FACTORS INFLUENCING TOURISM IN THE CARIBBEAN

Form 5 – Term 1
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FACTORS INFLUENCING TOURISM IN THE CARIBBEAN

1. Climate and weather
2. Accessibility
3. The exchange rate
4. Infrastructure
5. Sanitation and health
6. Safety and security
7. Supply of tourists
CLIMATE AND WEATHER

- Daily average of 26ºC (range 20ºC – 32ºC)
- Absence of strong winds especially during the dry season facilitates aquatic sports e.g. diving, skiing, boating, sailing, fishing, swimming
- Tropical rain forests support eco-tourism (attracts nature-lovers from around the world)
ACCESSIBILITY

- The Caribbean Region is strategically located between $10^\circ$N - $23^\circ$N latitude and $60^\circ$W - $85^\circ$W longitude
- Easy access by air and sea to tourists from countries to the north and the south
- The Caribbean attracts approximately 50% of the international cruise liners
Many Caribbean countries own and operate airlines (Air Jamaica, Cayman Airways, Guyana Airways, LIAT, Caribbean Airlines (formerly BWIA)).

International airlines also service the region: British Airways, Air Canada and American Airlines.
Tourists from most developed countries find the foreign exchange rates of Caribbean countries to be very attractive.

Favourable rates make the cost of their vacations cheaper.
Caribbean governments provide special facilities needed by tourists:

- Airports and Seaports
- Accommodation (hotels, guest houses, b&b)
- Transport facilities on land (roads, bridges)
- Reliable infrastructural facilities (electricity, water supply)
A healthy clean and well-kept environment is another factor which influences the development of tourism in a country.
Most tourists consider freedom from danger and harassment as key determinants in their choice of destination.

The Caribbean has a reputation as a relatively safe and peaceful region with a stable political climate comprising democratically elected governments and serious law enforcement.
TOURISTS BY MAIN MARKETS

The US provides just over 1/2 of all land-based tourists visiting the region, and over 80% of all cruise passengers.
FACTORS OPERATING IN COUNTRIES OF SUPPLY

- Income:
  - high employment rates, high standard of living, paid vacation, early retirement, two-income families
- Favourable exchange rates
  - Cheap, affordable vacations
- Climate: freezing winters
- Accessibility/transport
- Marketing: Caribbean governments vigorously market the region through brochures, magazines, videos, the internet, etc.
TOURISM’S CONTRIBUTION TO CARIBBEAN COUNTRIES
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1. Foreign exchange earnings
2. Job creation
3. Development of infrastructure
4. Linkages and leakages
5. Yachties
TOURISM’S CONTRIBUTION TO CARIBBEAN COUNTRIES: FOREIGN EXCHANGE EARNINGS

Approximately US$ 11.4 billion was earned by Caribbean countries in the year 1993 from services provided to tourists such as:

- Travel
- Accommodation
- Food
- Purchase of souvenirs
- Sightseeing
- Departure taxes
- Tips
TOURISM’S CONTRIBUTION TO CARIBBEAN COUNTRIES: JOB CREATION

The Caribbean Tourism Organization estimates that tourism provides direct and indirect employment for approximately 500,000 persons in the region.
# Careers in Tourism

## Airlines
- Pilots
- Flight attendants
- Cabin services
- Sales manager
- Catering companies
- Engineers
- Ticket agents
- Maintenance crews
- Baggage handlers
- Clerks

## Hotels/motels
- Hotel manager
- Food and beverage manager
- Cooks
- Waiters
- Bar workers
- Cashiers
- Reservation clerks
- Laundry attendants
- Maids
### CAREERS IN TOURISM

#### Recreation
- Night club owners
- Musicians
- Tour operators/guides
- Yachting services
- Coaches
- Vehicle rentals
- Watersports equipment rentals
- Scuba instructors
- Boat tour operators
- Taxi drivers

#### Travel agencies
- Agency manager
- Sales promoter
- Reservation agents
- Commercial Accountants
- Clerks
CAREERS IN TOURISM

Tourism bureau
- Director of Tourism
- Director of marketing
- Research Personnel
- Marketing Manager
- Overseas Representatives
- Travel Promotion Consultants
- Photographers
- Tourism Educators

Advertising
- Advertising Director
- Journalists
- Printers
- Designers/Artists
- Fashion Designers
PERSONALITY TRAITS REQUIRED

- Outgoing personality
- Discipline
- Affability
- Flexibility
- Good listener
- Not arrogant
- Extrovert
- Charm / good graces
- Patience and firmness
- Empathy
- Showmanship
- Sociability
- Self-confidence
- Self-motivated
- Sound judgement
- Ability to put people at ease
- Good grooming and exemplary appearance
- Ability to express one-self clearly
- Self assurance
- Sense of humour
- Politeness
APPTITUDE, ACADEMICS, TRAINING REQUIRED

- Experience
- Foreign languages
- Wide interests (cultural, sports, artistic etc)
- Knowledge of the product
- Psychology
- Mathematics
- Common sense
- University degree
- Administrative experience
- Emergency procedures
- Pilot’s license

- Sound knowledge of local geography, history and customs
- Sound knowledge of the visitor’s country of origin
- Tourism Marketing
- Communication techniques
- Sociology
- Tourism Studies
- Economics and Statistics
- Communications
- Catering and Food Preparation
Hotel schools in various Caribbean islands
- UWI
- Caribbean Aviation Training Institute
- Trinidad and Tobago Hospitality Institute
Tourism’s contribution to Caribbean countries: Job creation through linkages

Tourism has a ripple effect on the manufacturing, industrial and service sectors of the economy. Linkages exist in many areas, e.g.:

- **Agriculture** (great demand by airlines, cruise ships, hotels, guest houses etc for fruits, vegetables, fish and milk products)
- **Manufacturing** (rum, clothing, souvenirs, seasonings, soft drinks etc)
- **Construction** (use of local raw materials in construction of hotels etc)
- **Culture** (local entertainment for tourists boosts our local art forms)
TOURISM’S CONTRIBUTION TO CARIBBEAN COUNTRIES: DEVELOPMENT OF INFRASTRUCTURE

- Upgrading of airports, seaports, roads
- Provision of reliable supplies of water, electricity and communication facilities

Locals benefit from these upgrades as well.
LINKAGES AND LEAKAGES

**LINKAGES**

- Tourism benefits Caribbean countries in many ways: creating employment, earning foreign exchange and resulting in development of Caribbean countries

**LEAKAGES**

- Economic leakages when some of the foreign currency earned through tourism is repatriated abroad rather than remaining in the host country
INFLOWS

- Customs duties
- Departure tax
- Hotel bills
- Tour guide fees
- Entertainment
- Shopping
- Local transport
- Food and drinks
- Foreign investment (e.g. hotel construction)

OUTFLOWS

- Foreign consultants
- Marketing (in foreign countries)
- Foreign appliances and furniture
- Imported food and drinks
- Profits from hotels repatriated abroad
YACHTIES

- The number of yachts visiting Trinidad and Tobago moved from 60 in 1990 to 2500 in 1995 generating an annual income of approximately 30 million TT$. 

YACHTIES

BENEFITS:

- Repairs of yachts creates employment for nationals
- Infrastructural development along the coasts where yachts are moored (due to business development)
- Other linkages: transport, communication, banking, restaurants and entertainment facilities)
YACHTIES

PROBLEMS:

- Raw sewage disposed off close to the shore (over 80% of yachts entering Tobago’s waters do not have septic holding tanks for faecal waste)
  - Locals swimming in filth
  - Destruction of coral reefs
- Unquarantined pets