

On-line opinions and the role of “value” in the tourism industry in the Caribbean: A fuzzy data envelopment analysis approach to model island competitiveness

by

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Abstract

Tourist arrivals to the Caribbean have grown on average 3.2% per year in the last decade; however the percentage of repeated customers is uneven across islands. A conceptual model to guide value investment for the Caribbean hospitality industry was hypothesized based on benchmarking results obtained with Data Envelopment Analysis (DEA). DEA used investments as inputs and tourist arrivals and occupancy rates as outputs to rank islands on financial efficiency to then relate those results to tourists' reviews left online on a cascade of models. Tourists' qualitative evaluations were semantically extracted from customer review websites and classified into perceptions on community, facilities, service and value. Only four islands were deemed efficient in all aspects. Reviews for those best-performing islands emphasized value for their money. Thus, value perceptions are highly correlated to growth on tourist arrivals. The major contribution of this study arises from the methodology proposed to introduce qualitative customer perceptions in quantitative performance evaluation.

Resumen

Las llegadas de turistas al Caribe han crecido en promedio 3.2% anual en la última década, sin embargo la el porcentaje de clientes que regresan se da de forma desigual entre islas. Un modelo conceptual para guiar inversión de valor para la industria hotelera del Caribe fue hipotetizado con los resultados comparativos obtenidos del Análisis Envolvente de Datos (DEA). DEA utilizó inversiones como insumos y las llegadas de turistas y las tasas de ocupación como productos, para a continuación relacionar esos resultados con los comentarios de los turistas en una cascada de modelos. Evaluaciones cualitativas de turistas fueron extraídas semánticamente de páginas de Internet creadas para coleccionar opiniones y se clasificaron en percepciones sobre la comunidad, instalaciones, servicio y valor. Sólo cuatro islas fueron consideradas eficientes en todos los aspectos. Las opiniones de las islas eficientes fueron altamente favorables, los turistas especificaron que vieron un valor por su dinero. La percepción de valor, está altamente correlacionado con el crecimiento de las llegadas de turistas. La mayor contribución de este estudio surge de la metodología propuesta para introducir medidas cuantitativas combinadas con las percepciones cualitativas del cliente.

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Chapter 1: Introduction

Tourism is one of the world's most dynamic industries, generating jobs and net contribution to the development of foreign economies. In 2005 tourism contributed 10.6% of the world production and it generated one of every eight employments. The Caribbean is considered the tourist region for excellence, given the attractiveness of its resources, its weather and its historical trajectory. Tourism has been a key to the economy of some countries left behind by other traditional economic activities, thanks to its capacity of generating multiple benefits, thus helping their economic development and progress. This is also the case of many small islands in the Caribbean. According to the World Tourism Organization, in the last 30 years tourism has become one of the largest sources of employment and foreign currency in the region, stimulating large investments.

In the Caribbean in particular, the average annual income generated by international tourism in 2004, was US\$830 per person. In 2005, the arrivals of international tourists went up to 808 million up from 766 million in 2004, with an average annual growth between 2000 and 2005 of 3.2%. The main benefits of this sector for the Caribbean economy can be described as: the generation of foreign currency to meet import needs; creation of job opportunities due to an industry that is relatively labor-intensive; income redistribution, because it uses manpower with low standards of qualification; construction of infrastructure; income generation for the government through taxes and fees of resources in regions with low industrial development, and dissemination of a multiplier effect on the rest of the economy (Jayawardena and Diaram, 2003). With regard to the preservation of the environment and

culture, Cracolici (2008) states that given most tourists value these factors, tourism can help to pay back initiatives of conservation of the environment and to maintain and restore traditional values and customs that are highly valued by tourists seeking those types of features in the places they visit.

1.1 Purpose

This study investigates the effects that different forms of investments in tourism infrastructure have on revenue growth (like the number of rooms, activities and facilities of the hotel) and on future sustainability of the tourism industry at the island level. We do this by relating the use of resources employed both by island governments and private industry to the concept of consumers' (in this case tourists') "value". Value will then be related to revenue generation by analyzing the technical efficiency of the islands in the Caribbean vis-à-vis the features and characteristics that tourists find most and least attractive in their visits through a cascade of Data Envelopment Analysis (DEA) models. Based on the results obtained, we were then able to hypothesize a competitiveness model for value investment for the Caribbean hospitality industry. Recommendations to the Department of Tourism were made in order to increase revenues in tourism and value from the tourists in the Commonwealth of Puerto Rico.

1.2 Problem Statement

Tourism and in particular the hospitality sector are industry sectors whose operations fall within the theoretical tenets of service science, and as with all services, to be able to compete, hotels for example have to be not only efficient in their use of resources but they have to fulfill the expectations of their customers. While comparative studies of tourist

destinations have been performed in the past (e.g. Cracolici, 2008; Morey and Dittman, 1995) these have focused on analyzing technical efficiency between different regions only, without including other performance dimensions. Several research studies have been done in the area of hotel efficiency but curiously enough, no one has yet incorporated customers' satisfaction and appreciation of value into this evaluation and this is the contribution of this research.

Evaluating the performance of available chain hotels, integrating customer views of their facilities and service into the financial evaluation of destinations provides a different view of the future potential of those destinations. This is particularly true given that research on service science has demonstrated that repeated business or customer loyalty is crucial for the survivability of service companies (e.g., see Heskett et al., 1994 works on the service-profit chain).

By analyzing efficiency and value perceptions that tourist expressed for each individual island we determined their total competitiveness for the future assuming that the relationship between satisfaction and repeated and new business is present. This is recognizing the fact that islands with high financial efficiency scores do not necessarily represent a destination meeting tourists expectations, nor that tourists are going to return or recommend. If a destination has high end costs visitors will not necessarily have intention of coming back given their perception of value, because if the destination is too expensive it will be harder to offer the level of service expected therefore the destination may represent lower value as compared with others. The analysis of tourist comments allowed us to provide recommendations to improve returned customers rates and positive referrals about the place.

1.3 The Value of Customer's Reviews

The internet era has made customer review or online feedback one of the most common and to a certain extent “reliable” ways of knowing whether a company or product is meeting customer needs and doing what they have promised to do [at least from the point of view of angry or delighted customers (Chevalier and Mayzlin, 2006)]. A company may think they're doing a good job and not realizing that they're off target until profits have dropped and they've lost market share to a competitor who's more in tune with what customers want. Online reviews, while biased, may provide a source of valuable information to companies on key issues or features that please or annoy customers. Consumer reviews are essential to businesses in their efforts to understand the general responses of customers to their products (e.g., which product features customers like or dislike) and improve their marketing campaigns or products accordingly. A good analysis of customer reviews can help a company visualize the positive and negative opinions of their products or service (Liu et al. 2005). This is because the literature is clear regarding the impact of the opinion of current and past customers on results. The opinions and reviews of current and past customers carries a lot of weight with a new customer who is trying to decide whether to do business or purchase a product with a specific company or with a competitor. Williams and Soutar (2000) stated that by hearing about a positive experience it could very well drop an undecided customer onto a side of the fence as a paying customer. Since paying customers bring their checkbooks to the destination of choice, this will have a positive impact on the bottom line.

Just like with any manufactured product, hotels and restaurants at tourist destinations need the feedback of their clients in order to maintain or develop good performance. For services, negative comments can become a source of valuable information for performance improvement. There's an added benefit in knowing what customers think, especially if it's very good or very bad.

To evaluate online reviews researchers make use of sentiment analysis. Sentiment analysis essentially consists of two main tasks: extracting product features stated in consumer reviews and opinion orientation identification for determining the sentiments (positive or negative semantic orientations) of consumers for these product features as expressed in consumer reviews (Hu and Liu, 2004; Jindal and Liu, 2006; Popescu and Etzioni, 2005).

Product feature extraction is critical to sentiment analysis, because its effectiveness significantly affects the performance of opinion orientation identification, as well as the ultimate effectiveness of opinion summarization. Therefore, we concentrated on product feature extraction from consumer reviews in this study. Several product feature extraction techniques have been proposed in the literature (Hu and Liu, 2004; Kobayashi et al., 2004, 2005; Popescu and Etzioni, 2005; Wong and Lam, 2005, 2008).

Value can also be defined as $Value = (Benefits - Sacrifices) * Relation$; we will have value when the benefits are higher than the sacrifice. The value is highly related with the perception of the received benefits against the costs in terms of money, time and effort.

1.4 Relevance

Efficiency and productivity comparisons between regions have been performed before (e.g., Cracolici, 2008), but to our knowledge, no one has brought customers' on line reviews into play to evaluate a value function, nor have those studies advanced the concept of competitiveness. For example, several authors have used different types of performance indicators to measure efficiency and performance in the hospitality industry. The techniques that have been used include lodging industry sales receipt (Van Doren and Gustke, 1982), cost-volume-profit analysis (Jaedicke and Robichek, 1975; Coltman, 1978; Fay et al., 1992), lodging index (Wassenaar and Stafford, 1991), perishable asset revenues management (PARM) to measure performance (Kimes, 1989), efficiency indicator (Wijeysinghe, 1993) and revenue performance indicator (Baker and Riley, 1994).

The present study not only relates the investments with the value perception of customers, but creates a conceptual model to explain these relationships, including how service culture and the perception of the surrounding community affect this value perception. Its major contribution arises from the methodology proposed to analyze quantitative and qualitative measures in the performance evaluation of the tourism industry.

1.5 About Competitiveness and Value

The idea of competitiveness seems a simple one to understand – it is a comparative concept of the ability and performance of a firm, sub-sector or country to sell and supply goods and/or services in a given market (Crouch and Ritchie, 1999). Nevertheless, the complication of the concept is made obvious when we seek to describe and measure it, as it is

evident from several literature sources. For example, Porter (1990) argues that its uncertainty stems from the wide diversity of definitions and perspectives on competitiveness, which makes it difficult to give a complete or undoubted definition. Scott and Lodge (1985) connect this complexity to the multidimensional and relative nature of the concept of competitiveness. The versatile nature of competitiveness concerns its essential qualities, while the relative aspect deals with the concept of superiority – but superior in comparison to what and to whom? (Cracolici, 2008). These considerations have led to a propagation of definitions of competitiveness over the years (e.g. Scott and Lodge, 1985; Crouch and Ritchie, 1999, 2000; Newall, 1992).

On the other hand, the value of a product or a service represents the relationship between the customers' expectations of product or service to the actual amount paid for it. Customers' like to get a service at the level of quality related to what they have paid. Intuitively, customers know that it is not the same to stay in a 2 star Inn, in a low budget room, than to stay in a 5 star resort, all inclusive, in the presidential suite. It won't cost the same, obviously, but also the customer's perceptions of service will be different according to what they have paid, as they expect something back equal or above the level that fit to the price. That value is what customers need to see, to feel (Marcel, 2009).

When a customer receives a good service, this leaves him/her satisfied, happy, and ready to tell everyone what a wonderful experience they had. These referrals are very important in all kind of services. A happy customer does not just go back, but tells the people

they know how good the service was; these people become new potential clients. The same thing happens with bad experiences.

Tourism in the Caribbean has particular value components validated by several studies (e.g., Williams and Soutar, 2000; Jayawardena and Ramajeessingh, 2003; Grassel, 2002). First and foremost, tourists coming to tropical weather destinations want to enjoy the beach and pools and all sorts of outdoor activities; second, tourists want to enjoy a different cultural flavor in the destination environment that can be translated as musical shows, ethnic food, ethnic-flavored services (braiding of the hair, salsa lessons, etc); and third, those that come to resorts want to feel pampered (clean and safe spas for example). There is another type of tourist that comes to the Caribbean in search of a dose of adventure, for whom a safe and clean place to sleep is essential but outdoor activities that meet their expectations of natural beauty are their most important expectations to be fulfilled. All and all, the hotel and food available to all groups are of crucial importance as the hotel is the entrance and exit point of their stay, and in the case of secluded resorts, the only contact with the destination. Other important factors are the islands general infrastructure and ease of getting around for those who dare to adventure outside the hotel.

1.6 Research Objectives

This research aims to achieve four objectives:

- o O1: Develop an homogeneous system of data collection from tourist web sites, attaching customer satisfaction to operational attributes by using semantic classification mining techniques of online reviews.

- o O2: Apply fuzzy logic in order to analyze tourists' reviews.
- o O3: Use a Data Envelopment Analysis (DEA) approach with data from 25 islands of the Caribbean to determine which one(s) are technically efficient regarding financial outputs and which ones are best performing regarding those critical service attributes extracted from the online reviews.
- o O4: Create a conceptual model of destination competitiveness by correlating efficiency with customer value perceptions.

A practical objective of this research was to make recommendations to the Caribbean Tourism Organization and the Puerto Rican Tourism Company, as well as to publish the results in tourism industry journals and magazines.

1.7 Conceptual Model

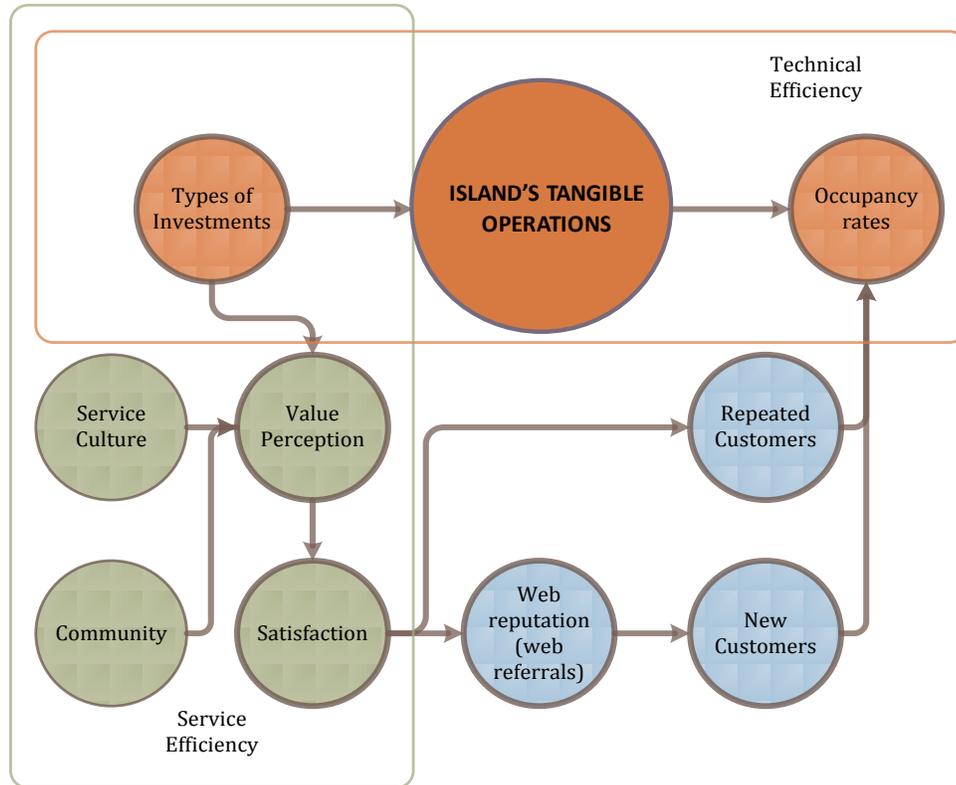


Figure 1 Conceptual Model

In the conceptual model shown in Figure 1, it is hypothesized that investments in island and hotel infrastructure result in higher occupancy rates and revenues. In this stage we can calculate the island's technical efficiency and determine which islands are financially efficient either by having good returns and little investments, or high occupancy rates, or high financial returns due to high prices. In this model the occupancy rate and the revenues are influenced by new and repeated customers. Customers that travelled to an island and liked it might come back, and if they really like it there's a possibility that they also leave comments

on web sites. New customers, especially new tourists to specific regions are more likely to check reviews before making a final decision. In this model satisfaction is influenced by the perception of value (Williams and Soutar, 2000) and perception of value is influenced by the investments made in infrastructure and staff and by service culture. This relationship acknowledges that a hotel can be very pretty and clean, but the service can be poor and tourists won't be satisfied.

The objective is to elicit what is considered good service culture in the value proposition that influences tourist decisions so that island governments and operations can make better decisions.

1.8 Proposed Approach

This study extended the concept of destination performance evaluation beyond the traditional financial side by extending the concept of performance beyond financial efficiency. A competitiveness model was developed to accomplish this by using measures of integrated technical efficiency (included but not limited to financial aspects) applying Data Envelopment Analysis (DEA) to analyze a number of dimensions in the Caribbean tourism industry; all DEA models were ran in the Software "DEA Solver Pro". It will then extract tourist's perceptions, and expressions of satisfaction and value from online sources, performing semantic analysis to them, to finally pair them to the analysis of financial efficiency. All this was accomplished in four stages: In the *first stage*, a DEA with multiple inputs (resources and characteristics) and multiple outputs (financial and non-financial) was used focusing on destination competitiveness. The final aim is to create a measure of competitiveness at a

regional level by means of the above-mentioned efficiency concept. To do this we constructed an efficiency frontier of all islands of the Caribbean by using DEA and then performed an analysis of those that turned out to be the most efficient, relative to the rest. We also analyzed how far behind the other islands are of that level of efficiency. Once those results were obtained, the sources of technical inefficiency (either by excessive inputs or deficient outputs) are explored. One important feature of the DEA model is that this technique allows us to control for non-discretionary variables such as size of the island and population poverty level.

Financial Efficiency for these operations will be then be conceptualized as in Figure 2:

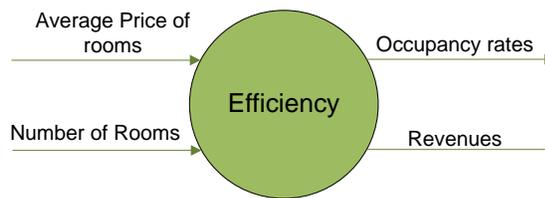


Figure 2. Input/output representation of an island tourism activity

The DEA model at this stage has average price per room and number of rooms as inputs and occupancy rates as output. The idea is to be able to then tie the perception of value to the hard data on efficiency, and then to the growth of the industry in each island, to determine their level of competitiveness.

In the *second stage*, a semantic analysis of tourists' qualitative evaluations extracted from highly-reputed on-line review websites was performed. This was made by extracting customer's evaluations from Epinions (www.epinions.com) and using qualitative analysis

techniques of on-line extractions such as automatic sentiment analysis (Liu et al.,2005; Boiy et al.,2007; Hu and Liu,2004) and semantic orientation (Dave et al., 2003; Turney, 2001). This extraction was performed in a systematic fashion. Once the extraction was completed, we analyzed if those efficient islands have attractive features and themes in common. We also conducted a qualitative analysis of other public review web sites: Yahoo Travel and Expedia as a way of validating Epinions evaluation.

In the *third stage*, the products of semantic analysis underwent a fuzzyfication and defuzzification procedure. This analysis was conducted because scholars have recognized that customer service perceptions are characterized by uncertainty and fuzziness. Traditional assessments of service quality or customer satisfaction that used a Likert scale (five-space crisp number) (Yang et al., 2004; Behara et al., 2002) to represent customer perceptions based on linguistic assessments (for example, “Very satisfied” = 5, “satisfied” = 4, “fair” = 3, “unsatisfied” = 2, “very unsatisfied” = 1) in survey questionnaires are impractical. Human perceptions and attitudes are subjective and vague (Deng, 2008). Consequently, the use of binary logic and crisp numbers to describe human perceptions or attitudes fails to address fuzziness (Zadeh, 1965). Zadeh (1965) also noted that fuzzy set theory can deal with problems involving uncertainty and fuzziness. Fuzzy numbers are considered more appropriate than crisp numbers to represent the linguistic term scale about the customer’s perception of delivered-service (Chien and Tsai, 2000; Wu et al., 2004). This approach was used for the opinions extracted from the web.

In the *fourth stage*, DEA was again applied this time to combine and relate the technical efficiency obtained in the first step and the fuzzy number obtained from the semantic analysis of online reviews. By applying DEA to the above we were able to evaluate the characteristics of efficient destinations versus those of inefficient ones to create a measure of Caribbean destination competitiveness.

For the fourth and final stage, DEA was applied relating the results of the semantic analysis of online reviews and the results from the first DEA approach. Customer Satisfaction for these operations was then conceptualized as:



Figure 3. Input/output representation of customer satisfaction

In practice there were different nodes for each one of the categories differentiated during the semantic analysis of the online reviews. Here are the nodes for each category:



Figure 4. DEA Community node

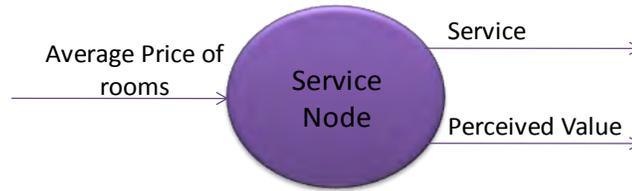


Figure 5. DEA Service node

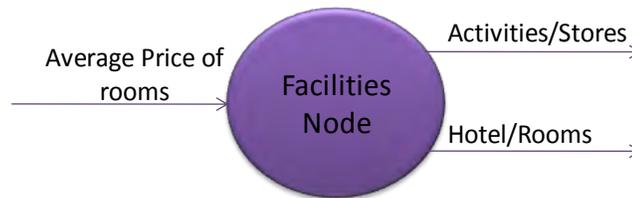


Figure 6. DEA Facilities/Activities node

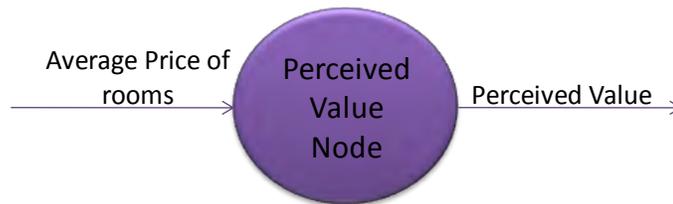


Figure 7. DEA Perceived Value (benefit perceived) node

Results from the DEA runs are explained in Chapter IV.

1.9 Research Hypotheses

The hypotheses of this study are:

Hypothesis 1: Islands that have a higher perception of value --represented by a higher percentage of customers expressing satisfaction-- when facilities and infrastructure are

pleasant, hygienic and well-developed will have higher financial efficiency evaluations.

Hypothesis 2: Islands that have higher financial efficiency have a growing trend in their revenue stream from tourism represented by increasing occupancy rates and overall revenue over time.

1.10 Technical Efficiency

To understand the type of evaluation proposed, we also need to understand the concept of technical efficiency. Technical Efficiency is the ability of obtaining maximum output given a certain group of inputs, and can be represented as

$$Efficiency = \frac{Output}{Input} \quad (1)$$

In 1957, Farrell saw the need to develop better methods and models for the evaluation of productivity. He argued that even as he got acceptable results with the Equation 1, it was very restricted because it could not combine multiple inputs and outputs, obtaining with this an overall measure of efficiency. Responding to the inadequacies of single inputs and outputs, Farrell (1957) proposed an activity analysis approach that could deal with the problem in a more adequate way. He extended the concept of “productivity” to the more general concept of “efficiency”. Farrell proposed a general formulation, so that the complexity he aimed could be incorporated in an efficiency measure by defining (relative) efficiency, as:

$$Efficiency = \frac{\text{Aggregate Measure of Output Performance}}{\text{Aggregate Measure of Input Performance}} \quad (2)$$

1.11 Semantic Classification of Product Reviews in the Literature

Online reviews are one type of electronic word-of-mouth (eWOM), and involves positive and negative comments by customers about a product or service. This information is useful for decision-making on purchases because it provides consumers with indirect experiences (Park et al., 2007). There is recent empirical evidence that consumer reviews have become important for product sales (Ba and Pavlou, 2002; Chevalier and Mayzlin, 2006; Clemons et al., 2006). An online consumer review as a route for social influence (Deutsch and Gerard, 1955) plays two roles – as an informant and a recommender (Park et al., 2007). Since consumers request product information and its recommendation information simultaneously for purchasing a product, in order to learn about it and reduce uncertainty (Bickart and Schindler, 2001; Rosen and Olshavsky, 1987), it appears that online consumer reviews playing these two roles can completely meet consumers' information needs.

There have been several studies on how web mining and the online comments can be analyzed. Liu et al. (1985) proposed that there are different online review formats commonly used: (a) customers will specify pros and cons separately; (b) customers will specify pros and cons separately and also write a review and (c) free format. Classifying the first two categories is really a trivial thing to do, because we already have the bad comments separated from the good ones. The real problem begins when we have a free format review site. Customers can write anything they'll like whether it is good or bad. The job of the analyst is to be able to filter these reviews into useful information. We made three main categories according to the frequency of the comments (Community, Facilities and Service), and

subcategories for each category. In community, we have the friendliness of the people, scenery and beaches, and for facilities, the activities within the hotel and the conditions of rooms, pools, etc.

To perform this semantic classification different commercial software packages can be used, including MS Access (Roussinov and Zhao, 2004). Access is used if the amount of comments is so wide that some kind of computer coding is required, but in our case, a manual selection was enough. Besides, even though we use commercial software, human intervention is always needed for these kinds of analyses.

1.12 Chapter Conclusions

In this chapter, the justification, objectives, hypothesis, purpose and problem description for this research study were presented. A small review of DEA was presented with the purpose of introducing the technique to the reader.

This thesis is organized as follows: in Chapter II the review of literature is presented, in Chapter III and the methodology. Chapter IV shows all calculations and results, and finally Chapter V presents the conclusions and recommendations emanating from this research endeavor. We also include an appendix with an efficiency report for each island and an extended report for the Commonwealth of Puerto Rico in particular.

Chapter II: Literature Review

This chapter presents an exhaustive review of the most relevant areas of knowledge for the proposed research, and is organized as follows: First, it covers studies of performance in the tourism industry; then it covers works on semantic classification of on-line reviews and lastly, it covers studies that used DEA paired with fuzzy logic for customers or clients perceptions.

2.1 Performance in Tourism

There have been several studies analyzing efficiency in the tourism literature, but most of the time those studies are made at the micro level comparing for example, travel departments (Anderson et al., 1999; Fuentes, 2009; Köksal and Aksu, 2007), individual hotels (Wang et al., 2006; Sigala et al., 2005; Hadad et al., 2005; Chiang et al., 2004), chain restaurants (Reynolds and Thompson, 2005), and several others. To our knowledge there was only one study, that of Cracolici (2008), that analyzed efficiency between different geographic regions considering those regions as tourist destinations. Cracolici performed a Data Envelopment Analysis and a Stochastic Frontier approach to 103 regions in Italy. The inputs were based on those recommended by Crouch and Ritchie (1999), for instance number of cultural patrimonies, labor units employed in the tourism sector, and tourist school graduates divided by working age population. These inputs were selected because according to the author, the most important things for tourists visiting Italy are the infrastructure, cultural activities, history, etc. The output was the number of bed nights in each region. The model

used was an output-oriented of Banker, Charnes and Cooper (BCC, 1984), assuming variable returns to scale.

In another study, Hwang and Chang (2003) used data envelopment analysis to measure the management performance of 45 hotels and their efficiency change. They found a significant difference in efficiency change because of the difference in sources of customers and management styles, as input they used number of employees, guest rooms, total area of meal department and operating expenses, as outputs room and food revenues were used. The DEA model applied was the Charnes, Cooper and Rhodes model (CCR, 1978), assuming constant returns to scale.

Anderson et al. (1999) proposed an evaluation of managerial efficiency levels in the hotel industry by using the stochastic frontier technique. Stochastic Frontier is a popular approach to estimate the technical efficiency. DEA assumes that there are no random fluctuations from the efficient frontier, i.e., all deviations are considered inefficiency. Due to the lack of need to assume the functional form, the DEA is easy to apply but tends to over-estimate inefficiencies. On contrast, the stochastic frontier approach has advantages such as well-developed statistical tests to investigate the validity of the model specification, and ability to decompose the deviations from efficient levels between noise and pure inefficiency (Anderson et al., 1999).

Morey and Dittman (1995) gathered input-output data for 54 hotels of a national chain in the US. Using data for each individual hotel in the sample they applied DEA, with seven inputs and four outputs, to generate a 'composite efficient benchmark general manager' which

acts as a scorecard for the hotel under review. In fact, Morey and Dittman were the first to mention the use of DEA for developing instruments for use in the relatively new scorecard management evaluation.

Bell and Morey (1995) studied 31 travel departments using DEA, by estimating their efficiency ratios. On the one hand, they used four inputs: (i) actual levels of support costs (fees, labour, space, technology), (ii) actual levels of expenditure on travel (hotel, flight, and car rental charges), (iii) level of environmental factors (means of negotiating discounts, percentage of trips with commuter flights required) and (iv) nominal levels of other expenditures. On the other hand, they chose as outputs the level of service provided (excellent and average).

By using the DEA approach, Anderson et al. (2000) evaluated the efficiency of 48 hotels. They estimated their 'allocative' and technical efficiency by using cross-section data on prices, inputs and outputs. On the one hand, they managed five inputs: (i) number of rooms, (ii) full-time equivalent workers, (iii) total gaming-related expenditure, (iv) total expenditure on food and beverages and (v) various other expenditures. On the other hand, they considered only two outputs: (i) total revenue and (ii) other revenue.

For the year 1994, Anderson et al. (1999a) examined the efficiency of 48 hotels with the utilisation of an econometric, stochastic, translog cost frontier. On one hand, they assessed five inputs: (i) number of rooms, (ii) total gaming-related expenditure, (iii) total expenditure on food and beverages, (iv) number of full-time equivalent workers and (v) other expenditure. On the other hand, they measured only two outputs: (i) total revenue and (ii) other revenue.

To estimate the daily room price, they divided hotel revenue by the product of the number of rooms, occupancy rate and number of days per year. To reckon a worker's salary, they divided total hotel revenue per full-time equivalent employee. To 'proxy' price of gaming, food and beverages, and other expenditure, they estimated each of these items as a percentage of total revenue.

Anderson et al. (1999b) dissected the efficiency of 31 travel management departments, with the use of DEA and a stochastic cost frontier. On the one hand, they operated nine inputs: (i) fee expenditure, (ii) car expenditure, (iii) technology costs, (iv) labor expenditure, (v) hotel expenditure, (vi) hourly labor costs, (vii) part-time labor costs, (viii) total air travel expenditure and (ix) building and occupancy expenditure. On the other hand, they defined output by the number of trips. To convert inputs into prices, they divided the three following input categories by the number of trips. First, to estimate the price of labor, they divided labor expenditure by the number of trips. Second, to assess the price of travel, they divided travel expenditure by the number of trips. Third, to calculate the price of capital, they divided capital expenditure by the number of trips.

Barros (2004) also analyzed the efficiency of Enatur, the Portuguese tourism chain, by using a stochastic cost frontier. To measure the price of inputs, he used the price of labor, dividing the total salary expenditure by the number of equivalent employees. To gauge the price of capital, he estimated the ratio of earnings divided by the book value of the premises. To calculate the price of food, he calculated the ratio of food expenditures in total expenditures. To compute the output, he made use of the value of sales and the number of

nights slept. Finally, to account for the separation between historic and regional pousadas in the sample, he brought into play a dummy variable.

In 2005, Blake et al examined the ways in which productivity in tourism business can be increased but these authors did it without using DEA. Other applications of efficiency measurement at micro level in the tourism industry are Banker and Riley (1984); Reynolds and Thompson (2007); Martinez and Rodriguez (2006); Anderson *et al.* (1999); and Barros (2004, 2005). The present study is different in a number of ways from those prior studies, first in the unit of analysis, being the DMU the island at the macro level, and second trying to link technical efficiency to the perception of value and to overall island competitiveness by using fuzzy logic methods to incorporate those evaluations into the DEA analysis.

2.2 Semantic classification of online reviews

With the rapid expansion and proliferation of e-commerce innovations, the Web has become an excellent source for gathering consumer opinions (more specifically, consumer reviews) about products (Dave et al., 2003; Dellarocas, 2003; Duan et al., 2008; Forman et al., 2008; Hu and Liu, 2004; Liu et al., 2005). Many product review websites (e.g., epinions.com, Rateitall.com, cnet.com) have been established to collect consumer opinions about a variety of products. Consumer reviews also appear on discussion boards or Usenet via Google Groups. Consumers also comment on products in their blogs, which are then aggregated by inform diaries such as Blogstreet.com, AllConsuming.net, and onfocus.com. In addition, it has become a common practice for retailers (e.g., amazon.com) or manufacturers to provide online forums that allow customers to express their opinions about products they have

purchased or in which they are interested. Consumer reviews are essential to both retailers and product manufacturers in their efforts to understand the general responses of customers to their products (e.g., which product features customers like or dislike) and improve their marketing campaigns or products accordingly. Proper analysis and summarization of consumer reviews can further enable retailers or product manufacturers to visualize consumers' positive and negative opinions about specific features of products (Liu et al., 2005).

Hu and Liu (2004) state that as the number of consumer reviews expands due to widespread use of online review sites by customers it becomes more difficult to obtain a comprehensive view of consumer opinions pertaining to the products or services of interest through simple manual analysis. Consequently, an efficient and effective sentiment analysis (or opinion summarization) technique that is capable of summarizing the sentiments of consumer reviews pertaining to specific product features automatically becomes desirable and essential. According to these authors, sentiment analysis essentially consists of two main tasks: product feature extraction for extracting product features stated in consumer reviews and opinion orientation identification for determining the sentiments (positive or negative semantic orientations) of consumers for these product features as expressed in consumer reviews (Hu and Liu, 2004; Jindal and Liu, 2006; Popescu and Etzioni, 2005). The current study will make use of the second type of semantic extraction, that of opinion orientation to identify tourist sentiments.

Sentiment classification classifies opinion text or sentences as positive or negative. In 1992, Hearst used cognitive linguistics models for the classification of entire documents (Hearst, 1992). Manually crafted lexicon in conjunction with several scoring methods to classify stocks posting has also been studied (Das and Chen, 2001). There has also been classification of movies discussions over time, generating sentiment (positive and negative) timelines.

Roth and Yih (2002) proposed a probabilistic approach for recognizing relations and entities in sentences taking into account mutual dependencies among them. Ciravegna et. Al (2003) described initial work on a general software framework for supervised extraction of entities and relations from text. The framework was designed so as to provide the degree of flexibility required by automatic semantic markup tasks for the Semantic Web.

In 2002, Pang et al. investigated several supervised machine learning methods to semantically classify movie reviews. On the other hand, Turney (2001) employed a specific unsupervised learning method for the review semantic orientation classification. The employed method relies on the computation of mutual information between review phrases and the words “excellent” and “poor”. Another approach was the development of a method for automatically classifying positive and negative reviews and experiment several methods related to feature selections and scoring (Dave et al., 2003). The above works focus mainly on the sentiment classification of a whole document or review, whereas our study realizes that mixed feelings or opinions may exist in one single review. Besides the machine learning and related methods, there are other various ways to classify sentiment.

Hu and Liu (2004) used the adjective synonym sets and antonym sets in WordNet (1998) to judge semantic orientations of adjectives. WordNet is a large lexical database of English; nouns, verbs, adjectives and adverbs are grouped into sets of cognitive synonyms (synsets), each expressing a distinct concept. They extended a seed set of adjectives by searching synonyms and antonyms in WordNet. These methods either require certain amounts of manual constructions or rely on external structured information sources (i.e., OMCS, WordNet), which is what this study tries to reduce or avoid.

In conclusion, the current study had different levels for the satisfaction dimension as well as the dissatisfaction dimension, just like Lian and Baum (2007) used in their research. These authors' satisfaction dimensions are categorized in: (a) personal experience (interaction with nature, wildlife), (b) social activities and (c) performance of the staff. They contribute to positive experiences and enhanced satisfaction levels. The dissatisfaction dimensions are: (a) personal experience, (b) social activities and (c) instrument or facilities. These dimensions are related to interaction with the physical environment and physical facilities; this may include poor sanitation in the toilets, pools or rooms, feeling unsafe in a specific attraction like a boat tour, etc. Our dimensions were informed by the above but were defined by the sentiment analysis of the online reviews found for the islands under study.

2.2.1 About the nature of online reviews

Up to recent studies, very little was known regarding the nature of on-line reviews and their limitations. Regarding this tourists' reviews information, we have a limitation for this study, because most of the people that take the time to fill out a review from a given attraction,

have had a really good experience or a terrible one (Dellarocas and Narayan, 2006). Rarely will we find one in the middle. The best possible thing is to find comments and reviews made by critics, experts in the field, which will have a very objective view of things (Huang and Chen, 2006).

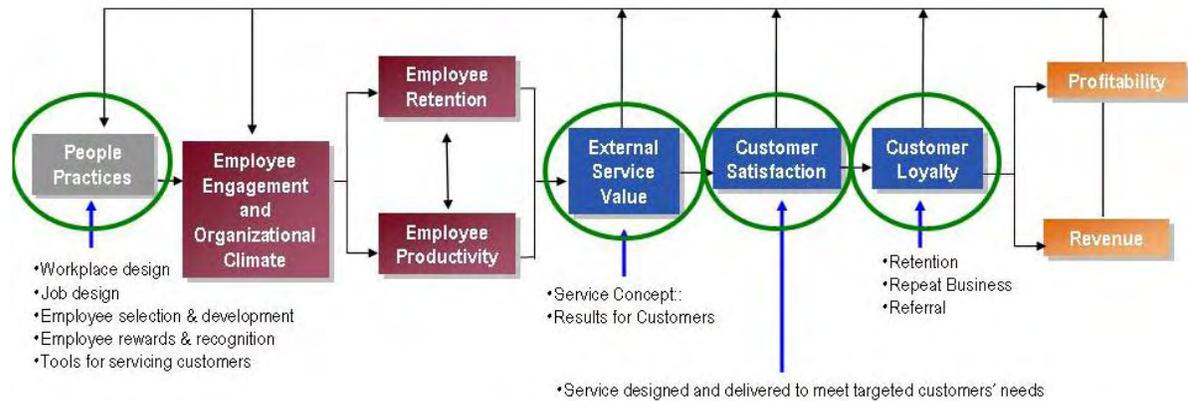
Dellarocas and Narayan (2006) results suggest that the antecedents of offline and online Word-On-Mouth (WOM) are similar. If true, such a result is important because it means that several insights obtained through decades of research on offline WOM can apply to the online domain. These insights, together with the new ability to measure aspects of WOM in realtime by mining publicly available data from Internet communities, can lead to substantial advances in the ability of organizations to manage WOM. The science of statistics has an important role to play in this nascent endeavor in terms of discovering and evaluating new metrics and proposing appropriate techniques for analyzing the huge volume of online ratings data. Their study had interesting implications for viral marketing campaigns, *i.e.*, campaigns that aim to generate online WOM. Extreme (dis)satisfaction, controversy, advertising, and product exclusivity all seem to correlate with higher propensity to discuss a product online. Sen and Lerman (2007) provided a discussion of the nature of negative reviews. These authors found that negative on-line reviews are more important, more trusted and have a higher impact than positive reviews. They find that readers of negative hedonic product reviews tend to attribute the negative opinions towards the reviewer's internal (or non-product related) reasons. Therefore, these authors argue that in the literature consumers weight negative information more heavily than positive information, in both judgment and decision

making tasks (they mention the works of Ahluwalia and Shiv, 1997; Feldman, 1966; Kanouse and Hanson, 1972; Skowronski and Carlston, 1987; Weinberger, Allen, and Dillon, 1981). Nonetheless, we decided to go with both positive and negative comments in our evaluation. To gather comments for this research study it was necessary to explore diverse websites of tourists' reviews and find the adequate one for the type of data needed. Data was obtained from Epinions (a general consumer review site).

2.3 Service Profit Chain

In this section we review now the Service Profit Chain framework (SPC) to establish in the literature the relationships between word-of-mouth and customer intentions. The SPC is a model that conceptualizes direct and strong relationships between profits; growth; customer loyalty; customer satisfaction; the value of goods and service delivered to customers; and employee capability, satisfaction, loyalty, and productivity. The original SPC was presented as a framework for linking service operations, employee assessments, and customer assessments to the bottom line (Heskett et al., 1994; Heskett, et al., 1997). In Figure 8 one can appreciate the diagram of the actual SPC in Figure 8:

Engaged Employees → Deliver Great Service
 → Resulting in Customer Loyalty



"Putting the Service-Profit Chain to Work," Heskett, et al., – Harvard Business Review

Figure 8. Service Profit Chain ("putting the Service-Profit Chain to Work", Heskett, et al., 1997)

The relationships among loyalty, employee satisfaction, productivity, customer loyalty is established by the service profit chain. This causal framework establishes that profit and growth are encouraged by customer loyalty. The loyalty is a result of customer satisfaction, and this in turn is a product of value. The value is obtained when employees are loyal and satisfied. Employers are satisfied when they are treated good and with consideration (Heskett et al., 1994).

To manage the service profit chain, Heskett et al. (1997) suggested that managers measure SPC relationships across units, communicate the appraisal from the measurement, develop a "balanced scorecard" of performance measures, design ways to help managers improve chain performance, develop rewards tied to measures, communicate results at the

operating unit level, and encourage the internal exchange of best-practice information. Heskett et al., emphasize the importance of evaluating the lifetime value of a customer. Companies need to think about how to retain customers in a continuing, active relationship; how to sell new products and services to existing customers, rather than to new ones; and how to ensure that customers will give positive referrals to potential customers. From their extensive studies, they give many examples of service firms that consistently do a better job than their competitors. They also supply a service profit chain management audit form so managers can evaluate their own firms' practices. Heskett's ongoing research on service organizations culminated in a book (Heskett et al., 1997).

Mittal, and Kamakura (2001) investigated early SPC conceptualizations following the Heskett et al's 1994 article and found that they were focused on retention and revenue maximization with no explicit consideration of the cost of service quality efforts. For example, in a SPC application at Sears, the objective was to increase sales and revenues (Rucci et al., 1998). Likewise in Spirit airlines studies look to link consumer perceptions to behavioral outcomes (Bolton, 1998) and repurchase behavior. Also, at Holiday Inn, service quality was associated to revenue obtainable per room (Kimes, 1999).

In 2007, Pasupathy and Triantis felt the need for a dynamic approach of the SPC. These authors were inspired by the fact that while the SPC approach appears to solve most of the problems associated with the evaluation of service operations, two major shortcomings seemed apparent: first, this approach does not address the issues of what will happen in subsequent time periods and in particular, what is the long-term dynamic behavior of the

organizations and its customers. And second, none of the SPC models in the literature (until this point) include uncontrollable factors as market size, dispersion, competition, etc. (Pasupathy and Triantis, 2007).

In our analysis we were inspired by the relationships confirmed by SPC studies but will not explicitly use the SPC framework.

2.4 Competitiveness and Value in tourism

Tsai et al. (2009) present a clear definition of destination competitiveness and discuss a review of the available literature on competitiveness in tourism regarding those indicators that are good predictors of destination competitiveness. Moreover, this study also points out the significance of economies of scale and other benefits that arise from clustering of tourist attractions and provision of appropriate tourist-related infrastructure and equipment. Importantly, the state of competitiveness of a destination can effectively be raised by the quality of services and organizations (tourist) which complement these clusters and built infrastructure. Integrating these related products and services in an appropriate manner will contribute toward maintaining and building a destination's continuing (sustained) competitiveness. Nonetheless, it is noteworthy that there is still no universal recipe for determining tourism competitiveness.

As competitiveness continues to be one of the core issues for tourism destinations and the hotel industry, a good understanding of competitiveness-related issues—such as the determinants, measurements, frameworks, and models—could help policymakers and industry operators not only pinpoint stronger areas for reinforcement and weaker ones for

improvement, but also formulate informed corporate strategies and decisions that will help maintain/establish a competitive position for the enterprises. Ultimately, it has been argued by some researchers that destination planners and policymakers will only succeed in the “competitive game” in the long run if it can raise the standard of living (welfare) for its own residents

Achieving a competitive advantage ultimately depends on the customer’s perception of the value that services provide (Williams and Soutar, 2000). With a proliferation of through customized services and routine follow-up, there are potential methods of differentiating a business. In this particular case the business will be a resort or tourist destination, and the value of the service represents the relationship between the customers’ expectations of product or service quality to the actual amount paid for it, what do they *really* value?

In our age tourism has become an extensive phenomenon and a focus of economic policy of many regions competing for the favours of tourists. Therefore, competitiveness of tourist destinations has received increasing interest in economic research with a view to the identification of the user attractiveness of a tourist area. Unfortunately, little is known about competitiveness in services (Porter, 1990; Palmer, 1985), but international success in service trade is as significant to a nation as international success in trading goods (Porter, 1990).

The versatile nature of competitiveness concerns its essential qualities, while the relative aspect deals with the concept of superiority – but superior in comparison to what and to whom? Because of this, over the years, many definitions of competitiveness have been propagated (Crouch and Ritchie, 1999; Newall, 1992). Crouch and Ritchie (1999) developed

a conceptual model of tourism destination competitiveness built by Porter's (1990) "diamond of national competitiveness", which identifies six elements on which competition between national industries – or destinations, in this case of tourism – is based. These elements are in Figure 9:

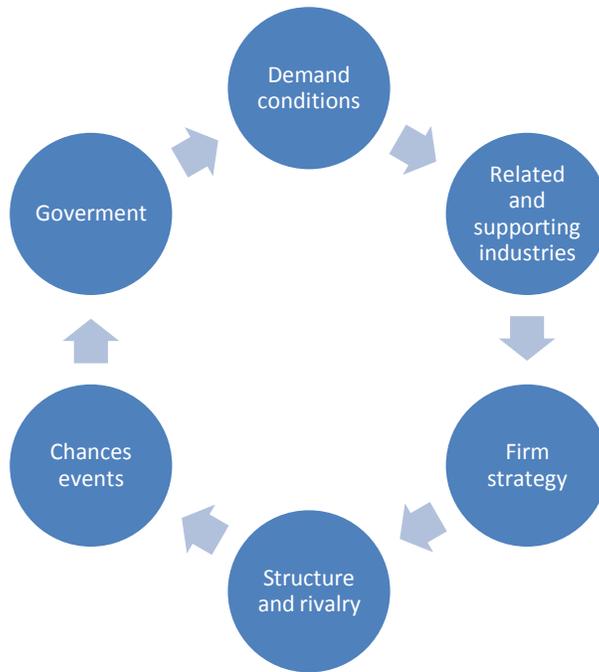


Figure 9. Elements of diamond of national competitiveness (adapted from Porter, 1990)

Genest and Legg (2003) developed a model with an auto-evaluative methodology and competitiveness classification of destinations in Canada, Premier-ranking model. The sustainability dimensions were economic, cultural and environmental.

The creation of value is the core purpose and central process of economic exchange. Traditional models of value creation focus on the firm's output and price. Vargo et al. (2008)

present an alternative perspective, one representing the intersection of two growing streams of thought, service science and service-dominant (S-D) logic. We take the view that (1) service, the application of competences (such as knowledge and skills) by one party for the benefit of another, is the underlying basis of exchange; (2) the proper unit of analysis for service-for-service exchange is the service system, which is a configuration of resources (including people, information, and technology) connected to other systems by value propositions; and (3) service science is the study of service systems and of the co-creation of value within complex configurations of resources.

Tourism satisfaction at the destination level can be considered a construct encompassing overall service within the hotel, restaurants, stores, among other; facilities (rooms, pools, overall hotel); activities; and community (if the locals were nice, the beaches, the Scenery).

2.5 Fuzzy Set Theory and the Evaluation of Performance

Fuzzy set theory was first developed in 1965, when Professor Zadeh attempted to solve fuzzy phenomenon problems that exist in the real world, which are uncertain, incomplete and non specific. According to Chen and Chen (2009), fuzzy set theory has an advantage over traditional set theory in describing set concepts in human language because it demonstrates specific and fuzzy characteristics in evaluation language. This approach uses a membership function concept to represent the field in which a fuzzy set can describe a situation, such as “incompletely belong to” and “incompletely does not belong to” (Chen and

Chen, 2009). In the next section a discussion of terminology and the mathematical approach to fuzzy set theory is presented.

2.5.1 Fuzzy number

We order the Universe of Discourse such that U is a whole target, and each target in the Universe of Discourse is called an element. Fuzzy \tilde{A} states for U that random $X \rightarrow U$, appointing a real number $\mu_i(x) \rightarrow [0,1]$. We call anything above that level x under A (Klir and Yuan, 1995).

If L is the lower value of the triangular fuzzy number, M is the moderate and U is the upper number, then the set of real numbers R is a triangular fuzzy number (TFN): \tilde{A} , which means that $x \in R$, appointing $\mu_A(x) \rightarrow [0,1]$, and

$$M = \begin{cases} X - L / M - L, L \leq x \leq M & (3) \\ U - x / U - M, M \leq x \leq U & (4) \\ 0 & , otherwise \end{cases}$$

The triangular fuzzy number above can be written then as $\tilde{A}=(L,M,U)$, where L and U represent the fuzzy probability between the lower and upper boundaries of evaluation information, as shown in Figure 10. Assume two fuzzy numbers $\tilde{A}_1=(L_1,M_1,U_1)$ and $\tilde{A}_2=(L_2,M_2,U_2)$:

$$\tilde{A}_1 \oplus \tilde{A}_2 = (L_1, M_1, U_1) \oplus (L_2, M_2, U_2) = (L_1 + L_2, M_1 + M_2, U_1 + U_2) \quad (5)$$

$$\tilde{A}_1 \otimes \tilde{A}_2 = (L_1, M_1, U_1) \otimes (L_2, M_2, U_2) = (L_1 L_2, M_1 M_2, U_1 U_2), L_i > 0, M_i > 0, U_i > 0 \quad (6)$$

$$\tilde{A}_1 - \tilde{A}_2 = (L_1, M_1, U_1) - (L_2, M_2, U_2) = (L_1 - L_2, M_1 - M_2, U_1 - U_2), L_i > 0, M_i > 0, U_i > 0 \quad (7)$$

$$\tilde{A}_1 \div \tilde{A}_2 = (L_1, M_1, U_1) \div (L_2, M_2, U_2) = (L_1/L_2, M_1/M_2, U_1/U_2), L_i > 0, M_i > 0, U_i > 0 \quad (8)$$

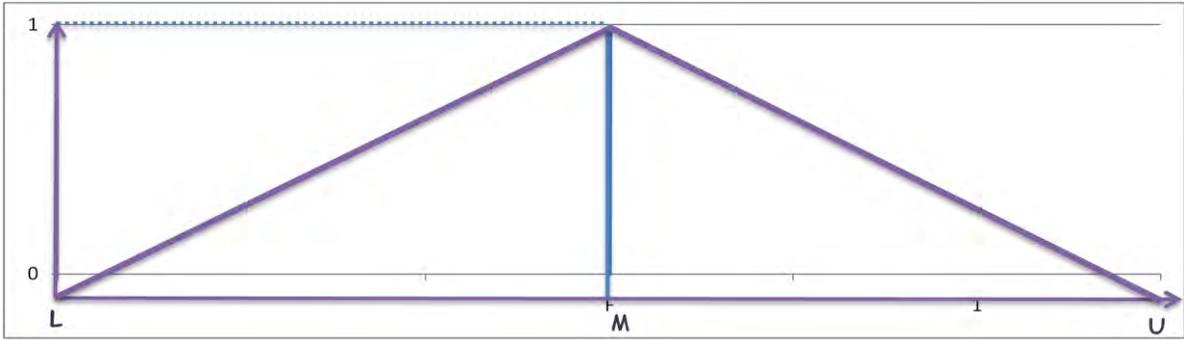


Figure 10. A triangular fuzzy number

In other words, a fuzzy number or a fuzzy set is a number that represents something that has a level of uncertainty and cannot be always accurate. In our case we have tourists' opinions, which are very subjective and cannot be seen as yes or no questions. For example someone can say that they "*kind of liked*" the place, not saying they fully liked it, and not saying that they hated it. Subjective opinions express subjective beliefs about the truth of propositions with degrees of uncertainty, and can indicate subjective belief ownership whenever required. Thus, we think that this approach is an appropriate one to deal with these uncertainties.

2.5.2 *Fuzzy number in performance evaluation and optimization*

In many real world situations, input consumption and output production data cannot be collected accurately. Unfortunately, traditional technical efficiency studies ignore this fact and assume that the production plans are known precisely. These studies are build on the assumptions that inputs and outputs are crisp, being these either yes or no answers, or a specific number and not one that could be approximated (Zimmemann, 1991).

In this sense, Turtle et al. (1994) showed how fuzzy logic can be employed using straightforward LP tools. Julien (1994) investigated the application of fuzzy sets and possibility theories for the representation of imprecise information in water quality management problems. Fuller and Fedrizzi (1994) explored stability analysis in possibilistic programming by extending previous research results to “possibilistic” linear programs with continuous fuzzy number coefficients.

2.5.3 *Fuzzy linear programming*

Different approaches exist to model crisp decision making. Linear programming is one methodology widely employed. The canonical form of linear programming is expressed as follows: Find x such that,

$$\text{Max } z = cx \tag{9}$$

Subject to,

$$Ax \leq b \tag{10}$$

$$X \geq 0 \tag{11}$$

Where $z=cx$ defines the objective function, $Ax \leq b$ the constraints, and $x \geq 0$ the decision variables. Now let's assume that this linear model is applied in a fuzzy environment. Zimmermann (1991) states that fuzziness can appear in all sort of levels and in contrast to classical linear programming, the fuzzy linear program cannot be defined in a unique way and can have many variations depending on the assumptions of the real situation that we are about to model (Triantis and Girod, 1998).

Zimmermann (1986) classified fuzzy linear programming approaches as symmetrical and non-symmetrical. In symmetrical models, both the objective function and constraints are fuzzy. Whereas in nonsymmetrical models, for example, the objective function may be crisp and the constraints fuzzy.

It is not the purpose of this discussion to examine all types of non-symmetrical linear programming models. Rather, the aim is to introduce models that are relevant to this research with Data Envelopment Analysis. Sengupta (1992) was perhaps the first to consider fuzzy b and c (being b and c are vectors of known coefficients) in his fuzzy data envelopment analysis formulation.

2.5.4 Fuzzy DEA

Several attempts have been made to deal with fuzzy input and output data in DEA. For example, Sengupta (1992) proposed a fuzzy mathematical programming approach which incorporated fuzziness into a DEA model by defining tolerance levels on both objective function and constraint violations. Triantis and Girod (1998) suggested a mathematical programming approach through transforming fuzzy input and output data into crisp data using

membership function values. Efficiency scores were computed for different values of membership functions and then averaged, explained in section 3.2.3. Guo and Tanaka (2001) proposed a fuzzy CCR model in which fuzzy constraints including fuzzy equalities and fuzzy inequalities were converted into crisp constraints by predefining a possibility level and using the comparison rule for fuzzy numbers. León et al. (2003) suggested a fuzzy BCC model based on the same idea. Lertworasirikul et al. (2003a) proposed a possibility approach which deals with uncertainties in fuzzy objectives and fuzzy constraints through the use of possibility measures. It transforms a fuzzy DEA model into a well-defined possibility DEA model. In the special case that fuzzy data are trapezoidal fuzzy numbers, the possibility DEA model becomes a linear programming model.

They (Lertworasirikul et al., 2003b) also proposed a credibility approach as an alternative way to solve the fuzzy DEA model. The credibility approach transforms the fuzzy DEA model into a well-defined credibility programming model, in which fuzzy variables were replaced by expected credits in terms of credibility measures. The expected credits of fuzzy variables were derived by using credibility measures, which are the averages of possibility and necessity measures. The possibility and credibility approaches were further extended to fuzzy BCC model in Lertworasirikul et al. (2003c) by the same authors. Wu et al. (2006) applied the possibility DEA model for efficiency analysis of cross-region bank branches in Canada. Garcia et al. (2005) utilized the possibility DEA model for failure mode and effects analysis (FMEA) and presented a fuzzy DEA approach to determining ranking indices among failure modes.

I will not be using any of the Fuzzy DEA models in this study, but later on will be explained how we'll use triangular fuzzy number distributions in order to represent the opinions (linguistic comments) of tourists extracted from a web site before introducing them into the DEA evaluation.

2.6 Data Envelopment Analysis

Data Envelopment Analysis (DEA) (Charnes et al., 1978) has been around for 30 years now as an analytical “data oriented” approach for evaluating the performance of a set of peer entities called Decision Making Units (DMUs), which convert multiple inputs into multiple outputs. The definition of a DMU is generic and flexible and can also be interpreted as the “unit of analysis” for the study. Recent years have seen a great variety of applications of DEA for use in evaluating the performances of many different kinds of entities engaged in many different activities in many different contexts in many different countries. Over four thousand (40,00) references were recently found by a survey performed by Emrouznejad et al. (2008) that have used DEA for different applications or developed the basic DEA formulation to accommodate particular situations. These applications have used DMUs of various forms to evaluate the performance of entities, such as hospitals (Nunamaker, 1983), education (Sexton et al., 1994), health care management (Sherman, 1984), public services (Hammond, 2002), restaurants (Reynolds, 2004), hotels (Anderson et al., 2000), and others, including the performance of countries, and regions (Martic and Savic, 2001), etc. Because it requires very few assumptions, DEA has also opened up possibilities for use in cases which have been

resistant to other approaches because of the complex (often unknown) nature of the relations between the multiple inputs and multiple outputs involved in DMUs.

In a nutshell, a DMU is any entity that is to be evaluated in terms of its abilities to convert inputs into outputs. Table 1 describes the notation that will be used throughout this document.

Table 1 Mathematical Notation used in this document for DEA

n	Number of DMUs (islands)
t	Number of outputs
m	Number of inputs
y_{rj}	Amount of output r produced by DMU j
x_{ij}	Amount of input i used by DMU j
θ	Efficiency score of DMU j in subsequent formulation throughout this document
v_i	Weight given to input i
u_r	Weight given to output r
λ_j	Weight given to DMU j
ε	A small positive number
E	Efficiency per state (example 1)
W	Weights of inputs and outputs (example 1)
s_i⁻	Slacks of the discretionary input variables
s_i⁺	Slacks of the discretionary output variables

For example, consider a number of restaurant branches in Table 2. For each branch we have a single output measure (number of tables served) and a single input measure (number of staff). The *efficiency* of each restaurant is just the ratio between outputs and inputs. As for the Relative Efficiency, in our example Kentucky has 100% because it is the regional branch with the highest efficiency, the remaining efficiency scores are calculated by dividing each individual score by the highest efficiency of the group.

Table 2. Sample efficiency scores for a chain of restaurants per state.

Branch	Output	Input	Efficiency	Relative Efficiency
Kentucky	125	18	6.94	100%
NY	44	16	2.75	40%
D.C.	80	17	4.71	68%
Seattle	23	11	2.09	30%

Nevertheless, usually a system is not represented by a single output and a single input, but a combination of multiple inputs and outputs, as it was shown in equation (2), which introducing the usual DEA notation can be written as

$$\text{Efficiency of unit } j = \frac{u_1 y_{1j} + u_2 y_{2j} + \dots}{v_1 x_{1j} + v_2 x_{2j} + \dots} \quad (12)$$

where,

u_i = the weighted given to output i

y_{ij} = amount of output i from unit j

v_i = the weighted given to input i

x_{ij} = amount of input i from unit j

For example y_{11} is the number of tables served in Kentucky, and x_{12} is the number of staff in New York. The first thing we need to assume is that this measure of efficiency

requires a common set of weights to be applied across all units. DEA only gives you relative efficiency, efficiency related to the data considered. It does not, and cannot give you absolute efficiency. Another thing is that inputs must be related to outputs, because what comes out must be a response to what comes in to the system, but the inputs or the outputs should not be correlated among themselves (that is, inputs have to be uncorrelated to other inputs, and outputs have to be uncorrelated to other outputs). This is too assure that we are not repeating an input and they must be completely independent form each other.

For the restaurant branch example suppose now that we have two output measures (number of tables served and number of people attended at the bar) and the same single input measure (number of staff) as before. To solve this example equation (1) was applied. Each efficiency score was obtained by dividing each output by the single input. The relative efficiency was calculated dividing each efficiency score between the maximum efficiency of each column.

Table 3 Solution to sample efficiency scores for a chain of restaurants per state

Branch	Output 1	Output 2	Input	Eff. 1	Eff. 2	Relative Efficiency 1	Relative Efficiency 2
Kentucky	125	50	18	6.94	2.78	100%	86%
NY	44	20	16	2.75	1.25	40%	39%
D.C.	80	55	17	4.71	3.24	68%	100%
Seattle	23	12	11	2.09	1.09	30%	34%

In this case making a conclusion turns out to be a bit harder. Kentucky is better when we consider the number of tables served, but when we look at the number of customers at the

bar, D.C. must be our first choice. With this simple analysis, when we have multiple outputs, it's more difficult to conclude which unit is the best practice or the best performing one.

Now let's use a graphical approach, we plot the graphic of two outputs with a unit of input by standardizing to one unit of input:

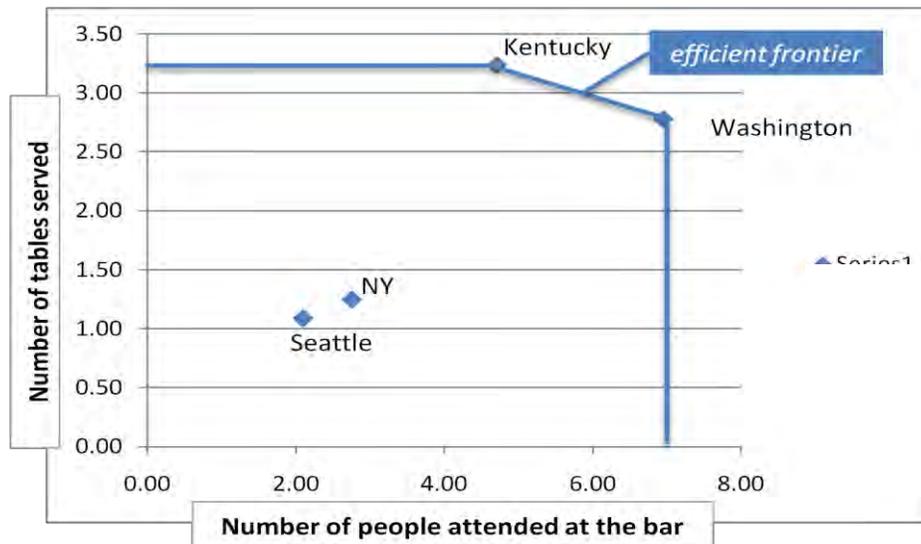


Figure 11. Graphical representation example #1

All branches in the efficient frontier are considered to be 100% efficient. This does not mean that Kentucky or D.C. cannot be improved, only that based on the information available, we have no idea to which point their performance can be improved. To make recommendations we would need to decide in a way to project it to another frontier.

2.6.1 DEA Math Formulation

Charnes, Cooper and Rhodes (1978) recognized that it was difficult to seek a common set of weights to determine relative efficiency, and proposed that each unit should be allowed

to adopt a set of weights which shows it in the most favorable light in comparison to the other units. Under these circumstances, efficiency of a target unit j_0 can be obtained as a solution to the following problem:

$$Max h_0 = \frac{\sum_r u_r y_{rj_0}}{\sum_i v_i x_{ij_0}} \quad (13)$$

Subject to,

$$\frac{\sum_r u_r y_{rj}}{\sum_i v_i x_{ij}} \leq 1 \quad \text{for each unit } j. \quad (14)$$

$$u_r, v_i \geq \varepsilon$$

Now with another example, instead of using a graphical approach, a lineal programming approach is intended for this problem. For a bank branch example suppose now that we have two output measures (number of personal transactions completed and number of business transactions completed) and the same single input measure (number of staff) as before., this is shown in Table 4:

Table 4. Data Example #1 for LP approach

	Output (Transactions)		Input
Branch	Personal	Business	Staff
Kentucky	125	50	18
NY	44	20	16
D.C.	80	55	17
Seattle	23	12	11

Let's say that we want to maximize the Efficiency of NY

$$\text{Max } \theta_{NY} \quad (15)$$

Subject to;

$$\theta_{\text{Kentucky}} = (125u_{\text{tables}} + 50u_{\text{bar}}) / (18v_{\text{staff}}) \quad (16)$$

$$\theta_{NY} = (44u_{\text{tables}} + 20u_{\text{bar}}) / (16v_{\text{staff}}) \quad (17)$$

$$\theta_{\text{D.C.}} = (80u_{\text{tables}} + 55u_{\text{bar}}) / (17v_{\text{staff}}) \quad (18)$$

$$\theta_{\text{Seattle}} = (23u_{\text{tables}} + 12u_{\text{bar}}) / (11v_{\text{staff}}) \quad (19)$$

$$0 \leq \theta_{\text{Kentucky}} \leq 1 \quad (20)$$

$$0 \leq \theta_{NY} \leq 1 \quad (21)$$

$$0 \leq \theta_{\text{D.C.}} \leq 1 \quad (22)$$

$$0 \leq \theta_{\text{Seattle}} \leq 1 \quad (23)$$

$$u_{\text{tables}} \geq 0 \quad (24)$$

$$u_{\text{bar}} \geq 0 \quad (25)$$

$$v_{\text{staff}} \geq 0 \quad (26)$$

If we solve this linear program we obtain the efficiency for each bank branch and the weight of each variable, these are shown in Table 5:

Table 5. Solution for Bank Example for LP approach

θ_{Kentucky}	1.00	u_{tables}	0.17
θ_{NY}	0.43	u_{bar}	0.85
$\theta_{\text{D.C.}}$	1.00	v_{staff}	3.57
θ_{Seattle}	0.36		

DEA models are usually solved in their dual form, not in their primal. In the primal form, there are as many constraints as decision-making units. In the dual form, there are as many constraints as inputs and outputs. Since it is more common to have more decision-making units than inputs and outputs, the decision-maker is better off computing the dual. This one requires less computational effort (Medina-Borja, 2002). The dual model is constructed by assigning a variable (dual variable) to each constraint in the primal model and constructing a new model on these variables.

$$\text{Max } h_0 = \sum_{r=1} u_r y_{rj_0} \quad (27)$$

Subject to;

$$\sum_{i=1}^m v_i x_{ij_0} = 100 \quad (28)$$

$$\sum_{i=1}^m u_r y_{rj_0} - \sum_{i=1}^m v_i x_{ij_0} \leq 1, \quad j = 1, \dots \quad (29)$$

$$u_r, v_i \geq \varepsilon \quad \forall r \text{ and } i$$

Or

$$\text{Max } \theta \quad (30)$$

Subject to;

$$\sum_{j=1}^n \lambda_j x_{ij} \leq x_{ij_0} \quad i = 1, \dots, m \quad (31)$$

$$\sum_{j=1}^n \lambda_j y_{rj} \leq \theta y_{rj_0} \quad r = 1, \dots, t \quad (32)$$

$$\sum_{j=1}^n \lambda_j = 1 \quad (33)$$

Where,

- On equation (31) the right side gives the potential output production of the DMU, if the DMU is inefficient, will be greater than one;
- On equations (31) and (32) the left side represent the hypothetical DMU formed by taking weighted averages of the real DMUs for each input and output.
- The first set of constraints (31) indicates that the weights must be such so that the hypothetical DMU for each input uses not more than what is being used by the DMU whose efficiency is being analyzed;
- The second set of constraints (32) indicates that the weights will generally be chosen so that the hypothetical DMU produces outputs in the same proportion as the DMU whose efficiency is being chosen.
- The third constraint (33) ensures that the hypothetical DMU is operating at a scale similar to the one under which the DMU for which technical efficiency is being measured.

Based on the primary CCR DEA formulation, several modifications and adaptations have occurred since. Basically, new DEA formulations have dealt with the issue of returns to scale, non-controllable variables and projections to the frontier for inputs and outputs that behave in a different way and cannot be increased or decreased radially. Mainly, the efficiency score is the projection towards the frontier from an inefficient position. An inefficient DMU can be made more efficient by projection onto the frontier.

Most of the time we use a radial DEA approach, and sometimes seeking to expand all outputs or contract all inputs by the same proportion we obtain a solution that might not be ideal. By far the simplest approach is a nonradial one, the so-called additive variant of the DEA model. In an output-oriented additive DEA model, one seeks to maximize the total slacks in all outputs that exist in the observed input-output bundles. Similarly, in an input-oriented model, one would maximize the total slacks in inputs. The additive model does yield a projection onto the efficient subset of the output isoquant of the observed input bundle (Ray, 2004). Another approach is that presented by Medina-Borja (2002) and Athanassopoulos (1999), in which the projections for outputs as different as customer satisfaction and number of volunteers were allowed to approach the frontier in different directions according to their own characteristics.

2.6.2 CCR Model

Charnes, Cooper and Rhodes (1978) recognized that it was difficult to seek a common set of weights to determine relative efficiency, and proposed that each unit should be allowed to adopt a set of weights which shows it in the most favorable light in comparison to the other

units. Given a data, we measure the efficiency of each DMU once and hence need n optimizations, one for each DMU _{j} to be evaluated. Let the DMU _{j} to be evaluated on any trial be designated as DMU _{o} where o ranges over 1, 2 ..., n . we solve the following fractional programming problem to obtain values for the inputs “weights” (v_i) ($i=1, \dots, m$) and the output “weights” (u_r) ($r=1, \dots, s$) as variables (Cooper et al., 2000).

$$\max_{u,v} \theta = \frac{\sum_r u_r y_{rj_0}}{\sum_i v_i x_{ij_0}} \quad (34)$$

Subject to,

$$\frac{\sum_r u_r y_{rj_0}}{\sum_i v_i x_{ij_0}} \leq 1 \quad \text{for each unit } j. \quad (35)$$

$$u_r, v_i \geq \varepsilon \quad (36)$$

The dual problem is expressed with a real variable θ and a non-negative vector $\check{e}=(\check{e}_1, \dots, \check{e}_n)^T$ of variables as follows:

$$\min_{\theta, \lambda} \quad \theta \quad (37)$$

Subject to,

$$\theta x_o - X\lambda \geq 0 \quad (38)$$

$$Y\lambda \geq y_o \quad (39)$$

$$\lambda \geq 0 \quad (40)$$

Charnes, Cooper and Rhodes (1978) model assumes constant return scale: if inputs are increased in some amount, outputs will be proportionally increased by the same amount.

Then they noticed that this was not necessarily effective in every case because it gave distorted results when comparing DMUs of significantly different sizes, therefore Banker, Charnes and Cooper (1984) proposed a new DEA formulation capable of remedying all sizes problems. This formulation is commonly known as the BCC model.

2.6.3 BCC Model

The BCC model is the variation of the CCR to account for the variable returns to scale (Banker, Charnes and Cooper, 1984). This model is the same as the dual CCR, with an additional constraint.

$$\sum_{j=1}^n \lambda_j = 1 \quad (41)$$

Which is also known as $e\lambda = 1$, where e is a row vector with all elements unity and λ is a column vector with all elements non-negative. Together with the condition $\lambda_j \geq 0$, for all j , this imposes a convexity condition on allowable ways in which the observations for the n DMUs may be combined (Cooper et al., 2004). This variation to the original formulation allowed all sorts of production technologies to be analyzed that prior to this did not fit the basic CCR assumption (Medina-Borja, 2002).

2.6.4 DEA treatment for special cases

Among the years many authors have approached the issue of incorporating environmental or non-discretionary variables into the model. Some examples of these variables are location, population, government regulations, among others. This is important, because in this particular case, is not fair to compare all islands under the same conditions,

they all live under different conditions. The basic models, such as BBC and CCR consider every DMU as equally comparable and not always this is the case.

2.6.4.1 The Banker and Morey Exogenously Fixed Variables Model

The Exogenously Fixed Variables model presented by Banker and Morey in 1986 incorporates environmental conditions into DEA. DMUs operate under varying environmental conditions that while having a significant effect on their performance, are also out of their control. These environmental conditions are often referred to as non-discretionary variables named for the lack of control that management has over them, or exogenously fixed variables again referring to the fact that they are fixed externally and are out of the DMUs control (Cooper et al., 2000). Examples for islands could include factors such as the population and the Gross domestic product, these and some other factors may be taken into account when evaluating an islands' relative efficiency.

The radial contraction in the case of input orientation, or radial expansion in the case of output orientation, cannot be applied to the non-discretionary variables as they are not controllable by management. The Banker and Morey input oriented envelopment formulation is given below:

$$\text{Min } \theta - \varepsilon(\sum_{i \in D} s_i^- + \sum_{r=1}^s s_r^+) \quad (42)$$

Subject to,

$$\theta x_{io} = \sum_{j=1}^n x_{ij} \lambda_j + s_i^-, i \in D \text{ (Discretionary)} \quad (43)$$

$$x_{io} = \sum_{j=1}^n x_{ij} \lambda_j + s_i^-, i \in ND \text{ (Non Discretionary)} \quad (44)$$

$$\sum_{j=1}^n \lambda_j = 1 \leftrightarrow VRS \quad (45)$$

$$\theta, \lambda_j, s_i^-, s_r^+ \geq 0 \quad (46)$$

This formulation differs of the standard DEA formulation in that it separates the input variables in controllable and non-controllable and for the second type. These authors indexed the input so that the first m' inputs are controllable and the other $m-m'$ are non-controllable based on the formulation provided by the same authors (1984) with one restriction for controllable inputs and another for uncontrollable. Also this formulation causes a DMU to be projected onto a point on the efficient frontier that matches its usage of its non-discretionary inputs and its output production levels while minimizing its usage of its discretionary inputs (Edelstein, 2004). The non-discretionary variables model is unique in its elimination of the radial contraction θ of the non-discretionary input variables (or radial expansion of the non-discretionary variables' constraints is appropriate as their levels cannot be altered, yet as discussed previously, their effect should be taken into account. An additional difference from the CCR and BCC model is the elimination of the non-discretionary variables' slacks from the objective function, or the second stage of the DEA model. Since management has no control over the non-discretionary variables it is not interested in their slacks, and so the formulation

seeks to only maximize the slacks of the discretionary input variables (s_i^-) and those of the output variables (s_r^+). As with CCR and BCC, the Banker and Morey formulation can also be expressed as a CRS model by dropping the $\sum \lambda_j = 1$ constraint (Cooper et al., 2000). The input oriented VRS multiplier factorial formulation is provided in:

$$Max \frac{\sum_{r=1}^s u_r y_{ro} - \sum_{i \in ND} v_i x_{io} - \tilde{u}_o}{\sum_{i \in D} v_i x_{io}} \quad (47)$$

subject to,

$$\frac{\sum_{r=1}^s u_r y_{rj} - \sum_{i \in ND} v_i x_{ij} - \tilde{u}_o}{\sum_{i \in D} v_i x_{ij}} \leq 1, j = 1, \dots, n \quad (48)$$

$$u_r > 0, r = 1, \dots, s \quad (49)$$

$$v_i > 0, i \in D \quad (50)$$

$$v_i \geq 0, i \in F \quad (51)$$

\tilde{u}_o free i sign

As with the BCC multiplier formulation, VRS is achieved by adding the sign free variable \tilde{u}_o that allows for the scale effect in the measurement of efficiency of DMU_o (Edelstein, 2004). The fractional form in the equation above can be linearized using the same procedure used on the CCR and BCC models to produce the input oriented VRS multiplier LP formulation:

$$Max \sum_{r=1}^s u_r y_{ro} - \sum_{i \in ND} v_i x_{io} - \tilde{u}_o \quad (52)$$

subject to,

$$\sum_{i \in D} v_i x_{io} = 1 \quad (53)$$

$$\sum_{r=1}^s u_r y_{rj} - \sum_{i \in ND} v_i x_{ij} - \sum_{i \in D} v_i x_{ij} - \tilde{u}_o \leq 0, \quad j = 1, \dots, n \quad (54)$$

$$u_r > 0, \quad r = 1, \dots, s \quad (55)$$

$$v_i > 0, \quad i \in D \quad (56)$$

$$v_i \geq 0, \quad i \in F \quad (57)$$

\tilde{u}_o free in sign

The non-discretionary model can also be formulated as an output oriented model. VRS is incorporated into the formulation the $\sum \mu_j = 1$ term. The VRS envelopment version of the output oriented model containing non-discretionary outputs is given in:

$$Max \quad \eta + \varepsilon (\sum_{i \in D} t_r^+ + \sum_{i=1}^m t_i^-) \quad (58)$$

subject to,

$$x_{io} = \sum_{j=1}^n x_{ij} \mu_j + t_i^-, \quad i = 1, \dots, m \quad (59)$$

$$\eta y_{ro} = \sum_{j=1}^n y_{rj} \mu_j - t_r^+, \quad i \in D \text{ (Discretionary)} \quad (60)$$

$$y_{ro} = \sum_{j=1}^n y_{rj} \lambda_j - s_r^+, \quad i \in ND \text{ (Non - Discretionary)} \quad (61)$$

$$\sum_{j=1}^n \mu_j = 1 \leftrightarrow VRS \quad (62)$$

$$\eta, \mu_j, t_i^-, t_r^+ \geq 0$$

The multiplier LP version of the equation above incorporating the sign free variables \tilde{v}_o that allows for the scale effect in the measurement of efficiency of DMU₀ is expressed below (Edelstein, 2004):

$$\text{Min } \sum_{i=1}^m p_i x_{io} - \sum_{r \in ND} q_r y_{ro} - \tilde{v}_o \quad (63)$$

Subject to,

$$\sum_{r \in D} q_r y_{ro} = 1 \quad (64)$$

$$\sum_{i=1}^m p_i x_{io} - \sum_{r \in ND} q_r y_{ro} - \sum_{r \in D} q_r y_{ro} - \tilde{v}_o \geq 0, j = 1, \dots, n \quad (65)$$

$$p_r > 0, i = 1, \dots, m \quad (66)$$

$$q_r > 0, i \in D \quad (67)$$

$$q_r \geq 0, i \in F \quad (68)$$

\tilde{v}_o free in sign

In restriction (64) q_r provides a measure of the relative contribution of y_{ro} to the overall value of θ^* . These values not only show which items contribute to the evaluation of DMU₀, but also to what extent they do so. The others (66), (67) and (68) are the non-negativity restrictions.

2.7 Chapter Conclusions

This Chapter presented the revision of literature covering previous studies in tourism industry, DEA, semantic analysis and Fuzzy set theory. In addition, a summary of DEA and its special cases was reviewed. Chapter III introduces the detailed methodology followed for this research study.

Chapter III: Methodology

This section depicts in more detail the methodological plan followed during this research study. It is organized as follows, first it discusses data collection, including the extraction of knowledge from customer’s review web sites and then it presents each of the data envelopment analysis phases in the study. A flowchart is shown in Figure 12.

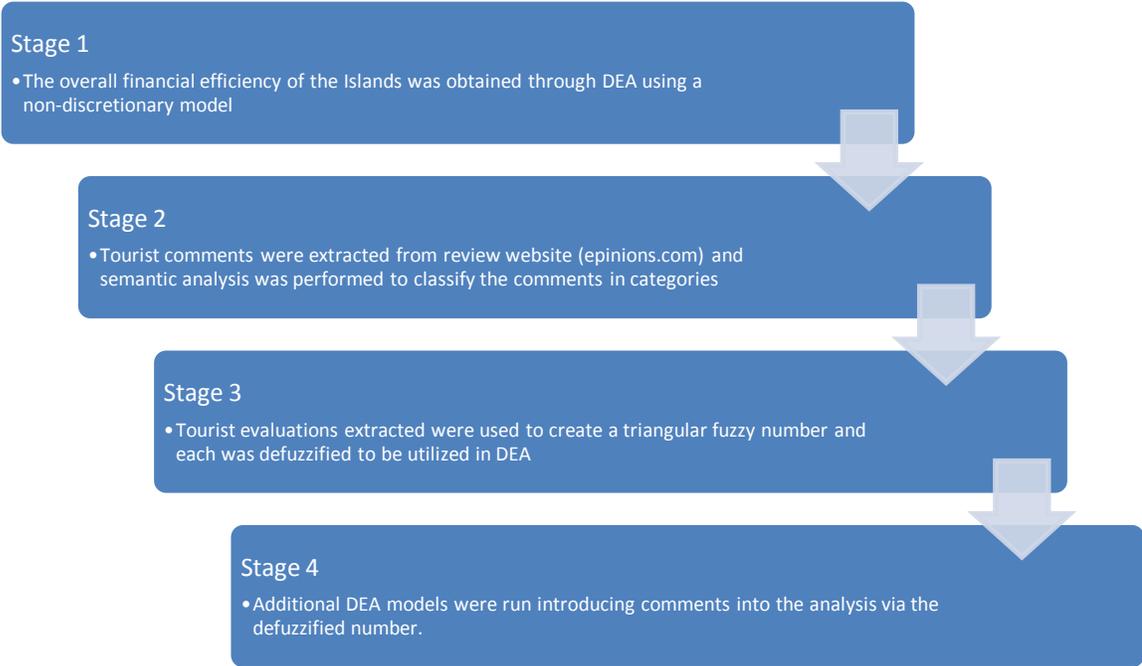


Figure 12. Methodology Flowchart by stages

The Caribbean islands that were analyzed in our study are (see Appendix E):

- | | |
|---------------------------|--------------------------------|
| 1. Anguilla | 14. Guadeloupe |
| 2. Antigua and Barbuda | 15. Haiti |
| 3. Aruba | 16. Jamaica |
| 4. The Bahamas | 17. Martinique |
| 5. Barbados | 18. Puerto Rico |
| 6. Belize | 19. St. Kitts, Nevis |
| 7. Bermuda | 20. St. Lucia |
| 8. Bonaire | 21. St. Maarten / St. Martin |
| 9. British Virgin Islands | 22. St. Vincent and Grenadines |
| 10. Cuba | 23. Trinidad and Tobago |
| 11. Curacao | 24. Turks and Caicos |
| 12. Dominica | 25. US Virgin Islands |
| 13. Dominican Republic | |

3.1 Data Collection

The collection of data was a crucial step for this research. For this study, the majority of data was obtained from *The One Caribbean* organization, Statistics and Market Research Section (accessed at <http://onecaribbean.org/statistics/countrystats/default.aspx>). The Source OneCaribbean is the official tourism business web site of the Caribbean Tourism Organization. The tourism business web site of the One Caribbean Tourism Organization has a Statistics and Market Research Section on which we can find Individual Country/Island Statistics, having a total of 25 islands of the Caribbean with complete data. Within the information given we can find information on average daily expenditures, tourism budget, number of rooms, occupancy rates, etc. Currently this web site has data for the years 2004 and 2006.

The specialized reviews web site chosen for extracting tourists' opinions was Epinions.com. Epinions, is a general consumer review site that was established in 1999. It has a whole section dedicated to travel, where we can find several tourists' opinions per island. The next two tables describe each of the variables that were used in this analysis, whether they were used as inputs or outputs, the units in which they were measured (being defuzzified number; i.e., the number obtained from the defuzzification process applied to the triangular fuzzy number), the specific DEA node in which they were used and the source of the data presented on Table 6. Table 7 shows some of the uncontrollable variables (those variables which we have no control over) obtained from the United Nations annual report of sustainable development.

Table 6. Description of Inputs and Outputs for the financial efficiency node

INPUTS				
Variables	Description	Units	Node	Source
No. of Rooms	The total of rooms among all resorts in each island	Number	Financial Node	OneCaribbean
Average price of Rooms	Average price of rooms among all resort in each island	US \$	All Nodes	OneCaribbean
OUTPUTS				
Variables	Description	Units	Node	Source
Occupancy Rates	Occupancy rates per year of all resorts of each island. (% of rooms occupied during a year)	%	Financial Node	OneCaribbean
Revenues	Total revenues in tourism per year of all resorts of each island (Revenues in hotels, attraction and any other tourist expenditure)	US \$	Financial Node	OneCaribbean
Beaches	Tourist's perception as to the beauty of the beaches	Defuzzified Number	Community Node	Epinions.com
People	Tourist's perception as to the friendliness of the people	Defuzzified Number	Community Node	Epinions.com
Scenery	Tourist's perception as to the beauty of the scenery	Defuzzified Number	Community Node	Epinions.com
Service	Tourist's perception as to the quality of the service	Defuzzified Number	Service Node	Epinions.com
Value	Tourist's perception of the value	Defuzzified Number	Value Node	Epinions.com
Hotel/rooms	Tourist's perception regarding the hotel and rooms	Defuzzified Number	Facilities Node	Epinions.com
Activities	Tourist's perception regarding the activities and shopping	Defuzzified Number	Facilities Node	Epinions.com

Table 7. Uncontrollable variables (source United Nations annual report of sustainable development and IMF)

UNCONTROLLABLE VARIABLES
Island population (Number of habitants of each island)
Poverty level (% of poverty of the island)
Infrastructure (roads and communications) evaluated as a categorical variable (Banker and Morey, 1986)

3.2 Research Phases

3.2.1 Phase 1: Financial Efficiency Analysis through DEA

This first phase consist of applying a DEA approach to determine the financial efficiency of the 25 islands of the Caribbean. The model has 2 inputs and 2 outputs. The inputs were the *number of rooms* and the *average price of room*. The outputs were the *occupancy rates* and the *total revenues* that the resorts have (see Figure 3).

The results of DEA analysis show a relative performance score, a frontier made by those units (in our case, islands) that have the highest efficiency. This does not mean that they can not do better than that, is just that within that group under analysis they are deemed the best performing. Hence, for the islands which were not as good, DEA tells us how far from reaching that frontier they are, how far they are from a similar island, not just any island, but one with similar level of inputs and outputs. Another important feature of DEA results are that DEA provides targets or recommendations for them to become efficient (how much reduction in specific inputs or increase in specific outputs is required for them to equal others).

The models used assume that all inputs and outputs are discretionary, i.e., can be controlled by the management of each DMU and varied at its discretion. Nevertheless, there may be exogenously fixed (or nondiscretionary) inputs or outputs that are beyond the control of a DMU's management. We used an approach with a Non-Discretionary Variable Model (Banker and Morey, 1986). In this case, management is interested in determining the maximum factor by which only the *controllable outputs* can be augmented without requiring any more resources. We want to see which of the controllable inputs can be reduced while keeping the exogenously fixed inputs at their current level. The model is shown below:

$$\max \theta - \varepsilon(\sum_{i \in D} s_i^- + \sum_{r=1}^s s_r^+) \quad (69)$$

subject to,

$$x_{io} = \sum_{j=1}^n x_{ij} \lambda_j + s_i^-, \quad i \in D \quad (70)$$

$$x_{io} = \sum_{j=1}^n x_{ij} \lambda_j + s_i^-, \quad i \in ND \quad (71)$$

$$\theta y_{ro} = \sum_{j=1}^n y_{rj} \lambda_j - s_r^+, \quad r = 1, \dots, s \quad (72)$$

where all variables (except θ) are constrained to be nonnegative. This formulation differs from the standard DEA formulation in that it separates the input variables in controllable and non-controllable. The slack calculated in the ND (non-discretionary) restriction can be calculated (71), yet the variables cannot be changed, meaning that we can know how far from the frontier they are but we cannot do anything about it. On the other hand, the slack in the D (discretionary) restriction (70) can be calculated and something can be done about it. In the objective function (69) ε represents a really small value, typically 1×10^{-7} , this allows in order

to secure further reductions in the targets for the discretionary inputs, or increases in the targets for the outputs. Tuning to the dual, we can assign these effects a numerical value. This can be expressed as follows:

$$\min_{v,u} \sum_{r=1}^s u_r y_{ro} - \sum_{i \in ND} v_i x_{io} \quad (73)$$

Subject to

$$\sum_{r=1}^s u_r y_{ro} - \sum_{i \in ND} v_i x_{ij} - \sum_{i \in ND} v_i x_{ij} \leq 0, j = 1, \dots, n \quad (74)$$

$$\sum_{i=1}^m v_i x_{io} \quad (75)$$

$$v_i \geq \varepsilon, i \in D \quad (76)$$

$$v_i \geq 0, i \in D \quad (77)$$

$$u_r \geq \varepsilon, r = 1, \dots, s \quad (78)$$

Notice now that the objective of the dual in (73) has a property that is opposite to that of (69). Only the non-discretionary inputs multipliers enter into the objective of (73), i.e., the multiplier model, whereas only the discretionary (D) input variables enter the objective of (69), i.e., the envelopment model. All notations are explained on Table 1, section 2.6. In the Banker and Morey (1986) model the non-discretionary inputs are treated exactly the same as a discretionary input but radial efficiency measure θ is excluded from the right-hand side of the constraint (Ruggiero, 1996). Ruggiero (1996) showed that the Banker and Morey model may produce a frontier that might not be feasible given the level of the exogenously fixed inputs faced by the units under the analysis (Muñiz et al., 2006).

3.2.2 Phase 2: Data gathering from online reviews and Fuzzy implementation

On a second stage we performed the extraction of the online reviews from Epinions. This web site has a relatively large amount of reviews for each of the 25 islands; this web site was selected over others because the reviews found generally evaluate the whole island (hotel,

service, culture, attentions, etc). A print-screen of some comments from Puerto Rico can be seen as an example of the reviews in Figure 13.

Puerto Rico

Overall Rating: ★★★★★

Compare Prices Read Reviews View Details Write a Review

Page 1 2 3 4 5 - View all Next

Sort by Product Rating	Sort by Review Date
Product Rating: ★★★★★	<p>Puerto Rico from Old San Juan to Vieques, It's a must!! by popsrocks (TOP REVIEWER) in Hotels & Travel. (POPULAR AUTHOR) - Top 50, May 02 '05 Pros: So much to see in natural sites, history, fine hotels, casinos, and restaurants. Cons: Poor road signs when driving a rental car. Not a premier shopping destination. So-so snorkeling. My wife and I have stopped over in San Juan to connect to shorter flights to other Caribbean island destinations in the past. We found we could usually find good prices for flights to Puerto Rico so we decided to give part of the island a try for a ... Read the full review</p>
Product Rating: ★★★★☆	<p>San Juan, Puerto Rico -- Tropical, with no passport required! by gatorgirlie (POPULAR AUTHOR) - Top 500, May 22 '08 Pros: Tons of stuff to do, shopping, friendly locals, no passport required Cons: Restaurants, public transportation Our family just got back from a very nice six day, five night, trip to San Juan, Puerto Rico and I must say we have mixed feelings about it. Why? Well, read on... The Why Why did we decide to go to Puerto Rico? Well, we wanted to take our ... Read the full review</p>

Figure 13. Epinions print-screen

Once the extraction of the reviews was completed, a semantic analysis was performed to those tourists' qualitative evaluations found. We performed this stem by using qualitative analysis techniques of on-line extractions such as automatic sentiment analysis (Liu et al., 2005; Boiy et al., 2007; Hu and Liu, 2004) and semantic orientation. This extraction was performed in a systematic fashion (this method is explained on section 2.2). In total 25 islands were compared and over 2000 reviews were analyzed. Analysis of the reviews revealed three major categories that we named: Community, Service and Facilities. Approximately 78% of the total reviews found referred to the community, both good and bad reviews. The second

category was service, 44% of the people mentioned something about it. Lastly, comment related to Facilities appeared in 30% of the comments. After we had these three main categories, based on the frequency of the comments we created sub-categories in each division. We can see the sub-categories and the frequency in Table 8:

Table 8. Categories and Sub-categories for Semantic Analysis

Community	Beaches	82%
	People	54%
	Scenery	32%
Service	Service	62%
	Value	48%
Facilities	Hotel / rooms	63%
	Activities in the hotel	34%

3.2.2.1 Methodological issues of semantic extraction methods

With online studies, one of the most frustrating tasks for researchers may be convincing an audience that the data are representative of a relevant population and that the method has not otherwise skewed the results. This lack of credibility has two aspects: One aspect is real threats to generalizability. A set of studies conducted by Walsh (1998; Ognianova, 1997; Walsh, McQuivey and Wakeman, 1999) confirmed that information from the Internet is perceived as considerably less credible than traditional information, but this is only a perception not the actual truth.

Buchanan and Smith (1999) contrasted Internet research strategies to research using other computerized platforms. In particular, they highlighted the fact that researchers have no control over circumstances in which participants complete research tasks. These circumstances include equipment and software used by the participant and the environment in which that equipment exists.

In addition, according to Stanton and Rogelberg (2001) when we subtract information from websites, we face some issues. The first issue is multiple responding, we might have a person that submits a comment on more than one occasion. Multiple responses can be inadvertent or purposeful. After collecting all data a filter can be used to eliminate these responses. We also have uncontrolled response environments, these can negatively affect data generalizability in that each participant may respond to the Web materials in a different context.

In 2002, Duffy established that participants in most Web-based surveys do not precisely represent the demographic profile. According to the Usability Center's 10th World Wide Web User Survey most of the users of the surveys are white (87.2%), 66.4% are male and half of them are married; on average 37.6 years old, 88% with college education and over 59% having obtained at least one degree. Approximately 37% have used the Web for more than 5 years and access it daily from home (78.7%) or from work (68.5%). With these results we can conclude that the people in lower socioeconomic levels are excluded from this group. This is something that researchers have to acknowledge. The need to find ways to increase sample diversity when planning a Web-based study is still an ongoing issue for researchers trying to

make use of the WWW to collect data. Web-based studies provide many advantages, such as access to specific, low cost of data collection and data entry, and sometimes difficult-to-find populations (Duffy, 2002).

3.2.2.2 Determination of Sample Size

Before we analyze tourists' opinions, we determined the appropriate sample size in order to have a fair representation of tourists per island. The following formula was used (Montgomery and Runger, 2007):

$$n_0 = \left(\frac{z}{e}\right)^2 * p * q \quad (79)$$

where,

n_0 = Theoretical number of elements of the sample

z =Standardized value based on the degree of reliability of the sample calculated.

e = Error made in the calculation. It's proposed:

- For $N > 10$ ----- $e = 0.05$ (an error of 5 %).

q = Probability of the population that does not have the characteristics. It's proposed:

- For $N \geq 160$ ----- $q = 0,05$

p = Probability of the population that has the characteristics ($p = 1 - q$)

So, we have:

$$n_0 = \left(\frac{1.96}{0.05}\right)^2 * 0.95 * 0.05 = 72.9147$$

This means, that we need to have at least 73 comments per island in order to have an acceptable representation of the total amount of tourist that visits the island per year.

3.2.3 Phase 3: Fuzzy analysis of comments

Zadeh (1965) noted that fuzzy set theory can deal with problems involving uncertainty and fuzziness. Human perceptions and attitudes are subjective and vague and as such, variations in individual perceptions and personality mean that the same words can indicate very different perceptions (Chiou et al., 2005).

Likewise, scholars have recognized that customer service perceptions are characterized by uncertainty and fuzziness but traditional assessments of service quality or customer satisfaction that more commonly use a Likert scale (4 to 10 equally spaced crisp numbers) (Yang et al., 2004; Behara et al., 2002) to represent customer perceptions. A likert scale determines the evaluation based on linguistic assessments (for example, “very satisfied” = 5, “satisfied” = 4, “fair” = 3, “unsatisfied” = 2, “very unsatisfied” = 1) inserted in survey questionnaires. Likert and similar scales are said to be impractical because human perceptions and attitudes are more subjective and vague than the crisp spacing between ratings offered to respondents by the scale (Deng, 2008). Consequently, as Zadeh (1965) states, the use of binary logic and crisp numbers to describe human perceptions or attitudes fails to address fuzziness. Thus, a fuzzy number is considered more appropriate than a crisp number to represent the linguistic term scale about the customer’s perception of delivered-service (Chien and Tsai, 2000; Wu et al., 2004). This approach was used for the opinions extracted from the

web. We used part of Deng's (2006) approach, the creation of the triangular fuzzy number and the defuzzification.

In the first part of the survey questionnaire of Deng's (2006) study, respondents were asked to complete the question about the range of each linguistic term based on their own subjective decision. For example, one respondent gave triplets (0, 0, 25), (0, 25, 50), (25, 50, 75), (50, 75, 100) and (75, 100, 100) meaning "very unsatisfied," "unsatisfied," "fair," "satisfied," and "very satisfied," respectively. The triplets were made subjectively by people that were told to do a triplet for each linguistic term (VS, S, F, U, VU). They choose these triplets randomly; the only restriction was that 0 was going to be the lower bound for "very unsatisfied" and 100 the upper bound for "very satisfied". Another respondent gave triplets (0, 0, 30), (0, 30, 50), (30, 50, 70), (50, 70, 100) and (70, 100, 100) meaning "very unsatisfied," "unsatisfied," "fair," "satisfied," and "very satisfied," respectively. Finally, Deng (2006) aggregated respondent opinions regarding specific linguistic terms by calculating the average triangular fuzzy number for all respondents (Deng, 2006). Consequently, the final average triangular fuzzy number of each linguistic term is decided and used for the subsequent assignment of a triangular fuzzy number indicating respondent perceptions (Tsaur et al., 1997). The integration formula is as follows:

$$\tilde{A}_{kavg} = \frac{\sum_{i=1}^n \tilde{A}_k^i}{n} = \frac{\left(\sum_{i=1}^n a_{k1}^{(i)}, \sum_{i=1}^n a_{k2}^{(i)}, \sum_{i=1}^n a_{k3}^{(i)} \right)}{n}, \quad i = 1, 2, \dots, n; k = 1, 2, 3, 4, 5 \quad (80)$$

Where \tilde{A}_k^i is the triangular fuzzy number of the kth linguistic term under the ith respondent; $a_{k1}^{(i)}$, $a_{k2}^{(i)}$ and $a_{k3}^{(i)}$ represent the lower, the moderate and the upper values of the support of \tilde{A}_k^i , respectively; n denotes the total number of respondent; k denotes the number of linguistic term and there are five linguistic terms in this study, including “very unsatisfied,” “unsatisfied,” “fair,” “satisfied,” and “very satisfied” (Deng, 2006).

The fuzzy linguistic variable is a variable that reflects the different levels of human language. Its value represents the range from natural to artificial language (Chen and Chen, 2009). In order to precisely reflect the value or meaning of a linguistic variable there must be an appropriate way for the variable to change. Variables representing a human word or sentence can be divided into numerous linguistic criteria, such as very satisfied, satisfied, fair, unsatisfied and very unsatisfied. Using survey data of the triplet of each linguistic term, the final average triangular fuzzy number of each linguistic term is calculated by equation (36) and listed in Table 9. Being VU (very unsatisfied), U (unsatisfied), F (fair), S (satisfied) and VS (very satisfied), and L (low value), M (medium value) and H (high value) in a triangular distribution.

Table 9 Average triangular fuzzy number of each linguistic term

	L	M	H
VU	0	2.381	21.8254
U	5.5556	24.9206	46.746
F	27.6984	49.2857	69.7619
S	52.619	73.4127	92.2222
VS	78.0159	95.9524	100

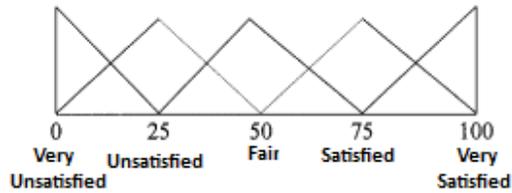


Figure 14. Fuzzy triangular distribution

Now that we have the final average triangular fuzzy number of each linguistic term we can proceed to segregate the comments. We already have them in categories (Community, Service and Facilities) and sub-categories (like for positive perceptions: beaches, hotel, friendly locals, etc). The next step was to find the triangular fuzzy number for each sub-category per island. The first step is to segregate the comments of each sub-category in “very unsatisfied,” “unsatisfied,” “fair,” “satisfied,” and “very satisfied”, for this we’ve created this Table as a reference (Liu, 2005):

Table 10 Linguistic terms for Likert scale segregation

Scale	Terms
Very Satisfied	Excellent, Great, Awesome, Super
Satisfied	Good, Fine, Nice
Fair	Ok, Fair
Unsatisfied	Bad, Not good, Dirty,
Very Unsatisfied	Awful, Terrible, Disgusting

All comments were first classified into our three major categories: Community, Services and Facilities, then into the subcategories being for Community (People, Beaches and Scenery), for Service (Service/Staff) and for Facilities (Accommodations and Activities/Shopping). Once this was made, each comment for each sub-category was classified into the Likert-type scale above. So if we had, for example a comment like this: “*Excellent value for your money*”; this would fall into the *Service* Category, *Value* sub-

category, and in the Likert scale would be classified as very satisfied because of the use of the word excellent.

3.2.4 Phase 4: Customer Satisfaction DEA node

For the third stage another DEA model was run to combine and relate the technical efficiency obtained in the first step and the fuzzy number obtained from the semantic analysis of online reviews obtained in the prior step. By applying DEA to the above we were able to evaluate the characteristics of efficient destinations versus those of inefficient ones that related qualitative characteristics as well to create a measure of Caribbean destination competitiveness. For these nodes the model used was again the Non-Discretionary (Banker and Morey, 1984) explained of section 3.2.1.

3.3 Conclusions

This study was divided into three different stages, the first two were done in a parallel matter and the third one related the first and the second one. Next, Figure 15 shows a detailed flowchart of the methodology.

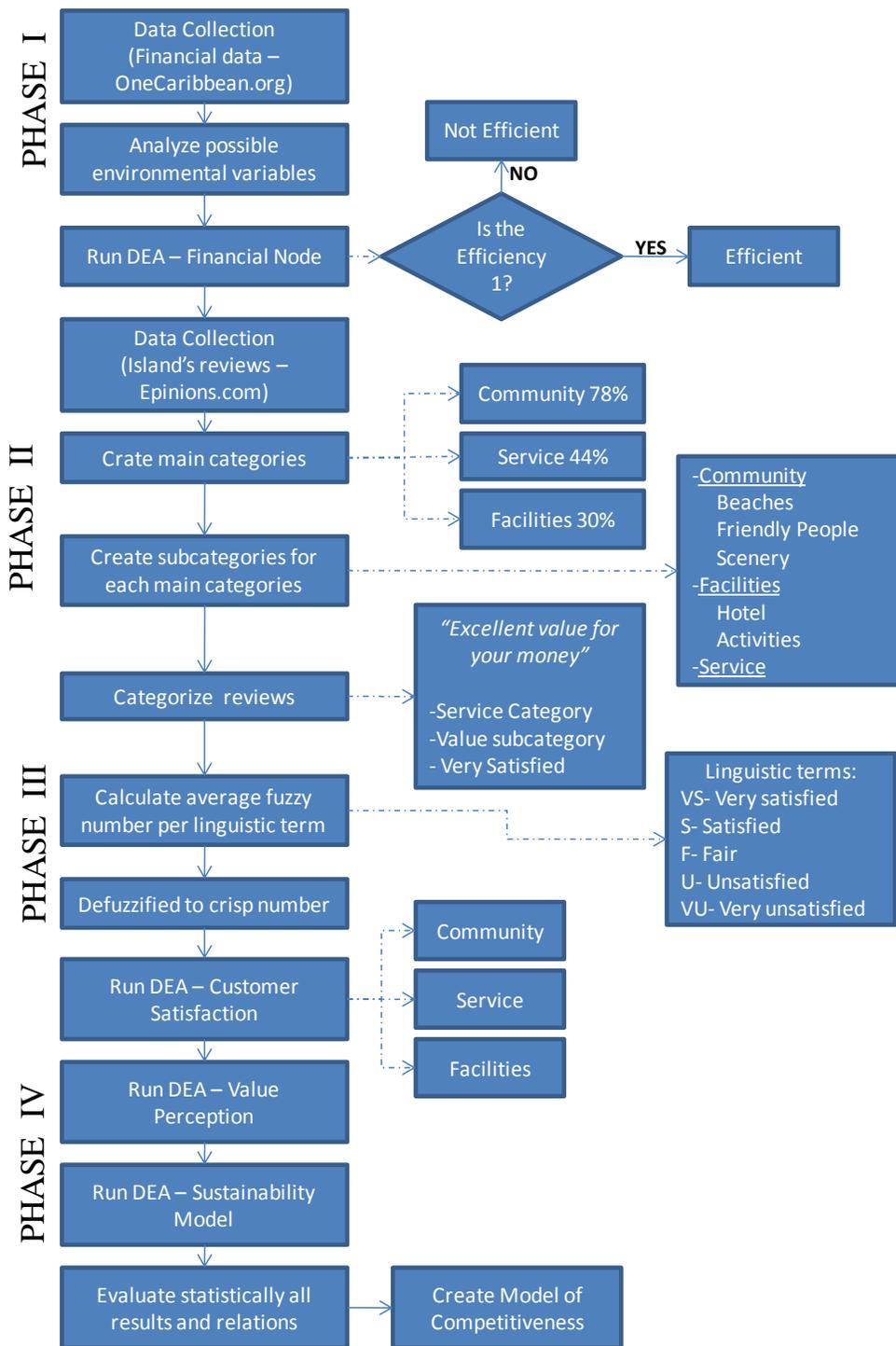


Figure 15. Methodology Flowchart

Chapter IV: Results

This section presents the results of all phases described in Chapter III. For phase 1, the results of the DEA; for phases 2 and 3, the semantic analysis of the extracted comments and for phase 4, the DEA results of the merger between the financial node and the analysis of the comments.

4.1 Phase 1: Data Envelopment Analysis

In this section we explain which model was selected and the reason for that. The environmental variables are shown and results are presented.

4.1.1 DEA model selection

The first step taken was to calculate the Technical Efficiency from the financial perspective for the 25 islands, for which Data Envelopment Analysis was used. Charnes, Cooper and Rhodes (1978) first presented DEA assuming that the technology used to transform inputs into outputs behaved as constant returns to scale. Later variable and mixed returns to scale models appeared in the literature. Another characteristic that needs to be considered for the selection of an appropriate DEA model is that it has to distinguish among islands that are not comparable in principle. To do this, there are in the literature DEA models proposed to deal with non-discretionary (environmental) variables. Those variables in our case were selected. The use of a DEA model that makes those differentiations will not allow, for example, the comparison between Haiti and Puerto Rico, as they are not comparable for

the amount of resources available in each particular region. The model was presented in the previous Chapter III, section 3.2.1; the model is return to scale and output oriented.

4.1.2 DEA environmental variable selection

In order to select the most appropriate non-discretionary variables to distinguish among islands, statistical analysis was performed. First we made a Pearson's parametric correlation analysis between each of our possible non-discretionary variables and the outputs, if the correlation was significant with at least one of the outputs a regression analysis was made and the P value was evaluated. Our premise was that environmental variables needed to be related to some of the output variables. Initially 10 variables were considered:

1. Population
2. Gross Domestic Product
3. Purchasing Power Parity (PPP)
4. Total Roadways Paved
5. Island size
6. Gross National Product
7. Gross National Product per Capita
8. Gross Domestic Product per Capita
9. Exports
10. Electric generation ability

The first step was to see if they had any correlation between them; the variables with a high correlation one of them was eliminated. Then, a correlation with the output was made if

it was not significant the variable was removed. Afterwards, we stood with the first four variables to analyze deeply with a simple regression analysis. A more detailed definition of these environmental non-discretionary variables follows.

4.1.2.1 Population

The variable population is the number of persons living in the island as a proxy measure of market size. We believe that the population of a particular island is somewhat related to its level of outputs. Linear regression analysis and correlation analysis between Population versus Revenues, and Population versus Occupancy rates was performed. From the correlation analysis we got that Population versus Revenues has a correlation of 0.60. The results of the regression analysis are shown in Table 11.

Table 11 Environmental variables (Population)

$$\text{Revenues} = 486 + 0.173 * \text{POP}$$

Predictor	Coef	SE Coef	T	P
Constant	485.6	165.7	2.93	0.008
POP	0.1726	0.04787	3.61	0.001

It can be observed that the p value of Population in the regression is 0.001, so we can conclude that this coefficient is significant. This relationship tells us that the higher the number of people living in a particular region the larger the market, and the development of facilities, hotels and restaurants hence it is expected more revenues from internal tourism that will add to the revenues from international visitors.

4.1.2.2 Gross domestic product (GDP)

The GDP is a basic measure of an economy's economic performance, is the market value of all final goods and services made within the borders of a nation in a year. We believe

that the GDP of a particular island has something to do with our outputs. For this we ran regression analysis and a correlation analysis between GDP versus Revenues, and GDP versus Occupancy rates. From the correlation analysis we got that GDP versus Revenues has a correlation of 0.79, being this good we proceeded to do the regression analysis with the results in Table 12.

Table 12 Environmental variables (GDP)

$$\text{Revenues} = 475 + 0.0405 * \text{GDP}$$

Predictor	Coef	SE Coef	T	P
Constant	475.3	138.8	3.42	0.002
GDP	0.040494	0.008008	5.06	0.000

In Table 12 the p value of GDP in the regression is 0.000, so we can conclude that this coefficient is significant. Our logic from this analysis is that with a large GDP, being this an economy's economic performance measure, more investment from the government in infrastructure such as roads, parks is expected as well as more discretionary expenditures from the general public, therefore have larger revenues.

4.1.2.3 Purchasing power parity (PPP)

The PPP theory uses the long-term equilibrium exchange rate of two currencies to equalize their purchasing power. We suppose that the PPP of a particular island is related to the output Occupancy rate. Linear regression and a correlation analysis was performed to see the P value between PPP versus Revenues, and PPP versus Occupancy rate. From the correlation analysis we got that PPP versus Occupancy rate has a correlation of 0.4, being this regular we proceeded to do the regression analysis with the results in Table 13.

Table 13 Environmental variables (PPP)

$$\text{Rate} = 53.2 + 0.000376 * \text{PPP}$$

Predictor	Coef	SE Coef	T	P
Constant	53.186	3.961	13.43	0.00
(IN)PPP	0.000376	0.000188	2	0.05

In Table 13 the p value of GDP in the regression is 0.05, so we can conclude that this is significant. Our logic from this analysis is that the more power parity a specific island has; it'll have more visitants per year.

4.1.2.4 Total Roadways Paved

The total paved road (TRP) is an infrastructure measure to see the development of a specific region, or island in our case. We suppose that the TRP of a particular island has something to do with our outputs. For this we ran regression analysis and a correlation analysis to see the P value between TRP versus Revenues, and TRP versus Occupancy rate. From the correlation analysis we got that TRP versus Revenues has a correlation of 0.74, being this good we proceeded to do the regression analysis results in Table 14.

Table 14 Environmental variables (TRP)

$$\text{Revenues} = 417 + 0.0869 * \text{Roadways paved}$$

Predictor	Coef	SE Coef	T	P
Constant	416.6	137.8	3.02	0.006
Roadways paved	0.08691	0.01608	5.4	0.000

In Table 14 the P value of TRP in the regression is 0.000, so we can conclude that this is significant. Our logic from this analysis is that a highly developed area, in infrastructure, may have larger revenues at the end of a given year.

4.1.2.5 Variable Selected

After analyzing all possible environmental we've decided to use GDP, being this the variable with the highest correlation to one of our outputs (revenues).

4.1.3 DEA Data

Next we have all the inputs, outputs and the environmental used for the DEA run of Phase 1, shown in Table 15:

Table 15. Inputs, Outputs and Environmental for all the islands for the Financial Efficiency node

Islands	Environmental	Inputs		Outputs	
	(IN)GDP	(I)Rate per Room	(I)Number of Rooms	(O)Occupancy Rate	(O)Revenues
Anguilla	108.9	215	756	41.9	69.4
Antigua & Barbuda	681.7	210	3276	66	337.3
Aruba	2258	228	6886	80.7	812.4
The Bahamas	5260	181	15508	65.1	1,884.5
Barbados	2307.7	232	5945	49.7	763.2
Belize	917.6	162	5151	40.7	205.2
Bermuda	4505.3	127	42939	62.4	353.7
Bonaire	3300	161	1175	61	83.7
British Virgin Islands	879	337	1869	83.4	392.7
Cuba	28393.1	80	45270	63.5	2,113.6
Curacao	2250	198	3444	69.3	295.8
Dominica	226.8	73	931	38	60.3
Dominican Republic	16846.5	134	59082	74.2	3,180.4
Guadeloupe/St. Barths/ St. Martin	610	152	7603	44.9	435.3
Haiti	482.9	62	1758	28	54.1
Jamaica	7976.5	177	24947	61.4	1,436.6
Martinique	37	208	8298	51.8	291.0
Puerto Rico	78362.4	162	12753	68.5	3,024.1
St. Kitts, Nevis	326.8	203	1754	65	106.9
St. Lucia	635.7	293	3974	64.8	325.7
St. Maarten	2450	198	3532	59.3	612.8
St. Vincent & Grenadines	337.6	215	1778	52	95.6
Trinidad & Tobago	11463.8	237	5929	60	260.3
Turks & Caicos	216	312	1949	70	304.0
US Virgin Islands	1577	147	4983	61.3	1,365.9

4.1.4 DEA Results

The data used in DEA analysis of the financial node in Table 15. DEA results are presented in Tables 16 and 17, and shows the recommended projections for the inefficient islands. Eleven islands were deemed inefficient in the output increasing orientation. When an island has an efficiency of 1, means that the island is efficient, and it's one of the bests of all the islands that we are analyzing.

Table 16. Ranking of Islands in the Financial Node

Rank	DMU	Score
1	US Virgin Islands	1
1	Anguilla	1
1	Turks and Caicos	1
1	Aruba	1
1	The Bahamas	1
1	St. Kitts, Nevis	1
1	Puerto Rico	1
1	Bermuda	1
1	Bonaire	1
1	British Virgin Islands	1
1	Cuba	1
1	Martinique	1
1	Dominica	1
1	Dominican Republic	1
15	Haiti	0.999989
16	Curacao	0.995548
17	Antigua and Barbuda	0.979155
18	St. Maarten / St. Martin	0.869982
19	St. Lucia	0.865838
20	Guadeloupe	0.839752
21	Jamaica	0.825715
22	St. Vincent and Grenadines	0.788359
23	Trinidad and Tobago	0.771335
24	Barbados	0.698663
25	Belize	0.674948

Table 17 DEA Results for Phase 1: Financial Efficiency

Antigua and Barbuda					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	66	67.41	1.41	2.13%	This island has the potential to increase its Occupancy rate Index to 67.41
(O)Revenues	337.3	344.48	7.18	2.13%	This island has the potential to increase its Revenues by \$7,180.00
Barbados					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	49.7	71.14	21.44	43.13%	This island has the potential to increase its Occupancy rate Index to 71.14%
(O)Revenues	763.2	1092.37	329.17	43.13%	This island has the potential to increase its Revenues by \$329,170.00
Belize					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	40.7	60.30	19.60	48.16%	This island has the potential to increase its Occupancy rate Index to 60.30%
(O)Revenues	205.2	707.71	502.51	100.00%	This island has the potential to increase its Revenues by \$502,510.00
Curacao					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	69.3	69.61	0.31	0.45%	This island has the potential to increase its Occupancy rate Index to 69.61%
(O)Revenues	295.8	366.78	70.98	24.00%	This island has the potential to increase its Revenues by \$70,980.00
Guadeloupe					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	44.9	53.47	8.57	19.08%	This island has the potential to increase its Occupancy rate Index to 53.47%
(O)Revenues	435.3	518.37	83.07	19.08%	This island has the potential to increase its Revenues by \$83,070.00
Jamaica					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	61.4	74.36	12.96	21.11%	This island has the potential to increase its Occupancy rate Index to 74.36%
(O)Revenues	1436.6	1739.83	303.23	21.11%	This island has the potential to increase its Revenues by \$303,230.00

St. Lucia					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	64.8	74.84	10.04	15.50%	This island has the potential to increase its Occupancy rate Index to 74.84%
(O)Revenues	325.7	376.17	50.47	15.50%	This island has the potential to increase its Revenues by \$376,170.00
St. Maarten / St. Martin					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	59.3	68.16	8.86	14.94%	This island has the potential to increase its Occupancy rate Index to 68.16%
(O)Revenues	612.8	704.38	91.58	14.94%	This island has the potential to increase its Revenues by \$704,380.00
St. Vincent and Grenadines					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	52	65.96	13.96	26.85%	This island has the potential to increase its Occupancy rate Index to 65.96%
(O)Revenues	95.6	130.05	34.45	36.04%	This island has the potential to increase its Revenues by \$34,450.00
Trinidad and Tobago					
	Actual	Projection	Difference	%	Comments
(O)Occupancy Rate	60	77.79	17.79	29.65%	This island has the potential to increase its Occupancy rate Index to 77.79%
(O)Revenues	260.3	919.51	659.21	100.00%	This island has the potential to increase its Revenues by \$659,210.00

The efficiency scores of the input reducing orientation for this node are:

Table 18 Ranking of Islands in the Financial Node

Rank	DMU	Score
1	US Virgin Islands	1
1	Anguilla	1
1	Turks and Caicos	1
1	Aruba	1
1	The Bahamas	1
1	St. Kitts, Nevis	1
1	Puerto Rico	1
1	Bermuda	1
1	Bonaire	1
1	British Virgin Islands	1
1	Cuba	1
1	Martinique	1
1	Dominica	1
1	Dominican Republic	1
15	Haiti	0.999989
16	Curacao	0.995548
17	Antigua and Barbuda	0.979155
18	St. Maarten / St. Martin	0.869982
19	St. Lucia	0.865838
20	Guadeloupe	0.839752
21	Jamaica	0.825715
22	St. Vincent and Grenadines	0.788359
23	Trinidad and Tobago	0.771335
24	Barbados	0.698663
25	Belize	0.674948

4.2 Phases 2 and 3: Semantic Extraction and Fuzzification

In Figure 15 a flowchart of the steps made in this phase is presented. First we have the extraction of the data, a categorization, application of Likert scale, obtain a triangular fuzzy number and the defuzzification to obtain a crisp number.

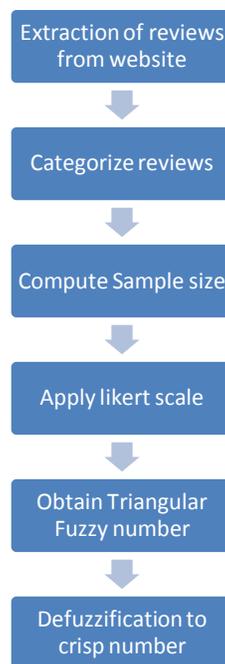


Figure 16. Semantic Extraction and Reviews analysis methodology

4.2.1 Categorize reviews

Tables 19, 20 and 21, show a summary of the sentiment analysis of the semantic extraction of online reviews. In total 25 islands were compared and over 3000 reviews were analyzed. All the reviews were narrowed down to three major categories: Community, Service

and Facilities. The following is an example on how the semantic classification was made. Let's take this comment: "*Beautiful nature mixed with modern*"; this comment was classified first in Community, and specifically in the scenery sub-category. Another example: "*Excellent value for your money*"; this one will be classified as Service, and specifically in value/price sub-category. Finally, a longer comment like: "*If you're looking for a tropical paradise with no passport, give Puerto Rico a shot... but do some research first so you're not stuck like we were. There's Tons of stuff to do, great shopping and very friendly locals. The food is not great, could be much better*"; would be placed in more than one category. When we first read the overall comment we could appreciate that the tourist was satisfied with her/his visit. First we can select "*Tons of stuff to do*" and "*great shopping*" this will fit in the sub-category *Activities/Shopping*, then we have "*very friendly locals*" we placed this one under *Friendly People* in the *Community* category.

Approximately 78% of the total reviews made reference to the community, both good and bad reviews. In the positive side we have subcategories like *Friendly People* and *Nice Beaches*, and in the negative side *Drugs* and *Vandalism*; this are the things that people either like or complain that has to do with the community, the locals and the merchants, without taking into consideration the hotels.

Table 19 Semantic Extraction - Community

Community	
Positive	Negative
Friendly People <i>"Friendly locals", "Great People"</i>	Drugs <i>"Drug dealers outside the resort"</i>
Nice Beaches <i>"Awesome beaches"</i>	Vandalism <i>"Safety concerns"</i>
Pretty Scenery <i>"Natural beauty", "Lush"</i>	Dirty Country <i>"Garbage and dirt everywhere"</i>
Nice Culture <i>"Different culture flavors", "Historic escape"</i>	Rudeness <i>"The locals where a little racists"</i>

The second category was service, 44% of the people mentioned something about it. On the good side, tourist could tell how delighted they were with the service and the staff, and on the other side, complained about how rude they were to them and how lousy was the service. This category considers the service given to the tourists, in the hotel, restaurant, taxi cap, etc.

Table 20 Semantic Extraction - Service

Service	
Positive	Negative
Good Service <i>"Excellent Service"</i>	Bad Service <i>"Poor service and quality"</i>
Nice Staff <i>"Staff is phenomenal"</i>	Rude Staff <i>"Unresponsive staff"</i>
Good Food <i>"Food is plentiful and tasty"</i>	Inconsiderate <i>"The staff did not respond without money"</i>

Last, we have the category Facilities, with 30% appearance in the comments. This category represents the infrastructure of the hotels, restaurants, and any other facility that provides any kind of service to our specific customer. The tourist could be upset about the

hygiene of the rooms, and pool. As well they could like the hotel as is, found a lot of activities as snorkeling, scuba diving or even shopping.

Table 21 Semantic Extraction - Facilities

Facilities	
Positive	Negative
Nice Hotel <i>"Fabulous hotels"</i>	Poor Conditions <i>"Electricity and Water not guaranteed"</i>
Pretty Pool <i>"Huge pool"</i>	No Hygiene <i>"Dirty room and pool"</i>
Activities <i>"Many tours and Activities", "Snorkeling"</i>	Ugly installations <i>"I didn't like the hotel, it was not pretty, and nothing to do"</i>
Shopping <i>"Plenty of shopping for the shopaholic"</i>	

In general, we can say that tourists pay a lot of attention to community factors, they like to go places where the locals are nice, where they feel safe and the place is pretty. A good service it's always necessary, the staff should pay attention to their customers, be polite and try to help them within their possibilities. All of this is very because, because first time customers, mostly first time tourist, often go to websites and read the comments, and bad reviews from an specific island could cost the lost of a potential visitant. Next we have three tables with the percentage of comments made for each category and an example of a negative and a positive review.

Table 22 Community's negative and positive reviews

Islands	Total	Positive	Negative
Anguilla	93%	"Friendly locals"	"Fountain Beach Fraud"
Antigua and Barbuda	87%	"Great People"	"Pushy souvenir vendors"
Aruba	89%	"Awesome beaches"	"Everybody is a salesperson"
The Bahamas	72%	"Natural beauty"	"Stingray City crowded"
Barbados	72%	"Lush"	"The locals where a little racists"
Belize	63%	"Warm bright sunshine"	"beach had a little too much sea weed"
Bermuda	90%	"friendly people"	"Only residents can drive cars"
Bonaire	55%	"beautiful beaches"	"Slow paced lifestyle annoying at times"
British Virgin Islands	80%	"Extremely tranquil place"	"Locals seem envious of tourists"
Cuba	85%	"friendly people"	"Street dogs abound!"
Curacao	87%	"Beautiful island"	"language barriers"
Dominica	88%	"Fabulous beaches"	"VERY dirty"
Dominican Republic	91%	"Historic escape"	"Pushy vendors"
Guadeloupe	100%	"Exotic"	"very humid at night"
Haiti	50%	"beautiful beaches"	"Poverty"
Jamaica	51%	"Excellent beaches"	"Drug dealers outside the resort"
Martinique	75%	"Pure heaven!"	"Garbage and dirt everywhere"
Puerto Rico	76%	"Different culture flavors"	"language barriers"
St. Kitts, Nevis	88%	"Fabulous beaches"	"Dangerous at night"
St. Lucia	68%	"luxurious surroundings"	"Electricity and running water not guaranteed."
St. Maarten	83%	"Friendly people"	"Can be very hot"
St. Vincent and Grenadines	67%	"Beautiful beaches"	"Not very picturesque"
Trinidad and Tobago	88%	"Pretty beaches"	"Safety concerns"
Turks and Caicos	61%	"Exotic"	"Not really tropical, more desert like"
US Virgin Islands	81%	"Pleasant, easy going, friendly people"	"Pushy vendors"

Table 23 Service's negative and positive reviews

Islands	Total	Positive	Negative
Anguilla	64%	"Excellent Service"	"rather pricey"
Antigua and Barbuda	59%	"Staff is phenomenal"	"Poor Service"
Aruba	52%	"Food is plentiful and tasty"	"fairly expensive"
The Bahamas	43%	"perfect service"	"expensive"
Barbados	51%	"great restaurants"	"Unresponsive staff"
Belize	27%	"great service"	"The food is not great"
Bermuda	33%	"nice staff"	"Food is just average"
Bonaire	26%	"the service was nice"	"Not cheap"
British Virgin Islands	24%	"diligent staff"	"possibly cost"
Cuba	62%	"cheap booze"	"The service of restaurants is lousy"
Curacao	53%	"nice staff"	"Overpriced standard international hotel "
Dominica	29%	"nice staff"	"Food is not the best."
Dominican Republic	55%	"This is the best value on the island as far as a hotel goes"	"Insufficient Service at the Pool, Inflexible Room Service "
Guadeloupe	22%	"nice staff"	"Few basic services (like bathrooms) along the road"
Haiti	33%	"nice staff"	"Limited bus service"
Jamaica	44%	"cheaper than most islands"	"Poor service and quality"
Martinique	42%	" perfect service"	"rather expensive (esp. food)"
Puerto Rico	49%	"Great Food"	"prices are a bit high"
St. Kitts, Nevis	50%	"diligent staff"	"Pricey Food"
St. Lucia	42%	"great food"	"The staff did not respond without money"
St. Maarten	70%	"great service"	"can be a bit pricey"
St. Vincent and Grenadines	67%	"great food"	"Appalling service"
Trinidad and Tobago	50%	"Great Food"	"mediocre food at our hotel"
Turks and Caicos	18%	"nice staff"	"service is spotty"
US Virgin Islands	33%	"perfect service"	"low value for money"

Table 24 Facilities' negative and positive reviews

Islands	Total	Positive	Negative
Anguilla	7%	"exquisite accommodations"	"Lack of nightlife for some"
Antigua and Barbuda	10%	"huge pool"	"poor rooms"
Aruba	29%	"Plenty of shopping for the shopaholic"	"17% Government/Hotel Service charge"
The Bahamas	45%	"Great Snorkeling"	"not a lot to do"
Barbados	3%	"beautiful hotels and beaches"	"not much to do if you like night life"
Belize	41%	"Huge pool"	"Not very many hotels to choose from there"
Bermuda	25%	"great shopping"	"Hotels and food can be bit expensive"
Bonaire	48%	"variety of hotel selection"	"most hotel properties are more expensive"
British Virgin Islands	32%	"Moderately priced hotels can be found"	"commercialized"
Cuba	32%	"nice hotel"	"Transportation can be difficult once on the island"
Curacao	40%	"great shopping"	"Lousy accommodations and rip-offs aplenty"
Dominica	24%	"beautiful hotels"	"Food and beach management left much to be desired"
Dominican Republic	55%	"Fabulous hotels"	"Caution when selecting a hotel"
Guadeloupe	11%	"pretty rooms"	"No night life!"
Haiti	33%	"nice rooms"	"Rugged road"
Jamaica	25%	"fantastic night of fun!"	"island tours stink"
Martinique	33%	"many nice hotels"	"not much to do off the beach"
Puerto Rico	29%	"Many tours and Activities"	"Taxi fees are horrendous"
St. Kitts, Nevis	29%	"nice hotel"	"Dirty room and pool"
St. Lucia	25%	"beautiful hotels"	"hotels are no where near American standards"
St. Maarten	26%	"Fabulous Resort"	"Nothing much to do off the resort"
St. Vincent and Grenadines	17%	" beautiful rooms "	"Excessive Hotel Taxes"
Trinidad and Tobago	6%	" Entertainment"	"The rooms were ugly"
Turks and Caicos	82%	"scuba diving"	"Kinda boring for teenagers"
US Virgin Islands	35%	"great shopping"	"Despite crowdedness of beaches and hotels"

4.2.2 Obtain Triangular Fuzzy number

After this, the triangular fuzzy number for each sub-category per island was obtained using the method discussed in *section 3.2.3*, all comments were categorized in *Community, Service and Facilities* (each one with two or three sub-categories) and then classified into a Likert scale. With the application of equation (76) we obtained the triangular fuzzy number for each sub-category within the main three categories. Here we have Puerto Rico as an example (all results are shown in appendix A):

Table 25 Triangular fuzzy number per subcategory for Puerto Rico

	Low	Medium	High
Friendliness	72.93652	91.44446	98.44444
Beaches	67.13151429	86.29252857	96.66665714
Scenery	71.666675	90.317475	98.05555
Service / staff	61.70636667	80.35715	89.82803333
Price	19.7916625	28.819475	46.3888875
Hotel / Pools	71.666675	90.317475	98.05555
Activities / Shopping	53.32011667	72.57936667	84.78835

To obtain each triangular fuzzy number per sub-category per island, equation (80) was used. First all comments per subcategory per island were analyzed and categorized in the Likert scale, then the amount of comments per category of Likert was multiplied by the average triangular fuzzy number of each linguistic term and the triangular fuzzy number was obtained. For example for friendliness let's say that fifty-eight comments out of sixty-two where "very satisfied", this fifty-eight was multiplied by the average triangular fuzzy number

of each “very satisfied” and then divided by sixty-two (the total amount of comments) we would obtain the triangular fuzzy number of friendliness in Puerto Rico. In Deng’s study (2006) 324 respondents were asked to complete the question about the range of each linguistic term based on their own subjective decision. For example, one respondent gave triplets (0, 0, 25), (0, 25, 50), (25, 50, 75), (50, 75, 100) and (75, 100, 100) meaning “very unsatisfied,” “unsatisfied,” “fair,” “satisfied,” and “very satisfied,” respectively, (Figure 2). Another respondent gave triplets (0, 0, 30), (0, 30, 50), (30, 50, 70), (50, 70, 100) and (70, 100, 100) meaning “very unsatisfied,” “unsatisfied,” “fair,” “satisfied,” and “very satisfied,” respectively. Finally, Deng’s study aggregated respondent opinions regarding specific linguistic terms by calculating the average triangular fuzzy number for all respondents.

After obtaining the final average triangular fuzzy number of each linguistic term we can continue to separate the reviews. We already have them in categories (Community, Service and Facilities) and sub-categories (like for positive perceptions: beaches, hotel, friendly locals, etc). The next step was to find the triangular fuzzy number for each sub-category per island. The first step is to segregate the comments of each sub-category in “very unsatisfied,” “unsatisfied,” “fair,” “satisfied,” and “very satisfied” (see Table 10).

All comments were first classified into our three major categories: Community, Services and Facilities, then into the subcategories being for Community (People, Beaches and Scenery), for Service (Service/Staff) and for Facilities (Accommodations and Activities/Shopping). Once this was made, each comment for each sub-category was classified into the Likert-type scale above. So if we had, for example a comment like this:

“*Excellent value for your money*”; this would fall into the *Service* Category, *Value* sub-category, and in the Likert scale would be classified as very satisfied because of the use of the word excellent.

4.2.3 Defuzzification to crisp number

In order to find a crisp value for the combined effect of the two perception variables on the ‘Product Attractiveness’, defuzzification algorithms need to be applied. According to Cox (1999), the defuzzification has been defined as

“...defuzzification algorithms are a compromise with or a trade-off between the need to find a single point result and the loss of information such that a process entails. This kind of information loss or increase in system entropy is a natural consequence of a reduction in the representational dimensionality of the fuzzy region”. (Cox, 1999, p. 306)

Kaufmann and Gupta (1988) considered an ordinary number $k \in \mathbb{R}$, and a fuzzy number A illustrated in Figure 16. The left side removal from A with respect to k , $R_l(A, k)$, is defined as the area delimited by k and the left side of the fuzzy number A . Similarly, the right side removal, $R_r(A, k)$, is defined. The removal of the fuzzy number A with respect to k is defined as the mean $R_l(A, k)$ and $R_r(A, k)$. Thus,

$$R(A, k) = \frac{1}{2}(R_l(A, k) + R_r(A, k)) \quad (81)$$

Figure 16 shows how the right side and the left side removal are computed from the corresponding areas. The position of k can be located anywhere including $k=0$. The areas, by definition, are positive quantities, but here they are evaluated by integration taking into

account the position (negative, positive or zero) of the variable x ; therefore, $R(A, k)$ can be positive, negative or null.

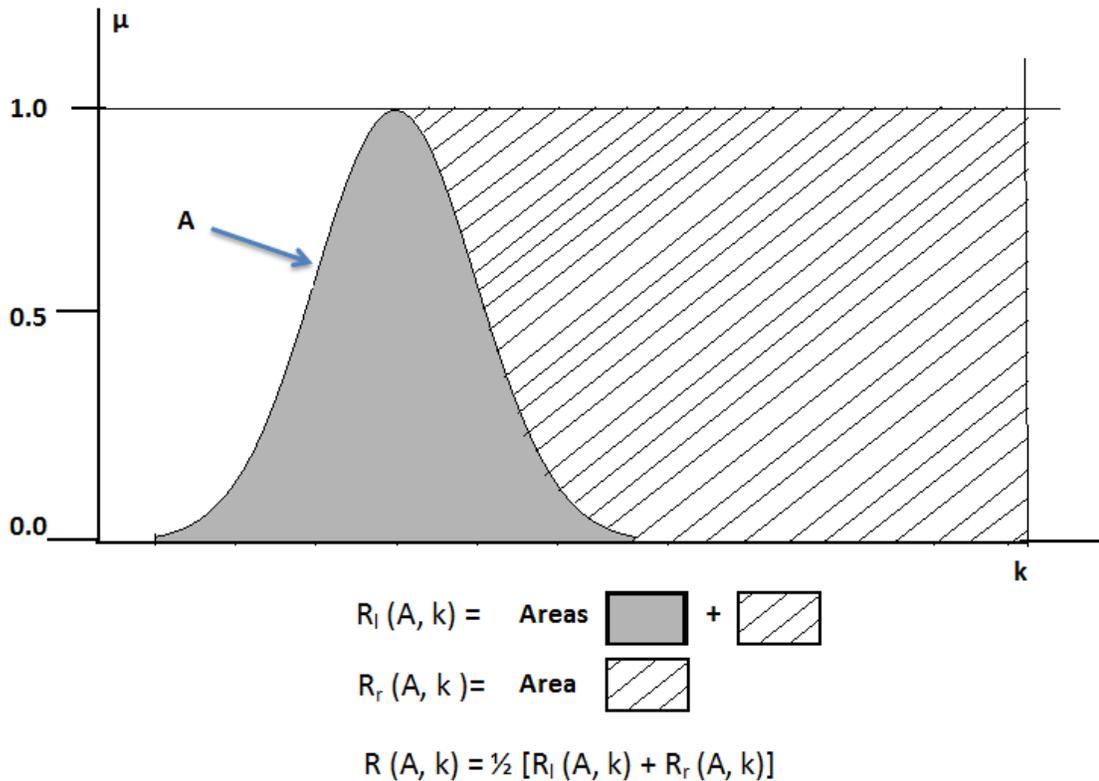


Figure 17 Computation of removals with respect to k for a fuzzy number (Kaufmann and Gupta, 1988)

If the origin 0 is conveniently moved to the left, it is possible in the case that all of the fuzzy numbers will have positive removal numbers. Therefore, if k is correctly chosen the removal numbers become positive. The removal number $R(A, k)$ relative to $k=0$ is equivalent to a “defuzzification” of the fuzzy number. As Kaufmann and Gupta (1991), Chen (1996) and Chien and Tsai (2000) noted, the defuzzification formula for triangular fuzzy number is:

$$V_{\bar{A}} = \frac{(a_1 + 2a_2 + a_3)}{4} \tag{82}$$

where $V_{\tilde{A}}$ is the crisp number of \tilde{A} triangular fuzzy number (a_1, a_2, a_3). There are several methods for defuzzification, this one was selected because is widely used in the academic society, even though there has been new approaches. Is one of the least complex and most efficient. For example when we applied the formula for Puerto Rico we have:

Table 26 Performance in defuzzification crisp number

Puerto Rico	
Friendly people	88.57
Nice Beaches	84.10
Pretty Scenery	87.59
Good Service / Nice staff	78.06
Price	30.95
Nice Hotel / Pools	87.59
Activities / Shopping	70.82

For example, the triangular fuzzy number for friendly people is (72.94, 91.44, 98.44), 72.94 being the Low value of the triangular fuzzy number, 91.44 the medium and 98.44 the high value. Using equation (82) have this by substitution, obtaining a crisp number of 88.57:

$$V_{\tilde{A}} = \frac{(72.94 + 2(91.44) + 98.44)}{4} = 88.57.$$

4.3 Phase 4:

On a fourth stage we again use DEA to combine and relate the technical efficiency obtained in the first step and the fuzzy number obtained from the semantic analysis of online reviews. By analyzing the results of semantic and sentiment analysis we were able to differentiate three dimensions or areas of concern or satisfaction namely *Community, Service*

and Facilities. In this phase we wanted to use the results of sentiment analysis to evaluate service efficiency. As a result of applying DEA to the crisp results of the sentiment analysis in each area we were able to evaluate the characteristics of efficient destinations versus those of inefficient ones in those areas of importance for tourists. This evaluation ultimately will guide us in crafting a framework of evaluation for Caribbean destination competitiveness.

To accomplish this, a DEA model was run for each category (*Community, Service and Facilities*) with average price per room as input and the Performance in defuzzified crisp numbers as outputs, therefore, evaluating the ratio of features obtained by the price paid (benefit-cost ratio for the tourist) what we interpret as the value ratio. The Non-Discretionary model was used.

To control for different market sizes, the total number of rooms per island was used as an environmental variable in these runs. A market analysis should be conducted to determine the market's size and the growth trends within the market. An individual hotel typically specifies the total market size in number of rooms available (Hsu and Powers, 2001), in our case we have a group of hotels so in order to determine the market size of the island (all the hotels) we have chosen the number of rooms available in the whole island.

4.3.1 Node 1 – Community

The first node or dimension of evaluation is the Community node. We wanted to determine here which islands are efficient given the average price and the perspective towards the community coming from tourists. The graphical version of the node is on section 1.8, Figure 4. The DEA model chosen for this Node was the Non-Discretionary (Banker and

Morey, 1984), explained of section 3.2.1; the node is variables return to scale and output oriented. In Table 27 inputs and outputs are shown:

Table 27 Inputs and outputs for the Community Node

Inputs	Outputs
Average price of rooms	People
	Scenery
	Beaches

In this node, islands with high average price will make the efficient frontier, only if high tourist expectations towards the community are fulfilled. Islands with low input and high outputs will be efficient as well. Table 28 below shows the crisp numbers for each of the islands under evaluation and Table 29 shows the environmental variable, which is the same for this node, the Service Node, the Facilities Node and the Value Node.

Table 28 Crisp numbers for Community Node

Islands	Friendly people	Nice Beaches	Pretty Scenery
Anguilla	88.57	85.96	78.52
Antigua and Barbuda	58.39	80.03	86.62
Aruba	78.71	84.10	86.89
The Bahamas	84.10	82.70	85.96
Barbados	74.07	84.65	80.49
Belize	82.70	80.25	75.96
Bermuda	84.65	88.57	81.30
Bonaire	87.59	47.85	82.70
British Virgin Islands	67.49	70.85	84.10
Cuba	81.97	55.50	57.24
Curacao	87.59	70.85	60.50
Dominica	79.87	64.95	85.96
Dominican Republic	74.80	92.48	76.78
Guadeloupe/St. Barths/ St. Martin	63.87	82.70	75.18
Haiti	49.23	70.17	54.12
Jamaica	53.40	80.74	60.86
Martinique	70.85	88.57	87.59
Puerto Rico	88.57	84.10	87.59
St. Kitts, Nevis	87.59	80.12	84.65
St. Lucia	79.87	92.48	70.50
St. Maarten	75.74	77.26	79.87
St. Vincent and Grenadines	92.48	49.23	92.48
Trinidad and Tobago	75.74	57.35	70.93
Turks and Caicos	64.22	92.48	82.70
US Virgin Islands	92.48	65.70	82.70

Table 29 Environmental variable for Community, Service and Facilities Node

Islands	Number of Rooms
Anguilla	756
Antigua and Barbuda	3,276
Aruba	6,886
The Bahamas	15,508
Barbados	5,945
Belize	5,151
Bermuda	42,939
Bonaire	1,175
British Virgin Islands	1,869
Cuba	45,270
Curacao	3,444
Dominica	931
Dominican Republic	59,082
Guadeloupe/St. Barths/ St. Martin	7,603
Haiti	1,758
Jamaica	24,947
Martinique	8,298
Puerto Rico	12,753
St. Kitts, Nevis	1,754
St. Lucia	3,974
St. Maarten	3,532
St. Vincent and Grenadines	1,778
Trinidad and Tobago	5,929
Turks and Caicos	1,949
US Virgin Islands	4,983

The Table 30 shown below includes the input for this particular node, the average price per room of each island:

Table 30 Average Price per room per island

Islands	Rate per Room
Anguilla	\$ 215.00
Antigua and Barbuda	\$ 210.00
Aruba	\$ 228.00
The Bahamas	\$ 181.00
Barbados	\$ 232.00
Belize	\$ 162.00
Bermuda	\$ 127.00
Bonaire	\$ 161.00
British Virgin Islands	\$ 337.00
Cuba	\$ 80.00
Curacao	\$ 198.00
Dominica	\$ 73.00
Dominican Republic	\$ 134.00
Guadeloupe/St. Barths/ St. Martin	\$ 152.00
Haiti	\$ 62.00
Jamaica	\$ 177.00
Martinique	\$ 208.00
Puerto Rico	\$ 162.00
St. Kitts, Nevis	\$ 203.00
St. Lucia	\$ 293.00
St. Maarten	\$ 198.00
St. Vincent and Grenadines	\$ 215.00
Trinidad and Tobago	\$ 237.00
Turks and Caicos	\$ 312.00
US Virgin Islands	\$ 147.00

On Table 31 are shown all the ranking and the efficiency score for the islands in the Community Node.

Table 31 Ranking of Islands in the Community Node

Rank	DMU	Score
1	US Virgin Islands	1
1	Puerto Rico	1
1	Anguilla	1
1	Cuba	1
1	Antigua and Barbuda	1
1	Martinique	1
1	Turks and Caicos	1
1	Dominica	1
1	St. Vincent and Grenadines	1
1	Dominican Republic	1
1	St. Lucia	1
1	St. Barths	1
1	St. Kitts, Nevis	1
1	Haiti	1
1	Bermuda	1
1	Bonaire	1
17	Aruba	0.99
18	Belize	0.99
19	The Bahamas	0.98
20	British Virgin Islands	0.96
21	Curacao	0.96
22	Barbados	0.95
23	St. Maarten	0.93
24	Jamaica	0.9
25	Trinidad and Tobago	0.83

In this particular node we can see that many of the islands were evaluated as being efficient, this makes sense considering the characteristics of the node. Most of the islands have nice beaches because the Caribbean in general enjoys pretty scenery. The variable that influences this node the most it's the friendliness of the locals. For example, in Puerto Rico,

on the reviews it can be seen that tourists really compliment the friendliness and the kindness of the residents, on the other hand for Jamaica the comments were mostly talking about how rude the locals were and how they chase them around forcing them to buy things. The results of DEA analysis are shown below:

Table 32 DEA Community Node

Aruba					
	Actual	Projection	Difference	%	Comments
(O)People	78.71	78.78	0.06	0.08%	This island has the potential to increase the perception of friendliness in people to 78.78%
(O)Beaches	84.1	84.16	0.07	0.08%	This island has the potential to increase the perception of beauty of the beaches to 84.16%
(O)Scenery	86.89	86.96	0.07	0.08%	This island has the potential to increase the perception of beauty of the scenery to 86.96%
The Bahamas					
	Actual	Projection	Difference	%	Comments
(O)People	84.1	88.27	4.17	4.96%	This island has the potential to increase the perception of friendliness in people to 88.27%
(O)Beaches	82.7	83.77	1.07	1.30%	This island has the potential to increase the perception of beauty of the beaches to 83.77%
(O)Scenery	85.96	87.07	1.11	1.30%	This island has the potential to increase the perception of beauty of the scenery to 87.07%
Barbados					
	Actual	Projection	Difference	%	Comments
(O)People	74.07	77.18	3.10	4.19%	This island has the potential to increase the perception of friendliness in people to 77.18%
(O)Beaches	84.65	88.2	3.55	4.19%	This island has the potential to increase the perception of beauty of the beaches to 88.20%
(O)Scenery	80.49	83.86	3.37	4.19%	This island has the potential to increase the perception of beauty of the scenery to 83.86%

Belize

	Actual	Projection	Difference	%	Comments
(O)People	82.7	83.41	0.71	0.86%	This island has the potential to increase the perception of friendliness in people to 83.41%
(O)Beaches	80.25	80.94	0.69	0.86%	This island has the potential to increase the perception of beauty of the beaches to 80.94%
(O)Scenery	75.96	80.22	4.26	5.61%	This island has the potential to increase the perception of beauty of the scenery to 80.22%

British Virgin Islands

	Actual	Projection	Difference	%	Comments
(O)People	67.49	76.73	9.24	13.70%	This island has the potential to increase the perception of friendliness in people to 76.73%
(O)Beaches	70.85	73.32	2.46	3.48%	This island has the potential to increase the perception of beauty of the beaches to 73.32%
(O)Scenery	84.1	87.02	2.92	3.48%	This island has the potential to increase the perception of beauty of the scenery to 87.02%

Curacao

	Actual	Projection	Difference	%	Comments
(O)People	87.59	90.96	3.37	3.84%	This island has the potential to increase the perception of friendliness in people to 90.96%
(O)Beaches	70.85	73.58	2.72	3.84%	This island has the potential to increase the perception of beauty of the beaches to 73.58%
(O)Scenery	60.5	81.15	20.66	34.14%	This island has the potential to increase the perception of beauty of the scenery to 81.15%

Jamaica

	Actual	Projection	Difference	%	Comments
(O)People	53.4	74.6	21.20	39.70%	This island has the potential to increase the perception of friendliness in people to 74.60%
(O)Beaches	80.74	89.26	8.52	10.55%	This island has the potential to increase the perception of beauty of the beaches to 89.26%
(O)Scenery	60.86	84.28	23.42	38.49%	This island has the potential to increase the perception of beauty of the scenery to 84.28%

St. Maarten / St. Martin					
	Actual	Projection	Difference	%	Comments
(O)People	75.74	82.33	6.58	8.69%	This island has the potential to increase the perception of friendliness in people to 82.33%
(O)Beaches	77.26	82.25	4.99	6.45%	This island has the potential to increase the perception of beauty of the beaches to 82.25%
(O)Scenery	79.87	85.03	5.15	6.45%	This island has the potential to increase the perception of beauty of the scenery to 85.03%
Trinidad and Tobago					
	Actual	Projection	Difference	%	Comments
(O)People	75.74	91.16	15.41	20.35%	This island has the potential to increase the perception of friendliness in people to 91.16%
(O)Beaches	57.35	69.02	11.67	20.35%	This island has the potential to increase the perception of beauty of the beaches to 69.02%
(O)Scenery	70.93	85.36	14.43	20.35%	This island has the potential to increase the perception of beauty of the scenery to 85.36%

4.3.2 Node 2 – Service

The second node or dimension of evaluation is the Service node. We wanted to determine here which are efficient given the average price and the perspective towards the service from the tourist. The graphical version of the node is on section 1.8, Figure 5. The DEA model chosen for this Node was the Non-Discretionary (Banker and Morey, 1984), explained of section 3.2.1; the node is return to scale and output oriented. On Table 33 inputs and outputs are shown:

Table 33 Inputs and outputs for the Service Node

Inputs	Outputs
Average price of rooms	Service Value

In this node islands with high average price will make the efficient frontier, only if the perspective towards the service is fulfill. In this node the sub-categories are the perception of service and of value. Service is a business concept that is often overlooked. Implemented properly, though, it can be a key differentiator between your business and the competition. Meeting a customer's requirements in the most appropriate and efficient way greatly enhances the perceived value of your product. It also has the potential to increase the revenues. Islands with low input and high outputs will be efficient as well. The Table 34 below shows the crisp numbers for each of the islands under evaluation and Table 35 shows the environmental variable and the average price per room.

Table 34 Crisp numbers for Service Node

Islands	Good Service	Price
Anguilla	85.96	16.06
Antigua and Barbuda	70.59	9.01
Aruba	82.70	27.51
The Bahamas	42.86	21.96
Barbados	67.92	46.76
Belize	82.70	24.32
Bermuda	84.10	29.31
Bonaire	64.95	92.48
British Virgin Islands	53.96	6.65
Cuba	48.54	79.44
Curacao	85.96	63.87
Dominica	70.74	49.15
Dominican Republic	70.85	77.99
Guadeloupe/St. Barths/ St. Martin	49.15	70.17
Haiti	82.70	70.17
Jamaica	67.12	50.10
Martinique	82.70	27.06
Puerto Rico	78.06	30.95
St. Kitts, Nevis	84.65	27.37
St. Lucia	75.09	19.04
St. Maarten	82.70	35.51
St. Vincent and Grenadines	37.27	16.09
Trinidad and Tobago	82.70	76.51
Turks and Caicos	66.13	20.00
US Virgin Islands	75.96	46.98

Table 35 Input and Environmental for Service Node

Islands	Number of Rooms	Rate per Room
Anguilla	756	\$ 215.00
Antigua and Barbuda	3,276	\$ 210.00
Aruba	6,886	\$ 228.00
The Bahamas	15,508	\$ 181.00
Barbados	5,945	\$ 232.00
Belize	5,151	\$ 162.00
Bermuda	42,939	\$ 127.00
Bonaire	1,175	\$ 161.00
British Virgin Islands	1,869	\$ 337.00
Cuba	45,270	\$ 80.00
Curacao	3,444	\$ 198.00
Dominica	931	\$ 73.00
Dominican Republic	59,082	\$ 134.00
Guadeloupe/St. Barths/ St. Martin	7,603	\$ 152.00
Haiti	1,758	\$ 62.00
Jamaica	24,947	\$ 177.00
Martinique	8,298	\$ 208.00
Puerto Rico	12,753	\$ 162.00
St. Kitts, Nevis	1,754	\$ 203.00
St. Lucia	3,974	\$ 293.00
St. Maarten	3,532	\$ 198.00
St. Vincent and Grenadines	1,778	\$ 215.00
Trinidad and Tobago	5,929	\$ 237.00
Turks and Caicos	1,949	\$ 312.00
US Virgin Islands	4,983	\$ 147.00

On Table 36 are shown all the ranking and the efficiency score for the islands in the Service Node.

Table 36 Ranking of Islands in the Service Node

Rank	DMU	Score
1	Trinidad and Tobago	1
1	Anguilla	1
1	Haiti	1
1	Dominican Republic	1
1	Dominica	1
1	Curacao	1
1	Cuba	1
1	Bermuda	1
1	Bonaire	1
10	St. Kitts, Nevis	0.98
11	Belize	0.97
12	Martinique	0.96
13	Aruba	0.96
14	St. Maarten	0.96
15	Puerto Rico	0.91
16	US Virgin Islands	0.89
17	St. Lucia	0.87
18	Antigua and Barbuda	0.82
19	Jamaica	0.82
20	Barbados	0.79
21	Guadeloupe/St. Barths/ St. Martin	0.77
22	Turks and Caicos	0.76
23	British Virgin Islands	0.62
24	The Bahamas	0.5
25	St. Vincent and Grenadines	0.43

It can be noticed that all the islands appearing in the efficient frontier are mostly those considered as “cheap” or economic destinations generating a higher perception of value from the average tourist. In the top 5 of the inefficient islands we see Puerto Rico with a efficiency score of 0.91, it’s close to the frontier, meaning that maybe if it wasn’t so pricy it could have made the frontier. The results are shown below:

Table 37 DEA results Service Node

Antigua and Barbuda					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	70.59	85.96	15.37	22%	This island has the potential to increase its satisfaction towards service rate Index to 85.96%
(O)Value	9.01	60.88	51.87	100%	This island has the potential to increase its perception of value rate Index to 60.88%
Aruba					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	82.70	85.80	3.10	4%	This island has the potential to increase its satisfaction towards service rate Index to 85.80%
(O)Value	27.51	60.86	33.34	100%	This island has the potential to increase its perception of value rate Index to 60.86%
The Bahamas					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	42.86	85.39	42.53	99%	This island has the potential to increase its satisfaction towards service rate Index to 85.39%
(O)Value	21.96	53.31	31.35	100%	This island has the potential to increase its perception of value rate Index to 53.31%
Barbados					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	67.92	85.84	17.92	26%	This island has the potential to increase its satisfaction towards service rate Index to 85.84%
(O)Value	46.76	61.68	14.92	32%	This island has the potential to increase its perception of value rate Index to 61.68%
Belize					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	82.70	85.09	2.39	3%	This island has the potential to increase its satisfaction towards service rate Index to 85.09%
(O)Value	24.32	63.52	39.20	100%	This island has the potential to increase its perception of value rate Index to 63.52%

British Virgin Islands					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	53.96	85.96	31.99	59%	This island has the potential to increase its satisfaction towards service rate Index to 85.96%
(O)Value	6.65	35.86	29.21	100%	This island has the potential to increase its perception of value rate Index to 35.86%
Guadeloupe					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	49.15	63.53	14.37	29%	This island has the potential to increase its satisfaction towards service rate Index to 63.53%
(O)Value	70.17	90.67	20.51	29%	This island has the potential to increase its perception of value rate Index to 90.57%
Jamaica					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	67.12	81.77	14.65	22%	This island has the potential to increase its satisfaction towards service rate Index to 81.77%
(O)Value	50.10	61.04	10.93	22%	This island has the potential to increase its perception of value rate Index to 61.04%
Martinique					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	82.70	85.73	3.03	4%	This island has the potential to increase its satisfaction towards service rate Index to 85.73%
(O)Value	27.06	59.62	32.56	100%	This island has the potential to increase its perception of value rate Index to 56.62%
Puerto Rico					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	78.06	85.06	6.99	9%	This island has the potential to increase its satisfaction towards service rate Index to 85.06%
(O)Value	30.95	56.39	25.44	82%	This island has the potential to increase its perception of value rate Index to 56.39%

St. Kitts, Nevis					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	84.65	85.83	1.18	1%	This island has the potential to increase its satisfaction towards service rate Index to 85.83%
(O)Value	27.37	35.22	7.85	29%	This island has the potential to increase its perception of value rate Index to 35.22%
St. Lucia					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	75.09	85.93	10.84	14%	This island has the potential to increase its satisfaction towards service rate Index to 85.93%
(O)Value	19.04	63.41	44.36	233%	This island has the potential to increase its perception of value rate Index to 63.41%
St. Maarten / St. Martin					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	82.70	85.95	3.26	4%	This island has the potential to increase its satisfaction towards service rate Index to 85.95%
(O)Value	35.51	63.79	28.28	80%	This island has the potential to increase its perception of value rate Index to 63.79%
St. Vincent and Grenadines					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	37.27	85.71	48.44	100%	This island has the potential to increase its satisfaction towards service rate Index to 85.71%
(O)Value	16.09	37.00	20.91	100%	This island has the potential to increase its perception of value rate Index to 37.00%
Turks and Caicos					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	66.13	85.96	19.83	30%	This island has the potential to increase its satisfaction towards service rate Index to 85.96%
(O)Value	20.00	37.28	17.28	86%	This island has the potential to increase its perception of value rate Index to 37.28%

US Virgin Islands					
	Actual	Projection	Difference	%	Comments
(O)Service/Staff	75.96	84.73	8.77	12%	This island has the potential to increase its satisfaction towards service rate Index to 84.72%
(O)Value	46.98	64.19	17.22	37%	This island has the potential to increase its perception of value rate Index to 64.19%

4.3.3 Node 3 – Facilities

The third node or dimension of evaluation is the Facilities node. We wanted to determine here which are efficient given the average price and the perspective towards the facilities from the tourist. The graphical version of the node is on section 1.8, Figure 6. The DEA model chosen for this Node was the Non-Discretionary (Banker and Morey, 1984), explained of section 3.2.1; the node is return to scale and output oriented. In Table 38 inputs and outputs are shown:

Table 38 Inputs and outputs for the Facilities Node

Inputs	Outputs
Average price of rooms	Hotel Activities

In this node islands with high average price will make the efficient frontier only if the expectation towards the facility is fulfilled. Islands with low input (lower rates) and high outputs (acceptable to nice hotels) will be efficient as well. Table 39 below shows the crisp numbers for each of the islands under evaluation and Table 29 shows the environmental variable and the average price per room.

Table 39 Crisp numbers for the Facilities node

Islands	Nice Hotel	Activities
Anguilla	82.70	51.23
Antigua and Barbuda	58.77	58.92
Aruba	87.59	67.56
The Bahamas	82.70	64.91
Barbados	65.96	54.20
Belize	75.96	58.85
Bermuda	79.44	85.96
Bonaire	60.96	55.99
British Virgin Islands	77.81	61.79
Cuba	49.39	53.96
Curacao	85.96	59.01
Dominica	72.92	82.70
Dominican Republic	56.79	56.51
Guadeloupe/St. Barths/ St. Martin	60.38	82.70
Haiti	72.92	63.64
Jamaica	60.38	61.55
Martinique	64.95	74.80
Puerto Rico	87.59	70.82
St. Kitts, Nevis	70.85	48.92
St. Lucia	73.91	59.66
St. Maarten	78.71	82.70
St. Vincent and Grenadines	71.47	27.83
Trinidad and Tobago	82.70	60.96
Turks and Caicos	71.02	66.05
US Virgin Islands	85.96	76.72

Table 40 shows all the rankings and the efficiency scores for the islands in the Facilities Node.

Table 40 Ranking of Islands in the Facilities Node

Rank	DMU	Score
1	US Virgin Islands	1
1	Anguilla	1
1	St. Maarten	1
1	Aruba	1
1	Puerto Rico	1
1	Haiti	1
1	Dominican Republic	1
1	Bermuda	1
1	Dominica	1
1	Curacao	1
1	Cuba	1
12	Guadeloupe/St. Barths	0.99
13	British Virgin Islands	0.95
14	The Bahamas	0.95
15	Trinidad and Tobago	0.94
16	Turks and Caicos	0.9
17	Martinique	0.89
18	Belize	0.88
19	St. Lucia	0.86
20	St. Vincent and Grenadines	0.85
21	St. Kitts, Nevis	0.84
22	Bonaire	0.78
23	Barbados	0.75
24	Jamaica	0.74
25	Antigua and Barbuda	0.73

In this node the facilities were analyzed. The results are shown below:

Table 41. DEA Results Facilities Node

Antigua and Barbuda					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	58.77	79.89	21.12	35.94%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 78.89%
(O)Activities/ Shopping	58.92	80.10	21.17	35.94%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 80.10%
The Bahamas					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	82.70	86.85	4.15	5.01%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 86.85%
(O)Activities/ Shopping	64.91	72.20	7.29	11.24%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 72.20%
Barbados					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	65.96	86.82	20.86	31.62%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 86.82%
(O)Activities/ Shopping	54.20	71.34	17.14	31.62%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 71.34%
Belize					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	75.96	86.19	10.23	13.47%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 86.19%
(O)Activities/ Shopping	58.85	74.22	15.36	26.11%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 74.22%

Bonaire					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	60.96	77.38	16.42	26.93%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 77.38%
(O)Activities/ Shopping	55.99	71.06	15.08	26.93%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 71.06%
British Virgin Islands					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	77.81	81.38	3.57	4.59%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 71.38%
(O)Activities/ Shopping	61.79	64.62	2.83	4.59%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 64.62%
Guadeloupe					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	60.38	73.95	13.57	22.47%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 73.95%
(O)Activities/ Shopping	82.70	83.22	0.52	0.63%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 83.22%
Jamaica					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	60.38	81.16	20.78	34.41%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 81.16%
(O)Activities/ Shopping	61.55	82.73	21.18	34.41%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 82.73%
Martinique					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	64.95	74.06	9.11	14.03%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 74.06%
(O)Activities/ Shopping	74.80	83.27	8.47	11.32%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 83.27%

St. Kitts, Nevis					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	70.85	83.37	12.51	17.66%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 83.37%
(O)Activities/ Shopping	48.92	57.56	8.64	17.66%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 57.56%
St. Lucia					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	73.91	85.42	11.51	15.57%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 85.42%
(O)Activities/ Shopping	59.66	68.95	9.29	15.57%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 68.95%
St. Vincent and Grenadines					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	71.47	83.94	12.47	17.45%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 83.94%
(O)Activities/ Shopping	27.83	54.18	26.36	94.72%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 54.18%
Trinidad and Tobago					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	82.70	87.14	4.44	5.37%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 87.14%
(O)Activities/ Shopping	60.96	65.18	4.22	6.92%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 65.18%

Turks and Caicos					
	Actual	Projection	Difference	%	Comments
(O)Hotel/ Accommodations	71.02	78.78	7.76	10.92%	This island has the potential to increase its satisfaction towards hotel accommodations rate Index to 78.78%
(O)Activities/ Shopping	66.05	73.26	7.21	10.92%	This island has the potential to increase its satisfaction perception towards the amount of activities rate Index to 73.26%

4.3.4 Final evaluation: The Value Node

The extra and final node or dimension of evaluation is the Value node. We wanted to determine here which islands are efficient given the average price and the perspective towards the value from the tourist, without taking in consideration the service like we did in the Service node that also included the value. The graphical version of the node is on section 1.8, Figure 6. The DEA model chosen for this Node was the Non-Discretionary (Banker and Morey, 1984), explained of section 3.2.1; the node is return to scale and output oriented. On Table 42 inputs and outputs are shown:

Table 42 Inputs and outputs for the Value Node

Inputs	Outputs
Average price of rooms	Value

In this node islands with high average price will make the efficient frontier, only if the perspective towards the value is fulfill. Islands with low input and high outputs will be efficient as well. Table 43 below shows the crisp numbers for each of the islands under evaluation and Table 29 shows the environmental variable and the average price per room.

Table 43 Crisp numbers for Value Node

Islands	Value
Anguilla	16.06
Antigua and Barbuda	9.01
Aruba	27.51
The Bahamas	21.96
Barbados	46.76
Belize	24.32
Bermuda	29.31
Bonaire	92.48
British Virgin Islands	6.65
Cuba	79.44
Curacao	63.87
Dominica	49.15
Dominican Republic	77.99
Guadeloupe/St. Barths/ St. Martin	70.17
Haiti	70.17
Jamaica	50.10
Martinique	27.06
Puerto Rico	30.95
St. Kitts, Nevis	27.37
St. Lucia	19.04
St. Maarten	35.51
St. Vincent and Grenadines	16.09
Trinidad and Tobago	76.51
Turks and Caicos	20.00
US Virgin Islands	46.98

On Table 44 are shown all the ranking and the efficiency score for the islands in the Value Node.

Table 44 Ranking of Islands in Value Node

Rank	DMU	Score
1	Haiti	1
1	Dominican Republic	1
1	Cuba	1
1	Bonaire	1
5	Dominica	0.999998
6	Anguilla	0.999921
7	Trinidad and Tobago	0.838085
8	Guadeloupe/St. Barths/ St. Martin	0.773835
9	Curacao	0.694891
10	Jamaica	0.579009
11	US Virgin Islands	0.523328
12	Barbados	0.512216
13	St. Maarten	0.386472
14	Bermuda	0.359373
15	Puerto Rico	0.345545
16	Aruba	0.302165
17	Martinique	0.298392
18	St. Kitts, Nevis	0.296409
19	Belize	0.26584
20	The Bahamas	0.24703
21	Turks and Caicos	0.216752
22	St. Lucia	0.207505
23	St. Vincent and Grenadines	0.174281
24	Antigua and Barbuda	9.80E-02
25	British Virgin Islands	7.20E-02

Here we have the ranking of the islands in the Value node, the islands that have greater value perception from the tourist are: Haiti, Dominican Republic, Cuba and Bonaire. This is probably explained by the fact that both Cuba and Haiti are the cheapest in terms of purchasing power of the dollar, average room rate (average is \$70.00 per night for both islands, and in scale of 1-100 they have approximately 75% in value, so tourist are not paying much and they can see that they are getting what they paid for. To understand the 75% value

we need to look at it like this, on Table 9 (section 3.2.3) we had the triangular fuzzy distribution for each Likert scale; looking at this we can conclude that 75 is in the *Satisfied* scale (52.619, 73.4127, 92.222). According to tourists' comments, service is reasonable and according to the price and their expectations, they are satisfied with the service they are receiving. Next we also have the case of the Dominican Republic, with an average rate per room of \$134.00 per night, and in scale of 1-100 they have approximately 80% in value, not as cheap as the other ones but with a higher value perception.

Finally we have Bonaire; this little island has an average rate per room of \$161.00 per night, and in scale of 1-100 they have approximately 92% in value, a really high perception of value, meaning that they are very satisfied with the service they are receiving. Main comments for this island indicate that even though the tourist does not consider the beaches to be excellent, they consider the friendliness of the locals very good and also that the island has very pretty scenery. They were satisfied with service and facilities. Furthermore, activities available to guests at the hotel were good. Several comments indicated that they saw a value in the money they were paying. So this shows us that the important thing is not only the average room rate (being affordable) but in reality having a high value from the tourist point of view. The results are shown below:

Table 45 DEA results Price Node (Extra node)

Antigua and Barbuda					
	Actual	Projection	Difference	%	Comments
(O)Value	9.01	91.95	82.95	100%	This island has the potential to increase its perception of value rate Index in a 100%
Aruba					
	Actual	Projection	Difference	%	Comments
(O)Value	27.51	91.05	63.54	100%	This island has the potential to increase its perception of value rate Index in a 100%
The Bahamas					
	Actual	Projection	Difference	%	Comments
(O)Value	21.96	88.89	66.93	100%	This island has the potential to increase its perception of value rate Index in a 100%
Barbados					
	Actual	Projection	Difference	%	Comments
(O)Value	46.76	91.29	44.53	95%	This island has the potential to increase its perception of value rate Index in a 95%
Belize					
	Actual	Projection	Difference	%	Comments
(O)Value	24.32	91.49	67.16	100%	This island has the potential to increase its perception of value rate Index in a 100%
Bermuda					
	Actual	Projection	Difference	%	Comments
(O)Value	29.31	81.55	52.24	100%	This island has the potential to increase its perception of value rate Index in a 100%
British Virgin Islands					
	Actual	Projection	Difference	%	Comments
(O)Value	6.65	92.31	85.66	100%	This island has the potential to increase its perception of value rate Index in a 100%
Curacao					
	Actual	Projection	Difference	%	Comments
(O)Value	63.87	91.91	28.04	44%	This island has the potential to increase its perception of value rate Index in a 44%
Guadeloupe					
	Actual	Projection	Difference	%	Comments
(O)Value	70.17	90.67	20.51	29%	This island has the potential to increase its perception of value rate Index in a 29%

Jamaica					
	Actual	Projection	Difference	%	Comments
(O)Value	50.10	86.53	36.43	73%	This island has the potential to increase its perception of value rate Index in a 73%
Martinique					
	Actual	Projection	Difference	%	Comments
(O)Value	27.06	90.70	63.63	100%	This island has the potential to increase its perception of value rate Index in a 100%
Puerto Rico					
	Actual	Projection	Difference	%	Comments
(O)Value	30.95	89.58	58.63	100%	This island has the potential to increase its perception of value rate Index in a 100%
St. Kitts, Nevis					
	Actual	Projection	Difference	%	Comments
(O)Value	27.37	92.34	64.97	100%	This island has the potential to increase its perception of value rate Index in a 100%
St. Lucia					
	Actual	Projection	Difference	%	Comments
(O)Value	19.04	91.78	72.73	100%	This island has the potential to increase its perception of value rate Index in a 100%
St. Maarten / St. Martin					
	Actual	Projection	Difference	%	Comments
(O)Value	35.51	91.89	56.38	100%	This island has the potential to increase its perception of value rate Index in a 100%
St. Vincent and Grenadines					
	Actual	Projection	Difference	%	Comments
(O)Value	16.09	92.33	76.24	100%	This island has the potential to increase its perception of value rate Index in a 100%
Trinidad and Tobago					
	Actual	Projection	Difference	%	Comments
(O)Value	20.00	92.29	72.28	100%	This island has the potential to increase its perception of value rate Index in a 100%
Turks and Caicos					
	Actual	Projection	Difference	%	Comments
(O)Value	46.98	89.77	42.79	91%	This island has the potential to increase its perception of value rate Index in a 91%

US Virgin Islands					
	Actual	Projection	Difference	%	Comments
(O)Value	75.96	84.73	8.77	12%	This island has the potential to increase its perception of value rate Index in a 12%

4.4 Sustainability Model

One of our research hypotheses was that islands that have higher efficiency have a growing trend in their revenue stream from tourism represented by increasing occupancy rates and overall revenue over time. To check this, another DEA model was run. We used a BCC model explained on section 2.6.3; the node is considered showing variable returns to scale and output oriented. On Table 46 inputs and outputs are shown:

Table 46 Inputs and outputs for the Value Node

Inputs	Outputs
The inverse efficiency scores of the value node Number of rooms	Rate of growth of tourist arrivals

Since in DEA we want to minimize or keep the same the inputs, and our inputs are efficiency, we decided to put as an input the inverse so in case that the optimization decides to minimize we will be actually maximizing the input as well as the output. At the end, the most important thing is that that we have a sustainable business. To determine the growth rate per island, the tourist arrivals from the year in study (2004), one year before and one year after was taken to see the overall rate of increase. One limitation that we recognize is that by using a percentage, the model will not recognize the scale, for example a growth of 50% can be from 4 to 8, and also from 1,000 to 2,000, but by including in the input size the number of rooms, we at least assure that islands with a lot of rooms will require a higher percentage to be efficient. It's a way to measure the sustainability of an island over time. On Table 47 the input's and output's

values for each island are shown (the Table with the tourist arrivals per year per island is shown on appendix B):

Table 47 Inputs and Outputs for the Sustainability Model

Islands	Input Inverse efficiency scores of the value node	Input Number of Rooms	Output Rate of growth of tourist arrivals
Anguilla	1.00	756	9%
Antigua and Barbuda	0.10	3276	9%
Aruba	0.30	6886	4%
The Bahamas	0.25	15,508	2%
Barbados	0.51	5945	1%
Belize	0.27	5151	2%
Bermuda	0.36	42939	2%
Bonaire	1.00	1175	0%
British Virgin Islands	0.07	1869	9%
Cuba	1.00	45,270	7%
Curacao	0.69	3444	0%
Dominica	1.00	931	3%
Dominican Republic	1.00	59,082	4%
Guadeloupe/St. Barths/ St. Martin	0.77	7603	4%
Haiti	1.00	1758	5%
Jamaica	0.58	24,947	3%
Martinique	0.30	8298	3%
Puerto Rico	0.35	12753	3%
St. Kitts, Nevis	0.30	1754	14%
St. Lucia	0.21	3974	5%
St. Maarten	0.39	3532	3%
St. Vincent and Grenadines	0.17	1778	7%
Trinidad and Tobago	0.84	5929	10%
Turks and Caicos	0.22	1949	2%
US Virgin Islands	0.52	4,983	4%

On Table 48 are shown all the ranking and the efficiency score for the islands in the Value Node.

Table 48 Ranking and Efficiency scores in the Sustainability Model

Rank	DMU	Score
1	St. Vincent and Grenadines	1
1	Anguilla	1
3	Antigua and Barbuda	1
4	St. Kitts, Nevis	1
5	British Virgin Islands	1
6	Trinidad and Tobago	0.71
7	Cuba	0.50
8	St. Lucia	0.43
9	Haiti	0.36
10	Dominica	0.30
11	US Virgin Islands	0.29
11	Dominican Republic	0.29
11	Guadeloupe/St. Barths/ St. Martin	0.29
11	Aruba	0.29
15	Jamaica	0.21
15	Martinique	0.21
15	Puerto Rico	0.21
15	St. Maarten	0.21
19	Turks and Caicos	0.19
19	The Bahamas	0.16
19	Belize	0.15
19	Bermuda	0.14
23	Barbados	0.07
24	Bonaire	0.01
25	Curacao	0.01

The islands that made the frontier were St. Vincent, Anguilla, Antigua and Barbuda, St. Kitts and British Virgin Islands. The results are shown below:

Table 49 DEA results for Sustainability Model

Aruba					
	Actual	Projection	Difference	%	Comments
(O)Value	4	14	10	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
The Bahamas					
	Actual	Projection	Difference	%	Comments
(O)Value	2	12	10	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
Barbados					
	Actual	Projection	Difference	%	Comments
(O)Value	1	14	13	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
Belize					
	Actual	Projection	Difference	%	Comments
(O)Value	2	13	11	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
Bermuda					
	Actual	Projection	Difference	%	Comments
(O)Value	2	14	12	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
Cuba					
	Actual	Projection	Difference	%	Comments
(O)Value	7	14	7	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
Dominica					
	Actual	Projection	Difference	%	Comments
(O)Value	3	9	6	100.00%	This island has the potential to increase its perception of value rate Index in a 100%
Dominican Republic					
	Actual	Projection	Difference	%	Comments
(O)Value	4	14	10	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

Guadeloupe

	Actual	Projection	Difference	%	Comments
(O)Value	4	14	10	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

Haiti

	Actual	Projection	Difference	%	Comments
(O)Value	5	14	9	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

Jamaica

	Actual	Projection	Difference	%	Comments
(O)Value	3	14	11	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

Martinique

	Actual	Projection	Difference	%	Comments
(O)Value	3	14	11	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

Puerto Rico

	Actual	Projection	Difference	%	Comments
(O)Value	3	14	11	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

St. Lucia

	Actual	Projection	Difference	%	Comments
(O)Value	5	11	6	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

St. Maarten / St. Martin

	Actual	Projection	Difference	%	Comments
(O)Value	3	14	11	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

Trinidad and Tobago

	Actual	Projection	Difference	%	Comments
(O)Value	10	14	4	40.00%	This island has the potential to increase its perception of value rate Index in a 81.96%

Turks and Caicos					
	Actual	Projection	Difference	%	Comments
(O)Value	2	10	8	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

US Virgin Islands					
	Actual	Projection	Difference	%	Comments
(O)Value	4	14	10	100.00%	This island has the potential to increase its perception of value rate Index in a 100%

4.5 Chapter Conclusions

In this Chapter all the results and the calculations and models ran were discussed in detail. The results pointed out which islands were efficient, which ones weren't and how far from being efficient they were in several nodes or areas of evaluation. On Table 50 a Summary of all the Efficiency Scores of all Nodes are shown. We can see that Anguilla was the only island to score 1 in the efficiency of every node. Islands like Cuba, Dominica and Dominican Republic, all scored 1 in the efficiency score of 5 of the 6 nodes, which is really good. We can conclude that these islands are not only financially efficient, but the tourists actually see the value there, they are getting that what expected considering the amount of money that they paid for. And for Anguilla in special, that the tourism is sustainable, not only it's doing well financially and the tourists see the value, but there is a return, and every year the arrivals are growing.

Table 50 Summary of Efficiency scores of all Nodes

Islands / Nodes	Value	Facilities	Service	Community	Financial	Sustainability
Anguilla	1.00	1.00	1.00	1.00	1.00	1.00
Antigua	0.10	0.73	0.82	1.00	0.98	1.00
Aruba	0.30	1.00	0.96	0.99	1.00	0.29
The Bahamas	0.25	0.95	0.50	0.98	1.00	0.16
Barbados	0.51	0.75	0.79	0.95	0.70	0.07
Belize	0.27	0.88	0.97	0.99	0.67	0.15
Bermuda	0.36	1.00	1.00	1.00	1.00	0.14
Bonaire	1.00	0.78	1.00	1.00	1.00	1.00
British Virgin	0.07	0.95	0.62	0.96	1.00	0.50
Cuba	1.00	1.00	1.00	1.00	1.00	0.30
Curacao	0.69	1.00	1.00	0.96	1.00	0.29
Dominica	1.00	1.00	1.00	1.00	1.00	0.29
Dom. Republic	1.00	1.00	1.00	1.00	1.00	0.36
Guadeloupe	0.77	0.99	0.77	1.00	0.84	0.21
Haiti	1.00	1.00	1.00	0.90	1.00	0.21
Jamaica	0.58	0.74	0.82	1.00	0.83	0.21
Martinique	0.30	0.89	0.96	1.00	1.00	1.00
Puerto Rico	0.35	1.00	0.91	1.00	1.00	0.43
St. Kitts, Nevis	0.30	0.84	0.98	1.00	1.00	0.21
St. Lucia	0.21	0.86	0.87	1.00	0.87	1.00
St. Maarten	0.39	1.00	0.96	0.93	0.87	0.71
St. Vincent	0.17	0.85	0.43	1.00	0.79	0.19
Trinidad and Tobago	0.84	0.94	1.00	0.83	0.77	0.29
Turks and Caicos	0.22	0.90	0.76	1.00	1.00	1.00
US Virgin Islands	0.52	1.00	0.89	1.00	1.00	1.00

Now let's analyze the comments of these islands, to see what the tourist focus on and what they expect. Table 51 shows the comments:

Table 51 Summary comments for efficient islands in all nodes

Anguilla	
Community	<i>"Exceptional beach"</i>
	<i>"Beaches unmatched in length, breath, texture and powdery-white quality by its neighboring islands"</i>
Service	<i>"Outstanding service"</i>
	<i>"Luxury and world class service on an island that hasn't been corrupted"</i>
Facilities	<i>"Exquisite accommodations"</i>
	<i>"Many activities, including an outstanding tennis facility"</i>
Cuba	
Community	<i>"Hospitality galore! Very Friendly people."</i>
	<i>"Wonderful people"</i>
Service	<i>"Excellent value for money resort"</i>
	<i>"The service is good to excellent"</i>
Facilities	<i>"Cheap"</i>
	<i>"Love the Resort"</i>
	<i>"Good facilities"</i>
Dominica	
Community	<i>"Gorgeous rainforest; a real retreat"</i>
	<i>"Friendly People"</i>
Service	<i>"Very laid back and relaxing, amazing service"</i>
	<i>"Good things come in small package! That's the case of this country"</i>
Facilities	<i>"A bit pricey, but worth It"</i>
	<i>"Good shopping"</i>
Dominican Republic	
Community	<i>"Very Friendly, safe and fun"</i>
	<i>"Inexpensive"</i>
Service	<i>"Excellent Vacation Value"</i>
	<i>"Cost of vacation is well below value so its a no brainer."</i>
Facilities	<i>"all inclusive, great service, good food"</i>
	<i>"A lot of entertainment and great all inclusive hotels"</i>
	<i>"Awesome pool, large rooms"</i>

On a large scale we can see that people focus pretty much on the same things, good service, nice hotel and friendly people. But something important to notice here is the price part, it can be seen that the comments for these islands, on the contrary of all the other, tourists say either *inexpensive* or *pricey but worth it*, we believe here's the most important part. If it's pricey but worth it, tourist's expectations are met; and if it's inexpensive, and the service it's good, the people are friendly and the hotel is nice, their expectations are not just met, but exceeded. On Chapter V Conclusions and future work are discussed.

Chapter V: Conclusions and Future Work

This Chapter presents the conclusions and recommendations of this research. It is structured in four sections. The first section summarizes the important points of this study. The second section describes the major contribution of this research. The third section summarizes some recommendations made for the tourism board in Puerto Rico. Finally, the fourth section outlines some recommendations for future research.

5.1 Summary

Our objective with this research study was to explore the tourist competitiveness of 25 of the Caribbean islands using relevant area-specific indicators of regional tourist profiles. We investigated what which island had to offer in number of rooms and average price per room, comparing that to the occupancy rates and the revenues, and the concept of tourist value was introduced. The study was approached in three different phases described above, on the first one the technical efficiency was measured using Data Envelopment Analysis; this first analyzed node represented the financial efficiency of the islands, how good they did on tourism revenues and occupancy rate considering the average price of the rooms, the number of rooms of the islands and environmental variables.

The second phase covered a systematic extraction and semantic analysis of online reviews from a highly reputed website called Epinions. We had reviews on an island level, which represent not only comments about the hotel and the service, but the cultural aspects and the value perception from the tourist. This was categorized in three mayor categories:

Community, Service and Facilities, then divided in subcategories, for example in Community we had friendliness, beaches and scenery, etc.

Once the extraction and the categorization was made a triangular fuzzy number for each sub-category per island was calculated, and then defuzzificated to bring it into a crisp number and be able to use it in the DEA.

On a third stage another DEA was made to combine and relate the technical efficiency obtained in the first step and the fuzzy number obtained from the semantic analysis of online reviews. By applying DEA to the above we were able to evaluate the characteristics of efficient destinations versus those of inefficient ones to create a measure of Caribbean destination competitiveness.

5.2 Contribution if this Research

This research study has contributed in several ways to the field of tourism service systems. Besides being an actual implementation of DEA with real data including linguistic representations of satisfaction, we believe that there are specific contributions to the performance measurement field accomplished by this study as follows:

1. We have combined areas that were not combined before (DEA-Tourism-Online Reviews-Value-Semantic Analysis) all in one research study. Some of them may have been analyzed in tandem but to our knowledge, all of them have never been combined to offer a holistic perspective of performance at the island level.
2. We are offering a methodology that could enable tourism services around the world (public and private) to evaluate their performance taking into account not only the

financial and operational technical efficiency with crisp indicators but the perceptions of value of their tourists, their satisfaction expressed in fuzzy linguistic expressions in review web sites.

3. The development of the conceptual model relating private and public investments to the perception of value of tourists and how the community, and the service affects this perception is perhaps one of the biggest contributions. With this we can see how the perception of value can be affected by the culture of the island and the service received and not only by the price and the investments made.
4. The use of environmental variables in performance measurement in tourism has barely been used in past researches.
5. While DEA has been used to evaluate service quality, customer satisfaction and technical efficiency separately of public and private sector organizations, few studies have combined customer satisfaction and technical efficiency to calculate DEA performance scores. We did not find any study that have used linguistic variables of customer satisfaction in DEA.

Therefore, we were able to develop a model of competitiveness drawn from the results of this study. The service quality construct is composed of the reviews from tourist on Community, Facilities and Service; this influences the perception of the tourist of each particular island that influences the growth. This is influenced by the financial efficiency and the perception of value from tourist. We can confirm this model with our top island, Anguilla. With an average number of rooms, and above average room

rate (being the average US\$188.00), the occupancy rate and the revenues were high, making the island efficient in the financial efficiency node. The reviews were extremely favorable, and tourists specified that they saw a value in their vacations; leading all this to a growth on the tourist arrivals on the years of study (2003-2005).

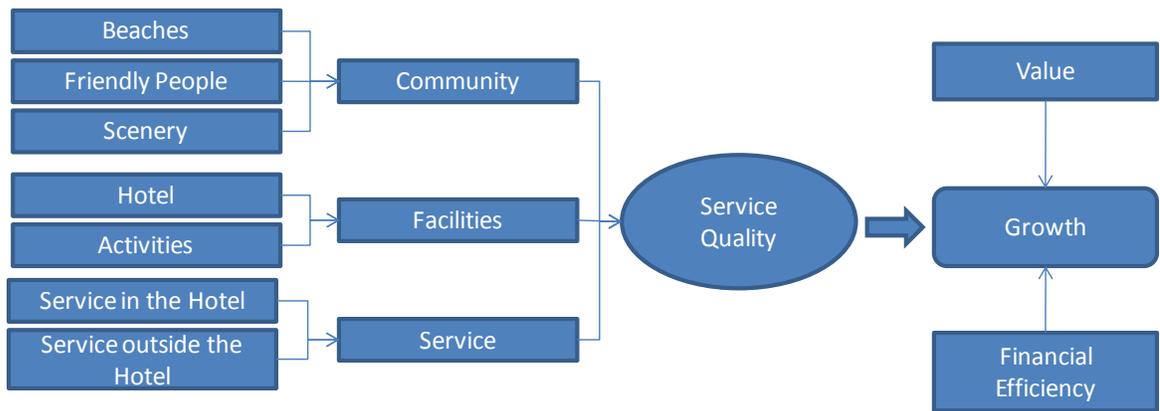


Figure 18 Model of Competitiveness

Therefore in order for an island to reach the best practice frontier in all areas of evaluation a combination of factors need to be in place including environmental, and economic factors: a friendly environment is one of the key elements as locals need to be friendly to the tourists; price is important to the extent it fairly represents the level of comfort and offerings of the hotel. In that sense, a low price does not necessarily represent value. The tourists need to see a value, that is, a relationship between price and the service, hotel's facilities and the activities provided. The semantic analysis performed showed that people on vacation tend to consider the money they paid, a kind of "investment" on their vacations. A good service is always needed, including clean facilities. According to SERVQUAL (a

service quality evaluation framework) the dimensions most important for tourist are tangibles, empathy and reliability (Buttle, 1996). For example with Anguilla, our top island, the average price was not the lowest; it was actually considerably above average, but the occupancy rate was high, and the revenues were high as well. Review comments were superb and there was a significant growth in tourist arrivals over the years in study. Reading the tourists' reviews we could see that they enjoyed the beach, the service, the accommodations and the activities. Even though it wasn't really cheap, the general perception was that the trip was worth it, and they saw a value on what they paid. In their words, the service was outstanding and the accommodations exquisite.

Our analysis of the top islands disclosed that in order to be competitive, the crucial factor is to give a good service. If the prices are high, you need to have an even better service, nice hotels and a clean island, because when tourists' pay a lot, their expectations are obviously higher. If the average room price for an island is cheaper, like in the case of Haiti, the expectations are lower, but still we observed that a reasonable level of service is required.

In Table 52 we can see Anguilla's satisfiers. In terms of community, almost all the comments analyzed were positive; when referring to people, tourist said how friendly and wonderful they were. All of them flattered the beaches, as well the scenery. In terms of facilities, there were no complains of hotel, rooms nor pools; and in activities approximate the 50% of the comments were happy with the activities in the island, maybe this is a good point of improvement. Tourist were delighted with the service and in terms of price, even though

all of them said that Anguilla was expensive, they also clarified that it was worth it, they actually saw a value in their vacations.

Table 52. Anguilla Satisfiers

Anguilla Satisfiers		
Community		
People	Beaches	Scenery
Friendly people	Beautiful Beaches	Clean
Wonderful people	Pretty beaches	Gorgeous
Nice people	Best beaches	Great island
Great people	Exceptional beach	Beautiful island
Facilities		
Hotel / Pools		Activities
Exquisite accommodations		Many activities
Pretty and clean pools		Nice shopping
Service		
Service	Price	
Luxury well class service	Expensive but worth it	
Wonderful service	A bit pricey, but I liked it	
Good Service		
Outstanding service		

An important finding from the analysis of the comments is that for islands dependent on the income generated by tourism, the local population need to be educated, so they can treat tourists with respect and make them feel welcomed and not threatened, so they can enjoy the visit and come back. This is the case for Jamaica for example, where 43% of the comments found the populations to be threatening.

We also have in Table 53 general Satisfiers and Dissatisfiers, with this we could have a big picture of what tourist consider important in every big category: community, service and facilities.

Table 53. General Satisfiers and Dissatisfiers

Community	
Satisfiers	Dissatisfiers
Friendly People	Rudeness
Nice Beaches	Vandalism
Pretty Scenery	Dirty country
Nice Culture	Drugs
Facilities	
Satisfiers	Dissatisfiers
Lots to do	Poor conditions
Exquisite accommodations	No hygiene
Pretty and clean pools	Ugly installations
Service	
Satisfiers	Dissatisfiers
Good Service	Bad Service
Nice Staff	Rude Staff
Good Food	Inconsiderate
Price/Value	

A gap analysis takes this further and helps to identify the causes of service quality shortfalls in each or all of the dimensions. Customers build an expectation of the service to be received depending on four factors (Ravichandran, 2010). These are,

- word of mouth communications obtained from friends,
- personal needs,
- past experience plays a part and,

- communications put out by the service company create their own expectations.

These individual factors are evaluated as follows:

Gap 1 results from a difference between what customers expect and what management perceives these expectations to be. This can occur, as a result of insufficient research or communication failures. A simple example will be if the tourist expects to have two towels per person in the room and the management thinks that one towel will be enough, the customer will not be satisfied and the management will not think that is doing a bad job with this. Gap 2 results from a difference between management perceptions of what customers expect and the specifications that management draws up, detailing the service quality delivery actions required. This can result from:

- inadequate management commitment and interest,
- a perception that the company cannot actually meet customer requirements,
- a failure to specify in detail what is required,
- or a failure in the way in which the company sets its goals in relation to customers.

Gap 3 results from a mismatch between the service delivery specifications required by management and the actual service that is delivered by front line staff. There are many possible causes such as inappropriate technology, staff or training, poor teamwork, and inappropriate control measures. Gap 4 results from a difference between that actual service that is delivered and messages that are put out to customers about what to expect. Clearly a

major reason for this is poor internal communication and lack of familiarity with operations. There is also the often-found propensity to “over-promise”. Clearly it is more desirable to under-promise and over deliver. A fifth gap, ‘Gap 5’ may be identified as the overall difference between the expected service and the perceived service experienced. Gap 5 results from the combination of Gaps 1 to 4. In order for the islands to improve they need to concentrate of these gaps.

5.3 Limitations of the study

Up to recent studies, very little was known regarding the nature of on-line reviews and their limitations. Regarding this tourists’ reviews information, we have a limitation for this study, because most of the people that take the time to fill out a review from a given attraction, have had a really good experience or a terrible one (Dellarocas and Narayan, 2006). Rarely will we find one in the middle. The best possible thing is to find comments and reviews made by critics, experts in the field, which will have a very objective view of things (Huang and Chen, 2006). In 2002, Duffy established that participants in most Web-based surveys do not precisely represent the demographic profile.

According to the Usability Center’s 10th World Wide Web User Survey most of the users of the surveys are white (87.2%), 66.4% are male and half of them are married; on average 37.6 years old, 88% with college education and over 59% having obtained at least one degree. Approximately 37% have used the Web for more than 5 years and access it daily from home (78.7%) or from work (68.5%). With these results we can conclude that the people in

lower socioeconomic levels are excluded from this group. This is something that researchers have to acknowledge.

Another limitation that we have is that the data is from the year 2004; some recent data was available but not completely. From this year all the data that we needed was available and straightforward to validate.

5.4 Validation

5.4.1 Regression Analysis

Several regression analyses were run in order to statistically analyze the results of both DEA and defuzzified numbers and operating environment factors. The objective of this analysis is to try to construct a statistical path to competitiveness.

The first regression had the efficiency of the value node as a dependent variable and the crisp number of all the tourists' on-line opinions as independent variables. The Efficiency is measured on a scale from 0-1, being 1 an efficient island, and below 1 non efficient. The crisp number is the number obtained after de defuzzification of the fuzzy triangular number for each category on comments, being 100 very satisfied, and 0 very unsatisfied.

Table 54. First Regression Variables

Dependent Variable	Range	Independent Variables	Range
Efficiency Value Node	0-1	Crisp number of tourist opinions concerning people	0-100
		Crisp number of tourist opinions concerning scenery	0-100
		Crisp number of tourist opinions concerning beaches	0-100
		Crisp number of tourist opinions concerning service	0-100
		Crisp number of tourist opinions concerning hotel	0-100
		Crisp number of tourist opinions concerning activities	0-100
		Crisp number of tourist opinions concerning “value”	0-100

From all the potential independent variables, the only one significant which entered the equation was the crisp number of the opinions concerning “value”. The p-value of ≈ 0 . We can conclude that the variable selected does affect the result and is very important when predicting the efficiency of the perception of value from the tourist perspective (extracted from the comments), the value of a product or a service represents the relationship between the customers’ expectations of product or service to the actual amount paid for it.

Table 55. First Regression Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.907	.904	.19225

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.701	1	8.701	235.439	.000 ^a
	Residual	.887	24	.037		
	Total	9.558	25			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Crisp Value opinions	.012	.001	.953	15.344	.000

The above results yield that for each unit percentage of tourists providing favorable opinions about value received, the coefficient of efficiency in value would increase by 0.012. The next regression had the crisp number of value of the tourists' on line comments as a dependent variable and the crisp number of all the opinions and the rate of rooms as independent variables. The idea is to investigate which of the factors evaluated by tourists are most correlated to their perception of value. The crisp number is the number obtained after defuzzification of the fuzzy triangular number for each category on comments, being 100 very satisfied, and 0 very unsatisfied. The rate of rooms is in US dollars.

Table 56. Second Regression Variables

Dependent Variable	Range	Independent Variables	Range
Crisp number of tourist opinions concerning “value”	0-100	Crisp number of tourist opinions concerning people	0-100
		Crisp number of tourist opinions concerning scenery	0-100
		Crisp number of tourist opinions concerning beaches	0-100
		Crisp number of tourist opinions concerning service	0-100
		Crisp number of tourist opinions concerning hotel	0-100
		Crisp number of tourist opinions concerning activities	0-100
		Average rate of rooms per island	US\$

From all the independent variables tested in the analysis, the only significant ones entering the equation were the crisp value of the opinions regarding scenery and the rate of the rooms. The R^2 of the model was 0.477, with a p-value of 0.001. We can conclude that the effect of scenery on the perception of value from the tourist perspective is moderate. According to the previous reviews analysis we could see that Community (scenery, beaches and people) was mentioned in 78% of them, telling us that this is really important to tourist. The price of the room is also very important on the perception of “value”, the more they pay the more they expect, this is why the coefficient of this particular variable is negative.

Table 57. Second Regression Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 ^b	.477	.430	18.90254

ANOVA^c

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7175.374	2	3587.687	10.041	.001 ^b
	Residual	7860.735	22	357.306		
	Total	15036.109	24			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	150.813	29.428		5.125	.000
	Rate of rooms	-.158	.060	-.427	-2.618	.016
	Crisp Scenery opinions	1.021	.395	.422	2.585	.017

The subsequently regression had the growth of the islands as a dependent variable and all the efficiencies from the DEA nodes (except sustainability) as independent variables. The Efficiency is measured on a scale from 0-1, being 1 an efficient island, and below 1 non efficient. The growth is measured in percentage.

Table 58. Third Regression Variables

Dependent Variable	Range	Independent Variables	Range
Growth	%	Efficiency Community Node	0-1
		Efficiency Service Node	0-1
		Efficiency Facilities Node	0-1
		Efficiency Financial Node	0-1
		Efficiency Value Node	0-1

From all the independent variables, the one which entered the equation was the efficiency score of the financial efficiency. The R^2 of the model was 0.650, with a p-value of approximately 0.000. We can conclude that the variables selected do affect the result and is very important when analyzing the sustainability of an island. Here we can confirm that the perception that the financial efficiency does affect the growth, the higher the growth higher will be the revenues.

Table 59. Third Regression Summary

Model Summary

Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.650	.636	3.44116

ANOVA^{c,d}

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	528.802	1	528.802	44.656	.000 ^a
	Residual	284.198	24	11.842		
	Total	813.000 ^b	25			

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Efficiency Financial	4.902	.734	.806	6.683	.000

The next regression had the efficiency of value as a dependent variable and all the efficiencies from the DEA nodes (except sustainability) as independent variables. The Efficiency is measured on a scale from 0-1, being 1 an efficient island, and below 1 non efficient.

Table 60. Fourth Regression Variables

Dependent Variable	Range	Independent Variables	Range
Efficiency Value Node	0-1	Efficiency Community Node	0-1
		Efficiency Service Node	0-1
		Efficiency Facilities Node	0-1
		Efficiency Financial Node	0-1

From all the independent variables, the one which entered the equation was the efficiency score of the service node. The R^2 of the model was 0.790, with a p-value of approximately 0.000. We can conclude that the variables selected do affect the result and is very important when analyzing the sustainability of an island. Here we can confirm that the perception that the service does affect the value.

Table 61. Fourth Regression Summary

Model Summary

Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate
1	.889 ^a	.790	.782	.28935

ANOVA^{c,d}

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.579	1	7.579	90.523	.000 ^a
	Residual	2.009	24	.084		
	Total	9.588 ^b	25			

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Efficiency Service	.616	.065	.889	9.514	.000

The first regression had the efficiency of the service node as a dependent variable and the crisp number of all the tourists' on-line opinions as independent variables. The Efficiency is measured on a scale from 0-1, being 1 an efficient island, and below 1 non efficient. The crisp number is the number obtained after de defuzzification of the fuzzy triangular number for each category on comments, being 100 very satisfied, and 0 very unsatisfied.

Table 62. Fifth Regression Variables

Dependent Variable	Range	Independent Variables	Range
Efficiency Service Node	0-1	Crisp number of tourist opinions concerning people	0-100
		Crisp number of tourist opinions concerning scenery	0-100
		Crisp number of tourist opinions concerning beaches	0-100
		Crisp number of tourist opinions concerning service	0-100
		Crisp number of tourist opinions concerning hotel	0-100
		Crisp number of tourist opinions concerning activities	0-100
		Crisp number of tourist opinions concerning “value”	0-100

From all the potential independent variables, the only ones significant which entered the equation were the crisp number of the opinions concerning “value” and service. The p-value of ≈ 0 and the $R^2=0.994$. We can conclude that the variable selected does affect the result and is very important when predicting the efficiency of the perception of service from the tourist perspective.

Table 63. Fifth Regression Summary

Model Summary

Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate
1	.992 ^a	.985	.984	.11283
2	.997 ^c	.994	.994	.07181

ANOVA^{d,e}

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.696	1	19.696	1547.185	.000 ^a
	Residual	.306	24	.013		
	Total	20.002 ^b	25			
2	Regression	19.883	2	9.942	1928.137	.000 ^c
	Residual	.119	23	.005		
	Total	20.002 ^b	25			

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Crisp Service opinions	.012	.000	.992	39.334	.000
2	Crisp Service opinions	.010	.000	.841	28.243	.000
	Crisp Value opinions	.003	.001	.179	6.021	.000

In conclusion we obtained a causal model that interrelates the factors in a path towards value represented by Figure 19. Figure 19 shows the R-square between the variables obtained from the regression analyses explained above:

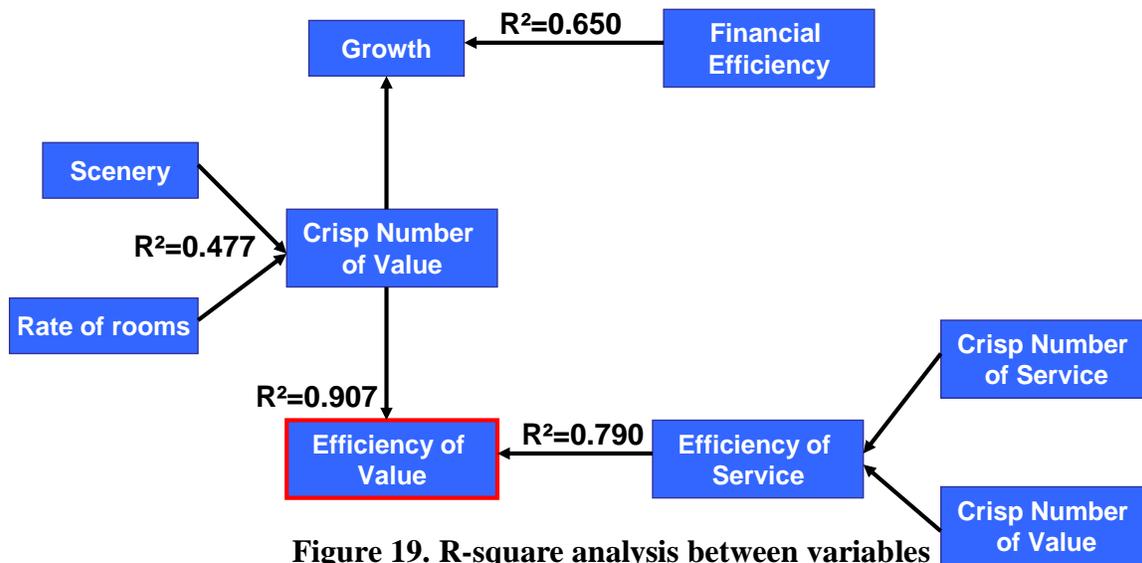


Figure 19. R-square analysis between variables

The opinions regarding the perception of value affect directly the efficiency of the value node; and at the same time this is also influenced by the efficiency of the service node. In order to have good value efficiency, we need to have good service. The opinions regarding service and value represent the perceptions of tourists on how well they rated the attention and how their expectations given the price paid as compared to what they obtained (the gap) have an effect on the service efficiency. The opinions of value are influenced a lot by the rate of the rooms and the scenery of the islands; thus we can see that the community surrounding touristic facilities is a really important element in tourist competitiveness. In turn, rate of business growth (in number of tourist arrivals) is influenced by both, financial efficiency and value perceptions. That is, not only wise investments that pay off in terms of revenue are important but it is essential that tourists perceive those investments as good value for their money. Matching their expectations is essential.

Naturally, service efficiency is correlated to the perceptions regarding service and value. Among the comments stating a relationship to the concept of “value” there were comments in both directions, positive and negative, some of them admiring the service and the nice staff and some concerned about rude treatment to guests.. In the value comments we could notice that some of them said that they got exactly what they paid for, in expressions like "expensive but worth it”, some others declared that even though the service was not bad, they paid too much for what they received. So the service does affect value efficiency, if you pay a lot you expect a lot, therefore, features essential to assure value efficiency in high price locations seem to be those related to: excellent service, great rooms and overall facilities, friendly people and beautiful scenery, in conclusion a remarkable value. Obviously the value efficiency is influenced by the comments of value and this, at the same time by the price of the rooms and the scenery. It makes a lot of sense that room price is there, because tourists expect something for what they paid, the more they pay the more they expect. The appearance of the factor scenery is just another way of confirming that the community plays a role on the perception of value of the customer, not only customer service and facilities as one could expect. How the island looks, whether its streets are pretty and clean, help narrowing or widening this gap between expectations and perceptions. Lastly, growth, is correlated with both value and financial efficiency; if people perceive their vacation investment as a value, their word of mouth will presumably promote growth (for the same reasons we mentioned earlier it might cause or influence a repeated customer). The next section describes cluster

analysis performed to group the types of islands according to their characteristics and performance.

5.4.2 Cluster Analysis

A k-means clustering analysis was performed. K means is a method of cluster analysis which aims to partition n observations into k clusters in which each observation belongs to the cluster with the nearest mean (McQueen, 1967). To perform the clustering of the islands this analysis considers the efficiency scores of the DEA nodes, all the crisp numbers of all the comments and the number of rooms available in the island. It is expected that the clusters will group islands based on their performance but also on their volume of operations.

Table 64. Cluster Analysis Variables

Variables	Range
Efficiency Community Node	0-1
Efficiency Service Node	0-1
Efficiency Facilities Node	0-1
Efficiency Financial Node	0-1
Efficiency Value Node	0-1
Efficiency Sustainability Node	0-1
Crisp number of tourist opinions concerning people	0-100
Crisp number of tourist opinions concerning scenery	0-100
Crisp number of tourist opinions concerning beaches	0-100
Crisp number of tourist opinions concerning service	0-100
Crisp number of tourist opinions concerning hotel	0-100
Crisp number of tourist opinions concerning activities	0-100
Crisp number of tourist opinions concerning “value”	0-100
Number of rooms	No.

In Table 65 we have the information of each cluster and in Table 66 we show the distance between the centroid of the clusters:

Table 65. Information for each cluster

	Number of obs.	Sum of squares	Average Dist. from centroid	Max Dist. from centroid
Cluster1	4	46.635	3.406	3.808
Cluster2	8	53.331	2.54	3.325
Cluster3	10	95.548	2.945	4.36
Cluster4	3	23.036	2.754	3.159

Table 66. Distance between the centroids of the clusters

	Cluster1	Cluster2	Cluster3	Cluster4
Cluster1	0	3.6024	3.0526	4.9888
Cluster2	3.6024	0	3.0821	4.0607
Cluster3	3.0526	3.0821	0	4.8093
Cluster4	4.9888	4.0607	4.8093	0

Now, we have the list of each cluster:

Table 67. List of Clusters

Islands / Nodes	Clusters
Anguilla	1
Cuba	1
Dominican Republic	1
St. Kitts, Nevis	1
Antigua & Barbuda	2
Barbados	2
Belize	2
Guadeloupe/St. Barths/ St. Martin	2
Jamaica	2
Martinique	2
St. Lucia	2
Turks & Caicos	2
Aruba	3
Bermuda	3
Bonaire	3
Curacao	3
Dominica	3
Haiti	3
Puerto Rico	3
St. Maarten	3
Trinidad & Tobago	3
US Virgin Islands	3
The Bahamas	4
British Virgin Islands	4
St. Vincent & Grenadines	4

Clusters differentiated among themselves by different variables. For example, clusters 3 and 4 are the least and most expensive room rates respectively. Cluster #4 being the most expensive one, with a high occupancy rate and an excellent service efficiency, we can confirm this with islands like Bahamas and British Virgin Islands. Cluster #3 is the cheapest in

average, with the lowest occupancy rate in average, and a service efficiency really close to 1 but not yet totally efficient, we can confirm this with islands like Puerto Rico, Aruba and Curacao. Cluster #1 has middle range rates, with an excellent occupancy rate, but a rather low service efficiency, we can confirm this with islands like Dominican Republic and Cuba. Cluster #2 has a medium occupancy rate, a bit pricy and a good service efficiency, we can confirm this with islands like Martinique and St. Lucia.

Of the 14 variables analyzed for the cluster analysis, cluster #4 showed to be superior on 8 of them; opinions on people, value, efficiency of value, facilities, service, community and financial. In the other categories is not doing so bad, but it could improve, like in the opinions regarding the hotel. In other words, cluster #4 is composed of big and expensive hotels, which give a really good service and have a high occupancy rate. The value is really high in comparison of the other clusters, this is very important. It's good to great in everything, but the comments regarding facilities could improve.

Table 68. Analysis of Cluster

	Occupancy Rate
Cluster	Range
1	65-75
2	40-70
3	20-70
4	50-85
	Rate per room
Cluster	Range
1	80-200
2	150-300
3	50-200
4	200-350
	Service Efficiency
Cluster	Range
1	0.4-0.6
2	0.7-0.9
3	0.9-1.00
4	0.98-1.00

5.4.3 Frommer's Validation

For the validation of the results we went to Frommer's, which is a travel guidebook series and one of the bestselling travel guides in America and since May 2007, Arthur Frommer (founder) has been actively blogging about travel on the Frommers.com website. The reviews written on this website are made by people who visit the tourist destination and give their objective perspective about it. According to the amount of visits and their analysis, they made a list of the Top Destinations in the Caribbean (not in any particular ranking), shown in Table 69:

Table 69. Frommer's Caribbean Top Destinations

Islands	
Anguilla	Jamaica
Aruba	Puerto Rico
Bahamas	St. Barthelemy
Cuba	Trinidad y Tobago
Dominican Republic	Virgin Islands

As we can see Anguilla, the island that resulted efficient in every node is in Frommer's top destinations. And the islands that resulted efficient in 5 of the 6 nodes, two (Cuba, Dominican Republic) of our four resulted islands (all of the above and Dominica) made the Frommer's Caribbean Top Destination list. Since this list was made based on the amount of visits, the comments of the tourist and the objective point of view of reviewers, we can conclude that our results can be validated. Dominica was efficient in our research, because considering the development conditions of the islands and the amount of tourist that it receives, it does pretty well financially and the comments are good.

5.5 Recommendations for Puerto Rico Tourism Board

While we were developing this research study we could observe that Puerto Rico is an island with high revenues and occupancy rate, but we could also see that the overall reviews of the customers were based mostly on the price, and how they didn't see as much value, because they were not receiving what they paid for, their high expectations were not fulfilled, approximately only 30% of the tourist perceived a value on their vacations. More research can be done in this area conducting surveys to tourists arriving to Puerto Rico. The objective

would be to have a deep understanding of their expectations as a tourist considering different cultural groups.

Tourism in Puerto Rico is focused on tourists with high purchasing power (Ruiz, 2002). There have been focused strategies to attract American tourists and not so much European, Canadian, Asian or Latin American targeted populations. To grow, research has shown that there are two mechanisms, repeated customers and new customers. In both cases, word-of-mouth is a crucial factor for which pleasing arriving tourists will assure growth while exploring different target populations in other Continents will increase the growth in new customers but over time could backfire due to relationship between prices and value perception. Those new target populations perhaps could feed the new customers stock over time if the island could offer an affordable vacation. The implementation of all inclusive resorts it's ideal, because even though they might be a little bit more expensive, it's a onetime payment, allowing customers to forget about other expenses once they get to the resort.

In the financial node Puerto Rico came out efficient, the rate per room is \$177.00 it's below average (being the average \$188.16) and the Occupancy rate of 61.4% and the revenues of \$1436.60 are both above average (being the average occupancy rate 59% and the average revenues \$754.59) with this we can see that since we want to maximize output, in this particular node the island was efficient. In the Community and Facilities node, Puerto Rico was also efficient. All comments for community and facilities were fair to good reviews, and since the average price is average, the island came out as efficient (average price versus average reviews). In the Service node, basically the same concept of the community and

facilities node was applied, but in this case the island was not efficient, but it was really close to the frontier (0.91) however it had fair to good reviews on these categories, not excellent. In the value node it was far from efficient, being the total efficiency of 0.35. The reviews on value were bad to fair, and most of the tourist that made a review stayed in above average price hotels and did not see a value on what they paid for. Because even though the average is 177, the price range of hotels varies a lot, we can find hotels at \$60.00 per night to \$400.00 per night. In the cheap hotels the perception of value is lower, so the tourist is satisfied, but when paying a lot the perception of value is really high.

In Table 70 we can see Puerto Rico's dissatisfiers. In terms of community, approximately 90% of the comments analyzed were positive; when referring to people, tourist said how friendly they are, but about 12% of them were referring about people asking for money on the street and how this bothered the tourist. 97% of the comments made flattering comments about the beaches; therefore this aspect seemed not to be problematic as it is the case with the general scenery. However, around 29% of the tourists complained about the conditions of the roads and the signs. In terms of facilities, there were barely noany complains of hotel common areas, rooms or pools with 97% of good comments; and in activities some of them complained about the nightlife, about 33%; but I believe this is just that they were misguided or stayed in a residential area, because in Old San Juan the nightlife is very active, as well as in several part of the San Juan Metropolitan Area. So for this, a little information will do. Tourists were delighted with every service except the service provided by the public transportation and the taxis, but unfortunately this is something which the Department of

Tourism has no control over, it's just a service culture that has to be implemented around the island, around all islands. In terms of price, 68% of the tourists complained about the price, and I'm not referring just to the price of the hotel, which is not that expensive, but the price of the taxis, the meals, the activities, it's expensive in general, and tourist don't really see a value. They argued that they could get more for less on another island.

Table 70. Puerto Rico Dissatisfiers

Puerto Rico Dissatisfiers		
Community		
People (12%)	Beaches (3%)	Scenery (29%)
A lot of people begging for money	Dirty Beaches	Badly marked roads
Facilities		
Hotel / Pools (5%)		Activities (33%)
Dirty rooms		Little nightlife
Service		
Service (13%)		Price (68%)
Taxis were really bad		Trip can get expensive
Crazy drivers		Food was real pricey
Scary driving		Expensive
You don't even get what you pay for		

5.6 Recommendations for Future Research

The current research can be extended and further the state of the art with respect to one or more of its components, namely, performance measurement theory, service quality, and innovative approaches in DEA.

With respect to the number of islands, a more extensive research can be done, including the islands in the Caribbean for which reliable data was not found, and even the Central American countries.

A fuzzy mathematical formulation was analyzed in this research, but instead of having the fuzzy number being introduced into the regular DEA formulation, and then a defuzzification, a Fuzzy DEA could be used. This fuzzy-DEA approach (Lertworasirikul, 2003; Wu et al., 2006; Guo et Tanaka, 2001) could be then compared to the results we obtained through this other method. .

Another approach is the use of Network DEA which allows a representation of a parallel production serial connection of consumption processes in a unified framework and hence can be used to simultaneously estimate the production efficiency, service effectiveness and operational effectiveness of multimode transit firms.

The operational and service quality data analyzed for this study over time could also be used to create a dynamic simulation model that could be used as a decision support system for Caribbean islands that includes the relationship between price, capacity, and service quality to growth.

Something really important that might be good to analyze are each one of the 5 gaps of service quality per island, in order to make specific recommendations on that regard.

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Appendix A. Triangular Fuzzy number per island

Anguilla			
	Low	Medium	High
Friendliness	72.93652	91.44446	98.44444
Beaches	69.55026667	88.43916667	97.4074
Scenery	61.49912222	80.54674444	91.49028889
Service / staff	69.55026667	88.43916667	97.4074
Price	6.1552	12.80426667	32.47795556
Hotel / Pools	65.31745	84.68255	96.1111
Activities / Shopping	39.00795	49.76195	66.36905
Antigua and Barbuda			
	Low	Medium	High
Friendliness	45.37417143	59.07031429	70.05668571
Beaches	61.85423636	81.60895455	95.05049091
Scenery	72.27074444	89.50178333	95.22486667
Service / staff	54.62965238	72.43764762	82.85713333
Price	0.69445	5.19845	24.940475
Hotel / Pools	40.48411	58.86508	76.86506
Activities / Shopping	44.00793333	59.127	73.42591667

Aruba			
	Low	Medium	High
Friendliness	61.16401667	80.66138333	92.36771667
Beaches	67.13151429	86.29252857	96.66665714
Scenery	70.75964286	89.51248571	97.77777143
Service / staff	65.31745	84.68255	96.1111
Price	9.7024	25.6746	48.998
Hotel / Pools	71.666675	90.317475	98.05555
Activities / Shopping	49.0873	68.82275	83.49205
Bahamas			
	Low	Medium	High
Friendliness	67.13151429	86.29252857	96.66665714
Beaches	65.31745	84.68255	96.1111
Scenery	69.55026667	88.43916667	97.4074
Service / staff	26.77246667	41.69313333	61.26983333
Price	8.3135	19.742075	40.039675
Hotel / Pools	65.31745	84.68255	96.1111
Activities / Shopping	46.03174286	66.03174286	81.5306
Barbados			
	Low	Medium	High
Friendliness	58.91333077	76.09280769	85.19535385
Beaches	67.85714	86.93652	96.88888
Scenery	63.29598235	82.49300588	93.66478824
Service / staff	50.48339091	68.69409091	83.80950909
Price	22.509925	42.3710625	79.781725
Hotel / Pools	47.202375	66.9246	82.7976
Activities / Shopping	37.9166875	54.8015875	69.2857

Belize			
	Low	Medium	High
Friendliness	65.31745	84.68255	96.1111
Beaches	62.1428375	81.8650875	95.138875
Scenery	57.79364	77.60318	90.84126
Service / staff	65.31745	84.68255	96.1111
Price	9.00795	22.559525	43.15475
Hotel / Pools	57.79364	77.60318	90.84126
Activities / Shopping	42.07482857	59.33107143	74.68252857
Bermuda			
	Low	Medium	High
Friendliness	67.85714	86.93652	96.88888
Beaches	72.93652	91.44446	98.44444
Scenery	63.50338571	83.07257143	95.55554286
Service / staff	67.13151429	86.29252857	96.66665714
Price	9.00795	24.345275	59.5238
Hotel / Pools	61.08463333	80.92593333	94.8148
Activities / Shopping	69.55026667	88.43916667	97.4074
Bonaire			
	Low	Medium	High
Friendliness	71.666675	90.317475	98.05555
Beaches	29.70903333	48.59786667	64.49733333
Scenery	65.31745	84.68255	96.1111
Service / staff	44.31213333	65.37036667	84.73543333
Price	78.0159	95.9524	100
Hotel / Pools	40.1587	61.3492	80.99205
Activities / Shopping	38.31746	56.26984	73.09522

British Virgin Islands			
	Low	Medium	High
Friendliness	52.25396	68.22224	81.25396
Beaches	53.5516	72.559525	84.74205
Scenery	67.13151429	86.29252857	96.66665714
Service / staff	33.79364	54.01586	74.03172
Price	0	2.381	21.8254
Hotel / Pools	58.968225	79.047625	94.16665
Activities / Shopping	43.9524	63.03174	77.14284
Cuba			
	Low	Medium	High
Friendliness	65.39683333	84.418	93.66401667
Beaches	38.91157143	55.85034286	71.39454286
Scenery	40.23808333	57.24868333	74.20633333
Service / staff	33.4286	48.8254	63.06348
Price	61.08463333	80.92593333	94.8148
Hotel / Pools	34.047625	49.166675	65.1984
Activities / Shopping	33.79364	54.01586	74.03172
Curacao			
	Low	Medium	High
Friendliness	71.666675	90.317475	98.05555
Beaches	53.5516	72.559525	84.74205
Scenery	44.4709	61.0053	75.50263333
Service / staff	69.55026667	88.43916667	97.4074
Price	52.0106	64.76193333	73.9418
Hotel / Pools	69.55026667	88.43916667	97.4074
Activities / Shopping	41.78575	60.4365	73.373

Dominica			
	Low	Medium	High
Friendliness	62.87302	82.11112	92.39682
Beaches	44.31213333	65.37036667	84.73543333
Scenery	69.55026667	88.43916667	97.4074
Service / staff	52.85715	72.61905	84.88095
Price	28.62433333	49.20633333	69.5767
Hotel / Pools	52.619	73.4127	92.2222
Activities / Shopping	65.31745	84.68255	96.1111
Dominican Republic			
	Low	Medium	High
Friendliness	57.47355	76.60053333	88.53173333
Beaches	78.0159	95.9524	100
Scenery	59.434525	78.6210375	90.426575
Service / staff	53.5516	72.559525	84.74205
Price	61.2434	80.39683333	89.92063333
Hotel / Pools	41.3933	57.07232222	71.62256667
Activities / Shopping	40.31746667	56.98413333	71.75925
Guadeloupe			
	Low	Medium	High
Friendliness	52.0106	64.76193333	73.9418
Beaches	65.31745	84.68255	96.1111
Scenery	58.44446	77.2381	87.79364
Service / staff	28.62433333	49.20633333	69.5767
Price	53.86246667	72.27513333	82.24866667
Hotel / Pools	41.16401667	61.00528333	78.35976667
Activities / Shopping	65.31745	84.68255	96.1111

Haiti			
	Low	Medium	High
Friendliness	29.0873	49.16665	69.4841
Beaches	53.86246667	72.27513333	82.24866667
Scenery	35.436525	54.801575	71.42855
Service / staff	65.31745	84.68255	96.1111
Price	53.86246667	72.27513333	82.24866667
Hotel / Pools	52.619	73.4127	92.2222
Activities / Shopping	45.39683333	64.7619	79.65606667
Jamaica			
	Low	Medium	High
Friendliness	39.62301667	53.20769167	67.55951667
Beaches	62.77776	82.42858	95.33332
Scenery	46.99206	61.11907	74.21428
Service / staff	47.13401111	67.87477778	85.59963333
Price	35.15871667	49.47091667	66.30951667
Hotel / Pools	41.16401667	61.00528333	78.35976667
Activities / Shopping	42.86848571	62.55101429	78.24261429
Martinique			
	Low	Medium	High
Friendliness	53.5516	72.559525	84.74205
Beaches	72.93652	91.44446	98.44444
Scenery	71.666675	90.317475	98.05555
Service / staff	65.31745	84.68255	96.1111
Price	11.08466667	25.5291	46.1111
Hotel / Pools	44.31213333	65.37036667	84.73543333
Activities / Shopping	57.47355	76.60053333	88.53173333

Puerto Rico			
	Low	Medium	High
Friendliness	72.93652	91.44446	98.44444
Beaches	67.13151429	86.29252857	96.66665714
Scenery	71.666675	90.317475	98.05555
Service / staff	61.70636667	80.35715	89.82803333
Price	19.7916625	28.819475	46.3888875
Hotel / Pools	71.666675	90.317475	98.05555
Activities / Shopping	53.32011667	72.57936667	84.78835
St Kitts and Nevis			
	Low	Medium	High
Friendliness	71.666675	90.317475	98.05555
Beaches	64.0363	82.58504286	91.28117143
Scenery	67.85714	86.93652	96.88888
Service / staff	67.85714	86.93652	96.88888
Price	12.19048	25.6508	45.98412
Hotel / Pools	53.5516	72.559525	84.74205
Activities / Shopping	33.70372222	48.97707778	64.01233333
St. Lucia			
	Low	Medium	High
Friendliness	62.87302	82.11112	92.39682
Beaches	78.0159	95.9524	100
Scenery	53.288	72.47165714	83.75282857
Service / staff	57.8889	77.28572	87.90476
Price	5.544228571	15.8617	38.91155714
Hotel / Pools	56.84808571	75.91837143	86.96144286
Activities / Shopping	41.2434	60.74073333	75.91268333

St Marteen			
	Low	Medium	High
Friendliness	59.900825	78.19445	86.6865
Beaches	60.01134286	79.3991	90.24942857
Scenery	62.87302	82.11112	92.39682
Service / staff	65.31745	84.68255	96.1111
Price	17.01814286	33.0499	58.93422857
Hotel / Pools	61.16401667	80.66138333	92.36771667
Activities / Shopping	65.31745	84.68255	96.1111
St Vincent			
	Low	Medium	High
Friendliness	78.0159	95.9524	100
Beaches	29.0873	49.16665	69.4841
Scenery	78.0159	95.9524	100
Service / staff	16.627	37.10315	58.25395
Price	2.7778	13.6508	34.2857
Hotel / Pools	52.77776667	72.8836	87.32803333
Activities / Shopping	13.8492	25.83335	45.79365
Trinidad and Tobago			
	Low	Medium	High
Friendliness	59.900825	78.19445	86.6865
Beaches	43.54496667	57.2487	71.3492
Scenery	56.627	72.57938333	81.93121667
Service / staff	65.31745	84.68255	96.1111
Price	57.50565714	83.56008571	81.41092222
Hotel / Pools	65.31745	84.68255	96.1111
Activities / Shopping	40.1587	61.3492	80.99205

Turks and Caicos			
	Low	Medium	High
Friendliness	44.39151667	65.10581667	82.28835
Beaches	78.0159	95.9524	100
Scenery	65.31745	84.68255	96.1111
Service / staff	52.1627	66.924625	78.5119
Price	6.468266667	17.71165	38.12168333
Hotel / Pools	58.511925	72.55955	80.45635
Activities / Shopping	49.6825375	66.9246125	80.65475
US Virgin Islands			
	Low	Medium	High
Friendliness	78.0159	95.9524	100
Beaches	49.03178	67.53968	78.6984
Scenery	65.31745	84.68255	96.1111
Service / staff	57.79364	77.60318	90.84126
Price	33.00595	46.3789875	62.152775
Hotel / Pools	69.55026667	88.43916667	97.4074
Activities / Shopping	59.0873	78.6508	90.496025

Appendix B. Arrival rate growth

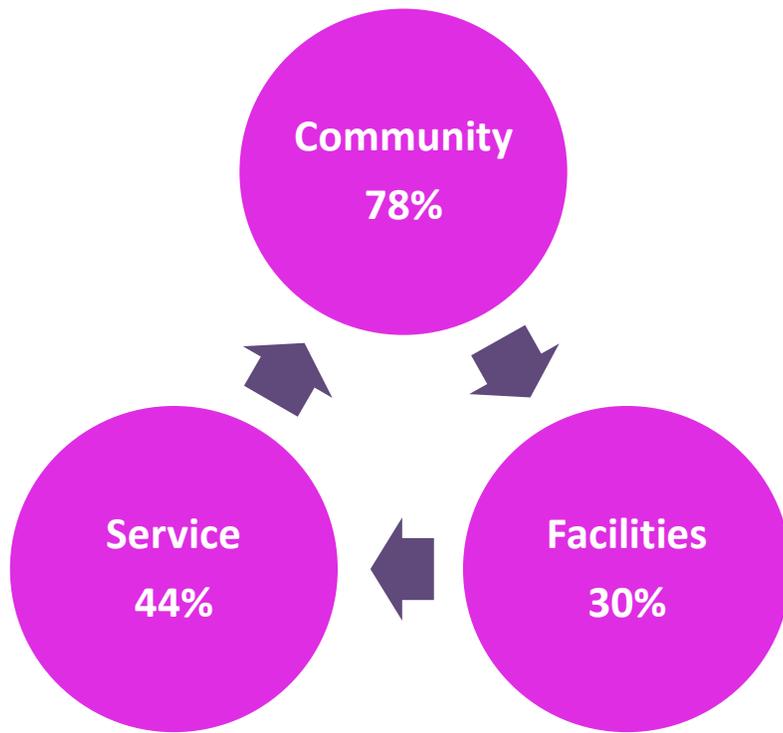
Islands	2003	2004	2005	Rate of Growth Tourist arrivals
Anguilla	46,915	53,987	62,084	9%
Antigua and Barbuda	182,423	245,797	245,384	9%
Aruba	641,906	728,157	732,514	4%
The Bahamas	1,428,599	1,450,043	1,514,532	2%
Barbados	531,211	551,502	547,534	1%
Belize	220,574	230,831	236,573	2%
Bermuda	256,563	271,607	269,576	2%
Bonaire	64,176	63,156	62,550	-1%
British Virgin Islands	184,777	304,518	337,135	18%
Cuba	1,894,746	2,048,572	2,319,334	7%
Curacao	221,390	223,439	222,070	0%
Dominica	72,948	80,087	79,257	3%
Dominican Republic	3,268,182	3,443,205	3,690,692	4%
Guadeloupe/St. Barths/ St. Martin	598,452	623,134	675,000	4%
Haiti	96439	108,868	112,267	5%
Jamaica	1,350,284	1,414,786	1,478,663	3%
Martinique	445,424	470,891	484,127	3%
Puerto Rico	1,324,968	1,411,910	1,465,292	3%
St. Kitts, Nevis	68,960	91,769	106,408	14%
St. Lucia	276,948	298,431	317,939	5%
St. Maarten	427,587	475,031	467,861	3%
St. Vincent and Grenadines	78,535	86,727	95,505	7%
Trinidad and Tobago	334,811	442,555	460,195	10%
Turks and Caicos	163,584	173,027	176130	2%
US Virgin Islands	618,703	658,638	697,033	4%

Appendix C. Total Comments per island and total comments per category

Islands	Total	Service	Facilities	Community
Anguilla	75	44	6	62
Antigua and Barbuda	94	59	12	74
Aruba	273	158	125	213
The Bahamas	174	86	71	143
Barbados	79	39	25	70
Belize	134	38	24	111
Bermuda	139	53	48	120
Bonaire	90	24	33	51
British Virgin Islands	81	18	24	60
Cuba	85	42	33	72
Curacao	85	48	36	78
Dominica	75	30	24	64
Dominican Republic	162	87	61	132
Guadeloupe	78	18	9	62
Haiti	76	26	26	39
Jamaica	190	91	63	129
Martinique	75	35	28	64
Puerto Rico	167	73	66	148
St. Kitts, Nevis	74	23	28	68
St. Lucia	167	72	54	147
St. Maarten	108	49	24	76
St. Vincent and Grenadines	106	51	15	60
Trinidad and Tobago	77	56	7	49
Turks and Caicos	75	20	27	55
US Virgin Islands	460	150	198	402

Appendix D. Percentage of comments per category

Islands	% Service	% Facilities	% Community
Anguilla	59%	8%	83%
Antigua and Barbuda	63%	13%	79%
Aruba	58%	46%	78%
The Bahamas	49%	41%	82%
Barbados	49%	32%	89%
Belize	28%	18%	83%
Bermuda	38%	35%	86%
Bonaire	27%	37%	57%
British Virgin Islands	22%	30%	74%
Cuba	49%	39%	85%
Curacao	56%	42%	92%
Dominica	40%	32%	85%
Dominican Republic	54%	38%	81%
Guadeloupe	23%	12%	79%
Haiti	34%	34%	51%
Jamaica	48%	33%	68%
Martinique	47%	37%	85%
Puerto Rico	44%	40%	89%
St. Kitts, Nevis	31%	38%	92%
St. Lucia	43%	32%	88%
St. Maarten	45%	22%	70%
St. Vincent and Grenadines	48%	14%	57%
Trinidad and Tobago	73%	9%	64%
Turks and Caicos	27%	36%	73%
US Virgin Islands	33%	43%	87%



Appendix E. Map of the Caribbean



Appendix F. Comments per islands

Anguilla

1	Beautiful beaches and reefs, extremely relaxing and private
2	Luxury and world class service on an island that hasn't been corrupted - yet.
3	Friendly people, beautiful weather and beaches
4	Superior luxury, quality, and privacy in an idealic Caribbean setting.
5	exquisite accommodations; outstanding service; exceptional beach; many activities, including an outstanding tennis facility
6	Too many to list
7	Gorgeous, Clean, Friendly people
8	Beaches and Service
9	Wonderful people, weather, beaches.
10	best beaches
11	beautiful beaches, nice people, good food
12	gorgeous, wonderful service, close to St Martin andamp; St Barts
13	Great Island andamp; People
14	Beaches unmatched in length, breath, texture and powdery-white quality by its neighbouring islands.
15	Meals can be expensive, no public transportation, no shopping, not much nightlife
16	Well, if there is one, it is the cost.
17	Some of the businesses on the island (resorts, etc...) take advantage of visitors.
18	Price.....but it's well worth it!
19	expensive
20	Lack of nightlife for some and no golf.
21	cost
22	No direct flights
23	nothing bad
24	the island interior could use a little cleaning up
25	rather pricey
26	expensive
27	Fountain Beach Fraud
28	Water has alot of jellyfish. It also sometimes gets very hot.
29	Anguilla is extremely relaxing and beautiful, however it can be expensive to eat out and take taxis around. Despite this, I would highly recommend this island for a relaxation vacation.

30	If you long to splurge on a luxurious Caribbean vacation, Temenos should be your destination.
31	The island and it's people are great. The CuisinArt Resort is expensive and nice, but very petty. They charge you for EVERYTHING. After spending \$3500, they billed me \$2.
32	Anguilla is a wonderful place if you want to spend simple, quiet days at the beach or pool in a beautiful, if very expensive place.
33	Anguilla and Cap Juluca have the best beaches in the world and the service at Cap Juluca is truly luxurious.
34	The best beach spot in the Eastern Caribbean.
35	Delicious! delicious! Delicious!
36	unique rain forest
37	The landscape, the beaches, the people..
38	It is a vacation. You get free breakfast and free wine with free dinner.
39	Excellent descriptions; open air pools.
40	Relatively non-touristy, great food!, distinctive atmosphere
41	Great diversity in action...Warm Caribbean human feelings..
42	exciting, unique, an adventure!
43	diving,value,out of hurricane belt,weather,food,drinks,people,warm water
44	It's beautiful and very unlike your typical Caribbean Vacation
45	Family friendly, inexpensive, learning experience for kids
46	Vistas of mountains and bays stretching to the sea
47	post card view of bays and mountains
48	Greenery, landscape...Sandy beaches Warm Waters, Turtles, Hummingbirds etc...
49	Views, location, value
50	Sometimes Reviews Are Needed To Clarify
51	warm sun, friendly people, surrounded by history come alive!
52	this hotel is the bomb
53	Perfect tropical getaway - not crowded or touristy. Excellent snorkeling. Laid back atmosphere. Beautiful beaches.
54	The receptionist and restaurant staff were exceptionally nice.
55	wind surfing, great tropical rain forest
56	Weather, Water, Beaches, Restaurants, People, Accommodations
57	Scuba, Weather, Beaches, Alcohol
58	snorkeling
59	People and activities.....you have the freedom to do as you please
60	Beautiful, tropically landscaped resort, large rooms andamp; huge pool
61	Natural Beauty, Unbelievable Beaches and Underwater Activities
62	Rainforest and blue waters

63	Quiet family atmosphere
64	Some of the most beautiful water, coral, and fish I've ever seen
65	Unspoiled, uncrowded, beaches. The very best snorkeling!!!
66	Beautiful beaches, water and foliage
67	Unimaginably beautiful water, sweeping vistas, friendly people
68	Rainforest everywhere, secluded bays, best view of my life
69	Unspoiled beauty
70	Beautiful water and beaches.
71	privacy
72	beautiful beaches
73	nice hotel
74	Friendly people, beautiful weather and beaches
75	loved loved loved the beach it was awesome And the party non stop in the hotel

Antigua

1	365 beaches to choose from!
2	beautiful, friendly people, great food, fun place
3	No children, fantastic location, good beach, clear water, friendly staff and plenty to do.
4	Breathtaking views; Great food and friendly local residents; beautiful sites
5	Friendly staff, Lots of boats, huge pool
6	It's in Antingua, food, food service, bar service
7	English Harbour, beaches, Shirley Heights, exploring
8	Know what to expect and you'll have a great time
9	The resort was NICE!
10	Great view, great food, great music
11	Food
12	Very pleasing to the eye: ocean, beach, hotel
13	location, relaxation, ease
14	Friendly, Gorgeous, Lots of Beaches
15	beautiful beaches andamp; grounds, wonderful staff
16	Nothing
17	it's located in Antigua, convenient (prepay for everything, no tipping allowed), plenty of sun, poolbar!
18	Absolutely beautiful, no money needed and everyone is so nice
19	Still a good spot
20	beautiful landscaping, breathtaking beach

21	Beautiful Island, friendly people
22	nothing bad
23	Beautiful Landscape
24	GREAT location, nice beaches, really secluded and private
25	Rum punch!!! Friendly people and service. Great food. Great weather despite the reports
26	Beauty, sports, relaxing and so much more!
27	all around quality
28	The beaches and the sights
29	The Friendly Staff, Food, and entire ambiance of Club Antigua
30	Everyone we came into contact with spoke English.
31	nothing bad
32	great weather, clean and comfortable resort
33	Great Scenery Great Beach Lots Of Kodak Moments. Can Cantor or Gallop horses.
34	Great diving - sharks, eels, rays, fish, fish, fish, spider crabs, . . .
35	The azure-colored water, the local people, Antiguan rum.
36	The view
37	Friendly staff, lots of boats, good food and nice rooms
38	Everything
39	The friendly staff, beautiful surroundings and idyllic climate.
40	When I think of one, I'll let you know.
41	price, a bit run down in parts
42	Very much a resort for honeymooners !
43	Souvenir vendors
44	Brownish hot water, Some rooms blocked from breeze.
45	poor rooms, unenforced kids policy in bar, availability of amenities
46	expensive, St. John, packaged tourists
47	May not be for princesses
48	Lost Luggage!
49	It gets a little crowded
50	Condition of Room, Service
51	I think they took out the cannons that used to be there
52	wine andamp; beer quality, misleading advertising
53	Deep Sea Fishing on the Overdraft
54	lack of entertainment
55	Did not make good on Hurricane Guarantee; Poor Customer Service during and post-trip
56	post-hurricane conditions were bad for diving
57	That time went so fast and before you know it it time to go home

58	Becoming more touristy
59	a few minor problems with the staff
60	Nosy Antiguan, scary watersports
61	Poor Service and Disgusting Accommodations
62	Expensive, People are not very friendly and only want to sell you things.
63	service needs major improvements
64	stay was too short
65	If you only love American food...you won't get much here!
66	\$\$
67	Have to watch the hurricane season very carefully!
68	Local Merchants selling stuff...some great values though
69	nothing bad noticed during our brief visit.
70	Everything
71	very expensive taxi fares, most entertainment stops at 1am
72	\$32 Taxi Ride From Ship Port and is \$100 ride for two hours.
73	The poverty of the native Antiguan, red ants, expensive food.
74	British tourists and airport.
75	The music, the drinks, the crowd, the food, the trip up and back
76	not enough time!
77	Nothing
78	Eventually you have to go home.
79	I would go back any time, any day. I have an incredibly wonderful time here, and I believe it would be very difficult not to.
80	One of the best islands in Caribbean. Friendly people, lower crime rate than other islands, less rain than other islands too.
81	If you are looking for a Caribbean getaway to relax, Antigua and Barbuda is the right place for you. You will be in awe in front of its beaches.
82	Excellent Caribbean vacation at a great value. Plenty of activity for the most active. Plenty of relaxation for the not so active. Friendly staff and locals. Great food. Great sailing.
83	No kids allowed, was nice. The entertainment seemed more for an older crowd. IF looking for a little nightlife, go over a weekend when the nightclub at the resort open.
84	We are definitely making this our second honeymoon trip.
85	I would return to Antigua and Sandals in a heartbeat. The locals are very friendly and the beaches are breathtaking.
86	Don't waste your time and money!
87	It's a great place if you're looking for secluded beaches and complete relaxation. But if you're looking for nightlife and casinos, pick another island.
88	Definetly give Blue Waters Antigua a chance if youre into relaxation and privacy away from all the normal tourist traps.
89	British owned Antigua was interesting even though we didn't see any more of the Island than the town of St. John.

90	There is another place to ride in Antigua but this one is best. Spring Hill has the best horses. And if you go say hi to Bilbo for me.
91	Great diving, lots of sun, but expensive.
92	Just remember to learn to relax because everything is on Antiguan time. Relax and enjoy.
93	Be somewhere else on Sundays; go to Shirley Heights some other night of the week; reasons are self evident.
94	Antigua is a lovely place which deserves to be explored properly. Staying at the Sunsail Club Colonna helped us to enjoy our stay. Go and you won't regret it!

Aruba

1	Warm bright sunshine, soft white sand, cool turquoise waters
2	weather, water activities, friendly people, restaurants
3	Relaxing, out-of-the way, exotic. Great beaches, casinos, food, good range of activities.
4	Weather, convenience, safety
5	Weather, Friendly People, South of the Hurricane belt
6	beautiful beaches, people are friendly, lots to do
7	calm beach, easy snorkeling
8	Clean, friendly, good value
9	Wind, beaches, people, food
10	Always sunny, friendly people, great restaurants, not that long of a plane ride
11	Great weather and beaches, good dining.
12	Sunny, breezy, beautiful beaches, lots to explore!
13	Exquisite beauty, Heineken factory, friendly
14	Beautiful
15	beautiful, tropical weather, essentially guaranteed
16	Weather,Beaches,Shopping, Transportation, Breezes, Attitude,Iguana's
17	Beautiful scenery, relaxing, unparalleled weather, friendly people, reasonably priced
18	Friendly people, interesting main town, constant warm weather with nice breezes
19	Beautiful island, perfect weather
20	Numerous things to do
21	beaches, nature, friendly people
22	weather is perfect, lots to do, great beaches
23	Guaranteed sun, Excellent beaches, Luxury Resorts, Outstanding Food, No language/Currency barriers
24	weather, lots to do!

25	Great tropical weather, white sand beaches, cristal clear water, great culture, great dining, fun activities for all, and a truly unique experience!
26	Weather, Friendly People, Safety, Not Overcrowded
27	Guaranteed beautiful weather, great shopping, 5 star restaurants
28	Windsurfing, great-tasting food, people
29	Beautiful grounds, perfect service, everything to do under one roof
30	the weather
31	Beeches, Clear Caribbean Ocean, Beautiful Honeymoon Spot
32	friendly, beautiful beaches, too much to do
33	beautiful beaches, safe and friendly environment, great food
34	Everything
35	Great Beaches, Great Food, Friendly People
36	weather, snorkeling, great restaurants
37	clear waters, clean beaches, no beach solicitation, safe, friendly islanders, beautifully landscaped resorts
38	Best beach, great location close to tours and town, has a casino
39	A fantastic night of fun!
40	Weather-Beach-People
41	Beautiful beaches, lots of day activities, very friendly people
42	The private island - wouldn't do it any other way.
43	Gorgeous beaches, many nice hotels, scuba/snorkling
44	Great beaches, warm, friendly people, nice restaurants
45	Warm, Friendly, Out of Hurricane Belt
46	Low crime, perfect weather, friendly locals, beautiful diving, etc...
47	Food was delicious, sunshine was bright and the pool was cold.
48	great hotel- beautiful rooms
49	beautiful, perfect weather all the time
50	Great overall vacation
51	Water sports, Sightseeing
52	luxurious surroundings; beautiful rooms
53	small island,friendly people,out of the hurricane zone
54	sun, friendly people, beaches
55	breathtaking scenery, great shopping, lovely beaches
56	Pure heaven!
57	beautiful beaches, great snorkeling, friendly people
58	warm weather, beautiful beaches
59	Nice sunny island
60	Very nice people. Awsome time with friends. Great food and restaurants.
61	Weather, Inclusive meals and drinks, transportation

62	Great time, new experiences, relaxation
63	Drinking age makes the barely-legal LEGAL! People there are cool as shit.
64	Beautiful setting for a wedding
65	great food
66	great beaches
67	Sunny, little rainfall, very open social atmosphere
68	Beautiful weather, good food, good people all equals a great time.
69	safe food, safe water, safe environment
70	It's Aruba, come on!
71	Beautiful beaches, clear blue water, consistently good weather, and tasty food!
72	Don't need to worry about the weather.
73	The colorful homes really brighten up the desert like, yet somehow beautiful landscape.
74	The Windsurfing
75	Weather, Friendliness of people, Things to do, Food selection
76	full kitchen - quiet spot
77	palm beach is the best
78	many small and beautiful beaches, interesting landscape, small enough to explore easily
79	FRIENDLY FUN ISLAND
80	great beaches, beautiful weather, many water activities available
81	Wind, Weather, nice sites
82	Fabulous beaches, Great Weather, Wonderful Times
83	Nice facilities, great beach, nice staff
84	beautiful facility, gorgeous beach, large accommodations
85	color and clarity of water, no solicitation on beaches, guaranteed nice weather, safety
86	ultimate relaxation spot
87	Marriott is a beautiful place to stay
88	friendly people, great sunsets
89	Not very humid, people are VERY friendly-Aruba is One Happy Island"
90	fun, sun, people
91	Great weather, great beaches, variety of hotel selection, very friendly people!
92	Very Funny!
93	Absolutely beautiful beaches
94	beautiful hotels and beaches
95	Extremely tranquil place
96	Absolutely Beautiful, Tradewinds, Baby Beach Snorkeling
97	Exotic; Beautiful beaches
98	Easy to find a taxi

99	Friendly,multi-lingual people,snorkeling,great chefs, well run casinos, beautiful water
100	reasonable prices
101	Pretty beaches
102	Pleasant, easy going, friendly people and easy access when there
103	Constant wind, clear waters, clean beaches, strong sun
104	Never gets to hot
105	Beaches, sun, water, Balashi, English spoken, US\$ accepted
106	Trip of a life time, Jeep tour was to much fun
107	Weather, beaches, hotels, restaurants
108	Angela and the Renaissance were the best.
109	Sun and cigars! Lots of NY, Penn and Boston folks visiiting.
110	Beautiful, no need to worry about hurricanes, friendly locals, easy bus system
111	Friendly locals, always great weather, safe, and cheaper than most islands.
112	Beautiful beaches, great food, great people
113	Beautiful beaches, great food, relaxing vacation
114	Sunny almost all of the time , friendly people, lack of crime, great food.
115	Weather, Friendly people, Food, Transportation, Entertainment
116	Long plane ride from anywhere...
117	fairly expensive
118	Not cheap, difficult travelling from some of the US, small.
119	Maybe too Americanized?
120	Expensive, Not child friendly
121	phone service, restaurants can be expensive
122	wind can get annoying
123	nothing bad
124	Returning home, possibly cost
125	Extremely strong sun, helps if you know Spanish
126	Long flight from US West coast, more expensive than Mexico.
127	Rather expensive, long flight home.
128	Airfare is costly and water salty and sunburn comes easy.
129	nothing bad
130	can be expensive, especially with the lure of the casinos!
131	LD Phone costs, 17% Government/Hotel Service charge, Roads, Iguana's
132	Street dogs abound!
133	Not really tropical, more desert like.
134	Becoming more commercialized
135	You can notdo them all
136	prices are a bit high
137	nothing bad

138	The L-O-N-G Flight, Too Windy, Excessive Hotel Taxes, High Drink Prices
139	expensive
140	Very expensive, somewhat dirty away from the resorts, Air Aruba sucks, and if you only follow the brochures, you will not get the fullest that Aruba has to offer.
141	Since at Southern end of Caribbean, its a long trip
142	Not the best for snorkeling, Shops are closed on Sundays!
143	Tourists, crowded during holidays, mosquitoes, boaters, and drivers
144	No room balconies; very expensive.
145	not a singles place
146	Nothing much to do off the resort
147	too little time. sunburn!!!
148	disappointing nature and history, the wind
149	It can get a bit pricey!
150	Can notmove there, Hot, somewhat expensive
151	Bushiri food and beach (but still a great deal)
152	uninteresting terrain, colorless coral, extremely expensive, time consuming to get there, couples paradise
153	There are more upscale places to stay
154	It is only five hours
155	Extreme wind at times
156	High airfare, not as much activity at night
157	transportation to and from things
158	too far to drive there
159	Very strong sun, and very breezy, not a lot to see beyond the beaches
160	Timeshare Salesmen
161	Not as many *party* joints as a place like Cancun(although I could care less about this!)
162	Sunburn-use lots of lotion-SPF 20+
163	nothing bad
164	expensive
165	Food is just average
166	Long plane trip from US, Pretty high priced
167	my ONLY complaint is the cold floor!
168	dont drink the water buy bottled!
169	touristy
170	nothing bad
171	Winds are a little much
172	not many andquot;destinationsandquot;
173	mediocre food at our hotel

174	Need to plan ahead to make it a budget trip
175	No Air Conditioner in Airport so be prepared to sweat. Drinks are very expensive at the bars.
176	Slow paced lifestyle annoying at times
177	Pricey, and the cabbies
178	Food is ridiculously expensive. The island climate gets kind of windy, and you have to take a cab to Oranjestad if you want to avoid staying in all night.
179	You must be married in your country of origin first
180	so many choices!
181	can be a bit pricey
182	Pushy timeshare salespeople
183	Main area is very Americanized (McDonald's, Subway, etc all available)
184	somewhat expensive, hot hot hot
185	if not all inclusive....can be expensive
186	I forgot to apply bug spray and got bit up one night.
187	Expensive if you go during high season
188	It can be very windy here at times.
189	We Couldn't Stay Longer
190	Rancho Del Campo, Wind at times
191	nudity on beach
192	expensive
193	very hot in the summer, tropical feel" is missing from the typical beach holiday"
194	nothing bad
195	rain is possible
196	Staying longer then a week or two might be boring for a holiday, so travel further to Venzuela for example
197	nothing bad.
198	Kinda boring if you're under 50 years old
199	not a lot to do for teenagers
200	crowdedness of beaches, island is not scenic
201	phone service
202	Stay away from La Cabana
203	a little pricey
204	lots to do!"
205	a little pricey
206	Moderately priced hotels can be found, but most hotel properties are more expensive- - more than \$200 a night.
207	A little expensive
208	Eating can cost you

209	very humid, rest of island is mostly bare
210	Food is expensive and it is not a very active place
211	Not Much To Do Off The Resort (Commercial)
212	Roads are not well-marked
213	\$\$
214	Tho you don't need a car, it's advisable but they drive too fast
215	long flight from California
216	WIND!!!!!!!!!!!! BORING!!!!!!!!!!!!
217	Hard to say anything BAD about the place
218	Too much money. strong sun
219	can notstay forever
220	depends on where you go and do. becomming very commercial.
221	Zero
222	very expensive, slow nightlife, boaring.
223	nothing bad that I can think of.....
224	The food is highly priced as well as alcohol! night
225	Over run with tourists, some what pricey, cruise ship destination,
226	nothing bad
227	Windy, very expensive, some shady dealers
228	We didn't find any ...
229	You have to go home eventually
230	Tour guide companies are not very modernized
231	Picture your ideal of the classic Caribbean beach -- that's Aruba!
232	Don't hesitate. Go to Aruba now! It is aptly named One Happy Island"! Perfect weather
233	Best bet weather-wise in the Caribbean. Sophisticated, friendly local culture. A relaxing, exotic, get-away. And those beaches...!
234	If you value relaxation above all, it can notbe beat.
235	Great place for beautiful weather and couples - not accommodating for children or the budget minded.
236	Go to Aruba, you will love it!
237	Baby Beach is wonderfully quiet and a great place for beginners to snorkel.
238	Aruba Beach Villas is highly recommended lodging in a pricey location. Good value.
239	Go if you love to windsurf and hang out at the beach because it's one of the most relaxing places to do it. :)
240	Aruba is a great place, just don't forget the sunscreen.
241	Great tropical vacation for a honeymoon or young families.
242	Love the island, love the people, would recommend Aruba to all!

243	I can notbelieve no one has ever told me before about the happy island of Aruba. This was our first trip but it won't be the last.
244	If you're looking for a vacation where you can just relax and enjoy beautiful weather, beautiful scenery, and friendly people, Aruba is a great vacation spot.
245	Not a bad little island. Friendly people. Expensive though.
246	Great beaches, friendly people and some nice secluded places make for a great vacation spot.
247	From the Midwest and East Coast, a great escape from the winter Blues. From the West Coast, stick with Maui, Moorea and even Rarotonga.
248	Bottom Line: This is a great place to vacation... guaranteed beautiful weather, great food, shopping and gambling! great for couples, and families alike!
249	Go if you're a windsurfer. Don't go if you want tame hair or if you wear a toupee.
250	Aruba is the place for you if you want to relax.....really relax. No worries, no hassles, and most importantly, no HURRICANES!.
251	Aruba sports the best of the Caribbean - long, wide, sandy beaches, great restaurants, friendly people.
252	You will have a blast in Aruba. Beautiful weather, nice breeze, and a lot of fun waiting for you.
253	very enjoyable vacation
254	Aruba is definitely worth what I paid; I have no regrets.
255	Can notgo wrong regardless of when you go
256	We liked Aruba and would like to spend a week long vacation here someday.
257	Aruba is a great place, and we will definitely return!
258	Aruba is a beautiful place with friendly people and a wide variety of activities.
259	GO TO ARUBA WITH YOUR FAMILY,TE KIDS WILL LOVE IT BUT IF YOU GO WITH COUPLES YOU CAN ENJOY THE CSINOS THERE AS WELL.
260	Definitely worth going at least once. Despite crowdedness of beaches and hotels, you can still make it a romantic vacation -- but you'll have to work at it.
261	Aruba Airlines went out of business and so it's more difficult now to get flights.
262	Unlike other islands, Aruba is more secluded and quiet. The resorts are great and you get to enjoy the natural island instead of commercial entertainment.
263	Why fly OVER the caribbean, when you can go there instead? Aruba is a bust.
264	Can notcomplain, pretty place, uneventful and quite pleasant. A perfect short (one week or less) getaway for theand#13;and#10;family or a couple.
265	A great place if you don't mind spending over 400 dollars a day. Sun is so strong it's dangerous so be careful.
266	great for divers or relaxing on a beach, drink in hand.
267	Go, if you ever have the chance to go-do it!
268	Setting was beautiful and it was a memorable trip

269	Try another Island; the Aruba tourism Bureau is in high gear, lots of BS
270	Avoid the tourist traps and avoid going into the capital when the cruise ships dock- too crowded and noisy.
271	Cheaper than most islands and little more than Cancun and Acapulco, but you see why!
272	Aruba has it all for those who want relaxation coupled with self-serve" adventure."
273	Aruba is a beautiful island with great beaches, friendly people and some great food. Be prepared for the arid atmosphere – our friends described it as ‘Arizona in the Caribbean’.

The Bahamas

1	beautiful scenery, beautiful water, feeding and petting stingrays
2	Clear waters for excellent snorkeling opportunities
3	short plane flight from the east coast; great weather; fun for spring breakers
4	Warm weather, lots of sun
5	Beautiful endless beaches, So Much To See
6	It's a vacation!
7	A unique adventure to a tropical paradise.
8	Variety, Lovely beaches, Good Food, Airfare reasonable
9	Quiet, relaxing, great for recreational activities.
10	non
11	BEAUTIFUL, a lot of fun
12	Beaches, hammocks, and volleyball courts
13	Gorgeous weather, many family/couple activities, nice people
14	FUN
15	The people, the relaxed atmosphere, the romance
16	You swim with dolphins!
17	Year-round great weather
18	Native Bahamians, Tax Free shopping
19	Perfect Beaches, Shallow andamp; Transparent Water...Great Hospitality and Lots To See andamp; Do
20	Plenty to do, resort grounds are amazing
21	One of the less expensive vacation destinations.
22	relaxation, beautiful beaches
23	Beatitful beach, nice pools
24	weather, hospitality
25	For a few days an 18 year old like me felt no rules or regulations and had the time of his life

26	All inclusive,Sun, Fun, and Friendly
27	Beautiful Island, hand crafted souvenirs
28	luxury
29	relaxing, beautiful, get ready to be pampered
30	Good diving program. All Inclusive
31	sandy beaches, cool water
32	The ocean is clear, the resorts are excellent, and the fish are plentiful
33	Beautiful weather and scenery, friendly people, wonderful food
34	Beautiful, romantic, and relaxing island of the Bahamas
35	brought the family closer together, without outside interruptions
36	excellent food, hospitable locals, warm weather
37	Club Med was a great deal and a lot of fun
38	Georgeous beaches, excellent snorkeling, good food and shopping, short flight from US east coast.
39	amazing beaches, safe, paradise, relaxing, friendly, English speaking
40	Snorkeling with Stuart's Cove
41	Beautiful, fun, relatively inexpensive
42	nice getaway,
43	Relaxing, beautiful, great snorkeling and fishing, friendly Bahamians
44	HOT,BEATIFUL,RELAXING,LOTS OF THINGS TO DO,GREAT HOTELS
45	Beautiful Beaches, Friendly Atmosphere, Numerous Activities
46	Fabulousness
47	Friendly People, Beautiful Beaches
48	Sun, Surf, Dolphins, great for the family
49	Fun time, and fun people.
50	Beautiful, lots to do, shopper's paradise
51	Beautiful weather, gorgeous scenery
52	island experience, American currency is accepted, port-of-call for cruise liners
53	It's you and the locals
54	Could not find anything .
55	Incredible weather.. RELAXING and FUN
56	Gambling
57	Read above
58	beautiful water, plenty to do, great for couples or families
59	I don't have to go back
60	Lots or nothing to do, nice or mediocre beaches depending on where you stay
61	everythign from partying, to clean sand
62	Treated like you are in Paradise, beautiful water
63	Great activites, warm water, beautiful

64	beautiful and relaxing beaches, good shopping
65	fun, sunny, beaches, variety of things to do
66	Somewhere to go, blue seas.
67	friendliness
68	Some of the best beaches and diving around.
69	It's paradise
70	every thing
71	Friendly and beautiful atmosphere for a reasonable price.
72	Beautiful
73	Nice places, nice scenery, nice weather, and feels almost like home. And friendly people.
74	not enough time, Stingray City crowded
75	I don't get there often enough.
76	lots of spring breakers; not so family-friendly
77	Untidy beaches, littered roads, lewd people, high prices
78	nothing bad
79	It can be trouble if you're alone and you don't know what to expect.
80	Not for everyone
81	Urban issues downtown and bridge area
82	Occasional interruptions in water, no night life.
83	its beauty
84	hard to get to, expensive
85	Women wanting to braid my hair
86	Pushy vendors, high prices
87	hard to get to
88	Food and drink prices can be high, watch for andquot;rip off toursandquot;
89	There is a possibility that you won't see any dolphins.
90	some things are outrageously priced
91	Commuter plain
92	You May Not Have Enough Time To Experience It All
93	Expensive, can be pretty crowded
94	High crime rate, poor tourist treatment.
95	expensive, hot
96	all-inclusive, watered down drinks, food
97	nothing bad
98	cons, are you kidding me, you gotta read my epinion
99	You never have time to sleep
100	Expensive Tours, Shows, Water sports.
101	cost

102	\$\$\$\$ for food and drink
103	Poor customer service. Expensive
104	nothing
105	nothing bad
106	Expensive
107	As with any travel destination be careful.
108	want to return every year, dont want to try new things now.
109	nothing bad
110	The downtown area wasn't that great.
111	nothing bad
112	not a lot to do, expensive
113	Every thing else!!
114	visitors were not allowed from other hotels.
115	felt like you had to watch your back.
116	No department stores or chain restaurants, need a boat to see all the islands
117	YOU MUST BE WILLING TO SPEND TO GET THE BEST
118	Dangerous at night
119	nothing bad
120	I live too far away
121	nothing bad
122	Expensive
123	nothing bad
124	Taxi fees are horrendous
125	dirty, smelly, aggressive hair-braiders everywhere!!, poor quality merchandise with expensive price tags, dishonest merchants
126	Too much conch
127	pushy sales people, dirty, drugs, not much to do
128	nothing bad
129	Filthy beaches...too expensive.
130	Expensive but nice
131	Paradise Island is a little pricier than Nassau but worth it
132	Derelict outside resorts, expensive, lousy service, did I mention expensive?
133	sand flies and college kids
134	nothing bad
135	having to eventually go home
136	locals trying to take advantage of tourists, sections are not as clean
137	small resort area surrounded by poverty
138	busy

139	Beaches covered with broken glass and refuse, con artists, cheap junky merchandise, shifty cab drivers.
140	prices for food are RIDICULOUS
141	Drinks can be expensive and taxis.
142	Expensive
143	expense
144	Food and transportation.
145	Traffic
146	Rocky beaches and annoying people coming up to me.
147	Although not without problems, I truly enjoyed my visit to the Bahamas and the opportunity to pet stingrays. I wish I could have seen more and would definitely go back.
148	In thirty five years I have seen incredible changes in the infrastructure and fine resorts in the Bahamas. Bahamians are pretty cool people too.
149	If you are between the ages of 18-23 and looking for a party, travel here; if you are older or have children, find a quieter island.
150	Seeking paradise on a budget? Look elsewhere. Nassau's high prices, lewd people make for an uncomfortable trip.
151	We loved the Bahamas for the beautiful beaches, wonderful shopping and feeling of Paradise!!
152	This can be a great place to travel if you are well informed before you go.
153	This adventure is not for the faint of heart. Cat Island is a wonderful place, my adventure was unique
154	You can escape to uninhabited islands or spend time in crowded Nassau. There is something for everyone.
155	The Bahamas is a wonderful place to visit- the family islands are pristine and very safe- Nassau is more touristy but with plenty to do and lots of nightlife.
156	The Bahamas is the best place to go if you are looking for an adventurous, romantic, relaxing getaway and I would recommend this place to everyone I know!
157	One of the best beaches in the world.
158	The safest paradise on Earth makes this relaxing island perfect for vacations with family, friends, or college Spring Break students.
159	Don't waste your time and money, poor bang for the buck.
160	Although the beaches are a bit rocky, the people were friendly, there are many activities and attractions to keep you busy: the cost of this tropical paradise is relatively low!
161	The Exumas rock!
162	IF YOU'RE LOOKING FOR GREAT WEATHER GO TO THE BAHAMAS...IT'S VERY RELAXING AND FULL OF FUN

163	Great value, secluded beaches, no crowds - everything a stressed out Northeasterner could want in a tropical vacation.
164	The Bahamas can be a little expensive but is well worth the trip.
165	Stick to a guided/planned tour. Do not resort to a do-it-yourself tour like we did. Overall, avoid Nassau....Port Lucaya was a bit more inviting.
166	If you are looking to soak up some sun, sip some cocktails, and enjoy paradise..GO!!!
167	The Bahamas is a waste of time and money.
168	The only reason you would go to the Bahamas is because someone else paid for it or you were sailing through and wanted to stop for a day.
169	If you want to party, go to Nassau--otherwise, go to a smaller secluded island where there are actual beaches!
170	Definitely a top priority vacation. Clear waters, ALL-inclusives, and a nightlife that rocks.
171	Bahamas was the best trip I've ever been on, there wasn't one bad thing that happened, and I have no regrets, except that I could not stay longer
172	Recommended. Great fun for everyone.
173	Make this your last stop if you feel it necessary to visit every country in the world.
174	The grand bahama island for the smart traveler, can be a great time for a small pocketbook.

Barbados

1	Great sunsets, good booze, nice hotels.
2	Weather, Beaches, Sites, Beautiful Scenery
3	The weather, the beaches and sea, the food and everything about Carriacou.
4	Lots to do! Friendly people. A lovely, diverse island.
5	Lovely sea and sand. Good food
6	Great weather, reasonable prices, English speaking
7	Beautiful, peaceful vacation spot
8	Atmosphere, weather, price, food, activities
9	Clean
10	Great beaches, nice people, low crime
11	Nice country, good beaches, good food, friendly people
12	Great for relaxing, even with kids
13	island, people, relaxing, good food and drinks
14	Paradise Island!!
15	Lots to do, beautiful beaches, appropriate for all ages
16	Lobby set in colonial West Indian mansion surrounded by Flamboyant trees.
17	inexpensive clubs, beautiful beaches great food.

18	water, generosity, kindness, service, everything!
19	Great landscape, great people
20	Lots to do, wonderful Bajans, food, music!
21	Very scenic
22	small enough to spend most of your time enjoys every hour of the day
23	friendly people
24	The weather, the hotel, the guided tours, the water, the beaches, the landscape
25	A wonderful island with many surprises.
26	beautiful beaches, friendly natives, Sam Lord's Castle
27	Great Caribbean destination, Incredibly friendly people
28	Impeccable weather, fabulous food, culture, world's best rum
29	warm weather, enjoyable
30	sun,sea,sand and ambience
31	Beautiful island
32	Beach, restaurants, people.
33	Get hassled, quite expensive, bit dull.
34	Pride of their people can be mistaken for unfriendliness
35	The cost of food and accommodation, although better value on Carriacou.
36	Expensive. Bridgetown proper seems dirty to some.
37	Disappointing overall. Don't expect 4* unless the new changes have radically altered it.
38	give me a minute, maybe I'll think of one
39	Can get a little expensive
40	Those damn long-distance surcharges on hotel phones
41	poorly maintained, rude staff
42	Expensive, rather crowded
43	Sometimes a bit boring, Prices are high
44	The food stunk, the bulldozers were noisy
45	roads, food cost, air fair a little steep with limited times - check the internet for deals
46	nothing bad
47	high prices
48	Wait staff served guests like cattle on a conveyor belt.
49	taxis take forever
50	Airlines :)
51	Drinking water, boil it if not bottled...
52	A rather large island and difficult to see without private transportation -- roads are poor
53	Got Robbed!
54	prices might be a little expensive

55	average dive spots
56	Expensive restaurants, harassing salesmen on the beaches
57	nothing bad.
58	too far to drive there!
59	Looong flight from Miami, can rain sometimes
60	Beggars, crazy drivers
61	nothing bad
62	the prices of goods and services
63	Abusive people, very expensive
64	The roads narrow and not well marked (NO signs), easy to get lost
65	Prices, shopping.
66	Honeymoon delight. Great beaches, good hotels, nice restaurants. Bit dull though. Like all Caribbean islands you like beaches or get bored quickly.
67	Great weather, breathtaking scenery and friendly people. You could do it on a budget but not recommended. If you can only visit one of the islands, make it Carriacou.
68	Barbados is fine but I have been to much much better.
69	An exhilarating experience, relaxing get-away and tropical adventure all in one.
70	Good beaches, plenty snorkling and diving spots, the people are rather helpful too.
71	Beautiful and unique island with lots to see.
72	If the hotel could upgrade its service and food to match the beauty of it's property, it could be a lovely resort.
73	Make sure you do plenty of research and have plenty of spending money before you go. Going with a group of friends is probably best.
74	I recommend Barbados as a trip you must take at least once in your lifetime. It will show you how you should be living.
75	The people are wonderful and the place is gorgeous.
76	Spend the extra cash and go there. You will not want to leave (which can be a bad thing, I guess).
77	visit this island..but walk with plenty money
78	I don't recomend it. It's a beautiful island, but so is almost other one in the caribbean, and the people just blow it for it's attitude.
79	I would go back in a heartbeat because I liked the climate, the people and the places to visit.

Belize

1	Pristine rainforests, exotic wildlife, and the 2nd largest barrier reef in the world!
2	Lush jungles, archeology, adventure, grand beaches on out islands.
3	Entering Belize through here.

4	Belize is beautiful, exotic and other-worldly. great shopping. Delicious wines.
5	Warm friendly place with great food.
6	myriad of activities, such as snorkelling, ziplining, cave tubing, horseback riding, and more!
7	Delightful People
8	Clean, comfortable and cheap.
9	Real adventure, superb guides, airfare value.
10	Beautiful Islands and Coral Reefs
11	Great guides, beautiful scenery, good learning experience.
12	Beautiful Islands and Reefs
13	Nature fills your senses!
14	Maya Beach Hotel, Treetops Guest House, Carlos Snorkeling
15	High Literacy rate (91 %), Conservation of a large portion of the land, Humanity in Diversity
16	Inexpensive and comfortable
17	Mata Chica
18	Wildlife
19	Not a tourist hot spot....yet
20	Chian Chich
21	Great underwater visibility...Calm water and great for diving, snorkeling and fishing
22	Serenity; Kind people; bang for the buck
23	Food
24	Inexpensive, diving, rainforests, ruins, jungles, wildlife....
25	wildlife, snorkeling, SCUBA, friendly people, laid back, inexpensive
26	see above
27	Shark
28	Hol Chan Marine Park
29	Cave tubing
30	Chan Chich Lodge
31	a new family member
32	Barton Creek Canoe trip
33	baby kinkajou,
34	Incredible Nature, Fantastic People !
35	Great food, friendly people, fantastic snorkeling, lots to do and very laid back.
36	Service, location, relaxed, family-friendly and homey while being exotic

37	Mayan sites, and the people are universally pleasant, interesting and helpful.
38	wildlife, conservation, sun and fun, Belikin, Lobster Fest, great people
39	Great landscape, proud people, large diversity and experience humanity at its best!
40	Truly an adventure
41	friendly people, lots of diversity
42	snorkeling, scuba diving, reasonable prices, food, people, scenery
43	Beautiful islands and Maya ruins, Incredible scuba and food
44	Warm breezes, friendly people, great beaches.
45	beautiful country, very friendly people, not too touristy
46	Beautiful Jungles
47	Xunantunich
48	Fishing, reefs, Ruins
49	see above
50	Animals
51	language is English, great snorkeling andamp; diving, safe (assuming common sense is being applied)
52	Beautiful Country
53	JUNGLE
54	Home atmosphere, friendliness!
55	A blend of cultures and traditions
56	Location and offerings
57	Very friendly populace. English speaking country.
58	Xunantunich (Stone Maiden),
59	Very poor infrastructure, high crime in Belize city, lots of insects!
60	Lovely, but developing countries are not for the frail and sickly.
61	Having to leave Belize through here.
62	Unless one is turned off by the apparent poverty, there are no negatives here.
63	Really, really slow Internet connection.
64	watch out for food poisoning
65	Expensive, Poor Value
66	No wake up call.
67	Overpriced jungle lodges, Belize City in general.
68	Belize City Is Not Tourist-Friendly
69	Arrived back to ship late, but since it was ship's tour they waited for us.
70	Belize City is not tourist-friendly
71	Let me think...nope. I love it!

72	Banana Bank Lodge accomodations
73	No complaint except it is a sailor's and snorkeler's paradise
74	Not andquot;fancyandquot;
75	little time
76	mosquitoes
77	Not a tourist hot spot...yet
78	insects
79	Watch out for boat propellers...Take a ride
80	No big cities (if you're in to that); nite life is tame
81	that little animal called PACA
82	Fer de Lance population
83	hot and muggy, not for those used to constant luxury
84	see above
85	needed more hours to spend
86	little time with the sharks
87	climb up to get there
88	didn't meet a Jaguar
89	people that eat them
90	long wait
91	N/A
92	Will become too popular, hurry...
93	Litter in the water and on the beaches, expensive for a third world country.
94	Food was expensive (but worth it).
95	Still a feeling of remoteness, more neighbors are creeping into this end of the island
96	Somewhat expensive. Bad beer. Jolting roads once you get off the tarmac.
97	You don't want to leave at the end of your trip, Mosquitos, Belize City
98	Not much
99	Sense of adventure required
100	expensive, long air travel
101	Belize City,
102	HOT and can be dangerous in the city
103	The fare to the island and inland ruins, is costly.
104	expensive to fly there
105	Everything is overprice, watered down culture, touristy, americans own everything, average food
106	hike
107	Occasional gun shots-warnings

108	see above
109	Mosquitoes
110	a lot more expensive than its neighbors Guatemala and Honduras
111	BUGS
112	Mosquitoes
113	nothing bad
114	Long rainy season
115	nothing bad
116	More expensive than most central American countries.
117	nothing bad
118	A haven for eco-tourism! A favorite diving destination but don't forget to explore the magnificent interior of Belize.
119	<i>If you love a sense of adventure in a friendly land, come and enjoy Belize from the cayes to the mountains and its archeology! *Great beaches hard to come by!</i>
120	Remember, smokers may have a long wait, and stay away from the hotdogs at the bar.
121	Belize is highly recommendable for its Unbelizable" beauty
122	Have a cold Belikin on me here.
123	Highly recommend, myriad of outdoor activities for the naturalist adventurer in you!
124	It may be hard to get to, but Punta Gorda is worth the effort.
125	Arrange package tour prior to arrival, spend the bulk of your time and money on day trips in San Ignacio; Actun Tunichil Muknal is not to be missed.
126	Absolutely recommend taking the Lamanai Ruins Jungle River Tour. It's a great opportunity to learn about the Mayans, the jungle, and the river inhabitants.
127	Belize was an incredible destination for those looking for off-the-beaten path adventures.
128	Belize can be a great adventure or a just lay on the beach and do nothing" vacation. I recommend it if you can get a good price."
129	I would highly recommend San Pedro, Ambergris Caye to anyone who wants a laid back vacation at a uncommercialized destination.
130	Do not wait. Get the hell on a plane and GO. See Belize, and the island of Ambergris Caye.....
131	The Cayes are the most relaxing, but don't miss the Mayan ruins.

132	Cave's Branch was wonderful. Soft adventure through 'survival training' trips are available. Go with an open mind and it will open your heart to this country!
133	I preferred the atmosphere here much more than Cancun-like San Pedro in Caye Ambergris.
134	Lots to see and do. You can get by with a limited budget if you're careful and your standards aren't too high. Very friendly people.

Bermuda

1	Safe to walk the streets, excellent bus system, a people who enjoy meeting Americans.
2	Beautiful island with friendly locals.
3	White roofs, pink sand.
4	Beautiful beaches, architecture, encounter with dolphins
5	Climate, Lush greenery, history
6	beautiful scenery, safe and reliable public transports.
7	Gorgeous beaches, friendly people!
8	Great island, Pink sand and clear water
9	beautiful beaches, friendly locals, great Bermudian cuisine, delightful during off-season
10	My Favorite Destination on the Planet
11	Weather, beaches, relaxing environment, physical beauty
12	Natural Beauty,
13	Beaches, THE PEOPLE, British, No Poverty, Lots Of Stores, Excellent Bus System, Everything Else Imaginable
14	Beaches, people, food
15	Buses are great value
16	Beautiful, friendly
17	wonderful place to relax
18	Bermuda is like being in paradise!
19	Beautiful scenery, Much to do and see
20	Great food, fair prices
21	weather, service, everything
22	Many cultural and natural sites to see
23	Service, beaches, safety
24	quick flight, no poverty, island paradise
25	Beaches, weather, natives
26	It's a beautiful getaway for both the adult and the child

27	You'll see the real Bermuda while saving bucks
28	Beautiful, clean, affluent, diverse
29	Something for Everyone, young and old alike
30	beaches, beaches, beaches
31	beauty, serenity, dining
32	Everything is beautiful
33	clean, beautiful, serene
34	Serene and Beautiful
35	Beautiful beaches, coral reefs, architecture,
36	beautiful, relaxing, safe, clean
37	beaches, fun, weather, island is manageable
38	Quick Flight from Eastern US
39	WEATHER-TERRIFIC,PEOPLE-GRACIOUS,AIR-CLEAN,AND FUN, FUN, FUN!
40	Most beautiful, classy place I've ever been thus far
41	Safe, clean, predictable, beautiful, picturesque,fun
42	Plenty to do
43	beautiful beaches, very picturesque
44	Warm, clear blue water,beautiful flowers, lots to see and do, friendly people
45	Beautiful beaches, friendly natives, relaxation, clean island and warm green ocean.
46	Nature, water, sun
47	Beaches, Weather, Activities
48	Beauty, culture
49	Beaches, shopping, social activities
50	Sheer beauty... better than the Caribbean
51	A beautiful place to visit, (tropical paradise), moderately priced
52	beaches, views, friendly andamp; safe environment
53	Beautiful view, great swimming, great weather
54	Beautiful beaches, Friendly People, Easy exchange rate
55	Beaches, safe island
56	everything about it
57	Sea is very clean.
58	Beaches, Weather
59	scenery
60	Warmer than New York
61	English speaking. Just 2 1/2 hour plane ride from NY
62	Off-Season Nov-Feb Manageable on a budget
63	Weather, abundance of activities
64	Only residents can drive cars. But tourists can drive mopeds, look out for limestone

	walls!
65	Costly.
66	Bring the bank.
67	very expensive
68	Can be expensive
69	high prices, food sucks big time, service with attitude.
70	Expensive!
71	Vacation was not long enough
72	very expensive
73	Too Expensive to Live There
74	Hotels and food can be bit expensive
75	Expensive, No Car Rentals
76	High cost of living, driving on left
77	Scooters and taxis have their place
78	Very hot in the summer
79	can be expensive
80	Eventually, you have to go home!
81	Slow service by American standards, expensive
82	Transportation can be difficult once on the island
83	Pricey
84	no car rental, expensive
85	We had to go home
86	Are you kidding me, just look at the place, there can be no cons
87	You may have to shorten your golf outing
88	Expensive, no direct flights from Midwest
89	Expensive
90	a little costly
91	very very expensive, boring
92	Very Expensive
93	expensive to eat in restaurants
94	not the best snorkling
95	very expensive
96	Not a tropical island; not as picturesque as most island destinations; way overpriced
97	COULDN'T FIND ANY
98	ABSOLUTELY nothing bad
99	Sedate, unexciting, monotonous, bland, reserved, expensive
100	Not enough time to enjoy them all
101	high priced shopping
102	Expensive food, hurricanes

103	Only one-pink buses!
104	A long flight for me
105	Expensive
106	Expense, scooters
107	humidity in the summer
108	Cooler weather
109	You have to leave, if you choose to.
110	food is average and pricey, service is average
111	The slight chance of being hit by speeding moped or car
112	Expensive, lack of night life
113	expensive
114	Please read my Review. Avoid Bermuda - go to Jamaica or Cuba!
115	Expensive
116	price
117	Too cosmopolitan
118	Expensive island
119	The only Con is that our trip had to end!
120	Can be mucho \$\$\$\$
121	Rolling hills, limestone walls, beautiful gardens, friendly people. Bermuda is actually a chain of islands put together in the middle of the Atlantic! Fly to Bermuda and see!
122	Bermuda is as beautiful as the Caribbean but much closer to New York.
123	Bermuda is a destination for an unforgettable vacation.
124	An easy escape for East Coast residents, great climate, great beaches, great food
125	Bermuda is beautiful, but everything else is seriously lacking, especially their cuisine and service. Go to the Caribbean instead for better experience.
126	Go if you can- beautiful beaches, friendly locals, unforgettable trip!
127	All of the charm of Britain, but with better weather and fewer hassles. Go during the off-season for warm weather and empty beaches.
128	I heartily recommend Bermuda - it's my favorite place on Earth
129	This is a beautiful, laid-back, charming, warm destination ... just an hour's flight from the east coast of the U.S.
130	Nothing is inexpensive, but with care you can stay within your budget.
131	Absolute paradise close to home. World class dining and resorts overall, and in particular this new eco resort provides a new innovation to the traveler.
132	If you are looking for an island getaway, your time and money would be better spent at a tropical destination.
133	BERMUDA OFFERS PINK SANDS, BLUE SEAS, DOLPHINS, SAFE WALKING, GOOD BUYS, AND ROMANTIC SETTINGS!

134	Bermuda is a must see. If you do go, visit Pompano Beach Club if you can not afford the pricier, celeb hotel down the road.
135	Bermuda is beautiful, safe, predictable, clean, warm but sedate, lacking interesting shopping and unusual dining experience.
136	Bermuda is a very pretty place to visit
137	Bermuda is wonderful, warm, relaxing, exciting and everything you could ask for in a vacation spot.
138	No matter where you stay, you will enjoy it. I've been there five times and never tire of Bermuda. It's a beautiful place.
139	Avoid Bermuda!!!

Bonaire

1	Good weather.
2	Beginner and Shore Diving - can not get easier or better than this
3	DIVING! DIVING! DIVING! oh and bird-watching and a different atmosphere than most other caribbean islands
4	breathtaking scenery, unusual wildlife
5	Fabulous weather, awesome diving, friendly service and good food.
6	Diving. Serenity. Safe. Friendly people.
7	White Sugar Beaches, Crystal Clear Sky Blue Water, Amazing Snorkeling, Safe, Unspoiled Beauty, Harbour Village Spa and Resort, Lots of activities, Great Restaurants, Beauty Above and Below the Water, Clean, Not Touristy at All
8	snorkeling in Bonaire
9	Discovering The Dutch Caribbean
10	Fish Watching 101
11	Clean island, friendly, dive anytime of day from the shore.
12	Great weather, amazing diving, fabulous food
13	Introduction to Fish Watching 101
14	Relaxed atmosphere
15	Easy diving; shore diving; freedom.
16	Food
17	its Dutch heritage
18	wonderful mix of world cultures
19	Rendez Vous
20	Harbour Village
21	little creatures
22	Diving

23	Beautiful nature and excellent diving
24	simple life
25	Bonaire: Diver's Paradiseandquot;
26	Iguanas andamp; Flamingos
27	Outstanding easy diving. Guaranteed weather
28	Great scuba diving, snorkeling, biking.
29	Stunning,night diving at the town pier
30	DIVING, DINING, AND MORE DIVING
31	Spectacular, inexpensive diving, great variety of sites.
32	Not much to do besides diving.
33	Hard to secure Dependable Air service - You'll want to stay and dive forever...
34	if you're not a diver, you might get a little bored during a longer stay
35	high temps, desert climate
36	A difficult journey to get there.
37	Limited ways of getting there.
38	Getting There Can be Difficult - Flights are a pain. Expect to make 1 or 2 Connections depending on where you are coming from. It is so worth it though!
39	Weekend too short
40	needed more time
41	Weekend too short
42	Access to the water can be difficult.Don't leave anything in your car.
43	Mosquitos at night!
44	Weekend is too short!!!
45	getting there
46	Little else on island.
47	Iguana Soup
48	Iguana Soup
49	hard language to learn
50	Yuwana Sopi
51	Weekend too short
52	nothing bad
53	heat
54	A bit quieter than some of the other Caribbean islands
55	can be dull for some
56	need more time
57	Goats
58	Poor beaches
59	nothing bad
60	Absolutely no white sand beaches. Long flight

61	little else to do but dive
62	As ugly above water as it is beautiful below.
63	Not much fun and not that pretty and stimulating, even if you are a diving fanatic.
64	Wonderful Dive Vacation for Family. We Would go again and again - easy shore diving and overall beginner diving - reef is very healthy and recovering from 1999 storm.
65	Fantastic location for divers and nature lovers. Also a fun location for people looking for a different kind of caribbean island. Not your typical tropical tourist spot!
66	It is a great vacation if you don't want a spring-break style party, but rather a peaceful, luxurious, and relaxing holiday.
67	The island is clean/friendly.Great place to shore dive.Slow currents but have some diving experience before you go unless you are planning to make boat dives with a dive master.
68	Bonaire is very fun for the andventerous type of person and the family.
69	If you do not dive and want to more do than just hang" try another island."
70	Beutiful beaches, above average food, cheap booze, no gunpowder smell, no rules
71	Very nice quality
72	Great Food
73	Beautiful, peaceful, fun, still part of USA, great shopping
74	Inexpensive, intimate, lovely views, forces you to feel the culture
75	Big Boat, Peaceful Atmosphere, Luxury
76	white sand beaches and serenity
77	Great beaches, shopping, friendly people
78	Great scenery, SHOPPING!
79	Beauty
80	tons
81	beautiful scenery
82	a beautiful Warm caribbean island
83	Great weather.
84	Very nice beaches, ok scuba diving
85	not one
86	Very loud at night
87	hard to get to
88	some are always cloudy
89	nothing to do
90	kind of expensive, Fredriksted

British Virgin Islands

1	A relaxing, gorgeous area; terrific snorkeling
2	Sunny, warm, beautiful scenery, snorkeling, walks
3	Quiet, relaxing, beautiful beaches, great sailing.
4	Unspoiled beautiful peaceful islands of love.
5	If you want to relax and unwind on vacation, you will not find better.
6	Freedom and sunshine
7	Excellent for snorkeling and scuba.
8	Beaches to yourselves this time of year.
9	Beautiful, still and "natural," tons to do
10	Beautiful scenery and weather; plenty of activities
11	Strong drinks, live music
12	The beautiful water, the seclusion, the people...EVERYTHING!!!
13	GGGreat snorkeling, Unique island experiences
14	very good restaurants, beaches, and people. good ferry service to other islands
15	Beautiful, excellent snorkeling
16	Adventure when you want it, relaxing anytime
17	nice accommodations with great views
18	Quite, beautiful beaches and good food
19	Lots of greenery, crystal-clear waters,
20	Simply Amazing!
21	Simple, exotic, unique
22	excellent services and view of the ocean
23	World renowned landmark, beautiful unique setting
24	Can be easily visited for a day trip or more from the US Virgin Islands.
25	Great beachfront rooms, great service, wonderful food, unbelievable beaches and very few kids.
26	nothing bad (except for my jelly fish stings)
27	Bring sunscreen!
28	If you don't like boats and beaches then you'll be bored.
29	You may have to leave one day.
30	nothing bad
31	Rain can screw up your vacation
32	Locals seem envious" of tourists
33	Moderate amounts of jellyfish.
34	nothing bad that I can think of
35	Nope, maybe cost
36	Mushrooms and mushroom tea are fake, expensive, commercialized
37	You have to leave eventually...
38	I don't live there

39	a bit expensive, driving is not for the meek
40	non existant
41	Can be expensive
42	poor service, expensive food andamp; accommodations
43	pricey !!
44	Small but expensive (It all depends...)
45	nothing bad
46	Bunk Beds, small cabins
47	expensive
48	Not for young children, elderly or disabled
49	Some parts of the islands are hard to get to
50	Slow service at meals.
51	This is a beautiful area. It is still uncommercial and if you are looking for a sailing trip, this is it!
52	My trip to the BVI's was without a doubt, money well spent. I couldn't have imagined having a better time and seeing more postcard-perfect places.
53	Quiet and peaceful, a haven for boats. If you need to relax, this is the place.
54	If you want to relax, unwind and escape the pressures of modern life - then Go!
55	50% warm-n-fuzzy; 50% not so WNF. "
56	Go for the party and a few drinks but don't expect anything from the mushrooms. If you do that you may end up enjoying yourself.
57	The British Virgin Island are absolute paradise. Beautiful scenery doesn't begin to describe them. They are a perfect destination for anyone who seeks the trip of a lifetime.
58	A unique view of the island's ecology
59	Duty Free
60	World's Best Beaches
61	Superficially beautiful property
62	Scenery, shopping andamp; restaurants
63	Great beaches, shopping, friendly people
64	Great scenery, SHOPPING!
65	Not the best beach area, that is the only downside.
66	No real nightlife.
67	kind of expensive, Fredriksted
68	can be TOO small
69	Vendors
70	We can notthink of any!
71	no private bathrooms, far from town
72	Food is not the best.

73	quiet
74	expensive food, average looking women, very steep terrain
75	Can be expensive
76	nothing bad
77	About \$5k per week.
78	Not enough time
79	The summer months are really hot and humid
80	nothing bad
81	bring cash, traffic, service is spotty

Cuba

1	An interesting view on one of the last cold war fronts in the world.
2	Hospitality galore! Very Friendly people. Beaches second to nothing bad.
3	Great food if you stay with the Paladares
4	Music, people, Vinales, Trinidad, people who make so much of so little
5	Nice Beach, good facilities, friendly people
6	Canada for beach resorts. Mexico for everything else.
7	Beautiful Weather, Great Beaches, Friendly People, Super All-Inclusive Resort, Beautiful Country, Vibrant Culture
8	Lovely beaches, classic American Cars, mild temperatures, hardly any Americans
9	Beach, Pool, Price, and Cuban hospitality.
10	music, people, coffee, rum, political-economic system
11	Beautiful, friendly, cheap, unique
12	THE BAR IS BIGGER THAN THE TERMINAL
13	A lot more modern than the one it replaced
14	Wonderful people
15	A strange feeling of being in a forbidden zone/country...Great people...Classic cars to see..
16	Beautiful beaches, spectacular sunsets, wonderful people
17	beautiful landscapes, rich culture, different from anywhere
18	weather, staff, all inclusive
19	weather, women, people and relaxed atmosphere
20	Cheap, beautiful, warm, sunny, nice beaches, cristal clear waters
21	Modern terminal with all the bells and whistles
22	the beach
23	beautiful people and beaches
24	Sun, Food, Chicks

25	Price, Pool, Beach, facilities, Cigars
26	weather, beaches, sites
27	The Cuban people and their friendliness
28	A chance to experience an isolated habitat
29	Never a dull moment, electric people, beautiful country
30	Great beaches-very cultural and friendly people - historical - always something to do
31	Fascinating
32	nothing bad
33	Ocean, Animation, Resort, Sun, Chicks
34	The price, the people, the weather, the ocean, the beaches
35	Not the most scenic part of Cuba.
36	Food is a little different, but good.
37	The Rapidos fast food establishments
38	Food, roads, tourists with little adventure
39	Awful food at this resort, bad beds
40	Wouldn't it be nice if you could book whatever you wanted from the US?
41	Poverty, Toilets, Beggars
42	Extreme poverty, Brits with prostitutes, sad starving dogs
43	Food, occasional spotty service.
44	expense of trip, scarcity and poor quality of food
45	nothing bad
46	THE BAR IS BIGGER THAN THE TERMINAL
47	Not many amenities, far from the vacation destinations
48	The Grey Berets" (Special Police)"
49	Watch your dollar..Make it work for you.High unemployment...
50	Long drive from the nearest airport
51	rise in crime, widespread poverty
52	food, small rooms
53	smog
54	Poverty, the food
55	The rip offs start at the front door
56	most everything else
57	can notthink of one thing
58	Ocean, Animation, Night Life
59	Food, Language problems,
60	basic necessities are hard to get
61	Everything
62	Getting there could be a hassle
63	Poverty, soldiers harassing the locals, lack of free speech

64	Water not always so good - some places the food isn't good
65	Not predictable
66	dirty beach, beggers, theives, no customer service
67	Food
68	When to tip and not
69	An experience you will not forget.
70	Excellent, but make sure you buy into at least 4 star or better Resort. Comments from people that went budget had problems with food.
71	BEST VALUE AROUND
72	The perfect place for an alternative break. It's not luxurious but the best places never are...spend time in living history in a land of miracles
73	Excellent value for money resort as long as you don't care what you eat. Cuba is a facinating country
74	Getting to Cuba is not too hard. You just need to know where to book the kind of trip you want.
75	Highly recommend Super Clubs Breezes Costa Verde. Trouble-free experience -- all inclusive. Many activities to do during the day, food is decent, the service is good to excellent.
76	Beautiful and interesting place, but not exactly a relaxing and tropical vacation paradise. More expensive than we thought. Locals are nice if you give them your money.
77	Cuba is an inexpensive, relaxing, educational experience. Park your North-American expectations at home and enjoy the ride.
78	YOU HAVE TO EXPERIENCE IT TO BELIEVE IT
79	PLAY BY THEIR RULES
80	BEHIND THE FACADE, DAY TO DAY REALITY
81	PARADISE, WELL CLOSE TO IT ANYWAY
82	I love it and recommend it to everyone.
83	Despite the political and economical situation of the country, Cuba remains one of the best places to stay in the Carribean region.
84	WELCOME TOURISTA, CAN I CARRY YOUR WALLET?
85	Enjoy what Cuba has to offer - beaches, sun, hospitality, and mix up the relaxation with vitality in Havana.

Curacao

1	Beautiful weather, friendly people, great for exploring, perfect for those seeking a quiet getaway!!
2	Unmatched beauty and not heavily touristy in December!

3	The food, the wonderful warm gentle ocean, and the welcoming smiles from the very hospitable people of Curacao.
4	Perfect weather, good prices, not overcrowded, not commercialized, USD widely accepted, English spoken
5	diving,value,out of hurricane belt, weather,food,drinks,people,warm water
6	It's beautiful and very unlike your typical Caribbean Vacation
7	Relatively non-touristy, great food!, distinctive atmosphere
8	Great diversity in action...Warm Caribbean human feelings..
9	exciting, unique, an adventure!
10	Excellent descriptions; open air pools.
11	weather, wind, people
12	Weather, Sea Life, Slow Pace
13	lots of fun in the sun!!!!
14	the sun is always shining, the island is clean, safe and the tap is delicious.
15	Seaquarium - swim with dolphins, clear waters good for snorkeling/diving, Indonesian restaurant
16	Rain will keep you bored, taxis and gratuities are confusing, Customs in Miami was nuts!
17	Americans with unrealistic expectations! It's not Aruba!!It
18	Curcao was the hottest Caribbean Island I have ever visited, and I was just dismayed at the number of stray dogs and cats, many pitiffuly scarred with mange and painfully thin. This is something that bothers me everywhere I go.
19	Not many airlines fly there
20	return tickets 'missing'from room,check in
21	Things are a little slower here
22	didn't always feel safe, on some days bothered by vendors
23	No great beaches like other islands...Sunburn, sea urchins, and jelly fish
24	not for the scared
25	Dated.
26	sometimes a little dirty in the inlands, with car wrecks and so
27	Expensive
28	nothing bad
29	there are nothing bad I could find
30	Starving dogs, garbage and unfinished construction everywhere
31	A veritable diamond in the rough, Curacao will be sure to please newlyweds seeking both a quiet and remote destination with plenty of sightseeing, delicious food, hospitality and sunshine.
32	Beauty, great diving and snorkeling and nice people. This is an island barely touched by tourism and a great place to visit!

33	Curacao is a taste of Europe situated in the Caribbean.
34	A sure thing for a relaxing, cultural vacation.
35	Curacao is one of the undiscovered gems of the Caribbean. Anyone interested in an adventurous vacation should check it out.
36	the pace is slow, you won't get rushed like on other islands I have been to like Aruba. there is alot of history and also beautiful hotels and beaches.
37	Be prepared to either stay at the hotel, or deal with starving dogs, poverty and garbage. You can find nice spots, but there are nicer places to go.
38	Nice place to visit ...
39	Where do I begin?
40	Family friendly, inexpensive, learning experience for kids
41	Villa Papillon!
42	lots to do
43	Perfect tropical getaway - not crowded or touristy. Excellent snorkeling. Laid back atmosphere. Beautiful beaches.
44	Natural Beauty, Unbelievable Beaches and Underwater Activities
45	Scuba, Weather, Beaches, Alcohol
46	Quiet family atmosphere
47	Flora, People, Coral Reef, beaches
48	nice pool area
49	VERY POOR MANAGEMENT!!
50	expensive
51	nothing bad really
52	pricey
53	Too isolated
54	nothing bad
55	Crowded, mostly cruise goers
56	Beautiful scenery, relaxing...EXPENSIVE
57	Loved it. Plan to return.
58	I would definitely go back!
59	Hooray for sun and sand!
60	Food, People, Diving, Sailing, Beaches, Diversity, Close to other islands, Great Family Spot
61	Beautiful beaches, relaxation, clear blue water, great food
62	Beautiful beaches, friendly people, good prices, wonderful experience
63	the ultimate sailing experience
64	Grand Case
65	Green cay
66	Great Food, Crystal Clear Water

67	Usually well kept, scenic, great beach
68	shopping, great drinks, beautiful beaches
69	Just an all around great vacation spot
70	Clean, Friendly, Inexpensive
71	FOOD!
72	Great Beaches
73	Weather, food, beaches and the Island
74	nice beach
75	Expensive to rent water sports items such as Jet-skis
76	nothing bad really
77	Expensive, Poor Roads, Poor Beach Snorkeling Options, Rains Frequently, Hurricane Damage. Long trip
78	Nothing!
79	roads leave something to be desired
80	homeless
81	too short!!!
82	nothing bad
83	expensive
84	Tourist Atmosphere
85	nothing bad

Dominica

1	Beautiful island, unique foods, LONGEVITY!
2	Beauty, hiking, diving, great people.
3	Natural and unspoiled
4	Weather, Friendly People, Tropical Environment
5	beautiful, wonderful experience
6	Gorgeous rainforest; a real retreat.
7	death-defying roads
8	Natural flowing rivers, fruit, the people, the land
9	Kayakers' and hikers' paradise...Mountain biking...Rainforests,,Lakes and Rivers...
10	Gorgeous, clean, tourists welcomed and appreciated
11	This is a beautiful island with friendly, honest people and a great snorkeling adventure.
12	Beautiful Island Setting

13	Scenery, people, shopping, and the overall atmosphere of the island is wonderful.
14	Lush Flora and Fauna...Mountainous island with lots of waterfalls, hot springs and black volcanic beaches
15	unspoilt, forest walks and waterfalls, swim in the lakes under the falls.
16	Not very touristy""
17	Lush and scenic backdrop
18	We had to leave
19	Not for your club med/casino type traveller.
20	We couldn't stay longer
21	No Direct Flights - airfare can be costly unless you research
22	minor problems
23	It's hard to get there; lots of airline connections.
24	death-defying roads
25	Crazy driving
26	Sunburn... Boil the local water or drink bottle water...You will sweat if off!
27	can get very hot and sticky during the day
28	Our stay was too short to enjoy all the interesting possibilities.
29	A bit pricey
30	They can spot a tourist a mile away, so protect yourself by being aware of your surroundings. There are lots of police in the city, and they will help you anyway they can, but there are also some questionable people in town waiting.
31	The crooks and fugitives may slip in....Tax evaders from the U.S., Canada and other Caribbean nations.. and Europe...That's a win-win business...
32	watch the roads !!!!!
33	Not much luxury here
34	Coastline rocky and stony and beaches have black sand
35	Friendly folks who speak English, natural beauty, longevity, low medical costs.
36	For an off-the-beaten path adventure D/a can notbe beat!
37	I would recommend Dominica as a wonderful place to visit for an extended day. The snorkeling experience with Dive Dominica was excellent.
38	For the those who want an adventure, plenty to see and do.
39	Not a great choice if you like the resort lifestyle.
40	Dominica is not the place for beachlovers. Divers - yes. Hikers and adventure seekers - yes. Beachlovers - NO!!!
41	Beautiful, secluded, lot of nice locals, different
42	A Romantic Paradise setting with Spectacular Views.
43	The Resort's STAFF, The RESORT, The FOOD, The Island, and it's beauty.
44	Scenic; friendly people; good diving

45	Quiet, friendly and beautiful island for explorers.
46	Excellent relaxation spot
47	Beautiful and Carefree
48	Awesome natural sights and attractions; less crowded than some other Carribean destinations
49	beautiful resort, nice villas, great people
50	Well spent \$\$
51	No kids
52	Great place, and saves you from the all-inclusive traps
53	tropical weather
54	Beautiful; Friendly; Great eating establishments
55	The view, the food the atmosphere
56	Total luxury already paid for
57	Everything
58	climate, people, food, atmosphere
59	Expensive, IS a resort for you?, the fer de lance snake
60	I think it rained one day. We caught up on our sleep.
61	nothing bad
62	So-so activities
63	The property is a bit to small
64	No telephone in the rooms, no discos, no crowds
65	I wasn't there long enough
66	The rainy season is not a good time to travel! Sandal's Resort was deceiving.
67	Expensive;
68	Just like Jamaica
69	no
70	Cons...no cons
71	Humidity and Windjammer Landing Villas
72	Go to St Lucia, it's a beautiful place - but I would avoid the Rendezvous !
73	good beach
74	pretty nicepeople
75	very cool!!! Loved everything!!! I HAVE TO GO BACK!!!!!!!

Dominican Republic

1	Beautiful beaches. Warm people.
2	Beautiful beaches, clear water, inexpensive vacation packages
3	Total relaxation away from the madding crowd

4	Excellent Vacation Value
5	inexpensive caribbean vacation compared to other islands; variety of things to do
6	Beautiful beaches
7	Amazing grounds - like a palace. High quality food. Sandy beach. Turquoise water
8	Excellent price! Too many things to do.
9	Gorgeous Beach, Friendly Staff, Beautiful Resort. Lots of RandR
10	Beautiful beaches
11	Leave the resort and encounter beautiful scenery and the funnest people in the world
12	Romantic, fun, luxurious, carefree vacationing
13	Great people, beautiful resort
14	all inclusive, beautiful beach, great service, good food
15	Very Friendly, safe, inexpensive and fun.
16	Beautiful beaches, excellent food
17	Santo Domingo is a nice city to tour
18	The wonderful culture, beautiful beaches, MERENGUE!
19	A lot of entertainment and great all inclusive hotels
20	A relaxing, and enjoyable island vacation that won't break your budget.
21	Beautiful, Great Value, Beach
22	Warm whether, great beaches, plenty of historic sights, great music and wonderful memories
23	THE ENTIRE ISLAND
24	Close flight, beautiful, language not too much a factor, ocean fantastic!
25	Great for relaxing, all inclusive meals because you pay beforehand.
26	Sunscape Casa del Mar La Romana Resort is great fun.
27	inexpensive vacation getaway; beautiful beaches and weather
28	Lovely setting, clean hotel, friendly staff
29	Awesome pool, large rooms, and a beautiful white-sand beach.
30	The Sun, the Blue Sky, sipping Coconut Juice on the beach, what else is needed?
31	Beautiful beaches and #13; and #10; Clean and lush and #13; and #10;
32	Fun, Relaxing, Good Food
33	Friendly people, beautiful scenery and beaches, lots of history
34	Beautiful beaches, nice rooms, clean resort
35	A relaxing, calm and gentle place to go on vacation
36	Terrific Beach and Pools, Perfectly Maintained Bungalow Resort, Outstanding Food

37	GREAT Weather
38	Teeth of the Dog is a Beautiful Golf Course
39	The people, nightlife, natural beauty, chance to learn so much
40	Great country! Lots to do there!
41	Numerous activities, reasonable prices, great adventures!
42	The Best Vacation Ever, cheap, beautiful and fun
43	Great Vacation
44	Warm in winter
45	People, Scenery,Resort, All-Inclusive
46	private, fun, great atmosphere, great staff
47	beautiful beaches
48	Cheaper In Price Than Some Other Islands.
49	gorgeous beaches, nice hotel, friendly people, good food
50	Beautiful, IMMACULATE BEACH, friendly people
51	Still cheap outside of tourist areas, nice people, good food
52	Good food, people, and hotel
53	Inexpensive, idyllic setting
54	Friendly staff (selling Time Shares)
55	Beautiful beaches, nice resorts, costs, friendly people.
56	Beautiful Beach, Beautiful rooms
57	Beautiful, Inexpensive and very Friendly People
58	It was very cheap but did not out-weight the cons
59	Good weather, friendly people and great variety of food.
60	Great beach, nice hotel, so-so food
61	beautiful beach, great resorts, good prices when shopping
62	Nice Beach ONLY
63	Rough roads. Aggressive drivers.
64	nearest town is 45 minutes away
65	You have to come home and go back to work
66	Use caution when selecting a hotel
67	mosquitos can be a problem; lots of people trying to sell you timeshares
68	language barriers
69	No snorkelling, air cond goes out at night
70	4 days wasn't enough, rooms could be better.
71	Music not too good, Not much to do, Employees eyes all over the ladies
72	Lousy accommodations and rip-offs aplenty
73	Electricity and running water not guaranteed.
74	a little expensive but well worth your while
75	Not for families

76	stagnant water in places, most paths are too dark at night
77	Knowledge of some spanish helps
78	poor service, not particularly kid friendly
79	Rats, food, broken AC, rats, service, entertainment, rats
80	Poverty and the juxtaposition of it to the wealthy resorts
81	Couldn't perceive any
82	Most resorts don't cater to American tourists; savvy island travelers may prefer more famous and popular destinations.
83	Couples only, so so diving, service, language
84	nothing bad
85	choosing which beach to go to
86	Can be very hot, military with guards feels odd!
87	Food.
88	Altos de Chavon is interesting but boring.
89	poor country so need to be careful with people
90	The days are not enough.
91	Casino, casino, casino
92	Mosquitoes, and remote isolated location.
93	Poverty
94	Food not so goodand#13;and#10;Service inconsistantand#13;and#10;Entertainment poor
95	nothing bad that I can think of.
96	Crime in larger cities, crazy driving
97	Good resort, just keep your eyes open.
98	Bavaro Beach is a public beach - not enough bathrooms.
99	Insufficient Service at the Pool, Inflexible Room Service
100	NOt very picturesque
101	Man made beach/designated swimming area. (Maybe because of the sharks)
102	poverty has its limitations.
103	Poverty just like the rest of third world countries..Hurricane season
104	You MUST enjoy the outdoors!
105	Don't leave the resort!
106	Poverty
107	Cost and the lenght of flight
108	Windy,Language
109	nothing bad
110	language barrier
111	Poor Country, Beggars, Quality Of Resorts
112	very humid at night, lots of bugs at night

113	topless women may be problem for some people
114	Poorly lit roads, scary drivers, big spiders.
115	Not near rainforests for anyone planning to visit them
116	Spanish speaking, third-world like country
117	Golf extra, tennis extra, food poor, buffet open air
118	The size
119	NO Air conditioning! They ran out of everything!
120	nothing bad
121	nowhere to go at night
122	VERY dirty. Third World atmosphere.
123	Scary drivers, bad roads, very isolated and large resort.
124	island tours stink, beach had a little too much sea weed
125	airport is small, some food at resort can cause minor stomach problems.
126	EVERYTHING ELSE
127	We have been to the Dominican Republic three times now. Each time we visit we say we will have to return again.
128	Great vacation destination if you want deluxe all-inclusive accommodations at an affordable price.
129	Just do it. You deserve it, and who knows how long it will be before you can get away again?
130	Excellent value for your money.
131	If you can not afford to go to another Caribbean Island, the Dominican Republic is a good deal. If you want the best beaches, go to the South of the island.
132	I would go back to try other resorts, take some tours, and just enjoy the fabulous beach!
133	Paradise palace at a bargain. You are treated like royalty here. Quality is what separates this place from the rest
134	I had a great time in Punta Cana, the resort was gorgeous, people were friendly, weather was perfect. A week of fun, sun, and drink.
135	A substandard resort on a unwelcome island. Go elsewhere and spend your money
136	See the whole country--it has a lot to offer!
137	I highly recommend this resort, unless you prefer a deeper, less calm sea. Otherwise, this was a great vacation.
138	Recommend this place to people you truly dislike.
139	Great, Fun, Fantastic, Exotic, Unique, Different
140	You will not regret at all going! Just bring your sun lotion!
141	Get off the ship but skip Altos de Chavon. Get yourself over to Sunscape Casa del Mar La Romana Resort and enjoy the day!

142	Cost of vacation is well below value so its a no brainer.
143	update 7/7/03 Hilton advises they have investigated the matter and assure it will not recur. For legal reasons, I expect they cannot go into details, but very good to hear.
144	Beautiful beach, pool, and excellent food. Plenty of programs for children, and nice, spacious rooms. Not good if you like day-trips (too isolated).
145	Great place to visit, but not to live in..
146	Although there are many pluses about this resort, it did not offer all that would be expected of a 4 star facility.
147	If you are looking for a place to sit back and relax in for a reasonable price then you should look into Juan Dolio.
148	Go to the Dominican Republic and experience everything it has to offer!
149	See summary above.
150	One of the most relaxing vacations with natives who really are friendly and care that you enjoy their island
151	Don't wait and book today if you plan to travel with young kids. You get the most for your money. Don't waste it elsewhere!
152	Bottom line is It is so poverty stricken, you could hardly market this place as paradise""
153	Like golf, Cuban cigars and a clay shooting range in a low socio-economic country? This might be the place for you!
154	The best vacation ever, with so much to do, so much to see, and a great way to relax yet have fun at the same time.
155	Whether you're on a budget or in the mood for a luxury vacation, you can find it here.
156	Great place for couples. If you like all inclusives, then sit back in the shade by the beach, piand#241;a colada in hand, unwind and let the world go by! and#13;and#10;
157	The DR is beautiful. Be sure that you have a respected resort, that can gurantee your comfort.
158	The Dominican Republic is beautiful and everyone on the island is very friendly.
159	best place to go and relax and lie in the sun!
160	I do no recommend the Dominican Republic because it is a stressful place to visit. Pick another place to vacation and relax.
161	This resort is great for sunbathers and those with an endless appetite! If you want some local flavor or action stay closer to Puerto Plata.
162	I would go back. It was nice enough, and reasonably priced for what you get. I judge heavily by the beach, and I loved it here

Guadeloupe

1	Beautiful beaches, scenery, rainforests
2	Warm, humid weather
3	Plenty to see and do on both land and sea.
4	Fantastic scenery, clear sea, warm people
5	Glass bottom boat tours are the way to go.
6	Beautiful Tropical Island
7	Creole food, friendly natives, beautiful beaches and rainforests, non touristy
8	Wonderful tropical sights, ocean, and sandy beaches; Club Med food was fabulous
9	Beautiful island
10	Some places are a bit trashed
11	Guadeloupe is a poor island
12	Water is not as clear as on some other islands
13	Helps if you speak French
14	I got a little bit bus sick since the roads were pretty hilly and curvy.
15	Some areas including Gosier seem like they have seen better days, Some Anti American Sentiment.
16	isolated, extremely hot
17	Hot and humid; no cash machine nor working Internet access at Club Med; sun screen!
18	They hate Americans!!!
19	It's paradise with a French flavour
20	Guadeloupe is a gorgeous island. It is shaped like a butterfly with the Salt River separating the two parts.
21	A nice tropical getaway (maybe even introduction to French), Guadeloupe Club Med is a good choice for its steady climate, people, and water
22	Travel to a more pleasant island where the locals are a bit more friendly.
23	Lovely, man!
24	A beautiful island of contrasts
25	No crowds, line ups for food or drinks, stress of any kind.
26	Warm, friendly, welcoming people. Blue Mountain Coffee. Relaxing and worth it! Tons to do.
27	A great experience
28	Great Coffee, Great Service, All inclusive
29	Island paradise
30	A true experience. You see so much of the island that you would not see as a normal tourist!

31	Reasonably priced, wonderful all-inclusive resorts, beautiful landscape
32	nothing bad
33	beautiful scenery
34	Secluded, extra attentive service, beautiful
35	Natural Beauty, Nightlife, People
36	Price (all inclusive), excellent staff
37	Scenery, Climate
38	Beach and a swimming pool!
39	all inclusive Resorts, Natural Sights
40	Sun, Surf and Ohhh the Food!!!
41	good waves
42	It all so wonderful
43	Warm and friendly people, natural beauty
44	Pushy salespeople
45	Felt Guilty
46	Plum sauce is not ketchup!
47	Don't get too used to all this pampering, you wont know how to act when you go home!
48	beaches, street life
49	our air-conditioner did not cool down enough
50	WE HAD TO LEAVE :*(
51	I can notthink of any
52	nothing bad
53	The craft merchants...hustlers...
54	takes a while to get to
55	Nothing
56	unable to truly explore the island, for fear of your safety
57	nothing bad
58	nothing bad that come to mind.
59	Highly recommended for a unique and fun vacation!
60	Wonderful experience
61	There are better places in the Carribean to visit.
62	Miss it unless you are into a decadent lifestyle!
63	Good place to relax.
64	Great food, Service and Prices.
65	Friendly people
66	Great Weather and VAcation PLace
67	Arrived alive
68	In the right spot, it is paradise.

69	Something for everyone - Ocean,Golf,gambling and Beach
70	safety
71	nothing bad
72	overcrowded, unfriendly, run down
73	little nightlife (a pro in my book!)
74	about 30 miles from the airport
75	Scary driving
76	nothing bad
77	Pricey.
78	It's the best vacation spot.

Haiti

1	It was only for the day.
2	The weather is nice and there are lots of things to do
3	Hey, it's in the caribbean, need I say more
4	White sand, crystal-clear water, great food, french cuisine coupled with the typical Caribbean cuisine and security
5	Cap-Haitien is a historical city...Lots to see and do...Great Bargain!
6	Private, clean, uncrowded, minimal hassles, lunch included
7	Jean Jean is bad
8	You have to get accustomed to speaking creole
9	extreme poverty in many areas
10	Rugged road, too enthusiastic salesmen of souvenirs
11	The price may be high...it is not final...Bargain..
12	Rocky beaches, limited to expensive activities by RC, not true Haiti, bit boring
13	When in Haiti, give my regards to Jean Jean. He owes me twenty bucks.
14	Okay if all one wants to do is lie on the beach. Otherwise, it is a money grabber by Royal Caribbean.
15	Excellent Vacation Value
16	Beautiful beaches
17	Romantic, fun, luxurious, carefree vacationing
18	all inclusive, beautiful beach, great service, good food
19	Beautiful beaches, excellent food
20	THE ENTIRE ISLAND
21	The Sun, the Blue Sky, sipping Coconut Juice on the beach, what else is needed?
22	Fun, Relaxing, Good Food

23	Friendly people, beautiful scenery and beaches, lots of history
24	People, Scenery,Resort, All-Inclusive
25	private, fun, great atmosphere, great staff
26	Cheaper In Price Than Some Other Islands.
27	Nice Beach ONLY
28	Rough roads. Aggressive drivers.
29	mosquitos can be a problem; lots of people trying to sell you timeshares
30	language barriers
31	Not for families
32	Rats, food, broken AC, rats, service, entertainment, rats
33	nothing bad
34	Food.
35	Poverty
36	Crime in larger cities, crazy driving
37	NOt very picturesque
38	Poverty
39	very humid at night, lots of bugs at night
40	Recommend this place to people you truly dislike.
41	Great, Fun, Fantastic, Exotic, Unique, Different
42	Cost of vacation is well below value so its a no brainer.
43	Great place to visit, but not to live in..
44	Although there are many pluses about this resort, it did not offer all that would be expected of a 4 star facility.
45	The best vacation ever, with so much to do, so much to see, and a great way to relax yet have fun at the same time.
46	Whether you're on a budget or in the mood for a luxury vacation, you can find it here.
47	Great place for couples. If you like all inclusives, then sit back in the shade by the beach, piand#241;a colada in hand, unwind and let the world go by! and#13;and#10;
48	best place to go and relax and lie in the sun!
49	I would go back. It was nice enough, and reasonably priced for what you get. I judge heavily by the beach, and I loved it here
50	private
51	so bery clean
52	loveed it
53	definetely a value
54	Warm, humid weather
55	Fantastic scenery, clear sea, warm people

56	Beautiful Tropical Island
57	Beautiful island
58	Some places are a bit trashed
59	Guadeloupe is a poor island
60	Helps if you speak French
61	Lovely, man!
62	A beautiful island of contrasts
63	Beautiful island
64	Beautiful sandy beaches and crystal-clear water; The warmth of the people and the sunshine; High tolerance and acceptance of others;
65	Delicious! delicious! Delicious!
66	unique rain forest
67	snorkeling
68	Featured languages are French and Patois, Creole
69	nothing bad in my book
70	friendly locals
71	loved the history
72	snorkeling rocks!!!!
73	Labadee there's no place like it
74	beautiful beaches
75	very cheap!!!
76	so worth it!

Jamaica

1	Unsurpassed natural beauty, wonderful reefs for diving and snorkeling...
2	Lush vegetation with mountainous backdrop views, scenically beautiful for your eyes to behold
3	Some fine beaches, beautiful mountains, great all inclusive properties.
4	Lovely, man!
5	Beautiful, friendly people, something there for everyone
6	Island paradise; interesting people and places; beauty in all things large or small
7	Jamaican culture is influential and important in the Caribbean.
8	A beautiful island of contrasts
9	Kid oriented resort as good as advertised. Vacation nanny a big plus.
10	No crowds, line ups for food or drinks, stress of any kind.
11	Beautiful scenery, friendly locals.and#9;
12	Beautiful, original, and interesting.

13	Beautiful, friendly, romantic!
14	Warm, friendly, welcoming people. Blue Mountain Coffee. Relaxing and worth it! Tons to do.
15	A great experience
16	Peat Taylor tours cannot be beat!
17	Great Coffee, Great Service, All inclusive
18	Jamaica is unbelievably green. Plenty of activities to satisfy any vacation craving.
19	Inexpensive, Nice Scenery, Lots Of Expensive Places To Shop, Flights, More Flights, Even More Flights
20	Everyone knows how to have fun!
21	Island paradise
22	A true experience. You see so much of the island that you would not see as a normal tourist!
23	A tropical Island paradise, beautiful weather, friendly people
24	Naked people, free drinks
25	Very relaxing, great service, good food and best of all it's all included!
26	Reasonably priced, wonderful all-inclusive resorts, beautiful landscape
27	A place of Natural Beauty
28	fun, never a dull moment, all-inclusive
29	BEACHES, MUSIC, HOSPITALITY, LIQUOR!
30	great weather, wonderful people, great rental house
31	The rip-roaringest boat ride in Jamaica, variety of activities, personal contact, very inexpensive
32	The friendliest people in the Caribbean with welcoming smiles.
33	nothing bad
34	Great activities, grounds, rooms
35	The free-spirited fun atmosphere
36	get to see some of the beautiful island
37	beautiful scenery
38	friendly people, good food, beautiful island, no snakes :)
39	Secluded, extra attentive service, beautiful
40	Surrounding country is beautiful; taste of the tough side of Jamaican life
41	Impeccable service. Truly 5 star treatment.
42	weather
43	very beautiful country
44	Natural Beauty, Nightlife, People
45	best value at \$157 a day pp-all meals, drinks and water sports
46	Beautiful, Interesting, Tasty Shrimp
47	relaxing, beautiful, great food, wonderfully helpful people

48	All-inclusive..dont' worry about Tips
49	Price (all inclusive), excellent staff
50	The weather
51	Everything... You'll see real Jamaican life on this tour as well as beautiful scenery.
52	Nice weather
53	Scenery, Climate
54	beautiful beaches, great food, wonderful people
55	Great country with beautiful landscape...Lots to do..watersport, kayaking, hiking etc.
56	Beach and a swimming pool!
57	SCENERY
58	all inclusive Resorts, Natural Sights
59	scenery and fun
60	beautiful scenery, some friendly people, fun things to do
61	Food, drinks, and entertainment
62	gets really hot
63	beautiful stars and sunsets
64	nice beaches and resorts
65	Sun, Surf and Ohhh the Food!!!
66	Beautiful Weather and Nice People
67	Beaches
68	good waves
69	pretty island, free drinks in resort
70	Everything
71	Party atmosphere, no children allowed
72	beutiful, tropical, specal place to be
73	It all so wonderful
74	An Adult Playground where you can be yourself
75	Nice climate
76	The flying trapeze.
77	All one price
78	Warm and friendly people, natural beauty
79	Amazing weather. Nice resorts.
80	Gorgeous island at a great price.
81	Beautiful, fun, exciting, and everything you could want and more
82	Beautiful, Very Nice people
83	VERY PRIVATE. Excellent made to order meals served by your personal waiter.
84	The didn't completely screw up our wedding.
85	Some islanders can get a bit pushy when trying to sell you their wares

86	If you go on your own, it would be wise to get a guide
87	poverty, poor infrastructure, aggressive merchants, crime
88	Watch out for the sleeping policeman!
89	Some areas have a very high crime rate.
90	nothing bad of importance
91	Drugs, drunks, touts, and hassles.
92	Hassle, drugs and difficult internal travel
93	The usual: traffic, tourist rip-offs, travel difficult on island
94	Uh...let's see, I can notthink of any personally.
95	Can be dangerous, occasional tourist traps.
96	You should know what you're doing or you can have a bad experience.
97	Expensive, some dangerous areas.
98	Jamaican time isn't real-time". Slower pace. Poverty and crime in the cities. "
99	Annoying people, somewhat dangerous
100	Pushy salespeople
101	Felt Guilty
102	Petty hustlers are rampant. Be careful at night. Do not rent a car!
103	Poverty, People, Dirty, Rip-Offs are in All Stores and Shacks
104	Plum sauce is not ketchup!
105	Chiefly a andquot;barterandquot; society; although, awareness makes this fall under andquot;Prosandquot;
106	There are some amenities you have to give up, but not too many.
107	I only got to spend one day there
108	Naked people, seaweed
109	Don't get too used to all this pampering, you wont know how to act when you go home!
110	High crime, not very nice outside of the resorts, giant fruit bats
111	Poverty and Rip Off's
112	drug dealers outside the resort and don't go here to relax!!
113	FLYING COCKROACHES NAMED HERBERT
114	not on the beach
115	You'll need a good chiropractor when you return home
116	some high crime areas and not great roads
117	Everything
118	BAD food and bars
119	Several single guys with the attitude that all the women need to fall down and spread their legs open for them.
120	green grotto caves were very disappointing
121	crime

122	part are dangerous, the abundance of poverty is depressing,hard to really get the Jamaican experience in a hotel, you eventually have to leave :(
123	flat beach, not enough pool mats
124	There are so many other places to go in Jamaica
125	Outside the compound, major drug deals going down.
126	beaches, street life
127	lots of people with no jobs and just hanging out on the streets
128	Speed of Life, Class Disparity
129	our air-conditioner did not cool down enough
130	The Falls Are Freezing
131	no hussle/bussle of big cities, just you and relaxtion
132	WE HAD TO LEAVE :*(
133	I can notthink of any
134	nothing bad
135	Having to leave. Honestly, this was a fun experience.
136	Rocky beach and oceanand#13;and#10;Attitude of the locals
137	Unsafe Conditions
138	poverty, in summer it can be very hot, crime in the city
139	The craft merchants...hustlers...
140	Drugs, Prostitutes and a lack of air conditioning.
141	SAFETY
142	Safety factor, Locals
143	roads and people trying to sell anything
144	some un-friendly people, high crime outside of resorts
145	I let you know when I think of one
146	gets really hot
147	poverty, driving, boredom
148	expensive
149	becoming too commercialised
150	The Poverty of the Island Can Be Heart-Wrenching
151	Too much pressure
152	takes a while to get to
153	poor island, lack of safe feelings
154	Nothing
155	Nothing much to see outside the resort
156	unable to truly explore the island, for fear of your safety
157	The goats in the street kind of back up traffic!
158	nothing bad
159	High crime and disease rate

160	nothing bad that come to mind.
161	Tipping is expected in generous amounts.
162	depressing living conditions, fast-fast drivers
163	Abject poverty around resorts
164	Very forceful sales tactics that make you feel guilty as hell.
165	It's a bit expensive, but very worth it...so, there are no cons.
166	Begging, Very Agressive Merchants, Children Begging, Crime
167	Expensive. However, every penny was worth it for the experience.
168	Poorest customer service possible, terrible rooms.
169	Jamaica has many different attractions and sights to see,activities galore, fishing, diving,lovely beaches... great Blue Mountain coffee and Rum!
170	A great place to learn about the Patois Language and culture. Welcoming people and a perfect destination to bargain for shopping deals!
171	Jamaica has great beauty, but it is also a place where you must watch where you go and who you go with. Everybody should see Jamaica at least once.
172	It was an amazing experience.You can check out the latest State Department Travel warnings on Jamaica at http://travel.state.gov/jamaica.html
173	Jamaica is rough on the senses. It bills itself as a nice beach destination. It's more of an illegal drug center.
174	Jamaica, an island of contrast. I will certainly be going back. Go with an open mind, explore the contradictions and you will have a wonderful time - no problem mon!
175	The resort was great, but Jamaica has many problems which are difficult to ignore.
176	The Jamaican people were warm and friendly and anxious to make you feel welcome. If you respect them they will respect you.
177	It's a beautiful place to visit, but I would recommend going in a sizable group.
178	The cost depends on the exchange rate of the day. Off season travel is affordable. It's a beautiful place where you can actively enjoy your surroundings.
179	If you want a vacation with no worries of money from the time you arrive in Jamaica until you board your plane. All-inclusive in Jamaica is for you!
180	Jamaica has something of a bad reputation, but you can notgo wrong with Peat Taylor Tours. He'll take good care of you!
181	Jamaica is beautiful with many varied activities. Use reasonable caution and you will have a lifetime vacation experience.
182	Highly recommended for a unique and fun vacation!
183	Visit Jamaica cautiously! Enjoy the beauty! Watch you money and protect yourself from injury!
184	Become enchanted with a people and their beautiful, mountainous island.Become enraptured with nature and all its glory!
185	Wonderful experience

186	There are better places in the Carribean to visit.
187	Miss it unless you are into a decadent lifestyle!
188	Highly recommended, NEVER leave your resort for any reason unless you are on a day trip or with an escort.
189	A MUST SEE. To experience Jamaica the right way, you can stay at an all-inclusive, but HIGHLY recommend getting out of the resort area.
190	Jamaica is as diverse as any place you will find. Its real value is in the hearts of the people that you meet.

Martinique

1	Has a different feel to most of the islands
2	Beautiful island
3	Weather, Shopping, Water Sports and Beaches, Food, etc. etc. etc.
4	Beautiful sandy beaches and crystal-clear water; The warmth of the people and the sunshine; High tolerance and acceptance of others;
5	beautiful beaches, gambling, fun
6	Delicious! delicious! Delicious!
7	unique rain forest
8	wind surfing, great tropical rain forest
9	The landscape, the beaches, the people..
10	It is a vacation. You get free breakfast and free wine with free dinner.
11	snorkeling
12	People and activities.....you have the freedom to do as you please
13	It's French
14	Featured languages are French and Patois, Creole
15	nothing bad in my book
16	Overzealous vendors
17	high airfares
18	A bit pricey, but well worth it.
19	expensive
20	poor coral reefs
21	Maybe language barrier...Be open-minded
22	The upkeep is only so-so. Not much to do at night, unless you want to get a taxi to travel outside the club, which is not highly recommended.
23	shopping
24	nothing bad

25	Pretty island with some fantastic scenery. Quiet though with few tourist attractions. Other islands have better beaches and you need to know some French.
26	Take a French phrase aid with you, if you don't speak French. Cash travelers checks beforehand.
27	Warm weather, lots of sun
28	It's a vacation!
29	BEAUTIFUL, a lot of fun
30	You swim with dolphins!
31	One of the less expensive vacation destinations.
32	weather, hospitality
33	Beautiful, romantic, and relaxing island of the Bahamas
34	Club Med was a great deal and a lot of fun
35	nice getaway,
36	Fabulousness
37	Fun time, and fun people.
38	beautiful water, plenty to do, great for couples or families
39	fun, sunny, beaches, variety of things to do
40	It's paradise
41	Nice places, nice scenery, nice weather, and feels almost like home. And friendly people.
42	pushy sales people, dirty, drugs, not much to do
43	Derelict outside resorts, expensive, lousy service, did I mention expensive?
44	locals trying to take advantage of tourists, sections are not as clean
45	The Exumas rock!
46	The Bahamas is a waste of time and money.
47	If you want to party, go to Nassau--otherwise, go to a smaller secluded island where there are actual beaches!
48	Beautiful beaches, architecture, encounter with dolphins
49	beautiful scenery, safe and reliable public transports.
50	Gorgeous beaches, friendly people!
51	Weather, beaches, relaxing environment, physical beauty
52	Beaches, THE PEOPLE, British, No Poverty, Lots Of Stores, Excellent Bus System, Everything Else Imaginable
53	Beautiful, friendly
54	Beautiful scenery, Much to do and see
55	Many cultural and natural sites to see
56	Beaches, weather, natives
57	Everything is beautiful

58	beautiful, relaxing, safe, clean
59	Most beautiful, classy place I've ever been thus far
60	Plenty to do
61	Warm, clear blue water, beautiful flowers, lots to see and do, friendly people
62	Vacation was not long enough
63	very expensive
64	High cost of living, driving on left
65	can be expensive
66	We had to go home
67	Cooler weather
68	expensive
69	Too cosmopolitan
70	Rolling hills, limestone walls, beautiful gardens, friendly people. Bermuda is actually a chain of islands put together in the middle of the Atlantic! Fly to Bermuda and see!
71	pretty island with some fantastic scenery.
72	locals trying to take advantage of tourists, sections are not as clean
73	beaches are pretty
74	beautiful place
75	love the hotel

Puerto Rico

1	So much to see in natural sites, history, fine hotels, casinos, and restaurants.
2	Tons of stuff to do, shopping, friendly locals, no passport required
3	Low prices on cigarettes and booze.
4	Historical, picturesque, and with an excellent infrastructure.
5	Good place to relax.
6	Very courteous, always pragmatic drivers.
7	Awesome beaches, beautiful scenery, easy to get to/from main island
8	Beautiful weather and people, outrageous nightlife!
9	Very few tourists, picturesque, romantic and secluded.
10	Great weather, beaches, snorkelling, diving, caves, waterfall
11	Simply a beautiful resort
12	Great food, Service and Prices.
13	Quiet, relaxing
14	Nice combination of familiar yet different
15	Friendly bilingual staff

16	Beautiful; Friendly people
17	There is a private beach, a golf course and lots of activities for children.
18	Everything except...
19	Friendly people
20	Cheap
21	SUPERB Food
22	Something to do for everyone
23	fun place , and a great place to relax
24	This is an escape to history, seclusion
25	Uncrowded. Beautiful. Great swimming.
26	Great Weather and VAcation PLace
27	Different culture flavors, friendly people
28	Whole experience was like being in a Corona commercial!
29	Beautiful and warm
30	Authentic experience, better price, away from the tourist traps!
31	lots of history
32	Very Inexpesive for a family vacation
33	History, culture, beauty, adventure, low price
34	Wonderful winter getaway
35	Many
36	remote, un-touristy, good breezes, easy sailing, clear water, beaches
37	Good shopping in Old San Juan. Wyndham Old San Juan very nice. Nice weather.
38	Beautiful scenery, cultural, good fun, lots of fun
39	A place that has it all: historic, beach, sightseeing and most of all, great people.
40	Lovely grounds, peaceful setting
41	Amazing people, climate, beaches!
42	Beautiful island in the carribbean
43	Beautiful nature mixed with modern
44	Away from the tourist traps, authentic experience, beautiful, beach!
45	Weather, Staff, Facilities, Rain Forest
46	Great city's with great beaches and service.
47	Natural beauty and friendly people
48	Everything
49	Great night life. Beautiful nature.
50	Kindness of citizens...
51	True relaxation for the first time in years
52	The Ritz Carlton: the beauty, the spa and the proximity to the airport
53	great beach for kids

54	Beauty...
55	sunsets, night life, casinos, beaches
56	Arrived alive
57	Childrens pools, waterslide, river pool
58	just a super island
59	warm, relaxing, luxurious
60	good sight seeing
61	In the right spot, it is paradise.
62	Great people, great history
63	Absolutly Marvolus
64	PR has something for everyone! Southwest Puerto Rico is best for families.
65	scenery, friendliness
66	nothing bad
67	Something for everyone - Ocean,Golf,gambling and Beach
68	everything you need at one place
69	Like the USA (90%)music, good looking people and natural beauty. Great roads
70	Beautiful, Friendly, Less Tourist, Direct Flights, Lots to do
71	To much to say(to many pros)
72	It's beautiful, friendly people, great food, always something to do.
73	Scenery, roads and highways, cheap gasoline, modern, historic, friendly people, climate.
74	Pleasant and inviting people, perfect temperatures, fun for all ages, safe.
75	Poor road signs when driving a rental car. Not a premier shopping destination. So-so snorkeling.
76	Restaurants, public transportation
77	City looks as if it has a high crime rate, certain parts?
78	Badly marked roads, scary driving.
79	Trip can get expensive.
80	Very different driving culture from what you know.
81	Must rent a car, protesters may mess up your travel plans
82	Hurricane damage!
83	Safety concerns, language barrier.
84	nothing bad
85	Food was real pricey
86	No pretentions (wait...is that a 'con'?)
87	Expensive
88	Tourist facilities only average; crazy drivers
89	nothing bad
90	Driving in P.R. is an adventure

91	Tour groups during high season can make the spa feel like a cattle run.
92	The cost, a little prohibitive.
93	Crazy drivers, limited English
94	You don't even get what you pay for.
95	nothing bad
96	safety
97	rain storms , some homes have no air conditioning
98	You might opt to brown bag it.
99	Justifiable local unhappiness with the U.S.
100	nothing bad
101	nothing bad
102	Could not afford to stay for a year
103	No Seasons
104	May not have all the expected conveniences but more than makes up for it!
105	overcrowded, unfriendly, run down
106	nothing bad
107	Sad, mangey dogs
108	Surrounding towns are not well kept-up, bring the bug spray
109	nothing bad
110	little nightlife (a pro in my book!)
111	Dirty, terrible food, stay at larger chain hotels.
112	nothing bad
113	You never want to leave the place...
114	very pricey, too remote
115	bugs
116	A little far away
117	Driving rough
118	Don't sip to many coconuts.
119	nothing bad really, just a fridge woul be convenient
120	A lot of people on the streets begging for money.
121	auto ins. coverage not like in U.S.
122	Price and quality of beach
123	Traffic!
124	Poor country
125	Not right for certain types of people with too much energy
126	Isolated from golf courses
127	slow service, same as every where in Puerto rico
128	A bit expensive.
129	traffic

130	Grew old waiting, chaos, missed flights, ughhh.
131	high price, service fair.
132	nothing bad
133	Too hard to leave
134	everyone speaks spanish!!!!
135	In the wrong spot, it is a tourist trap
136	Homelessness
137	\$\$\$
138	San Juan is cool, but go out into the island and experience the true PR!
139	driving
140	Dull Central
141	expensive
142	about 30 miles from the airport
143	The Metro area of San Juan is overcrowded. Traffic is very heavy.
144	Scary driving
145	nothing bad
146	Hurricane seasons and mosquitoes.
147	Road signs, loud car stereos, slightly aggressive drivers
148	Pricey.
149	The Northeast of Puerto Rico is diverse, exciting and full surprises for anyone willing to drive and travel on their own. It wasn't all luxury and comfort, but-most-was.
150	If you're looking for a tropical paradise with no passport, give Puerto Rico a shot... but do some research first so you're not stuck like we were. There's Tons of stuff to do, great shopping and very friendly locals. The food is not great, could be much better.
151	High crime beleagures this beautiful island paradise. If you come by cruise ship, come a early or stay a day later if you wish to see the island.
152	You can do a lot better. We wanted to go somewhere different but I regret it.
153	Puerto Rico is a wonderful Carribbean destination, and I highly recommend it.
154	Paradise next to a bombing range. Say what??
155	Puerto Rico offers scenic beauty, friendly people and one of the best spas in the Caribbean.
156	I would not recommend. There's much nicer places to visit in the caribbean. I would say don't try to scimp..stay at the larger chain hotels.
157	We met many Americans who come back here over and over and now, we are one of them.
158	Don't miss out on having the best of both worlds and besides you don't need a passport because it's a commonwealth of the US.

159	It's an active, fun island with perfect weather.
160	You can fly to Puerto Rico non-stop, and that makes it a perfect destination for a long week-end. The weather is exceptionally good and the people are joyful.
161	Visit Puerto Rico. It's a great experience.
162	Highly recommend SW PR to families because its not a commercial" area. It's a Caribbean getaway at its best! This is a value-added destination for sure!!"
163	Expensive - Cost was about \$5000.00 for six days from Colorado but it was worth every dollar.
164	Outstanding! Like no other Latin American country or American city but a bit of both. It is not what you imagine... You must go to understand... The great Commonwealth Experiment...
165	Every where in Puerto Rico is Beautiful, but try something different and head WEST!
166	It's the best vacation spot.
167	If you've never been, you have to go! It's a beautiful experience your family will enjoy.

St. Kitts

1	Not yet overrun with tourists, great natural beauty, friendly people, warm temperatures
2	Climate, andnbsp;flora, andnbsp;people, andnbsp;food, Journey Map, andnbsp;low crime, no cruise ships/fast food/big hotels andnbsp;
3	Beautiful, clean beaches, and friendly, laid back, unpretentious people.
4	Still developing into a tourist destination, beautiful paradise, little crime
5	Gorgeous scenery, great beaches, food, people, adventure, no tourists
6	BEACH!
7	Lovely scenery, friendly locals, great beaches, good snorkeling
8	peaceful, scenery, food, people, adventure
9	Very laid back and relaxing, amazing service
10	For years you barely ever had to lock your doors it was so safe.
11	Excellent beaches, Beautiful, protean rainforests, friendly people, excellent scenery
12	quiet, relaxed and laid back... Good entertainment and the locals were fantastic people.
13	Beautiful scenery and friendly people.
14	Beaches
15	Warm, Sunny, Relaxing, Tropical, Paradise

16	Good things come in small package! That's the case of this country
17	Breathtaking, secluded, gorgeous weather
18	pristine
19	quiet, ocean and snorkling possibilities
20	Variety. Black, Brown, Gold and White sand beaches.
21	Good rooms
22	You've got to experience it yourself to believe it!
23	Relaxation and frenzy! The best.
24	Grounds and room were great, with spectacular ocean views
25	Not a great place if you wish to shop
26	Lodging in particular is costly; limited flights; unattractive capitol city
27	A bit pricey, but worth it.
28	Not for those who crave constant activity, Nightlife is laid-back
29	no shopping or night life if that is what interests you
30	Jack Tar Village Resort, not much to do off the beach
31	Not much night life, so-so diving
32	rough infrastructure
33	Fairly costly, even in off season
34	Theft, gun violence increasing exponentially over the last 4 years - police are useless!
35	nothing bad! nothing bad AT ALL!!!!
36	It was a long flight from Dallas/FortWorth
37	Beaches are not the powdery white kind you will find on other islands
38	Expensive unless all-inclusive for food, and not much to do if you like night life.
39	Expensive, Lack of night life, One beat up road around the Island
40	Nightlife is low, but hotels, bars and resorts help out...
41	very quiet, no shopping
42	small
43	no nightlife, not the best snorkling in the world
44	Strands thin, except in the South. Sand not as powdery fine as Anguilla or Antigua.
45	No umbrellas and few lounge chairs by the pool; management extremely poor; restaurant was terrible
46	No night life!
47	Oh!! At the time I went to St. Kitts, there was too much rain.
48	Food and beach management left much to be desired for a resort of this stature.
49	Who knew this place would be so great?

2	One of the most beautiful islands in the Caribbean.
3	Beautiful, secluded, lot of nice locals, different
4	Extremely Friendly People, Excellent Healthy Food, Great Beaches, Great Weather, Too many to list
5	Absolutely beautiful, great historical sites
6	Beautiful island with great weather and fabulous hotels.
7	Rum, sun, rum, sand, rum, great food, rum, friendly people
8	A Romantic Paradise setting with Spectacular Views.
9	Scenery
10	The Resort's STAFF, The RESORT, The FOOD, The Island, and it's beauty.
11	NONE
12	great food, drinks, people.
13	Breathtaking scenery, above and below the water!
14	Scenic; friendly people; good diving
15	No pros of any kind at Sandals.
16	Some great restaurants
17	Quiet, friendly and beautiful island for explorers.
18	The resort itself
19	An island with fantastic scenery
20	Excellent relaxation spot
21	Gorgeous scenery, the Pitons, snorkel/scuba
22	Nice brochure
23	Great relaxing island.
24	Idyllic isolation
25	Beautiful and Carefree
26	beaches, good meals
27	Awesome natural sights and attractions; less crowded than some other Caribbean destinations
28	Beautiful scenery
29	If you like rain, you'll love it here.
30	Beautiful country with lots to do. Diving, snorkeling etc.
31	Awesome natural sights and attractions; less crowded than some other Caribbean destinations
32	beautiful surroundings, friendly helpful staff
33	Beach water so clear you can watch the fish swarm around your feet.
34	beautiful resort, nice villas, great people
35	All Sandals staff are professionally trained
36	Well spent \$\$
37	Scenic, picturesque, many tours and activities

38	Service, location of hotel.
39	Scenery, People, Food,
40	No kids
41	Beautiful island with dramatic and breathtaking views and vistas
42	great for kids vacation--only
43	Gorgeous landscape, gorgeous resort, fabulous beach
44	Great place, and saves you from the all-inclusive traps
45	Beautiful Beaches in some spots, beautiful natural attractions
46	Staff is phenomenal, food is plentiful and tasty, resort is lush and truly beautiful.
47	tropical weather
48	Some of the most outgoing people in the Caribbean
49	excellent service, beauty of the island, friendly people
50	Intense vegetation, variety of things to do and see.
51	Beautiful; Friendly; Great eating establishments
52	weather
53	all the food, drink and activities you want without carrying cash
54	The view, the food the atmosphere
55	Nice Beaches!!!!!!!
56	Safe Island, buetiful beaches
57	yes
58	Total luxury already paid for
59	Sun, clear blue water, whatever you wanted to do
60	None.
61	Incredible view, great snorkeling, the perfect get-away spot
62	great service, beautiful
63	Everything
64	very friendly staff, reasonable arrangements, and beautiful
65	There are places to go to get AWAY from SANDALS
66	Beautiful beaches, flowers and fruit trees abundant, very friendly people, great resorts
67	No work, all service, dreamy place!
68	climate, people, food, atmosphere
69	The island
70	Nice People, Beautiful Island
71	Gorgeous scenery and water vistas
72	Relaxing, beautiful setting, great food, friendly.
73	Expensive, IS a resort for you?, the fer de lance snake
74	Food is expensive and not too good. Accommodations are ramshackle for those on a budget.

75	14 hr travel from Chicago, safe or not to go out on your own?
76	Pesky mosquitos
77	Somewhat lacking in infrastructure
78	I think it rained one day. We caught up on our sleep.
79	too drunk to do any of the acitivities, Expensive
80	Very underdeveloped outside the resorts.
81	PRICES, Food, Activities, Beach
82	A select FEW unpleasant Finer Dining Staff members.
83	Just pick one, they are all cons
84	none.
85	Difficult to get there
86	Expensive; Not much to do if you are alone
87	Almost Everything
88	So-so activities
89	Resorts offer a sheltered and boring farm-animal experience.
90	The bed was a little firmer than I was use to
91	But don't stay at the Rendezvous
92	The property is a bit to small
93	food is good, but not great
94	Almost everything
95	Not, the place for evening events.
96	No telephone in the rooms, no discos, no crowds
97	Pricey
98	bribes, inefficiencies
99	None if you avoid the all-inclusive places
100	1 and 1/2 hour drive to airport from hotel
101	Friendly people
102	Resorts are all over. Lack of affordable hotels..
103	None if you avoid the all-inclusive places
104	I wasn't there long enough
105	Money gets tight if you don't plan ahead.
106	food is expensive,
107	None
108	Worrying about negative comment
109	Very expensive, underdeveloped
110	Distance from airport.
111	Not that I can recall
112	service, lack of entertainment on island
113	The rainy season is not a good time to travel! Sandal's Resort was deceiving.

114	liars and thieves, can not trust your confirmation
115	Hard to get to, lots of steps
116	None
117	Majority of island is dirtier than most other Caribbean Islands, many of the islanders were unfriendly, horrible police force
118	Pier Restaurant service was painfully slow, unusual for this resort-bad night maybe?
119	poor service and quality
120	the new phase will turn this into a "mega resort";
121	restaurants don't serve meals for very long
122	Expensive
123	Expensive;
124	long plane ride
125	Trying to get cash
126	The natives are always bothering you to buy their wares.
127	None
128	Just like Jamaica
129	no
130	takes forever to get there
131	by a small airport
132	Terrible quality, poor service, unhygienic hotel.
133	Not for those who want a lot of convenience and night life
134	none
135	Cons...no cons
136	beach wasn't too friendly for snorkeling, try swimming around the corner
137	They ruined our Weddingmoon, dirty, cockroaches, nothing like the brochures!
138	Expensive, not a lot to do. Castries not a place to visit
139	Having to leave
140	travel to and from the island could be better, need more flights.
141	Room hassle
142	Humidity and Windjammer Landing Villas
143	Locals only want your money; difficult to navigate the island; ridiculous fees and charges
144	Be prepared for mosquitos in the evenings.
145	St. Lucia is really beautiful. Try to book accommodations before arriving.
146	A great place for younger couples to stay and play; fun, sun, and Piton!
147	St. Lucia is the place I want to spend the rest of my life!!
148	This is a beautiful island that I highly recommend if you don't mind the lack of some of the typical tourist infrastructure.

149	The island is small but so very beautiful. The key is to find a hotel that you like. This is a great one. Enjoy!
150	A Romantic Getaway for couples of all ages...
151	If you have not yet visited St. Lucia, GO! If you're curious about the All-Inclusive experience, Sandals Grande on St. Lucia would be an excellent choice for a wonderful experience.
152	If you fit the demographic late 20's-late 50's, and are a couple looking for a Caribbean spot to have a great time, this is it!
153	A one-of-a-kind romantic experience with incredible diving, luxurious privacy and breathtaking views.
154	Go to St Lucia, it's a beautiful place - but I would avoid the Rendezvous !
155	You should visit St. Lucia at some point in your life. You won't regret going. Just pack an extra credit card!
156	The service, atmosphere, and scenery will make you wish you could stay there forever.
157	Living in the Caribbean we have visited many of the Islands. St Lucia is one of our favourites.
158	If you're going to St. Lucia, stay at the Jalousie Hilton and avoid Sandal's and the rainy season.
159	St. Lucia offers many other romantic resorts--IT IS NOT THE WINDJAMMER! They mislead tourists on the type of resort they have to offer. Typical bait and lure" scheme. "
160	Anybody planning a honeymoon should seriously consider Anse Chastenet!
161	This resort is definitely worth the extra money spent. Great staff, food, entertainment and facilities. Ideal location for a romantic wedding.
162	St. Lucia is a decent island, with medium level developments, I would ask you to avoid Sandals and Windjammer. Resorts like these make the island unattractive.
163	We are afraid to book another Caribbean vacation. After Anse Chastenet, we are sure we would be disappointed!
164	Stay there - not annoying like Sandals resorts, or expensive as Hyatt. You're not spending all day at the resort - wake up and leave for the day.
165	Stay away. The Sandals Golf Resort and Spa is a and#13;and#10;heart-wrenching disappointment
166	A great place to get away from it all! Very few people in a place that has not yet been Americanized
167	We got what we wanted -- to have everyday go smoothly and easy, enjoy our surroundings and the people, be awed by the landscape -- St.Lucia is stunning!

St. Martin

1	Too numerous to list in only 15 words, so I won't even try.
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2	beautiful beaches, genuinely friendly locals, and it's affordable! (once you get there)
3	Nudity allowed, Lots of water activities available.
4	Food, People, Diving, Sailing, Beaches, Diversity, Close to other islands, Great Family Spot
5	Food, Variety of Beaches, Sun
6	Some of the best beaches in the Caribbean, great restaurants and shopping
7	superior dining, great weather, beaches, water activities
8	Beautiful beaches, relaxation, clear blue water, great food
9	Beautiful beaches, friendly people, good prices, wonderful experience
10	Beaches andamp; restaurants
11	Variety, friendly people, wonderful beaches
12	Philipsburg, Dutch St. Maarten
13	Beautiful, friendly, relaxing, delicious
14	the ultimate sailing experience
15	beautiful beaches, excellent food
16	parasailing over the waters of Orient Beach
17	Grand Case
18	Green cay
19	andquot;The dollar danceandquot;
20	Langouste Thermidor
21	Great Food, Crystal Clear Water
22	Usually well kept, scenic, great beach
23	Great view, food, people, and hotel
24	Beautiful beaches, friendly people, great food, wonderful shopping
25	It has a european touch mixed with caribbean which I found delightful.
26	Unique sailing experience
27	Non restrictive, feel like you are free.
28	Food, Food and more Food
29	shopping, great drinks, beautiful beaches
30	Just an all around great vacation spot
31	Clean, Friendly, Inexpensive
32	FOOD!
33	St. Martin Butterfly Farm
34	Scot, and Sophy
35	Fabulous Resort
36	very down to earth, excellent variety of water sports, variety of foods
37	2 countries in 1 island!
38	beaches, casinos, restaurants

39	Great Beaches
40	Weather, food, beaches and the Island
41	ANGUILLA
42	Location
43	Superior Value
44	Great place to relax
45	Succulent steak, Reasonable prices
46	beautiful beaches, scuba diving, warm weather
47	Sunshine, beaches, warm weather.
48	cheapest all inclusive available
49	Scenic, way of life, beaches, food
50	Sebastiano's Restaurant offers the diner romantic table side seating overlooking the ocean.
51	I'm not qualified to review the unbelievable restaurants in detail. Believe me, you'll be amazed.
52	A bit humid at times.
53	Expensive to rent water sports items such as Jet-skis
54	nothing bad really
55	Expensive, Poor Roads, Poor Beach Snorkeling Options, Rains Frequently, Hurricane Damage. Long trip
56	Struggling with growth, crowding, crime and hurricane damage
57	Parts are trashy
58	Expensive, not a lot of college kids, local men will hound you
59	Nothing!
60	roads leave something to be desired
61	Expensive
62	nothing bad
63	Solicitors (time share), flight expense
64	strenuous
65	hotel and airfare can be pricey
66	nothing bad
67	homeless
68	too short!!!
69	nothing bad
70	having to leave
71	Pricey Food
72	They need to be more helpful
73	nothing bad
74	Expensive airfare, heavy traffic

75	Drinking only bottled water for is a nuisance.
76	We lost our race!
77	overcoming your hangups.
78	Weather, Lack of beaches, Lack of shopping, Lack of darn near anything
79	if there is a holiday, everything closes
80	Don't take the fishing trips
81	No evening restaurant
82	expensive
83	expensive
84	expensive
85	Quiet Night Life
86	roundtrip airfare expensive, some wind, not too many ATM's, but credit cards accepted almost everywhere.
87	Getting very commercialized
88	expensive
89	Tourist Atmosphere
90	nothing bad
91	need more time
92	Hurricane Luis
93	nothing bad
94	I don't live there
95	not well advertised.
96	some tourist places
97	Crime, crime, crime!
98	loud night and day, not restful
99	Shops too often closed, short hours
100	This restaurant's meals leave much to be desired.
101	A different fabulous beach every day. More top of the line restaurants than you can imagine. Friendly people. Paradise.
102	Great Island, many things to do! The food alone makes it worthwhile, but so do the rest of the available activities.
103	Unless you travel for the french food and shopping, go elsewhere.
104	A beautiful island suffering from overcrowding, infrastructure damage and crime. A good place to visit on a cruise. Be careful if you decide to stay longer.
105	Oyster Bay Beach Resort is a paradise within the paradise of St. Maarten/St Martin
106	If you want a warm weather trip with an exotic touch, beaches, casinos, shopping and beautiful scenery--this is it.

107	Away from much of civilization, we enjoyed the spa services, volleyball, and good food right on the beach.
108	Bittersweet experience. Rent a car and avoid dark, desolate, romantic spots after dark. Be careful and have fun.

St. Vincent

1	The Grenadines are the most idyllic islands in the Caribbean.
2	Excellent lodging, stunning water
3	Friendly
4	luxury
5	privacy
6	greatest sites on earth
7	Lack of attractions, Small Island, St Vincent not as nice as Grenadines.
8	Really, REALLY quiet when the sun goes down; indifferent wait staff
9	Stuck in a past era andamp; No Beaches
10	somewhat expensive
11	overpriced
12	Fantastic Island Chain in Caribbean; the Grenadines are beauty and peace personified. St Vincent not as nice which makes it 4 stars. A definite for a Honeymoon or Yacht trip.
13	The colors of the water are worth the price of admission alone; unlike water I've seen even in Thailand.
14	All inclusive: food and activities, great place for kids
15	Beautiful island, nice resort, great for families
16	Beautiful water, great pools and bars
17	Perfect for the single and active vacationer
18	Scuba Diving, Beautiful Beaches and Water
19	Beautiful Beaches and Fun for Everyone
20	Great resort for people with or without kids--from a couple without!
21	Plenty of activity, not a dull moment.
22	Sesame street characters, beach is nice and snorkeling is ok.
23	BEAUTIFUL OCEAN, Nice Pools, Very Nice Staff, Activities At Night (Band Playing, Bingo, Karaoke)
24	Everything.....and I'm not lieing
25	Beautiful, secluded, lot of nice locals, different
26	Rum, sun, rum, sand, rum, great food, rum, friendly people
27	NONE

28	Some great restaurants
29	Excellent relaxation spot
30	Great relaxing island.
31	Beautiful country with lots to do. Diving, snorkeling etc.
32	Well spent \$\$
33	Total luxury already paid for
34	very friendly staff, reasonable arrangements, and beautiful
35	Beautiful beaches, flowers and fruit trees abundant, very friendly people, great resorts
36	Gorgeous scenery and water vistas
37	Food is expensive and not too good. Accommodations are ramshackle for those on a budget.
38	So-so activities
39	But don't stay at the Rendezvous
40	The property is a bit to small
41	food is good, but not great
42	Pricey
43	Pier Restaurant service was painfully slow, unusual for this resort-bad night maybe?
44	the new phase will turn this into a "mega resort";
45	restaurants don't serve meals for very long
46	Expensive
47	long plane ride
48	Just like Jamaica
49	by a small airport
50	Cons...no cons
51	A one-of-a-kind romantic experience with incredible diving, luxurious privacy and breathtaking views.
52	We got what we wanted -- to have everyday go smoothly and easy, enjoy our surroundings and the people, be awed by the landscape -- St.Vincet is stunning!
53	beautiful beaches, genuinely friendly locals, and it's affordable! (once you get there)
54	Beaches and restaurants
55	Superior Value
56	Scenic, way of life, beaches, food
57	Expensive, not a lot of college kids, local men will hound you
58	Nothing!
59	nothing bad

60	nothing bad
61	Something for everyone
62	The beauty and diversity of the Islands
63	Villas not hotels, few tourists, beautiful
64	Its all good! Nature is BEAUTIFUL
65	Not your typical tourist-y" island"
66	Nothing different to ANY society!
67	Not as tourist oriented as other caribbean islands
68	Excellent dive sites for the novice diver.
69	Vistas of mountains and bays stretching to the sea
70	Greenery, landscape...Sandy beaches Warm Waters, Turtles, Hummingbirds etc...
71	this hotel is the bomb
72	Best Overall Value on St. Thomas. Clean, quiet, and relaxing
73	Close to the airport
74	beaches are beautiful
75	Beautiful and not as touristy as other islands.
76	Natural Beauty, Unbelievable Beaches and Underwater Activities
77	Flora, People, Coral Reef, beaches
78	Tropical Historic Setting
79	pristine beaches, warm water, beautiful hills and fishes
80	Not over-run by tourists, friendly people, beautiful blue waters and great restaurants.
81	One GORGEOUS beach! Rated one of the top 10 in the world.
82	Fresh seafood!
83	Beautiful and Peaceful
84	Unspoiled beauty
85	Beautiful water and beaches.
86	Okay snorkeling and pretty good food.
87	A unique view of the island's ecology
88	It lives up to the Ritz Carlton name
89	Great weather.
90	Very nice beaches, ok scuba diving
91	Air fare can be costly from West Coast, hot/humid.
92	some are always cloudy
93	Small planes to get there
94	kind of expensive, Fredriksted
95	Main city streets, crime, poverty
96	Donkeys. Rough seas on North side of Island.

97	Nothing that we can really think of.
98	Expensive, gets dark too early
99	Not a chance
100	About a 20 min. walk - but well worth it.
101	Not many hotels
102	Rude people, crime is staggering, traffic, crowds
103	Can be expensive
104	Everbody is a salesperson
105	The Epinions link marked manufacturer's page" doesn't bring you to God's website."
106	About \$5k per week.

Trinidad and Tobago

1	A temperate Caribbean island.
2	Beautiful jungle covered tropical island and friendly people
3	Something for everyone
4	Paradise on earth. Great birdwatching
5	Great food, friendly people
6	The beauty and diversity of the Islands
7	Beautiful nature, interesting culture, wonderful food
8	carnival, calypso and soca music, U.S. dollar exchange, food
9	Many different things to do, friendly people
10	Villas not hotels, few tourists, beautiful
11	beauty,friendly people,diverse culture and carnival.
12	A lot of friendly people, English spoken, some good restaurants, warm all year round.
13	Its all good! Nature is BEAUTIFUL
14	Not your typical tourist-y" island"
15	Does not operate like a third world country
16	Tobago - and particularly Charlotteville is the most beautiful place on earth
17	Crime and racism can be a problem.
18	Very populated, industrial and somewhat polluted
19	Nothing different to ANY society!
20	Watch out for tropical diseases...
21	Airport gets hectic carnival time, The beach is not walking distance in most areas
22	It could be dangerous to travel alone in Trinidad
23	I don't like to write cons about a country, every country has its unique qualities and beauty

24	not many nice beaches, few popular chain restaurants (aside from KFC and McDonald's), airline flight delays coming and going
25	Not as tourist oriented as other caribbean islands
26	nothing bad that I can think of!
27	my vacation was not long enough
28	Rain season, poverty, crime, dirty, scruffy, no daylight evenings, dangerous driving, corruption.
29	Illegit guides trying to make a quick buck
30	Best seen by the open-minded
31	Can get very hot (but that is what the beaches are for)
32	Trinidad is violent and Carnival is used as an excuse to rob people
33	Trinidad can offer a wonderful culturally-rich experience.
34	An culturally interesting although sometimes challenging expatriate experience. I recommend it with reservations.
35	Trinidad and Tobago is wonderful IF YOU WANT IT TO BE. So don't knock it until YOU have tried it!
36	Boasting both slow and fast paced vacations, this is an excellent destination for any person.
37	No matter what time of the year you plan to visit this country you will find something fun and adventurous to do.
38	You need a good reason to come here and a return ticket if you are lucky.
39	Great year-round destination for a taste of Caribbean lifestyle: discover the world the world hasn't discovered!
40	Go to Tobago - it is fabulous. Do not go anywhere NEAR Trinidad, especially not at Carnival.
41	Nice place to visit ...
42	post card view of bays and mountains
43	lots to do
44	Rainforest and blue waters
45	nice pool area
46	diversity of sights
47	american money
48	Fantastic island,very nice people,great snorkeling, and best of all was the food.
49	Unimaginably beautiful water, sweeping vistas, friendly people
50	Its beautiful, pristine, non-commercial, and great for snorkeling
51	Rainforest everywhere, secluded bays, best view of my life
52	best beaches everywhere
53	Unique....An unforgettable experience...great family fun (Check height requirements)...

54	Great food, atmosphere, weather, crystal clear water and great snorkeling
55	Duty Free
56	World's Best Beaches
57	Plenty of shopping for the shopaholic. Magen's Bay is beautiful.
58	More experienced divers may find some dive sites boring.
59	Air fare can be costly from West Coast, hot/humid.
60	the long flight to st thomas
61	We can notthink of any!
62	Driving on the left, getting use to island" time."
63	Cruise ship days.
64	The service of restaurants is lousy, choice of restaurants narrow.
65	They are only open for dinner and are closed on Monday .
66	Hawkers calling you into stores - like Tiajuana?
67	Too crowded, touristy.
68	Sometimes we felt we were viewed as walking bags of money rather than people.
69	It is not a 24-hour carnival of sun and fun like the brochures would have you believe. The territory faces some very serious problems.
70	Spectacular sites with no hassle from natives,great snorkeling,great relaxation!
71	Nothing fancy, just island paradise
72	Beautiful scenery, relaxing...EXPENSIVE
73	Loved it. Plan to return.
74	I would definitely go back!
75	A MUST on your list of places to go.
76	Hooray for sun and sand!
77	A Great Place To Vacation

Turks and Caico

1	True all-inclusive; SCUBA diving, beach, pools, childcare, service
2	Fabulous Beaches, No Waves on Grace Bay Beach, Relaxed Atmosphere
3	Great white sand beach, beautiful water, reefs
4	All inclusive: food and activities, great place for kids
5	The beaches and resorts are quite nice
6	nice staff, great beach, lots of water activities, kids activities
7	short flight from east coast
8	Beautiful island, nice resort, great for families
9	Beautiful water, great pools and bars
10	Great sports. Good food. Fun atmosphere

11	Beautiful beach, roomy feeling
12	The best snorkeling I've ever experienced
13	scuba, all inclusive resort with a variety of activities
14	Low inhabitance, untouched beaches, crystal clear water and tons of free, fun activities to participate in. All Inclusive is ingenious.
15	Gorgeous beaches, friendly islanders.
16	beautiful sand and water, relaxing
17	Perfect for the single and active vacationer
18	Scuba Diving, Beautiful Beaches and Water
19	Beautiful Beaches and Fun for Everyone
20	beaches, snorkeling, restaurants
21	Great resort for people with or without kids--from a couple without!
22	Plenty of activity, not a dull moment.
23	Sesame street characters, beach is nice and snorkeling is ok.
24	Best snorkeling, beach, and almost all hotels are clean.
25	BEAUTIFUL OCEAN, Nice Pools, Very Nice Staff, Activities At Night (Band Playing, Bingo, Karaoke)
26	Everything.....and I'm not lieing
27	great diving, quiet, not crowded
28	gorgeous rooms, delectable food, personalized service, vast entertainment options
29	Cost, but deals are available; campy entertainment
30	Everything costs at least twice as much, so bring lots of moolah
31	Overcrowded, Understaffed, Overpriced - Beaches Resort was a terrible disappointment.
32	Food tastes like its all inclusive, tons of kids!
33	Little to do, island feels very run down
34	Bad food, crowds/lines, boring island outside the resort
35	Cost, Unorganized upon checkin and checkout
36	Musty room, cancelled dives
37	Spartan accommodations.
38	Tries to be everything for everybody
39	no commercialism, oh wait...is that a con?
40	not much to do in town
41	Too expensive to spend a longer time that just one week.
42	No night life except for restaurants and no town or historical buildings.
43	service, lack of nightlife
44	nothing bad
45	Lack of Modern Amenities at the Resort

46	Not Much Nightlife for the Kids
47	not enough vacation time!
48	Don't expect to see a dolphin!
49	The overall resort was acceptable, but not great.
50	Food is disgusting, room and bed linens were disgusting
51	Lack of night life
52	HORRIBLE FOOD, Rooms Were Not Really Good, Ocean Was Kinda Far From The Resort
53	would never think of any in a million years
54	remote
55	More time there!
56	Great for families with kids of all ages. Included scuba diving was the highlight for us. Friendly service. Good food. Take the Champagne Express charter from the NYC area.
57	Providenciales, Turks and Caicos, is an unspoiled, easy-to-get-to Island that is truly paradise for those who want to get away from it all - singles, families and couples alike.
58	We had high expectations because of previous good experiences with the Sandals company. But Beaches Turks and Caicos was a crushing disappointment.
59	For the cost of visiting the Turks and Caicos you can do much better elsewhere.
60	Beautiful island, great resort. The employees at the resort really cater to family vacations.
61	If you find a good deal - go!
62	For those who want to relax and love the beautiful Caribbean ocean this is a great place to go. Food also was good.
63	If you want to get away from it all and just relax in the sun, this is your destination. Just sit back and enjoy.
64	I would recommend this trip to anyone who is looking for an all-inclusive, relaxing vacation. The beach and snorkeling are wonderful, accommodations are comfortable, and food is delectable.
65	I would recommend this trip to some friends and not to others. If you're looking for a great time and don't need 4-5 * service, this is your place.
66	Never vacation at Beaches Turks and Caicos. You are better off staying at a Motel 6. I'm sure there is a much nicer resort. Definitely not a luxury resort!!!!
67	You will not find a better place in the caribbean for beauty and relaxation.
68	We will never want to go there again!
69	You'll love Nikki Beach in Turks and Caicos! It was a luxury resort with a lot of fun activities and entertainment options.

70	I liked the hotel, nice beaches, friendly locals, it was a fine vacations
71	unspoiled
72	easy-to-get-to Island that is truly paradise for those who want to get away from it all - singles, families and couples alike.
73	nothing bad
74	Lack of Modern Amenities at the Resort
75	Don't expect to see a dolphin!

US Virgin Islands

1	A beautiful and diverse set of islands.
2	Great beaches, friendly people, lots to do.
3	Nice place to visit ...
4	Excellent dive sites for the novice diver.
5	Where do I begin?
6	Beautiful, tropically landscaped resort, large rooms andamp; huge pool
7	Family friendly, inexpensive, learning experience for kids
8	Vistas of mountains and bays stretching to the sea
9	post card view of bays and mountains
10	Greenery, landscape...Sandy beaches Warm Waters, Turtles, Hummingbirds etc...
11	Views, location, value
12	Sometimes Reviews Are Needed To Clarify
13	warm sun, friendly people, surrounded by history come alive!
14	this hotel is the bomb
15	This is what you picture when you close your eyes and think Paradise""
16	Best Overall Value on St. Thomas. Clean, quiet, and relaxing
17	Villa Papillon!
18	lots to do
19	Close to the airport
20	Extremely friendly natives, spectacular views
21	white sand beaches, Great diving
22	some places are sunny
23	beaches are beautiful
24	Wonderful tropical get-away! Beautiful, clear water and white sandy beaches!
25	Warm people, slower pace. Casinos for those who like that kind of action.
26	The clean water and white sand.
27	Beautiful and not as touristy as other islands.

28	Perfect tropical getaway - not crowded or touristy. Excellent snorkeling. Laid back atmosphere. Beautiful beaches.
29	Natural Beauty, Unbelievable Beaches and Underwater Activities
30	Rainforest and blue waters
31	Scuba, Weather, Beaches, Alcohol
32	Quiet family atmosphere
33	relaxed; inviting; tropical atmosphere
34	laid back atmosphere, great snorkeling/SCUBA, Buck Island, very real, easy to get around
35	Perfect weather, nice folks, good food, decent snorkeling
36	Flora, People, Coral Reef, beaches
37	nice pool area
38	Beautiful scenery, nice people
39	Beautiful beaches, clear blue water, comfortable climate, good food.
40	Good snorkeling, some pretty beaches.
41	Perfect climate, friendly people, low-keyed and laid-back!
42	diversity of sights
43	Tropical Historic Setting
44	Beautiful sites everywhere, climate's great
45	american money
46	Great location, good food, easy access to beaches, self-contained resort
47	Beautiful beaches, nice to visit, good value.
48	Great instructors, patient staff, much cheaper than in the continental U.S.
49	pristine beaches, warm water, beautiful hills and fishes
50	Christiansted
51	Fantastic island, very nice people, great snorkeling, and best of all was the food.
52	Less commercial than St Thomas, casino, diving.
53	Not over-run by tourists, friendly people, beautiful blue waters and great restaurants.
54	Scuba, snorkeling, friendly islanders, relaxing, no street solicitors, variety of historical and natural sites
55	The receptionist and restaurant staff were exceptionally nice.
56	Some of the most beautiful water, coral, and fish I've ever seen
57	Unspoiled, uncrowded, beaches. The very best snorkeling!!!
58	One GORGEOUS beach! Rated one of the top 10 in the world.
59	Amazing beaches and laid back life style. You can not go wrong with this vacation!
60	Fabulous rentals at Star Villa, Gorgeous beaches and laid back natural vibe, Some great food
61	Fresh seafood!
62	Really Great Food

63	It really is beautiful, private beaches, awesome sea life. Easy access to snorkeling.
64	Unbelievable views, attractive units, lots of space, great location
65	Seclusion, spectacular views, environmentally friendly, affordable, educational, for singles/couples/families/friends
66	Snorkeling at Trunk and Cinnamon Bays, the \$2 taxis and \$5 ferry's, incredible views.
67	Gorgeous beaches, fantastic snorkeling, great hiking
68	Unspoiled beauty, close to beach, inexpensive.
69	Everything you want in a Caribbean Island
70	The North Shore in general is beautiful, and the area around Trunk no exception
71	Fantastic snorkeling, unspoiled beaches, low crime, no passport needed from USA
72	Quiet, relatively undisturbed, great beaches.
73	Beautiful, Heavenly, Awe-Inspiring
74	Great snorkeling, beautiful beaches and views
75	Natural beauty, Crystal clear water, Great snorkeling
76	Weather, Water, Beaches, Restaurants, People, Accommodations
77	Beautiful beaches, water and foliage
78	Unimaginably beautiful water, sweeping vistas, friendly people
79	Beaches, underwater life, snorkeling, undeveloped
80	Lush Foliage, Unbelievable Coral Reefs, Great Snorkeling, Tropical Paradise
81	Tastes Life
82	Tranquil stunning vistas; warm inviting ocean
83	Beautiful and Peaceful
84	Its beautiful, pristine, non-commercial, and great for snorkeling
85	excellent place for children, snorkling on underwater trails, native crafts, accomodations
86	Weather, Food, National Park, Beaches, Ocean...
87	Waves crashing on the beach, Sunset Views
88	Wonderful snorkeling, Beautiful beaches
89	the entire trip
90	Rainforest everywhere, secluded bays, best view of my life
91	crystal blue waters, lavish green mountains, immaculate beaches and breath taking snorkeling
92	Weather, Beaches, Snorkeling, Size
93	Unspoiled beauty
94	best beaches everywhere
95	Relaxing, secluded, a little piece of heaven
96	Paradise
97	A jewel of American perfection, hopefully we won't ruin it

98	EVERYTHING
99	Beautiful water and beaches.
100	Secluded, quiet, nice locals
101	Quiet, romantic, peaceful, fun
102	Perfect Vacation
103	privacy
104	Beauty and natural environments. Superb Water. Few people.
105	Beautiful, and fun as well.
106	right by the beach, not too expensive
107	Gorgeous beaches and natural beauty
108	beautiful beaches
109	Magnificent beauty, privacy, peace and quiet.
110	BEAUTIFUL, relazing, peaceful, fun, perfect.
111	clean and mostly undeveloped
112	Absolutely gorgeous and unspoiled
113	Beautiful, beautiful, beautiful!
114	Best snorkeling we found in the Virgin Islands.
115	Breathtaking views above and below water. A vacation must.
116	Beautiful untouched beaches, great snorkeling, WESTIN's bed's are heavenly
117	Beutiful beaches, above average food, cheap booze, no gunpowder smell, no rules
118	Affordable for St. John; near the public bus (\$1 fare); Great ocean views too!!
119	Relaxed dining in an open air restaurant.
120	Quiet (I did go during the offseason though); Everything else.
121	Beautiful beach and island smells like cinnamon.
122	White Sand Beaches, Crystal Clear Blue Green Water, National Parks,
123	wonderful and diverse island with beaches, restaurants and site seeing.
124	Beautiful beaches and lush landscape, great open-sided taxis
125	Nice weather
126	Beautiful beaches, great scenery, especially the harbor view
127	Very nice quality
128	Great Food
129	Beautiful, peaceful, fun, still part of USA, great shopping
130	Unique....An unforgettable experience...great family fun (Check height requirements)...
131	Godfrey's Tour, Snorkeling, Sapphire Bay, Trunk Bay and Cinnamon Bay on St. John, \$2 Taxis
132	Inexpensive, intimate, lovely views, forces you to feel the culture
133	Fabulous Beaches and Shopping
134	Okay snorkeling and pretty good food.

135	Natural paradise, terrific people, water sports, food and shopping.
136	Big Boat, Peaceful Atmosphere, Luxury
137	Great food, atmosphere, weather, crystal clear water and great snorkeling
138	There's more to this island than beaches! The culture is very deep and politics matter.
139	shopping, view, good prices, nice people
140	A unique view of the island's ecology
141	Warm, Beautiful, Great Beaches, Fairly Civilized, Driving is Fun, Great Eats and Drinks
142	Beautiful beaches and ocean life
143	Duty Free
144	Perfect weather, sultry breezes, local celebrations and good food
145	Beaches, Sights, Great Shopping, Friendly People
146	Sun, sand, sea breezes: paradise
147	It lives up to the Ritz Carlton name
148	World's Best Beaches
149	Lots to do for a small island, some great restaurants
150	white sand beaches and serenity
151	Superficially beautiful property
152	Scenery, shopping andamp; restaurants
153	Great beaches, shopping, friendly people
154	Immaculate 5 Star Hotel
155	Great scenery, SHOPPING!
156	ONE very good restaurant, good pool for kids
157	Beautiful scenery, water
158	Beauty
159	tons
160	Wonderful beaches
161	Beautiful scenery, Carribbean feel/US familiarity
162	The tramway lift up to Paradise Point was really exciting.
163	Great Weather, Great Beaches, Great Food
164	Gorgeous beaches and ocean life
165	beautiful like paradise and so so close to St John
166	almost everything (see Cons)
167	Amazing atmosphere, food, art, shopping, and prices on Tanzanite and loose gems. GO OFF SEASON!
168	Beautiful views, no tax, great weather
169	beautiful water, views from the resort (sapphire)
170	Beautiful beaches and great shopping
171	very beautiful island...great scenery and beaches

172	Terrific shopping, pretty beaches
173	Plenty to eat and drink - like a cruise ship on land
174	beautiful scenery
175	a beautiful Warm caribbean island
176	Great weather.
177	stay at the Crystal Inn BandB, nice architecture
178	lots to do, some nice beaches and snorkeling spots
179	Plenty of shopping for the shopaholic. Magen's Bay is beautiful.
180	Clean beaches, great service, friendly locals, unforgettable memories.
181	Long beach, sandy bottoms - no rocks, small bar, bathroom, showers
182	The local seen is great, you'll find the true beauty of the island this way.
183	Awesome scenery, great prices on fine jewelry, comfortable climate, great food!
184	Very nice beaches, ok scuba diving
185	When cruise ships come in.
186	Can get crowded when too many cruise ships are in.
187	You don't want to live there
188	More experienced divers may find some dive sites boring.
189	Can become crowded; typical tourist traps
190	Expensive, expensive, expensive
191	Air fare can be costly from West Coast, hot/humid.
192	Few basic services (including bathrooms) along the road
193	not one
194	Prone to hurricane which can come anytime during the Summer months.
195	Very loud at night
196	Gigantic, Red Cockroaches That Bite Are Real
197	Giant Red Cockroaches that bite are hard to get out of your clothes. . .throw them away!
198	the long flight to st thomas
199	Not nearly enough time to take in one island,or the multiple others
200	Not the best beach area, that is the only downside.
201	sell your children for spending money-it's expensive here
202	Expensive, little to do at night, disappointing beaches
203	How could there be any??
204	hard to get to
205	some are always cloudy
206	nothing to do
207	Some neighborhoods are a bit run-down and unsafe for tourists.
208	No real nightlife.
209	The nightlife.

210	No night life after 10pm. Snorkeling not as great as expected.
211	With airplane layovers, it took us 9 hours to get there from Kansas City.
212	May run into a person with an attitude
213	Small planes to get there
214	Locals, Not too many exciting things to do.
215	Simple accommodations, not much to do
216	rest of the island has a lot of poverty
217	kind of expensive, Fredriksted
218	Driving on the left hand side
219	Main city streets, crime, poverty
220	unresponsive staff, dirty accomadations, horrible beach
221	Roads, driving and theft
222	Tourists, especially those traveling by cruise ship are vulnerable to high crime.
223	Island offers nothing much but water activities; amenities pretty seedy.
224	Tourists need to avoid certain neighborhoods after dark...
225	can be TOO small
226	Vendors
227	you can definitely see and do everything with about 5 days.
228	crime, racism, overprice
229	We can notthink of any!
230	Remember to live in St. Croix and to visit are polar opposites.
231	nothing bad whatsoever.
232	sea urchins lurk everywhere in the ocean
233	Fredericksted
234	We stayed at the Carambola resort which was too far from town for our taste.
235	Night life is generally quiet.
236	Driving on the left, getting use to island" time."
237	shopping not very extensive
238	A little disenchanted with St Croix overall, the downtown areas seemed like ghost towns.
239	visibility on some of the tours between the Virgin Islands
240	Cruise ship days.
241	I didn't snorkel. (SHOULD have!)
242	Can only get there by boat and it tends to be a bit pricey.
243	Can be noisy (roosters to jackhammers), A little sketchy in places, Some overpriced food
244	Very, Very expensive
245	The service of restaurants is lousy, choice of restaurants narrow.
246	Really, nothing bad at all

247	Must be able to climb stairs and carry your own luggage (not for the weak!)
248	Are you kidding?
249	No see ums
250	Donkeys. Rough seas on North side of Island.
251	Nothing that I can think of
252	Trunk suffers from being on the cruise ship beaten path, is getting worn out
253	lots of hills and stairs, rather expensive (esp. food), not much night life.
254	Nothing that we can really think of.
255	Limited bus service but that's about all
256	nothing bad
257	The Westin resort, poorness of the island
258	Pricey, but you only go through life once
259	Occasional power outages
260	Expensive, gets dark too early
261	Little water
262	Water was colder than expected
263	nothing bad
264	Not a chance
265	Not for adrenaline junkies or hardcore shoppers or gourmet restaurant fans
266	No see-ums
267	expensive without a lot of night life
268	Tarantula holes along path
269	Bug Bites!
270	Ellingtons is just OK
271	Expensive, Difficult to get to
272	having to leave and go home
273	Now it's too touristy, but there are still many good things there
274	you won't want to leave :-)
275	Travel time, Cruise People
276	Expensive!
277	traveling through St.Thomas
278	nothing bad
279	Garbage, Poverty
280	I just told you about it, so that's one more person that wants to go
281	Having to leave
282	Way overpriced, shoddy rooms and tons of kids!
283	Remote
284	expensive
285	nothing bad

286	lack of good food places
287	Expense, limitation, desirability.
288	A little remote for the partying types.
289	no private bathrooms, far from town
290	Food is not the best.
291	quiet
292	driving on island
293	Difficult to find something to do past 10 during off season.
294	not always a lot going on, entertainment-wise
295	nothing bad
296	Pricey.
297	About a 20 min. walk - but well worth it.
298	Expensive to get to.
299	Cruise Ship days at Trunk Bay, a lot of kids at the Westin,
300	expensive food, average looking women, very steep terrain
301	Public transportation stops running at 8:pm....so much for partying all night.
302	They are only open for dinner and are closed on Monday .
303	this is nit-picking, but the drivers are crazier than Jersey! (that's saying a lot)
304	Not very many hotels to choose from there.
305	Not many hotels
306	Sometimes too many cruise ships.
307	High-pressure sales in downtown area, waaaay too many ships docking some days
308	Hawkers calling you into stores - like Tiajuana?
309	Rude people, crime is staggering, traffic, crowds
310	Can be expensive
311	can be expensive
312	meals can be costly, weather can sometimes be unpredictable
313	nothing bad
314	Coki Beach if you aren't snorkeling. Locals who lie to you about the \$2 taxi.
315	Not luxury, no pampering, meals not included
316	Everbody is a salesperson
317	Too crowded, touristy.
318	The Epinions link marked manufacturer's page" doesn't bring you to God's website."
319	About \$5k per week.
320	If your looking for night life don't go here. Head to Cancun.
321	Sometimes we felt we were viewed as walking bags of money rather than people.
322	Not as good as St. John
323	costly - about \$50 per person, less for children
324	Somewhat Cruddy/Smelly in Places, Can get pretty Hot in Summer

325	Taxi drivers hounded us at every corner
326	Not enough time
327	It's not inexpensive during this high season period.
328	A Touch of Crime
329	High crime rate so you have to be reasonably careful
330	The summer months are really hot and humid
331	nothing bad
332	bring cash, traffic, service is spotty
333	You wont want to leave
334	Appalling service; mediocre beach; low value for money
335	Crime and disrespect for tourists
336	too many choices
337	VERY POOR MANAGEMENT!!
338	nothing bad
339	Overpriced standard international hotel
340	expensive
341	nothing bad really
342	you do see true poverty in some places
343	Food is expensive
344	pricey
345	The Best of St. Thomas tour was a waste of time and money.
346	Difficult Travel on Island, Everything Expensive
347	Taxi drivers hound you everywhere you go
348	taxi's are expensive and food can be also
349	The flight, and the smell of our hotel room.
350	Hostility from some locals, driving on the left, bad local drivers...
351	Hurricanes, coming home
352	everything else...the cabbies, the food, the people
353	town revolves around cruise ships
354	lots of crime...downtown mainly.. parts of island are very dirty
355	unfriendly natives
356	Too isolated
357	crazy cab drivers
358	nothing bad
359	Pricey and uninviting. Pales in comparison to St. John.
360	parts of Charlotte Amalie are dangerous, cruise ships, tourists
361	hotels are no where near American standards
362	has gotten crowded and dirty in the past several years
363	Lots of drug use among the locals. Traffic is crazy.

364	Transportation can be costly, roads are sometimes narrow.
365	Crowded, mostly cruise goers
366	It can be very crowded when cruise ships arrive and some part are overdeveloped.
367	I purchase tours from the cruise ship, the better tours were from hiring a native.
368	This is the US, every one speaks English, the people a wonderful and friendly and the beaches are gorgeous. What's not to like?
369	The U.S. Virgin Islands are a wonderful vacation destination, with beautiful beaches, great restaurants, and lots to see and do. I give it my highest recommendation.
370	It is not a 24-hour carnival of sun and fun like the brochures would have you believe. The territory faces some very serious problems.
371	For anyone looking for a few days of stress free diving, the USVI offers the diver a variety of shallow sites, lots critters and abundant corals.
372	On an Eastern Cruise, this is your first, and probably Best, glimpse of Paradise. Take in the highlights and plan how you will get back to explore in greater detail.
373	This is the best value on the island as far as a hotel goes. If you need the Ritz, this is not it. You will love it!
374	Beautiful beaches, excellent food, spectacular place to stay (Villa Papillon)! Great for honeymooners or a few couples!
375	St thomas has much to do, but it will cost you
376	Spectacular sites with no hassle from natives, great snorkeling, great relaxation!
377	The U.S. Virgin Islands are beautiful and offer an array of activities for everyone! The cost was relatively inexpensive!
378	This island is for the more experienced traveler unless staying at a resort 24/7.
379	The temperature is nice, the water is clean and the beaches are beautiful. St. Croix is a great vacation destination.
380	We would definitely go to St. Croix again. Very pretty, interesting history, and many things to do. This place requires relaxing.
381	St. Croix really is a tropical getaway, beautiful beaches without the annoying touristy feeling of the Bahamas.
382	From horseback riding on the beach to the friendly staff at the Buccaneer, it is a great place. You may feel uncomfortable with the poverty on the island.
383	Go! St. Croix is an easygoing, beautiful place that doesn't try to hide behind a resort facade.
384	Nothing fancy, just island paradise
385	Great for students or Families with older children. Little kids would get bored but older kids will love the coral reefs and beaches.
386	Never stay at the Chenay Bay Beach Resort
387	Go there, but research the hotels and DRIVE CAREFULLY.

388	Although St. Croix is a beautiful place to see. I think it's a tourist trap. What I saw in the inner parts were no different from a rural American town.
389	Snorkel (or dive, fish, lie on the beach) and then go home. Once was enough.
390	I loved St. Croix! I highly recommend it to those who wish to take a quiet, peaceful vacation in the beautiful Caribbean!
391	Go, enjoy an adventure with your eyes wide open and a chain on your pocketbook.
392	St. Thomas is too busy and St. John is too quiet but St. Croix is just right for a couple that enjoys new places.
393	St Croix is a beautiful island with enough to do for most everyone whether you want to gamble, eat shop, dive, or snorkel.
394	Trunk Bay in St. John is a glorious place with calm cool water and a lot of visually interesting sights for snorkelers.
395	St John is a place of adventure and of relaxation all in one. You must experience it!!!
396	This is a BEAUTIFUL beach, with gorgeous fish, fantastic jewel blue waters. There are 40 beaches on this 19 square mile island.
397	A trip to St. John is filled with sand, sun, water and relaxing. it's worth a visit wether you have a day, visiting from St. thomas, or a week.
398	St John is an outstanding Carribean destination providing a great laid-back atmosphere, great beaches and unique vacation dining. The Star Villa properties are highly reccomended.
399	Beautiful scenery, relaxing...EXPENSIVE
400	Enjoy the beauty of US Territory, easy access to snorkeling and enjoy seeing lots of sea life. Just be prepared for the poverty, the rudeness of some of the islanders.
401	St John's Concordia EcoTents were the most peaceful and beautiful place I have ever stayed!
402	Do yourself a favor and get over to St. John early in the morning to enjoy Trunk Bay when you have the beach to yourself. It is heavenly!
403	St John is one of the most amazing places on earth. I would highly recommend it for anyone who loves beaches, snorkeling, hiking and relaxing.
404	Loved it. Plan to return.
405	St. John overall is nice, but avoid the neophtye, beaten-path recommendation to go to disappointing Trunk Bay.
406	One of the best places in the world for a quiet snorkeling vacation.
407	We loved this island. It was small, relatively unspoiled and the people were friendly. A great place to get away from it all.
408	If you're just married, or have children, or retired, you will love this place. The weather, water and beaches are fantastic.
409	St. John was just what I considered paradise to be!
410	Strongly recommend St. John for people who like quiet, unspoiled, natural vacations.

411	Highest recommendation: we enjoy it, and we're cool
412	Its expensive (unless you camp)but worth it! Seen many Caribbean islands and there's no comparison. If you need a lot of entertainment, try an all-inclusive elsewhere.
413	My suggestion: take 4-8 friends, rent a villa with your own pool and hottub, take snorkling gear, pick up alcohol at airport, and rent a jeep.
414	A wonderful place to enjoy the Carribbean without ever leaving the USA
415	If you are looking for a quiet place to relax, this is the island for you!
416	In a nutshell, I'd go back in a heartbeat and this is where I'd stay.
417	Recommended to nature lovers and those who want great snorkeling
418	If you want beauty, culture, romance, adventure and a dream vacation in a true tropical paradise then visit St. John's and live the dream!
419	Luxury homes for luxurious vacations in a tropical paradise - try it!
420	I would definitely go back!
421	A MUST for anyone who seriously wants to get away from it all and just focus on themselves!
422	rent a villa or go elsewhere. Overpriced everything and horrible rooms.
423	A MUST on your list of places to go.
424	It's one of the best islands in the Caribbean that often gets overlooked in favor of St Thomas. I say skip the bigger places and go to St John!
425	St John is a great choice for beauty and tranquility, and technically you never leave the U.S.
426	St. John is everything a tropical getaway is supposed to be. I highly recommend it.
427	Skip the crowds and head to Watermelon Bay for snorkeling.
428	You must visit St. John at least once in your life time. When you do you'll want to go back again some day.
429	St. JOHN is a beautiful untouched island, with wonderful beaches. It is a much slower pace than St. Thomas and St. John, appeared cleaner and safer. Food biggest expense.
430	Keep things in perspective, you are in the Caribbean... it can be dangerous... however St. John is safe and very beautiful
431	St Thomas a place to relax or play.
432	Hooray for sun and sand!
433	Beautiful scenery. A lot of high end shopping here (watches, jewelry). Watch out for bargains." Interesting t-shirts
434	It's an OK place with nice scenery and attractions but there are better Caribbean destinations depending on your objectives. Be careful and be prepared.
435	Anybody who wants to try the islands" should check out St. Thomas and the other Virgin Islands. It's so close to home and technically

436	The experience of riding underwater on a scooter(with your head out of the water)through coral formations amid colorful tropical fish is an experience that is not easily forgotten!
437	Come to snorkel and take in the incredible views at Sapphire Beach on St. Thomas and Trunk Bay on St. John. Having Trunk Bay to yourself is absolutely heavenly.
438	Probably better as a departure point for St. John than anything else.
439	Go - you will come back a new person.
440	Great place to relax and enjoy doing nothing or alot.
441	Go, but be an educated visitor. It's a different culture. If you think that after a day you've seen everything on St. Thomas, stick with the local outlet mall instead.
442	A Great Place To Vacation
443	For a laid-back beach vacation, St Thomas has a lot going for it. Getting around is easy and fun and there's a good variety to see, do, eat, drink.
444	For those who enjoy snorkeling and/or beaches, it is a beautiful place.
445	There's a lot to do here for such a small island. If you're looking for endless beaches, pristine beauty and enchanting villages, you might want to look somewhere else.
446	Lots to do. Lovely Climate. Beautiful flowers. Clean. Safe.
447	Go like you are going to Disney World. Take enough money to eat and have fun! It takes lots to do both.
448	It is a wonderful place for those who love the beach or snorkeling.
449	DON'T BE BAMBOOZLED RENT A CAR OR DO THE SAFARI TAXI, TAXI DRIVERS WILL RIP YOU OFF
450	it was great! We loved it!
451	St Thomas is a fabulous, intimate, relaxing oasis of decadence. A beautiful place to sit on the beach or in a boat, eating and drinking all day.
452	The nicest place to vacation, and you are still in America.
453	Go with some friends, drink some rum, stay for a day or 2 and move on.....
454	I WOULD DEFINATELY RECOMMEND ST. THOMAS FOR YOUR NEXT VACATION..IT'S WARM, SUNNY, RELAXING, AND FULL OF LIFE.
455	Skip it and go to St. John instead.
456	Fly in, ferry out, stay at Crystal Inn BandB
457	Used to be a great place, but isn't so hot now with all the crowds and american-type shops going in.
458	If you enjoy shopping and being surrounded by crowds, then this tropical paradise is for you. There is plenty to do.
459	I've been twice and I'll go again. Truly magnificent, very comfortable island. Extraordinarily beautiful with lots of activity and adventures awaiting.