**Factors That Attract Tourists to the Caribbean**

**Introduction**

Tourism in the Caribbean is the major source of revenue in the islands which has promoted to economic growth. It has created opportunities in areas like Transport, Hospitality, and recreation and also has led to the development of infrastructure and services catering to tourism. Also, a tourist visiting the Caribbean to experience their culture have helped in the preservation of culture by increasing the appreciation and preservation of traditional customs music dance, and art. Tourists have also led to an increase in environmental conservation efforts as many Caribbean islands rely on their natural environment and tourism to attract visitors. The Caribbean attracts tourist through its warm tropical climate, tropical beaches, rain forests, different traditions and cultures, music, festivals, and their delicious cuisines.

However, to Caribbean islands' state economies, tourism is even more crucial as it significantly contributes to their economies both through direct and indirect earnings through the development of the craft industry, infrastructure, and hotels, and the creation of jobs in tourism-related sectors such as transportation, construction, and security, the direct contribution of tourism to the Caribbean region’s GDP was US$ 16.8 billion, 4.7% of the region’s total GDP, and tourism directly supported 709,000 jobs. The total contribution of tourism amounted to US$ 53.1 billion, 14.8% of the total GDP of the Caribbean, and directly and indirectly supported 2.255 million jobs. The direct contribution of travel and tourism to the Caribbean’s GDP is expected to grow annually by 3.4% from 2016 to 2026, which amounts to US$ 24.1 billion. Its total contribution to travel and tourism is also expected to grow annually by 3.4% from 2016 to 2026, which amounts to US$ 76.2 billion. As most tourists arrive in the Caribbean region by air, air transport is an essential contributor to the continuous growth of tourism in the region. Air transport is furthermore essential to the import of products necessary to accommodate the higher

standard and quality of living demanded by tourists, such as food and drink, entertainment, shopping, and other services and goods. The relationship between air transport and tourism is also mutually reinforced and interdependent as tourism provides passengers, and thereby creates a new and increased business to the air transport sector.

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Tropical rainforests have been one of the major tourist attractions in the Caribbean. The present status of all islands of the Caribbean they are considered to have an ecological significance far beyond their size. Their rich biography and high endemism are of high significance, with a quarter of all tree species and many other biota being endemic.

 Since the time of the European explorers who traversed the Caribbean Sea in the fifteenth century, visitors' written descriptions and illustrations of the islands were extraordinarily influential in forming the region's reputation. The principal component of these descriptions and illustrations, and the core of this reputation, was the tropical island landscape and the first impressions formed from onboard a ship as islands were approached from the sea. Because of the highly competitive nature of the tourism industry, this longstanding reputation was maintained. While this strategy has been effective, there has been increasing interest in diversifying the Caribbean tourism product and creating a sense of distinction between destinations. The islands' identities have the potential to form the basis of this distinction, but this has largely been prevented by the ongoing reliance on the externally oriented reputation. As many people are delighted by the landscape’s beauty, some love waterfalls. Waterfalls are enjoyed by many young and old, all over the world. The Caribbean’s rainforest having various waterfalls has also attracted visitors from all over the world.

Heritage tourism is one of the growing sectors in the tourism industry. Interest in cultural tourism has been growing all over the world. Today's tourists are more conscious of and interested in the protection of the natural, historical, cultural, and social environment. Heritage tourism is viewed as being same with, cultural tourism, nature tourism, or attraction-related tourism. The heritage tourism product of the Caribbean is categorized into two principal areas: tangible heritage, which includes natural and built spaces and landscapes; and intangible heritage, which is embodied in cultural expressions such as indigenous and traditional knowledge and popular culture forms.

Most of the tourists seek to visit places that have to do with culture and heritage. The Caribbean being made of 21 islands all having different cultures and traditions has been the attraction of tourists as they tend to discover all of them. Some of the different experiences are music, dances, food, festivals, and different cuisines. They also share common cultural traits like, going to church together, eating together, drinking, and producing rum.

The ecotourism in the Caribbean. This is an important new trend in the Caribbean countries; it is related to sustainable tourism because it promotes community involvement in tourism development by taking advantage of the mountains, rivers, culture and history. In Antigua & Barbuda, there are some legislations regarding sustainable tourism for areas of tourism management capacity; marketing; transportation; environment; linkages and health,

safety, and security. Also, declaring new areas as national parks, like Green Castle Hill, Fort

Barrington and Half Moon Bay. The “Antigua Rainforest Canopy Tour” is a unique eco-tour through Antigua's lush rainforest where you embark on a journey through the verdant forest, high above the trees. In Belize, there is a canopy tour as well called “Ziplining” where you can soar above the jungle canopy traversing from one platform to another.

**In conclusion**

Due to good warm climate, tropical beaches, different cultures and traditions, an adventurous forest full of different species, magical landscapes, waterfalls, festivals, music, and many other, the Caribbean has managed to be on top as one of the most visited countries by tourists in the world.

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