

2nd Island Dynamics Conference

Taking Malta out of the Box

11–15 May 2011, Valletta, Malta

This *Island Dynamics Conference* is a Collaboration of:
Elphinstone Institute, University of Aberdeen • Isle of Man International Business School
Center for Cyprus Studies, Eastern Mediterranean University

Conference Committee:
Thomas McKean • Naciye Doratli
Michel Leseure • Konstantinos Andriotis • Adam Grydehøj

Sponsored by:
International Geographical Union – Commission on Islands • St James Cavalier – Centre for Creativity

Conference Programme

Presentations are held at Hotel Phoenicia. There are drinks in the Palm Court Lounge in the 12-14 May morning breaks. Listeners may switch sessions during question-and-answer times after talks.

Wednesday, 11 May 2011

08:30-17:00: Coach Tour

Meet in the lobby of Hotel Phoenicia at 08:30. Prior registration required.

19:00- : Conference Dinner

Meet at the Phoenix Restaurant in Hotel Phoenicia at 19:00. Prior registration required.

Thursday, 12 May 2011

08:45-09:45

Session 1: Opening Remarks and Keynote Speech: Godfrey Baldacchino (Green Lounge C)

Bojan Fürst (Memorial University of Newfoundland, Canada), chair

08:45: Opening Remarks by **Adam Grydehøj** (Elphinstone Institute, University of Aberdeen, Scotland)

09:00: Keynote Speech by **Godfrey Baldacchino** (University of Prince Edward Island, Canada) **Visioning the Archipelago: Settling for an Insubordinate Meta-Geography.**

09:45-10:00 Coffee Break

10:00-12:00

Session 2a: Islands in Art (Green Lounge A)

Marcello Sorce Keller (University of Malta, Malta), chair

10:00: **Charles Briffa** (University of Malta, Malta) **Diagnosing Malta's Condition in Literature.**

10:30: **Alexandra Gilbert** (Memorial University of Newfoundland, Canada) **'The Origin of Grievous Wounds:' Newfoundland Perceptions of the Mainland in Wayne Johnston's Memoir Baltimore's Mansion.**

11:00: **Pao Hsiang Wang** (National Taiwan University, Taiwan) **Two Islands and the Mainland: Post-Tiananmen Representations of Historical Past and Future in Taiwan and Hong Kong Cinema.**

Session 2b: Seeing the Big Picture in Island Studies (Green Lounge B)

Naciye Doratli (Eastern Mediterranean University, North Cyprus), chair

10:00: **Tracey Lie Dan Lu** (Chinese University of Hong Kong, Hong Kong) **The Construction of Hong Kong Identity: Selectively Forgetting and Remembering.**

10:30: **Bojan Fürst** (Memorial University of Newfoundland, Canada) **Small Island Communities of Newfoundland: Perceptions and Policy Implications.**

11:00: **Gloria Miller** (Isle of Man International Business School, Isle of Man) **Gender: The Missing Lens in Island Studies.**

11:30: **Pavao Rudan** (Institute for Anthropological Research, Croatia) **Island Population Structure and Biomedical Research.**

Session 2c: Insularity and Tourism (Green Lounge C)

Stefan Lång (AICIS, Åland), chair

10:00: **Shamnaaz B. Sufrauj** (Trento University, Italy) **Islandness and Remoteness as Resources: Evidence from the Tourism Performance of Small Remote Island Economies (SRIEs).**

10:30: **Michael Lück** (AUT University, New Zealand) **An Importance-Performance Analysis of Backpacker Tourists on Robinson Crusoe Island, Fiji.**

11:00: **Andreas L. Savvides** (University of Cyprus, Republic of Cyprus) **An Island Studies Approach to Sustainable Tourist Infrastructure Design and Development.**

12:00-13:30: Lunch Break

13:30-15:00

Session 3a: Meetings of Cultures and Customs (Green Lounge A)

Marie Avellino (University of Malta, Malta), chair

13:30: **Marie Avellino** (University of Malta, Malta) **Consuming Culture in Malta: British Tourists' and Residents' Invention and Re-Invention of Home.**

14:00: **Anita Sujoldzic** (Institute for Anthropological Research, Croatia) **Anthropological Research on Continuity and Change on Adriatic Islands.**

Session 3b: Managing Island Development (Green Lounge B)

Joseph Falzon (University of Malta, Malta)

13:30: **Joseph Vella Bonnici** (University of Malta, Malta) **Looking into the "Black Box" of Strategic Flexibility.**

14:00: **Theodoros Katerinakis** (Drexel University, USA) **Island Cooperative Economic Identities: A Social Network Analysis of Greek Cooperative Banking Ethics in Crete.**

Session 3c: Tourism and Identity (Green Lounge C)

Burt Feintuch (University of New Hampshire, USA), chair

13:30: **Olga Orli** (Institute for Anthropological Research, Croatia) **"Small Island for Great Holiday": The Impact of Tourism on Everyday Life on the Island of Korula.**

14:00: **Donald Macleod** (University of Glasgow, Scotland) **Sea, Sand, and Self-Image: How Tourism has Influenced Identities on a Canary Island.**

14:30: **Yiping Li** (University of Hong Kong, Hong Kong) **Transformation of an Island Community: Observations from China's Current Modernisation Campaign.**

15:15-17:00

Session 4a: Visit to St John's Co-Cathedral

15:15-16:30: Participants will walk to the cathedral in Valletta, leaving the Hotel Phoenicia lobby at 15:15 precisely. Participants will take an electronic audio-guide tour of the cathedral. No prior registration required, but please bring exact change for the entrance fee: €6.00 (Standard) and €4.60 (Seniors).

Session 4b: Video Presentation: A Story of Plena (Green Lounge C)

15:15-16:45: **Paulina Guerrero** (George Mason University, USA) **A Story of Plena: Claiming Identity and Space in the Street Festivals of San Juan, Puerto Rico.**

17:30-18:30

Tour of the National Museum of Archaeology

Meet in the lobby of the National Museum of Archaeology in Valletta. Tour will begin at 17:30 precisely. Prior registration required.

Friday, 13 May 2011

08:30-10:00

Session 5a: Patterns in Island Architecture (Green Lounge A)

Loukas Kalisperis (Penn State University, USA and the Cyprus Institute, Republic of Cyprus), chair

08:30: **Beril Ozmen Mayer** (Eastern Mediterranean University, North Cyprus) **Architectural Codes in the Formation of Island Architectures.**

09:00: **Lorraine Farrelly** (University of Portsmouth, England) **Regional and Cultural Identity Evidenced in Island Architecture and Planning.**

09:30: **Hakkı Atun** (Eastern Mediterranean University, North Cyprus) **The Ottoman Architectural Heritage in Cyprus.**

Session 5b: Policy and Economy (Green Lounge A)

Chang-Yi David Chang (IGU Commission on Islands and National Taiwan University, Taiwan), chair

08:30: **Joseph Falzon** (University of Malta, Malta) **An International Comparison of the Productive Sectors of the Maltese Economy.**

09:00: **Gordon B. Cooke, Xiaotong Tang, Allan Locke; Susan Tobin, and Andrea Nixon** (Memorial University of Newfoundland, Canada) **Retaining Skilled Young Workers in Rural Newfoundland.**

09:30: **Jeo Lee** (Isle of Man International Business School, Isle of Man) **Small Island Offshore Financial Centres: Evidence on the Role of Quality of Governance.**

Session 5c: Cultural Heritage Tourism (Green Lounge C)

Christine MacKay (Isle of Luing, Scotland), chair

08:30: **Voon Chin Phua** (Gettysburg College, USA) **Island Tourism Changing with the Times: Examining Cultural Tourism in Singapore.**

09:00: **Felicité Fairer-Wessels** (University of Pretoria, South Africa) **Developing Robben Island as a Sustainable Tourism Destination.**

09:30: **Janice Lindsay** (University of Tsukuba, Japan) **Neighbours 'Distances Apart': Comparing Heritage Tourism in Jamaica and Cuba.**

10:00-10:15: Coffee Break

10:15-12:15

Session 6a: Changing Farm, House, and Household in the Northern Isles of Orkney: Adapting to Economic Constraints (Green Lounge A)

James W. Wood (Pennsylvania State University, USA), chair

10:15: **Tim Murtha** (Pennsylvania State University, USA) **The Evolution of House Forms in the Northern Isles of Orkney, Scotland.**

10:45: **Julia A. Jennings** (University of North Carolina, USA) and **James W. Wood** (Pennsylvania State University, USA) **Hired Farm Servants and Domestic Labor in the Northern Isles of Orkney, Scotland, 1851-1901.**

11:15: **Patricia Johnson** (Pennsylvania State University, USA) **Transforming the Farm on Westray, Orkney: Where Did the Capital Come From?**

11:45: **Julia A. Jennings** (University of North Carolina, USA), **Tim Murtha** (Pennsylvania State University, USA), **James W. Wood** (Pennsylvania State University, USA), and **Patricia L. Johnson** (Pennsylvania State University, USA) **A New Form of Household Extension in a Northwest European Island Community: Northern Orkney, Scotland 1851-1901.**

Session 6b: The Utopian Island: Refuge and Relegation (Green Lounge B)

Luisa Del Giudice (Independent Scholar, USA), chair

10:15: **Christian Fleury** (Université de Caen Basse-Normandie, France) **The Channel Islands as an Interspace: The Continuing Renewal of a Refuge's Ability.**

10:45: **Philippe Pelletier** (Université Lyon 2, France) **From Island as a Refuge to Island as a Margin: The Gotô Archipelago on the Edge of Japanesia.**

11:15: **Marie Redon** (Université Paris 13-Nord, France) **From Island-Refuge to Island-Trap: A Comparative Split Island Studies: Timor, Haiti & Dominican Republic, and Saint-Martin.**

11:45: **Alice James** (Shippensburg University, USA) **Asia Minor Identity on a Greek Island.**

Session 6c: Key Issues in Island Jurisdiction and Economy (Green Lounge C)

Godfrey Baldacchino (University of Prince Edward Island, Canada), chair

10:15: **Huei-Min Tsai** (National Taiwan Normal University, Taiwan) and **Eric Clark** (Lund University, Sweden) **Moving Beyond Cookie Cutter Models: Taking the Penghu Archipelago out of the Development Box.**

10:45: **Michel Leseure** (University of Chichester, England) **Toward a Theory of Island Economies.**

11:15: **Jean-Louis Rallu** (Institut National d'Etudes Démographiques, France) **The Demographic and Economic Situation in Malta and Europe's Outermost Regions: Is There a Political Status Impact?**

11:45: **Adam Grydehøj** (Elphinstone Institute, University of Aberdeen, Scotland) **Making the Most of Smallness: Island Economic Development Policy in Shetland, UK.**

12:15-13:45: Lunch Break

13:45-15:45

Session 7a: Building Sustainable Communities (Green Lounge A)

Michel Leseure (University of Chichester, England), chair

14:15: **Dominique Dias** (Semaphores Territoires Consulting, France) **Réunion Island's Commitment to Sustainable Urban Development.**

14:45: **Sue Farran** (University of Northumbria, England) **Changing Currents: Laws and Development in South Pacific Island States.**

15:15: **Özlem Olgaç Türker** (Eastern Mediterranean University, North Cyprus), **Hassina Nafa** (Girne American University, North Cyprus), and **Resmiye Alpar Atun** (Eastern Mediterranean University, North Cyprus) **A Holistic Framework for Sustainable Rural Tourism: The Case of Bellapais, North Cyprus.**

Session 7b: Immigrants and Emigrants (Green Lounge B)

Paulina Guerrero (George Mason University, USA), chair

13:45: **Luisa Del Giudice** (Independent Scholar, USA) **Sicilian St Joseph's Tables, Insular Cultural Identity, and Feeding the Poor in Los Angeles.**

14:15: **Jill Harland** (University of Otago, New Zealand) **The Creation of Orcadia in the South Island of New Zealand and the Integral Nature of Kinship Groups in Settlement Formation and Chain Migration.**

14:45: **Isabelle Calleja Ragonesi** (University of Malta, Malta) **The Politics of Occupation in an Island Community: Language in Colonial and Post-Colonial Malta.**

Session 7c: Tourism in Malta 1 (Green Lounge C)

Konstantinos Andriotis (Cyprus University of Technology, Republic of Cyprus), chair

13:45: **Jori Decoster** and **Kristien Dupae** (Catholic University of Leuven, Belgium) **Local Challenges for Alternative Tourism in Mediterranean Islands.**

14:15: **Sam Janssen** and **Sean O'Dubhghaill** (Catholic University of Leuven, Belgium) **Here's Looking at EU Kid: An Anthropological Examination of the EU's Impact on an Island Community.**

15:15: **Marjan Moris** and **Jori Decoster** (Catholic University of Leuven, Belgium) **Exploring the Socio-Cultural Framework for Social Tourism on Gozo, Malta.**

15:45-16:00: Break

16:00-17:30

Session 8a: When the World Comes Ashore (Green Lounge A)

Jill Harland (University of Otago, New Zealand), chair

16:00: **Daniel Travers** (University of Huddersfield, England) **The Italian Job: Orkney's Identity and the Legacy of its Prisoners of War.**

16:30: **Ulvi Keser** (Atılım University, Turkey) **Those Innocent People Who Tried to Survive, and Life in Cyprus after World War II.**

Session 8b: Place, Language, and Narrative (Green Lounge B)

Alexandra Gilbert (Memorial University of Newfoundland, Canada), chair

16:00: **Jeannie B. Thomas** (Utah State University, USA) **Cursed Houses and Haunted Barns on Cape Breton Island.**

16:30: **Edward Fowler Tuttle** (University of California, Los Angeles, USA) **Island Cross-Roads versus Insular Autonomy through the Prism of Language.**

17:00: **Mare Kõiva** and **Andres Kuperjanov** (Estonian Literary Museum, Estonia) **Signs of Giants in the Islands.**

Session 8c: Tourism in Malta 2 (Green Lounge C)

Konstantinos Andriotis (Cyprus University of Technology, Republic of Cyprus), chair

16:00: **Elise Billiard** (Independent Scholar, Malta) **Tourism and National Identity in Malta.**

16:30: **Vicky Steylaerts** (Catholic University of Leuven, Belgium) **Gozitan Taxi Drivers as Cultural Brokers.**

17:00: **Marjan Moris** and **Sam Janssen** (Catholic University of Leuven, Belgium) **The Impact of National Centre-Periphery Tension on Tourism Innovation: Towards a Subaltern Tourism Entrepreneurship?**

18:30-

Walking Tour of Valletta

The tour departs the lobby of Hotel Phoenicia at 18:30 precisely. Prior registration required.

Saturday, 14 May 2011

08:30-10:00

Session 9a: Place and Belonging (Green Lounge A)

Maria Hnaraki (Drexel University, USA), chair

08:30: **Michael Jones** (Norwegian University of Science and Technology, Norway) **Law and Landscape in Orkney and Shetland: The Role of Legal Texts, Topographical Literature, and Fiction in the Construction of Udal Law as a Marker of Island Identity.**

09:30: **Incoronata Inserra** (University of Hawaii at Manoa, USA) **From the Pacific to the Mediterranean: Toward Transoceanic Island Studies.**

Session 9b: Island Brand Image (Green Lounge B)

Vincent Zammit (Institute of Tourism Studies, Malta), chair

08:30: **Ina Berg** (University of Manchester, England) and **Johann Edelheim** (Southern Cross University, Australia) **Summer, Sun, and Sea: The Marketing Dilemma of Greek Islands in the Modern World.**

09:00: **Sara Fedele**, **Elena Marchiori**, **Alessandro Inversini**, and **Lorenzo Cantoni** (Università della Svizzera italiana, Switzerland) **Understanding the Online Reputation of Tourism Destinations: The Case of the Republic of Malta.**

09:30: **Stefan Lång** (AICIS, Åland) **From a Vision to a Framework: Lessons Learned from a Strategic Place Branding Process – The Case of “A Green Åland in a Blue Baltic Sea”.**

Session 9c: Times of Change in Malta (Green Lounge C)

Pravina Shukla (Indiana University, USA), chair

08:30: **Ulrika Åkerlund** (Umeå University, Sweden) **Routes to Malta: Processes of Second Home Acquisition.**

09:30: **Marlene Mifsud Chircop** (Malta College of Arts, Science and Technology, Malta) and **Rachel Curmi** (Malta College of Arts, Science and Technology, Malta) **Good Friday Processions in Malta.**

10:00-10:15: Coffee Break

10:15-12:15

Session 10a: Archaeology (Green Lounge A)

Ina Berg (University of Manchester, England), chair

10:15: **Eimear Meegan** (University College Dublin, Ireland) **A Change is as Good as a Rest: Late Neolithic and Early Bronze Age Malta.**

10:45: **Marie-Yvane Daire** (University of Rennes, France); **Elias Lopez Romero** (University of Santiago de Compostela, Spain); **Lorena Audouard** (University of Rennes, France); **Jean-Noël Guyodo** (University of Rennes, France); **Loïc Langouët** (Association Manche Atlantique pour la Recherche Archéologique dans les îles); **Grégor Marchand** (University of Rennes, France); and **Nathalie Moline** (University of Technology of Compiègne) **Archaeology's Contribution to Ancient Island Studies (Culture, Environment, and Economy): The Case of Groix Island (Brittany, France).**

11:15: **Reidar Solsvik** (Kon Tiki Museum, Norway) and **William S. Ayres** (University of Oregon, USA) **Megalithic Architecture in Island Environments: Pacific Cases.**

11:45: **Bernadette Flynn** (University of New South Wales, Australia) **The Digitisation of Mnajdra: Re-Production of Embodied Knowledge at a Maltese Temple.**

Session 10b: Divided Islands (Green Lounge B)

Sue Farran (University of Dundee, Scotland), chair

10:15: **Naciye Doratli** (Eastern Mediterranean University, North Cyprus) **Questioning the Walls between the Turkish and Greek Cypriots.**

10:45: **Virginia Monteforte** (École des hautes études en sciences sociales, LAIOS, France) **Reading between the Lines: Political Dualism as Prized Maltese Homegrown.**

Session 10c: Musical Islands (Green Lounge C)

Giovanna Iacovazzi (University of Paris-Sorbonne (Paris IV), France), chair

10:15: **Maria Hnaraki** (Drexel University, USA) **Of Mountains and Plains: Island Identities through Song in Crete.**

10:45: **Marcello Sorce Keller** (University of Malta, Malta) **Islands and their Musical Cultures: Patterns of Contact and Isolation.**

11:15: **Burt Feintuch** (University of New Hampshire, USA) **Traditional Music and Cultural Sustainability in Cape Breton.**

11:45: **Giovanna Iacovazzi** (University of Paris-Sorbonne (Paris IV), France) **The Impact of Musical Development on Environment: The Case of Malta.**

12:15-13:45: Lunch Break

13:45-14:45

Session 11: Keynote Speech: David Lowenthal (Green Lounge C)

Eric Clark (Lund University, Sweden), chair

David Lowenthal (University College London, England) **Mediterranean Islands: Heritage that Hurts.**

14:45-15:00: Break

15:00-16:30

Session 12a: Employment Opportunity and Economic Diversity (Green Lounge A)

Joseph Vella Bonnici (University of Malta, Malta), chair

15:00: **Andrew Birnie** (Island Analysis, Guernsey) **Sectoral Comparison of European Island Economies and Analysis of Potential Impact on Economic Diversification.**

15:30: **Stella Kostopoulou** (Aristotle University of Thessaloniki, Greece) **Waterfront Revitalisation and Urban Development: The Case of Thessaloniki Cityport.**

16:00: **Jimmy Donaghey**; **Gordon B. Cooke**; and **Isik U. Zeytinoglu** (Memorial University of Newfoundland, Canada) **Exploring Rural Job Stability and Employment Policy in Newfoundland and Ireland.**

Session 12b: Agency and Participation (Green Lounge B)

Gloria Miller (Isle of Man International Business School, Isle of Man), chair

15:00: **Steven Vella** (University of Aberdeen, Scotland) **Taking Stakeholder Participation in Environmental Impact Assessments: A Case of Thinking out of the Box for the Island State of Malta?**

16:00: **Ashley Gomer** (University of Toledo, USA) **Examining the Roles of Cultural NGOs in Malta.**

Session 12c: Natural Heritage and Cultural Development (Green Lounge C)

Incoronata Inserra (University of Hawaii at Manoa, USA), chair

15:00: **David Bade** (University of Auckland, New Zealand) **Managing Cultural Heritage on Conservation Islands in Auckland, New Zealand.**

15:30: **Barbara Borka** (Gdańsk University, Poland) **The Role of Protected Natural Areas for Creating Identity as Identified in Wolin Island, the Baltic Sea.**

16:00: **Adam Grydehøj** (Elphinstone Institute, University of Aberdeen, Scotland) **Human Ecosystems without Humans?: Maintaining Natural Heritage in Threatened Communities in Shetland, UK.**

Sunday, 15 May 2011

09:30-10:45

Session 13: or Mifsud Chircop Memorial Speech: Henry Glassie (Green Lounge C)

09:30-09:45: **Albert Borg** (University of Malta, Malta) **Work and Influence of or Mifsud Chircop.**

09:45-10:45: or Mifsud-Chircop Memorial Speech by **Henry Glassie** (Indiana University, USA) **Islands in the Sea of Theory.**

10:45-11:00: Break

11:00-12:15

Session 14: Declaration, Announcements, and Closing Remarks (Green Lounge C)

11:00: Presentation of the Conference Declaration by **Naciye Doratli** (Eastern Mediterranean University, North Cyprus), **Michel Leseure** (University of Chichester, England), and **Gloria Miller** (Isle of Man International Business School, Isle of Man)

11:45: Announcements by **Michel Leseure** (University of Chichester, England).

Abstracts

Hakki Atun (Eastern Mediterranean University, North Cyprus) **The Ottoman Architectural Heritage in Cyprus.**

The historian Prof. Inalcık, writing in the book *The Ottoman Imprint in the Balkans and the Middle East*, points out that “heritage or legacy is expected to trace the contribution of a particular culture to our modern world or more specifically to modern civilisation.” He goes on to say that “present civilisations in the approximately twenty states that emerged from the disintegration of the Empire, however are certainly influenced by their Ottoman past. Their capital cities offer a myriad of examples of Ottoman architecture and urbanism.”

Cyprus, formerly a part of the Ottoman Empire, is no exception. The island remained under Ottoman rule for more than 300 years. During this period, the Ottoman Turks left their footprints over the island. Maurice M. Cerasi, in his comprehensive study, describes the morphology and functional division of an ordinary Ottoman town, to which Lefkosa (Nicosia) the Capital city shows a great resemblance. If we study the urban fabric of Lefkosa and the various types of buildings that comprise it, we see various kinds of public, religious, and social buildings that carry the genuine characteristics of Ottoman architecture. This presentation will study in more detail the architectural heritage left by the Ottomans.

Marie Avellino (University of Malta, Malta) **Consuming Culture in Malta: British Tourists’ and Residents’ Invention and Re-Invention of Home.**

Baby boomers and the older generation have a larger propensity to travel and to purchase second homes in touristic or retirement areas. During these sojourns, my ethnographic research indicates that one of the main motivators for these visitors coming to Malta is the element of ‘home’. What meaning is given to ‘home’, and why is this a motivator for travel to Malta when tourism theory indicates that tourists go in search of novel experiences (Jang et al 2009: 51-73), the ‘other’, or the exotic, all of which is different from what one finds ‘at home’? This paper proposes that Malta is a repository for memories and nostalgia for a time that has been lost ‘at home’ in Britain and is only to be found in Malta.

David Bade (University of Auckland, New Zealand) **Managing Cultural Heritage on Conservation Islands in Auckland, New Zealand.**

This paper examines the management of cultural heritage in Auckland New Zealand’s public near-shore conservation islands, which are considered ‘natural’ or becoming ‘natural’. A key issue in the heritage management of ‘natural’ island contexts, and one which arises internationally, is that *in situ* cultural heritage may be ignored, silenced, or under-acknowledged in order to maintain the perception that the island is in fact ‘natural’. This process can also be observed on near-shore conservation islands in New Zealand which are designated as nature sanctuaries or which are undergoing ecological restoration to provide a habitat for rare and endangered birds and reptiles. The challenge in these contexts is to ensure that the objectives of natural heritage conservation are met without compromising the cultural heritage of the place. This paper will examine the origins, outcomes, and solutions to this nature/culture heritage management issue with specific reference to Rangitoto Island and Motutapu Island, just 30 minutes by ferry from Auckland city (population 1.3 million).

Ina Berg (University of Manchester, England) and **Johann Edelheim** (Southern Cross University, Australia) **Summer, Sun, and Sea: The Marketing Dilemma of Greek Islands in the Modern World.**

Islands have long cast a spell over people. While the romantic view of islands is a relatively modern construct, it still holds sway and has led to a disproportionate increase in tourism to Greek islands (in relation to mainland locales) since the 1960s. An analysis of tourism brochures and guides will highlight which pictures and literary topoi are being used by travel and tourism organisations to market the Cycladic islands to German and British visitors. Several inconsistencies are apparent in the tourists’ holiday choices, the most puzzling being that the tourists’ fulfilment of their island utopia is dependent on ease of access, thus negating the presumed qualities of islands. With similar issues being faced by other Mediterranean islands, this paper is hoped to offer a useful comparative perspective on island tourism in general.

Elise Billiard (Independent Scholar, Malta) **Tourism and National Identity in Malta.**

The historian Fernand Braudel described the Mediterranean islands as isolated lands as well as being stepping stones on the path to civilisation (notably the implementation of agricultural improvements by the Arabs). This ambiguity between an introverted and conservative society and a desire to integrate

modernity, to emigrate or import labour and food, is at the core of Maltese national identity. We argue that tourism should be seen as the continuity of Malta's dependence on mainland Europe in a post-colonial context. In particular, we will look at the way Maltese national identity is dependent on a touristic nostalgia for a lost Mediterranean culture and its need to construct a complimentary image that fits the visitor's fantasy. In this perspective, the tourism industry is seen as an objectification of national identity. However, the Maltese do not blindly accept the outsider's vision, and they show pride in some of their traditions, with surprising effects. National identity is thus a creative process built upon this duality of vision. Indeed, at the core of the western nostalgia for a lost Mediterranean, as well as the modern concern for a healthy lifestyle, lies the self-definition of the Westerner. We will investigate the recent wave of Maltese cookery books and trendy restaurants flaunting traditional values in our quest for an understanding of the effects of tourism as a bi-polar search for national identity.

Andrew Birnie (Island Analysis, Guernsey) **Sectoral Comparison of European Island Economies and Analysis of Potential Impact on Economic Diversification.**

In the current climate of global uncertainty, economic diversification has increased in importance on the agenda for most island governments. The trends that had previously underpinned growth in key sectors such as tourism and finance have been disrupted, and vulnerability to any one dominant sector is more keenly felt. Island Analysis will draw on its extensive database of comparative data in order to:

- Present a sectoral comparison of European island economies where either tourism or finance are the major contributing sectors, and
- Explore whether those islands dominated by tourism tend to generate a more diversified economy over a period of time than those dominated by finance, or vice versa.

In addition, we will focus on Jersey and Malta as mini case-studies to review and comment on how the sectoral balance has changed over the last twenty years. This will lead into a discussion on the influences affecting sector development, such as workforce availability, communications, infrastructure and fiscal structure.

Barbara Borka (Gdańsk University, Poland) **The Role of Protected Natural Areas for Creating Identity as Identified in Wolin Island, the Baltic Sea.**

This study concerns the formation of socio-cultural identity in Wolin Island, situated in the Baltic Sea, Poland. Referring to relevant literature, particularly to studies on perception, spatial management, and tourism development of the island as well as investigation into policies and spatial documents, the author suggests that natural assets have a considerable impact on the evolution of identity.

The research reveals that the great role played by natural areas results from two main factors: The presence of exceptionally high ecological values and the island's particular post-war history. The past is connected with resettlement processes – massive immigration of people coming from former eastern provinces of Poland (now belonging to Ukraine and Belarus). In consequence, identity here is strongly linked with the problems of detachment from land. The presented work demonstrates that, in absence of familiar cultural patterns, evolution of identity may involve mostly natural determiners. In the analysed case, they are constituted merely by resources present in the Wolin National Park, embracing sandy beaches, cliffs, and old broad-leaved forests, which represent both a high degree of naturalness and a picturesque landscape. The discontinuous character of identity is highlighted alongside its dependence on changing determiners.

Charles Briffa (University of Malta, Malta) **Diagnosing Malta's Condition in Literature.**

Throughout the decades, Maltese literature has reflected the Mediterranean environment to determine its influence on character. The use of harbour cities (like Birgu and Valletta) in different Maltese novels reflects the social behaviour of the inhabitants. For this presentation, two major novels will be discussed: Anton Manwel Caruana's *Inez Farrug* (1889) and Oliver Friggieri's *La Jibnazza Nigi Lura* (2005). The former treats social life in harbour districts during the 15th Century and discusses its similarity with 19th Century social behaviour, and the latter treats industrial life connected with the harbour in the first part of the 20th Century. The paper will discuss the relevance of urbanisation in terms of these aspects *vis-à-vis* rural attitudes and way of life in a traditional Maltese environment with some implications of colonialism in Maltese fiction.

Gordon B. Cooke, Xiaotong Tang, Allan Locke, Susan Tobin, and Andrea Nixon (Memorial University of Newfoundland, Canada) **Retaining Skilled Young Workers in Rural Newfoundland.**

In recent years, the Newfoundland economy has grown sharply. Like elsewhere in the industrialised world, a skilled labour shortage is forecasted for Newfoundland in the near future. Nevertheless, significant regional disparity exists, with vibrant economic conditions on the Avalon Peninsula but much

softer conditions elsewhere. Even outside the Avalon, a lack of skilled workers is expected. However, there is a tradition of talented young rural individuals out-migrating to pursue opportunities elsewhere in Canada. This mixed- methodology study uses surveys and semi-structured interviews with young rural workers to explore their job expectations, work-life preferences, and skills acquisition plans. In preliminary findings, many educated young individuals from rural communities are intent on leaving the province after university graduation. Others expect to relocate to the capital region (on the Avalon) rather than remain in their home community. Rural employers and community leaders must thus seek ways of retaining skilled young workers. Unfortunately, potential solutions, gathered from interview participants, are not especially encouraging. It is difficult for young people to locally obtain the skills and experience needed for acquiring secure, high-quality employment.

Marie-Yvane Daire (University of Rennes, France); **Elias Lopez Romero** (University of Santiago de Compostela, Spain); **Lorena Audouard** (University of Rennes, France); **Jean-Noël Guyodo** (University of Rennes, France); **Loïc Langouët** (Association Manche Atlantique pour la Recherche Archéologique dans les îles); **Grégor Marchand** (University of Rennes, France); and **Nathalie Molines** (University of Technology of Compiègne) **Archaeology's Contribution to Ancient Island Studies (Culture, Environment, and Economy): The Case of Groix Island (Brittany, France).**

This paper discusses archaeology's contribution to ancient island studies, including cultural and population development studies ('islandness' vs contacts) and environmental approaches to coastal landscape changes. This archaeological process' methodology is interdisciplinary, covering several research fields, such as prehistory and archaeology campaigns (excavations and systematic surveys), historical studies (texts), biology, and earth sciences. To illustrate this in a European Atlantic context, the authors present the main results from long-term investigations in Groix Island (Brittany, France). One of the largest islands in Western France (15 km²) and 11 km from the nearest coast, Groix Island has been populated since the early prehistory. It therefore documents the evolution of the relationship between man and maritime environment (resources exploitation, navigation, etc.) over time, from the early Palaeolithic up to the Middle Ages.

Jori Decoster and **Kristien Dupae** (Catholic University of Leuven) **Local Challenges for Alternative Tourism in Mediterranean Islands.**

Rural islands like Cyprus and Sicily have succeeded in diversifying their tourism industry via agrotourism. Although defined differently in different areas of the world, this type of tourism has certain characteristics common everywhere. Gozo presents itself as the ideal candidate for agrotourism activities. The islet of Gozo may benefit greatly by setting up a well thought-out agrotourism industry. This diversification in their tourism industry may serve as a means of preserving cultural heritage, promoting local produce, and giving new life to the local market. Yet agrotourism on Gozo has not nearly reached the same level of popularity as it has on neighbouring islands. The goal of this paper is to clarify which phenomena obstruct sustainable development through agrotourism. First of all, there are some factors that increase the gap between local farmers and their visitors. Second, loyalties at other levels of Gozitan community and society are often prioritised by locals. The third difficulty can be found within the Gozitan family, which used to be the basic structure for cooperation in agriculture. The main challenge to developing agrotourism, thus, is designing and implementing a model for cooperation that is founded on relationships of mutual trust and does not interfere with the existing cultural dynamics between farmers. This paper serves as a restatement that economic needs are not necessarily the deciding factor for the development of market niches; Societal and cultural dynamics may be just as important.

Luisa Del Giudice (Independent Scholar, USA) **Sicilian St Joseph's Tables, Insular Cultural Identity, and Feeding the Poor in Los Angeles.**

In mapping the Italian community of Los Angeles in the 1980s, it was clear that many aspects of Italian folklife were significantly better preserved among Sicilian Americans. In diaspora literature, Sicilians are frequently noted for their cultural tenacity, *i.e.*, for their adherence to insular identity and regional culture. This paper examines a notable example of such cultural conservatism in the area of food ritual, the Sicilian St. Joseph's Table/Altar (a celebration of charity and abundance), widely diffused throughout the island as well as in the U.S., Canada, and wherever else Sicilians have migrated. It departs from the various social contexts and evolving meanings of the St. Joseph's Table tradition, in situ and in the diaspora, as well as situates the tradition within the broader spectrum of public rituals of food-redistribution (*e.g.*, *sagre* or harvest festivals, charitable banquets), and of 'welcoming the stranger' in the Mediterranean. The paper also considers why the tradition has thrived and grown in the diaspora while many other Italian American traditions have waned (*e.g.*,

the migration narrative inherent in the 'Flight into Egypt' motif; historical commemoration of hunger; the resurgence of hunger in urban America). Further, the author draws on direct experience with public programming around food and oral tradition, which integrates recent reflections on the appropriate intersections of academic discourse and compassionate action. St. Joseph's Tables are a case in point and demonstrate the potential – and more global – applications of insularity, cultural cohesion, and traditional practices in contemporary U.S. food justice advocacy.

Dominique Dias (Semaphores Territoires Consulting, France) **Réunion Island's Commitment to Sustainable Urban Development.**

A conference held in October 2009 defined the technical and cultural issues facing urban districts and the means of realising related aims and mobilising stakeholders. Réunion Island's Sustainable District is welcoming for all inhabitants and visitors: It mixes housing and activities, is well connected to the city, features a low cost of living, is naturally cooled, and is cyclone-resistant. On a tropical island of 800,000 inhabitants, thousands of kilometres away from neighbouring states, the need for short-distance supply and self-sufficiency is very acute. Furthermore, population growth necessitates the success of the development, at the risk of seeing expanding shanty towns destroying an exceptional natural environment.

The development of an island-city with one million residents will require a new harmony between resource supply and the protection by the year 2030. The strategy is to reinforce democratic control of urban development and to guarantee a truly integrated urban conception by coordinating professionals, skills, and funds. Are other French tropical islands ready for such an ambition? A comparative study with the archipelago of Mayotte and that of French Polynesia provides indications in terms of cultural change, relationship with nature, the needs of modernity, and the autonomy of economic sectors. Because these other territories are both developing and insular, they have even greater need to experiment with sustainability.

Jimmy Donaghey; Gordon B. Cooke; and Isik U. Zeytinoglu (Memorial University of Newfoundland, Canada) **Exploring Rural Job Stability and Employment Policy in Newfoundland and Ireland.**

While some people prefer living in urban centres, others much prefer the lifestyle available in rural communities. However, one potentially negative aspect of rural living is that employment prospects can be more limited. This is especially true in areas where traditional employment options (such as fishing, hunting, forestry, or farming) are no longer viable as career paths. Nonetheless, individuals, and particularly those in island settings, may feel such a strong attachment to a location that they are unwilling or unable to relocate to places with superior economic prospects. In this situation, the nature of government employment policies can play a significant role in the lives and communities of these individuals. In this study, we compare the responses of interview participants in rural Ireland versus Newfoundland. We focus on workers who are 40+ years of age, since we felt that these individuals would be more likely to have stronger community ties and find relocation prospects to be less feasible and desirable. Our preliminary finding is that, relative to Ireland, employment and other government policies existing in Newfoundland essentially push more rural individuals to leave the island for employment or to settle for low-paying, short-term, seasonal jobs. (This study is supported by a grant from the Social Sciences and Humanities Research Council of Canada (SSHRC).)

Naciye Doratli (Eastern Mediterranean University, North Cyprus) **Questioning the Walls between the Turkish and Greek Cypriots.**

Although Cyprus' major ethnic communities have lived side by side in an intermingled fashion over the past 400 years, in the words of Archduke Louis Salvator of Austria towards the end of the 19th Century, the Turkish and Greek Cypriots were "enemies at heart, and united solely by their love for the land of their birth". Thus, the two ethnic communities were separated by language, religion, and ethnicity: And each group's identity was firmly rooted in the heritage, culture, and ethnic practices of their representative motherlands. The strong link to national identity and power relations was later strengthened by oppositional forces of Greek nationalism, Turkish nationalism, and British colonialism. This has nourished the formation of thick ethnic-national, community, and historical walls between the two communities.

The aim of this paper is firstly to discuss the formation, meaning, and process of change of the walls between the two communities. Much of the discussion will be built on the 'dividedness' of the capital city Nicosia. Secondly, the presentation aims to open a discussion on measures to transform the walls between the two communities into positive catalysts to the efforts for reaching a solution to the Cyprus conflict.

Felicité Fairer-Wessels (University of Pretoria, South Africa) **Developing Robben Island as a Sustainable Tourism Destination.**

Robben Island is a symbol representing the physical embodiment of the triumph of the human spirit over enormous adversity and hardship (UNESCO 1999). The role of Robben Island in the transformation of an oppressed society has come to symbolise the rebirth of democracy in South Africa. Robben Island is a World Heritage Site with a recorded history dating back to 1496 and has hosted various socio-cultural communities since then. From 1961, the Apartheid regime used the island as a maximum security prison incarcerating numerous political prisoners, the most famous being Nelson Mandela. Based on his autobiography, *Long Walk to Freedom* (1994), empirical research has been undertaken to determine the tourism potential of the island for cultural, historical, political, literary, or other niche market segments. With tourists seeking a unique experience, Robben Island with its multicultural identity has all the necessary tangible and intangible products if conserved, developed, and managed sustainably.

Joseph Falzon (University of Malta, Malta) **An International Comparison of the Productive Sectors of the Maltese Economy.**

The paper will analyse the evolution of the economy in Malta over the last fifty years and will explore the dynamics of the structure of the Maltese economy from one based on servicing the British base in Malta to one that became dependant on manufacturing, tourism, and recently on financial services and e-gaming. Exports have been the engine of economic growth in Malta over the last fifty years, have enabled the GDP per capita to grow substantially, and have increased the standard of living in Malta, bringing it closer to the European average. The manufacturing and tourism sectors have reduced their share in the economy over the recent years, and their share is being taken up by financial, business, and IT services. The Maltese economy, however, remains open, relatively small, and vulnerable, and its exports remain heavily integrated mostly with that of the European Union.

Sue Farran (University of Northumbria, England) **Changing Currents: Laws and Development in South Pacific Island States.**

This paper focuses on the island countries of the South Pacific region, notably those countries which came under the influence of British colonial rule in the 19th Century. With small landmasses and large sea areas, marine resources are essential to the survival of these countries. However, development pressures, changing lifestyles, weak central government, and lack of resources combine to undermine the marine and coastal wealth of Pacific islanders. In particular, there is a tension between traditional patterns of marine and coastal management and modernisation. Although custom and customary laws often have formal recognition in the legal systems of these islands, introduced ideas and compliance with international demands threaten to undermine local control and national sovereignty over marine and coastal resources. This paper explores relationship between tradition and change being experienced in some Pacific island states and the challenges presented for present and future sustainability.

Lorraine Farrelly (University of Portsmouth, UK) **Regional and Cultural Identity Evidenced in Island Architecture and Planning.**

In "Towards a Critical Regionalism: Six Points for an Architecture of Resistance", Kenneth Frampton argues the importance of the region in determining identity, that it is informed by interpretation of local styles. An island has a culture and identity that expresses itself through its architecture and town planning, which need to respond to specific issues defined by physical conditions, particularly the notion of "edge" and a sense of defining the boundary of the island from its surroundings. Islands develop this physical identity over generations of building. The architectural identity is perhaps more concentrated as islands need to use their raw materials to build and in the past have been less affected by external styles and imported materials. As transport links have improved, this architectural identity has been diluted as materials and ideas have been imported from outside the physical constraints of the island. This paper will present some case study examples of island identity expressed through architectural and town planning and how these traditions have been influenced by external change.

Sara Fedele, Elena Marchiori, Alessandro Inversini, and Lorenzo Cantoni (Università della Svizzera italiana, Switzerland) **Understanding the Online Reputation of Tourism Destinations: The Case of the Republic of Malta.**

User-Generated Contents (UGC)s create so-called eWord-of-Mouth (eWoM), which contributes to build the online image and reputation of a given tourism destination. Being aware of what is

actually said online – thanks to a method of collecting and interpreting data – is critical for tourism managers, who have to manage their online place brand. The understanding and management of online reputation is a crucial practice for complex organisations such as tourism destinations: Destination managers need to holistically listen to and manage online discourses to better interact with prospective travellers and to better communicate online.

This research investigates the online discourses (eWord of Mouth) of the Republic of Malta. It refers to the Destination Online Reputation Model (DORM), which has already been tested for other tourism destinations. It confirms that prospective tourists are aware of the presence of UGCs about destinations and are influenced by them during their decision-making process. The analysis of the actual eWoM contents available online about Malta could be a useful tool for Destination Management Organisations in developing new and more effective online marketing strategies.

Burt Feintuch (University of New Hampshire, USA) **Traditional Music and Cultural Sustainability in Cape Breton.**

Cape Breton, the island portion of the Canadian province of Nova Scotia, has achieved significant recognition in North America and parts of Europe as a hotbed of community-based music. The music is both a symbol of identity and a fact of everyday life in a number of communities on the island, where people dance to fiddlers, accompanied by pianists, in small halls; attend concerts and festivals; and otherwise appreciate this very local form of cultural production. But increasingly, one hears expressions of anxiety about the music's sustainability, and a number of efforts are underway to bolster the music's long-term prospects. Some of them connect directly to broader concerns about cultural sustainability, having to do with language revitalisation, as well as social and educational structures. Some are intensely local in focus while others are bound up with tourism, economic development, and other extra-community factors. This paper will consider the growing Cape Breton anxiety about the music's staying power as well as efforts to support its sustainability. It will then offer propositions for thinking more broadly about cultural sustainability while honouring the intense sense of identity and locality that characterises this small island.

Christian Fluery (Université de Caen Basse-Normandie, France) **The Channel Islands as an Interspace: The Continuing Renewal of a Refugee's Ability.**

From the mid-19th Century, the British vogue for seaside holidays, as applied to Jersey and Guernsey, represented an easy-access South, characterised by an Anglo-Norman exoticism experience as well as a climate deemed to be significantly more pleasant than that of Great Britain. But they have also long been island-borders as British Crown Dependencies situated between two great powers in conflict, in the immediate vicinity of the French enemy. They consequently have been able to play the roles of a sanctum for pirates, an operations base for privateers, and an asylum for both political and religious refugees. Toward the end of the 20th Century, the attraction of the Channel Islands, which could make use of their institutional autonomy, was increasingly exerted on a third type of refugee, drawn to islands whose paradisiacal function should be less dedicated to people than to material assets. Thus, the aim of this communication is to review this wide and renewed spectrum of the attractive functions of the Channel Islands, from the quest for the ideal place to be to that much more concrete aim of financial profit.

Bernadette Flynn (University of New South Wales, Australia) **The Digitisation of Mnajdra: Re-Production of Embodied Knowledge at a Maltese Temple.**

This paper investigates the digital expression of cultural heritage for sustainable tourism. The of the research is Mnajdra, one of the prehistoric temples in the southwest of Malta. Like many other Maltese temples, Mnajdra has deteriorated over time, with many areas off limits to visitors. While conservation strategies are in place and fundamental to the preservation of material culture, the use of interaction technology is proposed for representing and extending the experience of heritage.

Moving beyond the digitisation of material artefacts, phenomenological interpretation is positioned as a means of opening up other ways of engaging with the site. A case is made for the revitalisation of embodied and situated forms of interpretation. Embodied and situated forms of interpretation take into account the significance of movement in the landscape within the spatial configurations of the island setting. Documentation of practice-based research will show how the interpretative archaeology of Mnajdra enables a somatically enhanced form of knowledge production reconfigured for audience participation. Restaged in The Advanced Visualisation and Interaction Environment (AVIE), the spatial visualisation of the prehistoric temple is activated via motion-tracked movement of participants and enhanced by a hand-held position sensor to reveal artefacts from multiple angles and details of wall surfaces. In particular, the effect of shadows enables the audience to move

from one panorama to the next, inviting bodily participation in the creation of a dynamic immersive experience of the site.

Bojan Fürst (Memorial University of Newfoundland, Canada) **Small Island Communities of Newfoundland: Perceptions and Policy Implications.**

Sixty years ago, Newfoundland's coast was dotted with over one hundred small island communities. A provincial resettlement policy in the 1950s and 1960s and a moratorium on cod fishing in the 1990s have wiped out the majority. Today, there are 20 small island communities remaining, half on Fogo Island. Recent rural community development research has focused on sustainable development and resource co-management practices. Community adaptability, resilience, positive attitudes, and supportive government policy have been identified as important characteristics of viable rural communities, but there has been little focus in Canada on small island communities and the extent to which these characteristics can be found on small islands. Has community development in small insular settings been addressed in Newfoundland? Do island residents or rural policy makers believe it is important to do so? How do they see themselves and each other? Do these perceptions matter when it comes to drafting and implementing policies that support viable small island communities? This paper will present the results of current research exploring these questions through interviews with residents of small islands in and relevant policy makers.

Alexandra Gilbert (Memorial University of Newfoundland, Canada) **'The Origin of Grievous Wounds: Newfoundland Perceptions of the Mainland in Wayne Johnston's Memoir *Baltimore's Mansion*.**

This paper will examine the perspective of Newfoundlanders at a crucial period in the island's history through the perceptions of Canadian author Wayne Johnston (or, more accurately, his literary persona who acts as narrator) as he is growing up in a Newfoundland fishing village. The narrator is a child who has to navigate the controversy surrounding the process of Newfoundland, a self-contained island, becoming a Canadian province in 1949. Johnston emphasises the divide not just between Newfoundland and Canada, 'the mainland', but also between the island-like Isthmus of Avalon and the rest of Newfoundland. Caught in the midst of a strong us-and-them, self-and-other battle, the narrator attempts to understand his identity as a Newfoundlander while reconciling the fact that Newfoundland is no longer "independent", a self-governing British colony, but part of a much larger nation that may or may not recognise the inherent characteristics of Newfoundland as a place unto itself. What does it mean for the identity of islanders when the island becomes part of a nation? Johnston articulates the Newfoundland identity by focusing on political and economic changes in the island's way of life, changes which were all necessarily wrought in the "nebulous" realm of the mainland.

Ashley Gomer (University of Toledo, USA) **Examining the Roles of Cultural NGOs in Malta.**

There is much to be gained by exploring the various ways in which debates about cultural identity are played out. This paper is based on anthropological research that was conducted during the summer of 2010. The aim of the research was to better understand the roles that cultural non-governmental organisations (NGOs) play in the island nation of Malta. Employing ethnographic fieldwork, the researcher examined a selection of Maltese cultural NGOs that are actively engaged in practices ranging from advocacy and lobbying to heritage restoration and event organisation. The research looked at ways these cultural NGOs act to preserve heritage and promote cultural expression while navigating governmental cultural policy and the transnational commitments of the European Union. This paper argues that cultural NGOs help to provide different segments of Maltese society with a voice in the constantly changing definitions of Maltese culture and identity. Through the framework of cultural politics, this paper also touches on the changing perceptions of regional, national, and transnational identity in Malta, as they relate to the effects of Malta's European Union membership and the tourism industry that is central to the nation's economy.

Adam Grydehøj (Elphinstone Institute, University of Aberdeen, Scotland) **Making the Most of Smallness: Island Economic Development Policy in Shetland, UK.**

High transport costs, low skill differentiation, and small economic size reduce small island international competitiveness. In confronting these challenges, some island governments are hampered by their small communities, which foster cronyism and conflicts of interest. These problems may be largely unavoidable in small island jurisdictions, but smallness presents opportunities as well. For instance, closeness to the community causes not only conflicts of interest: It can also boost community participation, enhancing democratic legitimacy. Whatever the drawbacks to economic intervention in mainland jurisdictions, island governments can deploy development policy with an in-built competitive

advantage. Because island governments are often disproportionately large relative to population and economic size, individual government investments can be relatively more efficacious. Small size and island status also enhance place brand development initiatives in the form of iconic loss leader projects. Although exploiting smallness via economic intervention does not guarantee good policy choices, it can help good policies achieve positive results. Shetland (UK) is an example of an island jurisdiction in which local government economic development policy has supported particular economic sectors relative to global competitors; strengthened the Shetland brand for potential visitors, immigrants, and investors; and promoted and conserved local culture.

Paulina Guerrero (George Mason University, USA) **A Story of Plena: Claiming Identity and Space in the Street Festivals of San Juan, Puerto Rico.**

San Juan, Puerto Rico holds a yearly four-day long street festival called *Las Fiestas de la Calle de San Sebastián*. Revived by a group of friends and neighbours in San Juan 48 years ago, the street parties are now completely sponsored by American and European beverage companies such as Heineken, Coors, and Coca-Cola. While the festivals are comprised of music and dance that is a combination of various Caribbean and Latin American aesthetics, there is a small group of local musicians who insist on staying away from the larger throngs to play a Puerto Rican folk-music genre known as *bombayplena*. By defining a distinct physical space that is separate from the rest of the festival, they are creating a place where they can resist outside definitions of Puerto Rican culture and re-enforce their own sense of national identity.

This film will explore the drama within the street festivals as globalism is brought into a performative display: How to be a part of the global economy but not allow a dominant economy to overpower a localised region to the point of cultural obliteration.

Jill Harland (University of Otago, New Zealand) **The Creation of Orcadia in the South Island of New Zealand and the Integral Nature of Kinship Groups in Settlement Formation and Chain Migration.**

This paper focuses on the emigration of Orkney Islanders to New Zealand in the 19th Century and the creation of small pelagic communities that intensified island identity and extended kinship networks, via marriage within and between Orcadian families. Research of the immigration patterns of Orcadians to the Antipodes reveals a strong adherence to individual island loyalties and the continuance of ancestral links back to Orkney. The choice of settlement locations in the South Island of New Zealand was also determined by individual Orcadian island communities, which were totally dependent on a continuance of chain migration from their native island within Orkney.

In order to emphasise the distinctiveness of the Orcadian experience, a comparative study of relevant migratory and settlement patterns for Shetland, Fair Isle, and St Kilda in the 19th Century will be discussed. This paper will also contest the theory, furthered by historian Miles Fairburn, that New Zealand in the 19th Century was characterised by atomised communities with little experience of kinship ties and high levels of internal migration.

Maria Hnaraki (Drexel University, USA) **Of Mountains and Plains: Island Identities through Song in Crete.**

Crete, a Mediterranean island amongst three continents, serves as a connecting link between East and West. Its inhabitants have managed to remain autonomous through a 'rebel attitude'. The Cretan mountain-dwellers in particular are famous for their sustained resistance to Turkish rule and German occupation through singing mountain songs (*rizitika*) whereas the plains-dwellers danced to *mandinades* (Cretan rhyming couplets). All Cretan song lyrics are place-based because they recognise value in the Cretan folk and their language, their fellow Cretan co-inhabitants, and the Cretan landscape itself. Stokes' main argument that music informs our sense of place (1994) is also the case with Cretan songs as for a Cretan, even of the diaspora, singing functions ecopsychologically, creating a strong sense of place and belonging. Here I argue that singing is a social activity that still provides a means by which Cretans recognise identities and that places, such as the island of Crete, through singing become 'ours'. Finally, attention will be paid to how Cretan song performances consolidate, via the rich use of history, is-land (in the sense of "being one with one's land") identity, claiming land through song.

Huei-Min Tsai (National Taiwan Normal University, Taiwan) and **Eric Clark** (Lund University, Sweden) **Moving Beyond Cookie Cutter Models: Taking the Penghu Archipelago out of the Development Box.**

This paper analyses development issues in the Penghu Archipelago, Taiwan. We begin by looking at its historical political ecology, focusing on the formation of landesque capital – now largely

abandoned, yet highly valuable cultural and material assets – and ecologically unequal exchange. We then analyse struggles over development following the marked fishery decline. Tourism has become a primary focus, including controversial development projects. Penghu residents recently voted in a referendum on opening up the islands to casino activities, narrowly deciding against this development path. On smaller islands, distant from Magong, the administrative capital of the archipelagic county, tensions surround the core issue of whose voice matters. Who decides on development projects? Who gains? How do residents' visions fare in relation to the largely external interests of state and capital investors? What does a deepening of democracy mean for development? These issues are neglected in the models presently dominating research on island development. We end with critical reflections on the epistemological hollowiness, circularity, and normativity of the models as well as how we might move beyond cookie cutting.

Giovanna Iacovazzi (University of Paris-Sorbonne (Paris IV), France) **The Impact of Musical Development on Environment: The Case of Malta.**

Malta Island is a unique example in the European scenario: It is a small island in the heart of the Mediterranean Sea, a nerve centre which, since ancient times, has been a place of encounters and exchanges between North and South and truly a bridge between Europe and the Arab world.

On this little island, music plays a central role not only during the many festivals taking place throughout the year – when the *bandas*, or local brassbands, play along the village streets to pay homage to their patron saints – but also in everyday life, when – especially on Sundays – Maltese folk music, the so-called *g ana*, is often at the centre of private and public performances. Indeed, music seems to be inherent in Maltese environment and culture to the extent that, despite the small size of the islands, most of the time and spaces of the population are devoted to it.

This paper explores the connection between music and its territory, analysing the importance of music in such a small insular context as the one represented by the Maltese Islands. We seek to discover if the peculiar island environment can give music its distinctive or idiosyncratic aspects and to understand how music's role in constructing local soundscapes, culture, and identity.

Inserra, Incoronata (University of Hawaii at Manoa, USA) **From the Pacific to the Mediterranean: Toward Transoceanic Island Studies.**

This paper contributes to comparative island studies by drawing transoceanic comparisons between two 'small places' (Steven Firth, "Globalization and the Pacific Agenda" *The Contemporary Pacific* 12:1 (2000), 178–92), Hawaii and Southern Italy, and their place in a globalised world order. Although belonging to the USA, Hawaii shares many similarities with other islands and small places in the world: An unsustainable economy, overdependence on tourism, and a neocolonial mentality that subjects it to decisions taken on its 'mainland'. Hawaii and the South of Italy also share a neocolonial, orientalist perception, while they are both responding to global forces by asserting local and regional cultural identities.

Hawaii is working with other small places to build regional alliances across the Pacific, including academic and cultural collaborations and programs, many of which are sponsored by the University of Hawaii. Southern Italy is at the centre of a strong folk music revival, which seeks to reconnect Southern Italians with their local cultural roots as well as strengthen regional cultural bonds across the Mediterranean. I argue that this comparison works as a useful model toward exploring transoceanic island dynamics and, in turn, toward building a more sustainable future for small places around the world.

Alice James (Shippensburg University, USA) **Asia Minor Identity on a Greek Island.**

Following the 1922 war between Turkey and Greece, over a million impoverished Greek Orthodox refugees poured into Greece from Asia Minor. These refugees had been part of a vigorous and creative society that had supported a wide range of institutions, including newspapers, schools, libraries, churches, and musical and artistic activities. Many of the descendants of the survivors of the flight still live today on the Eastern Aegean island of Chios, where I have been doing research since 1989.

The events of the 'Greek Catastrophe' were the defining moments of the lives of the refugees and the memories of their trauma remain vivid and compelling. The social production of a separate Asia Minor identity has been used by the refugees and their families as a strategy to cope with the trauma of forced displacement. Although this community has been living on the island of Chios for over eight decades, these Greeks believe themselves to be different from the other islanders and have constructed an enduring identity based on their origins.

Sam Janssen and **Sean O'Dubhghaill** (Catholic University of Leuven) **Here's Looking at EU**

Kid: An Anthropological Examination of the EU's Impact on an Island Community.

When we consider Jeremy Boissevain's seminal work on the Maltese Archipelago in the 1970s we arrive at an interesting crossroads. At one time Boissevain is advocating for a less "parochial" or "tribalised" anthropology of the Mediterranean, one which does not shy away from considerations of complex societies. He would turn his attention in the late 1970s to a consideration of the impact of Tourism on the small island community of Gozo in order to combat the reified idea of a completely insular culture, expounding in this way complex features and their affects on small island communities. His most authoritative account of the island of Gozo was written in 1979. 25 years passed until Malta would accede to the European Union, another example of a massive and parenthetically complex system which has an irrevocable impact on this small island community. This paper endeavours to understand the impact of the EU on Malta's sister island, the feeling Gozitan citizen's possess is that of a "peaceful takeover", a gilded criticism of the European Union's democratic deficit. This work attempts to posit, as Boissevain has articulated, the impact of an extraneous administrative body on the lives (or a sample thereof) of the estimated 31,000 Gozitans on the island.

Julia A. Jennings (University of North Carolina, USA), Tim Murtha (Pennsylvania State University, USA), James W. Wood (Pennsylvania State University, USA), and Patricia L. Johnson (Pennsylvania State University, USA) A New Form of Household Extension in a Northwest European Island Community: Northern Orkney, Scotland 1851-1901.

Conventional wisdom in historical demography insists that extended households were rare in Northwest Europe during the Early Modern Period. Here we suggest that this belief may reflect limitations in the documentary evidence normally available to historical demographers. By combining documentary material with archaeological data, the North Orkney Population History Project has identified a new form of household extension – the compound household – comprising several distinct (but often physically attached) houses that share a single set of the minimal outbuildings needed to operate an independent farm. We provide descriptions of several such households, their physical remains, and their genealogical composition and present analyses showing that their dynamics (formation and dissolution) are different from those of other types of extended households in Orkney.

Julia A. Jennings (University of North Carolina, USA) and James W. Wood (Pennsylvania State University, USA) Hired Farm Servants and Domestic Labor in the Northern Isles of Orkney, Scotland, 1851-1901.

Owing to geographical isolation and small population size, preindustrial island communities were often limited in how much human labour could be mobilised for food production. These constraints were worsened by the fact that farm labour was generally organised at the level of small individual households. In response to temporary imbalances in their ratios of food consumers to food producers caused by their natural demographic life cycles, households that could afford to do so might be pressured to hire servants or workers from outside the family to help on the farm. Historical records from the five northernmost islands in 19th Century Orkney, Scotland indicate that the number and sex composition of farm servants were indeed responsive to fluctuations in the age-sex composition and consumer-producer ratios of the hiring households.

Patricia Johnson (Pennsylvania State University, USA) Transforming the Farm on Westray, Orkney: Where Did the Capital Come From?

At the beginning of the 20th Century, valuation rolls for the island of Westray in northern Orkney, Scotland listed 224 separate farms or crofts, of which three were owned by local farmers and 221 were rented from eight wealthy absentee landlords. Between 1921 and 1931, 166 farms were purchased by locals, and by the late 1970s virtually all farms were in the hands of Westray residents. Over this period of some fifty years, Westray moved from an agricultural system characterised by small tenant farms, relying largely on human labour and producing primarily for subsistence, to one in which large owner-operated and mechanised farms produce for a national market. This paper addresses the question of how local farmers acquired the capital to finance the purchase of both the land and machinery that enabled this transformation.

Michael Jones (Norwegian University of Science and Technology, Norway) Law and Landscape in Orkney and Shetland: The Role of Legal Texts, Topographical Literature, and Fiction in the Construction of Udal Law as a Marker of Island Identity.

The islands of Orkney and Shetland to the north of Scotland were subject to Norse rule for more than 650 years from the 9th to 15th Centuries, followed by 560 years of Scottish and later British rule. Scandinavian forms of landholding were introduced to the islands through the medieval Norwegian laws.

Orkney and Shetland came under Scottish sovereignty in 1468–69, but Norse laws were not superseded by Scots law until the early 17th Century. Certain aspects of the Norse landholding system survived until the 20th Century and exist vestigially today. They are generally referred to as ‘udal law’ (from Old Norse *oðal*, modern Norwegian *odel*, meaning a right to land belonging to kindred). This paper examines the respective roles of legal texts, topographical literature, and fiction in keeping alive the idea of udal law and contributing to its construction as a marker of island identity.

Marina Karides (Florida Atlantic University, USA) **Social Economy and Cultural Survival: The Women’s Cooperatives in Lesvos, Greece.**

Social economy or community economics generally includes enterprises that are not primarily oriented around profit seeking, maximisation, and expansion of enterprise but are more likely driven by social values and sustainability such as cooperatives. The social economy is expanding throughout Europe and Latin America, but how it connects to islands is given limited study. This paper explores the appropriateness of social economy strategies for local development and cultural preservation in island settings – particularly as women develop them. Island women, who live at the nexus of the material wellbeing of families and communities and culture preservation, may be especially inclined towards the social economy. Based on ethnographic fieldwork and interviews, this paper considers the women cooperatives on the Greek island of Lesvos, their orientation and development, and offers a feminist analysis that links island studies with the social economy.

Theodoros Katerinakis (Drexel University, USA) **Island Cooperative Economic Identities: A Social Network Analysis of Greek Cooperative Banking Ethics in Crete.**

Modern *Homo Communicans* seems to prefer to be connected with their surrounding world in their economic and social life. Mutuality and social cohesion through sustainable finance in island communities operate as security mechanisms in the current era of turbulence. Emotional capitalism is a cultural process through which new interactional scripts of economic relationships are illustrated “by the cultural frames of cooperation or team work”. Cooperative values of self-help, self-responsibility, equality, and solidarity match with the ethical values of honesty, social responsibility, and caring for others. These values clearly define the network components using traditional community studies. Human organisation in the form of cooperative banks as commons is best described as a social network. This paper proposes two steps forward: (1) Introduces social network analysis to visualise a cooperative banking network as the epicenter of an inclusive social network. The case study is Cooperative Bank of Chania, in Crete, Greece. (2) Connects trust and integrity in banking with the central value to Greek culture of *philotimo*, a unique conscious *arete* of honor and pride with the tendency to cooperate and the ritual of keeping your word without reserving it in a contract. Banking operation redefines island micro-economy and directs the route in which social economy meets self-sufficiency and sustainability in island communities.

Marcello Sorce Keller (University of Malta, Malta) **Islands and their Musical Cultures: Patterns of Contact and Isolation.**

Islands are by definition isolated, more or less distant from the mainland, to a degree culturally self-contained. They offer excellent examples of ‘marginal survival’: When traditions are preserved among a ‘defined population’ that has disappeared or undergone drastic change on the mainland.

Musically, whether it be because of marginal survival (like *Ritzitiko* in Crete) or local innovation (like steel bands in Trinidad), islands are known to offer very special soundscapes. Good examples are to be found in the Mediterranean, and even on a smaller scale, in the Western part of it: Mallorca, Corsica, Sardinia, Sicily, and Malta reveal striking musical diversity. And yet, the case could be made that in music, not only are such islands not entirely cut off from their respective mainland (which, of course, no one would so drastically maintain), but they are not even totally isolated from one-another – although cultural links among them are subtle and difficult to recognise.

This paper makes the case that Mediterranean islands offer an excellent opportunity to study how patterns of contact and isolation co-exist, involving the same cultural entities, and how they pertain to musico-cultural characteristics that are either easier to transmit or not especially charged with identity connotations.

Ulvi Keser (Atılım University, Turkey) **Those Innocent People Who Tried to Survive, and Life in Cyprus after World War II.**

Cyprus is said to be an island of the immigrations, disputes, wars, and international issues throughout history. We once more come face to face with such a situation during World War II. Innocent Jewish civilians who managed to survive in Europe tried to travel to the promised lands for a

safer life. This proved difficult, however, since they relied on very primitive, old, insufficient, and risky cargo ships to take them to Palestine. Some of these ships unfortunately capsized in the open seas, some were captured and blocked by the Allied navy, and the lucky ones were directed towards Cyprus. This scientific study will focus on those above-mentioned poor people, their suffering, and their lives on the island for more than three years before the declaration of the state of Israel.

Mare Kõiva and Andres Kuperjanov (Estonian Literary Museum, Estonia) Signs of Giants in the Islands.

This paper will compare the giant heritage recorded in the largest islands of Estonia (Saaremaa, Hiiumaa, and Muhu) and the Swedish island of Gotland as well as how giant lore is used in identity making. Estonia's unique creation myths include a story about how the God and the Old Pagan created the world, including the islands of Hiiumaa and Saaremaa. Sõrve, the largest peninsula on Saaremaa, is the result of yet another contest between the Old Pagan and God, just like the larger bodies of water and significant landscape elements of the islands. However, the large boulders dotted around the landscape are usually attributed to contests between giants, thrown either for the building or destruction of churches. These giants had families: For example, Toll had a wife called Piret, who lost one large boulder from her apron when gathering stones for building a house. The stones and landscape elements attributed to giants are signs of a former culture or lifestyle foreign to later generations.

Giant heritage from Saaremaa was gathered by the schoolteacher Peeter Südda (1830–93) and collected into a single cycle of stories (Väikene vana varanduse vakk ehk Saaremaa vägimees Suur Töll (1883)). This slightly modified folklore publication became the epic of Saaremaa, a source of identity that unified all of the island's inhabitants.

Stella Kostopoulou (Aristotle University of Thessaloniki, Greece) Waterfront Revitalisation and Urban Development: The Case of Thessaloniki Cityport.

The purpose of this paper is to explore the development brought about in the local economy in the case of an historic waterfront revitalisation based on cultural and leisure activities. The paper first reviews the ways in which the relationship between ports and urban functions of cityports have evolved over time, before turning to a more detailed examination of recent changes on the reoccupation of abandoned urban waterfronts by new land uses. Historic urban waterfront redevelopment raises issues concerning an extensive range of planning and management perspectives, extending from space design, to environmental and economic impact considerations.

In this paper, the question of the economic impact of waterfront revitalisation on the local economy is essentially addressed, in reference to Thessaloniki's historic harbour. The economic impact is mainly considered in terms of the capacity of cultural and leisure activities based on the waterfront revitalised area to create direct employment opportunities. The contribution of waterfront heritage exploitation to local development is also assessed from a broader sustainability perspective, in relation to community benefits, quality of life of the resident population, and identity of place.

Jeo Lee (Isle of Man International Business School, Isle of Man) Small Island Offshore Financial Centres: Evidence on the Role of Quality of Governance.

As a consequence of recent regulatory initiatives against 'banking secrecy', offshore financial centres may have diminished appeal to financial institutions and investors in advanced economies. This paper investigates the determinants of cross-border capital flows of a sample of 222 host jurisdictions, of which 46 were offshore financial centres and 46 were tax havens. The result of the investigation suggests that countries with lower tax rates and a higher quality of governance may encourage cross-border capital flows. There are also indications that the decision to move assets offshore through arbitrage in tax and local law and the decision to become an offshore financial centre are sensitive to governance quality.

Michel Leseure (University of Chichester, England) Toward a Theory of Island Economies.

The economic wealth and sustainability of island economies have become increasingly pressing matters for policy makers. The threats posed by an aging tourism business model and the threats linked to the possible decline of the offshore finance sector are two examples of recent papers where some island economies are considered 'at risk'. The starting point of this paper is to present the theory of the firm as a cornerstone of the process of wealth accumulation in modern economies. The objective of the paper is to investigate how the theory of the firm can be rewritten to be extended to a theory of island economies. A theory of island economies, or rather, *theories* of island economies are discussed in the paper. The conclusion of the paper is that in a context of modernity, the configurations under which island economies can thrive are very rare, and potentially risky (as the collapse of the Icelandic

economy shows). Contexts of post-modernity, though, open new opportunities for the economic welfare of islands.

Tracey Lie Dan Lu (Chinese University of Hong Kong, Hong Kong) **The Construction of Hong Kong Identity: Selectively Forgetting and Remembering.**

The Hong Kong Special Administrative Region (SAR) of China consists of the Hong Kong Island and more than 260 small islands, as well as the New Territory and Kowloon Peninsular at the southern coast of the East Asian Continent. It is a region where different cultures from the East and West meet and mix.

The Hong Kong Region was governed by the Chinese government before 1841 and was a British colony from 1841 to 1997, when it returned to Chinese sovereignty. Although the majority of Hong Kong residents are ethnic Chinese, many Hong Kong people have been emphasising their unique 'Hongkongness' identity, particularly after 1997. One of the approaches to construct and maintain this 'Hong Kong identity' is to remember and conserve the colonial heritage, but this pays little attention to the many ancient archaeological remains. This paper discusses the causal factors of this social phenomenon in post-colonial Hong Kong and argues that the construction of island culture and identity is not only closely related to the local landscape and natural resources but also to the contemporary social and political context in Hong Kong.

Janice Lindsay (University of Tsukuba, Japan) **Neighbours 'Distances Apart': Comparing Heritage Tourism in Jamaica and Cuba.**

Small Island Developing States face a range of common vulnerabilities. However, many manage to out-perform each other in critical areas of development, a trend which is becoming especially evident in heritage tourism within the Caribbean. These variances are captured in the UNDP's Human Development Index (HDI), which measures adult literacy rates; combined enrolment ratio; life expectancy at birth; and GDP per capita. There is a large gap between Jamaica and Cuba, with the latter boasting excellent HDI levels in education and well being.

The paper, which forms part of qualitative research on management strategies towards sustainable heritage tourism in SIDS, seeks to understand the relevance of human development in the industry. The study concludes that human development is an important benchmark in guiding sustainable heritage tourism. The findings indicate a significant deficit in heritage education, including insufficient knowledge of one's history; limited understanding of what constitutes heritage; and an insular outlook on heritage tourism. The results become important for public and private sector interests. The article points to needed paradigm shifts including the 'values' placed on heritage; the marketing of heritage; and the role of local communities in heritage.

Michael Lück (AUT University, New Zealand) **An Importance-Performance Analysis of Backpacker Tourists on Robinson Crusoe Island, Fiji.**

In tourist research, commonly either the importance of resort attributes or the performance (*i.e.*, satisfaction) of a place are investigated rather than both. Marketing literature, however, suggest that consumer satisfaction is a function of both expectations related to product attributes and their performance.

This study employed self-completion questionnaires, handed out at Robinson Crusoe Island Resort, the only accommodation facility on Robinson Crusoe Island, in Fiji. At check-out, guests at the resort between May 2008 and June 2010 were handed the survey with basic information about the project, and the invitation to participate in the project by filling in the questionnaire. In the survey, respondents were asked to rate the importance of a variety of items for their stay at holiday resorts/backpackers. In a second section, they were asked to rate the performance of these items during their stay. By plotting the results into the Importance- Performance Grid, the relationship between importance and performance could be elicited. The grid revealed in which of the four categories "concentrate here", "keep up the good work", "low priority", and "possible overkill" the respective items fell, and thus helped to identify priorities for management of the island's resources for snorkelling and diving.

Stefan Lång (AICIS, Åland) **From a Vision to a Framework: Lessons Learned from a Strategic Place Branding Process – The Case of "A Green Åland in a Blue Baltic Sea".**

The purpose of this paper is to explore the lessons learned from the visionary project of "A Green Åland Island in a Blue Baltic Sea" - a vision stated by the Åland Island Think Tank, part of the program Vision 2017, defining future strategies and development of the Åland Islands.

The overall aim of this paper is to explore and describe the operational process of branding an Island, focusing on the different stakeholders from the various constituencies of society. Having a clear

understanding of how the different stakeholders affect the place branding process gives a location an advantage in attracting tourists, businesses, and the export industry. Based on the lessons learned, strategic recipes are presented to form a framework and a platform for further understanding of place branding management. The findings of this paper will provide new insights into the existing body of knowledge in the areas of place branding, marketing management, and Island studies. Data collection was carried out through a qualitative/quantitative study.

Donald Macleod (University of Glasgow, Scotland) **Sea, Sand, and Self-Image: How Tourism has Influenced Identities on a Canary Island.**

La Gomera is a Canary Island that began to experience tourism in the 1980s on an influential scale. Since then, the primary economies of agriculture and fishing have declined, being superseded by tourism, especially in the coastal resort of Valle Gran Rey – the focus of this paper. Identities, in their various manifestations, have been directly and indirectly changed through tourism, and these include: Professional, gender, local place, the island, cultural heritage, and even the traditional rural character, the ‘Mago’. The economic development due to tourism has led to identity transformation on numerous and diverse levels relating to international exposure, commodification, challenges to norms, and new opportunities among others. It is argued that tourism has had a very strong and diverse impact on this particular host society, possibly more powerful than others, as it is a small island which is highly vulnerable and increasingly dependent on tourism, a face-to-face community that has experienced a type of tourism which leads to close encounters of a social kind.

Eimear Meegan (University College Dublin, Ireland) **A Change is as Good as a Rest: Late Neolithic and Early Bronze Age Malta.**

The flourishing of temple period society has long been understood as driven not by foreign influence, but from within, by the indigenous inhabitants of Neolithic Malta and Gozo. What is more, in recent times, following the reappraisal of the evidence from what could be described as more post-processual standpoint, this driving force has been explained not in terms of island isolation, as was traditionally the case, but in terms of human agency or the desire to be different. This rigorous revision of temple period archaeology, however, has had limited impact on the long-established interpretation of the succeeding Tarxien Cemetery period as a period of catastrophic collapse, engineered by outsiders. Although, by the early 1980s, scholars had begun to move gradually away from this scenario and towards a concept that explored the possible role of continuity, the nature of this continuity and the internal dynamics of this social upheaval have remained a rather grey area. It is this grey area that forms the focus of this paper and begs the question – To what extent might the people of Late Neolithic and Early Bronze Age Malta have acted as agents of change?

Gloria Miller (Isle of Man International Business School, Isle of Man) **Gender: The Missing Lens in Island Studies.**

A scan of the topics covered in journals related to island studies attests to the interdisciplinary nature of the field. However, it also highlights a lack of attention from a gender perspective, which is particularly important in light of the lack of human capital creating a significant vulnerability for islands. Analyses based in gender perspectives have moved through several phases, starting by focusing on the disparities between numbers of men and women, and uncovering overt barriers to equal access for women. A subsequent, more radical view of gender, argued that sex and gender are not equivalent, but that sex is a biological difference while gender is socially constructed. With the turn to the cultural view of organisations, it was argued that, not only are people gendered, but the values underlying the cultures of organisations are also gendered.

Analyses of islands from this perspective would ask why it is that the governing body of the Isle of Man has but 3 women members from a total of 24 (12.5%) as compared to 21.9% in the UK, and 21.1% in the European Parliament? They would also scrutinise a recent MBA survey finding that women have fared better in local finance than in the public sector, which is at odds with most prior studies. The suggestion that the finance sector in the Isle of Man offers a more equitable environment for women begs for more investigation as ethnographies of financial centres in London and New York describe an industry with a culture that is very unwelcoming to women. A gender lens in island studies will enrich our understanding of island life.

Virginia Monteforte (École des hautes études en sciences sociales, LAIOS, France) **Reading between the Lines: Political Dualism as Prized Maltese Homegrown.**

The paper looks at one of the more sustained, privileged, and ubiquitous themes of social anthropological, sociological, and historical analyses of Maltese society, namely bipartisan alignment. I

take this to mean a type of blueprint and matrix of meanings which underwrites the historical and contemporary experiences of Maltese politics.

The guiding thread will be to trace an indigenous perspective, itself historically moulded, that *a priori* assumes a structural division which is thought to have taken on different forms during different historical periods. It will be shown that dualism in Malta functions as an often-iridescent 'ethnic boundary' practice that is produced at the intersection of essentialised national identity politics and officialising academic, journalistic, and literary discourses.

Empirically, the contribution draws on both written and oral data sources, tapped over several months of ethnographic fieldwork between September 2008 and March 2010. The emphases will be on indigenous historical reconstructions of some of the key events of the last forty-or-so years, that tend popularly and rhetorically to be raised to the status of landmarks of social memory, and paradigms of the perceived ineluctability and endemicity of political dualism.

Marjan Moris and Sam Janssen (Catholic University of Leuven) The Impact of National Centre-Periphery Tension on Tourism Innovation: Towards a Subaltern Tourism Entrepreneurship?

This paper offers a contemporary representation of the tensions between centre and periphery in the Maltese islands as caused by the Maltese mediation of tourism access to the smaller island of Gozo. It bears upon Boissevain's observation that the huge increase in tourism from 1965 onwards fostered increasing dependence from Gozo on Malta. It explores the effects of the disproportionate share of the industry's earnings that Gozo has been getting out of the imbalanced relationship with its mother island on contemporary Gozitan tourism entrepreneurs. It shows how in a climate of rather unsuccessful striving for a more balanced (tourism) policy and better representation in Maltese national politics, Gozitan entrepreneurs are trying to develop alternative ways of getting tourism revenues. In their attempts to employ a Gozitan unique selling proposition, they tap into trends in tourism demand such as relational tourism, agricultural tourism, backstage-experience, and authenticity. The resistance to existing patterns in tourism on the islands seems to lead to a new type of subaltern entrepreneurship, strongly motivated by resistance to dominant political structures.

Marjan Moris and Jori Decoster (Catholic University of Leuven) Exploring the Socio-Cultural Framework for Social Tourism on Gozo, Malta.

This work explores Gozitan public attitudes towards government funding of Social Tourism on Gozo, island of Malta. Since 2009, the EU has put a strong emphasis on social tourism by means of the CALYPSO project. This project aims to develop social tourism in Europe, which among other things would facilitate the development of specific local economies and offer a solution to seasonality. Through these objectives, the project could tap into some of the most persistent developmental needs of the island of Gozo, strongly dependent on a highly seasonal tourism industry for its income. However, cultural dynamics on the island can be identified as potential barriers to a successful implementation of the EU design of social tourism. The Gozitan concept of care is influenced by a strong tradition of religious benefactors providing financial and social relief for the poor. Initiatives for social tourism are usually initiated by humanitarian and religious actors who are funded by non-governmental donations. On the one hand, it is likely that fertile ground for the development of social tourism is to be found in the persisting Catholic traditions that seem to have fostered a socially oriented and care-taking attitude towards 'those in need'. On the other hand, deep-rooted scepticism towards governmental rule impacting daily life and social structures might influence the social support for the EU project in a rather negative way. This research offers insight into the dynamics of policy implementation, driven mainly by practical issues, within a social and cultural reality that employs a reason of its own.

Tim Murtha (Pennsylvania State University, USA) The Evolution of House Forms in the Northern Isles of Orkney, Scotland.

Over the past 200 years, the Northern Isles of Orkney have experienced both significant economic and demographic growth and decline. Between 1800 and 1850, the populations of many islands grew rapidly in response to export demands for kelp. After 1850, the kelp market declined, and the islands experienced sustained depopulation, while farming became increasingly mechanised. This paper describes and compares the changing form of houses in the context of these transformations for six islands, Eday, Faray, North Ronaldsay, Papa Westray, Sanday, and Westray and focuses on differences in form and construction through time, both within and between islands. Relying on field surveys conducted between 2003 and 2009, historic maps, documents, and photos, this paper uses a variety of traditional archaeological methods to document and describe the vernacular landscape of Orkney after 1800.

Olga Orli (Institute for Anthropological Research, Croatia) **“Small Island for Great Holiday”: The Impact of Tourism on Everyday Life on the Island of Kor ula.**

Following the development of tourism in the whole coastal region of Croatia, the island of Kor ula transformed from a place of frequent overseas emigration at the beginning of the 20th Century into a rather prosperous island. At least it appears to be so to the outsider's gaze. Despite the obvious economic benefits tourism brought to the island, there are negative effects as well. The globalising forces that are causing the 'shrinking of the world' are also bringing major changes into the way of islanders' life. The decline of the manufacturing industry and lack of adequate jobs has led to a brain drain from the island and new problems, such as increased drug abuse. How do islanders see this ambiguous situation themselves? How do they explain the gradual changes they witness? The paraphrased slogan of Croatian Tourist Board mentioned in the title of this paper refers ironically to the fact that the economy of Kor ula (and in general of Croatia) is too dependent on tourism, neglecting other economic and social problems.

Beril Özmen Mayer (Eastern Mediterranean University, North Cyprus) **Architectural Codes in the Formation of Island Architectures.**

Architectural identities in the global village present great challenges. It may be useful to analyse how architectural features symbolise the built environment in relation to its social and cultural background. This architectural investigation considers both physical attributes and cultural belonging. We propose the use of 'Architectural Codes' as a specific term referring to the existence in the built environment of a long-term texture and language of architecture, which is linked to a community's cultural and social characteristics. This special configuration system is seen in the buildings and urban characteristics (such as arches, entrances, columns, roofs, monuments, arteries, plazas, etc.) of human settlements: It represents an architectural response to a community's specific socio-cultural spatial behaviour. We theorise that these codes represent shared characteristics of a place – The essence of the common architectural features.

The present study investigates the relationship between the history and architecture of Cyprus. In conclusion, we will consider the exploration and recording of repetitive architectural elements in the existing traditional urban texture in order to understand the cultural impact of the island's past civilisations.

Özlem Olgaç Türker (Eastern Mediterranean University, North Cyprus), **Hassina Nafa** (Girne American University, North Cyprus), and **Resmiye Alpar Atun** (Eastern Mediterranean University, North Cyprus) **A Holistic Framework for Sustainable Rural Tourism: The Case of Bellapais, North Cyprus.**

Besides suffering from exclusion from urban facilities and an inward-looking mindset, rural communities tend to receive only a small portion of the benefits of tourism activities, with tourists concentrating on just a few well-known attractions. Within this framework, the urban concentration of tourism attractions leads to unequal distribution of economic benefits. Furthermore, the original, local character of villages is threatened by rapid tourism overdevelopment and resultant uncontrolled construction projects.

This paper aims to develop strategies for the Culture-Led Regeneration of rural settlements and to develop a framework for upgrading villages in general. Special attention is paid to the case of Bellapais in North Cyprus. This study's holistic approach includes policies on the physical, social, and economic benefits resulting from the participation of all stakeholders. It also proposes a governance scheme for short-, medium-, and long-term provisions on the physical, social, and economic aspects of sustainable development. This scheme promotes the participation of the central government, local government, local developers, local NGOs, and the general public. The developed framework and strategies for rural regeneration will be adopted in the first instance as a model for other villages in Cyprus. The model could perhaps later be applied to elsewhere in the Mediterranean region.

Pao Hsiang Wang (National Taiwan University, Taiwan) **Two Islands and the Mainland: Post-Tiananmen Representations of Historical Past and Future in Taiwan and Hong Kong Cinema.**

Both Taiwan and Hong Kong are islands with an inextricably entangled history with China: The former a *de jure* Chinese state with Republic of China as its official title yet *de facto* an autonomous nation, the latter a Cantonese island ceded as a British colony for a century before reverting to Chinese sovereignty in 1997. Both harbour mixed feelings about the mainland from which their residents originated. This paper explores the mixed feelings about the past and future histories that the two islands have in relation to China by examining two films premiered after the outbreak of the Tiananmen incident in 1989: Hou Hsiao-Hsien's Gold Lion-winning film *A City of Sadness* (1989) and

Evans Chan's 1991 Golden Horse-winning film *To Liv(e)* (1991).

Hou's breakthrough movie not only put Taiwan film on the international map but also ushered in the thorny questions of the islanders' national identity formulated by half a century of Japanese colonial rule and the ensuing Chinese Nationalist rule since 1945. The tragic so-called 228 Massacre depicted in the film subtly echoes the Tiananmen carnage that occurred barely half a year earlier in Beijing, leading to a surge of heated local debate regarding Taiwanese identification with China. In contrast, the historical agony of the past gives way to historical anxiety over the future in Chan's film, which takes as its starting point the foreign protest over Hong Kong's 'inhuman' rejection of Vietnamese refugees headed by Norwegian actress Liv Ullman, while in fact it probes the scarred psyche of the British-ruled colonials with conflicting anticipation and angst about the upcoming takeover of China in 1997.

Philippe Pelletier (Université Lyon 2, France) **From Island as a Refuge to Island as a Margin: The Gotô Archipelago on the Edge of Japanesia.**

The Gotô Islands, which were during the "long 17th Century" on the front of the opening process of Japan toward the West, lie off the western coasts of Kyûshû. After Christianity was banished in the early 16th Century during the Tokugawa Shogunate, these islands gave asylum to hidden Christians (*kakure kirishitan*). When the Meiji Restoration occurred, some of these Christians returned to the orthodox Catholic faith while others kept their syncretist and heterodox faith.

Beyond these singular but relatively well-known socio-cultural features, the paper will address two issues. The first concerns the spatial evolution of this intra-island phenomenon. Hamlets of ageing hidden Christians still exist, located outside former villages, as refuges within a small island group. In other words, the refuge is within the refuge, according to a double process integration/exclusion. The second issues concerns the Gotô archipelago as a whole. In this respect, because of the deep depopulation they suffered, Gotô could represent a refuge place dedicated to ecotourism.

Jean-Louis Rallu (Institut National d'Etudes Démographiques, France) **The Demographic and Economic Situation in Malta and Europe's Outermost Regions: Is There a Political Status Impact?**

This paper will compare the demographic situations of Malta and four of the ORs (EU's Outermost Regions - Canaries, Azores, Madeira, and Martinique). We shall focus on human and economic development related indicators such as life expectancy, fertility level, international migration, share of foreigners in the work force, employment and unemployment rates, and GDP and its main components. Similarities will be linked to remoteness, limited markets, monoculture, and low diversification of exports as well as other characteristics that are at the origin of the ORs' status.

As regards differences, we will test whether ORs benefit from mainland support and thereby enjoy a higher economic development rate and better ability weather crises. We shall try to assess whether, despite geographical similarities, there are different aspects and developments in population and economic trends in Malta and ORs that could be related to their political status (independent nation versus regions of mainland countries). Using the most recent data, we shall estimate the impact of the financial and economic crisis on Malta and ORs in this regard.

Isabelle Calleja Ragonesi (University of Malta, Malta) **The Politics of Occupation in an Island Community: Language in Colonial and Post-Colonial Malta.**

The focus of this paper is language use as a key component to power, domination, and access to resources. This issue is illustrated within the context of Malta, an island microstate until recently under perpetual occupation. Here, the use of the local vernacular remained restricted and associated with the weak and peripheral status of the island. The elites invariably adopted the language of the occupier for their affairs of state and in their literary pursuits. This tack was taken with the complicit agreement of the local elites, and when conflict erupted over language, it was over which foreign language would be preferred. Language choice signalled the ascendance of certain local elites and the decline of others as well as the alliances formed with foreign powers to assure this ascendancy. This the paper concludes that Marxian, realist, and globalist schools with an emphasis on the national/international interface give a more accurate rendering of policy choice in language acquisition in islands surfacing from occupation than do traditional post-colonial schools that focus on the retrieval of indigenous languages in the context of national identity.

Marie Redon (Université Paris 13-Nord, France) **From Island-Refuge to Island-Trap: A Comparative Split Island Studies: Timor, Haiti & Dominican Republic, and Saint-Martin.**

Some ten islands around the world are divided by a political border. In this context, the other side can

appear as recourse or a space of rejection, a refuge or a prison. Based on three study cases, this presentation aims to analyse how an island's partition can exacerbate its island-trap dimension. In this situation, the connection is no longer an island-continent relation but an intra-island relation, a relation between insular inhabitants. Then, the border would serve as a fragile barrier protecting one part of the island backing onto the sea by the other.

Timor Island is divided between the new State of Timor-Leste and an Indonesian province. Population displacements on either inside the country or over the border have been particularly important since 1975. Such instability is of real consequence for bilateral relations on the island. In the case of Haiti and the Dominican Republic, the construction of the Dominican nation itself is historically linked with the fear generated by its Haitian neighbour. To study the situation of Haitians living on the other side of the border enables one to understand the ambiguous relations existing between the two countries, a position of insular confrontation. In Saint-Martin Island, a besieged feeling is emerging from recent inflows of non-natives: A refuge-island for tourists and migrants, it is perceived as an island-trap by some of its inhabitants. This paper seeks to show how that the absence of insular unity reinforces the identity of its constituent territories, doomed to an unavoidable face-to-face surrounded by water.

Pavao Rudan (Institute for Anthropological Research, Croatia) **Island Population Structure and Biomedical Research.**

Today, islands are commonly used as laboratories for research in the social sciences. Islands remain useful for research in the natural sciences, however, and a full understanding of island population structure in genetic, demographic, and anthropological research must focus on how the complex interactions between the components of Paul T. Baker's 'eternal triangle' (heredity, environment, and culture) determine human phenotypes. Discussing why the isolated island populations in Croatia represent a particularly helpful model for biocultural, medical, and epidemiological studies, objectives and strategies for a long term medical and demographic epidemiological research of these populations are presented. This paper focuses on the study of metabolic syndrome (MS), which has emerged as a public health problem of enormous proportions in both developed and developing countries. The study compares the prevalence of MS in several island populations of the Eastern Adriatic coast with data on an outbred population in mainland Croatia. The results indicate that the difference in prevalence rate can be attributed to both intrinsic (genetic) factors and extrinsic (environmental) factors influencing the human morphological and biochemical phenotypes.

Andreas L. Savvides (University of Cyprus, Republic of Cyprus) **An Island Studies Approach to Sustainable Tourist Infrastructure Design and Development.**

This paper proposes to explore the effect of tourism infrastructure development on an island's cultural and economic dynamics, using the island of Cyprus as the venue for investigation. This process will be examined from the point of view of sustainable urban design and development principles and practice. Tourism has been deemed to be ideally suited to adopt a sustainable development framework as indicated by the fact that the World Tourism Organization has adopted the following goal with regards to a sustainable future: "The roadmap to sustainable tourism should lead to the management of all resources in such a way that economic, social and aesthetic needs may be addressed, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." The proposed paper will consequently test this definition on recent tourist infrastructure development in Cyprus and it will use the thematic prongs of economic, ecological, cultural, and community sustainability to present its examinations and conclusions.

Reidar Solsvik (Kon Tiki Museum, Norway) and **William S. Ayres** (University of Oregon, USA) **Megalithic Architecture in Island Environments: Pacific Cases.**

Megalithic architecture is a common feature in the archaeological records of many islands, and its elaboration in such resource-limited contexts raises questions about how and why it develops. Three island cases are compared here to consider the factors underlying innovation and elaboration of megalithic stone construction, statuary, and craft specialisation related to monument building in island circumstances. Two of these, Rapa Nui (Easter Island) and the Society Islands in Polynesia, reflect a Polynesian pattern, while Pohnpei in Micronesia illustrates a third megalithic tradition in a related, but distinct, cultural tradition in the western Pacific. Comparison shows that common factors are available source material; a social and political system enabling, even requiring, concerted and substantial work efforts, that is, chiefly hierarchies; and an underlying technological tradition and style of using stone. Ideas about cultural efflorescence in island contexts, including its condensed time frame; the significance of status marking; and the ecological impacts of sustained monumental building are presented.

Vicky Steylaerts (Catholic University of Leuven, Belgium) **Gozitan Taxi Drivers as Cultural Brokers.**

When arriving at a destination, a taxi driver might be the first local a tourist encounters. Being a frontline tourism intermediary, he or she can likely influence the tourist experience. This research addresses the mediating role of taxi drivers on the Mediterranean isle of Gozo, Malta. A case study shows how they function as informal tourism intermediaries as they provide threefold access: Access to physical space by driving around and showing places, access to local culture by telling stories and giving factual information, and access to locals by mediating encounters between locals and tourists (see e.g. Yu, Weiler & Ham, 2001; Jennings & Weiler, 2006). The taxi drivers introduce their culture, particularly the Maltese language, traditional food, and places of interest, thereby brokering local life (Cohen, 1985) through heritage mediums. Tourism is approached in this article as an acculturative process and a form of ethnic relations, whereby an empathic understanding of the relation between tourists and locals is the focus of research.

Shamnaaz B. Sufrauj (Trento University, Italy) **Islandness and Remoteness as Resources: Evidence from the Tourism Performance of Small Remote Island Economies (SRIEs).**

Small remote island economies are known to face a number of economic challenges, in particular, in their trade relations. In addition, their geographical handicap – remoteness – enhances their vulnerability. The cost of distance is well-documented in the economics literature. This paper takes an optimistic position and puts forward the strengths of islands. It investigates the impact of *remoteness* and *islandness* on tourism performance. Remote islands are found to be well-endowed in nature and scenery which plausibly play a major role in promoting tourism. The results of an empirical analysis favour the hypothesis that nature has a positive impact on tourism performance (revealed comparative advantage) and tourism demand. Interestingly while being distant is detrimental to tourism performance, being both an island and remote is favourable. Tourism demand is negatively affected by being an island, a small country, or a remote country but favoured by being a small island or a remote island.

Anita Sujoldzic (Institute for Anthropological Research, Croatia) **Anthropological Research on Continuity and Change on Adriatic Islands.**

Significant transformations to the economy, society, and culture of the Adriatic islands in Croatia over the past decades include not only transformations from agriculture and fishing to the contemporary dominant service economy but also sociopolitical changes due to the transition from socialism to neoliberal capitalism. Within this historical context of globalisation, this research focuses on the growth of tourism, presently the main transformative force of the Eastern Adriatic, and similarities and differences in the development paths and rapidly changing realities of the individual islands.

Intensive anthropological fieldwork spanning the last 20 years on all major Adriatic Islands produced a rich portrayal of the communities, examining the changes experienced in areas including their identities, local cultures, values, and attitudes. Drawing on this empirical data, the paper emphasises both the indigenous experience, particularly the enduring strength of social institutions such as the family and the community in transformative processes, and the impacts of cultural exchange with tourists and a growing number of new islanders, owners of summer homes on the islands.

Jeannie B. Thomas (Utah State University, USA) **Cursed Houses and Haunted Barns on Cape Breton Island.**

Drawing on a 2009 field recording of three young adults narrating supernatural legends at a house party on a late summer's eve in Canada, this paper traces how the narratives reflect local cultural identities and economic realities. Additionally, the narratives demonstrate an attention to the physical landscape and human geography of the island, particularly around Inverness County. So, even though they are ostensibly about the supernatural, they are distinctly marked by the real, too. The narrators are vibrant and engaging, and their stories clearly have an entertainment function. However, the value of the stories goes beyond merely generating the pleasure of a tale well told. The stories contain the very cultural and narrative components that help the locals know what it means to be local. These same components are also part of what draws those 'from away', tourists, to Cape Breton Island as well. Cape Breton is an economically challenged island, but its traditions also show it to be a place of cultural perseverance. Economic forces push young adults off the island to look for work, but the culture – including stories like these legends – pulls them back home.

Daniel Travers (University of Huddersfield, UK) **The Italian Job: Orkney's Identity and the Legacy of its Prisoners of War.**

The islands of Orkney are perhaps one of the last places in Scotland where a regional identity takes precedent over Scottish national unity. But rather than reject the impact outsiders have had on their cultural sovereignty, Orcadians embrace the involvement of other cultures in their 'national' heritage. The legacy of the islands' involvement with outsiders now exists in Orkney's 'sites of memory' and serves as a constant reminder of Orkney's historical connections with the world. 'Orcadian-ness', it seems, is more a patchwork of several borrowed cultures than it is a single homogenous identity.

My paper will demonstrate the effect of Italian POWs on the islands' culture and commemoration. Brought to Orkney in the 1940s to build the Churchill Barriers, the Italian prisoners' experience has now established a place within the island's commemorative culture. Orcadians defy traditional British war remembrance by taking pride in their association with this divisive aspect of the greater British wartime narrative. Orcadian pride in their association with Italian prisoners, and their continuing efforts to maintain these connections in the present day, adds a significant dimension to our understanding of how Orcadians choose to view their interrelationship with the world.

Edward Fowler Tuttle (University of California, Los Angeles) **Island Cross-Roads versus Insular Autonomy through the Prism of Language.**

From the vantage of their linguistic history, as reflected through the long-term conditioning and development of their grammars, islands defy generalisation. Indeed, island languages span a typological spectrum from levelled, macro-structures (= the convergence model of analogic regularity and economy) to complex grammars favouring highly-marked micro-models (structural complexity, bred from community resistance to simplification). Grammar types may thus offer indices suggesting cultural styles across generations. The Prague School Structuralist juxtaposition of *centre périphérie* (regular 'central' paradigms as against low-yield, irregular, fringe anomalies) would seem to find a geo-social analogue in the languages of certain peripheral island communities, when compared with those of cultural hubs fostering ethno-linguistic convergence, e.g., Malta and Sicily (as compared with, say, central Sardinia).

Steven Vella (University of Aberdeen, Scotland) **Taking Stakeholder Participation in Environmental Impact Assessments: A Case of Thinking out of the Box for the Island State of Malta?**

How can environmental policy making better accommodate conflicts that threaten moves towards sustainability? Recent governance models suggest that process-based public participation could assist mediation and reduce conflict. The process for such a shift is unclear.

What are the interactions between communities, environmental agendas, and bureaucratic systems of planning? How can environmental and social assessments be conducted without de-localising or disenfranchising affected communities? Even though EIAs and SIAs in Malta have improved since their introduction in the 1990s, stakeholder involvement has remained limited. Can there be better-informed process-based stakeholder involvement especially in an island that has intricate socio-geopolitical and spatial dynamics further complicated as an EU member state? Is such change possible under current epistemological thoughts, or do we need a radical shift, thinking out of the box? This paper will give a theoretical overview and illustrate the findings of my doctoral research, which will be six months into the fieldwork by May 2011.

Jospeh Vella Bonnici (University of Malta, Malta) **Looking into the "Black Box" of Strategic Flexibility.**

The study of small economies has followed two primary schools of thought. The first school equates "smallness" to vulnerability. This deductive approach arose out of industrial-age economics which considered smallness as a sub-optimality. A subsequent branch tried to explain the evident "resilience" of some small economies by arguing that while geo-physical realities resulted in economic (and environmental) vulnerability, good governance generated "resilience". A second school adopts a more "neutral" approach to small economies. Success results from their ability to creatively exploit their resources (including jurisdiction) while being "strategically flexible". What determines strategic flexibility is still a "black box".

Mainstream competitiveness theories are of little help. Almost all of them fall within the Porterian paradigm on the "competitive advantage of nations". Porter follows the structure-conduct-performance maxim of Industrial Economics, which assumes the capacity to build power by exploiting market structures. This rules out most small economies, which by definition lack market power. The Resource

Based View presents an alternative approach in understanding competitive advantage. An RBV multi-disciplinary approach may give a better understanding of the competitive advantage of small economies and what lies in the “black box” which results in strategic flexibility.

Voon Chin Phua (Gettysburg College, USA) **Island Tourism Changing with the Times: Examining Cultural Tourism in Singapore.**

Tourism plays a central role in Singapore’s economy, accounting for 10% of the country’s Gross National Product and 14% of jobs. In 2008, 10.1 million visitors visited Singapore, an island nation, generating 14.8 billion Singaporean dollars in receipts. In the past few decades, efforts to boost tourism included projects like renovating and restoring ethnic neighbourhoods instead of bulldozing them to replace them with modern structures, as well as new opportunities such as allowing the building of two casinos and a Universal Theme Park on Sentosa Island. In this paper, I focus on a specific tourist site, Haw Par Villa, to examine how tourist sites have been re-prioritised in terms of tourism brand development. Specifically, I study the effects of the changing tourism brands of Singapore as a multicultural island nation over time and the Internet as a tourism promotion tool. Based on my analysis using surveys, participant observation, and content analysis of tour guide books and Internet sites, I find that the Internet is both an important tool for tourism promotion, and an important site for negotiating and lobbying for the retention and maintenance of tourist sites that have fallen out of favour because of new branding campaigns.

Yiping Li (University of Hong Kong, Hong Kong) **Transformation of an Island Community: Observations from China’s Current Modernisation Campaign.**

This paper examines the transformation of a local community in Hainan Island, China from being a small agriculture village to becoming a nationally well-known tourist destination. Discussions are focused on some emerging issues with regards to China’s current modernisation campaign. The ultimate aim of the study is to highlight some specific obstacles to community tourism development in China. The methodological approach is predominately qualitative, on the basis of a paradoxical perspective with regards to modernity theory. The researcher attempts to examine the case via a comparative analysis, in accordance to three specific criteria: The relationship between economy and politics, the question of civil society and public sphere, and the development towards democracy. It is argued that the transformation of the Western ideas about community tourism to China would be challenged by a series of unresolved issues inherent with the Chinese modernity.

Ulrika Åkerlund (Umeå University, Sweden) **Routes to Malta: Processes of Second Home Acquisition.**

Since the 1960s, Malta has experienced stable growth in “3s”-motivated mass tourism, and following this increasing popularity, the current marketing as a leisure migration destination and its reputation as a ‘tax haven’, Malta is attracting the interest of foreign real estate speculators.

This study explores the real estate sector in Malta available for the Swedish market segment. Through an interview study with agents and buyers, the real estate distribution system is mapped, and the procedure of real estate transfer is studied. Expected results pinpoint the mediating functions of the agents: How they promote, facilitate, and function as ‘gatekeepers’ for real estate speculators. Due to Malta’s historical connection to the UK, the island has a long-standing familiarity with foreign presence; however, the market segment is now sought to be diversified. International real estate transfer involves high value and risk and is information intensive. It is thus probable that mediators play an important role in crucial aspects of the process. Given nation-specific differences in legal, social, and business cultures, the role of mediators is further promoted.

Biographical Notes

Hakki Atun researched architecture/town planning at Istanbul Technical University, University of Manchester, and University of Nottingham and was founding president of the Turkish Cypriot Engineers and Architects Association. From 1976, he served in Cyprus' parliament as Secretary General of the National Unity Party. He served as President of North Cyprus' Legislative Assembly in 1985–93 and 1996–98 and as Prime Minister in 1993–96. He remains the Democrat Party's honorary president. After 1998, he lectured on urban design and history of architecture at Eastern Mediterranean University, Girne American University, and Cyprus International University. Since 2000, he has been president of Eastern Mediterranean University's Strategic Research Center and is active in Turkish and local NGOs dealing with social, cultural, and environmental problems. He serves on the board of the Trust for Environmental Protection (ÇEKÖVA).

Marie Avellino is a resident academic at the Institute of Tourism, Travel and Culture, University of Malta. She is a doctoral candidate at the London Metropolitan University, researching the links between identities, social and cultural capital, senior tourists, and the Maltese. Her areas of interest are islands (with a special fondness for the Maltese islands) and their links with identity, memory, WWII, and responsible tourism.

William S. Ayres is Professor of Anthropology at the University of Oregon's Anthropology Department and Chair of Pacific Islands Studies. He focuses on island adaptation as viewed from the archaeological record in the Pacific Islands and in this vein on sociopolitical complexity relative to megalithic architecture and stone provenance study, as well as island food production and subsistence in particular. His archaeological fieldwork is primarily in Rapa Nui (Easter Island) and Samoa in Polynesia and in Eastern Micronesia (Pohnpei). Primary research concerns include islands as venues for examining social and subsistence change and ideologies for marking social rank differences.

David Bade is a PhD candidate in geography at the University of Auckland, New Zealand. The working title for his thesis is *Heritage Management and the Nature/Culture Dualism: Managing Cultural Heritage on Conservation Islands in New Zealand*. He holds a BA and MA in geography from the University of Auckland.

Godfrey Baldacchino edits *Island Studies Journal* and is Canada Research Chair in Island Studies at the University of Prince Edward Island. He has researched immigrant entrepreneurship, cold water island tourism, and the effects of fixed links on island communities. His work on island economies and identity has reoriented the dialogue on jurisdictional capacity, making him a major voice in island studies today.

Ina Berg is a lecturer in Archaeology at the University of Manchester (UK). She specialises in the prehistoric Cyclades and is particularly interested in issues of connection and isolation between islands and island groups, as well as the meaning of the sea to those who inhabit it.

Elise Billiard holds a PhD in Anthropology from the University of Provence, France. Her Doctorate is an analysis of Maltese National Identity and the evolution of kitchen practices. Her Masters degree in anthropology was a study on the persistence of traditional values and family organisation in the modern houses of the wealthy elite of Douala, Cameroon. She is currently a Visiting Lecturer on Material Culture at the Department of Anthropology, University of Malta.

Andrew Birnie is Director of Business Development at Island Analysis, Guernsey. Andrew joined Island Analysis last year following a period as Director of Market Intelligence at the UK Agriculture and Horticulture Development Board (AHDB), with responsibility for the provision of national and international economics information to the UK food and farming industry. Prior to joining AHDB, he spent eight years working for the Guernsey Government as Head of Research and Adviser on economics and sustainability. During this time, Andrew pioneered the establishment of Sustainable Guernsey, which is an annual island-wide monitoring report. This became a focal point for connecting economic, social, and environmental policies. Before moving to Guernsey, Andrew worked in the UK, France, and Italy on policy and research projects. As Head of Policy and Research at the UK engineering and marine training authority, he founded a national research network on labour market economics. During this time, he also helped establish a UK business benchmarking system.

Barbara Borka is a geographer who has worked at Gdańsk University in Poland since 2007. She is

involved in landscape geography, is a member of the International Association for Landscape Ecology and the Permanent European Conference for the Study of the Rural Landscape. She is particularly interested in the following themes: Evolution of agricultural landscapes, landscape identity, and the relations between tourism and values of islands and other isolated areas. She has recently undertaken the research on multidimensional character of landscape isolation.

Charles Briffa, Associate Professor of Maltese, lectures on the theory and practice of translation and on Maltese literature at the University of Malta. Since 1983, he has been involved in broadcasting literary and linguistic programmes on radio and television and takes part in international language and literature conferences. He is a literary critic and wrote extensively on the stylistic qualities of Maltese literary prose and has published both in English and in Maltese. He is a member of Poetics and Linguistics Association (UK) and Association of Literary Scholars and Critics (Boston, USA). Recent publications include: *Rhythmic Patterns in Maltese Literature* (2001); *New Wave Literature in Malta* (2007); *Travelling between Shadows* (2007); and *Il-Letteratura Maltija: L-Istorja tan-Narrattiva* (2008, National Book Council 1st Prize).

Eric Clark is Professor of Human Geography at Lund University and Fellow of the Royal Society of Letters at Lund, Sweden. His research interests include gentrification, political economy of space, island studies and historical political ecology (over seventy publications). Clark edited *Geografiska Annaler B* 1999-2008 (SSCI). He is Vice Chair of the International Geographical Union Commission on Islands, member of the Scientific Advisory Committee of the Åland International Institute of Comparative Island Studies, and Steering Committee member of the Lund University Centre of Excellence for Integration of Social and Natural Dimensions of Sustainability (LUCID), and the International Critical Geography Group.

Gordon B. Cooke joined Memorial University of Newfoundland's Faculty of Business Administration in 2004. His research interests focus on causes and effects of non-standard work arrangements, work schedules, and differences in working conditions between privileged and vulnerable workers. Currently, he is leading a research project comparing the effects of employment conditions among older workers in rural versus urban locations in Ireland and two Canadian provinces, Newfoundland and Ontario.

Marie-Yvane Daire is Senior Researcher at UMR6566 CReAAH (CNRS-Université de Rennes1, France). Her main research interests are Western France's Iron Age craft industries and coastal and island archaeology. She is also President of the Association Manche-Atlantique pour la Recherche Archéologique dans les îles.

Luisa Del Giudice was born in Italy, emigrated to Canada in 1956, and has lived in Los Angeles since 1981. She is an independent scholar and has been a university academic (UCLA, USA and Addis Ababa University, Ethiopia), public sector educator (Founder-Director of the Italian Oral History Institute), and community activist. She has written on Italian and Italian immigrant folklife, ethnology, and oral history. She was President of the Kommission für Volksdichtung, was a two-term member of the SIEF Executive Board, is convenor of the Mediterranean Section of the American Folklore Society, is a Fellow of the American Folklore Society, and was Knighted (named Cavaliere) by the President of the Republic of Italy.

Dominique Dias is consultant for the French Consulting Office Semaphore Territoires. He is a former architect of the French Ministry of Ecology and Sustainable Development, managing the urban development unit of the CETE Méditerranée (Engineering Consulting Office of the Ministry for Mediterranean and South- Eastern Regions). He has been appointed Architect Consultant of the State in Mayotte Island. He is Associated Professor at the University of Provence's Planning Institute. He has contributed to the public policy for sustainable districts on Reunion Island. He has given lectures and organised workshops on urban history, urban sprawl, and housing in France and overseas.

Jimmy Donaghey joined the Industrial Relations Research Unit, University of Warwick in 2010. Prior to this, he was lecturer at Queen's University Management School, Belfast. His research interests focus on the political economy aspects of Irish and EU-level industrial relations. Currently, he is principal investigator on a project comparing employee voice in Irish and UK establishments.

Naciye Doratlı was born in 1955 in Nicosia. She holds a degree from the Department of City & Regional Planning at Middle East Technical University as well as an MBA and a PhD in Architecture from Eastern Mediterranean University (EMU). She has worked at the bi-communal Town Planning Department-Nicosia Master Plan. She has acted as Vice Chair of the Department of Architecture and Vice Dean of the

Faculty of Architecture at EMU and is now a full professor. She currently instructs Urban Design courses and supervises masters and PhD theses. She is the Director of the Center for Cyprus Studies, member of the EMU Urban Design and Research Center, registered independent expert in European Commission FP7 (Seventh Framework Programme), and member of the Europa Nostra Scientific Council. She is on the organising committee of the 2nd Island Dynamics Conference.

Kristien Dupae works as a Junior Researcher at the Centre for Tourism Policy Studies at the Catholic University of Leuven.

Felicité Fairer-Wessels holds a PhD in Information Management and is senior lecturer at the Department of Tourism Management. Her fields of interest are: Development and management of attractions and events, cultural heritage, world heritage and rock art sites, tourism entrepreneurship, and sustainable practices.

Joseph Falzon received a PhD in Economics from Northwestern University in Evanston, Illinois, USA in 1984. He taught at several American universities, including Roosevelt University in Chicago, Northwestern University, and University of Cincinnati. He returned to Malta in 1988 and was appointed as the first Head of the Department of Banking and Finance, set up in 1994. He is the author of several local and foreign publications and of numerous papers on the Maltese economy. He has served as a consultant to several organisations including the Malta Tourism Authority, the Bank of Valletta, the Central Bank of Malta, the Office of Fair Competition, Enemalta, the Housing Authority, and the Chamber of Small and Medium Sized Enterprises (GRTU). His research interests include hedge fund strategies, portfolio management, microfinance, and economic development.

Sue Farran took up a chair at the University of Northumbria in 2011. She was formerly an Associate Professor at the University of the South Pacific and is an Adjunct Professor there. Her area of research is the South Pacific region, with a particular focus on land, human rights, family law, and issues of development. She has published extensively on the region including, for the purposes of this conference theme: 'Sand, Fish and Sea: A Legal Reflection on Islands – From Orkney to Vanuatu' (2006) 21 (4) *International Journal of Coastal and Estuarine Law* 389-421.

Lorraine Farrelly is Deputy Head of Department at the University of Portsmouth's School of Architecture. Her research interests include a multi-disciplinary approach to architecture at various scales, through understanding ideas of interior detail to urban concepts. She has a postgraduate urban design studio, which has made mixed use and housing proposals for European sites in Dublin, Paris, Amsterdam, Vienna, Venice, Rotterdam, London, Dublin, Segovia, and Istanbul. As a qualified architect, her completed projects range from the interior fit-out of bars and restaurants and retail design through to individual house design, school design, and public spaces. Over the past three years, she has worked with the BFL Building for Life awards with CABI to judge and assess housing across the South of England. She has written several books on architecture and design.

Sara Fedele is a research assistant at webatelier.net (www.webatelier.net), a research and development laboratory of the Università della Svizzera italiana. Her research activities pertain to online destination marketing and communication, web 2.0, argumentation theory applied to the online tourism domain, specifically to UGC. She holds a Master degree in Arts of Economics and Communication, major in International Tourism, a study program of the Università della Svizzera italiana. At the moment, she is taking care of the online reputation of the Republic of Malta, collaborating with its DMO.

Burt Feintuch is a folklorist and directs the Center for the Humanities at the University of New Hampshire, where he is Professor of Folklore and English. For the past fifteen years, he has done ethnographic fieldwork in Cape Breton, where he has also produced documentary sound recordings. A former editor of the *Journal of American Folklore*, he is the author of the 2010 *In the Blood: Cape Breton Conversations on Culture*, in collaboration with photographer Gary Samson.

Christian Fleury has a PhD in Geography on the subject of "Islands Borders". He is associate researcher at ESO Caen, which is a Research Center in Social Geography based at Caen Basse-Normandie University. His interests are centred on three fields of study: Sea appropriation conflicts, island issues, and border effects. His latest publications concern Jersey, Saint-Pierre-et-Miquelon, and sea-use conflicts in the Gulf of Saint Lawrence. A member of the Editorial Board of *Shima*, he is currently preparing a special issue on francophone islands.

Bernadette Flynn is a researcher in interactive media for exhibition. Formerly a lecturer in screen media production at The Griffith Film School, Griffith University she is currently completing a PhD on applying phenomenological archaeology for digitally augmented experiences of cultural heritage. Her thesis considers the spatial dynamics of the Mnajdra temple of Malta and is staged in a responsive panoramic visualisation environment at The University of NSW. Recent publications include chapters in *Theorizing Digital Cultural Heritage: a critical discourse*, Cambridge: MIT Press, 2007 and *New Technologies in the Archaeological Sciences*, Gutenberg, 2008.

Bojan Fürst is Knowledge Mobilization Manager at the Leslie Harris Centre for Policy and Regional Development at Memorial University of Newfoundland. His graduate research in geography focuses on perceptions and policies affecting small island communities. The comparative case study looks at the islands in the Bay of Notre Dame in Newfoundland, Canada, and the islands of Zadar archipelago in Croatia.

Alexandra Gilbert is a PhD researcher in English Literature at Memorial University of Newfoundland. Her area of interest is Newfoundland literature, especially that of Wayne Johnston. She completed undergraduate studies in Canadian literature at Trent University, Ontario and completed an MA in English Literature at Acadia University, Nova Scotia. Her thesis is on Newfoundland poet John Steffler, focusing on ecocriticism and contemporary cultural theory in the context of nature writing and identity.

Henry Glassie is Professor Emeritus of Folklore at Indiana University and a Fellow and former President of the American Folklore Society. His wide range of research (mumming, vernacular architecture, storytelling, weaving, pottery making, and music) has informed his understanding of how work, art, and community interlink. Glassie's remarkable body of writing includes such field-defining books as *Folk Housing in Middle Virginia* (1975), *Passing the Time in Ballymenone* (1982), *Turkish Traditional Art Today* (1993), *Art and Life in Bangladesh* (1997), and *Material Culture* (1999).

Ashley Gomer is a student of anthropology whose research interests lie at the intersections of ethnic identity, nationalism, voluntary action, and cultural policy. She obtained her BA in Anthropology from the University of Toledo in Ohio, and will begin doctoral studies in Cultural Anthropology at Binghamton University, New York in the fall of 2011. She has conducted ethnographic research examining the roles of cultural organisations in modern societies, including her most recent fieldwork projects, which focused on cultural NGOs in Malta and Maltese American community organisations in Michigan.

Adam Grydehøj is founder and Director of Island Dynamics. He has a BA from The Evergreen State College (USA) and a PhD in Ethnology & Folklore from the Elphinstone Institute at the University of Aberdeen (Scotland). With a background in ethnographic folk belief research, Adam is committed to interdisciplinary studies, and his current research focuses on links between island culture and island tourism, place branding, and economic development policy. He has done fieldwork in Ærø (Denmark), Svalbard (Norway), Orkney and Shetland (Scotland), and the Isle of Wight (England). He is convenor of the 2nd Island Dynamics Conference.

Paulina Guerrero is a folklorist from Washington D.C. She graduated with a Masters degree from George Mason University in May of 2010 and is pursuing doctoral studies. She has been a presenter for the Smithsonian Folklife Festival, along with working with Folkways Records within the Smithsonian Center for Folklife and Cultural Heritage. She has also worked at the National Museum of American Indian and the Northern Virginia Folklife Archive documenting oral histories and personal narratives. Most recently she's completed a documentary about street festivals in Puerto Rico. Her interests are in festivals, sense of place, gender studies, and ethnoecology.

Jill Harland was employed as a senior high school teacher for over ten years in Australia and New Zealand. Her specialist fields are English, History, Art History and Classical Studies. She also taught Ancient History/Archaeology at TAFE Colleges throughout Queensland. She is currently completing a PhD in History at the University of Otago in the South Island of New Zealand. Her dissertation focuses on the migration of Orcadians to New Zealand in the nineteenth Century and is entitled, *The Orcadian Odyssey: The Emigration of Orkney Islanders to the Antipodes 1848 -1914*.

Maria Hnaraki holds a Diploma of Arts in Music Studies from the National and Kapodistrian University of Athens, and a MA and a PhD in Folklore and Ethnomusicology from Indiana University. Additionally she

has a Piano Soloist Diploma from the Hellenic Conservatory of Athens and degrees in Theory, Pedagogy and Music Education from the National Conservatory of Athens. She is currently the Director of Greek Studies at Drexel University. Her 2007 book *Cretan Music: Unraveling Ariadne's Thread* received the "Young Academic Writer and Researcher in the Areas of Cretan Culture and Dance" Award from the Pancretan Association.

Huei-Min Tsai is Associate Professor of Environmental Education at National Taiwan Normal University, Taiwan. Her research interests include island bio-cultural geography, island environmental history, historical political ecology and local sustainability. Her edited volumes include *Sustainable Development for Island Societies: Taiwan and the World* (2002), *Islands of the World VIII Conference Proceedings* (2004), *The Inaugural Meeting of the IGU Commission on Islands – Island Geographies Proceedings* (2007), 'Island Environmental Histories and Management in the Asia Pacific Region' *Asia-Pacific Forum* (2009). She acts as Advisory Member of International Small Islands Studies Association, and Executive Secretary of the International Geographical Union Commission on Islands.

Giovanna Iacovazzi has studied piano and musicology. She holds a PhD in Ethnomusicology from Paris Sorbonne University. Focusing on Mediterranean music, she has done fieldwork in Corsica, Gard (South of France), and Malta. Her doctoral thesis, about Maltese music, was supervised by François Picard. She is an associated researcher at PLM-SEEM-PS (Patrimoine et langages musicaux) and a member of ICTM (International Council of Traditional Music). She participates in research groups both in musicology and ethnomusicology. Her international experience includes Italy, France, Malta, and numerous publications.

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