Pérez, Ricardo
Reseña de "Packaged Vacations: Tourism Development in the Spanish Caribbean" de Evan R. Ward
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the area during the First World War, along with the development of a drug addiction problem resulting from the concoction of liquor and cocaine some establishments served, also affords a hardly explored effect of the expansionist campaigns (pp. 462–3).

The author’s sharp humor colors the patchwork-like social fabric in this story, particularly when commenting on the autobiographical accounts of several of the Puerto Ricans who participated in the events. A specially telling report involves the story of the Puerto Rican soldiers in Panama City’s red district bars, who pretended to be “rich islanders,” but were later unmasked as mere boasters, and baptized the “we-have-italls” (toto tenemos) because of their grandiose stories of fortune (p. 463). Considering that the book is the first volume of a projected series, extending from 1898 to the end of the Second World War, we can expect that the social and cultural idiosyncrasies informing the present work will also contribute lively, historical nooks and crannies to the multilayered military narratives that may ensue.

NOTES
1 According to Marín Román, most of the books that discuss U.S. imperialism in relation to Puerto Rico mistakenly point out the significance of the island as a strategic, military post since the early period of the occupation. See for example, Estades Font (1988o), Negroni (1992), Picó (1987), Piñero Cádiz (2008).

REFERENCES

Packaged Vacations: Tourism Development in the Spanish Caribbean

By Evan R. Ward
272 pages; $69.95 [cloth]

REVIEWER: Ricardo Pérez, Eastern Connecticut State University

Since the mid-20th century, the international tourism industry has contributed significantly to economic development in Latin America and the Caribbean by providing opportunities for capital investment and infrastructure building. And, as indicated by Evan R. Ward in Packaged Vacations: Tourism Development in the Spanish Caribbean, it continues to be an engine for economic growth in the region. Ward’s book offers a historical narrative of the development and transformation of the tourism industry in the Spanish-speaking Caribbean since the post-World War II period
and focuses on the development of four main tourist poles in the region: Dorado Beach in Puerto Rico, Varadero Beach in Cuba, Cancún in Mexico, and Punta Cana in the Dominican Republic. He relies on documentation from reports by tourism development agencies in the respective countries under study, intergovernmental agencies such as the Organization of American States and the Inter American Development Bank, and letter exchanges between representatives from transnational hotel corporations, government representatives, and even owners of construction companies. Ward also uses data from interviews with hotel, airline, and airport managers and field observations in the four tourist poles during the early 2000s.

The book is organized around three main parts—the American Caribbean, the Latin Caribbean, and the Global Caribbean—with a Prologue, an Introduction, and an Epilogue. In the Prologue, appropriately entitled “Departures,” Ward presents a concise description of the establishment and development of air traffic routes between the United States and the Caribbean in the 1940s and of the early period of hotel and airport constructions that facilitated the subsequent development of the tourism industry in the Western Hemisphere. By clearly explaining the “link between commercial aviation infrastructure and the hotel industry” (p. 3), Ward sets the tone to examine (in Part I) the influence that Nelson and Laurence Rockefeller and Conrad Hilton had in the early process of tourism development in Latin America and the Caribbean. It is important to note here the role that Nelson Rockefeller played as Coordinator of Inter American Affairs for the Franklin D. Roosevelt Administration in the late 1930s and early 1940s, a position that allowed him to expand his business ventures in Latin America (with his involvement in the re-construction and management of the Hotel Avila in Caracas) while at the same time contributing to the political goodwill between the U.S. and Latin America at this crucial historical moment. In the 1950s, Laurence Rockefeller would have a similar impact on tourism development in Puerto Rico with his involvement in the development of the Dorado Beach Resort and its eventual expansion into the Cerromar Beach Hotel in 1972. In contrast to Nelson, Laurence is depicted as being concerned with the preservation of the natural beauty of the area being transformed for tourism purposes, a concept that he realized with the formation of his company, RockResorts. The company promoted the concept of low-density tourism development by transforming natural landscapes and environments into resorts that provided tourists with opportunities to experience nature in locales distant from large urban areas.

RockResorts thus encountered serious difficulties to expand the Dorado Beach Resort into a mass tourist complex (by building the Cerromar Beach Hotel nearby to tap into the lucrative convention tourism market) when it entered into a partnership with Eastern Airlines in the late 1960s. According to Ward, “in 1967 Laurence Rockefeller agreed to sell 80 percent of his Dorado Beach Resort to Eastern Airlines, along with a 40 percent stake in the RockResorts chain of decentralized, low-density hotels located in the continental United States, Hawaii, the Virgin Islands, and Puerto Rico” (p. 55). But RockResorts’ concept of low-density tourism development did not fit well with Eastern Airlines’ desire for quick profits. Additionally, differences in management styles between the two companies also accounted for the eventual collapse of their partnership, which lasted only eight years. By the time the Cerromar Beach Hotel opened in 1972, marketing projections indicated that the tourist market in Puerto Rico was in serious decline as a result of both global and local conditions such as higher fuel costs, the relative distance of the Cerromar Beach Hotel from the capital city of San Juan, and bombings by Puerto Rican pro-independence groups against U.S. military installations in the island.
On the other hand, Conrad Hilton was instrumental in the creation of a hotel management style that contributed significantly to the promotion of economic development, the incorporation of local cultural traditions in hotel design and decoration, and the utilization of “tourist spaces” for community engagement. Ward seems to suggest that Hilton International became the first truly global hotel chain as a result of American government support that helped promote Hilton’s vision of tourism development to foster commercial trade and political goodwill between the United States and Latin America. While Ward examines the evolution of the initial phase of Hilton Hotel expansion in the region during the 1950s by looking at hotel developments in Puerto Rico (Caribe Hilton), Mexico City (Continental Hilton), and Havana (Habana Hilton), he emphasizes the problematic relationship between Hilton’s executives and the Cuban government after the revolution in 1959. The Habana Hilton, which opened in 1958 amid great expectations and fanfare, closed operations in 1960 as a result of Hilton’s failure to reach an agreement with the Cuban revolutionary government to administer the hotel. As with other U.S. businesses in the island, the hotel was eventually nationalized and renamed the Hotel Habana Libre.

Part II, the Latin Caribbean, is about the creation and transformation of the tourist poles in Puerto Rico, Cuba, and Mexico. We learn more details about the negotiations by RockResorts and Puerto Rico’s Industrial Development Company (PRIDCO) that allowed for the construction and opening of Dorado Beach Resort in 1958. The collaboration between PRIDCO and RockResorts put the island at the forefront of the international tourism industry, a path that other national governments in the Caribbean would later follow. As for the development of the Cuban tourism industry in the 1950s, Ward considers the work by Armando Maribona, vice president of the Cuban Institute of Tourism, in the promotion of the cultural, historical, and natural attractions of the island beyond Havana and away from the “vices” that characterized Cuba’s tourist industry during the 1920s and 1930s. According to Ward, while there is no evidence of Maribona’s influence on the promotion of a nationalist approach to tourism development during the first years of the Cuban Revolution, he seems to suggest that Fidel Castro’s nationalist tourism policies may have had its basis on Maribona’s approach. This seemed to be particularly the case during the first stage of tourism development in revolutionary Cuba, which, according to the author, lasted until 1973. In the second stage (the post-revolutionary period), from the early 1970s to the early 1980s, Cuba began to attract international tourists from the former Soviet Union and the European Socialist bloc. It is in Part III of the book that Ward considers the recent efforts by Cuban government officials to establish joint tourism ventures mainly with expertise from Spanish firms such as Sol Meliá in what he considers is a “Spanish reconquest” of the island.

The evolution of Cancún as one of the premiere tourist destinations in the Caribbean began in the late 1960s. Mexican government officials and entrepreneurs created “visions of Cancún” in a development process that has taken three stages: 1) from 1968 to the early 1980s, when government officials visited various tourist poles in the Caribbean to determine the best practices to develop a tourist industry that responded to the high standards of international tourists; 2) from the early 1980s to the late 1990s, when government officials developed plans to expand tourist attractions to include race tracks, shopping malls, and cultural centers to showcase the rich traditions of the Maya people; and 3) from the late 1990s to the present, when the construction of a marina and a cruise ship port became the cornerstone of the development strategy. The chapter ends with a brief mention of the
destruction caused by hurricanes Wilma and Emily to the tourism infrastructure of the island and the renewed interest by then President Vicente Fox to chart a new development path for Cancún in the twenty-first century. Finally, Ward devotes the last chapter to describe the more recent evolution of the resort town of Punta Cana in the Dominican Republic. According to the author, tourism development in the island started during the late 1960s, after the end of Rafael Leonidas Trujillo’s regime. As in other parts of the Caribbean, private investors collaborated with government officials to develop coastal areas for tourism purposes. In the case of Punta Cana, a group of U.S. investors and a Dominican businessman (Frank Rainieri) worked together to explore the possibility of constructing a tourist resort in the isolated region of Punta Cana-Bávaro, in eastern Dominican Republic. A hotel was built in the early 1970s and an international airport in the early 1980s. Subsequently, Spanish hotel firms, notably Barceló, began to develop tourist installations that helped transform this pole into one of the preferred destinations for European and U.S. tourists in the Caribbean.

Unfortunately, the Epilogue does not add substantial information about current processes of tourism development in the region. Instead, the author simply describes the conditions in the tourist poles when he visited them between 2004 and 2006. The book, however, makes a great contribution to the burgeoning literature on tourism studies, for it clearly demonstrates that Caribbean nations will continue to foster tourism development as they participate in global processes of economic integration now that agriculture and manufacturing seem to have lost their roles as the main economic activities in the region.

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**Creolizing Contradance in the Caribbean**

Edited by Peter Manuel
288 pages; $69.50 [cloth]

**REVIEWER:** William Hope, University of Illinois—Urbana-Champaign

*Creolizing Contradance in the Caribbean* is a welcome addition to scholarship grappling with the complexities of the ongoing sociohistorical processes that shape, and concomitantly are shaped by, Caribbean expressive cultural practices. Edited by Peter Manuel, the book consists of an extensive introduction and six separate essays examining Caribbean contradances (long-line dances, typically with women and men facing one another) and quadrilles (square formations), considered within their particular manifestations in the Spanish-, French-, and English-speaking Caribbean. The individual essays, which stand on their own or as interconnected chapters, provide a good balance of musicological analysis, historical contextualization, and sociocultural theory that is largely accessible to interested non-specialists. The contributing authors make a compelling case for the characterization of the 19th century as “the era of the contradance and quadrille,” a moment that witnessed the blossoming and eventual decline of a far-reaching, trans-Atlantic music and dance complex, even as these forms went through uneven developments and shifting popular trends across the pan-Caribbean region.