This study investigates tourism demand in a small island destination. Tourism demand dynamics could be triggered by a broader range of factors, associated with time-dimensions and reciprocal effects, than what has been explicitly alluded to by the literature. This has important implications for our understanding of the drivers of tourism demand. At the same time, the study presented new avenues for future research and the theorizing of the dynamics of tourism demand. The study found that a small island destination could provide useful material for advancing the scholarly literature in the sphere of tourism.

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