

CTO Joins Forces with CRTN/ITSA Network to Boost Tourism Research in the Caribbean

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[/EINPresswire.com/](https://EINPresswire.com/) -- The Caribbean Tourism Organization (CTO), the Caribbean region's tourism development agency, has signed a Memorandum of Understanding (MOU) with the Caribbean Tourism Researchers Network (CTRN)/International Tourism Studies Association (ITSA), aimed at strengthening tourism research in the region.



The CTRN/ITSA is a network of tourism researchers under ITSA who are actively engaged in research on Caribbean tourism. Its primary aim is to enhance the tourism sector in the Caribbean through research.

The two organizations have agreed to cooperate on research initiatives and projects, the development of knowledge products, sharing critical research and knowledge, and capacity-building initiatives. Two projects have already been identified for execution under the agreement.

One is a capacity-building program geared towards sensitizing researchers, working with regional tourism bodies, on some of the latest techniques used to design and execute tourism research projects. The second is a research project focused on understanding and building sustainable and resilient Caribbean destination policies.

“The collaboration between the Caribbean Tourism Organization and CTRN/ITSA provides an immediate boost to one of our core areas, research, which serves as the foundation for all other organizational activities. This collaboration marks a significant milestone in our ongoing efforts to strengthen and advance the tourism industry in the Caribbean region through evidence-based policy recommendations that contribute to the growth of a resilient and sustainable tourism industry, with the ultimate goal of enhancing the economic well-being of the Caribbean population. We believe that the expertise and insights of these academics from across the world

will contribute immensely to the alignment of the priorities of our membership and deliver on our objectives,” said Neil Walters, CTO’s acting Secretary General.

“The recently signed Memorandum of Understanding of CRTN/ITSA with the Caribbean Tourism Organization is consistent with the vision and major goal of the International Tourism Studies Association. CRTN/ITSA and this MOU are model case studies of what ITSA wants to replicate in other world regions. It is a great example of the willingness to use knowledge exchange in tourism to improve the capacity and resilience of this important economic sector. CRTN/ITSA members and their colleagues around the globe stand ready to contribute to the successful implementation of this historic agreement,” commented Professor Alastair Morrison, Vice President of ITSA.

The arrangement is for an initial three-year period but can be extended by mutual agreement.

Tenisha Brown-Williams, ITSA Regional Vice President (Caribbean) and Chair of the CRTN/ITSA, stated that “the CRTN/ITSA aims to enhance tourism’s social and economic impact in the Caribbean by generating and disseminating high-quality useful research. We understand that our research should benefit industry stakeholders, tourism practitioners, policy-makers, destination planners, and the like in their understanding of critical Caribbean tourism issues and developing tourism policies, plans, and work programs. We are excited about this new partnership with the CTO and look forward to its positive impacts.”

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), headquartered in Barbados, is the Caribbean’s tourism development agency, comprising membership of the region’s finest countries and territories, including Dutch-, English- and French-speaking, as well as a range of private sector allied members. The CTO’s vision is to position the Caribbean as the most desirable, year-round, warm-weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members, the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution, and research & information technology.

The CTO’s headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; E-mail: CTObarbados@caribtourism.com.

For more information about the Caribbean Tourism Organization, visit www.OneCaribbean.org and follow CTO on Facebook, Twitter, Instagram and LinkedIn to be part of the conversation.

About the Caribbean Tourism Researchers Network (CRTN)/International Tourism Studies

Association (ITSA)

The International Tourism Studies Association (ITSA) is uniquely devoted to scholarly exchange between researchers and practitioners focusing on the growth of tourism worldwide, especially in Asia. Founded in 2006 in Hangzhou, China, ITSA now has an office in London.

The organization is committed to developing a global tourism leadership forum that facilitates improvements in global hospitality and tourism. ITSA is unique among international associations of tourism scholars and practitioners. It has the mission to encourage interaction and cooperation between members in developing and developed countries.

The Caribbean Tourism Researchers Network (CTRN) is a subgroup of ITSA whose mission is to enhance the social and economic impact of tourism in the Caribbean through the generation and dissemination of high-quality useful research. The mailing address for the CTRN/ITSA is Tourism, Hospitality and Sport Unit (THSU) Department of Management Studies Faculty of Social Sciences, The University of the West Indies St. Augustine Campus Trinidad, West Indies; Tel: +1 868-662-2002 ext. 82621; E-mail: Tenisha.Brown@sta.uwi.edu

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