

Contents

Foreword	ix
Preface	xi
Acknowledgements	xiii
List of Abbreviations	xvii
Introduction	xix
CHAPTER 1	
Coming to Grips with the Complexity and Other Characteristics of Tourism	1
CHAPTER 2	
History, Race and Tourism in Bermuda, the Bahamas, Barbados, Jamaica and Cuba	14
CHAPTER 3	
Regional Integration in the Caribbean and the Birth and History of Regional Tourism Institutions	71
CHAPTER 4	
The Changing Face of Caribbean Tourism	95
CHAPTER 5	
CARIFTA: Views and Strategies Relating to Caribbean Tourism	108
CHAPTER 6	
Caribbean Tourism Expands to Europe	131

CHAPTER 7	
The Creation of the Caribbean Tourism Organization	148
CHAPTER 8	
The Role, Economic Contribution and Impact of Cruise Tourism on Caribbean Societies	159
CHAPTER 9	
Creating a Sustainable Tourism Strategic Plan for the Caribbean	172
CHAPTER 10	
Failed Attempts to Create the Regional Tourism Fund	213
CHAPTER 11	
Developing the Sports Tourism Niche Market	226
CHAPTER 12	
Developing the Culture/Heritage Tourism Niche Market	244
CHAPTER 13	
From Sugar to Tourism: The Shift to Services	271
CHAPTER 14	
The Major Factors Determining How Global Tourism Performs	291
CHAPTER 15	
The Second Decade: Whither Caribbean Tourism?	318
APPENDIX 1	
International and Caribbean Tourist Arrivals, 1970 to 2010	351
APPENDIX 2	
Key Information on Various Aspects of the Cruise Industry: Caribbean Cruise Survey, 2000	355
APPENDIX 3	
Tourism Taxes in Five Selected Caribbean Societies	363
APPENDIX 4	
Draft Inter-Governmental Agreement for the Regulation of Cruise Shipping in the Caribbean	372

APPENDIX 5	
Tourism Arrivals, 2008–2011	385
APPENDIX 6	
Excerpts from a Speech by Sir Ronald Sanders in June 2007 at the Watershed Media Centre in Bristol, England	418
APPENDIX 7	
LIAT Fares and Taxes Tables	424
INDEX	433