BRANDING COLD WATER ISLANDS

The use of themes related to water in logos for island tourism destinations

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ABSTRACT: This abstract will examine whether cold-water islands differ from warm-water islands in the use of water-related themes in their destination logos. Tourism logos for 106 islands were assessed to rate the extent to which themes related to water were present or implicit in the tourism logo. Findings show that both cold- and warm-water islands incorporate water-related themes in their tourism logos, but the manner in which water is represented in those logos differs. The study's findings provide insights into the attributes that cold-water islands seek to emphasise in their tourism branding and brand identity and may inform cold-water islands' branding strategies.

KEYWORDs: Cold-water islands, island tourism, island branding, tourism branding, tourism logos, warm-water islands

Introduction:

The allure of islands is rooted in history, the arts, and fantasy. Swaying palm trees, hammock-lined beaches, and drinks served in coconut shells are all intricately linked to the modern-day, westernised dream of the idyllic island getaway. And while islands hold a special place in the hearts and minds of travellers, the common default assumption imbedded in this 'islands as paradise' dream is that the island is located in a warm-water, tropical locale (Johannesson, Huijbens and Sharpley, 2010; Peron, 2004; Riquet, 2016). In reality, islands are dotted across the globe, in the South Pacific, Caribbean, and Mediterranean, as well as the North Atlantic and the extreme Antarctic. These latter 'cold-water islands' do not fit the tidy stereotype of the picturesque sand-swept utopias featured on the covers of travel brochures. Yet, increasingly these cold-water islands are turning to and embracing tourism as a cornerstone of their economies (Buckley, 2007).

Cold-water islands may not share the same image or identity as warm-water islands in the minds of travellers, but that does not mean that cold-water islands are not part of general island tourism. In fact, tourism for many cold-water islands is growing in importance, fuelled by increasing interests in sustainability, culture-based exploration, and the quest for unique one-of-a-kind experiences (Baldacchino, 2006c). As cold-water islands look to diversify their economies and take advantage of the natural resources of their island locale, many of these destinations have developed or are developing unique island brands specifically for tourism meant to engage potential visitors and convey important information about the destination. Tourism occurring at cold-water island destinations is different from tourism at warm-water islands (Butler, 2006). A growing body of scholarly work is examining cold-water islands,

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particularly with respect to tourism, and notes that more extreme seasonality, challenging accessibility, limited tourism infrastructure and steep pricing strategies are common characteristics of these destinations (Baldacchino, 2006c; Baum, et. al, 2000; Buckley, 2007; Butler, 2006; Dann, 2006; Nilsson, 2008). Water is an important feature for all islands, irrespective of water temperature. But whether that feature of islands is considered a part of the touristic appeal of these destinations is less clear.

If one of the factors that distinguish cold-water islands from their warm-water cousins is indeed the relative temperature of the water (after all, this is the established nomenclature used to denote and separate these types of islands), then examining the role that water plays with respect to tourism for these types of destinations seems justified. One specific area within this broader topic is if and how water is used in the branding of cold-water islands and if that usage differs from the branding of warm-water islands. This article examines whether cold-water islands differ from warm-water islands in the use of water-related themes in their tourism destination logos. The tourism logos for 106 island destinations were collected and assessed to rate the extent to which themes related to water were present in the logos. The incorporation of water-related themes in the tourism logos was compared among cold-water and warm-water islands. In addition, each logo that featured water was further assessed to identify the ways that water was embedded in the logo. The aim of the study is to better understand if and how themes related to water are used by cold-water islands in their destination logos and if these strategies differ from those used by warm-water island destinations. The study findings may provide insight into a key component of the tourism branding strategies of cold-water islands vis-à-vis warm-water islands.

The Literature:

Island Studies & Cold-Water Islands

The study of islands has evolved into a discrete academic discipline, building an understanding and appreciation of islands through historical, economic, political, environmental, and sociological lenses (Baldacchino, 2003), and has its own nomenclature in academic spheres – nissology, studying islands "on their own terms" (McCall, 1994). Born of the work of Moles (1982) and Depraetere (1990-1991, 1992), nissology examines what it means to be an island, islandness, and islanders. There are a wide range of specific topics within the Island Studies field, including island tourism, island economies, island ecology, island culture, island resource utilisation, and island branding, to name a few. One unique stream in this line of research is a growing body of literature that focuses explicitly on cold-water islands (Baldacchino, 2006b). Unlike islands located amid warm waters, cold-water islands do not enjoy the same positive associations with the sun, sand, and surf that many vacationers and armchair travellers dream about. The basic premise is that while cold-water islands share an identity of being an island with warm-water islands, there are notable differences in how that islandness shapes the islands in general and tourism specifically. With respect to tourism, noted differences in seasonality patterns and the severity of seasonal factors, a greater variety of weather conditions over the course of a year, dissimilarities in primary target audiences, ease of access to, from, and within, types of attractions, as well as pricing disparities between cold-water and warm-water island destinations, distinguish cold-water islands from their warm-water cousins (Butler, 2006; Graci and Maher, 2018). Water may be a critical element of touristic appeal for both cold-water and warm-water islands; eg as a locale for leisurely or active adventure, the backdrop of scenic vistas, a mode of transportation to, from, and around the island, and a source of delicacies or sustenance (Baum, et. al, 2000; Butler, 2006; Croes and Ridderstaat, 2017;

McLeod and Croes, 2018; Nilsson, 2008). From a tourism perspective, water is a vital part of the 3S or 4S rubric of touristic appeal, sun, sand, and sea (and sex) that characterises many of the brand identities of warm-water islands. Yet, water is important to islands beyond a touristic feature to be exploited.

Water has significant meaning for islands yet is perceived and interpreted differently around the globe (Lau and Grydehøj, 2017). McCall claims that islanders "see the sea and not the land as their home" (1996: 77). Islands are deeply connected to water as it has shaped their physical evolution, cultural identity, and social constructs (Butler, 2006; Lewis-Cameron and Roberts, 2010b). Water often serves as the economic lifeblood of islands, providing modes of transportation, sustenance, and trade (Baldacchino, 2006a). For many islands, their economic engines are tied to the water via fishing, trade, tourism, and transportation (Jedrusik, 2011) and "the resources of the sea [are at] least as important to island communities as the resources of the land" (McCall, 1996: 77). For many islands, water also has a spiritual, ritualistic, symbolic, or mystical role (Barber, 2003; Luo and Grydehøj, 2017). As McCall notes, islanders "have a sense of the sea as part of their lives" (1994: 103). The sense of boundedness for islands and islanders is tied to the water, which creates the literal separation of the island, and its people, from the rest of the world (Hall, 2012). In short, water is an important part of the character or make-up of islands around the world.

Whilst much of the existing literature on islands, and in particular on the relative role and importance of water to islands, focuses (often implicitly) on warm-water islands, many of the enduring themes can be transposed to cold-water islands as well. For many cold-water island locales, water serves as a barrier contributing to the island's isolation from its island and mainland neighbours (Baldacchino, 2006c; Dann, 2006; Depraetere and Dahl, 2007; Thomson and Thomson, 2006). Here too, water often fuels the economy with cold-water islands often enjoying a rich fishing tradition and having a heightened talent/skill for seafaring travel and trade (Jedrusik, 2011: McCall, 1996). Water helped shape the identity of both cold-water islands and the islanders who inhabit these remote and insular places, as evidenced by the local culture and cultural expression(s) (Norder and Rijsdijk, 2016). As more of these cold-water destinations develop tourism industries, water may be an important aspect of that touristic brand identity, just as it (water) has shaped the identity of the island and islanders themselves.

Island Tourism

Island tourism encompasses tourism taking place on islands, with the caveat that it is distinct from non-island tourism and that being conducted on an island is a primary and notable aspect of the touristic experience. Island tourism is not to be confused with tourism on islands (Butler, 2012). Butler (2012) continued by pointing out that for island tourism to be more than simply tourism that happens on islands, there must be something essential and fundamental about islands that in and of itself is worthy of touristic exploration. As islands around the globe increasingly pursue tourism opportunities, these destinations are looking for ways to establish a unique brand identity that resonates with and appeals to potential visitors (Naidoo, Ramseook-Munhurrun and Durberry, 2012). When embarking on the branding process, it may make sense for these destinations to incorporate themes that relate to the fact that they are islands, including water-related themes, into their brand identity (Lewis-Cameron and Roberts, 2010b). In other words, being an island is often part of an island's tourism brand (Butler, 2012). Many islands cultivate a connection between their specific destination and islands or islandness in general as a way to appeal to island-lovers

(Lewis-Cameron and Roberts, 2010b) or elect to emphasise the island's islandness in their brand identity (Graham, 2020).

Warm-water islands tend to be more popular tourism destinations than cold-water islands in terms of the number of destinations and the number of tourists. Warm-water locales emerged as desired destinations at the same time as of mass tourism exploded in popularity, owing to more efficient and affordable transportation options and a growing middle class. Cold-water islanders are comparatively "late-bloomers" in the well-developed tourism industry (Baum, et al, 2000). That said, tourism in cold-water destinations is not new, and many cold-water destinations have long established (albeit) smaller tourism sectors. Yet, as primary industries struggle (fisheries, mining, forestry, agriculture) in some cold-water jurisdictions, local economies look to diversify by developing the tourism sector, which may be one of few viable economic sectors for some cold-water destinations (Nilsson, 2008). At times this is done to supplement or replace other established industries and is often done without the support or buy-in of local residents (Baum et al, 2000; McElroy and Potter, 2006a). This disconnection between the perspectives of (some) locals versus visitors can cause friction within communities, can be difficult to overcome, and the direct benefits to locals can be few (Nilsson, 2008).

As tourism and global travel continue to grow, new and niche types of tourism are emerging as important segments of the broader industry (Morris, 2006). Extreme tourism is a general term used to describe destinations, activities, or experiences that are off the beaten track, adrenaline-inducing, somewhat dangerous, and/or novel from a touristic perspective (Picken, 2017). Cruising Antarctica, climbing Mount Kilimanjaro, bungee jumping in New Zealand, and camping in the Mojave Desert are just a few examples of a growing list of extreme travel options in the marketplace. Visiting many cold-water islands, which are often remotely located and less developed than many warm-water islands, can also be added to this list. Part of the "extreme" appeal is the location itself, its remoteness and isolation from the rest of the world. And part of the "extreme" allure is connected to the nature and variety of experiences in which visitors can partake whilst visiting cold-water destinations. The quest to visit cold-water islands is often motivated by a desire to travel to destinations that, for the most part, remain unspoilt by tourism development, and to experience climates, cultures, and landscapes that differ greatly from mainstream tourist destinations or highly populated centres (Butler, 2006).

Tourism in cold-water destinations is notable for a few common, but not universal, realities. These destinations often lack basic tourism infrastructure, including accommodation, transportation (both to/from, and within), and basic services (Baldacchino, 2006c). Attractions and activities are specific to the destination itself and not easily replicable at other locales (Timothy, 2001). Visitation to cold-water destinations is often a one-time affair, with few repeat visitors (Rassing and Sorensen 2001). Cold-water visitors themselves tend to differ from the generic mass tourist in terms of income, education, and travel motivation (Dann, 2006). Increasing, cold-water visitors are driven by various factors including greater attention and concern for sustainability and environmental protection, over-saturation and degradation of warm-water tourism destinations, and the pursuit of more diverse touristic experiences (McElroy and Potter, 2006a; Taheri, et al, 2018).

Cold-water destinations seemingly want to develop differently from their over-exploited and saturated warm-water cousins. Travel motivations are changing, and one of the new(er) drivers of tourism is the focus on sustainability and environmental stewardship (Lewis-Cameron and Roberts, 2010a). Travelers are actively seeking ways to reduce their

environmental footprint when travelling, to support local businesses, to connect with and experience authentic local culture, and to grow as an individual through travel experiences (Tate-Libby, 2010). These new travel motivations are pulling tourists away from the traditional, pre-packaged, and predictable "sun, sand, and surf" types of vacations, and are spawning travel experiences that are off the beaten path, unique, and authentic (Croes and Ridderstaat, 2017). For many travellers, cold-water islands check all of the boxes on their list of destination criteria. It is a tricky balance, though - the untouched and pristine environment that these travellers seek may be in jeopardy if over-crowding, poor resource management, or cookie-cutter type touristic experiences become the norm in these places (McElroy and Potter, 2006a).

While the literature examining cold-water island tourism is relatively new and still under development, much of the existing research focuses on climate change and sustainable tourism (Creany and Niewiadomski, 2016; Hyman, 2014). Implicit in the existing literature is an intention to not repeat the mistakes of many warm-water destinations where tourism has eroded the environment, exploited natural resources, and provided limited benefits to local communities (Grofelnik, 2007; Kerstetter and Bricker, 2009; Picciotto, 2018). One particular focus within the existing literature on sustainability and cold-water islands is the protection of water resources, including drinking water, fisheries, beaches and shorelines, and marine environments (Moreno and Becken, 2009) because one of the primary appeals of many cold-water destinations is the pristine and relatively untouched nature of the islands' water resources (McElroy and Potter, 2006a).

Branding Islands

The tome *Extreme Tourism: Lessons from the World's Cold Water Islands* (Baldacchino 2006b) has a chapter dedicated to the promotion of cold-water islands as tourism destinations (Dann, 2006). While promotion and branding are not synonymous, the two marketing principles are certainly related, and the chapter provides insights into the marketing strategies employed by cold-water destinations. Dann contrasts cold-water islands with warm-water islands in relation to space, time, motivation, pursuits, and engagement with *others*. The conclusions or distinctions made, however, seem out-dated and perhaps elitist, positioning warm-water destinations as devoid of intrinsic value from a touristic perspective and casting tourists to these destinations as unenlightened, lazy, and uninspired, in contrast to cold-water island visitors. While much of the visitation to warm-water destinations can be predictable and pre-packaged, the growth in *more locally oriented* touristic experiences suggests shifts, or at least niche alternatives, to mass-produced and mass-consumed tourism.

Place branding is the application of branding principles, typically reserved for consumer products and services, to geographic areas including municipalities, provinces/states, regions, and nations (Briciu, 2013: Briciu and Briciu, 2016; Dziuba, 2015). Place branding is not limited to tourism purposes; it can include branding to promote foreign direct investment, immigration, exports, or other geopolitical agendas (Gnoth, 2002; Konecnik and Petek, 2012). The purpose of a place brand, like all brands, is to establish a unique identity that communicates information to targeted audiences. Embedded into brands are messages intended to distinguish the brand (place) from others and project desirable characteristics or traits intended to appeal to key audiences. As part of the place branding process, many locations develop a variety of tools to aid in the establishment of their brand identity. One critical element in branding is the logo. Logos are visual symbols intended to be widely recognised and impactful in creating a unique brand identity that appeals and/or speaks to

target audiences. Effective logos are typically simple, powerful, memorable, and able to communicate a salient message about the brand (Wheeler, Frost, and Weiler, 2011). As a critical component of a brand's architecture, the logo is key to helping distinguish one destination from another (Beritelli and Laesser, 2018; Ceken and Ersan, 2017).

Methods

One way to determine if water is a desirable part of a destination's identity is to examine if and how water is included in the brand identity and marketing messages aimed at potential tourists. The purpose of this article is to examine whether cold-water islands differ from warm-water islands in their use of water-related themes in their tourism logos. Using visual content analysis, a team of reviewers assessed the tourism logos of islands for the inclusion of water-related themes. Content analysis is a systematic assessment of the targeted item - in this case, a logo - to extract information contained therein (Wang, et al, 2019). The extracted information from the logos was codified in a uniform manner to enable analysis based on identifiable themes. Prior to the assessment of the tourism logos by the reviewers, a preliminary list of islands was procured, the tourism logos were sourced, and the islands were classified as being cold- or warm-water destinations.

At this time, consideration was given regarding what destinations met the classification of being an island or a 'collection of islands'. This distinction is not as clear as may appear at first glance, as articulated by Depraetere and Dahl (2007). As part of their robust discussion of the classification and location of islands, Depraetere and Dahl conclude that islands are parcels of "land isolated by water" (ibid: 57) and make a compelling argument that this alone is insufficient because by that definition a grain of sand surrounded by water would qualify as an island, which it clearly does not (ibid: 68). Through their analysis, Depraetere and Dahl denote islands as having a land area of 10 km2 to 1,000,000 km2. This categorisation removed continents and islets from island status and leave 5675 islands for consideration (ibid). Other definitions of islands include one by Stratford, who (among other things) stated that islands are "absolute entities surrounded by water (2003" 495). Jedrusik continues by putting forth that islands are 'small, isolated objects surrounded by water,' (2011: 201), suggesting that the keys to islands are both isolation and water (ibid: 203).

Several steps were taken in compiling the list of islands included in this study. First, various published lists of the most popular islands were examined using sources such as travel magazines (print and online versions) and travel websites, including, but not limited to, *Condé Nast Traveller*, *Travel + Leisure Magazine*, the *Sunday Times Travel Magazine*, and www.tripadvisor.com. Numerous iterations of tourism lists were searched and used, such as "best South Pacific islands," "best North American islands," and "best Mediterranean islands." These sources tended to focus on or highlight well-established tourism destinations that appeal to North American or UK travellers, and often overlooked smaller or newer island destinations that may not yet have broad recognition by mainstream tourists. Deliberate effort was made to include islands from all over the world, with specific emphasis on including islands located in cold-water climates, yet the list is somewhat North American- and/or Anglo-centric due to searches being conducted in the English language.

Each potential destination on the preliminary list was reviewed to determine if the place identified itself as an island or a collection of islands (archipelago). When ambiguity arose, for instance in the case of Miami, where some sources listed it as an island (or collection of islands) (Sander, 2013: online) while others indicated that parts of Miami were indeed islands but that Miami itself was not an island (Quora, 2019: online), these destinations were

discarded from this study. Destinations that represented a significant part of an island, but not an entire island, were included (for example, Haiti and the Dominican Republic). In addition, the inclusion of destinations, whether at the national, subnational, or individual island level was determined by the branding strategy – that is, if two islands (such as Trinidad and Tobago) were branded together, then they were included as one destination in this study. In other cases, there may have been a national tourism brand (Indonesia) and a subnational tourism brand (Bali); these destinations were included as separate destinations, both with a unique brand, for the purposes of this study. Thus, the unit of analysis in the study was at the destination brand level, not necessarily at the island level.

Tourism logos for each destination on the preliminary list were sourced using online searches (see Figure 1 for examples). The search for logos focused on 1) identifying the most recent logo, 2) finding tourism logos for the destination itself, rather than logos for tourism organisations, 3) isolating the logo from other extraneous marketing material, including text, and 4) ensuring the logo was a graphic rather than a photograph. Once a logo was identified and verified to meet the selection criteria, a gif file of the logo was downloaded and saved. Two challenges emerged during this stage of the study. First, several destinations had various versions of a tourism logo. When this occurred, the logo used for North American audiences (as evidenced by appearing in North American tourism publications such as *Condé Nast Traveller* magazine) were used. The second challenge was that many of the destinations on the preliminary list of islands did not have a tourism logo (at least not one that was found during the search). Many had logos for the local Chambers of Commerce or a local tourism marketing organisation, but not for the destination itself. A tourism destination may lack a tourism brand logo for a number of reasons, including the relative newness of the destination's tourism industry, a lack of marketing resources needed to develop and sustain an tourism logo, and/or the deliberate choice to focus on other branding elements to the exclusion of logos. Those destinations on the preliminary list that did not have an identified tourism logo were removed from the study.

Although there are a growing number of academic articles, and even a book, dedicated to cold-water island scholarship, a clear method for delineating a cold- from a warm-water island remains elusive. While no precise or unified definition of what constitutes a cold-water island can be found in the literature, the general shared consensus is that it includes any island where the water surrounding it is inhospitably cold for at least part of the year. Vague or ambiguous notions of cold-water islands as being "too cold to swim" (Baldacchino, 2006c: 9) do not provide much guidance. Baldacchino also attempts to delineate the two categories of islands by noting that cold-water islands are "located at or close to the northern or southern antipodes," (2006c: 5). McLeod and Croes (2018) define warm-water islands loosely as falling between the tropics of Cancer and Capricorn but this definition excludes many islands considered to be warm-water islands, such as the Florida Keys and many of the islands of the Bahamas. For the purposes of clarifying what constitutes a cold-water island, the author spoke with three published scholars in the field of island studies and who have written extensively about cold-water islands, and all confirmed the lack of definitive criteria to denote a cold-water island vis-à-vis a warm-water island other than to remark that they "know one when they see one." In the absence of definitive criteria to distinguish cold-water islands from their warm-water cousins, further inquiry was needed.

Blue Color	
Waves	
Island Shape	
Landscapes/ Seascapes	
Other	

Table 1 – Examples of types of Island logos

A thorough review of the academic literature revealed neither a definitive agreement of what water temperature denotes a cold-water island, nor a definitive list of cold-water islands. In addition, an email conversation with the editor of *Extreme Tourism: Lessons from the World's Cold Water Islands*, Godfrey Baldacchino (2018) confirmed that no "precise scientific definition" of what constitutes a cold-water island exists. Consequently, a clear and consistent metric for classifying destinations as "cold-water" or "warm-water" needed to be found using other resources. The National Center for Cold Water Safety affirms that water temperatures below 15°C are considered "immediately dangerous" for immersed individuals who are without some form of protective equipment (Kenny, Cullen, and Warrington, 2017). This does not mean that immersion in water above 15°C is completely safe; rather, the effects of the cold water will just take longer to impact the human body. Of course, there are people who elect to swim in or unexpectedly find themselves immersed in cold water, but experts assert that extended submersion in cold water (below 15°C) without protective equipment such a wet/dry suits will have immediate effects on bodily functions, including impaired

breathing and mobility, and should be treated with extreme caution (Kenny, Cullen, and Warrington, 2017).

For the purposes of this article, cold-water islands have year-round average water temperatures below 15°C while warm-water islands have year-round average water temperatures of 15°C or above. A review of the water temperatures for the islands that remained on the list for this study revealed a third category of islands – dubbed seasonal-water islands – that were cold-water destinations for part of the year and warm-water destinations for the remainder. Seasonal-water islands were islands with an annual average high water temperature of 15°C or above and an annual average low water temperature below. This third categorisation is not currently used in the literature regarding cold-water islands, although the seasonality of some islands, mainly those cold-water locales, is noted by Jolliffe and Farnsworth (2006). Baldacchino questions whether seasonality is relevant when destinations are "cold all year round," (2006c: 5), and yet not all islands neatly fit the "cold all year round" or "warm all year round" dichotomy. The use of this third category of islands here is intended to recognise that the classification of islands as cold-water or warm-water is imprecise and may inadvertently misclassify some destinations as one or the other, when in fact the destination could be reasonably classified as both or either, depending on the time of the year. It seems inaccurate to classify a destination as a cold-water island when that destination may very well enjoy many of the aspects of being a warm-water destination for part of the year, and especially when the majority of tourism activity is aligned with the destination's warm-water timeframe. Thus, a third category – seasonal-water destinations – is introduced in this paper.

To determine the water temperature of a destination, several steps were taken. Using www.seatemperature.org, the highest average and lowest average water temperatures at both the northern- and southern-most points of each destination were gathered. In order for the destination to be included in the study, the categorisation of both of these geographic points within the destination had to be consistent (both cold-water, both warm-water, or both seasonal-water). If the categorisations of the northern-most and southern-most points were inconsistent, the destination was discarded from the list of destinations. For example, destinations such as Japan, Great Britain, and New Zealand - each important island destinations with respect to tourism - were discarded from the study because the categorisation of the northern most points and southern most points in relation to water temperature were inconsistent. Consideration was given to creating a fourth category to encapsulate this group but with only three destinations from the preliminary list fitting this category, the decision was made to exclude these destination logos from the study. Table 2 depicts the classification process for islands. This classification process resulted in the final list of 106 islands included in this study, as shown in Table 3.

To assess the logos for the presence of water, a modified Likert-scale was developed, tested, revised, and implemented (Herbert, 2013). Specifically, the scale used by reviewers to determine if and to what extent the tourism logos included water-related themes was modified from Herbert's (2013) original scale as a result of extensive feedback from research staff at the UPEI Tourism Research Center. The revised scale included more response options, in order to capture the extent to which water related themes were observed in the logos. The response choices on the revised scale were: Present (Main Theme), Present (One of Many Themes), Present (Minor Theme), Present (Implied), Not Present, and Unsure/Don't Know. To help obscure the research connection to *water*, respondents were asked to rate the logos on additional themes including nature, history, and culture. Using measures of association, the results were analysed to determine if cold-water islands were

more or less likely than warm-water islands to use themes related to water in their tourism logos. Finally, the logos where themes related to water were observed in the logos were visually assessed to determine the common and unique ways in which water was embedded into the image and to determine if these observations varied among cold-water, seasonal-water, and warm-water destinations.

		Example One	**Example Two**	**Example Three**	**Example Four**
Destination		Iceland	Maldives	Prince Edward Island	Great Britain
Northern-Most Point	Average High Temperature	9.1° C	29.8° C	18.7° C	13.3° C
	Average Low Temperature	2.1° C	28.2° C	-1.1° C	7.7° C
Southern-Most Point	Average High Temperature	11.6° C	29.8° C	18.5° C	17.1° C
	Average Low Temperature	7.3° C	28.6° C	-1.1° C	9.7° C
Classification		Cold-water island – year round average water temperature below 15° C	Warm-water island - year round average water temperature above 15° C	Seasonal-water island – for part of the year, the destination is a cold-water destination and for rest of the year the destination is a warm-water destination	Excluded – the northern-most and southern-most points within this destination are inconsistent in their water temperature classification

Table 2 - Water temperature classification process as applied to four examples

To assess the logos for the presence of water, a modified Likert-scale was developed, tested, revised, and implemented (Herbert, 2013). Specifically, the scale used by reviewers to determine if and to what extent the tourism logos included water-related themes was modified from Herbert's (2013) original scale as a result of extensive feedback from research staff at the UPEI Tourism Research Center. The revised scale included more response options, in order to capture the extent to which water related themes were observed in the logos. The response choices on the revised scale were: Present (Main Theme), Present (One of Many Themes), Present (Minor Theme), Present (Implied), Not Present, and Unsure/Don't Know. To help obscure the research connection to *water*, respondents were asked to rate the logos on additional themes including nature, history, and culture. Using measures of association, the results were analysed to determine if cold-water islands were more or less likely than warm-water islands to use themes related to water in their tourism logos. Finally, the logos where themes related to water were observed in the logos were visually assessed to determine the common and unique ways in which water was embedded into the image and to determine if these observations varied among cold-water, seasonal-water, and warm-water destinations.

Cold-Water Islands (13)	Warm-Water Islands (76)	Seasonal-Water Islands (17)
Aleutian Islands, Falkland Islands, Faroe Islands, Greenland, Iceland, Ireland, Iles de la Madeleine, Isle of Man, Outer Hebrides, Orkney, San Juan (WA), Shetland Islands, Vancouver Island	Andaman, Anguilla, Antigua & Barbuda, Aruba, Azores, Bahamas, Bali, Barbados, Bermuda, Bonaire, Bora Bora, Borneo, British Virgin Islands, Canary Islands, Cape Verde, Cayman Islands, Cook Islands, Cozumel, Crete, Cuba, Curacao, Cyprus, Dominica, Dominican Republic, Easter Island, Fiji, Florida Keys, Galapagos Islands, Gozo, Grenada, Guam, Haiti, Hawaii, Hilton Head Island, Indonesia, Jamaica, Kaua'i, Lana'i, Madeira Islands, Majorca, Maldives, Malta, Martinique, Maui, Mauritius, Molokai, Mykonos, Nevis, New Caledonia, Oahu, Okinawa, Palawan, Papua New Guinea, Philippines, Rhodes, Saint Martin, Saint Kitts, Saint Lucia, Saint Vincent and Grenadine, Samoa, Santorini, Seychelles, Sint Maarten, Solomon Islands, South Padre Island, Sri Lanka, St. Kitts, Tahiti, Taiwan, Tonga, Trinidad and Tobago, Turks and Caicos, Whitsunday, Vanuatu, US Virgin Islands, Zanzibar	Cape Breton, Capri, Catalina Island, Guernsey, Haida Gwaii, Hydra, Ibiza, Isle of Wight, Jersey, Kangaroo Island, Nantucket, Olands, Outer Banks, Prince Edward Island, Sardinia, Sicily, Tasmania

Table 3 - Islands used in study, as classified by water temperature

The respondents who assessed each island logo for water-related themes were a group of 7 - 14 undergraduate students, who each received training prior to data collection regarding the rating scale used to determine the extent to which water-related themes were observed in the logo. The data collection took place over several days, with the group working in 2-hour increments. This resulted in not all respondents being present for each of the data collection sessions, and thus different numbers of responses for each logo- ranging from 7 – 14. In addition, to help disguise the study's focus on islands, respondents were asked to rate the logos of non-islands as well as islands for water-related themes along with other themes related to nature, history, and culture, among others. The results of the study follow.

Findings:

A total of 106 tourism logos from islands around the world were used in this study, including 76 warm-water islands, 13 cold-water islands, and 17 seasonal-water islands. This work resulted in 1049 ratings related to the use of themes related to water in the tourism logos, an average of 9.90 ratings per logo. The most common rating (41.7%) regardless of water

temperature was "Not Present." "Present (Implied)" garnered 27.0% of all responses. Just 6.8% of all responses indicated that water was "Present (Main Theme)" in the tourism logos. Table 4 summarises the number of responses for each of the response categories by type of island.

	Cold-Water (13)	Warm-Water (76)	Seasonal-Water (17)	Total (106)
Unsure/Don't Know	4	14	5	23
Not Present	63	303	71	437 (41.7%)
Present (Implied)	32	190	61	283 (27.0%)
Present (Minor Theme)	12	68	16	96 (9.2%)
Present (One of Many Themes)	15	96	28	139 (13.3%)
Present (Main Theme)	11	47	13	71 (6.8%)
Total # of Ratings	137 (13.1%)	718 (68.4%)	194 (18.5%)	1049

Table 4 - Presence of Water-Related Themes in Island Tourism Logos, by Water Temperature Classification

The average ratings for the presence of water-related themes in tourism logos was 2.03 for cold-water islands, 2.15 for seasonal-water islands, and 2.10 for warm-water islands. Values from 1 – 5 were assigned to the rating options, with 1 being associated with "Not Present" and 5 being associated with "Present (Main Theme)", thus any rating of 2 or higher indicates that water was identified as being present in the logos. The results found that all three types of islands tended to incorporate water-related themes in their tourism logos. Table 5 summarises the average rating for the presence of water in the tourism logo.

Water Temperature	Mean	n	Std. Deviation
Cold-Water Islands	2.03	137	1.489
Seasonal-Water Islands	2.15	194	1.487
Warm Water Islands	2.10	718	1.402
Total	2.08	1049	1.427

Table 5 - Incorporation of Water in Tourism Logos by Water Temperature

When examined at the individual destination level, 51 of the 106 logos (48.57%) studied had an average rating of 2 or higher for the presence of water, meaning that respondents observed water in the tourism logo. Bora Bora had the highest average rating at 4.50 out of 5. In addition, 17 logos had average scores of 1.00 with a standard deviation of 0.000, meaning that all respondents indicated that water was not present in the tourism logo.

To determine whether there were differences in the use of water-related themes by the islands' categorisation by water temperature, researchers used chi-square to test the likelihood of the observed results being due to chance or whether the distribution of data fits with the distribution that would be expected if the variables in the analysis (classification of the island in terms of water temperature and the incorporation of water in tourism logos) were independent. Results of the chi-square tests for 'goodness of fit,' as depicted in Table 6, show that there are no associations between the classification of islands based on water temperature and the incorporation of themes related to water in the tourism logos. Thus, irrespective of classification as cold-water, warm-water, or seasonal-water destinations, islands incorporate water into their tourism logos to various degrees. When the data was

further analysed using only cold-water and warm-water islands, the overall chi-square results did not change. There were no differences in the inclusion of water-related themes in the logos for cold-water versus warm-water destinations. Table 6 shows no associations between the categorisation of the island as cold-water or warm-water and the rating for the islands in terms of the presence of water in the tourism logo.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.095	10	0.807
Likelihood Ratio	6.071	10	0.809
Linear-by-Linear Association	.077	1	0.782
N of Valid Cases	1049		

Table 6 - 'Goodness of Fit' Analysis of Findings Related to Use of Water Themes for Cold-, Warm- and Seasonal-Water Islands

Of the 106 destination logos studied, 51 were determined to include water-related themes. Of these 51 destinations with average scores of 2 of greater with respect to the presence of water-related themes in the destination logos, 7 were cold-water destinations, 10 were seasonal-water destinations, and 34 were warm-water destinations. The average ratings for these 51 destinations ranged from 2.00 for nine destinations to 4.50 for Bora Bora. The 51 logos determined to have water-related themes were analysed to see how water was embedded in the logo. Table 7 shows the distribution of islands by category and with respect to the logo's inclusion of themes related to water.

	Did Not Include Water-Related Themes	Included Water-Related Themes	Total
Cold-Water	6 (46.15%)	7 (52.85%)	13 (12.26%)
Warm- Water	42 (55.26%)	34 (44.74%)	76 (71.70%)
Seasonal Water	7 (41.18%)	10 (58.82%)	17 (16.04%)
	55 (51.89%)	51 (48.11%)	106

Table 7 - Islands That Did and Did Not Include Themes Related to Water

Water was represented in the tourism logos in several ways. First, many of the destinations used the colour blue prominently in the logo to represent water. For example, the logo for Antigua and Barbuda is comprised entirely of blue font, and even the palm tree in the midst of the logo is blue. Water was represented in some logos with wave-like shapes or images, or wavy font. Prince Edward Island's tourism logo includes a wave at the bottom of the image. Several of the logos include depictions of landscapes or seascapes. Borneo, Catalina Island, and Îles de la Madeleine all used vivid examples of landscapes or seascapes as the primary image in their logos. Other logos include the shape of the island or islands in the logo, including the Bahamas, Sri Lanka, and Bali. Finally, some logos included other water-related themes such as images of sea creatures, such as fish, turtles, penguins, and sharks, while others included images of boats, or waterfalls. The Galapagos Islands' logo, for example, features a hammerhead shark and the logo for Dominica features a waterfall. Table 8 shows the number of destinations that used each type of imagery.

Imagery	Total Number of Destinations	Cold-Water Islands	Seasonal-Water Islands	Warm-Water Islands
Blue – All Blue	16	1	4	11
Blue – Mostly Blue	10	2	1	7
Blue – Blue was a Prominent Colour	29	3	2	24
Blue Font	34	1	4	29
Wave	21	2	4	15
Wavy Font	17	2	1	14
Sea creatures	19	2	4	13
Landscape/Seascape	12	1	2	9
Island Shape	17	4	3	10
Other	10	1	3	6

Table 8 - Use of Water-Related Imagery by Type of Imagery

Three main colour strategies were employed when blue was used in the logos to depict or imply water. Most islands used a medium dark blue as the primary or secondary colour in the logo, while several destinations used a lighter shade of blue to represent or symbolise water. Overall, however, the incorporation of the colour blue into the tourism logos most often employed various shades of blue in one image to denote water. Notably rarer in the logos were the aquamarine blues often associated with warm, tropical destinations, which were used by Fiji alone. Sixteen destinations used blue for the entire tourism logo, except perhaps black and/or white fonts. Another 10 destinations had logos where most of the logo was blue, supplemented by another accent colour. Twenty-nine destinations had tourism logos where blue was a prominent colour, among other colours. Finally, 34 logos used the colour blue as the font colour for the destination's name in the logo.

The use of a wave or waves was common, with 21 destinations incorporating a wave or waves in the logo. Although some waves were rendered as clearly identifiable waves (Prince Edward Island), others were more abstract or interpretive (Iceland). For some logos, the waves were used to underscore or cradle the rest of the logo, offering as a means of separate between the logo and its surroundings. At times the object resting on the waves was an island, thus the waves could be interpreted as a clear signifier indicating the islandness of the destination. Additionally, 17 destinations used a 'wavy' font in the tourism logo. These fonts suggested a fluidity and movement to the logo, and were often paired with the blue font, which may have added to the interpretation of image as being water related.

Twelve logos used images of landscapes or seascapes to convey water and ranged from realistically drawn images (Catalina Island) to caricatures of landscapes or seascapes (Îles de la Madeleine) that were not intended to depict the specific place but instead to represent other characteristics such as remoteness, isolation, or separateness. In addition to images of landscapes and seascapes, 17 destination logos used images, realistic or abstract, to denote islandness by portraying a unique and distinct island shape, including logos for Kangaroo Island which uses a school of fish to portray the shape of the island, or the logo for Bali which encompasses an outline of the island's shape as the logo.

Finally, 10 destination logos used *other* water-related imagery. This includes two logos with images of a boat (Hydra and the Dominican Republic), one logo with a pirate (Cayman Islands), one with a lighthouse (Nantucket), one with a waterfall (Dominica), one with an iceberg (Greenland), one with a compass (Aruba), and three with beach umbrellas (South

Padre Island, Andaman, and Catalina Island). Additionally, twelve logos incorporated sea creatures or animals associated with water in their logos, including fish (Kangaroo Island), a turtle (Cayman Islands), hammerhead shark (Galapagos Islands), penguins (Falkland Islands), a flamingo (Bonaire), and a seashell (Faroe Islands).

Analysis was conducted to determine is associations existed between category of destination by water temperature and the various ways in which water was represented in the logos. For each of the ways in which water was incorporated into the logos, chi square 'goodness of fit' analysis was conducted to determine if the presence of specific types of water-related themes was random or associated to the destinations' classification as a cold-water, warm-water, or seasonal-water destination. For each of the specific ways water was represented in the tourism logos, an association was identified between the presence of water-related themes and the destinations' classification, meaning the presence of these elements of water were not random or arbitrary but rather more likely to occur in certain classification of destinations than others. See Table 9 for the results of the chi-square 'goodness of fit' analysis.

	Pearson Chi Square	**df**	**Sig**
All Blue	32.551	2	0.000*
Mostly Blue	10.305	2	0.006*
Prom Blue	20.752	2	0.000*
Blue Font	43.034	2	0.000*
Waves	10.586	2	0.005*
Wavy Font	9.695	2	0.008*
Island Shape	12.358	2	0.002*
Landscape/Seascape	7.888	2	0.019*
Other	43.390	2	0.000*

Table 9 – 'Goodness of Fit' Analysis of Findings Related to Various Representations of Water in Tourism Logos

Discussion

Water & Tourism

Water, in various ways, is a popular feature for vacationers (Ivanic, Hadzic, and Mohovic, 2018). Water as a mode of transportation, as a source of sustenance, as a venue for active and adventurous pursuits, and as a scenic venue, can all enhance touristic experiences (Tatar, 2011). Historically, a presumption that water - as a part of a destination's appeal - must be warm was relatively common (Johannesson, Huijbens, and Sharpley, 2010; Riquet, 2016). This study's finding that islands, regardless of water temperature, incorporated water in their tourism logos suggests that water has an appeal for cold-water destinations as well as warm-water destinations. Because islands use water as part of their tourism brand identity, as evidenced by the incorporation of water-related themes in their logos, it is important to understand the meaning and significance of water in relation to the destination's touristic appeal

Water has a strong connection to islands, particular from a western-centric perspective, and has been established as part of the image of island destinations (Phillips, 2017). From the field of Island Studies, again focusing primarily on the western interpretation or understanding of islands, water is symbolic of an island's separateness, boundedness,

remoteness, and insular nature (Baldacchino, 2018). In contrast to Western symbolism for islands, the island image is rooted in mountains for the Chinese culture (Luo and Grydehøj, 2017). Yet, the symbolic meaning of water for cold-water islands versus warm-water islands is largely unexamined (Ioannides and Petersen, 2001). From the study findings, the way in which water is represented in the destination logos differed and further analysis into how water is incorporated into the branding of islands, and cold-water islands in particular, may shed light into what water means to the destination and/or what water means to visitors, which may or may not differ from the meaning of water to the destination apart from tourism.

Tourism in warm-water islands emphasises sun, sand, and sea (and sometimes sex), each of which links to an island's water-based appeal. In contrast, cold-water islands are often linked to the 4 'i's, namely icebergs, inaccessibility, initiation, and isolation (Nilsson, 2008). Baldacchino adds 'indigenous' to that list of i's (2006a). Each of these markers for touristic appeal differs but can be linked to water. For warm-water locales, water fits with the romanticised allure that islands enjoy in the psyche of armchair and warm-water travellers. Water is often a focal point for tourism promotion for warm-water destinations, including promotional materials that feature waters along the shore, water-based activities, and delicacies from the sea (Lewis-Cameron and Roberts, 2010b: MacLeod and Croes, 2018). But for cold-water islands, the appeal of water is less clear. Water may symbolise the remoteness of the destination, harken to modes of transportation related to access (cruise ships), or imply active water-based adventure or pristine scenic panoramas (Butler, 2006; Dann, 2006; Ioannides and Petersen, 2001; Nilsson, 2008). More research is needed to better understand the role that water plays in tourism brand identities for island destinations and what water means from a touristic perspective for both locals and visitors. See Table 10 for the connections between the 4s and 4i dimensions of island destinations and water, constructed from Nilsson's work (2008) but with the addition of the connection to water added. These two frameworks contrast the collective or mass touristic experience represented by many warm-water islands to the individualistic nature of cold-water island tourism.

4 s		4 i	
Sun	Usually referencing a 'beach' locale, with a view of the water; water is used to cool down after being in the sun	Icebergs	Literally, frozen water; tourist attractions in their own right; mysterious, unknowable, and dangerous
Sand	Again, associated with a 'beach', sand is the juxtaposition of water and land, linking the two and providing a venue for visitors to enjoy and experience water from the safety of land	Inaccessibility	Water is tied to the remoteness, separateness, and isolation of many islands, and especially cold-water islands; a medium for transportation that may limit access based on seasonality
Sea	Literally water; the locale for an array of popular water-based tourism activities, including swimming, surfing, sailing, fishing, etc.	Initiation	Can't get there by accident (because of water), needs to be deliberate and planned;
Sex	Sex (on the beach), nude bathing, partying (on the beach), bikinis, etc.	Isolation	Because of water, remoteness, difficult to access, removed, separate from the 'other' by water

Table 10 - The 4 's' Versus the 4 'i' of Tourism

The growth in tourism for many cold-water islands is relatively new in comparison to the growth in tourism for many warm-water destinations. What has historically been viewed as impediments to tourism growth for cold-water islands may increasingly be a point of appeal for these destinations. For example, as tourism has proliferated many corners of the world, one appeal to cold-water islands is their relatively unspoilt and untouristic nature – providing tourists who are looking to travel off the beaten path a 'new' place to explore unencumbered by throngs of selfie-taking masses (Dann, 2006). In addition, as sustainable travel continues to grow, tourists may be draw to the relatively pristine and untouched land- and seascapes offered by cold-water destinations, which (at this point) seem more committed to sustainability practices than many warm-water mass-tourism locations (McElroy and Potter, 2006a and 2006b). Finally, seasonality – long viewed a potential impediment to cold-water island visitation - may in fact have an appeal for visitors looking to avoid other travellers and take advantage of touristic opportunities limited to those out-of-season timeframes (Joliffe and Farnsworth, 2006). The scholarly work in this area, cold-water island tourism, is in its infancy with some excellent foundational work completed but much more to done, particularly in relation to the role water plays in the tourism of cold-water islands.

Branding Islands

It is possible to incorporate themes related to water into the tourism logos for destinations (Graham, 2020) and that both cold-water and warm-water island destinations incorporate water into their tourism logos. What remains unclear, though, is *what* that tells us about a destination's brand identity and the tourists looking to visit those destinations. Water is not universally inviting or hospitable. In harsher climates, water can in fact be a dangerous, inhospitable, and a natural barrier (Kaae, 2006). The ways in which water is portrayed in tourism logos, or in other branding materials, may provide insight into how it is viewed by tourists (or by tourism marketing bodies) across destinations. Analysis of the tourism logos in this study showed that water was portrayed in a variety of ways – by the colour blue, by a wave or waves, by islandness, by landscape/seascape, or by some other means - but there may be other ways to represent water in tourism branding components, including logos.

Brand managers use both points of parity and points of differentiation in developing their brand identities (Dumitrescu and Cetina, 2014). As Baldacchino and Khamis (2018) query, do destinations use island-related brands or the *island* brand as part of their marketing strategy (2008: 374). Points of parity provide target audiences with ideas that are familiar, comfortable, and low-risk when a new brand (destination) is introduced to the marketplace. In contrast, points of differentiation provide compelling distinctions between one brand (destination) and others, giving target audiences reasons to prefer one brand over another. The use of water in the tourism logos for cold-water destinations may be points of parity, letting the target audience know key information about the destination that is appealing and familiar to them. In contrast, water as a point of differentiation may not be an effective strategy unless there is something unique about the water in one place vis-à-vis another. Knowing that tourism logos use water as a theme is insufficient in terms of fully understanding the role of water in the branding of destinations. While it is important to have a fulsome understanding of what water means to a destination and why, an analysis of tourism logos may not provide that insight.

Logos are only one aspect of branding and are intended to be simplistic yet visually impactful (Seraphin, et. al, 2016). Because of the static nature of logos, the ability to transmit intricate

and nuanced messaging may be limited. The connection between islands and water is both obvious and complex, and capturing those subtle yet important distinctions within a logo may be challenging. Other branding elements such as slogans, spokespeople, mascots, jingles, etc. which were not included in this study, may be better suited to fully capture and convey the relationships between islands and water in a more holistic manner. For cold-water islands, where connections to water may be more tenuous or layered, this assertion may be even more accurate. Examining other components of branding may yield different results than this logo-focused research.

Finally, cold-water islands are relatively new, or less familiar, to the mass tourism marketplace in comparison to many warm-water islands. Familiarity with a destination has been linked with the ability to recognise themes in tourism logos (Hayward, 2017; Marti, 2005). For example, the tourism logo for Bermuda is a stylised pink font that spells out "Bermuda" and the logo for Iceland includes several blue wavy lines with a red wavy line in their midst. To individuals unfamiliar with these destinations, the link between Bermuda's pink font logo and the pink sands of Bermuda, or Iceland's volcanic roots represented by the red lava line may be lost. It is possible that many of tourism logos, particularly those for cold-water islands, have themes embedded in them that may go unrecognised because of various, and often low, levels of familiarity with some destinations in comparison to others.

Limitations and Further Research

This study focused on the tourism logos of 106 islands around the world and excluded many islands throughout the world for various reasons. First, many islands may not have been identified via the methods used to source the destinations. In particular, there were a lot more warm-water islands (76) included in the study than cold-water islands (13), owing to the fact that the former were more likely than the latter to appear on the lists of top tourism destinations, even though deliberate effort was made to identify cold-water islands. This trend may reflect the historical popularity of warm-water destinations as desirable tourism destinations. Regardless, future studies may be bolstered by the inclusion of more islands in general, and more diverse islands in particular, to provide greater insight into the incorporation of water in the branding practices of island destinations.

A significant number of islands appeared on the preliminary list of destinations but were then discarded because a tourism logo that met all of the selection criteria was not found. While each destination on the preliminary list had a tourism industry and tourism promotion material, a logo could not be found for a large number of destinations resulting in their exclusion from this study. Instead of logos, many of these destinations used photographs and/or text in their tourism promotional material This situation may reflect a deliberate choice to focus on other aspects of branding or may suggest that the destination is in its infancy in terms of brand development. Over time, this might change as destinations refine and rework their marketing and promotional strategies, destinations may develop logos, may develop new logos or change existing logos, or may drop logos from their branding strategies. Additionally, this study focused on logos to the exclusion of other branding elements. Future studies may want to consider other branding elements (such as slogans) or may want to consider all branding elements simultaneously to get a more holistic perspective of the role water plans in the branding of destinations.

The way that each destination was classified with respect to water temperature is imperfect. While using the northern- and southern-most points within a destination gave a range of temperatures, it is possible for other areas of the islands to have water temperatures that

differ from those two points. In addition, the guidelines provided by the National Center for Cold Water Safety are not universally accepted, and other organisations offer slightly different thresholds that may, if used, result in some islands being classified differently. This lack of an accepted framework to classify a destination as a cold-water island is a particular weakness in the literature and this study, and a definitive set of classification criteria would be instructive. In addition, the establishment of a third (and essentially a fourth) category of island – seasonal-water islands and the group of islands that were discarded from this study because they did not 'fit' into any of the three categories used in this study – is bound to generate debate and is certainly open to scrutiny.

Conclusions

Many islands, regardless of water temperature, incorporate water as part of their tourism logo. The near universal touristic appeal of water is complex and multifaceted, however the vast majority of island tourism research focuses on warm-water destinations, while the academic literature relating to cold-water islands is still being developed. The study of islands would benefit from a better understanding of how islands use water as part of their brand identity, as well as how tourists interpret or value water. Encompassing a broader spectrum of water temperatures, and consequently a more diverse collection of islands from around the world, would enrich this discourse.

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