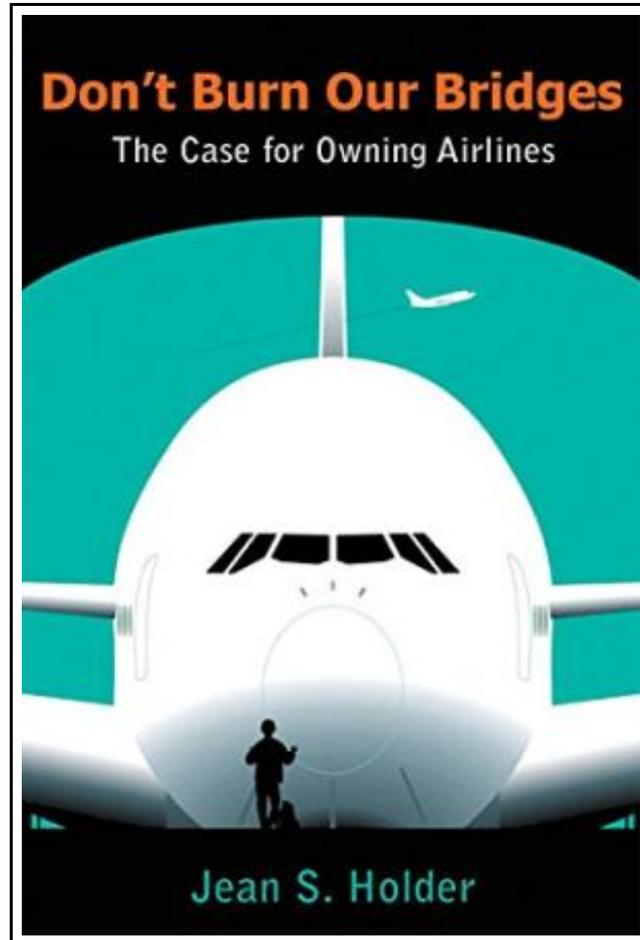


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DON'T BURN OUR BRIDGES: THE CASE FOR CARIBBEAN CARRIERS



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University of the West Indies Press. Paperback. Book Condition: new. BRAND NEW, Don't Burn Our Bridges: The Case for Caribbean Carriers, Jean S. Holder, Hilary McD. Beckles, "Don't Burn our Bridges: The Case for Caribbean Carriers" argues that a tourism-dependent region comprised largely of a group of islands must, in its own best interest, retain ownership of key aspects of its air access in spite of the costs and challenges involved in so doing. Air transportation is the glue that cements the tourism market to the destination, but it is also the aerial bridge connecting the territories and peoples of a single market and economy. Often regional airlines are forced to offer a mixture of commercial and social routes, which makes profitability difficult. The social service they provide is critical, however, and public sector shareholders should not measure their return on investment simply in terms of the bottom line. Holder rejects a widely held view that Caribbean governments, should not support their own carriers financially. Instead, he argues that because of their overall contribution to development generally, the air transportation industry should be counted among those companies in the region which are too big (and important) to be allowed to fail. "Don't Burn Our Bridges" documents the history of Caribbean airlines and attempts to demystify the complexities of such concepts as deregulation, yield management, hedging of oil prices, fare setting, fuel surcharges and a la carte pricing, while making the point that running successful airlines has defeated some of the world's most brilliant business minds. Holder also explores the impact of the global economic meltdown of 2008-2009 on air transportation and Caribbean tourism, and proposes a way forward for air transportation in the Caribbean community.



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