

ABSTRACT

Sustainable Competitive Advantage In The Yacht Services Industry Cluster of Trinidad and Tobago

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The specific purpose of this thesis is to assess the factors for long run sustainable competitive advantage in the Yacht Services' Industry Cluster in Trinidad and Tobago.

Porter's Diamond Methodology on international competitiveness was utilised and expanded on, in an effort to highlight those unique characteristics of the yacht services industry in the Caribbean.

The modified model highlights the negative impact of the environment as an externality that can affect the long run sustainable competitive advantage of the yacht services industry. As well as introduce the concept of "collective efficiency," as an alternative tool for measuring the competitiveness of agglomerations of small and medium-sized firms in the yacht services industry in Caribbean economies.

The yacht services industry was found to be in a state of growth. The yacht services product is neither branded nor proactively marketed. Proactive intervention is critical for ensuring long run sustainable competitive advantage in the industry.

Researchers and policy makers can utilise the research and its findings. It may also help to justify legislative and executive decisions to protect the natural and cultural resources that support yacht services and further justify capital and operations investment in public facilities and infrastructure that support tourism in general, and yacht services in particular.

The thesis provides baseline data and is reference for researchers who are exploring and analyzing relationships between international competitiveness cluster development of small and medium sized firms and sustainable competitive advantage in small island states. Further, it allows for actors in the yacht services industry and other provider-located services to identify potential barriers to growth and impediments to international trade.

KEYWORDS: Leroy Quildon; Yacht service Industry; International Competitiveness; Porter's Diamond; Sustainable Development; Trinidad and Tobago.