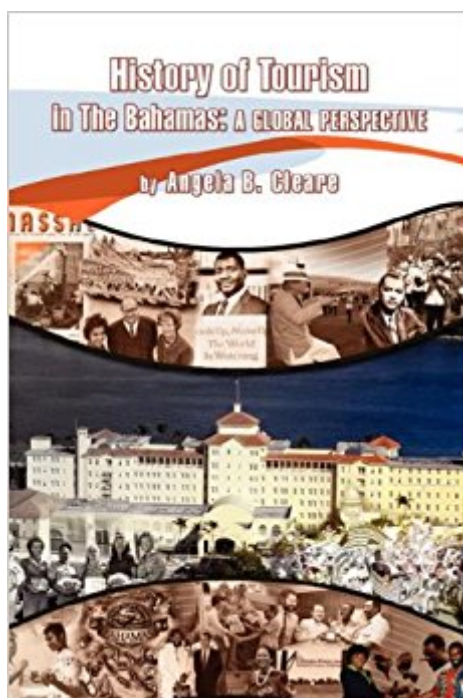


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History Of Tourism In The Bahamas: A Global Perspective



Synopsis

Tourism has been the vehicle which has enabled The Bahamas to make the transition from a simple economy based on fishing privateering and a failing sponge industry to a sophisticated modern economy. Tourism accounting for as much as 70% of national income, 50% of total employment and 40% of government revenue is the bedrock of the Bahamas economy. For five decades The Bahamas has been the regional model in tourism. This publication attempts to trace the development of tourism from the arrival of the first visitor Christopher Columbus in 1492 up to the beginning of the 21st century. The story of Bahamas tourism is presented against the background of world tourism and regional trends. It highlights the marketing and product initiatives of outstanding visionaries who have led the industry since the establishment of the Bahamas Development Board and the Ministry of Tourism. It also discusses the outlook and challenges facing the region in the next decade as well as the socio-economic impact of tourism on the local community including some of the negative impacts suffered in the Bahamas as a result of the concentration on tourism as the main industry. Comprising 12 chapters and 12 appendices with comprehensive statistics as well as a Glossary of Travel Terms it is the most complete documentation of Bahamas Tourism ever written. It is illustrated with over 300 photographs. It is no doubt the most authoritative publication of its kind. Mrs Cleare has chronicled with details the effect on the Bahamian community of the income from tourism which over the years has become the major industry of The Bahamas and has from being viewed with skepticism by the greater Caribbean been embraced with regional enthusiasm. A unique feature of the History of Tourism is Ms Cleare's list of those whom she calls Tourism Giants and Stalwarts of the Twentieth Century who contributed to the place which the industry holds in the economy, its social life and its politics. Mrs Cleare

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