2014

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Journal of Tourism Consumption and Practice
University of Plymouth

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When it comes to the Caribbean not all the destinations are invested with the same image. For instance, Haiti and the Dominican Republic have two different images. On the one hand, we have one of the most visited islands of the Caribbean (The Dominican Republic), on the other hand, Haiti, branded as an insecure destination, is perceived as a place where the worst is always likely to happen (Higate and Henry, 2009). 'Crime levels are high and the general security situation is unpredictable [...] There is a threat of kidnapping in Port-au-Prince' (UK Foreign Office, Online). Haiti used to be the most popular tourist destination in the Caribbean between the 1940s and the 1960s (Séraphin, 2010) and, as such, attracted an international jet set. In fact, in 1951, the country received 10,788 visitors and, in 1956, it reached 67,700. The number of tourists had multiplied by 6 in 5 years (Jules and Laplanche, 2006). In 1957, the dictatorship and the atmosphere of terror organised by Francois Duvalier and his Tontons Macoutes, crippled the tourism industry of the country (Séraphin, 2011).

By 2012, the tourism industry had been identified by the new government of Haiti as a top priority that can lead to the economic development of the country. The Ministry of Tourism has focused most of its effort in changing the image of the destination. Among the noticeable changes is the new logo adopted by the Destination Management Organisation (DMO) (Figure 1).

Figure 1 Logo of Haiti's DMO

Context

In 2012, following a design competition, the Minister of Tourism launched the new logo of the Haitian's DMO. In an interview to Caribbean Journal, the ministry declared:

> *We have a new logo that we launched, and it's the new image of the country. When you try to change the image of the country, you have to start by identifying the country differently. And that's what we did — we did a whole competition to find the best logo for the country, and it went very well, and now we're very proud to showcase this new image, with a new sightseeing in Haiti that has never been promoted before* (Caribjournal, Online).

This quote shows both a clear understanding of the importance of image in the process of attracting visitors, as well as the role that a logo plays in this process. However, what seems to have been overlooked is the research that needs to be done before launching a logo. Far too often DMOs, when changing their logo (figure 2), focus exclusively on the design aspect neglecting the research requirement. Absence or lack of research can lead to the failure of a logo. Taking the example of the failure of the Slovenia tourism marketing campaign of 1996, Morgan (et al) explain that the country did not just need a new slogan and logo, but a systematic branding strategy. Focusing exclusively on logos, this paper, adopting the position that the design of the Haitian's DMO logo should have been the result of scientific research based on experimentation on their target audience.

Figure 2 Previous logo of Haiti's DMO

The old one or the new one?

A destination image is created through three key input areas, namely: (1) local consultation (2) stakeholder buy-in and (3) proven previous successes. It is, therefore, very important for any visual element (logo / slogan) to capture the essence of the destination. In other words, the visual element needs to be a credible narrative of the country and to be understood by locals and visitors (Morgan, Pritchard and Pride, 2011). Determining the right colour palette that represent the brand is an important stage of designing visual elements (Idem). The other important stage is to send the right message to the target markets. Following this line of research, this preliminary study chose to analyse and compare the previous and current logo of Haiti's DMO. Our short essay aimed at stimulating a debate around the following question: Which logo is the most representative of the country?

The results of a short survey (questionnaire) carried out at the World Travel Market (WTM) 2013, using as a sample a representative of each of the nine countries of the Caribbean Tourism Organisation present at the exhibition show that the respondents consider the former logo (figure 2) as the most representative of Haiti. This specific case shows that at the moment the tourism industry is not making full use of the potential of logo design to communicate efficiently particularly when it comes to colours.

Colour in the marketing of tourist destinations

For Torkildsen (2013), marketing is an essential part of good management practice that involves creating appropriate goods and services and matching them to market requirements. Meeting visitors' needs contribute to maintaining the competitive advantage of the destination (Edgell Sr and Swanson, 2013). Segmentation therefore becomes very important as people or customers are not affected or do not perceive an identical message sent to them in a similar way. In other words, a marketing campaign launch in a particular emitting destination can be a success and a total failure somewhere else. Edgell and Swanson (2013) even explained that there is not such a thing as a model strategic marketing plan as each situation may call for a unique set of approaches in the planning process. Halpern and Graham (2013) in their definition of marketing add the communication dimension of marketing. Strangely enough, the literature available regarding marketing in the tourism industry taken globally does not seem to provide ample information about the role of colour in

their marketing campaign or strategies. This situation is probably due to the fact that there is lack of interests of academics who do not consider colour worth being exploring despite the fact they are fully aware of its importance. Rakic and Chambers (2013) support this idea to some extent as in the introduction of their book: *An introduction to visual research methods in tourism*, they highlight the fact that despite the recent popularity of visual methods in tourism research, there was no book before theirs that could be used as a reference point by tourism academics or students. We are adamant that a more important place should be given to colour in the literature in tourism as many practices in the sector might be questioned. The literature around colour calls for differentiation whereas practices in the tourism sector are much more in favour of standardisation. A better understanding and use of colour can be a good way for the businesses in the tourism sector as well for DMOs to gain competitive advantages.

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