



Contemporary Caribbean Tourism: Concepts and Cases

By Sherma Roberts, Mechelle Best, Acolla Cameron

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The Tourism industry is seen as the linchpin that holds the majority of the economies of the Caribbean together. In Contemporary Caribbean Tourism, authors Roberts, Best and Cameron, provide a comprehensive, contemporary resource for students and practitioners alike. Spanning the breadth of issues from accommodation and transportation; environmental and economic impacts; Cultural, Sport, Health and Wellness, and Adventure Tourism; to disaster management and preparedness, this book discusses all of the elements essential to the long-term development and sustainability of the Region's most valuable source of income. Cutting across the Dutch, English, Spanish and French Caribbean, the history and issues of tourism in the Caribbean are presented in a cohesive and easy to grasp manner, with practical examples, case studies and references from all aspects of the business of tourism. Structured to provide an understanding and analysis of the importance of tourism to the Caribbean, Contemporary Caribbean Tourism stands as a foundational text addressing all of the contemporary realities of Caribbean tourism. The book is divided into 5 key sections with chapters which each feature learning outcomes, summaries and key terms as well as discussion questions and exercises. Copiously illustrated with tables, figures, images and cases, each chapter is rounded out with references for further reading.

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Editorial Review

About the Author

Sherma Roberts is a Lecturer in tourism and Programme Co-ordinator at the University of the West Indies, Cave Hill, Jamaica. As Chair of the Tourism Advisory Council, she has served the government of Barbados in the formulation of its Tourism Policy 2012u2021, and Tourism Master Plan; and is Chief Examiner for the CXC CAPE Tourism examination. Mechelle Best is an Associate Professor of Tourism at California State University Northridge, USA where she also teaches courses in Sustainability. With over 15 years professional experience in the tourism industry, she has consulted independently for hotels and attractions and on USAID and IADB-funded projects in the Caribbean as an Environmental Management Specialist. Acolla Cameron is Programme Co-ordinator and Lecturer in Tourism in the Department of Management Studies at the University of the West Indies, St Augustine, Jamaica. Her research interests include tertiary tourism education administration and curriculum development, tourism planning and policy and destination marketing in small island developing states.

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