

The Impact of Tourism on Caribbean Economies and Societies

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INTRODUCTION

The Role of Tourism in Caribbean Socioeconomic Development

The Caribbean Tourism Research and Development Centre (CTRC) has argued over the past ten years that the tourism sector has the potential to address successfully the major socioeconomic problems of the Caribbean, and can be a positive force in strengthening the cultural fabric of the region, in improving international relationships, and in providing a strong motivation for stability and security in the Caribbean Basin. The ensuing analysis which reviews the period 1970 to 1985 demonstrates the above hypotheses, through highlighting the socio-economic realities of the Caribbean and tourism's performance in economic and social terms since 1970.

With respect to the economic concerns, the Centre's view in the early 70's contrasted strongly with those held by the accepted wisdom of the time which either rejected tourism as a development tool or saw it as a very short term mechanism until other sectors such as manufacturing or agriculture and agro-industries could be developed. The negative views were based largely on the following perceptions about tourism:

1. Tourism at the beginning of the 1970's was largely foreign-owned and managed with resulting leakages from the economy. It was poorly linked to other sectors of the economy, where they existed, and was normally not addressed by the overall economic plan of the country.
2. It served largely an elite clientele in the midst of local poverty.
3. From a sociological and environmental point of view (1970's), fears were expressed that the rising tide of tourism in the 1960's will become a flood in the 1970's, sweeping away traditional Caribbean societies and overrunning the small land masses of the islands.
4. The ultimate condemnation of tourism was that, as a sector, it did not wear the usually serious face of those traditional recipients of the aid, for example, agriculture, and therefore generated a great deal of moral prejudice against itself. By delivering services, the end product of which was leisure and fun, it obscured the hard economic gains delivered by those services.

However these problems are not inherent in the industry and, although they remain to some extent, it will be seen, as this presentation develops, that significant positive changes have been made as Government tourism organization has become more sophisticated. It remains true however, that national Governments and external development agencies, must intervene more in the process of tourism development to provide the environment, through fiscal and investment policies, legislative incentives and infrastructural development, product development marketing strategy and aid policies, etc. to assist tourism to realize its full potential.

SOCIOECONOMIC SCENARIO FOR THE 1980'S AND BEYOND

Today, in 1986, fifteen years and two world recessions since 1970, in spite of all the fears for tourism, it should be a matter for considerable reflection that it has emerged as an important economic sector in every state of the Caribbean region, as it has indeed become in many other states of the developed and developing world. Tourism in the Caribbean has never looked less fickle and less transient. Whether it be providing the mainstay of the economy as in the Bahamas, Cayman Islands, Bermuda, and the British Virgin Islands, or propping up all other sectors as in Barbados and Jamaica, or providing hope for the future as in Grenada, St. Lucia, Anguilla, and Turks and Caicos Islands, tourism as a development sector, and as the motor of development for many of the Caribbean States, has earned the right to be taken very seriously by those inside and outside of the Caribbean who claim to have at heart the welfare of this region. The reason for this is that tourism, in which most Caribbean states have a comparative advantage, meets the very peculiar needs of the Caribbean, in that it effects an immediate transfer of wealth from the market countries to our destinations, which, by their geographical and economic circumstances are impatient for development. The Caribbean is neither Asia nor Africa. It is very different and its socioeconomic problems have to be treated very differently. We are dealing for the most part with tiny land masses, small and highly educated populations in states with good communications systems. The region shares hemispheric space with the richest country in the world and is daily suffused through the public media with words and images of luxury. Its concepts of development, which are very relevant to social stability, have to be seen in the context of the very high material expectations of those who inhabit the region. In contrast to these expectations, are the Caribbean economic realities. Many island states can be divided mainly into three groups:

1. First, those dependent largely on tourism, its related services and other service sectors such as offshore banking, *e.g.*, The Bahamas, Cayman Islands, Bermuda.
2. Secondly, those whose main sectors are tourism and agriculture, *e.g.*, Grenada, St. Lucia, St. Vincent and the Grenadines, St. Kitts-Nevis.
3. Finally, those with tourism, agriculture, manufacturing, and a mining and extractive sector such as Barbados, Jamaica, Dominican Republic, USVI, and Trinidad & Tobago.

Due to the inadequacy of natural, real resources and the difficulties presented by economies of scale in small islands, the agricultural and for manufacturing sectors are generally speaking, still a long way from developing those sectors to a level whereby import substitution can entirely satisfy the populations' expectations either in terms of quantity or quality.

Often the interests of the local manufacturers are pitted against those of the traditional wholesale and retail trades where jobs are linked to importation and related services. The issue is further complicated where significant revenues accrue to Governments from duties and taxes levied on imported products. On the other hand equally brave efforts to create jobs and earn foreign exchange by export agriculture, and manufacturing for export have come up against protectionalism in regional markets and massive competition in extra-regional markets. Even those states with mining sectors such as bauxite and oil have run up against other realities such as falling demand and falling prices through

circumstances beyond their control. These realities have left the Caribbean with difficult decisions.

It can seek to reduce its standard of living and thereby reduce the foreign exchange needed to support that standard—or it must find the foreign exchange to pay for imports and repay foreign borrowings. First, simply to maintain its present standard of living and secondly to meet the growing demands of Caribbean people for a better life style than they currently enjoy. In short, the basic economic problem facing the Caribbean, is one of balance of payments equilibrium which results from fundamental structural weaknesses. Foreign exchange earnings are therefore critical. Without advocating in any way the abandonment of other sectors, this paper attempts to focus on tourism's actual, and potential performance in earning foreign exchange and addressing the critical balance of payment problems. Solving these problems creates the possibilities for advancing other sectors.

Tourism's Performance

To illustrate tourism's performance in the Caribbean, Caribbean Tourism Research and Development Centre (CTRC) has prepared some tables dealing with Tourism's contribution in selected countries.

Foreign Exchange Earnings 1979 to 1982

Taking the 29 Member States of CTRC and Bermuda, and examining their gross foreign exchange earnings from tourism for the four year period 1979—1982, it can be seen from Table 1 that aggregate earnings for this period were US \$15.3 billion, reflecting a rise of 28% from US \$3.3 billion in 1979 to US \$4.2 billion in 1982. In this context, it is interesting to compare in Table 2 the foreign exchange earnings from the main visible exports with those from tourism, for a cross section of Caribbean countries such as Jamaica, Barbados, the Dominican Republic, Grenada, St. Lucia, and St. Kitts-Nevis, over the same four year period from 1979 to 1982.

Jamaica in US\$

Between 1979 and 1982, Jamaica earned US \$1,058.1 million from tourism, as compared with US \$729.9 million from agriculture and manufacturing combined, over the same period while tourism earnings grew 74%, those from agriculture fell 35%. Manufacturing grew by 2% but sugar, shown as a component of manufacturing, earned only US \$207.4 million and earnings fell 13% between 1979 and 1982.

Barbados 1979 to 1982

In terms of export earnings between 1979 and 1982, Barbados earned US \$950.5 million from tourism, as compared with US \$430.3 million from manufactured goods and US \$143.3 million from sugar. In Barbados there was significant growth of 86% in the manufacturing sector, due largely to the performance of the electrical components subsector which itself grew by 173%. However, it can be seen that tourism still earned almost twice as much as sugar and manufactured products combined.

Table 1. Estimates of visitor expenditure.

	US \$ MILLIONS					
	1979	1980	1981	1982	1983	1984
Anguilla	1.0	1.3	1.8	2.4	3.2	5.0
Antigua/Barbuda	36.3	42.0	43.7	43.8	50.5	65.1
Aruba	108.7	137.5	156.4	148.3	114.6	113.0
Bahamas	561.7	595.5	639.1	654.5	770.2	810.0
Barbados	201.5	251.0	261.9	251.1	251.6	284.2
Belize	7.4	7.0	7.5	7.5	8.0	10.0
Bermuda	240.1	280.0	287.9	301.6	335.5	340.0
Bonaire	3.4	3.8	5.1	6.6	5.5	3.5
British Virgin Islands	38.6	42.3	53.8	65.6	81.5	85.6
Cayman Islands	36.2	44.6	52.7	56.2	61.6	70.9
Costa Rico	72.9	81.0	93.7	123.0	114.0	119.0
Curacao	119.9	149.1	158.3	155.4	77.6	83.0
Dominica	2.3	2.1	3.0	4.0	4.5	4.5
Dominican Republic	130.8	167.9	223.2	228.9	260.0	277.0
Grenada	14.3	14.8	17.3	17.2	14.7	17.2
Guadaloupe	72.3	110.9	93.5	107.5	116.0	98.0
Haiti	62.8	46.3	55.5	55.5	61.0	66.0
Jamaica	194.3	241.7	284.3	337.8	399.2	406.6
Martinique	71.5	74.6	75.2	81.6	82.6	87.0
Montserrat	3.7	4.3	5.4	5.8	6.0	6.7
Puerto Rico ¹	560.9	615.0	649.7	699.2	690.8	681.2
St. Kitts/Nevis	6.0	8.7	9.6	9.4	9.9	11.3
St. Lucia	33.0	32.9	29.4	32.4	39.7	42.4
St. Maarten	87.2	108.8	117.5	123.5	124.4	131.0
St. Vincent/Grenadines	10.5	13.7	25.2	25.9	27.1	29.0
Suriname	18.2	18.2	20.0	20.0	20.0	20.0
Trinidad & Tobago	110.0	151.1	151.9	137.6	177.8	197.8
Turks & Caicos	3.4	4.2	4.8	5.2	5.5	6.9
U.S. Virgin Islands	299.1	304.3	317.5	312.5	340.0	377.0
Venezuela	178.0	246.0	185.4	194.6	197.0	197.0
TOTAL	3,285	3,800	4,030	4,215	4,450	4,645

¹Fiscal years

Source: National and CTCRC estimates.

Dominican Republic

Between 1979 and 1982 the Dominican Republic, a country heavily dependent on agricultural and mineral exports, saw an emerging tourism sector grow 115% with earnings of US \$768.8 million as compared with US \$2,264.8 million for agriculture and US \$1,178.6 million for mineral products. The earnings from agriculture however fell 7% over the 4-year period and mineral products 29%. The loss in earnings in bauxite and ferronicle were dramatic, falling 75% and 80% respectively.

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Table 2. Foreign exchange earnings in US\$ million by main sectors for selected Caribbean countries.

BARBADOS						
SECTOR	1979	1980	1981	1982	%Change 1979/82	Total Earnings 1979/82
Tourism	207.8	253.7	264.0	225.0	8	950.5
Sugar	29.0	54.7	25.8	33.8*	17	143.3
Manufactured Products	77.0	100.95	109.4	143.0	86	430.3
clothing	23.0	24.0	26.1	32.8	43	
electrical components	22.0	31.7	38.6	60.0	173	
DOMINICAN REPUBLIC						
SECTOR	1979	1980	1981	1982	% Change 1979/82	Total Earnings 1979/82
Tourism	123.9	172.5	206.3	266.1	115	768.8
Major Agricultural Exports	525.1	498.9	753.6	487.2	-7	2,264.8
Raw Sugar	190.9	290.2	513.2	265.5	39	1,259.8
Major Mineral Products	272.1	379.4	334.1	193.0	-29	1,178.6
Bauxite	20.9	18.5	15.7	5.2	-75	60.3
Ferronickel	123.5	101.5	110.5	24.2	-80	359.7
ST. KITTS/NEVIS						
SECTOR	1979	1980	1981	1982	%Change 1979/82	Total Earnings 1979/82
Tourism	6.8	7.9	9.6	9.4*	38	33.7
Sugar	11.3	14.4	14.7	11.1	-2	51.5

*estimate

Grenada, St. Lucia, St. Kitts/Nevis

Between 1979 and 1982, Grenada earned US \$63.6 million from tourism as compared to US \$14.9 million from bananas. St. Lucia, US \$127.7 million from tourism as compared to US \$54.2 million from bananas and St. Kitts/Nevis US \$33.7 million from tourism as compared with US \$51.5 million from sugar. What is of interest in the case of St. Kitts-Nevis is that tourism earnings grew 38% and earnings from sugar declined 2% over the period considered.

For the entire region, tourism gross receipts grew in 1983 from a 1982 figure of US \$4.22 billion to US \$4.45 billion and further to US \$4.65 billion in 1984 (Table 1).

Tourism's Contribution to Reducing the Merchandise Trade Deficit

The real value of tourism can be better understood however, if we examine in Table 3, the role it has played in what we have identified as a source of

Table 3. Tourism contribution to reducing trade deficit 1979 and 1982 in U.S. \$ Million.

Country	1979		
	Trade Deficit	Tourism Earnings	Current a/c balances
Bahamas	762.4	561.7	200.7
Dominican Republic	615.7	266.3	349.4
Bahamas, Barbados Jamaica, Dom. Rep, Grenada, St Lucia, St. Kitts/Nevis	1999.4	1283.4	716
Country	1982		
	Trade Deficit	Tourism Earnings	Current a/c balances
Bahamas	988.5	643.5	345.0
Dominican Republic	767.1	374.3	392.8
Bahamas, Barbados Jamaica, Dom. Rep, Grenada, St Lucia, St. Kitts/Nevis	2938	1639.5	1298.5

fundamental disequilibrium in Caribbean economies—the balance of payments. If we examine the merchandise trade deficits in the Bahamas and the Dominican Republic for 1979 and 1982, we see that for the Bahamas it was US \$762.4 million in 1979, and US \$988.5 million in 1982; for the Dominican Republic it was US \$615.7 in 1979 and US \$767.1 million in 1982. In those years, tourism earnings were able to reduce the Bahamian trade deficit by about 65% and the Dominican Republic's deficit by close to 50%. This greatly improved the current account balance and left both countries the much more manageable figure of US \$345 million and US \$393 million respectively in 1982 to finance by borrowings and other sources of finance. The same exercise, if applied to the Bahamas, Barbados, Jamaica, Dominican Republic, St. Kitts/Nevis, Grenada, and St. Lucia combined, demonstrates that tourism reduced their trade merchandise deficit in 1979 by 64% and in 1982 by 56%.

Tourism Receipts as Percentage of Debt

If we examine in Table 4 tourism's receipts as a percentage of the external debt for the Bahamas, Barbados, Dominican Republic, Jamaica, and St. Kitts/Nevis as a group, we find that for each year 1979 through 1982 tourism receipts covered between 32% and 34% of total outstanding debt. In fact, in terms of actual flows, tourism receipts in some instances account for 60—70% of energy imports and debt service.

The above scenario indicates that while the overall economic outlook of the Caribbean remains uncertain, tourism as a sector has confounded all its critics

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Table 4. Tourism receipts in U.S. \$ Million as a percentage of external debt for the group comprising the Bahamas, Barbados, Dominican Republic, Jamaica and St. Kitts/Nevis.

Year	External Debt	Tourism Receipts	Receipts as % of debt
1979	3127	1039	33
1980	3673	1252	34
1981	4189	1397	33
1982	4694	1525	32

and has been more resilient than other sectors. In 1985 some Caribbean States are more dependent on tourism than ever before. Indications are, that States like Curacao and Aruba, with growing problems in oil refining and even "oil rich" Trinidad and Tobago, will turn more and more to tourism as a means of diversification. Its present contribution to employment in the Caribbean is significant—with its 98,000 hotel rooms, it is currently employing some 87,000 persons in hotel accommodations and an additional 188,000 through tourism related or tourism derived jobs. It is clear that in many countries tourism has had to earn enough foreign exchange to pay for its own imported inputs and most of those of other sectors. In this context, sectoral linkage becomes important and I now turn briefly to examine tourism's linkage with agriculture, manufacturing, and the service sector. It is clear that in the area of linkages, a great deal remains to be done although therein lies opportunities for the Caribbean.

Tourism and Agriculture

With respect to agricultural linkage, in most Caribbean countries, meat accounts for between 30% and 38% of total food costs in the hotel and restaurant establishments. In many islands meat, vegetables, canned fruit, and canned fruit juices represent a high percentage of foreign exchange expended by the accommodation and ancillary facilities on imports. In St. Vincent and Grenada, for instance, 72% and 86% respectively, of meat consumed by the tourism sector is imported. In St. Lucia, 35% of vegetable needs for the industry is imported. This rises to 50% in the case of the Bahamas and Cayman Islands.

Tourism and Manufacturing

In manufacturing, the linkages are strongest during the construction phase of hotels and restaurants and infrastructural projects related to the industry. In the post-construction phase, linkages have largely been confined to refurbishing and replacement of equipment and furnishings, with furniture for bedrooms, bars and restaurants, towels and linens being the main areas of activity.

Tourism and the Service Sector

The main contribution of tourism to linkages has however undoubtedly been in the area of services. In Barbados which has a well developed tourism infrastructure it can be seen from Table 5, that in 1980 taxis, car rentals, entertainment, and boutiques alone, generated US \$37.12 million. If one adds the contributions of duty-free purchases, handicrafts, and such other services as banking, aquatic and land sports, a further US \$40.73 million were generated

Table 5. Total visitor expenditure in Barbados \$ and U.S. \$ Million for 1980 by category of expenditure.

Item	Total Visitor Expenditure	
	B \$ Million	US \$ Million
1. Hotel	261.81	130.90
2. Meals & Beverages	83.29	41.65
3. Taxis	21.00	10.50
4. Car rentals	17.44	8.72
5. Entertainment	19.13	9.57
6. Boutiques	16.67	8.33
7. Duty Free	40.84	20.42
8. Handicrafts	11.46	5.73
9. Other	29.16	14.58
TOTAL	500.80	250.40
Hotel, Meals & Beverages (1, 2)	345.10	172.55
Services (3, 4, 5, 6)	74.24	37.12
Duty free, Handicrafts & Other (7,8,9)	81.46	40.73
TOTAL	500.80	250.40

giving a total of US \$77.85 million out of US \$250.40 million earned by the sector.

Indirect Value Added by Tourism

Taking another indicator of the importance of tourism linkages, we might look at Table 6, a 1978 assessment of indirect value added by tourism for Antigua. In respect of agriculture, manufacturing, construction, electricity/water, communication, trade, banking, and insurance, this amounted to EC \$23,300,000 dollars or US \$8,961,538.

Table 6. Indirect value added by tourism in Antigua during 1978 EC \$ (U.S. \$ Total; EC\$2.60 = US\$1.00).

Sector	Indirect Value Added	
Agriculture	1,880,000	15%
Manufacturing	600,000	5%
Construction	6,600,000	20%
Electricity/water	720,000	20%
Communication	950,000	13%
Trade	9,900,000	50%
Banking/insurance	2,650,000	25%
Total Indirect Value Added	EC\$23,300,000	US\$8,961,538

Socio-Cultural and Environmental Impacts

I have been asked also to address the socio-cultural and environmental costs of tourism, presumably because a secure and stable social climate is of importance to the foreign investor, as well as to the Caribbean countries themselves.

While the Centre has not had the resources to work as extensively in this area as we would have liked, some basic work has been done which demonstrates that the Caribbean host populations are very positive towards the industry. In 1977, studies were carried out in Barbados, Belize, Cayman Islands, Curacao, Grenada, and St. Kitts/Nevis to survey host population attitudes towards tourism and tourists. The percentages of those in the islands who felt that tourism helps to create friendship between people and visitors were 88%, 77%, 92%, 82%, 91% and 89% respectively. Even more pertinently, Dr. Robert Mings of Arizona State University, a visiting Research Fellow at the Centre, tested the theory that international tourism promotes international understanding. He began his work in Barbados and he has stated in a recent article as follows: "Preliminary findings permit the tentative conclusion that attitudes held by workers in Barbados towards American visitors are overwhelmingly positive. This assertion seems to be true universally - for employees of all types, ages, education levels and all types of hotels."

Generally speaking, the industry in the past ten years has undergone a quiet revolution:

1. Ownership patterns in the hotel industry have changed since 1975 from an almost 90% foreign ownership to about a 66% local ownership. While this trend is very positive, it has been discovered during two recessions that some foreign investment and ownership is important and that a proper mix of local and foreign enterprise is desirable.
2. Extensive training programmes have also resulted in considerably more Caribbean persons being employed at the middle and upper levels of hotel management and the enterprises offering ancillary services.

ENVIRONMENTS

Environmental gains from land and marine parks conservation balance concern about litter and beautification which contrast positively with other problem areas such as water pollution, beach erosion, poor physical planning, and irrelevant architecture. Two recessions have taken care of any fears that our islands would be overwhelmed by masses of tourists and the current flow of 7.7 million to the entire region is still well within the carrying capacity of the territories.

SOCIO-CULTURAL QUESTIONS

With respect to the socio-cultural fabric of our societies, we are as open culturally as we are economically. Tourism is but one of the many factors that affect us. What is important, is that the cultural diffusion has not been one-way. National and regional festivals, such as Carifesta, have seen the emergence of many indigenous cultural groups and a blossoming of the visual and performing arts. Tourism has certainly helped to promote Caribbean music such as Reggae and Calypso back into the marketplace. Caribbean cultural events are at once providing increased attractions for tourists and benefitting from their support.

In social terms, we have seen the growth of a beach culture with some attendant problems with hustlers on various beaches. These problems are however localized and very containable with proper legislation, regulation, and security arrangements.

SECURITY

It is important to make the point to this audience, that our investment and your investment in tourism in the Caribbean gives us a mutual interest in preserving a stable and secure region. Tourism does not thrive in unstable social and political environments. On our part, it also gives us a vested interest in preserving friendly relations with foreign governments and people from whence we draw over 70% of our tourism business.

Finally, I wish to close by identifying briefly the role I believe the Aid Donors and the private sector can play in strengthening Caribbean tourism to enable it to improve on the already important role it is currently playing in Caribbean development. Assistance should be seen in relation to four main goals:

1. To increase foreign exchange receipts from tourism to the region, including via an increase in tourism flows from the main markets.
2. To improve the level and number of local human resources available to manage and service the tourism industry.
3. To improve the Caribbean tourism product at every level, *i.e.*, accommodation, infrastructure, and ancillary services.
4. To reduce the leakage of foreign exchange by improving the linkages between tourism and the agricultural, manufacturing, and other sectors.

THE ROLE OF THE PUBLIC AND PRIVATE SECTORS IN ASSISTING CARIBBEAN DEVELOPMENT THROUGH TOURISM

At the level of the government, it is clear that addressing these goals will require that tourism development in the Caribbean be given a more central place within planning, aid, and investment policy. The following specifics deserve attention:

1. To increase Caribbean tourism flows and foreign exchange earnings, the Caribbean needs an aggressively coordinated marketing plan to exploit all market segments, in the interest of the lesser developed countries of the Caribbean basin. The targetting of aid for marketing the Caribbean would represent a clear departure from present policy. It would however be following a good precedent set by the European Economic Commission and be money spent in a critical area of need.
2. To improve the Caribbean human resources available to the industry, in marketing, in market and socioeconomic research, in planning, in hotel management, and operations, in all the various technological services that a modern industry needs; special attention would also have to be given to assistance through aid.
3. To improve the Caribbean tourism product at the several levels of superstructure, infrastructure, and services, international assistance is needed, not only as direct financial assistance at a government to government level, but to provide the investment climate through bilateral or regional arrangements. This would stimulate investors to bring capital into the Caribbean for hotel construction and refurbishing

and in establishing the variety of other services which go with a sophisticated tourism industry.

4. Opportunities should be investigated by investors to establish businesses in some of the countries of the region, in fields which would strengthen the linkages between tourism, agriculture, manufacturing, and other service industries. A few examples are:
 - Production of red and white meats and vertical integration of those industries.
 - Agro-industries dealing with production and canning of local fruit and vegetables.
 - Manufacture of building supplies from local materials and of white goods such as stoves, fridges, air conditioners etc.
 - Intermediate activities such as production of packaging materials, grading, storage, and processing of agro-products etc.

In seeking to assist the Caribbean with tourism development, the international donor agencies will find that tourism has the following advantages over all other Caribbean exports:

1. The consumer will definitely want it if he gets to know it.
2. The Caribbean can state with credibility, as with no other products, that its touristic offerings are as good as, or better than any other in the world.

APPENDIX I

How Tourist Spending Goes into the Economy of the Country

- I. Tourist spend for:
 1. Lodging - hotels, guesthouses, apartments.
 2. Food - meals, snacks, parties.
 3. Beverages - drinks, wine beer, soda.
 4. Entertainment - dances, shows, sports.
 5. Clothing - dresses, suits, shirts etc.
 6. Gifts - local art, pictures.
 7. Souvenirs - jewelry, clothing.
 8. Photography - film, developing, prints.
 9. Personal care - drugs, cosmetics.
 10. Internal transportation - taxis boats.
 11. Tours and sightseeing - local trips, parks.
 12. Miscellaneous - hobbies, lessons in language.
- II. Distribution of Receipts:
 1. Wages and salaals and supplies.
 2. Tips - gratuities.
 3. Payroll taxes.
 4. Commissions.
 5. Music and entertainment.
 6. Administrative and general expenses.
 7. Legal and professional services.
 8. Purchases of materials and supplies.
 9. Purchases of goods sold.
 10. Purchases of materials and supplies.
 11. Repairs and maintenance.

12. Advertising, promotion and publicity.
13. Utilities - electricity, gas, water.
14. Transportation.
15. Licenses.
16. Insurance premiums.
17. Rentals of premises and equipment.
18. Interest and Principal payments on borrowed funds.
19. Income and other taxes.
20. Replacement of capital assets.
21. Return on investment (profit).

APPENDIX II
Visitor Expenditure — Percentage Share
1984

