



Tourism Marketing and Management in the Caribbean (RLE Marketing) (Routledge Library Editions: Marketing)

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The Caribbean now has one of the largest regional tourism industries in the world amongst developing countries. When originally published this volume was the first to provide a comprehensive discussion of tourism in this part of the world. It begins with an overview of the industry and then examines aspect of tourism marketing and management on a region-by-region basis, covering the Bahamas, Jamaica, Barbados, St Lucia, Trinidad and Tobago, Guyana and Cuba. Detailed analysis follows of sectors within the industry, such as heritage and health care, with central issues such as the intense competition between the cruise ship and hotel industries being highlighted. Discussion of the impact of US and EU policies on Caribbean tourism provides an important international perspective. Throughout, the focus is on the contribution of the regional tourism industry to Caribbean economic growth and development.

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