge, 2004). The research

methodology provides the definite path to the researcher based on which the data required for the research is also taken in to account (Herr and Anderson, 2005). The research methodology provides the premise to the researcher for taking in to account the kind of data to be collected for research on the basis of research aim, objectives, research question etc. The research methodology also suggests the data collection type whether primary or secondary

**1.3.f Significance of the Research in The Context of the U.S. Virgin Islands**

Gantt Chart



Source: Prepared by Author (2016)

**Project Milestones**

The research project has been taken up and will spread over 14 weeks based on the requirements of the research objectives set up by the researcher as the first step. The initial two weeks will be used by the researcher for collecting the pertinent information relevant for the research using books , journals, other research projects and web sites. The next two weeks will be utilised for understanding and laying out a proper structure for the report to be presented by the researcher in the end. The next three weeks will be utilised in analysing the secondary data collected as the research topic with the width does not provide much space to the researcher to collect the

primary data through survey or questionnaire. The forthcoming 2 weeks will be used of congregate the data analysed and correlated effectively. The next two weeks will be spent in analysing the data and developing appropriate findings and recommendations for the research. The last week is used for compiling the whole work in a research report format with literary references.

### **1.3.g. Ethical Considerations**

Having in mind the societal and ethical accountability, the researcher has ensured that the customer's personal information is not exposed deliberately or accidentally in the course of research work and later to this as well (Thomas, 2006). The associate has taken up appropriate steps to protect the information concerning from the consumers in a proper manner.

## **2. Literature Review**

### **2.1. Concept of Travel and Tourism**

Tourism is considered as the go for relaxation, recreational and business reason. Visitors can be portrayed as those individuals who venture out starting with one place then onto the next looking for joy and unwinding furthermore for business purposes as appeared by the World Tourism Organization (Cook, 2007). Tourism is a known issue in human life. It has been an industry of inconceivable measurements and in the long run underpins monetary and social development. Tourism worldwide has encountered amazing development (Cook, 2007).

#### **Niche Tourism**

The idea of 'specialty tourism' has developed as of late in counter-indicate what is ordinarily alluded as 'mass tourism' (Travel Tourism 2011, 2012). In this globalizing universe of mounting rivalry, specialty tourism makes an unmistakable contrasts. So it have went with the advancement of mass and bundle tourism and their, frequently refered to, negative effects in connection to natural corruption and socio-social unsettling influence (Travel Tourism 2011, 2012).

## **Types of Niche Tourisms**

Niche tourism has broadly been divided into following components: (Travel Tourism 2011, 2012).

Cultural tourism is the subset of tourism worried with a nation or locale's way of life, particularly the way of life of the general population in those land territories, the historical backdrop of those people groups, their craft, design, religions, and different components that formed their lifestyle. Social tourism incorporates tourism in urban territories, especially notable or huge urban areas and their social offices, for example, exhibition halls and theaters. It can likewise incorporate tourism in rustic territories showcasing the customs of indigenous social groups (i.e. celebrations, ceremonies), and their qualities and way of life.

Ecological Tourism: Environmental tourism, ecotourism, or nature tourism gives a chance to visit undisturbed common territories, grand vistas, and watch plants and untamed life. Ecotourism is mindful go to delicate, immaculate, and generally secured zones that endeavor to be low effect and regularly little scale as a distinct option for mass tourism. Its motivation is to teach the explorer and give assets to environmental protection, straightforwardly advantage the financial improvement and political strengthening of neighborhood groups and cultivate regard for various societies and for human rights. By and large, ecotourism concentrates on volunteering, self-improvement and ecological obligation. Ecotourism normally includes go to destinations where greenery, fauna, and social legacy are the essential attractions.

### **2.2. Community-based Tourism**

Community tourism is not a present idea; as it aides in enhancing the business of voyaging essentially among others. Group tourism is altogether dependent on the general public itself its state of mind towards visitor is acknowledgment of the estimation of traveler business and the strides it takes to fortify and advance it (Aswathappa, 2010).

### **2.3. Why Community Based tourism**

Jamaicans unquestionably get a handle on left from the tourism business and don't trust that they profit by the tourism in this way it is critical for people to wind up partner as they will now have motivation to ensure and proceed with the business (Travel Tourism 2011, 2012)..

## Benefits of Caribbean based tourism

- Amplified business both straightforwardly and by implication.
- Increased open door for social and social intercourse.
- Increased salary - the change of framework and upgrade of the group
- Improve personal satisfaction

2.4. Principles of Community Tourism

Community based tourism (CBT) is a exclusive sort of tourism with characteristics quite different from mass tourism. Those who intent to put CBT into perform need to fully understand the underlying ideas, principles and components behind community based tourism (Travel Tourism 2011, 2012)..

Community Group based tourism is not only a tourism business that goes for augmenting benefits for financial specialists. Maybe it's more worried with the effect of tourism on group and natural assets. Group based tourism rises up out of a group improvement methodology, utilizing tourism as a device to reinforce the capacity of rustic group associations that oversee tourism assets with interest of neighborhood individuals. Nonetheless, CBT is for from an impeccable pre-pressed answer for group issues, nor it's a supernatural occurrence cure or a knight in the sparkling covering that will come to spare the group. Actually, if thoughtlessly connected, group based tourism can bring about issues and bring debacle. Thus groups that are suitable for advancement of CBT must be picked painstakingly and sufficiently arranged before working CBT (Travel Tourism 2011, 2012)..

### Pros:

- This brings in money and can help in building the economy.
- It helps to promote the region to outsiders and investors.
- The region builds more attractions for tourist that are often beneficial to for the locals too and helps to put u on the map.
- People learning about your culture and way of life you have, you have the opportunity to meet people from other places and learn from them.
- Community based tourism brings in money for local shops and keeps sales going

- More Tourist and people becomes attracted to the location
- When tourists go into these communities it helps to promote the area more.
- People talk to each another, and information is flowed. People may become excited and decide to go and visit the area.
- Interacting with different individuals from different spheres of the world helps you to discover new cultures.
- It impacts on the job market within the community, as it provides employment for the local people or secondary residence.
- Quality and standards of the community may be improved.

Cons: impacts on the community based tourism.

- Impacts on the level of invasion of privacy
- It may attract people to the area who only come to prey on tourist.
- The community or region is put under microscope and flaws are published and blown out of proportion.
- Some of the tourist attraction can become seedy and run down by tourists
- Overcrowding within the community which can lead to fights.
- Some tourists don't respect the laws and norm that govern the facilities they visit.eg yelling in churches, littering and taking pictures without permission.
- Too much traffic of tourists clogging together one place can lead to traffic congestion.
- Impact on terrorism threats
- Citizens living within the location may get annoyed by the amount of going to and from.

Group Tourism is another appearance. It is a soul that spread all through all divisions of the tourism business. Group Tourism is about levels of connections between the host nation and the guest.

What is engaging the guest is found among the changed common attractions, nearby assets and abilities, and indigenous characteristics of a group or zone. Through guest group connection, individual societies are investigated, thoughts and data are traded, and new companions are made.

Group Tourism presents numerous prospects at the group level for nearby individuals wanting to take an interest in this particular portion. This might go from sorting out bed and breakfast settlement in a country home to making wage producing tourism open doors for a whole town. Community Tourism products and services are developed to gratify the requirements of the visitors:

The mature market

The vision of Community Tourism is to render with the nearby assets and gifts, and to make the thought a reality for neighborhood individuals. Group Tourism likewise press eco-tourism, social tourism, enterprise tourism, recreational tourism, geo-tourism, legacy tourism, wellbeing tourism, ranch tourism and all the mainstream uncommon interest tourism.

“In the Jamaican context, the community-based tourism usually tries to maintain a good visitor interaction with local people so as to increase its reputation. Community-based tourism, presents effective opportunities in the region of Jamaica. The entire procedure of community-based tourism development if managed effectively may easily remove poverty and illiteracy. The Community-based tourism is also quite efficient in offering natural creative energy of Jamaicans mainly by altering average citizens into entrepreneurs. It may be possible only by developing strapping partnerships by the existing traditional tourism entrepreneurs along with aspiring non-traditional tourism entrepreneurs. It can also be shared with the present tourism product offerings to create a uniquely Jamaica experience.”

Proper establishment of the community-based tourism products is necessary to recognize that:

1. Local circumstances, culture and facts will control the result.
2. Each community includes a definite set of objectives

Developing a business is an art. International standards play a very important part in product development as well as promotion. Every team play an equivalent function in improving the community-based tourism product.

### **3. Research Methodology**

Chapter 3 provides the associate with a specific pathway for accomplishing any investigative work based on the topic of research (Saunders, Lewis and Thornhill, 2009). Research Methodologies outlines the basis of carrying out any research work and provides a breakthrough on the various ways of collecting applicable information.

To carry out any research work there are two types of research methods available, qualitative and quantitative.

Quantitative method is utilised when the results are required to be arithmetical in nature like in form of statistics. While qualitative method is utilised when depiction of mathematical wrapping up is not probable and the requirement is to go ahead of figures and statistics (Jonker and Pennink, 2009). This research uses both the techniques to examine the data properly and thus give out a complete wrapping up.

For gathering appropriate information three kinds of research design can be utilised. Exploratory, where the amount of data available is not sufficient and further data is required to be collected. Explanatory design where data collected needs to be justified. And lastly, Descriptive, where there is a requirement for judging the cause and effect all through the research work (Ethridge, 2004). In consideration of the research here the associate has opted to go with exploratory design as the requirement to gather further quantity of appropriate information in form of primary data to depict efficient conclusions from this research.

As per Wilson,(2010) primary data collection requires a lot of time and endeavor from the researcher as there is a requirement of personal interaction with the consumer by way of personal interviews meetings opinion polls etc. It is very beneficial because the data acquired in this manner has a great relevance to the research objective and aim and also it is very authentic in character. More over, the data accumulated in such technique engages collection of data on individual point thus the value of information would very elevated and up to date as well. On the other hand, for drawing noteworthy conclusions one aspect has to be made sure that the sample size that is being accumulated for research is considerably elevated in figure.

The secondary data collection by a researcher requires less time and effort in comparison to the primary data collection as the information is taken from books, research articles of other

researchers on the same topic or related issues, journals etc. This kind of data is a set of information that has been already researched, assessed and figured out by other researchers and followers, thus it can give information which is comprehensive as well as full of facts and figures with quality in built.

On the other hand, as this kind of information is not collected anew thus occasionally the information can be outdated or immaterial to the study being carried out. Moreover, in case of researches that have comparatively new subjects to research the researcher might not be able to find a better and eminent content pertinent to the study theme

#### **4, Findings of the Research**

On the basis of the analysis carried out above the findings of the research are given below:

The activities of visit in the Caribbean mainly centers on the advertisement of varied coastal appealing products: beaches, coastal water. Moreover, the blue water and splendid coral reefs, tropical rainforest, volcanic, a rich cultural heritage and many others are very attractive.

##### **Culture and Sandy Beaches**

The inner traditions and ethnicity of Caribbean culture comprises of white sandy beaches of the Caribbean islands with bluish waters. It is also famous for its fine grained, soft white sand

Swimming, sailing, and snorkeling are the prime attractions of Caribbean

Typically speaking the Caribbean is a region which is made up of some of the following Islands or “Countries: Antigua and Barbuda, Bahamas, Barbados, Belize, Cuba, Dominica, Grenada, Dominican Republic, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, Anguilla, British Virgin Islands, Cayman Islands, Monsterrat, Turks and Caicos, Guadeloupe, Guiana, Matini, Puerto Rico, U.S. Virgin Islands, Aruba, Bonaire, Curaco, St. Eustatius, St. Marten and Saba.”

The Caribbean Islands Historically speaking has always been popular with foreign nationals and tourists. Many people from all over the globe, different cultures and ethnic backgrounds choose

to travel to the Caribbean at different parts in time. Some of the chief aspects that attract tourist to the Caribbean Islands are (for e.g.)Jamaica.

Attracts tourist seeking and unusual romantic getaway, along with a sunny break from the unattractive cold winters. It presents a very sunny warm weather with cool breezes, tropical beaches, cultural carnivals, peace that invites the visitors.

#### EASE OF ACCESS

Caribbean is the most favourable destination for the individual residing in northern hemisphere. The Bahamas for instance, has islands that are barely 50miles away from Florida

#### COST

In very affordable cost, Caribbean may be reached by a huge range of individual residing in varied parts of the globe.

#### ACCOMODATION

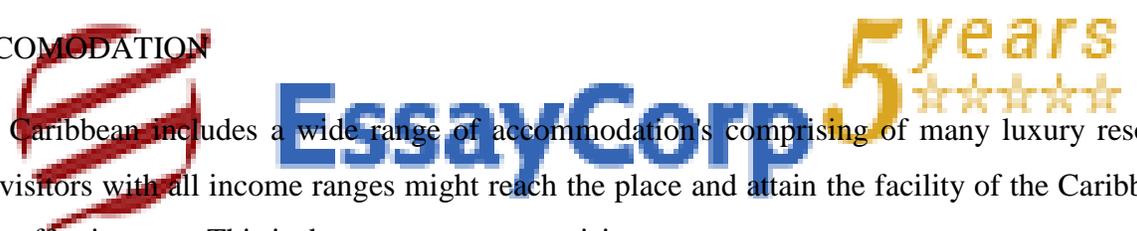
The Caribbean includes a wide range of accommodation's comprising of many luxury resorts. So, visitors with all income ranges might reach the place and attain the facility of the Caribbean in an effective way. This is done to attract more visitors.

#### Culture

Since the culture of the tourist and tourism are invariably different, this has caused incalculable consequences for the Jamaican way of life. Many a change in Jamaica's way of life. Many a change in Jamaica's norms and values have been made in the interest of attracting more and more tourism dollar. The rich Jamaican culture is a factor that attracts many tourist to our island, apart from the clothes, optional beaches, Wild Spring break activities, featuring nudity and sexual acts in public, recently there was the introduction of nude wedding ceremonies.

#### Competitiveness mainly for the tourism business in the global perspectives

The scenario of competitiveness, compelled the factors of globalization to introduce the free transmission of goods/services, capital and labour by opening up to the international markets for trade.



Globalization also has extended its global corporate reach and control so as to enhance the industry of travel and tourism. But, it also presented negative impacts like highest deals to tackle worldwide standards.

Other than this, the hospitality industry is losing numerous talented staffs due to its low pay, low positions, with long, demanding working hours and difficult working conditions.

The current scenario is altering the manners, business is operated in travel and tourism. The level of investment in the advanced technologies, enhanced due to the extensive craze towards computers. The use of highly modern concept of distance learning studies is also revolutionizing campuses in the entire world that proved quite detrimental .

Highest dedication need to be presented towards small, medium and micro tourism businesses in the region to gain success efficiently.

### **Discussion on the Findings**

The outcomes of the final research are in line and length with the study conducted by the researcher and the investigation of the secondary data collected has granted clear picture of the community tourism clearly. Thus the region is based on the community tourism for long and is still holding the same image till date.

### **Conclusion and Recommendation**

The prime idea of Community Tourism is to reveal the effectiveness of the local resources and talents, and improve its demand among the local people. Apart from this, the Community Tourism also likes varied other aspects such as eco-tourism, cultural tourism, adventure tourism, recreational tourism, geo-tourism, heritage tourism, health tourism, farm tourism and all the popular special interest tourism. It is also specified in the LR and is also clearly stated in the findings which provides clear picture of the research being carried out in a very clear and crisp manner.

As per the previous ideas, community-based tourism is mainly considered as the products presented to the community-level to domestic or international visitors so as to attract them. In the Jamaican context, the community-based tourism usually mentioned as the coordination of the

visitor generally with the local people in the rural areas residing in the outside of the traditional resort areas. Despite of all other things, the principles of health and safety for visitor's drive tourism is regardless of the setting in which the products are offered to the tourists.

Thus the researcher here clearly states that the community tourism does have better impact on the region as compared to the LR provided and the community travel and tourism can be made better with the efforts taken up by the government in the long run.



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