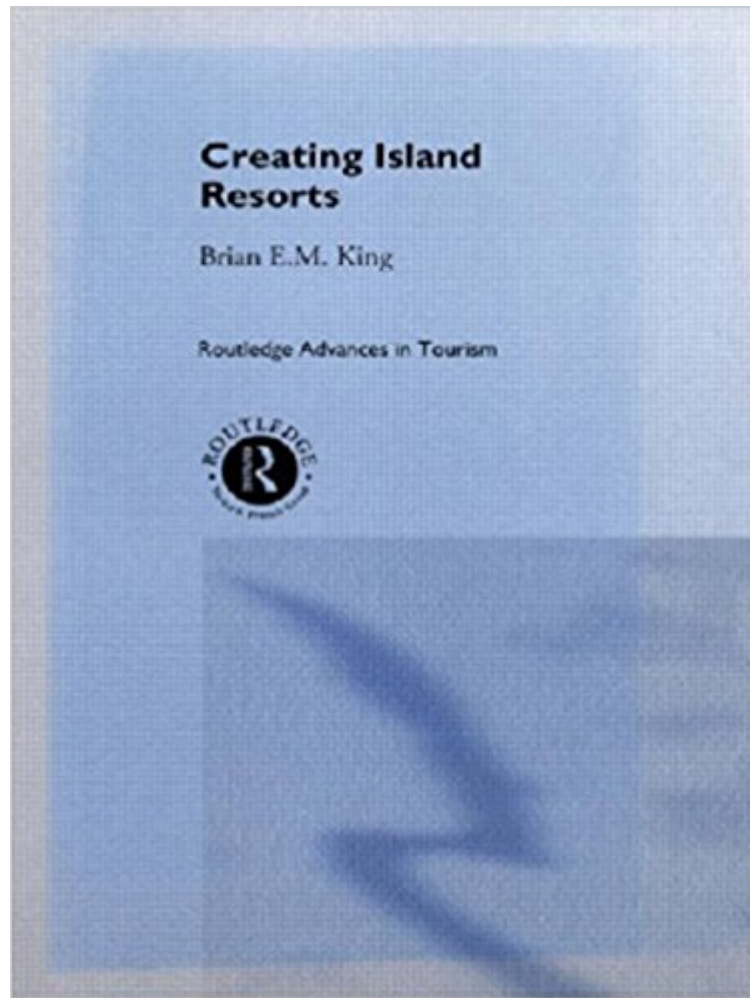




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Creating Island Resorts (Routledge Advances In Tourism)



Synopsis

This work studies tropical island resorts, the people who live and work there and the tourists who visit them. The author includes, but goes beyond the more commonly encountered marketing and economic analyses of resort destinations, by examining social, cultural, mythical, environmental, organizational and political dimensions.

Book Information

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Customer Reviews

'Brian King's book is a refreshing, original contribution to the literature...The study provides unparalleled insights and food for thought.' - Dr Dimitrious Buhalis, *Tourism Issue* 100, Spring 1999
'The text is, perhaps, of most value to researchers and educators as it is a useful resource for extending their knowledge of current issues from a new perspective. Additionally, it provides a benchmark for researchers to pursue similarly rigorous methodologies and focus upon succinct and important issues such as the sustainable development of tourism, both now and in the future.' - *Asia Pacific Business Review*, Vol 4, No.4, 98
'This wide-ranging study of how two island resorts, the Whitsunday islands of Australia and the Mamanucas islands of Fiji, have been created and recreated is a valuable addition to the burgeoning literature on tourism.' - Erlet Cater, *Service Industries Journal*
'This piece of work has much to recommend it in terms of an incisive analysis of marketing constraints, opportunities and outcomes.' - Erlet Cater, *Service Industries Journal*
'This text, meticulous in form is interesting, exciting and challenging to interdisciplinary readers and researchers, sociologists, anthropologists, destination planners, environmentalists and marketing

Firstly, you have to accept that the book was published in 1997. The reader will also need to understand and appreciate the Queensland politics from the early 1900s up until publishing to fully appreciate the author's (Brian E.M. King) thorough research. Island Resorts are part of every child's fantasy thanks to Daniel Defoe's (1719) book 'Robinson Crusoe' and now in 2017, the reality TV programs and Morning Breakfast programs are the appreciation of what an Island Resort looks like - an aesthetic that is a pastiche of styles - 'architecture of pleasure' Emberson in Parry (1983). King rightly references island resorts being a feature of postmodernism - the eclecticism of architectural and landscape architectural aesthetics. The constantly changing nature of the island resorts and the investment in a new look for a competitive advantage is a must for these island resorts to be sustained. The author provides a good comparison with Fiji's Mamanuca Island Resorts and the Queensland Whitsunday Island Resorts. The book provides a factual historical account of policy development in tourism related issues and a brief account of the development of GBRMPA as the responsible agency to manage issues within the Great Barrier Reef Marine Park. The book also outlines the historical development of Island Resorts as earthly paradises and how the artificial makeover happens after every ownership transaction - a fresh look at paradise. The book is recommended to anyone who wants to own an island paradise and those people who help make the dream of a new paradise happen.

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