



The Caribbean  
Tourism  
Organization  
(CTO) is pleased  
to join its  
member  
countries  
at World  
Travel Market  
London 2014!

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importance of ensuring that persons who work in the Caribbean tourism sector are made to feel a sense of ownership of the sector and are encouraged to strive to provide excellent service which surpasses that which is offered by our competitors. This, he said, is one way to sustain the industry.

The conference was a lead-in to Caribbean Tourism Month, which runs throughout November.

“The month also gives us a chance to look inwards at our approach to tourism, at the quality of our product, at the strategies we employ in managing this vital