



# CARIBBEAN TOURISM ORGANIZATION PUBLICATIONS

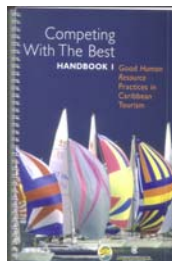


## CARIBBEAN STATISTICAL REPORT

This report has been prepared by the Caribbean Tourism Organization (CTO) as part of its programme of providing vital information on the changing tourism environment in the region; a service to its members and to others who are interested in Caribbean Tourism. The main objective is to provide CTO members and other interested individuals with a single comprehensive source of key statistics on tourism in the Caribbean, including a statistical overview of trends in tourism in the region. More specifically this report includes statistics on tourists and cruise passengers; the supply and use of accommodation by visitors plus a wide range of visitor-related numbers. In addition, a variety of general economic and socio-economic indicators for individual Caribbean countries are also provided, subject to their availability.

Published: **Annually**

Price: **US\$200.00**

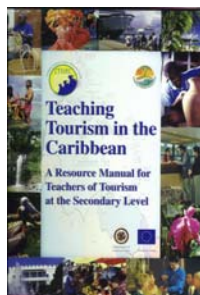


## COMPETING WITH THE BEST HANDBOOK

This handbook provides helpful tips and resources on how to find, train, manage and retain good employees. It is the first of an annual series of good practices handbooks, which the CTO will be showcasing to highlight positive tourism management and development practices in the region. The Handbook will profile valuable approaches that can be adopted or adapted in other Caribbean tourism businesses and organization, many of which will also be relevant in other parts of the Commonwealth.

Published: **May 2005**

Price: **US\$20.00**

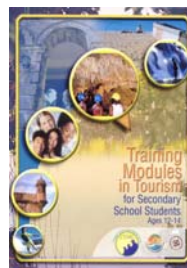


## TEACHING TOURISM IN THE CARIBBEAN

This Resource Manual on Tourism is just one of the teaching tools being developed for Tourism Educators at the Secondary Level of the Education System within the Caribbean. It is aimed at providing them with relevant up-to-date information on Caribbean Tourism. It will definitely assist in solving the ongoing problem of insufficient resource materials in tourism available to the educators at this level. Not only will it serve as a valuable teaching resource to facilitate tourism education, but as reference materials for Secondary School Students studying tourism whether it be for examination purposes or simply for enrichment.

Published: **December 2000**

Price: **US\$40.00**



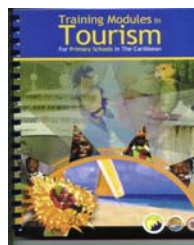
## TRAINING MODULES IN TOURISM FOR SECONDARY SCHOOL STUDENTS

The Training Modules are designed to help student understand the importance of Tourism to their country and the region and how they can play a part in its continued growth and development. They will provide teachers and students with concepts, ideas, activities and experiences which will help to develop their knowledge, skills and understanding of Caribbean Tourism. They seek to encourage

discussion, identify situations and problems, problem solving, self-awareness, critical thinking and research among other things.

Published: **November 2001**

Price: **US\$30.00**



## TRAINING MODULES IN TOURISM FOR PRIMARY SCHOOL STUDENTS

The Training Modules are designed to create an awareness of tourism in students as all levels of the primary school system within the Caribbean this enabling them to be able to recognize the importance of the industry and the career opportunities it offers. Also, to give students at the primary level an opportunity to fully

appreciate the tourism produce of the Caribbean, also its cultural heritage. In addition it will allow for the development of interpersonal skills of charm, friendliness and hospitality, which are vital ingredients to the growth and sustainability of tourism in the region.

Published: **August 2001**

Price: **US\$30.00**



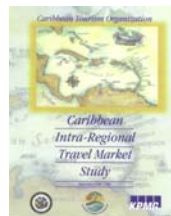
## SUSTAINABLE TOURISM STANDARDS AND INDICATORS

The overall objective of this research study is to develop a framework document for the development of environmental standards and associated indicators as tools toward achieving environmental sustainability of the tourism industry in the Caribbean. This initiative is being proposed in full recognition of several

other undertakings aimed at the development of standards and indicators as well as existing schemes, to measure the progress being made in achieving sustainable tourism.

Published: **November 2000**

Price: **US\$50.00**



## CARIBBEAN INTRA-REGIONAL TRAVEL MARKET STUDY

This report is a collaboration effort between the CTO, KPMG and the OAS. It was developed to provide an overview of Caribbean travel by Caribbean residents and to assist those involved in the industry to develop attractive products and to proactively market to this emerging sector. The report highlights the unique nature of the

intra-regional travel market and provides a practical guide to help market the region to Caribbean residents.

Published: **December 1999**

Price: **US\$50.00**

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