

CTO to Launch Caribbean Tourism Research Forum at SOTIC 2026

New platform will connect research with tourism policy and industry innovation

BRIDGETOWN, BARBADOS, August 11, 2026 /EINPresswire.com/ -- The Caribbean Tourism Organization (CTO) will introduce the inaugural Caribbean Tourism Research Forum as part of the 2026 State of the Tourism Industry Conference (SOTIC), creating a dedicated platform to advance research, innovation and evidence-based decision-making across the region's tourism sector.

The three-hour forum will take place Tuesday, Oct. 6, during SOTIC 2026 in Guyana under the conference theme "Tourism Futures: Smart, Sustainable, and Inclusive." Designed as an accessible and engaging research exchange rather than a conventional academic conference, it will bring together academics, researchers, tourism practitioners, destination representatives, development partners, students and other interested delegates to share recent findings and explore practical solutions to the Caribbean's most pressing tourism challenges.

"The Caribbean Tourism Research Forum reflects CTO's commitment to ensuring that the future of Caribbean tourism is informed by credible research, regional collaboration and practical application," said Aliyyah Shakeer, CTO's director of research. "By creating stronger connections between researchers, policymakers and industry leaders, we can better equip our destinations to make informed decisions that support a smarter, more sustainable and more inclusive tourism industry."

The program will feature two research showcase sessions. The first, "Emerging Research from Caribbean Universities," will highlight recent or ongoing work from universities and research institutions.



Aliyyah Shakeer, CTO's Director of Research

The second, “Research in Practice: Applied and Destination Insights,” will focus on studies addressing specific policy, planning, market or destination-management challenges.

Presentations may examine topics including visitor behavior and changing travel patterns, tourism demand and forecasting, sustainable and regenerative tourism, climate resilience, community-based tourism, workforce development, artificial intelligence and digital transformation, destination competitiveness, market intelligence, economic impact and product development.

Each session will include concise presentations followed by moderated discussion with the forum concluding in a joint conversation on strengthening links between academic research and industry needs. Presentations will be limited to approximately 10 minutes and designed to be accessible to both technical and non-technical audiences.

The forum aims to raise the visibility of tourism research conducted across the Caribbean, demonstrate how applied research addresses real destination and industry challenges, and identify opportunities for collaboration among universities, tourism organizations, governments, development partners and the private sector. It reinforces the importance of evidence-based tourism planning and decision-making.

Participation is open to all registered SOTIC delegates at no additional cost.

To ensure broad regional representation, CTO is inviting nominations from Caribbean universities, recognized research institutions, the Caribbean Tourism Research Network and CTO member countries.

Click here to submit recommendations before Sunday, Aug. 23, 2026:

<https://forms.gle/bqDS2hVVD7vVFgsj7>

Visit <https://sotic.onecaribbean.org/> for more information about SOTIC 2026.

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. 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 and execution, and research and information technology.

CTO's headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026.

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

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