

Small island states in the competitive international tourism market – the case of the Seychelles.

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In the last three decades the integration of long haul destinations has lead to a participation of peripheral countries in international tourism. Especially, small island states like the Seychelles decided to start a tourism development more than 30 years ago. The main objectives were to offer job opportunities for the growing population and to reduce disparities. Island economies are often highly dependent on tourism as a source of income.

The central aim of this doctoral thesis is to analyse today's market position of the Seychelles in international tourism and to explore development opportunities for the future. Against the background of a strong worldwide competition it is discussed whether the Seychelles high-value conservation tourism is competitive. It is important to discover weaknesses and to determine opportunities, which can be used to change the tourism strategy. Furthermore, measures improving the market situation of the country are depicted. Concerning its market position and strategy the Seychelles are compared with Mauritius and the Maldives. It is essential to get to know whether the consumer finds their tourism products more attractive. Additionally, strategies for all island states are described, which they can implement in order to compete with other destinations.

Other topics treated in this dissertation are the question whether small islands can offer the ideal kind of tourism for people wanting to slow down life's pace. An aspect also treated is the question which actors are important for a tourism development and which consequences their behaviour has got for the environment. Finally, this doctoral thesis deals with the market conditions being expected in the long run.